

# COONAWARRA

## COONAWARRA CUP COMMITTEE

13 June 2019

CV Office

### Minutes

#### 1. Welcome and Attendance

Attendees	Tim Bailey (TB), Katie Lewis (KL), Tony Gleeson (TG), Steven Raidis (SR), Jenn Hubert (JH), Mike Redman (MR) Olivia Nunn (ON)
Apologies	George Kidman (GK), Luke Trotter (LT), Pete Balnaves (PB)
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)

#### 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.
- 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. OJ provided an update and we will determine next steps at 20

June 2019.

- 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.
- OJ has arranged a meeting with Presenting Partner 36° South on Tuesday 18 June 2019..
- OJ sent out Sponsor renewals week commencing 11 June (rather than 20 May 2019) and noted that we have sought to discuss next week and if no confirmation of response by end of June that we assume they are not interested in supporting the 2020 event. Confirmed that Della Tofolla has declined 2020 (previous contact Blair Hanel new contact Roberto Cea).
- *Action: KL to follow up on race sponsors and confirm by next meeting rather than 13 June 2019.*
- *Action: OJ to report status in the table far below at the next meeting.*
- *Action: Committee raised the following sponsors to be followed up by OJ and sent the Sponsorship document for review:*
  1. *Finlaysons*
  2. *Blackbird*
  3. *FMR Group (Machinery Equipment Business)*
  4. *DMK Engineering - Mount Gambier*
- *Action: All attending Tech Conference to consider who may be interested to join and approach with the Proposal Document.*

## 5. Catering

- Catering budget is \$78.50pp.
- Changes proposed for Blanco debrief are as follows:
  1. Breakfast requires a different bread (sourdough seemed stale)
  2. 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
  3. Afternoon tea – treats no change.
- The Committee discussed an approach to exploring catering alternatives and agreed that a proposal is to be provided from “billydohntdoes” 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. OJ has responded as follows to billydohntdoes:

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**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 as OJ has liaised and PMN: The quote is attached for discussion in July.*

## 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.
- TK Furniture position was updated. We have extended our local supplier the option to maintain at the same value of the boxes supplied in 2019 – silver sponsorship, and if they should decline, we will extend the sponsorship to Accent Wine Packaging.
- Imperial Wine List (8 wines) to be ready by September to brief for box and label preparation this side of Christmas.
- *Action: TB to send an email out to wineries at the beginning of August for confirmation by early September.*
- Label size needs to be reflective of the imperial (750ml). MCC to be briefed and TB noted he will seek a quote from CCL as well. OJ noted that we need to explore this carefully as we have two organisations as sponsors now, one is in kind and another is financial.
- *Action: TB to seek quotes for imperial labels.*
- Auction requires a new auctioneer. Options are being explored and were discussed and continue for a position to be reached at the next meeting.
  - Sam O'Connor – Mount Gambier auctioneer raised as an option.
  - JH has raised Joshua Reeves of Elders as a potential auctioneer:  
[joshua.reeves@elders.com.au](mailto:joshua.reeves@elders.com.au)
  - PMN: Tom Penna raised for consideration.
- *Action: All committee to raise options for auctioneer for review at the next meeting and confirm their availability on 16 January 2020.*

## 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. – Ongoing*
- *Action: CL to order 2 x eskies 120 litres from [www.techniice.com](http://www.techniice.com) and allocate to 2019 P&L. – Ongoing*
- 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. – Ongoing*
- 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. Committee were supportive of using the stock currently donated and noted the bottles cannot be claimed/deposited for recycling. Bottles to be disposed of in recycling bins.*
- *Action: JH and JC to run through handover. CV can supply file documents to JH. Noted this is a priority and had not yet occurred. TB following up with JC.*

## 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
- 1. 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.
- We noted that moving forward the booking fee is a cost no longer to be absorbed by the Association.

- TG proposed increase from PUBLIC \$210 to \$220 + booking fee.
- TG moved a motion that the public price increase to \$220 + booking fee and seconded by SR. All were in favour of the increase to Public Tickets \$220.

#### 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.
- *Action: OJ & KL to consult with Jane Thring to commence design.*

#### 10. Tent/Furniture

- PMN: Grand Events (formerly Warnnambool Party Hire) quote further to our request including air conditioning provision is attached. Overall aim is to minimise the physical pre and post cup efforts of the Cup Committee.
- Note the following to be cross checked:
  - 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.
- *Action: Committee to review in July to confirm Grand Events.*

#### 11. Outside of Tent

- Consider picket fence at entry.
- Toilets TBC – TG noted that these are required.
- *Action: TG to seek quote for 6 porter loos from Baxter Hire & Uneed Hire. OJ to seek quote for Grand Events to include.*
- Coffee van location to be considered – confirmed it can be left in the mounting yard and can be positioned behind and leave it for our positioning.

#### 12. Photos

- Photos and video provided by Astyn – all were happy with the content and we should consider locking Astyn in for 2020.
- PMN: Astyn confirmed for 16 January 2020.
- *Action: JH to present options for live photo opportunities and present in July 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. ON confirmed Merrick Watts is a potential option and that they can confirm in August 2019. Committee willing to wait.
- Merrick Watts raised as a potential especially if GOM Comedy in Coonawarra proceeds.
- Jim Maxwell also raised as an option.
- *Action: OJ to contact JF and provide thank you.*

#### 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: KL to source Bully's bus quote. Along with any other options. Table at next meeting. OJ to provide schedule to KL.*

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

- PMN: Quote attached as received from Grand Events.
- Grapes of Mirth Comedy in Coonawarra is being explored now that a business case is underway.

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

- Launch dates TBC for maximum attendance and promotion purposes. Action consider 1 October in conjunction with Coonawarra Cabernet Celebrations.
- Sound worked well. All agreed to lock in for 2020 maintaining local supplier Steve.
- Waste by Veolia – TBC 2020
- Wagner's Roses – TBC 2020
- Water Supplier – Noted water being stored and Committee happy to use in 2020.
- Risk assessment review went well on site and same process to occur in 2020.

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

- Joe and Jenn to meet for handover
- 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 – Monday 8 July, 8:00am, CV Office**

**Attachment – 2020 Sponsor List to be updated at next meeting PMN: See update below**

## 2020 Sponsor List

2019 Presenting Partner	2020 Presenting Partner
36° South	Discussed on 18/6 sent proposal 19/6 Awaiting Response
2019 Platinum Sponsors	2020 Platinum Sponsors
MCC Labels	Confirmed via Email 13/6
South West Freight	Confirmed via Email 17/6
2019 Gold Sponsors	2020 Gold Sponsors
A P John Coopers	Confirmed via Email 18/6
Hahn Corporation	
Langton's Winery Direct	
Vinpac	Confirmed via Email 18/6
CCL	
2019 Silver Sponsors	2020 Silver Sponsors
Adelaide Galvanising	Confirmed via Email 16/6
Bendigo Bank	Returning form 24/6 for Bendigo Bank to seek approval
BFL	
BOC	TBC in August
Della Toffola	Discontinuing – would like to be included in EDM in lieu of 2019 attendance
Hansen Design & Print	Confirmed via Email 13/6
Seguin Moreau	Discontinuing via Email 21/6
South East Motor Company	
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	