

CGWI BOARD Meeting Minutes		
Friday 5 April 2019		8.30am Wynns Coonawarra Estate
Attendees	Peter Balnaves (PB) - Chair, Sally Macleod (SM), Ben Harris (BH), Luke Tocaciu (LT), John Innes (JI) & Pete Weinberg (PW) & Olivia Nunn (ON), Bruce Redman (BR) and Tony Gleeson (TG) arrived at the end of the meeting.	
Apologies	Joy Bowen (JB)	
Minutes	Olivia Nunn (ON) Note PMN = Post Meeting Note	

1. James Halliday Article Follow Up (Board Pack Reference 5.1)

Round table discussion was had with all those present, noting that TG arrived at the end of the discussion and JB consulted post meeting and her comfort confirmed with the Board's approach to respond to the James Halliday articles to address the inaccurate points sensitively from the region's perspective.

It was noted in regards to PR, advertorial and advertising that third party endorsements (eg Sarah Ahmed among others) are to be a key focus along with the strategy to increase famils and attract editorial content. It was also noted that there is a need to increase the budget in order to address the mix of PR required in both a traditional and a non-traditional way to build stronger relationships and this will be discussed as part of the budget process.

Date	Action Items	Person	Deadline	Status
5.04.2019	5.1 PB and ON to draft a response addressing the bullet points and circulate to the Board.	PB & ON	2 May 2019	
5.04.2019	Budget to consider PR requirements and present at the next Board Meeting	ON	2 May 2019	

2. 110km speed limit during vintage and whether as an Association we need adopt a position (Board Pack Reference New Business)

Following a round table discussion it was confirmed that a position statement is to be prepared and shared with members as follows:

The Coonawarra Vignerons agree that 110kmph zone is a high risk and support an 80 to 90 kmph rezoning. This is a long held position and has lobbied to decrease the speed limit as the interaction with tourist and vintage traffic is a dangerous mix.

It was also noted if questioned re the bypass, the position is as follows:

The bypass has gone through due process with landholders compensated for what they have lost.

Date	Action Items	Person	Deadline	Status
5.04.2019	New Business ON to draft position statement for website and member notification	ON	12 Apr 2019	

3. ACCC Landmark purchase of Ruralco Letter – Review for member share / response closes on 5 April (Board Pack Reference 5.3)

All agreed that Coonawarra Vignerons is not required to respond. Nor does this form of correspondence need to be forwarded to members due to the individual commercial relationships.

4. Cellar Door Event Committee – Cellar Door Tour Guide Code of Conduct (Board Pack Reference 9.3)

Further to the Cellar Door Events Committee drafting the Code of Conduct and on the basis of members accepting this code the Board were supportive of endorsing for implementation. It was noted that for completeness a few remaining wineries yet to respond would be contacted to implement region wide. Refer to the Code of Conduct in the Board Pack for further information.

5. Diversity & Equality Charter – Review for Board to sign (Board Pack Reference)
Carried over to next Board Meeting.

6. AOB

Time did not permit further discussion

PMN: Minister Tim Whetstone is in region on Tuesday 9 April to photo the Phylloxera Signage and have lunch with Limestone Coast Wine Region stakeholders from 12:00pm to 1:30pm at Upstairs @ Hollick.

If Board should become available please advise Olivia ASAP on Monday 8 April 2019 to confirm numbers with Minister Whetstone's office and Upstairs @ Hollick.

COONAWARRA \

Launch of the Phylloxera sign on the Casterton Road (border) at 11.00am prior to the lunch.

Lunch attendance at present is anticipated from:

1. Minister Tim Whetstone
2. Member for MacKillop – Nick McBride
3. President LCGWC – Pete Bissell
4. Limestone WGCSA Representative – John Summers
5. CEO Vine Health – Inca Pearce
6. Executive Officer Coonawarra Vignerons – Olivia Nunn
7. TBC
8. TBC
9. TBC
10. TBC

Meeting Closed 9.15am

Next Meeting – Thursday 2 May 2019, 8.30am, Wynns Coonawarra Estate (Note: Moved forward one week as 25 April is ANZAC Day)