

Cellar Door Events (CDE) Committee

MINUTES – CDE Committee Meeting		
Wednesday 3 April 2019	8.45am	CV Office

1. Welcome/Attendance/Apologies
Present: Emma Bowen (EB), Lynn Doyle (LD), Kerrie Marcus (KM), Josie Abbey (JA), Emma Raidis (ER) & Olivia Nunn (ON)
Apologies: Ilana Minge (IM), Hannah Lewis (HL), Heidi Eldridge (HE) – Maternity Leave until September
Minutes: Olivia Nunn (ON)

2. Minutes of the Previous CDE Meeting		
Moved	Seconded	<ul style="list-style-type: none">Minutes were reviewed by all as part of the meeting.

3. Upcoming Cellar Dwellers and Cabernet Celebrations	
3.1	Cellar Dwellers <ul style="list-style-type: none">CV Office is seeking ways of increasing promotion.Circa \$3k to be redirected to advertising from CV Event.Council has grants for event extension and any new offering could be tapped into for an additional \$5k (accessed \$2k for GoM). Further exploration is required by CV to extend the Cellar Dwellers offering.Social media discussed and was to commence 3 months in advance April following After Dark. PMN: Penola Coonawarra Arts Festival concludes 19 May that Social will follow from 20 May.Annual event planning calendar has been created and shared with committee.Noted also that in future, Committee will be allocated up to 5 wineries to check on for event listings.Action: Electronic and print version of program to be available prior to After Dark.Action: Concise Fact Sheet to be created and shared with the Committee revised date to May and share with Cellar Doors at May Industry Get Together. Noted that this activity was delayed due to annual leave.
	Cabernet Celebrations <ul style="list-style-type: none">SATC Funding Application Agreement - \$15k per annum for 3 years, therefore funding to 2020.Golf Day to be planned by CDE committee October 2019. Discussed and shared a sponsor list.Retrospective Tasting renamed Cabernet [Decade]nce– to be held on 18 October 2019 at Raidis Estate. 5:30pm to 7:30pm.Masterclass – Saturday 19 October 2019. Matthew Jukes to be a panelist and help with PR. Theme to be pitched to Wine Australia for call to action from US visit in September.ATDW listings will be reviewed in conjunction with Mixed Dozen project work. Noted ATDW is a non-negotiable for our region. We need to be present in order for us to gain exposure on the listings. The provision is free in SA which is further verification that we should be using it.Discussed the significant number of event listings yet to be communicated and Committee agreed to assist with follow up.Action: Agreed that Committee to follow up on allocated members to return their CCC 2019 event listings. If not returned ON to follow up with members for participation to prepare printing brief.Action: Postcard proposed to developed prior to main event programme release.Action: CV to prepare the Wine Australia Masterclass Pitch by 14 May 2019.Action: CV to create Fact Sheet for email out in September 2019.
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4. Cellar Door Manual 2018 (update from 2013)	
4.1	<ul style="list-style-type: none">• Action: ON will incorporate additional Phylloxera information in the next edition along with Chinese visitor information and noted this had not been circulated as awaiting the information from the Vinehealth training held on 24 October 2018.• Action: ON to issue Cellar Door Manual for review to CDE Committee, before rolling out to Members.• Action: Bus conduct and wine varieties documents to be reviewed and updated in alignment with Cellar Door Manual.• Cellar Door metrics were followed up and currently no further state funding. In the interim sought for wineries to share on a regular occurrence (first Monday of the month) cellar door visitor numbers with preference for postcodes or state if known.

	<ul style="list-style-type: none"> • <i>Action: CV to issue to those that have opted in with data an update on a monthly basis. First to be provided end of March as a reminder for April numbers.</i>
5. Industry Get Togethers – 2019	
5.1	<ul style="list-style-type: none"> • Tracking in Weekly Correspondence. Next Cellar Door Get Together is at Hollick Estates on 17 April 2019. • PMN: May Cellar Door Get Together is at Bowen Estate on 22 May 2019. • <i>Action: Cellar Door to continue to set the monthly agenda. This month focus on update and achievements. For example the Code of Conduct and the Manual.</i>
6. Pop Ups	
6.1	<ul style="list-style-type: none"> • Penola Christmas Pop Up – 20 December 2019. A most successful event in 2018 raising over \$1k for income. Maintain this offering moving forward. Volunteers sought for December.
6.2	<ul style="list-style-type: none"> • Committee agrees that pop up events shall take place prior to major CV calendar events, enabling promotion of the subsequent major regional event in the lead up. • CV classified pop up events to engage participation of for example a minimum 10 Member wineries. • Discussion held on more Pop Ups in & around the region, including: <ul style="list-style-type: none"> - Robe January 2020 - Geelong - Warrnambool - Hamilton (in conjunction with Sheep Show end August). ER noted not enough interest. - Mount Gambier in May (pre-Cellar Dwellers) – Potential to host of participate during Generations in Jazz Festival. PMN: Let's follow up for 2020 now this event has been held in 2019 - Adelaide – Bowden Plant 44/Night Markets - Port Fairy – Branding opportunity - Bay Festival 2020 - GFWS being explored to gain 9 participants • Noted that we did take on Comedy in Coonawarra in January and only revenue stream was Council \$2k with business case underway for 2020 provision. Noted we did not host Leigh Street in 2018 due to it not aligning strategically along with the challenges of the location. • <i>Action: Continually reviewing opportunities with focus on call to action as visiting the region. Therefore preference is pre July and October. Noted \$8k in budget and planning to be undertaken for 2019.</i>
7. 2018 Events	
7.1	<ul style="list-style-type: none"> • CDF 2019 Event – Due to insufficient winery participation, CV will did not attend in 2019. https://www.cellardoorfestival.com/project/coonawarra/ CDF was from 15 to 17 March 2019 – noted that Koonara, DiGiorgio Family Wines participated and feedback to be sought. Next CDF event is in July. • Good Food & Wine is 31 Mar to 2 June 2019 • <i>Action: All to consider Melbourne events to participate in.</i> • After Dark – Coonawarra Vignerons reviewed involvement in event, Friday 12th and Saturday 13th April 2019, and will continue to provide promotional support. Radio advertising is occurring with Hit FM, Triple M from Mount Gambier – script Across Border MIXX FM'S ENTERTAINMENT UPDATE... FOR THE COONAWARRA After Dark. Experience the thrills, excitement and the lights of vintage, as four Coonawarra wineries open their doors at the peak of the grape harvest. April 12 and 13. FIND OUT MORE, AT 'COONAWARRA DOT ORG'. • <i>Action: Review greater radio advertising across Victoria.</i> • Grapes of Mirth – Large scale comedy event. 11 Wineries participated. Just under 700 in attendance and working through business case with GoM for 2020 • <i>Action: CV working with Grapes of Mirth on 2020 proposal.</i>
8. Local Tourism & Educational Tours	
8.1	<ul style="list-style-type: none"> • McLaren Vale Famil debrief session held with participants on 22 November 2018 CV actioned the following: <ul style="list-style-type: none"> - 1. Issued the assessments as a consolidated pack. - 2. Shared and adapted Plan on a Page template – relevant to Cellar Doors. - 3. Industry Get Together Events will now incorporate education component and this was actioned. • The fourth action is yet to occur. <ul style="list-style-type: none"> - 4. In region Famil to take place with those participants at their own cellar doors. Target was February 2019. Due to time and competing priorities this was not discussed during the meeting.
8.2	<ul style="list-style-type: none"> • Qantas Famil 28 to 31 March and good feedback especially the Coonawarra Experiences care for visitors. Article to appear in July.

9. Industry Initiatives	
9.1	<ul style="list-style-type: none"> • Wine Australia – Noted upcoming China Visit from 3-4 April and Itinerary has been shared.
9.2	<ul style="list-style-type: none"> • Great Wine Capitals – 2019 AGM to be hosted in Bordeaux with \$1k allocated in Budget to June 2019.
9.3	<ul style="list-style-type: none"> • PIRSA – Tracking against the Mixed Dozen project contribution. Successfully applied for SAWIA Project 250 PIRSA funding for Coonawarra Biodiversity Enhancement Project receiving \$10k for works to be complete by June 2019. <i>Action: ON to re-issue survey to members to determine which international markets wineries are operating – Aim in June when budgets have been set.</i>
9.4	<ul style="list-style-type: none"> • Limestone Coast Local Government Authority (LCLGA) – currently working with Biddie Shearing and members of the Steering Committee of the Mixed Dozen Project.

10. Future Ideas	
10.1	<ul style="list-style-type: none"> • It has been noted that CV is at capacity and regional events require approx. 10 members to be involved or be of strategic importance. • <i>Action: All to review and continue to raise ideas as required.</i>

11. General Business	
11.1	<ul style="list-style-type: none"> • Marketing Update – Six short clips are on You Tube – if you would like to access and share these we will create a dropbox link. The You Tube Channel is here: https://www.youtube.com/channel/UCaGSUJjgFpXQf3qHFTstcpA We have reviewed outcomes and preparing a social media event campaigns and looking at social media options in conjunction with our budget review. • Cup Update – Excellent outcome and likely to be the greatest return for CV. • Viticulture – See minutes on the website. • Roadshow – Promotional materials are being produced and progressively saved to the website. PMN: Early Bird campaign went on sale 17 April and EDM went out on 3 May 2019. • Brand Reference Committee – Meeting planned for next week and also reviewing budget. PMN: No quorum to hold in April nor May.
11.2	<ul style="list-style-type: none"> • Correspondence Priorities – All encouraged to read weekly correspondence and to share content with teams. If you have feedback please share this for continuous improvement. Ongoing.
11.3	<ul style="list-style-type: none"> • Committee Structures – Reminder that policies uploaded to website. link https://coonawarra.org/wp-content/uploads/2019/01/190125-Coonawarra-Vignerons-Policies-Revised.pdf
11.4	<ul style="list-style-type: none"> • Tour Group Code of Conduct – CV issued to members. PMN: CV sought endorsement of Board on 5 April and is now following up with remaining few to commence implementation in May.
11.5	<ul style="list-style-type: none"> • CV Hire equipment now available to all members is to be shared online and via an email. <i>Action: Documentation to be uploaded to the website.</i>

12. Any New Business	
12.1	<ul style="list-style-type: none"> • Budget was discussed and see attached.

Next Meeting – Thursday 9th May @ 8.45am – CV Office

(Note meetings are typically the first Tuesday of the month)

Cellar Door Events P&L Extract

Prepared for Cellar Door Events Budget Review on 5 March 2019

Detailed review to occur on 2 April 2019

Created: 25/02/2019 11:53 AM

Coonawarra Grape and Wine Incorporated

69 Church Street
Penola SA 5277
South Australia

Profit & Loss [Budget Analysis]

July 2018 To February 2019

ABN: 67 574 543 980

Email: enquiries@coonawarra.org

		Selected Period	Budgeted	\$ Difference	% Difference
Income					
4-5000	Marketing				
4-5200	Domestic				
4-5208	Coonawarra Bags	\$140.00	\$500.00	-\$360.00	(72.0)%
4-5210	Black Books	\$6,650.00	\$6,250.00	\$400.00	6.4%
4-5211	Map Pad Advertising	\$3,300.00	\$3,000.00	\$300.00	10.0%
4-5100	Cellar Door Events				
4-5101	Cellar Door Trips	\$5,261.39	\$0.00	\$5,261.39	NA
4-5107	Pop - Up Bar Local	\$3,155.46	\$1,000.00	\$2,155.46	215.5%
4-5109	Pop-Up Bar Leigh St	\$0.00	\$8,000.00	-\$8,000.00	(100.0)%
4-5111	Cellar Dwellers - Misc Income	\$718.18	\$0.00	\$718.18	NA
4-5112	CD Ticket Sales - Jazz Band	\$1,127.27	\$3,000.00	-\$1,872.73	(62.4)%
4-5500	Coonawarra Cabernet Celebratio				
4-5501	CCC Masterclass	\$6,336.37	\$8,160.00	-\$1,823.63	(22.3)%
4-5502	CCC Dinner	\$0.00	\$1,700.00	-\$1,700.00	(100.0)%
4-5505	CCC Retrospective Tasting	\$1,890.90	\$0.00	\$1,890.90	NA
4-5509	CCC Sponsorship	\$15,000.00	\$0.00	\$15,000.00	NA
4-5515	CCC Grant income	\$0.00	\$15,000.00	-\$15,000.00	(100.0)%
4-5516	CCC Masters Golf Sponsorship	\$0.00	\$4,000.00	-\$4,000.00	(100.0)%
4-5517	CCC Masters Golf Ticket Sales	\$0.00	\$1,000.00	-\$1,000.00	(100.0)%
4-5900	Domestic Trade & Media				
4-5901	C'warra Immer Media/Journalist	\$0.00	\$5,500.00	-\$5,500.00	(100.0)%
4-5904	(SIP) - Member user-pay	\$0.00	\$2,000.00	-\$2,000.00	(100.0)%
4-5908	(TIP) - Member user-pay	\$0.00	\$7,100.00	-\$7,100.00	(100.0)%
Expenses					
6-4000	General Marketing				
6-4103	C'warra Immer Media/Journalist	\$1,914.00	\$10,500.00	-\$8,586.00	(81.8)%
6-4104	Promo Material	\$0.00	\$500.00	-\$500.00	(100.0)%
6-4107	Training	\$2,161.44	\$0.00	\$2,161.44	NA
6-4110	Black Books	\$14,820.00	\$14,000.00	\$820.00	5.9%
6-4111	Advertising Brand Coonawarra	\$500.00	\$5,000.00	-\$4,500.00	(90.0)%
6-4116	Map Pads	\$5,250.00	\$2,750.00	\$2,500.00	90.9%
6-4117	Glasses - Purchase	-\$60.00	\$500.00	-\$560.00	(112.0)%
6-4118	Sommelier Immersion Program	\$276.82	\$0.00	\$276.82	NA
6-4120	Coonawarra (Eng)/brochure	\$0.00	\$6,000.00	-\$6,000.00	(100.0)%
6-4122	Walking Trail	\$98.00	\$0.00	\$98.00	NA
6-4200	Cellar Door Events				
6-4201	Cellar Door Trips	\$4,828.68	\$0.00	\$4,828.68	NA
6-4208	Penola/Coonawarra Arts Festiva	\$5,000.00	\$5,000.00	\$0.00	0.0%
6-4209	Great Wine Capital	\$0.00	\$1,000.00	-\$1,000.00	(100.0)%
6-4210	Pop-Up Bar Leigh St	\$0.00	\$8,000.00	-\$8,000.00	(100.0)%
6-4211	Pop Up Bar - Local	\$190.67	\$500.00	-\$309.33	(61.9)%
6-4213	Cellar Door Festival	\$18.97	\$0.00	\$18.97	NA
6-4500	Cellar Dwellers				
6-4501	Cellar Dwellers	\$3,087.76	\$0.00	\$3,087.76	NA
6-4502	Cellar Dwellers Advertising	\$1,608.32	\$7,000.00	-\$5,391.68	(77.0)%
6-4600	Coonawarra Cabernet Celebratio				
6-4601	CCC Masterclass	\$3,502.65	\$6,500.00	-\$2,997.35	(46.1)%
6-4605	CCC Retrospective Tasting	\$109.76	\$250.00	-\$140.24	(56.1)%
6-4607	CCC Bus Hire	\$2,000.00	\$0.00	\$2,000.00	NA
6-4609	CCC Advertising & Promotions	\$14,071.25	\$14,000.00	\$71.25	0.5%
6-4610	CCC Brochures & Posters	\$4,067.80	\$4,000.00	\$67.80	1.7%
6-4611	CCC Media Expenses/Guest	\$1,589.64	\$2,500.00	-\$910.36	(36.4)%
6-4612	CCC Ticket Fees	\$249.94	\$0.00	\$249.94	NA
6-4613	CCC Miscellaneous Exp	\$5.45	\$1,000.00	-\$994.55	(99.5)%