

MINUTES – CDE Committee Meeting		
Tuesday 4 June 2019	8.45am	CV Office

1. Welcome/Attendance/Apologies
<p>Present: Emma Bowen (EB), Kerrie Marcus (KM), Ilana Minge (IM), Hannah Lewis (HL), Jamie McDonald (JM) & Olivia James (OJ)</p> <p>Apologies: Lynn Doyle (LD) PMN: To rejoin as representative of Patrick of Coonawarra, Emma Raidis (ER) & Heidi Eldridge (HE) – Maternity Leave until September</p> <p>Minutes: OJ (PMN: EB has volunteered to keep record in July)</p> <p>Meeting Chair: OJ</p>

2. Minutes of the Previous CDE Meeting		
Moved	Seconded	<ul style="list-style-type: none">Minutes dated 9 May 2019 were reviewed by all as part of the meeting and noted by OJ that JA was not in attendance and to be removed from record as present.Post Meeting Note (PMN) are included herein.

3. Upcoming Cellar Dwellers and Cabernet Celebrations	
3.1	<p>Cellar Dwellers</p> <ul style="list-style-type: none">• Circa \$3k to be redirected to advertising from CV Event. Noted GT article in June July edition circa \$2k spend.• 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 – Penola Coonawarra Arts Festival concluded 19 May & Social to follow from 20 May.• For future program development Committee will be allocated up to 5 wineries to progress event listings.• Electronic and print version of program were delivered prior to After Dark weekend. Noted that a listing on page for Jack Estate has been stamped in and these have been changed over at cellar door and we have just under half stock on hand to distribute.• PMN EB and IM offered to assist with the stamping while Christine is on leave. BE have returned three boxes. IM has folded out two boxes of programs and three boxes to be completed these remain. PMN CV office needs assistance to finalise. OJ to follow up with IM.• <i>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.</i> May Cellar Door Get Together was cancelled due to illness. OJ acknowledged that this is the next priority for delivery by 20 June and shared the CCC 2018 Fact Sheet as an example for consistency. Action outstanding. <p>Cabernet Celebrations</p> <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. A sponsor list is with CV Office. Austereo to provide up to \$2k of advertising assistance as presenting partner. To commence activation in June to attract Sponsors and Players alike. Program content approved.• Retrospective Tasting renamed Cabernet [Decade]nce– to be held on 18 October 2019 at Raidis Estate. 5:30pm to 7:30pm. Program listed in the event and PMN: price increased to \$35pp.• 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. Accommodation has been booked and Brett Sharpe held a call on 22 May to advance the wine list.• Further to last meeting action it was confirmed that Christine had an updated list of those yet to confirm their event listings. EB followed up on allocated members to return their CCC 2019 event listings. It was noted where possible this will be managed by the office in the future.• 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.• Shuttle Service Request for Quote update provided and Program includes Coonawarra Experiences for reasons discussed in relation to price, scope and quality of service provision.• CDE reviewed the program final proof in the meeting and noted that we were following up with members to close out ASAP.
3.2	<p>Cabernet Celebrations</p> <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. A sponsor list is with CV Office. Austereo to provide up to \$2k of advertising assistance as presenting partner. To commence activation in June to attract Sponsors and Players alike. Program content approved.• Retrospective Tasting renamed Cabernet [Decade]nce– to be held on 18 October 2019 at Raidis Estate. 5:30pm to 7:30pm. Program listed in the event and PMN: price increased to \$35pp.• 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. Accommodation has been booked and Brett Sharpe held a call on 22 May to advance the wine list.• Further to last meeting action it was confirmed that Christine had an updated list of those yet to confirm their event listings. EB followed up on allocated members to return their CCC 2019 event listings. It was noted where possible this will be managed by the office in the future.• 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.• Shuttle Service Request for Quote update provided and Program includes Coonawarra Experiences for reasons discussed in relation to price, scope and quality of service provision.• CDE reviewed the program final proof in the meeting and noted that we were following up with members to close out ASAP.

	<ul style="list-style-type: none"> • <i>Action: PMN: It is of region benefit for individual month long event listings to be duplicated in ATDW. OJ following up with Penola VIC to see if there is any assistance.</i> • <i>Action: Postcard proposed to developed prior to main event programme release. Not progressed. Suggested inclusion of CV events – total of three.</i> • <i>Action: CV to prepare the Wine Australia Masterclass Pitch by 14 May 2019. – WIP. Meeting held between Brett Sharpe and Matthew Jukes on 22 May 2019.</i> • <i>Action: CV to create Fact Sheet for email out in September 2019.</i> • <i>Action: CV to finalise the Program with HD&P once member review has been finalised. PMN: Closed out member review on Friday and Program received and to be updated on website on 12 June 2019.</i>
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4. Cellar Door Manual 2018 (update from 2013)

4.1	<ul style="list-style-type: none"> • <i>Action: OJ 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.</i> • <i>Action: OJ to issue Cellar Door Manual for review to CDE Committee, before rolling out to Members. Noted that this activity has been delayed by competing priorities.</i> • <i>Action: Bus conduct and wine varieties documents to be reviewed and updated in alignment with Cellar Door Manual. Yet to be progressed.</i> • <i>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 Tuesday of the month) cellar door visitor numbers with preference for postcodes or state if known.</i> • <i>Action: CV to issue to those that have opted in with data an update on a monthly basis. Noted that awaiting further data for subsequent months. First update will be issued on 12 June 2019.</i>
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5. Industry Get Togethers – 2019

5.1	<ul style="list-style-type: none"> • <i>Tracking in Weekly Correspondence. Next is on 20 June 2019 @ Katnook Estate. Zema Estate is hosting in July 2019.</i> • <i>Action: Cellar Door to continue to set the monthly agenda. This month focus on update and achievements. For example the Code of Conduct, The Manual and the Cellar Dwellers Fact Sheet.</i>
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6. Pop Ups

6.1	<ul style="list-style-type: none"> • <i>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.</i>
6.2	<ul style="list-style-type: none"> • <i>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. JM noted that beyond strategic significance that there may be additional benefits of pop up participation.</i> • <i>CV classified pop up events to engage participation of for example a minimum 10 Member wineries.</i> • <i>Discussion held on more Pop Ups in & around the region, including the following which all are to review to refine as allocated with initials in brackets:</i> <ul style="list-style-type: none"> - <i>Warrnambool (HL)</i> - <i>Hamilton (not in conjunction with the Sheep Show in August) (ER/LD)</i> - <i>Geelong (IM)</i> - <i>Mount Gambier in May (pre-Cellar Dwellers) – Noted that Generations of Jazz increases visitation in region. Let's follow up with Committee for 2020 planning and the flow on benefits for region wide approach. (OJ)</i> - <i>Melbourne & Adelaide other opportunities – JM</i> - <i>Leigh Street 2018 did not align strategically along with the challenges of the location. Confirmed that Langhorne Creek is only region looking to host at the moment. Government not supporting these events. ER raised at previous meeting the need to continue to be present in such events.</i> - <i>Adelaide – Bowden Plant 44/Night Markets (HL)</i> - <i>Port Fairy – Branding opportunity (EB)</i> - <i>Bay Festival 2020 (KM)</i>

7. 2019 & 2020 Events

7.1	<ul style="list-style-type: none"> • <i>CDF 2019 15 to 17 March Event – Due to insufficient winery participation, CV did not attend. https://www.cellardoorfestival.com/project/coonawarra/ Koonara & DiGiorgio Family Wines participated. Next CDF event is in July Winter Edit and agreed that insufficient lead in time and we will decline offer in 2019 and seek opportunity to explore for 2020. CV actioned and will share opportunity with Members.</i> • <i>GFWS 2020 is being explored to gain 9 participants – OJ attending on 31 May 2019 to review the event and following up with 5 participants of 2019 including DiGiorgio Family Wines, Jack Estate, Ladbroke Grove Wines, Majella Wines & Redman Wines. Clare Valley, Barossa and Margaret River participated as a region in 2019.</i>
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	<ul style="list-style-type: none"> • 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 and there will be an element of user pay.</i> • <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 for user pay participation and planning to be undertaken for 2019.</i>
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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 and the fourth action is yet to occur. <ul style="list-style-type: none"> - In region Famil to take place with those participants at their own cellar doors. Target was Feb 2019. Due to time and competing priorities this was not discussed during the last meeting and we agreed that we need to set a schedule and process for action. - <i>Action: CDE Committee agreed to undertake by September in small groups possible two wineries at a time and report back in October meeting and if we seek another Famil this will be on user pay basis. CV to follow up with Famil group to initiate with feedback forms and process of providing feedback to Coonawarra wineries in a consistent and professional manner.</i>
8.2	<ul style="list-style-type: none"> • Qantas Famil Article to appear in July. Maintaining in meeting minutes for tracking.
8.3	<ul style="list-style-type: none"> • Beachport Tours provided with promotional materials and discussed general satisfaction with their positive engagement.
8.4	<ul style="list-style-type: none"> • Radio advertising is being explored in Victoria and renewal with Austereo in SA. Note however that budget is lean. Opportunity mostly in October for Cabernet Celebrations. • <i>Action: Review greater radio advertising across Victoria.</i>

9. Industry Initiatives

9.1	<ul style="list-style-type: none"> • Wine Australia – China Visit held from 3-4 April and it was a good experience for the region. <i>OJ shared some Wine Australia feedback and will expand when we receive greater feedback in writing.</i>
9.2	<ul style="list-style-type: none"> • Great Wine Capitals – 2019 AGM to be hosted in Bordeaux with \$1k allocated in Budget 18/19 and 19/20 respectively. Noted the educational bursary that we were unsuccessful in outbound but successful inbound. Details to be circulated for 3 July 2019 visit with Wine Tourism focus and attendance from Bordeaux France, Rioja Spain and Verona Italy. PMN: See Email dated 12 June 2019 and weekly correspondence dates 11 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. Noted this will be closed out now that the workshop has been held in region. <i>Action: OJ 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. PMN: Meeting to be held on 13 June 2019 to consider budgets and capability building.

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>
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11. General Business

11.1	<ul style="list-style-type: none"> • Marketing Update – Six short clips are on You Tube. The You Tube Channel is here: https://www.youtube.com/channel/UCaGSUJgFpXQf3gHFTstcpA We have reviewed outcomes and preparing social media event campaigns and looking at social media options in conjunction with our budget review to improve with Made with Moxie to be appointed. • Cup Update – Excellent outcome and likely to be the greatest return for CV. Sponsor focus. • Viticulture – See minutes on the website. • Roadshow – Promotional materials are being produced and progressively saved to the website. Early Bird campaign went on sale 17 April and closed 31 May and EDM went out on 3 May 2019 and 31 May Newsletter and EDMs to states for Early Bird Closing. PMN: We are now focusing on greater targeted advertising socially working with a consultant and looking at live social in Melbourne. Focus on maintaining ticket sale momentum. • Brand Reference Committee – No quorum to hold in April nor May and next meeting follows CDE.
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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 – Refer to policies 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, endorsed by Board for implementation. • <i>Action: Roll out to commence.</i>
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. Noted delay and key focus to have online by 20 June 2019.</i>

12. Any New Business

12.1	<ul style="list-style-type: none"> • Budget was approved by Board and is to be extracted and recirculated for common understanding. • <i>Action: OJ to circulate prior to our next meeting.</i>
12.2	<ul style="list-style-type: none"> • PMN: General Meeting to be held on 20 June 2019. • <i>Action: OJ to circulate the details.</i>

Next Meeting – Tuesday 2nd July @ 8.45am – CV Office

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