

# COONAWARRA

COONAWARRA CUP COMMITTEE

2 May 2019

Wynns Coonawarra Estate

---

## Minutes

### 1. Welcome and Attendance

Attendees	Katie Lewis (KL), Tony Gleeson (TG), Steven Raidis (SR), Jenn Hubert (JH), Olivia Nunn (ON)
Apologies	Tim Bailey (TB), George Kidman (GK), Luke Trotter (LT), Mike Redman (MR)
Copy	Pete Balnaves (PB), Christine Lambert (CL), Heidi Eldridge (HE) – Maternity Leave returning September
Minutes Recorded by	Olivia James (Nunn) (OJ)

Post Meeting Note (PMN)

Noted that the previous minutes should say recorded by Olivia Nunn and venue as Kidman Wines.

### 2. Racing Club Update

- Avoid using a heavy machine as many irrigation lines and this was an issue in the stables. No issues associated with the forklift that Grand Events used and to increase this usage in 2020.
- Belinda Holland point of contact for Penola Racing Club.
- Invoices processed.
- Noted for future reference that Racing Club toilet signage to be in place for blockages.
- Toilets were raised as an item for review in 2020 as Cup Marquee rarely utilises acknowledging that Coopers Marquee do access these. TG confirmed that these are required.
- Numbers were down and total attendance in order of 1,000.

### 3. Super Sweep

- Noted the nuance with the accounting resulting in a reduced result and discussed the Calcutta and noted that Super Sweep was to be maintained.
- Seating plan outside marquee on entry from 9:00am with sweep ticket table resourced by Cup Committee for pre marquee opening sales.
- Invite Patrons to welcome guests and assist with locating seats from the seating plan.
- Sweep worked well and committed for 2020, \$10 per ticket. Note to keep prizes under \$5k and include a reference sheet citing the float money.
- *Action: CL to create a template for float and allowances for payments to address the accounting nuance.*
- *Action: CL to create seating plan.*
- *Action: OJ to approach patrons and prepare briefing notes.*

### 4. Budget and Sponsors

- Sponsorship document to remain unamended for 2020.
- Thank you letter to be hand written and sent with two t-shirts in March
- Discussed the need to arrange a meeting with Presenting Partner 36° South about 2020.
- Bespoke Cup thank you cards have been sent with two bottles of wine (rather than t-shirts) to all sponsors listed below with the exception of Brandstoker (awaiting payment and will determine in June if write off as noted they did not attend).
- Noted that two t-shirts can be allocated to sponsors upon confirmation of sponsorship for 2020.

Agreed we will maintain our current t-shirt and see how many remaining from the send out of sponsors. (Cost was \$49 + GST and selling \$69 + GST - Only one sold in 2019.)

- Agreed that we will extend offer at same value that Accent Wine Packaging offered for the Auction Imperial Boxes to TK Furniture. If there is no interest in supplying this item we will revert to Accent Wine Packaging.
- All agreed to Sponsors to be advised if no confirmation of response by end of June that we assume they are not interested in supporting the 2020 event.
- *Action: OJ to arrange a meeting or discussion with Presenting Partner 36° South about 2020.*
- *Action: OJ to send out Sponsor renewals week commencing 20 May 2019 and note that the next committee meeting is on 13 June 2019 and if no confirmation of response by end of June that we assume they are not interested in supporting the 2020 event.*
- *Action: KL to follow up on race sponsors and confirm by next meeting 13 June 2019.*

## 5. Catering

- Overall the client service provision by Blanco is exceptional and given the ease of business and provision to date Committee agree to continue to work with Blanco given the size of attendance. Note catering budget is \$78.50pp.
- Breakfast was delayed by an electrical fault – note feedback to date has not expressed dissatisfaction with timing. Noted overall the line up for food was very streamlined and it appeared to be much quicker than 2018. Again no concerns raised in survey feedback.
- Blanco noted that the inclusion of lighting worked well.
- Changes proposed for Blanco debrief are as follows:
  - Breakfast requires a different bread (sourdough seemed stale)
  - Main requires more colour and propose scotch fillet beef roughly 1.5cm thickness and chicken with red wine jus and a pumpkin salad and cauliflower/green salad with chat potatoes
  - Afternoon tea – treats no change.
- Suggestions for consideration: Tamara Sealy, Limoncello Van expressed interest in participating and raised whether other caterers such as Kirby Shearing may be considered and OJ raised that we have had an enquiry from “billydohntdoes” catering further to a recommendation from Jane Thring. Cup Committee can take a look at their website [www.billydohntdoes.com](http://www.billydohntdoes.com) and Instagram @billydohntdoes.
- The Committee discussed an approach to exploring these alternatives and agreed that a proposal is to be provided and rather than the offer to present a meal to the Committee that attendance at a similar sized catering event is more appropriate to compare the offering. PMN: OJ has responded as follows to billydohntdoes:

---

**From:** Olivia Nunn <[olivia@coonawarra.org](mailto:olivia@coonawarra.org)>  
**Sent:** Friday, 3 May 2019 9:11 AM  
**To:** Bernadette  
**Subject:** RE: Coonawarra cup catering/billydohntdoes

Good morning Bernadette,

Our Cup Committee met last night and we believe the best approach is to seek a cost for our Cup Day requirements and rather than cooking for us in a small group arrangement, we would prefer to attend one of the events you may have coming up of a similar size circa 728 to gauge the complete operation.

In order for us to change we would need to have complete confidence in an alternative caterer, planning, equipment provisions and service delivery.

Please see attached a program of last year and if you can present back to us your proposal and offer a comparative sized event for one to two of us to attend then we will be better placed to consider billydohntdoes as an alternative caterer option.

If you should have any questions please do not hesitate to send these through to refine your proposal.

We would like to present your proposal to the Committee at our next meeting on 20 June 2019.

Bests,

Olivia

Olivia Nunn

*Executive Officer*

- *Action: Review further at next meeting.*

## 6. Imperials Auction

- Accent Wine Packaging imperial wooden boxes were well received and official thank you to be provided given the short turnaround. All happy to maintain in 2020.
- An update was provided in regards to TK Furniture and noted no response was received in regard to offer to meet. We agreed that we would extend our local supplier the option to maintain at the same value of the boxes supplied in 2019, and if they should decline extend to Accent Wine Packaging.
- Label size needs to be reflective of the imperial (750ml). MCC to be briefed.
- Auction requires a new auctioneer. Options to be explored and tabled at the next meeting. Sam O'Connor – Mount Gambier auctioneer raised as an option.
- *Action: All committee to raise options for auctioneer for review at the next meeting.*
- PMN: JH has raised Joshua Reeves of Elders as a potential auctioneer:  
[joshua.reeves@elders.com.au](mailto:joshua.reeves@elders.com.au)

## 7. Wine & Bar

- Approximately 1120 / 1150 bottles consumed. Overall the ordering was commensurate with consumption.
- Bar is to be kept as per 2019 configuration with 500ml water bottles in eskies throughout the marquee for ease of access and reducing the need to keep cool at the bar.
- Ice order to increase to 200 bags.
- 4 eskies were made available from Christine. Confirmed we can borrow again in 2020.
- *Action: OJ to organise Thank you Prince of Wales voucher \$100.*
- *Action: CL to order 2 x eskies 120 litres from [www.techniice.com](http://www.techniice.com) and allocate to 2019 P&L.*
- 2 coolrooms - CV Coolroom worked really well and Uneed via Grand Events contract.
- *Action: Updated branded aprons quote to be brought back to the next Committee Meeting for 2020.*
- JH confirmed Hollick provision of bar top.
- Noted while the water was perceived to be of poor quality; the alkaline nature is actually good for you "A party for your insides!"
- *Action: CV to explore water options with Aquaessence.*
- *Action: JH and JC to run through handover. CV can supply file documents to JH.*

## 8. Ticketing

- 531 Members sold to 29 member organisations, 98 public tickets and 91 were sponsors, cup committee, patrons and invited guests.
- Keep ticket price the same in 2020  
PUBLIC \$210 - SPONSORS REDUCED RATE \$195 - MEMBERS \$175  
+ Booking fee
- Noted that each ticket in addition to food and wine costs has race entry has the following costs: \$12, book \$4 and wrist band \$0.05.
- TG proposed increase from PUBLIC \$210 to \$220 + booking fee.
- *Action: Next meeting to confirm pricing for Public Tickets and whether we increase. Note minimal attendee feedback supplied in the survey response, however one respondent questioned value of \$210pp.*
- CV is currently employing IWannaTicket for Roadshow. We noted that moving forward the booking fee is a cost no longer to be absorbed by the Association.

## 9. Decorations

- Cup Committee generally happy with decorations and this was supported by the survey feedback. Noted one member considered the paper table runners and plastic chairs to be substandard. For an event of this scale it is important to consider the items, comfort and practicality for price commitment.
- It was noted that Jane is happy to be involved on 16 January 2020 for one more year. Cup Committee agreed to increase the resource fee from \$200 to \$500 and a total of \$1000 for two.
- Decorators payment has been made and invoices received for cup P&L allocation.

#### 10. Tent/Furniture

- Grand Events (formerly Warrnambool Party Hire) installed and packed down the marquee. Furniture and equipment was required to be erected by the Cup Committee due to the air conditioning not being supplied as scheduled. Noted that the pegs were inadvertently taken back to Warrnambool. PB arranged pegs. Grand Events contacted the office on 25 January to debrief noted tablecloths to be left in a tub next year not in bags and they will send through a quote further to our request including air conditioning provision. Noted in meeting that if possible it is preference of racecourse to delay the erection of tent to week of Cup due to grass watering. Cup Committee noted that the TAB marquee is to be a 3m x 2m not 3m x 3m enabling direct match to the bar. The change to the air conditioning delivery timeframe impacted on the level of work required by the Cup Committee and this was further compromised on Monday when Cup Committee could not fulfil the schedule that had been communicated. Noting some members had competing priorities. Cup Committee expressed concern that the GOM Participants did not pack down items that could have been addressed post Saturday. It was noted that there were four Cup and GOM participants that were involved this year. Noted that for Cup Committee's health and safety that the outsourcing of airconditioning is explored with Grand Events to enable all infrastructure to be installed and packed down.
- Overall aim is to minimise the physical pre and post cup efforts of the Cup Committee.
- *Action: Quote to be available to share at the next meeting.*

#### 11. Outside of Tent

- Consider picket fence at entry.
- Toilets TBC – TG noted that these are required.
- Coffee van location to be considered – potential to include at the front of the marquee as a welcoming initiative.

#### 12. Photos

- Photos and video provided by Astyn – all were happy with the content and we should consider locking Astyn in for 2020.
- *Action: Confirm Astyn for 16 January 2020.*
- *Action: Committee to consider options for live photo opportunities and present in June Meeting – noting that we have space constraints.*

#### 13. MC

- Survey feedback on MC was excellent and Cup Committee expressed some concerns that some references were inappropriate and treading a fine line given the current climate. MC to be thanked and note the above feedback.
- It is time to explore MC options. Options to be tabled at next meeting.
- Merrick Watts raised as a potential especially if GOM Comedy in Coonawarra proceeds.
- *Action: OJ to contact JF and provide thank you and approach Merrick Watts.*

#### 14. Marketing and Promotions

- Not discussed in detail. All happy with the initiatives noting however the AR may not have had as much traction on the day. However, the opportunity remains to share the tags in bottle shops.
- *Action: CV Marketing and Promotions schedule to be shared in due course.*

#### 15. Transport

- Buses – Survey and written feedback seeks a review of buses and noted that on the day the timing of arrival was better however there were some concerns the night prior to the cup as our Bus provider was anxious and seemed unaware of the plans in place.
- *Action: CL to source Bully's bus quote. Along with any other options. Table at next meeting.*

#### **16. Pack Down**

- As per above, currently seeking quote for service from Grand Events and requires on ground pack down from Cup Day and GOM participants for respective events. This is being explored now that a business case is underway for Comedy in Coonawarra 2020 and we are awaiting quote from Grand Events.

#### **17. General Business**

- Launch dates TBC for maximum attendance and promotion purposes.
- Music well received. Noted payment to be invoiced.
- Sound worked well. All agreed to lock in for 2020 maintaining local supplier.
- Waste by Veolia – worked exceptionally well and thanked in January and subsequently sent thank you card and two bottles of wine.
- Wagner's Roses – thank you card and two bottles of wine sent
- Water Supplier – thank you card and two bottles of wine sent
- Risk assessment review went well on site and same process to occur in 2020.

#### **18. Cup Committee**

- Resignations received from:
  - Dan Redman provided his resignation and Mikey Redman is proposed to replace.
  - Joe Cory provided his resignation and Jenn Hubert attended her first meeting on 2 May 2019 and noted with support by Hannah will lead the bar and wine process.
- Confirmed that 2020 is Tim Bailey's last year as Chair.
- Cup Committee to consider who will step into the Chair role in 2021.
- Pete Balnaves may also be stepping down from the Committee - TBC.

**Next Meeting – Thursday 13 June, 3:00pm to 4:00pm, CV Office**

**Attachment – 2020 Sponsor List to be updated at next meeting**

## 2020 Sponsor List

2019 Presenting Partner	2020 Presenting Partner
36° South	

2019 Platinum Sponsors	2020 Platinum Sponsors
MCC Labels	
South West Freight	

2019 Gold Sponsors	2020 Gold Sponsors
A P John Coopers	
Hahn Corporation	
Langton's Winery Direct	
Vinpac	
CCL	

2019 Silver Sponsors	2020 Silver Sponsors
Adelaide Galvanising	
Bendigo Bank	
BFL	
BOC	
Della Toffola	
Hansen Design & Print	
Seguin Moreau	
South East Motor Company	
Wattle Range Council	

2019 Race Sponsors	2020 Race Sponsors – KL to confirm
Yalumba Family Vignerons	
Raidis Estate	
Balnaves of Coonawarra	
Banks Thargo	
Parker Coonawarra Estate	
Redman Wines	
36°South Coonawarra Vignerons Cup	
Majella Wines	