

MINUTES – CDE Committee Meeting

Tuesday 17 September 2019

8.45am

CV Office

1. Welcome/Attendance/Apologies

Present: Hannah Lewis (HL), Jamie McDonald (JM), Olivia James (OJ), Emma Bowen (EB), Emma Raidis (ER), Heidi Eldridge (HE), Lynn Doyle (LD) & Ilana Minge (IM).

Apologies: Kerrie Marcus (KM)

Minutes: OJ (EB had volunteered to keep record when in attendance. HE can resume minutes next meeting)

Meeting Chair: OJ

2. Minutes of the Previous CDE Meeting

Moved HL	Seconded JM	<ul style="list-style-type: none"> Minutes dated 6 August 2019 were reviewed as part of the meeting and no changes identified. Post Meeting Note (PMN) are included herein.
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3. Upcoming Cellar Dwellers and Cabernet Celebrations

Cellar Dwellers

- Mixed results but generally found across the month that visitation was higher.
- 288 passport entries received and Winner to be drawn post meeting. Noted in 2018 347 surveys received.
- For future program development Committee will be allocated up to 5 wineries to progress event listings and noted greater emphasis on the passport.
- Action: It was queried if we needed a member survey on the event? TBC next meeting in prep for next year.*

3.1

Cabernet Celebrations

- 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. Ads commenced.
- Action: Committee to cross promote the Golf Day. All noted this is an action to be taken.*
- Cabernet [Decade]nce– to be held on 18 October 2019 at Raidis Estate. 5:30pm to 7:30pm. Program listed in the event and price increased to \$35pp. 11 tickets sold via website.
- Masterclass – Saturday 19 October 2019. Matthew Jukes to be a panelist and help with PR. Accommodation has been booked and Brett Sharpe liaising for finalising booklet with 15 tickets purchased. We are finalising the media to attend – liaising with 5. Noted that the focus for WA is US.
- ATDW listings will be reviewed in conjunction with Mixed Dozen project work. Noted ATDW is a non-negotiable for our region. Noted further training coming up.
- Shuttle Service provision by Coonawarra Experiences. Clarified that ticketed events sending confirmation be great to include details of this provision. Likewise details can be shared socially and on event pages.
- Postcard proposed to developed prior to main event programme release. Suggested inclusion of CV events – total of three. PMN: Included with Shuttle Bus flyer and to be advised when available for distribution.
- CV to create Fact Sheet for email out in September 2019. On track this week further to draft to CDE Committee prior to going on leave. PMN: Closed action.
- Ticketing – See the following link <https://coonawarracabernet.iwannaticket.com.au/> to consider the option to explore greater uptake of Iwannaticket usage as this platform enables purchases via one cart. The respective benefits of this agency were shared and we have set up CCC 2019 on this platform for members to consider ongoing usage to enable visitors to secure multiple event tickets from the one platform. Ticket costs can be passes on and the pricing is competitive. OJ previously noted that we are working through the integration with social media advertising for conversion. To be discussed at next meeting to review status of future ticketing.

3.2

4. Cellar Door Manual 2018 (update from 2013)

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| 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> |
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	<ul style="list-style-type: none"> • <i>Action: OJ to issue Cellar Door Manual for review to CDE Committee, before rolling out to Members.</i> Noted that this activity has been delayed by competing priorities. CDE understood and verified a manual exists. • <i>Action: Wine varieties documents to be reviewed and updated in alignment with Cellar Door Manual.</i> Yet to be progressed. • 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>Action: CV to issue to those that have opted in with data an update on a monthly basis. Noted that awaiting further data for next issue. First update issued in June 2019 with the next September 2019.</i>
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5. Industry Get Togethers – 2019

5.1	<ul style="list-style-type: none"> • Tracking in Weekly Correspondence. Zema Estate held in July 2019 and August cancelled with Koonara to follow details are in weekly correspondence and CV to send a reminder on Monday and Wednesday. • <i>Action: CDE Committee to lead participation and attendance.</i>
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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. • <i>Action: CV to apply for liquor licence with same info as 2018.</i>
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. JM noted that beyond strategic significance that there may be additional benefits of pop up participation. • 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 the following which all are to review to refine as allocated with initials in brackets: <ul style="list-style-type: none"> - Warrnambool (HL) – HL provided an update WINTA Feb festival and Summertime markets and sought information. Raidis Estate have exclusivity with Koonara for the Winta. Look at Saturday night and locations for early Jan. HL provided update 10th and 11th January is currently available. Fun runs and markets on that weekend. Lake – Events Application form. Liquor License appears to be the only cost. Further information to be sought and then pop up registration can be extended to members. - Geelong (IM) – Council unique zones. IM to consider festivals. Torquay. No progress. - 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) The other option is Trots Club for Winter Festival. May option. No progress. - Melbourne & Adelaide other opportunities – Confirmed that Langhorne Creek and McLaren Vale regions hosting in Oct and Nov respectively. Government providing funding to SAWIA. ON suggested Limestone Coast Opportunity for Adelaide. OJ followed up with SAWIA for their calendar and and proposal sent out. <i>Action: Determine interest and who from Limestone Coast will submit license.</i> Noted that the Royal Adelaide Show tastings occurred daily at 4:30pm with a competition prize for CCC 2019 promotion. We will continue the prize. - Adelaide – Bowden Plant 44/Night Markets (HL) No progress. - Port Fairy – Branding opportunity – EB advised taking submissions now for bespoke high-end and can review 2019 brochure to put in a proposal for Winter Festival June long weekend (EB)

7. 2019 & 2020 Events

7.1	<ul style="list-style-type: none"> • CDF 2020 7 – 9 Feb Event – Further opportunity for early bird end of month. Will see who confirms for CV activation with Masterclass and presence. • GFWS 2020 is being explored to gain 9 participants – OJ noted we are yet to have 9 confirmed participants. Proposal issued for confirmation return by 4.09.19 and we do not have enough to continue and also acknowledged the challenges in getting to this point. Acknowledged we had played our part. <i>Action: OJ to advise parties not proceeding.</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. CV working with Grapes of Mirth on 2020 proposal and in lieu of payment dozen wines to be provided on basis of 10 participating. Flagged in correspondence to come out this week. PMN: Emailed on 20 September 2019. • <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 following 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. <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> OJ noted that Mixed Dozen project is looking at providing some Famil itineraries in September also and this is on target. <i>Action: More information to follow.</i>
8.2	<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 and three options available. Confirmed Horsham \$1.8k per annum. Considering Hamilton \$1.1k supporting community placements and weekly wine competition in Warrnambool at \$880 per month – could trial for CCC 2019. <i>Action: Review greater radio advertising across Victoria at next meeting.</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. OJ shared some Wine Australia feedback at the last meeting. <i>Action: OJ to expand now that we have received 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 19/20. Awards via SAWIA announcement on Friday and noted Upstairs at Hollick in running for an award.
9.3	<ul style="list-style-type: none"> PIRSA – Tracking against the Mixed Dozen project contribution. Successfully applied for SAWIA Project 250 PIRSA funding and were also successful in gaining a further \$25k to look at social outreach. <i>Action: OJ to re-issue survey to members to determine which international markets wineries are operating – Amended timeframe to September when budgets have been set by wineries and CV has greater capacity. No progress to report.</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. Met on 13 June 2019 to consider budgets and capability building however budgets will not be communicated until August. No further progress.

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, noting the lead time now is in order of 12 months.</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/UCaGSUJqFpXQf3gHFTstcpA 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 appointed. LBB and Regional Map finalised. Region coverage from 18 to 21 October. Email update to follow. Cup Update – 36° South confirmed for 2020 and sponsorship renewals largely complete with new approaches. Launch to be announced soon – discussed 25 October at Coonawarra Community Club - BBQ. Viticulture – See minutes on the website and Biodiversity information via dropbox link. Noted Biodiversity project continues. Roadshow – Sell out and reviewing with Roadshow Committee tomorrow. Brand Reference Committee – Meeting held in June and next meeting likely to be held in October as many are away.
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 and shared with members. Now resides with members to communicate.
11.5	<ul style="list-style-type: none"> CV Hire equipment now available to all members and shared online and via an email.
11.6	<ul style="list-style-type: none"> Budget – Approved and will be shared in next meeting rather than plan of today.

11.7	<ul style="list-style-type: none"> • General Meeting – last meeting held on 3 July 2019 and in the order of 30 in attendance and next General Meeting and AGM is on 3 October 2019 at 3:00pm.
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12. Any New Business

12.1	<ul style="list-style-type: none"> • Nil raised.
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Meeting closed at 9:40am

Next Meeting – Tuesday 15th October @ 8.30am – CV Office

(Note meetings are typically the first Tuesday of the month – this is an exception due to Committee decision for mid CCC)

AGM & General Meeting 3 October 2019 3:00pm