
Minutes

1. Welcome and Attendance

Attendees	Tim Bailey (TB), Tony Gleeson (TG), Luke Trotter (LT), Jenn Hubert (JH), Mike Redman (MR) Olivia Nunn (ON), Heidi Eldridge (HE)
Apologies	George Kidman (GK), Pete Balnaves (PB), Katie Lewis (KL), Steven Raidis (SR)
Copy	Pete Balnaves (PB), Christine Lambert (CL),
Minutes Recorded by	Olivia James (Nunn) (OJ)

Post Meeting Note (PMN)

2. Racing Club Update

- 2019 numbers were down and total attendance in order of 1,000.
- Avoid using a heavy machine as many irrigation lines and this was an issue in the stables. No issues associated with the forklift that Grand Events used and to increase this usage in 2020.
- **Action: OJ to follow up with Grand Events re forklift and note it can be secured at the Racing Club.**
- Belinda Holland point of contact for Penola Racing Club.
- Noted for future reference that Racing Club toilet signage to be in place for blockages.
- Toilets were raised as an item for review in 2020 as Cup Marquee rarely utilises acknowledging that Coopers Marquee do access these. TG confirmed that these are required and we agreed to confirming Baxter Toilets for 2020 rather than Rowsaloo. TG cancelled Rowsaloo. TG also confirmed other items required from Baxter for the Cup.
- CL confirmed Baxter Toilets. Racing club to maintain on the day.
- **Action: SWF to freight toilets from Baxter.**

3. Super Sweep

- Noted the nuance with the accounting resulting in a reduced result and discussed the Calcutta and noted that Super Sweep was to be maintained.
- Seating plan outside marquee on entry from 9:00am with sweep ticket table resourced by Cup Committee for pre marquee opening sales.
- Invite Patrons to welcome guests and assist with locating seats from the seating plan.
- Sweep worked well and committed for 2020, \$10 per ticket. Note to keep prizes under \$5k and include a reference sheet citing the float money.
- **Action: CL to create a template for float and allowances for payments to address the accounting nuance. Ongoing.**
- **Action: CL to create seating plan. Ongoing.**
- **Action: OJ to approach patrons and prepare briefing notes. Ongoing.**

4. Budget and Sponsors

- See separate attachment shared with committee.
- Presenting Partner 36° South confirmed.
- Bespoke Cup thank you cards have been sent with two bottles of wine (rather than t-shirts) to all sponsors listed below with the exception of Brandstoker (written off as noted they did not attend and no responses to request for payment).

- Noted that two t-shirts can be allocated to sponsors upon confirmation of sponsorship for 2020. Agreed we will maintain our current t-shirt and see how many remaining from the send out of sponsors. (Cost was \$49 + GST and selling \$69 + GST - Only one sold in 2019.)
- We extended offer at same value that Accent Wine Packaging offered for the Auction Imperial Boxes to TK Furniture and no interest was provided in supplying this item. Bedford approached CV about provision and returned a quote that was received favourable and all committee were supportive of us confirming. Bedford were confirmed as Imperial Box providers and shared the Imperials list and first proof received and changes requested prior to engraving.
- Sponsorship: Note Della Tofolla has declined 2020 (previous contact Blair Hanel new contact Roberto Cea) and both CCL and Seguin Moreau are not sponsoring. BOC confirmed, as has South East Motor Company and Wattle Range. See record below that has been updated to reflect current status.
- KL confirmed the race sponsors as follows:
 - Whistle Post Wines
 - Wynns Coonawarra Estate
 - Peter Thompson Wines
 - Ladbroke Grove Wines
 - Zema Estate
 - Katnook Estate
 - 36° South Coonawarra Vignerons Cup
 - Patrick of Coonawarra
- OJ had sent the Sponsorship document for review on 5.09.19:
 1. Finlaysons – unable to support in 2020
 2. Blackbird – unable to support in 2020
 3. FMR Group (Machinery Equipment Business) – Unable to support in 2020
 4. DMK Engineering - Mount Gambier
- **Action: All members to approach any remaining sponsors such as Chene which TB is following up on ASAP this week. We need to have these confirmed prior to launch on 7 November 2019.**

5. Catering

- Catering budget is \$78.50pp.
- Changes proposed for Blanco debrief are as follows:
 1. Breakfast requires a different bread (sourdough seemed stale)
 2. Main requires more colour and propose scotch fillet beef roughly 1.5cm thickness and chicken with red wine jus and a pumpkin salad and cauliflower/green salad with chat potatoes
 3. Afternoon tea – treats no change.
- The Committee discussed an approach to exploring catering alternatives and agreed that “billydohntdoes” to be advised that their details will be kept on file.
- KL and OJ spoke with Blanco providing catering feedback and arranged for Blanco and 36° South to liaise with one another.
- **Action: Blanco and 36° South to confirm catering to showcase beef to best ability within budgets.**

6. Imperials Auction

- Bedford to supply the wooden boxes. The names have been provided to Bedford.
- Imperial Wine List (8 wines) label preparation by MCC this side of Christmas.
- Label size needs to be reflective of the imperial (750ml). MCC to be briefed.
- **Action: TB to arrange wine supply and subsequent labelling.**
- **Action: TB to source summary on the wines to supply to JH for auctioneer.**
- Auctioneer is Brad Henderson and JH to forward the wines and confirm Golf and the timeframes.
 - Offered round of golf Grange Golf Club for four players
- Committee discussed the addition of one to two exclusive options with the imperial for

example Ottelia could provide a unique dining experience to enjoy the imperial with X number of attendees. This was well received and discussed whether all imperial providers were to receive this option. It was agreed to keep at one to two unique money can't buy experiences.

- **Action: OJ/HE to follow up with the Imperial Providers to seek interest. Noting that we would put a reserve for minimum payment for the element.**

7. Wine & Bar

- Approximately 1120 / 1150 bottles consumed. Overall the ordering was commensurate with consumption.
- Bar is to be kept as per 2019 configuration with 500ml water bottles in eskies throughout the marquee for ease of access and reducing the need to keep cool at the bar.
- Ice order to increase to 200 bags.
- 4 eskies were made available from Christine. Confirmed we can borrow again in 2020.
- **Action: OJ to organise Thank you Prince of Wales voucher \$100. – Ongoing**
- *CL has procured 2 x eskies and received a significant saving as a BCF member. Two eskies will have COONAWARRA \ stickers and be available for water cooling in the main marquee.*
- 2 coolrooms - CV Coolroom worked really well and Uneed via Grand Events contract.
- Updated branded aprons have been purchased.
- JH confirmed Hollick provision of bar top.
- Noted while the water was perceived to be of poor quality; the alkaline nature is actually good for you "A party for your insides!"
- **Action: CV to explore water options with Aquaessence. Committee were supportive of using the stock currently donated and noted the bottles cannot be claimed/deposited for recycling. Bottles to be disposed of in recycling bins.**
- JH and JC have run through handover.
- **Action: JH to send proposed letter for emailing out and OJ to share the emails for blind copy email out.**

8. Ticketing

- 531 Members sold to 29 member organisations, 98 public tickets and 91 were sponsors, cup committee, patrons and invited guests.
- Ticket Pricing for 2020
PUBLIC \$220 - SPONSORS REDUCED RATE \$195 - MEMBERS \$175
+ Booking fee
- 1. Noted that each ticket in addition to food and wine costs has race entry has the following costs: \$12, book \$4 and wrist band \$0.05.
- We noted that moving forward the booking fee is a cost no longer to be absorbed by the Association and the Association has negotiated a significant reduction for 2020 using the current IWannaTicket platform.
- **Action: Ticketing to be set up by 7 November 2019.**

9. Decorations

- Cup Committee generally happy with decorations and this was supported by the survey feedback. Noted one member considered the paper table runners and plastic chairs to be substandard. For an event of this scale it is important to consider the items, comfort and practicality for price commitment.
- It was noted that Jane is happy to be involved on 16 January 2020 for one more year. Cup Committee agreed to increase the resource fee from \$200 to \$500 and a total of \$1000 for two. This price difference has been communicated by email and OJ contacted Jane Thring to commence design.
- **Action: OJ/KL to check in with Jane on progress.**
- **Action: Volunteers to be sought for Wednesday.**
- **Action: Wagner's Nursery to confirm provision of roses.**

10. Tent/Furniture

- Grand Events (formerly Warnnambool Party Hire) quote further to our request including air conditioning has been provided. Overall aim is to minimise the physical pre and post cup efforts of the Cup Committee and CV has confirmed with payment of deposit.
- Note the following to be cross checked:
 - If possible it is preference of racecourse to delay the erection of tent to week of Cup due to grass watering.
 - Cup Committee noted that the TAB marquee is to be a 3m x 2m not 3m x 3m enabling direct match to the bar.
 - Confirmed the picket fence for inclusion for Grapes of Mirth liquor license.

11. Outside of Tent

- Consider picket fence at entry – picket fence has been ordered.
- Toilets confirmed – see previous minute item.
- *Baxter Hire & Uneed Hire. OJ to seek quote for Grand Events to include.*
- Coffee van can be left in the mounting yard and Committee to locate.

12. Photos

- Photos and video provided by Astyn – all were happy with the content and we should consider locking Astyn in for 2020. Astyn confirmed for 16 January 2020. Can these be shared live.
- **Action: See options with Astyn for livefeed share.**
- *JH presented option \$1,600 for live photo by JLPE from Hamilton. JH continuing to work on this and report and next meeting for decision making.*
- **Action: JH to keep investigating.**

13. MC

- OJ confirmed Merrick Watts at current MC rate with accommodation at Must booked in.
- Note also invited to Launch and advised not required to attend. Possibility of video share.

14. Marketing and Promotions

- AR may not have had as much traction on the day. Reviewing inclusion for 2020.
- Launch Media Release under preparation, along with Cup schedule.
- **Action: CV Marketing and Promotions schedule to be shared in due course.**

15. Transport

- Buses – Survey and written feedback seeks a review of buses and noted that on the day the timing of arrival was better however there were some concerns the night prior to the cup as our Bus provider was anxious and seemed unaware of the plans in place.
- **Action: KL and OJ to follow up with two companies who we have sought quotes from (Bully's & Penola).**

16. Pack Down

- Grand Events to collect.
- Grapes of Mirth Comedy in Coonawarra to have greater involvement in pack down.

17. General Business

- Launch 7 November 2019.
- Sound worked well. All agreed to lock in for 2020 maintaining local supplier Steve who has been confirmed.
- Veolia declined the support of waste management.
- **Action: Contact WRC and Cleanaway.**
- **Action: Wagner's Roses awaiting a response to email for 2020 provision and invited to launch.**
- Water Supplier – Noted water being stored and Committee happy to use in 2020. Have approached.
- Risk assessment review went well on site and same process to occur in 2020.

18. Cup Committee

- Joe and Jenn have met and wine process is on track. No further action.
- Confirmed that 2020 is Tim Bailey's last year as Chair.

- **Action: Cup Committee to consider who will step into the Chair role in 2021. This is to be an action that is discussed at the next meeting.**
- Pete Balnaves may also be stepping down from the Committee. Note he assists with set up rather than meeting attendance.

Meeting closed 3:45pm.

Next Meeting – Wednesday 27 November 3:00pm, CV Office

Attachment – 2020 Sponsor List

2020 Presenting Partner	Status
36° South	Confirmed

2020 Platinum Sponsors	Status
MCC Labels	Confirmed via Email 13/6
South West Freight	Confirmed via Email 17/6

2020 Gold Sponsors	Status
A P John Coopers	Confirmed via Email 18/6
Hahn Corporation	Emailed 5/9 as no response as yet
Langton's Winery Direct	Emailed on 5/9 and TBC
Vinpac	Confirmed via Email 18/6

2020 Silver Sponsors	Status
Adelaide Galvanising	Confirmed via Email 16/6
Bendigo Bank	Returning form 24/6 for Bendigo Bank to seek approval
BFL	Confirmed
BOC	Confirmed
Della Toffola	Discontinuing – would like to be included in EDM in lieu of 2019 attendance
Hansen Design & Print	Confirmed via Email 13/6
South East Motor Company	Confirmed
Wattle Range Council	Emailing again today with details of waste requirements

2020 Race Sponsors	Status
Whistle Post Wines	
Wynns Coonawarra Estate	
Peter Thompson Wines	
Ladbroke Grove Wines	
Zema Estate	
Katnook Estate	
36° South Coonawarra Vignerons Cup	
Patrick of Coonawarra	

2020 New Lead Sponsors	Status
DMK Engineering	Confirmed no
Finlaysons	Confirmed no
Black Bird	Confirmed no
FMR Group	Confirmed no
Chene	TB to follow up
Sylvain – Darren Langy	TB to follow up
Matthew's Petroleum	OJ emailed and to follow up. PB to call.
Declined	
Seguin Moreau	Discontinuing via Email 21/6
CCL	Discontinuing