

COONAWARRA \

Cellar Door Events (CDE) Committee

MINUTES – CDE Committee Meeting		
Thursday 5 December 2019	9:00am	Hollick Estates Boardroom

1. Welcome/Attendance/Apologies
<p>Present: Hannah Lewis (HL), Kerrie Marcus (KM), Ilana Minge (IM), Emma Bowen (EB), Lynn Doyle (LD), Heidi Eldridge (HE) & Olivia James (OJ),</p> <p>Apologies: Jamie McDonald (JM) & Emma Raidis (ER)</p> <p>Minutes: OJ (EB had volunteered to keep record when in attendance. HE can resume minutes next meeting)</p> <p>Meeting Chair: OJ</p>

2. Minutes of the Previous CDE Meeting		
Moved KM	Seconded HL	<ul style="list-style-type: none">Minutes dated 15 October 2019 were reviewed as part of the meeting.Post Meeting Note (PMN) are included herein.

3. Upcoming Cellar Dwellers and Cabernet Celebrations	
3.1	<ul style="list-style-type: none">• ATDW listings will be reviewed in conjunction with Mixed Dozen project work. Noted ATDW is a non-negotiable for our region. Check out the Mixed Dozen Itinerary Planning Tool to see how your ATDW listings are appearing, this is not for wider release until official launch as we are reviewing and testing the functionality: https://www.limestonecoast.org.au/locale/limestone-coast-wine-trails <p>Cellar Dwellers</p> <ul style="list-style-type: none">• Mixed results but generally found across the month that visitation was higher.• 288 passport entries received and Winner drawn. 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.• <i>Action: It was queried if we needed a member survey on the event? We have note issued a member survey and will capture member feedback in the event listing return process proposed whereby we seek events from week commencing 9 December and to be returned by 31 January 2020 for review at next meeting on 5 February 2019 for our discussion and feedback thereafter.</i>• <i>Action: CV to issue request for events.</i>
3.2	<p>Cabernet Celebrations</p> <ul style="list-style-type: none">• SATC Funding Application Agreement - \$15k per annum for 3 years, therefore funding to 2020. Reporting has been finalised and submitted and invoice for remaining \$5k of \$15k has been submitted for payment.• Golf Day planning by CDE committee first Friday of October. Austereo provided up to \$2k of advertising assistance as presenting partner. 14 teams participated and the day received exceptional feedback and noted a thank you is to be sent to Deb Redman and the Golf Club. Noted that Austereo would continue association and another business expressed interest in supporting in 2020. 2020 delivery model will be explored as we prepare the program for 2020.• Cabernet [Decade]nce – 60 attracted in 2019 and looking at ways of maximising this in 2020.• Masterclass – Held on Saturday 19 October 2019. Matthew Jukes was the lead panelist alongside Brett Sharpe and noted media in attendance included Katie Spain, Winsor Dobbin, James Atkinson an Angus Hughson event was sold out 48. Looking at ways of further use of this class with Matthew Jukes in UK.• Shuttle Service provision by Coonawarra Experiences. Confirming total demand 160 in 2019. Cost of service to CV is \$2,000 and we are looking at grants to subsidise moving forward. Provider expressed increasing price to \$20pp to match the more bespoke service. RAA raised in meeting. PMN: Note this closed on 2 December and we have contacted to see if any further opportunities via RAA.• 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 previously noted that we are working through the integration with social media advertising for conversion. It was noted in regards to social media that in region events do require us to stage promotion of respective events as we are

	<p>profiling in the order of 60. We will roll out a timing of event update details on social media to assist with amplification and not confusing our audience by uploading CCC during Cellar Dwellers.</p> <ul style="list-style-type: none"> • Theming to be increased in particular across Penola and utilising the street poles. Details sought for Penola street pole quotes to be presented to CDE committee next meeting. • How can we activate more for Cabernet Celebrations – win a 6 pack as part of the month. • Member Feedback – varies across the members however generally consensus on a focus of three weeks. Note 2020 is 5 week October. We will profile out events once received in the office. Other ideas included ambassador for the month, spreading across the period children events, improving programme, including the survey to be extracted and not impact the events listings and greater awareness of themes etc. • As per Cellar Dwellers above we will request events earlier and then workshop with CDE Committee and provide feedback to Cellar Doors to confirm in February.
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4. Cellar Door Manual 2019 (update from 2013)

4.1	<ul style="list-style-type: none"> • OJ has incorporated additional Phylloxera information in the next edition (5) along with other information that has been developed that will assist Cellar Doors in their understanding of the broader Coonawarra initiatives etc. PMN: OJ issued the Cellar Door Manual for review to CDE Committee, before rolling out to Members. • <i>Action: CDE to review the Manual and provide feedback by 18 December for incorporation and re-issue to members ASAP noting we will print and provide a copy prior to the Feb session.</i> • <i>Action: Wine varieties document reviewed and updated. CV to issue out to members.</i> • Cellar Door metrics were followed up and currently no further state funding. In the interim wineries (currently 11) are sharing on a regular occurrence (first Tuesday of the month) cellar door visitor numbers with preference for postcodes or state if known. <i>CV 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 is to follow in December.</i>
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5. Industry Get Togethers – 2019

5.1	<ul style="list-style-type: none"> • Noted that December Bellwether are hosting a catch up on Tuesday 17th that has been extended to all members. • CV cancelled their proposed catch up event due to little interest. The Penola Christmas Street Party is on Friday 20 December 2019 and details have been shared and members welcomed to join us. • Note January is not normally feasible for an event and look to Leconfield to host in Jan/Feb with Cellar Door completion. • <i>Action: CDE Committee to lead participation and attendance. CV to send a reminder prior to the event.</i>
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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, noting that Heidi, Christine and Olivia will work the night from 5pm to 8pm. <i>Liquor licence received. Note that Incorporated Bodies are exempt and we will seek a reimbursement.</i>
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. HL provided update 10th and 11th January are currently available. Fun runs and markets on that weekend. Lake – Events Application form. Liquor License appears to be the only cost. We noted that we are all stretched to make this happen in 2020 and given GOM on 18 January that energy must be maintained in region for Cup and GOM. <i>Action: OJ to share details in 2020 for an alternative Warrnambool event.</i> - Geelong (IM) – Council unique zones. IM to consider festivals. Torquay. No progress. - 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. No progress. - Melbourne & Adelaide other opportunities – Confirmed that Langhorne Creek and McLaren Vale regions hosting in Oct and Nov respectively. Government providing funding to SAWIA.

	<p>CV coordinated with over 700 attending and 14 wineries participating with user pay model resulting in under \$300 per winery fee. Member feedback positive. Noted that in SAWIA meeting Langhorne Creek noted also that the space has reduced and we may look at alternative locations moving forward. Noted without cost of Liquor Licence that a fee for venue such ACC other locations may be feasible.</p> <ul style="list-style-type: none"> - Adelaide – Bowden Plant 44/Night Markets (HL) No progress. - Port Fairy – Branding opportunity – EB advised taking submissions for bespoke high-end and can review 2019 brochure to put in a proposal for Winter Festival June long weekend (EB). EB to advise next meeting. No progress. - SAWIA have extended the Royal Adelaide Show tastings occurring daily at 4:30pm for EOIs from regions and Coonawarra has submitted noting additional 400 entries received.
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7. 2020 Events

7.1	<ul style="list-style-type: none"> • CDF 2020 7–9 Feb Event – Currently insufficient member attendance to support our participation unless representing brands and promoting the Itinerary Planning Tool. <i>Action: Review for decision to be confirmed in 2019.</i> • Grapes of Mirth – Large scale comedy event. CV working with Grapes of Mirth on 2020 and in lieu of payment dozen wines to be provided on basis of 14 participating. Tickets are on sale and details shared as relevant to participants and members. <i>Action: Meeting to be set up prior to Christmas.</i> • <i>Action: Continually reviewing opportunities with focus on call to action as visiting the region. Therefore preference is pre July and October. We will review budget and discuss in February the options.</i>
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8. Local Tourism & Educational Tours

8.1	<ul style="list-style-type: none"> • McLaren Vale Famil debrief session held with participants on 22 November 2018 and the following actions were identified and have indirectly resulted via the Mixed Dozen Project. <ul style="list-style-type: none"> - In region Famil to take place with those participants at their own cellar doors. Note Coonawarra Famil held. - OJ noted that Mixed Dozen project is looking at the Grampians Famil in Feb. • CDE Committee to consider a region to visit in 2020. Costings to be sought and reviewed with CDE in March 2020.
8.2	<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 and for this reason we did not extend radio in October. • Confirmed Horsham \$1.8k per annum. Considering Hamilton \$1.1k supporting community placements and weekly wine competition in Warrnambool at \$880 per month. Noted that CCC survey results continue to tell us that this is not a primary marketing means that they are finding out our events from. • <i>Action: Review greater radio advertising across Victoria as budget becomes available.</i>

9. Industry Initiatives

9.1	<ul style="list-style-type: none"> • Wine Australia – China Visit to be occur in February. Awaiting details from Wine Australia to share with members.
9.2	<ul style="list-style-type: none"> • Great Wine Capitals – 2019 AGM hosted in Bordeaux with \$1k allocated in Budget 19/20 paid.
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 for social outreach. Wrapping this project up and Mariella to present to Board on 19th December. <i>Action: OJ to re-issue survey to members to determine which international markets wineries are operating – Amended timeframe to November when budgets have been set by wineries and CV has greater capacity.</i> No progress to report and will address when time permits.
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. No further progress. • <i>Action: OJ to seek an update.</i>

10. Future Ideas

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. • It was noted that children's play equipment can be hired including games etc. It occurred to the Committee this could be purchased as revenue stream. <i>Action: EB to follow up in due course with the Children's Centre brochure. Review in Feb.</i>
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	<ul style="list-style-type: none"> Trestle Tablecloths advertised in the ALDI catalogue and HE raised these could be purchased for SA events and again another option for members to hire. All agreed were a good idea. <i>Action: HE to review on 11 December 2019 when ALDI opens.</i> <i>Action: All to review and continue to raise ideas as required, noting the lead time now is in order of 12 months.</i>
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11. General Business	
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 Currently working with Made with Moxie for in region videography and Ben Macmahon photographing CCC 2019. Region coverage from 18 to 21 October. LBB and Regional Map finalised. Cup Update – 36° South confirmed for 2020, launched on 7 Nov and tickets selling well. Viticulture – See minutes on the website and Biodiversity information via dropbox link. Noted Biodiversity project continues and Mary Retallack hosted workshop on 28 November 2019 – great to see progress of trial sites including 3 in Coonawarra. Exploring ways to activate the Siding and in region plantings. Roadshow – Review meeting held and survey results are in the AGM and General Meeting Slides. Venues are being reviewed and dates to release end of January. Brand Reference Committee – Meeting held in June and next meeting likely to be held in October as many are away.
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. Now resides with members to communicate.
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 as previously reviewed with some reductions to accommodate social consultant. Budget to be discussed again in Feb as we review in month festival planning.
11.7	<ul style="list-style-type: none"> General Meeting – Next meeting on February 5 – Hollick Estates.

12. Any New Business	
12.1	<ul style="list-style-type: none"> Varieties List to be updated. PMN: CL issued a first draft for member review. <i>Action: CV to upload.</i>
12.2	<ul style="list-style-type: none"> EB to commence chair role in February 2020.

Meeting closed at 10:15am

Next Meeting – Wednesday 5th February @ 8.45am – Hollick Estates

(If possible can we move these meetings to Wednesday as they currently clash with VOC on a quarterly basis)