

MINUTES – CDE Committee Meeting

Tuesday 6 August 2019

8.45am

CV Office

1. Welcome/Attendance/Apologies

Present: Kerrie Marcus (KM), Ilana Minge (IM), Hannah Lewis (HL), Jamie McDonald (JM), Lynn Doyle (LD), & Olivia James (OJ)

Apologies: Emma Bowen (EB), Emma Raidis (ER) & Heidi Eldridge (HE) – Maternity Leave until September

Minutes: OJ (PMN: EB has volunteered to keep record when in attendance)

Meeting Chair: OJ

2. Minutes of the Previous CDE Meeting

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| Moved | Seconded | <ul style="list-style-type: none"> Minutes dated 2 July 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.

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.
- Action: Committee to cross promote the Golf Day.*
- 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. PMN 3.09.19: 11 tickets sold via website.
- 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 liaising for finalising booklet with 15 tickets purchased. We are finalizing the media to attend.
- 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 provision by Coonawarra Experiences.
- Program finalised and distributed hard copy in meeting and all noted this was thought to be the earliest provided program.
- CDE members delivered to wineries as follows:
 - Lynn Doyle – Patrick of Coonawarra, Zema Estate & Majella Wines (3)
 - Jamie McDonald – Rymill Coonawarra, Koonara, Penley Estate & Bellwether (4)
 - Hannah Lewis – Hollick Estates & Whistle Post Wines (2)
 - Kerrie Marcus – Leconfield Coonawarra, Bowen Estate & Parker Coonawarra Estate (3)
 - Emma Raidis – Raidis Estate, Balnaves of Coonawarra & The Blok Coonawarra (3)
 - Ilana Minge – DiGiorgio Family Wines, Brands Laira Coonawarra, Redman Wines (3)
 - Olivia James - Wynns Coonawarra Estate, Ottelia, Hoggies Estate, Highbank Vineyards (attending tomorrow at Hollick Estates) & Banks Thargo Wines (5)
- Action: Postcard proposed to developed prior to main event programme release.* Suggested inclusion of CV events – total of three. Not progressed
- Action: CV to prepare the Wine Australia Masterclass Pitch by 14 May 2019. – WIP noted that Sept US is their focus. Meeting held between Brett Sharpe and Matthew Jukes in May and booklet sent at end of August. We are now finalising media and wine journalists and ticketing is live.*
- Action: CV to create Fact Sheet for email out in September 2019. On track.*

| 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> • <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> • <i>Action: Bus conduct and wine varieties documents to be reviewed and updated in alignment with Cellar Door Manual. Yet to be progressed.</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>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> |
| 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. • <i>Action: To re-engage our members for all of company invites. LD shared an example of her email within her organisation and we agree that champions need to lead participation.</i> |
| 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. |
| 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. - Geelong (IM) – Council unique zones. IM to consider festivals. Torquay. Update provided and further next meeting. - 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. - Melbourne & Adelaide other opportunities – JM provided an update. 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. • <i>Action: OJ to follow up with SAWIA for their calendar and and proposal to be sent out.</i> Noted that the Royal Adelaide Show tasting is occurring daily at 4:30pm with a competition prize for CCC 2019 promotion. - Adelaide – Bowden Plant 44/Night Markets (HL) - Port Fairy – Branding opportunity (EB) |
| 7. 2019 & 2020 Events | |
| 7.1 | <ul style="list-style-type: none"> • 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 noted that this fell short in expectations. Further opportunity for early bird for CDF Feb 7th to 9th with Regional Opportunity to be discussed at the next meeting. • GFWS 2020 is being explored to gain 9 participants – OJ noted we are yet to have 9 confirmed participants. PMN: Proposal issued for confirmation return by 4.09.19. Update on 5.09.19. • Grapes of Mirth – Large scale comedy event. 11 Wineries participated. Just under 700 in attendance and working through business case with GoM for 2020 to share hopefully by our next meeting. • <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> |

| 8. Local Tourism & Educational Tours | |
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| 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. 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> 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"> Qantas Famil Article to appear in July. Maintaining in meeting minutes for tracking. Not yet viewed and will share link. |
| 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 and three options available. PMN: 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 | |
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| 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. Noted the educational bursary that we were unsuccessful in outbound but successful inbound. 3 July 2019 presentation from GWC Reps from Bordeaux France, Rioja Spain and Verona Italy. Returned letter expressing disappointment with cancellation and need to consider driving to region. |
| 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 – PMN: Amended timeframe to September when budgets have been set by wineries and CV has greater capacity.</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. Endeavouring to have a video created utilising SATC filmed raw footage combining with available footage for a regional visitor piece for Roadshow. PMN: footage could not be accessed for this due to the size. |

| 10. Future Ideas | |
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| 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> |

| 11. General Business | |
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| 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/UCaGSUJjgFpXQf3gHFTstcpA 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. PMN: Looking at in region coverage from 18 to 21 October. We will elaborate at next meeting. Cup Update – 36 South confirmed for 2020 and sponsorship renewals largely complete with new approaches. Launch to be announced soon. Viticulture – See minutes on the website and Biodiversity information via dropbox link. Roadshow – We are now focusing on greater targeted advertising socially working with a consultant and looking at live social in Melbourne. Events are on target to sell out. Brand Reference Committee – Meeting held in June and next meeting likely to be held in September. |

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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 and shared with members. |
| 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 can be shared at next meeting. |
| 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. |

12. Any New Business

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| 12.1 | <ul style="list-style-type: none"> • 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 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. |
| 12.2 | <ul style="list-style-type: none"> • Halliday article CV response was raised for status update. We are hosting David Sly who writes for Halliday at the end of the week. |

Next Meeting – Tuesday 17th August @ 8.30am – CV Office

(Note meetings are typically the first Tuesday of the month – this is an exception due to leave arrangements)

AGM & General Meeting 3 October 2019 3:00pm