

| CGWI BOARD Meeting Minutes |   |             |
|----------------------------|---|-------------|
| Thursday 27 September 2018 | 8.30am  | Zema Estate |
| Attendees                  | Peter Balnaves (PB) - Chair, Nick Zema (NZ), John Innes (JI), Peter Weinberg (PW), Tony Gleeson (TG), Olivia Nunn (ON), Michelle Stehbens (MS), Sally MacLeod (SM), Nick Zema (NZ), John Innes (JI) |             |
| Apologies                  | Bruce Redman (BR), Pete Weinberg, Joy Bowen (JB)  |             |
| Minutes                    | Olivia Nunn (ON)<br>Note PMN = Post Meeting Note  |             |

## 2. Minutes of Previous Meeting

Sally MacLeod (SM) moved and Tony Gleeson (TG) seconded that the Minutes of the meeting held on 30 August 2018 are true and correct. Carried.

## 3. Outstanding Actions from previous minutes

| Date     | Action Items   | Person            | Deadline                     | Status  |
|----------|--|-------------------|------------------------------|---|
| 17.11.16 | <b>Draft policies and procedures &amp; organisation structure</b><br>Action: All board members to read and discuss at next meeting.  | All Board Members | Feb 2018 revised to Mar 2018 | Workshop was to be scheduled in February, in lieu of this it was agreed that an electronic issue would be sent out with a response within 10 days. Policies as circulated were accepted and to be uploaded to website with Constitution prior to General Meeting on 10 May 2018. Noted that we would not be sharing these policies outside our membership. See attached the social media clauses from two organisations and agreed SAWIA's to be modified for our purposes. |
| 28.09.17 | Resolved to address individual policies as they arise.   |                   |                              |   |
| 21.11.17 | ON recommended policies, procedures and organisational structure need to be addressed in a dedicated separate workshop of Board Members. Consensus to go ahead and organise.   |                   |                              |   |
| 24.12.18 | ON to circulate a proposed date to board members for late February.  |                   |                              |   |
| 22.03.18 | JI queried a need to have a policy on staff and lines of management and membership grievances. ON indicted a need to devise a social media policy. Action: ON to draft two policies on staff and lines of management and social media. | ON                | April 2018                   |   |
| 26.04.18 | ON to finalise and recirculate to Board and aim to have online by General Meeting.   | ON                | 10 May 2018                  | Noted this was to be completed and will be incorporated in the uploaded documents with the accompanying member letter.<br><br>Member Letter to be uploaded along with the Organisational Structure. See attached the proposed version of the chart noting the roles need amending in the terms.   |
| 24.05.18 | ON to complete in June.  |                   |                              |   |

| Date   | Action Items   | Person                 | Deadline                   | Status  |
|--|--|------------------------|----------------------------|---|
|  |  |                        |                            | Confirmed that the policies are to be shared with Board prior to uploading to website.<br>Org Chart to be uploaded based on that included in the Brand Reference Group minutes. |
| 21.11.17<br>14.12.17<br>26.04.18<br>24.05.18<br>27.06.18         | <b>Draft Coonawarra Vignerons Project</b><br>Partnership Update deferred to Feb due to competing priorities<br>Noted more attention to be provided to this now.<br>Greater focus to be applied from June.<br>See Status.   | ON                     | May 2017                   | Noted that priorities has kept this item from progressing and will be a key focus following Roadshow.   |
| 21.11.17<br><br>26.04.18<br>24.05.18                             | <b>Board to consider Contributors / Icons</b><br>Action: Board members to consider and discuss in future meeting.<br><br>BR provided list of Vignerons.<br>Noted to be explored in May.<br>ON to review the Grapegrower has the list of Members from 1970s.  | Board Member<br><br>ON | <br><br>July 2017          | Action completed by BR.<br>Revised due date to July. Action has not been considered a priority compared to events. Action will be finalised in November.                        |
| 14.12.17<br><br>24.05.18<br>27.06.18                             | <b>Grant Summary</b><br>Grant summary to be updated to include the historic receipt of grants.<br>Yearly and historic to be applied following grant finalisation in June of current grants.<br>See status update.  | ON                     | Mar 2018                   | Ongoing and will be based on the MYOB historical reporting.   |
| 24.01.18<br><br>22.02.18<br><br>26.04.18<br>24.05.18<br>27.06.18 | <b>Summarisation of CGWI sponsorship (raised as part of Coonawarra Vignerons Cup Review)</b><br>Action: ON to provide a list of where CGWI contribute funds to local events/charities<br>Noted that TRSA to increase power supply.<br>Noted also that the sponsorship two pack wines have been sent with individual handwritten letters and MC and Auctioneer to be sent a thank you card.<br>Not discussed and to be updated at the next meeting.<br>CGWI fund contributions list to be tabled at next meeting.<br>ON to seek a report from MYOB. | ON<br><br>ON           | March 2018<br><br>June Aug | Closed<br><br>Update to be provided for Cup Launch.   |
| 22.03.18<br>24.05.18   | <b>Glass Hire policy development</b><br>Action: ON to draft a policy of glass hire.<br>Noted included in membership forms as benefit.  | ON                     | April 2018                 | Equipment Hire Agreement created for Coolroom and all equipment.<br>An equipment register.  |
| 22.03.18<br>24.05.18   | <b>Delegations of Authority</b><br>Action: ON to develop a delegations of authority document for Board Review.<br>This is being worked on and to be circulated once complete.  | ON                     | April 2018                 | Ongoing. Priority for preparation of the November meeting.  |
| 26.04.18   | <b>Mixed Dozen Resourcing &amp; Start Up</b><br>Further to the success of the grant and involvement of CV EO in the submission it was requested by the Board that an agreed proportion of time be allocated moving forward and if time exceeds the commitment that the grant funding allows for a payment to   | ON                     | May<br><br>June            | Noted PM recruitment closed on 31 August 2018.<br>Time investment to be recorded in an in kind register   |

| Date     | Action Items   | Person  | Deadline | Status                              |
|----------|--|---------|----------|-------------------------------------|
| 24.05.18 | CV for the time, noting that a Project Manager is to be recruited to manage the project with support from ON and Biddie Shearing to support the resource and be present on the Steering Committee for governance.<br>Action: ON to confirm level of time allocation and manage for any additional time to be invoiced at an agreed rate.<br>Further to raising in April it was confirmed that the basis of support of CV to LCWC is to be on basis of an agreed time allowance of office staff and note that the voluntary hours by the Vignerons Members with claims for any additional time on basis of:<br><ul style="list-style-type: none"> <li>ON Rate \$100/hr; and</li> <li>Heidi \$50/hr</li> </ul> |         |          | with budget.                        |
| 27.06.18 | <b>Final Invoicing</b><br>Report and Invoice to be submitted to PIRSA Invoicing to Walking Trail Participants.   | ON      | June     | Report & Invoice to PIRSA complete. |
| 30.08.18 | ON to review the status of the participant invoicing.  |         |          | Cross checking with CL.             |
| 27.06.18 | <b>Member Communication</b><br>Communicate the Cabernet event to members and seek feedback with further discuss at the general meeting.  | ON      | Oct      | General Meeting to include update.  |
| 30.08.18 | Reiterated the key requirement is the brief – see action below.  |         |          |                                     |
| 27.06.18 | <b>Members Welcome Pack</b><br>Welcome to members and upload of docs to website.   | ON      | ASAP     |                                     |
| 30.08.18 | Noted that this has been delayed by the need to update the Org Structure document. Organisational Structure to be uploaded and General Meeting Update.   |         |          |                                     |
| 27.06.18 | <b>Social Media Plan</b><br>ON, HE and JI to work together to build out social media schedule.   | ON      | Aug      | WIP                                 |
| 30.08.18 | Noted this is a work in progress.  |         |          |                                     |
| 27.09.18 | Currently preparing the Cup Committee Schedule. CCC 2018 profiled on the basis of event timing.  |         |          |                                     |
| 27.06.18 | <b>Independent Chair</b><br>To be sourced.   | PB      | Oct      | Ongoing                             |
| 30.08.18 | PB has approached Peter Gandolfi and awaiting his response.  |         |          |                                     |
| 27.09.18 | To be actioned by Board approaching potential chairs.  |         |          |                                     |
| 27.06.18 | <b>After Dark – 12 and 13 April 2019 – Review the criteria for CV Event assistance.</b> History of event was discussed. It was noted that there is potential input to ask other members for involvement. Promotion – Investment. Discussed the need to raise the Framework of CV events and how it is conducted. If it is a Vignerons Event we need to stick by the constitution. Protocol to be conducted to be further fleshed out. Noted the need to set out the other strategic benefits. Say minimum 33% involvement or 5 wineries.   | ON      | Sept     |                                     |
| 27.09.18 | Action closed as we have incorporated into policies as regional benefit. Policies will be circulated following October meeting.  |         |          |                                     |
| 27.06.18 | <b>Storage of Wine</b><br>Need a stocktake and provide status of stock. Shelving system may be required and supported by NZ.   | ON & CL | Sept     |                                     |

| Date  | Action Items  | Person       | Deadline   | Status  |
|---|---|--------------|--|---|
| 30.08.18<br>27.09.18                        | PMN: Noted that there is stock to be collected from Katnook Estate.<br>Cross checking availability of Wetherall Property with TG in order to confirm if this is a better access point for secure storage and collection of wine and the coolroom. Subject to this decision we will then arrange for collection of the Katnook Estate stored wine.   |              |  |   |
| 1.08.18<br><br>27.9.18                      | <b>Cabernet Event Brief</b><br>Brief to be shared with members.<br>Very strong document for the parameters.<br>How does June go?<br>Discussed last meeting and need to create the brief with assistance from JI.  | ON           | 31.08.18   | Noted that we need to progress this with assistance given capacity of CV staff. |
| 1.08.18<br><br>30.08.18<br><br><br>27.09.18 | <b>Coolroom Purchase</b><br>Papers were provided to ON for the Coolroom. Payment has been made and registration undertaken.<br>New signage sought from Diversity Signs and ON to proceed on spend in order of \$170.<br><br>Policy for the hire by members with a first come first served arrangement in order of \$150 per usage per day to be created by TG, issued to ON and confirmed at the next meeting.<br>Noted Draft Policy prepared by TG with CV to update for robustness. \$100 per day with office's discretion Paid on booking. Collection Via Wynns and notify via email to cellar door and copy TG. | TG<br><br>TG | 14.09.18<br><br>Sept                                 | Complete  |
| 1.08.19<br><br>30.08.18<br><br>27.09.18     | <b>Content Update</b><br>Following meeting with FULLER prepare presentation for General Meeting<br>Noted shared report with Marketing who raised queries about social media activity and need for ongoing content development. ON noted the need for CV staff to review the next steps of CBAP and this was being informed by recommendations from Fuller also.<br>GM Slides to incorporate along with report.  | ON           | General Meeting                                      |   |
| 1.08.19<br><br>27.09.18                     | <b>Branding Document</b><br>Create a Branding Document how to guide for members knowledge of COONAWARRA \.<br>Targeting for the Brand Reference Group meeting mid October. Sourcing relevant industry comparisons. Noted sought example from SATC. Update to be provided at General Meeting.  | ON           | Next Brand Reference Group Meeting & General Meeting |   |
| 1.08.18<br><br>30.08.18<br><br>27.09.18     | <b>Revel Clarification</b><br>Board suggested a note be drafted to Members explaining the level of involvement.<br>PMN: Time did not permit this action pre Roadshow and would need to be part of post event feedback given the key focus was on promoting events and gaining attendance.<br>Noted Revel proposal shared with Marketing Committee to confirm that the fee \$7k did not include promotion of the Roadshow.<br>Clarification in General Meeting and Roadshow reporting.   | ON           | Sept   |   |
| 1.08.18<br><br>27.09.18                     | <b>Multi-Colour</b><br>ON to review options with Multi-Colour.<br>Catching up on 5 October at the Golf Day.   | ON           | Sept   |   |
| 1.08.18                                     | <b>Penola Show</b><br>ON to discuss with Kerry De Garis.<br>PMN:<br>Options are:<br>Friday Night - Farmers Challenge ideas are 4 different varieties of wine or barrel roll<br>Saturday gap for pop up – Is that an option in   | ON           | Sept   |   |

| Date                 | Action Items  | Person            | Deadline               | Status |
|----------------------|---|-------------------|------------------------|--------|
| 27.09.18             | Hall or Stand out – note options cheese platter and wine? ON to confer with CDE committee. Sophie Thompson attending and discussing gardening for health and pest and disease control. ABC Broadcasting involvement follow up and note also good chance to communicate the winery walking trail. Board confirmed that ON was not required at the Show and to minimise effort given capacity. Update to be provided at next meeting.   |                   |                        |        |
| 1.08.18<br>27.09.18  | <b>Organisational Structure</b><br>ON to update the Org Structure. See Brand Reference Group and noted that the Marketing Committee to be amended to Brand Reference Group and shared at General Meeting. ON noted that the relationships are to be clearly identified.   | ON                | ASAP                   |        |
| 30.8.18<br>27.09.18  | Finance Committee to review treatment of event surpluses. Where possible profits to be retained for benefit of that budget item. Eg Cabernet Symposium.   | Finance Committee | Sept                   |        |
| 30.08.18<br>27.09.18 | JB to outline the scope of Marketing Committee and highlight the need to amend to a Reference Group. The CBAP Reference Group suggesting membership includes a member of each Committee and member of Board. Action closed by EO and see the Brand Reference Group Meeting Minutes.   | JB                | Next Marketing Meeting | Closed |
| 30.08.18<br>27.09.18 | Social Media Resourcing<br>PMN: Note very small consultant budget put aside and that CV Office needs to focus on social media presence and in particular advertising moving forward. This may require upskilling of CV team. Outcomes of CCC 2018 to be shared and looking at the delivery of social media.   | ON                | General Meeting        |        |
| 27.08.18             | Encouraged and assisted with submission for Best Tourism SA Awards with Walking Trail submitting on 7.8.18 and they were advised they are a finalist – it was noted some statistics were shared verbally on the day of submission that need correcting. Official Launch is being organised. ON to provide further update next meeting.  | ON                | Next Meeting           |        |
| 30.08.18<br>27.09.18 | Raised Chinese education of Coonawarra Wine Region as Wattle Range funded project. Chinese education is being explored with Rob Geddes and Board approved for his visit at our cost on basis that we may not proceed. Enabling Rob to have a closer understanding and current perspective of the region and for Board and Council to meet face to face and consider further the model of regional education that can be delivered in China. Dates flagged for attendance 16 and 17 October. Noted that the proposal is not risk free and SAWIA feedback is being sourced. | ON                | Next Meeting           |        |
| 27.09.18             | On to seek WR can fund. ON to seek legal review and discuss further with RG.  |                   |                        |        |
| 30.08.18<br>27.09.18 | (Item 3.2) Board training to be followed up. Regional Meeting was held on 27 August 2018. ON attended via teleconference. Board Training Briefing document prepared in draft and Sarah costed in order of \$1,000 to \$1,500. Target delivery in Nov, one meeting post the first meeting for our two new Board Meeting Members.   | ON<br><br>Board   | Oct Meeting            |        |
| 01.19                | CV to provide a general update to WR in January post-election and this was well   | ON & PB           | Jan                    |        |

| Date     | Action Items   | Person | Deadline | Status |
|----------|--|--------|----------|--------|
|          | received by BG and RB.   |        |          |        |
| 30.08.18 | <b>Board Resource Planning</b> – Status update next meeting. Note MS and NZ standing down and the process for financial plans. CL to collect 25.10. 18 | Board  | Nov      |        |

#### 4. Finance

- 4.1 Finance papers** – 20/09/18 Aged Payables, Balance Sheet, Profit and Loss budget analysis and Aged Receivables were circulated. Verified that the Roadshow forecasted loss (\$49 x 300 \$14,700) is looking consistent with actuals currently tracking at \$12k. Roadshow Review Meeting held on 20 September with a further on 28 September.  
Noted that a further review of salary rates is required and reviews to be undertaken and this is being progressed by ON.  
Aged receivables were highlighted for at least three companies that need to make payments. CV Office to follow up and if necessary notices need to be issued as there is history of two of these members not making payments. No action included as this is a process undertaken ordinarily.
- 4.2 Recommendation to change the membership renewal** time from June to January to align material production for CV off peak time. Financially this will not impact the organisation as payments can remain quarterly.
- 4.3 Grants and Strategy Report** – The Trade start international strategy funding is not available and WR Council confirmed their funding streams in the meeting prior to the August Board Meeting. Focus on the delivery of the Mixed Dozen and seeking other streams such as those presented by WR and noted that Project 250 is coming up.
- 4.4 Event P&Ls** (Not included as item in agenda but retained for respective event update)  
Roadshow – ON explained the Draft Roadshow WIP was consistent with identified loss flagged in earlier meetings. However, there are assets or equipment including glasses, signage and ice buckets that members will benefit from and the Roadshow video content that reduce the lost to just under \$4k. This will be captured in the Roadshow Report. It was also noted that 18 of 26 participants responded to the Survey and that the Tour Operators and Consumers were being surveyed also and results to be shared on 28 September 2018 in a Roadshow Committee Review Meeting to finalise the report.

#### 5. Correspondence & Communication

- 5.1 180903 WR to CV Letter re Leconfield Wines Application to Purchase Land** – For information and to respond to Council to outline that future initiatives should be noted such as trails. Noted that the 110kmph do prevent development and the document was not shared by EO with membership as the adjoining neighbours have been consulted by the Council and the region reflects the feedback rather than each individual as not all impacted.
- 5.2 SE NRM Board prepare an Achievements Report Email** – For information.
- 5.3 Nominations for Australia Day Awards** – For information.
- 5.4 Coonawarra Airstrip Lease** – Noted the contact from WR and the need to review.

#### 6. Brand Reference Group (BRG) (formerly Marketing Committee)

6.1 Further to the meeting not taking an operational view and not always being strategically focused the meetings were requiring ongoing substantiation and digression to manage the scope of the Committee. The changes are to be communicated to each Committee at the arising meetings for a common understanding of the changes. It was noted that Natasha Gordon had resigned. We are proposed Penley Estate joins these meetings as a member.

#### 7. Viticultural and Oenology Committee (VOC) Report

**7.1 Last meeting was held 4 September and SM provided an update.** MS suggested that Rail Corridor alignment is to be sought and requires funding. See General Meeting Report for comprehensive update and noted exploring a Clonal Project and the Wine Tasting Berry Shrivel occurred at Wynns Coonawarra Estate.

**7.2 Draft Coonawarra Vignerons Project Partnership Update**– On hold

**7.3 Water** – Two to three meetings have been held and the process of science review has started. Glen Harrington will be involved and \$1,500 to \$2,000 is required to address the parameters will fit and ensure they look at science rather than policy.

**7.4 Fracking** – Reviewed our position and we continue to be comfortable with our position and the Moratorium in place without the need of legislation. If any sign of fracking comes into play we will respond. Previously noted that Troy Bell is moving for legislation and the position of the Vignerons has been asked verbally. It was confirmed that our current position has been communicated and the dialogue with the current Premier had acknowledged that they had put in place the Moratorium. At this point in time (30.8.2018) the Board reaffirmed it was comfortable with the communication and will continue to review this position at the next meeting.



**7.5 Peter Magarey Information Session and Proposal** – The Board agreed at the last meeting that the service provision based on the Board Motion proposed by SM seconded by MS was in the order of \$1,300 spend and the newsletter scope be clarified in regards to costs for future consideration.

## **8. Industry Engagement**

**8.1** ON reported on the various industry organisations she had liaised with over the last month:

- Wine Australia – Progressing well with next focus a WSET Masterclass in Adelaide with Cath Kidman and Emma Bowen presenting. CV to edit the presentation. Note that the tasting is Thursday 25 October. Noted that Kirstin Hannan is attending the General Meeting and the question proposed was confirmed as appropriate for the General Meeting to take a deeper dive into the Coonawarra export data by producer size.  
Exporter Workshop is on 30 October at Chardonnay Lodge  
The ERSWP Wine Tourism free webinar is on 31 October 2018 and a great opportunity to join the Mixed Dozen Project Group at Mount Gambier where the workshop starts at 1:00pm and runs until 5:00pm.
- WR Council – Update on the following:
  1. Coonawarra Signage \$15k – PB clarified further to heritage suggestion (ongoing)
  2. Coonawarra Siding Picnic Furniture to not impact the aesthetics – design to be shared (ongoing).
  3. Instagram sites such as the Coonawarra Siding – update to be provided (ongoing).
  4. New Cultural Events or extensions to events – apply as necessary and Council will advise. Grapes of Mirth is an opportunity and we are awaiting further information to consider further. and note that a winery is interested in the Shakespeare in the Vines.
  5. Media Campaign \$35k allocated to promote the region – ON asked about content for TV and they will assess when provided. – ON to follow up on opportunity.
- Brand South Australia and PIRSA – Brand SA working on featuring in their what's on. PIRSA opportunities to be clarified. Unlikely any funding.
- SATC – Not available to attend events. Our contact is in region end of month. Awaiting documentation following the meeting in September. Noted that was a very useful discussion and now endeavouring to approve streamlining with SATC to enable us to focus on the \$15k they supply for promotion and advertising of CCC18.
- Tourism Mt Gambier – Ongoing discussions to work together and ON to focus more attention in coming months to gain further traction. Note will see point of contact at Steering Committee.
- SAWIA – Ongoing dialogue. Attended the SAWIA AGM Lunch. Organising Governance Training for Board. See Previous Business.
- Local Member, Minister for Primary Industries, Minister for Tourism & Investment and Premier – Minister Ridgeway was in region and met with him on 24 August at Patrick of Coonawarra further to an invite from Wattle Range Council.
- Regions, Margaret Review – Cabernet Event Brief to be prepared for clarity of objectives. Good relationships across Clare and Adelaide Hills.

## **9. CV Executive Officer Activity Report**

**9.1 EO report** – Currently finalising Roadshow P&L to review with Roadshow Committee tomorrow and will report back to the Steering Committee at the next meeting with the outcomes.

## **10. Welfare, Health and Safety (WHS)**

**10.1** Update – Board advised that we are working our way through resourcing and planning for leave. ON will be taking leave end of Jan and during Feb for her wedding on 2 Feb 2019. Maternity Leave to be confirmed with HE.

**10.2** Risk Planning – Roadshow Committee to assist with operations at each location. Increasing involvement on the group logistics and briefing for common behaviours to be modelled. Cabernet Celebration under preparation.

## **11. Membership**

**11.1 Membership update** – Noted 12 Grapegrower members versus 11 reported to date.

## **12. New Business**

**Meeting Closed 11.00am**

**Next Meeting – Thursday 27 September 2018, 8.30am, Zema Estate**