

Brand Reference Committee (BRC) Meeting Minutes		
Wednesday 13 March 2019	8:45am	CV Office
Attendees	Joy Bowen (JB- Chair as required), Sue Hodder (SH), Dru Reschke (DR), Erin Fields (EF) & Olivia Nunn (ON)	
Apologies	Heidi Eldridge (HE) – Maternity Leave to September 2019	
Minutes	Olivia Nunn (ON)	

- 1. Minutes of Previous Meeting** – 21 November 2019 were moved by SH as being a true and accurate record and JB seconded.

There were no outstanding actions noting AR was implemented and CBAP an ongoing requirement to implement.

- 2. Strategic Plan & Coonawarra Brand Activation Plan (CBAP)** – seeking BRC comments on strategy to deliver:

2.1 Stakeholder Relationships (referred to as partnerships in agenda):

Clarified in response to a number of ideas raised at the last Board Meeting it was proposed for CV to advance greater awareness through our existing networks that we consider reviewing our stakeholder relationships and allocate to respective workstreams or individuals for office to track, these included:

BRC & all committees

- Identify third parties (stakeholders) that can endorse to assist with promotion and reach at events or meetings. Proposed that each CV member could share five bullet points that we as an Association can collate.

Topics that could be discussed include:

What has changed over the last 20 years?

Date	Action Items	Person	Deadline	Status
13 March 2019	2.1.1 CV to prepare a stakeholder template for BRC population	ON	April 2019	

Board

- Board Members to profile the patrons, brainstorm contributors or icon bios for example Distinguished Coonawarra Identities such as Allen Jenkins.

VOC

- ASVO: Explore Webinars.

Cellar Door Events (Cabernet Celebrations Masterclass) / Relevant Sub Committee ie Roadshow, Cabernet Symposium Limestone Coast Wine Show

- Wine Show and judges' briefings and ongoing dialogue on all the positive stuff that we are doing.
- Winemaking and journalists to be briefed. Personal calls from within the region.

2.2 Print Materials

- Little Black Book – no need to change scheduled for reprint in May for distribution in June.
- Regional Map – no need to change scheduled for reprint in May for distribution in June.
- Translated Materials – requires review and requested BRC to share their materials.

2.3 Advertising

- Radio – confirmed approach with Hit FM locally is annual agreement to profile over 12 months. 3WM, MixxFM_ Seeking another Victorian airway to cover Warnnambool.
- Print Publications – note budget does not allow paid print, referred to \$15k for Broadsheet coverage for events such as CCC. Editorial to be reviewed and approached with up to date content.
- Social Media – Updated that we are working with an external consultant while Heidi is on

maternity leave. We are learning from this outsourcing that managing a large member profile that we actively share content and events is not an easy task as CV will continue to maintain the relationship with members and therefore need to content harvest.

Date	Action Items	Person	Deadline	Status
13 March 2019	2.3.1 CV to create coding to confirm Social media spend for tracking purposes.	ON	April 2019	
13 March 2019	2.3.2 CV to look at Social Content Optimisation (SCO) for discussion at the next meeting. It was noted that we did focus on this with Fuller. Currently we are highly searchable and it is tweaking our event content sharing with clear calls to action that has been employed since our engagement. PMN: Note that keys to this is Search Engine Optimisation and Social Media Strategy. This activity in the current landscape is an on-going task.	ON	10 April 2019	

- Website – We review as required with Magic Dust who are the designer of our website noting that we completely manage the back end of the word press format. Current spend reflected in budget.

PMN: Looking at improving the event presentation as note that the calendar cannot be seen on mobile devices while sequential order does appear.

Date	Action Items	Person	Deadline	Status
13 March 2019	2.3.1 Review website with Magic Dust for improvement to event presentation.	ON	April 2019	

3. Grant

3.1 (Project 250 SAWIA facilitated industry benefit grant) Update - We were successful in our application (18 February 2019 submitted) for funding of Coonawarra Biodiversity Enhancement Project that is a strategic targeted endeavour to collaborate within our region with the assistance of Retallack Viticulture (Mary Retallack) to help transform the sustainable production practices of vineyard owners, and over 40 members of the Coonawarra Vignerons, who manage up to 5,000 hectares of grapevines in Coonawarra. The development and delivery of this activity is one part of the South Australian Wine Industry Development Program as administered by SAWIA and is only possible from the support and funding provided by the South Australian Government through Primary Industries and Regions SA (PIRSA). We are in the process of preparing an Introduction Fact Sheet that will include the timelines for the project and we will aim to consult with you following vintage and have the project complete by end of June. Stay tuned for more information and noted the importance of this project to Coonawarra wide branding.

3.2 EDGM – preparing paperwork to set account up to claim to establish a mechanism to reclaim funding for *international branding activity* – much like Vinexpo Hong Kong.

Noted that Wine Australia's USA EOI closes on 15 March and seeking to confirm which members might be participating to leverage from this attendance. Penley confirmed participation and we are also aware of Yalumba's attendance. We will discuss with members to form a strategy.

Also noted in conjunction with Wine Australia's US activity that we are pitching the CCC 2019 Masterclass (The Great Australian Blend Cabernet Shiraz) to be held on 19 October and co presented by Matthew Dukes to be promoted as a call to visit Coonawarra in October. This is a branding strategy and we will work with Matthew Dukes on PR once the wine line up is confirmed.

4. Brand Activation utilising augmented reality (AR) update – Shared feedback and plan acknowledging AR is available for 12 months from commencement in January 2019. This enables us to track the views of content.

Date	Action Items	Person	Deadline	Status
13 March 2019	4.1 AR Fact Sheet to be prepared and emailed out for members to share AR tags with bottle shops or display at wine shows / events.	ON	29 March 2019	
13 March 2019	4.1 Review if content can be amended in the AR Tag.	ON	29 March 2019	

5. Budget Review – 2019 initiatives discussed in course of meeting and agreed that the budget is lean and to consider increase expenditure in 2019 for Brand Coonawarra – note \$5k allowance in 2018/2019.

6. Committee Membership – Further to the agenda notation EF enquired into the member changes. SH provided an overview of the changes given the overlap and in ON advised in reference to the terms of reference we re-focused this committee to focus on brand management now that strategies were set for marketing implementation. As per the agenda notation Emma Raidis has officially resigned since joining the Cellar Door Events Committee and Rebecca Trotter advised of her resignation. It is noted that a call for Brand Reference Committee Members was included in Correspondence dated Monday 4 March 2019 and the Group agreed representation to date is adequate with the range of membership sizes represented by the four current members.

7. Next Meeting – Brand Reference Committee Meeting, 10 April 2019, 8:30am

Agreed due to setting budgets another meeting will be held in April – however for some their attendance may be compromised by vintage priorities.

Meetings as a general rule will occur at the same monthly frequency second Wednesday, however on a basis of an as need requirement.

Attachments A - Stakeholder Analysis Register (attached as separate Excel file)