

COONAWARRA



Tour Group Cellar Door Code of Conduct

All visitors are welcome in the Coonawarra Wine Region.

As South Australia's most remote wine region, wineries in Coonawarra cater for many cellar door visits each year and wish to provide a superior customer service experience for each and every visitor.

With 27 cellar doors open to the public, visitors can enjoy a variety of experiences offered by small family-owned and large corporate wine companies. Events and tour groups require additional planning for visitor to gain maximum benefit, while also providing greater chance for a positive experience to be delivered by both the winery and the tour operator.

This Code of Conduct is a joint commitment between Coonawarra Vignerons member cellar doors (refer to the region map for a reference) who welcome visitors to their winery and the tour operators who bring them. Each acknowledges they have an important role to ensure that every visitor is welcome in Coonawarra.

As a winery:

- We will extend the same friendly hospitality and professional services to all of our visitors;
- We will comply with the mandatory code of practice of the Liquor Licensing Act 1997 including tactful refusal of service to minors and intoxicated people;
- Each cellar door will have a group booking policy which clearly outlines any rates if applicable and will honour all written rate agreements entered into with individual tour operators; and
- We recommend that a maximum of five (5) wineries per day is suitable for most group tastings. If too many are booked then groups fall behind and may not be able to be accommodated with the best customer service. Please note most cellar doors have more than 10 wines on tasting.

As a tour operator:

- We will maintain current South Australian Tourism Commission Operator Contracts providing evidence that our business is conducted to the highest possible standards, in accordance with all applicable legal requirements, including appropriate indemnity and insurance;
- We support and will contribute to the appreciation of wine and management of responsible intake of alcohol by our visitors;
- We acknowledge and understand the cellar door will comply with the mandatory code of practice of the Liquor Licensing Act 1997, including tactful refusal of service to minors and intoxicated people which includes refusal of patrons that may have been consuming alcohol on transport;
- We will respect and listen to your customer service staff as they are responsible for the wineries story;

- We understand that groups may require additional staffing to maintain service standards, and therefore:
 - We will make bookings for groups of six or more at least five (5) days prior to visit to allow time to coordinate sufficient staffing, however 24 hours is preferable for any last minute arrivals;
 - Escort your group into the cellar door and introduce yourself to the cellar door staff;
 - Arrive on time and if being late is inevitable, please contact the winery to let them know as far in advance as possible. The winery may have another group booked after yours requiring your booking time to be rescheduled. Please also respect the closing times of each cellar door. See link to download the Cellar Door Map with the opening times for Coonawarra Vignerons member cellar doors: <https://coonawarra.org/visit-us/>;
 - We will host and manage our visitor's behaviour at all times;
 - If alcohol is being consumed on the mode of transport it needs to remain in the vehicle at all times;
 - We will give consideration to other non-group visitors to the winery; and
 - We acknowledge that wineries provide a safe working environment for their staff.
- Reiterate to your guests the current legislation (Liquor Licensing Act 1997) regarding alcohol consumption and responsible service of alcohol. Wine tasting is a great experience, however to assist in tracking the amount of alcohol consumed we will share with our guests:
 - As a general guide, three (3) to four (4) x 30 ml tastes equates to approximately one standard drink.
 - By law, wineries cannot serve intoxicated people, where members of the group appear inebriated, they may be refused entry.
 - Wineries cannot serve or sell alcohol to persons less than 18 years of age. This also includes "pass backs" and parents offering tastes to minors. Large fines are applicable to the venue, manager, and staff members serving the wine. If there are minors in the group, please inform the winery prior to your visit, or on arrival for alternative products to be made available.

Please sign to acknowledge you have read and accepted your responsibility as a tour operator working with the Coonawarra Vignerons member cellar doors.

Name Signature

Date.....

Please keep a copy for your records and have a copy on hand when touring in Coonawarra.