

MINUTES – CDE Committee Meeting		
Tuesday 2 July 2019	8.45am	CV Office

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

2. Minutes of the Previous CDE Meeting		
Moved KM	Seconded JMc	<ul style="list-style-type: none"><li>Minutes dated 4 June 2019 were accepted.</li><li>Post Meeting Note (PMN) are included herein.</li></ul>

3. Upcoming Cellar Dwellers and Cabernet Celebrations	
3.1	<p><b>Cellar Dwellers</b></p> <ul style="list-style-type: none"><li>• Circa \$3k to be redirected to advertising from CV Event. Noted GT article in June July edition circa \$2k spend.</li><li>• 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.</li><li>• Social media – Penola Coonawarra Arts Festival concluded 19 May &amp; Social to follow from 20 May.</li><li>• For future program development Committee will be allocated up to 5 wineries to progress event listings.</li><li>• 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.</li><li>• Bowen Estate finalised the stamping of the Programmes. Big thank you to their team.</li><li>• Noted events on this Friday 5 July and Hollick Jimmy Watson on 13 July sold out. Dinner at Raidis for 20 pax should be a sell-out.</li><li>• Concise Fact Sheet created and shared with the Committee and to be emailed out to Cellar Door contacts.</li><li>• <i>Action to advise numbers if nearing sell out for common knowledge of advertising.</i></li></ul>
	<p><b>Cabernet Celebrations</b></p> <ul style="list-style-type: none"><li>• SATC Funding Application Agreement - \$15k per annum for 3 years, therefore funding to 2020.</li><li>• 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.</li><li>• <i>Action: To commence activation in July to attract Sponsors and Players alike.</i></li><li>• 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 price increased to \$35pp.</li><li>• 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.</li><li>• 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.</li><li>• 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.</li><li>• Program finalised and distributed hard copy in meeting and all noted this was thought to be the earliest provided program.</li><li>• CDE members delivering to wineries as follows:</li><li>• Lynn Doyle – Patrick of Coonawarra, Zema Estate &amp; Majella Wines (3)</li><li>• Jamie McDonald – Rymill Coonawarra, Koonara, Penley Estate &amp; Bellwether (4)</li><li>• Hannah Lewis – Hollick Estates &amp; Whistle Post Wines (2)</li><li>• Kerrie Marcus – Leconfield Coonawarra, Bowen Estate &amp; Parker Coonawarra Estate (3)</li><li>• Emma Raidis – Raidis Estate, Balnaves of Coonawarra &amp; The Blok Coonawarra (3)</li></ul>
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	<ul style="list-style-type: none"> <li>• Ilana Minge – DiGiorgio Family Wines, Brands Laira Coonawarra, Redman Wines (3)</li> <li>• Olivia James - Wynns Coonawarra Estate, Ottelia, Hoggies Estate, Highbank Vineyards (attending tomorrow at Hollick Estates) &amp; Banks Thargo Wines (5)</li> <li>• <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. Reiterated this is a key priority for not only CCC but also Cellar Dwellers.</i></li> <li>• <i>Action: Postcard proposed to developed prior to main event programme release. Not progressed. Suggested inclusion of CV events – total of three.</i></li> <li>• <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 and discussed with Wine Australia and further meeting with Brett to confirm winelist and we are now ready to finalise an invite to media and wine journalists and set up ticketing.</i></li> <li>• <i>Action: CV to create Fact Sheet for email out in September 2019.</i></li> </ul>
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#### 4. Cellar Door Manual 2018 (update from 2013)

4.1	<ul style="list-style-type: none"> <li>• <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></li> <li>• <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. CDE understood and verified a manual exists.</i></li> <li>• <i>Action: Bus conduct and wine varieties documents to be reviewed and updated in alignment with Cellar Door Manual. Yet to be progressed.</i></li> <li>• 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.</li> <li>• <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></li> </ul>
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#### 5. Industry Get Togethers – 2019

5.1	<ul style="list-style-type: none"> <li>• Tracking in Weekly Correspondence. Zema Estate is hosting on 17 July 2019.</li> <li>• <i>Action: To re-engage our members for all of company invites. PMN: LD shared an example of her email within her organisation and we agree that champions need to lead participation.</i></li> </ul>
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#### 6. Pop Ups

6.1	<ul style="list-style-type: none"> <li>• 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.</li> </ul>
6.2	<ul style="list-style-type: none"> <li>• 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.</li> <li>• CV classified pop up events to engage participation of for example a minimum 10 Member wineries.</li> <li>• Discussion held on more Pop Ups in &amp; 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"> <li>- Warrnambool (HL) – HL provided an update WINTA Feb festival and Summertime markets and sought information. ER noted that they have exclusivity with Koonara for the Winta. Look at Saturday night and locations for early Jan.</li> <li>- Hamilton (not in conjunction with the Sheep Show in August) (ER/LD)</li> <li>- Geelong (IM) – Council unique zones. IM to consider festivals. Torquay.</li> <li>- 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.</li> <li>- Melbourne &amp; Adelaide other opportunities – JM noted he didn't look at Melbourne. JM spoke with David Leach and he is now with Meat and Livestock. Anna Deller-Combs (in region tomorrow) now managing. New Director at Adelaide City Council. JM followed up with McLaren Vale and will share more at the next meeting.</li> </ul> </li> <li>• Previously noted that 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 providing funding to SAWIA.</li> <li>• <i>Action: OJ to follow up with SAWIA for their calendar. Noted that we have discussed tastings at the Royal Adelaide Show and will arrange a competition prize for CCC 2019 promotion.</i></li> <li>- Adelaide – Bowden Plant 44/Night Markets (HL)</li> <li>- Port Fairy – Branding opportunity (EB)</li> </ul>

	<ul style="list-style-type: none"> <li>- Bay Festival 2020 (KM) – ER advised that Feb 2019 beautiful day near Customs House with food and wine stall with 5 wineries – limited participation and weather are of concern. Closed out.</li> <li>- Beachport Caravan Park – Triathlon (ER)</li> </ul>
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## 7. 2019 & 2020 Events

7.1	<ul style="list-style-type: none"> <li>• CDF 2019 15 to 17 March Event – Due to insufficient winery participation, CV did not attend. <a href="https://www.cellardoorfestival.com/project/coonawarra/">https://www.cellardoorfestival.com/project/coonawarra/</a> Koonara &amp; DiGiorgio Family Wines participated. Next CDF event is in July Winter Edit and agreed that insufficient lead in time and we declined offer in 2019 and seek opportunity to explore for 2020. CV actioned and will share opportunity with Members once July's event has been held.</li> <li>• GFWS 2020 is being explored to gain 9 participants – OJ attended on 31 May 2019 to review the event and shared a status update to all members from the 5 participants of 2019 including DiGiorgio Family Wines, Jack Estate, Ladbroke Grove Wines, Majella Wines &amp; Redman Wines. Clare Valley, Barossa and Margaret River participated as a region in 2019. OJ noted we are yet to have 9 confirmed participants and if we get there we will look at hosting GFWS reps in region to discuss further.</li> <li>• Grapes of Mirth – Large scale comedy event. 11 Wineries participated. Just under 700 in attendance and working through business case with GoM for 2020</li> <li>• <i>Action: CV working with Grapes of Mirth on 2020 proposal and there will be an element of user pay.</i></li> <li>• <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></li> </ul>
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## 8. Local Tourism & Educational Tours

8.1	<ul style="list-style-type: none"> <li>• 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"> <li>- 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.</li> <li>- <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></li> <li>- OJ noted that Mixed Dozen project is looking at providing some Famil itineraries in September also.</li> <li>- <i>Action: More information to follow.</i></li> </ul> </li> </ul>
8.2	<ul style="list-style-type: none"> <li>• Qantas Famil Article to appear in July. Maintaining in meeting minutes for tracking. Not yet viewed and will share link.</li> </ul>
8.4	<ul style="list-style-type: none"> <li>• 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.</li> <li>• <i>Action: Review greater radio advertising across Victoria.</i></li> </ul>

## 9. Industry Initiatives

9.1	<ul style="list-style-type: none"> <li>• <b>Wine Australia</b> – 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.</li> <li>• <i>Action: OJ to expand now that we have received greater feedback in writing.</i></li> </ul>
9.2	<ul style="list-style-type: none"> <li>• <b>Great Wine Capitals</b> – 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. Visit is tomorrow 3 July 2019 visit with Wine Tourism focus and attendance from Bordeaux France, Rioja Spain and Verona Italy. Details of attendees are in the weekly correspondence.</li> </ul>
9.3	<ul style="list-style-type: none"> <li>• <b>PIRSA</b> – Tracking against the Mixed Dozen project contribution. Successfully applied for SAWIA Project 250 PIRSA funding for Coonawarra Biodiversity Enhancement Project receiving \$10k that has been delivered and reported on. We 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 July when budgets have been set by wineries.</i></li> </ul>
9.4	<ul style="list-style-type: none"> <li>• <b>Limestone Coast Local Government Authority (LCLGA)</b> – 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. Endeavouring to have a video created utilizing SATC filmed raw footage combining with available footage for a regional visitor piece for Roadshow.</li> </ul>

## 10. Future Ideas

10.1	<ul style="list-style-type: none"> <li>It has been noted that CV is at capacity and regional events require approx. 10 members to be involved or be of strategic importance.</li> <li><i>Action: All to review and continue to raise ideas as required, noting the lead time now is in order of 12 months.</i></li> </ul>
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## 11. General Business

11.1	<ul style="list-style-type: none"> <li><b>Marketing Update</b> – Six short clips are on You Tube. The You Tube Channel is here: <a href="https://www.youtube.com/channel/UCaGSUJjgFpXQf3gHFTstcpA">https://www.youtube.com/channel/UCaGSUJjgFpXQf3gHFTstcpA</a> 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 final proofs were shared and no further changes identified besides the walking trail foot.</li> <li><b>Cup Update</b> – 36 South confirmed for 2020 and sponsorship renewals largely complete with new approaches.</li> <li><b>Viticulture</b> – See minutes on the website and noted sharing of the Biodiversity information via dropbox link.</li> <li><b>Roadshow</b> – We are now focusing on greater targeted advertising socially working with a consultant and looking at live social in Melbourne. <b>Focus on maintaining ticket sale momentum.</b></li> <li><b>Brand Reference Committee</b> – Meeting held in June and next meeting is next week. We are waiting feedback on the stakeholder register shared.</li> </ul>
11.2	<ul style="list-style-type: none"> <li><b>Correspondence Priorities</b> – All encouraged to read weekly correspondence and to share content with teams. If you have feedback please share this for continuous improvement. Ongoing.</li> </ul>
11.3	<ul style="list-style-type: none"> <li><b>Committee Structures</b> – Refer to policies <a href="https://coonawarra.org/wp-content/uploads/2019/01/190125-Coonawarra-Vignerons-Policies-Revised.pdf">https://coonawarra.org/wp-content/uploads/2019/01/190125-Coonawarra-Vignerons-Policies-Revised.pdf</a></li> </ul>
11.4	<ul style="list-style-type: none"> <li><b>Tour Group Code of Conduct</b> – CV issued to members, endorsed by Board for implementation.</li> <li><i>Action: Roll out to commence and this includes website upload and email out to members with link - WIP.</i></li> </ul>
11.5	<ul style="list-style-type: none"> <li><b>CV Hire equipment</b> now available to all members is to be shared online and via an email.</li> <li><i>Action: Documentation to be uploaded to the website. Noted delay and key focus to have online by 20 June 2019, WIP and noted competing priorities.</i></li> </ul>
11.6	<ul style="list-style-type: none"> <li><b>Budget</b> – Approved and to be shared later this week.</li> </ul>
11.7	<ul style="list-style-type: none"> <li><b>General Meeting</b> – 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. Morning session was preferred and breakfast to be supplied.</li> </ul>

## 12. Any New Business

12.1	<ul style="list-style-type: none"> <li><b>Ticketing</b> – See the following link <a href="https://coonawarracabernet.iwannaticket.com.au/">https://coonawarracabernet.iwannaticket.com.au/</a> 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 noted that we are working through the integration with social media advertising for conversion.</li> </ul>
12.2	<ul style="list-style-type: none"> <li>Halliday article CV response was raised for status update. OJ noted that we questioned and discussed with Board and have not provided a formal response to Halliday.</li> </ul>

**Next Meeting – Tuesday 6<sup>th</sup> August @ 8.45am – CV Office**

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

AGM & General Meeting 3 October 2019