

COONAWARRA \

Cellar Door Events (CDE) Committee

MINUTES – CDE Committee Meeting		
Thursday 5 February 2020	8:45am	Hollick Estates Boardroom

1. Welcome/Attendance/Apologies
Present: Hannah Lewis (HL), Kerrie Marcus (KM), Ilana Minge (IM), Emma Bowen (EB), Jamie McDonald (JM), Emma Raidis (ER), Heidi Eldridge (HE) & Olivia James (OJ)
Apologies: Lynn Doyle (LD)
Minutes: OJ (HE can resume minutes next meeting)
Meeting Chair: OJ (EB can chair from next meeting)

2. Minutes of the Previous CDE Meeting		
Moved HL	Seconded KM	<ul style="list-style-type: none">Minutes dated 5 December 2019 were reviewed as part of the meeting.Post Meeting Note (PMN) are included herein.

3. Upcoming Cellar Dwellers and Cabernet Celebrations
<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
Cellar Dwellers <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 with all to be included and removed upon advice.
3.1 <i>Reviewed the events in the meeting and agreed the calendar to be shared in advance of workshop and to encourage members currently not participating to plan an event.</i> <ul style="list-style-type: none"> <i>Action: CV to issue calendar of events and request additional events by COB 10 February for us to present on 12 February.</i>
Cabernet Celebrations <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.
3.2 <ul style="list-style-type: none"> 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 and 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 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.

	<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. Visitation 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. <i>Reviewed the events in the meeting and agreed the calendar to be shared in advance of workshop and to encourage members currently not participating to plan an event.</i> <i>Action: CV to issue calendar of events and request additional events by COB 10 February for us to present on 12 February.</i>
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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: Reissued on 4 February and requested for EB to verify for printing and release at Briefing in Hardcopy with an e-version online.</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 and PMN: 3 month update emailed on 17 February 2020.</i>
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5. Industry Get Togethers – 2020

5.1

Date	Cellar Door Get Together Host	Further details
February	Note CV Workshop	12 February 2020 Upstairs at Hollick 8:30am
March	DiGiorgio Family Wines	25 March 2020 Invite to follow
April	Hollick Estates	22 April 2020 Invite to follow
May	Rymill Coonawarra	TBC
June	Brand's Laira Coonawarra	TBC
July	Leconfield Coonawarra	TBC

- *PMN: ER sought feedback in Briefing as to attendance and ways to increase.*
- *Action: CDE Committee to lead participation and attendance. CV to send a reminder prior to the event.*

6. Pop Ups

6.1	<ul style="list-style-type: none"> Penola Christmas Pop Up – CV did not host in 2019 due to extreme weather day. Koonara and The Blok proceeded with a pop up. Note CV secured and paid for the license.
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 on Pop Ups in & around the region, including the following which all are to review to refine as allocated with initials in brackets was not undertaken due to the focus on July and October in region events: <ul style="list-style-type: none"> Warrnambool (HL) – 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. Consider for future. <i>Action: CD Events to confirm interest at next meeting for 2021.</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 – 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

	<p>forward. Noted without cost of Liquor Licence that a fee for venue such ACC other locations may be feasible. Langhorne Creek looking at Topham Mall. McLaren Vale region TBC. Government providing funding to SAWIA.</p> <ul style="list-style-type: none"> - Adelaide – Bowden Plant 44/Night Markets (HL) Update to be provided next meeting. Not considered Coonawarra at large opportunity. - 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). To be reviewed next meeting. - SAWIA have extended the Royal Adelaide Show tastings occurring daily at 4:30pm for EOIs from regions and Coonawarra has submitted.
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7. 2020 Events

7.1	<ul style="list-style-type: none"> • CDF 2020 7–9 Feb Event –Insufficient member attendance to support our participation unless representing brands and promoting the Itinerary Planning Tool. • Grapes of Mirth – Large scale comedy event. Derief held on 4 February 2020. CV working with Grapes of Mirth on 2021 based on 10 wineries participating with 3 skus respectively and set wine price. Looking at ways of accessing SATC funding to expand offering to incorporate Friday between Cup and Comedy. • <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"> • Langhorne Creek and Adelaide Hills preparing itineraries for review and propose end of May to avoid June long weekends etc. • <i>Action: CV to issue dates itinerary and cost to confirm destination and registrations in March.</i>
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. • <i>Action: Review greater radio advertising across Victoria as we plan out Cellar Dwellers and Cabernet Celebrations.</i>

9. Industry Initiatives

9.1	<ul style="list-style-type: none"> • Wine Australia – China Visit held from 3-4 April 2019 and it was a good experience for the region. Novel Coronavirus has postponed this year's visit. • <i>Action: Draft Itinerary confirmed by CV and members. CV to confirm themes for when the visit is rescheduled. Committee can potentially assist in this exercise at the next meeting. PMN: See the itinerary proposed in Attachment 1.</i>
9.2	<ul style="list-style-type: none"> • Great Wine Capitals – 2019 AGM hosted in Bordeaux with \$1k allocated in Budget 19/20. • <i>Action: OJ to follow up on current status.</i>
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 – Amended timeframe to March when CV has greater capacity. No progress to report.</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. • <i>Action: PMN: Invited to join the strategic planning session to provide inputs into the tourism strategy. The Limestone Coast Strategic Tourism Planning Session</i> Upstairs at Hollick, Coonawarra When: Tuesday 25th February 2020 Time: 7pm – 9pm Register to attend - https://www.eventbrite.com.au/e/93855302737 OR complete on-line survey - https://www.surveymonkey.com/r/LCIndustrySurvey

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. • How can we activate more for Cabernet Celebrations – win a 6 pack as part of the month? We wish to hold a Briefing night in Penola with businesses to increase engagement and are costing banners for main street signage.
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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/UCaGSUJgFpXQf3gHFTstcpA Currently working with Made with Moxie for in region videography and showing a CCC video at the Workshop. Note also there is an After Dark Event video that we will share. LBB and Regional Map under renewal. • Cup Update – 36° South expressed interest in working more closely. We have reached out for Roadshow and potential to also join us for Cabernet Symposium. • Viticulture – See minutes on the website and Biodiversity information via dropbox link. Noted Biodiversity project continues. Looking at undertaking a workshop in region for plantings at smaller scale that may apply to individuals. • Roadshow – Review meeting held and survey results are in the AGM and General Meeting Slides. Dates and venues are now locked in. Update at the Briefing. Participation sought by 24 February and roll out delayed for short sharp campaign. Ask Members to refrain from sharing. • Brand Reference Committee – Meeting held in June and next meeting likely to be held in March for budget planning. Sought some additional representation to explore media.
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 and included in the Manual.
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 will be extracted for next meeting and review collectively on 3 March 2020 for budget setting.
11.7	<ul style="list-style-type: none"> • General Meeting – AGM and General Meeting held on 3 October 2019 at 3:00pm. Minutes are online. Hoping to host in Feb – note unlikely now. However great attendance at recent individual workshops.
12. Any New Business	
12.1	<ul style="list-style-type: none"> • Nil raised.

Meeting closed at 10:15am

Next Meeting – Tuesday 3 March 2020 @ 8.45am – Hollick Estates

(Note meetings are typically the first Tuesday of the month – with the exception of clashes with VOC meetings.)

PMN: Attachment 1 – Wine Australia Coonawarra Visit

Date TBC 2020 Wine Australia China Sommelier Itinerary
Coonawarra – Postponed due to novel coronavirus

Itinerary inclusions:

- Hero varieties in the region
- Welcome to region with overview/viticultural tour
- Artisan producers
- Emerging varieties in the region
- 2 hours allotted downtime in the afternoon of 6th May
- 2 x lunches (group transferring to Mt Gambier airport for 4.30pm flight to Melbourne)
- 1 x dinner, themed with winemakers
- Include producers that are selling wine in China or are interested in and actively seeking this
- Include museum wines/older vintages where possible to show age ability of wines.
- Include mandarin speakers/ reps for any brands where possible

Day 1

1:00pm – 2:30pm: Lunch **Raidis Estate** – Theme 1 to be confirmed (Hero variety the history and Cabernet Sauvignon up to 4 wineries and winemakers **Emma/Steven Raidis of Raidis Estate, Dennis Vice of Highbank Vineyards + Luke Tocaciu of Patrick of Coonawarra + Mike Mudge of Petaluma** participating who bring 1 red and 1 white each) – Budget up to \$60 pp

2:30pm – 3:30pm: **Redman Winery** Experience hosting a back vintage Cabernet tasting downstairs of winery which coincides with their 50 years of Redman Cabernet.

3:45pm – 4:30pm: Soil Pit for Viticulture overview (**TBC**) and walk the Winery Trail with Musuem Tasting at **Zema Estate** TBC

4:30pm – 6:30pm: Downtime

7:00pm Dinner: **Upstairs at Hollick** (Theme 2 to be confirmed with up to 4 wineries and winemakers, **Trent Nankivell of Hollick Estates, Dru Reschke of Koonara Wines, Sam Brand of Brand & Sons, Gavin Hogg of Hoggies Estate Wines** who bring 1 red and 1 white each) – Budget up to \$80 pp

O/Night Alexander Cameron

Day 2

9:00am to 10:30am: **Bowen Estate Winery** Experience Shiraz and Cabernet Sauvignon in a tutored tasting with **Doug Bowen and Emma Bowen** showing the age worthy characteristics of Bowen Estate wine across three vintages of each wine. Demonstrate unique arch cane system in the vineyard, whilst having morning tea, sampling Doug Bowen caught Southern Rock Lobster sandwiches.

11:00am to 12:30pm: **Wynns Coonawarra Estate** Masterclass in Wynns Coonawarra Estate Gables Room led by Sue Hodder

12:30pm to 2:30pm: Lunch **Fodder (Ottelia)** (Theme 3 Emerging varieties? with up to 4 wineries and winemakers **John Innes of Ottelia, Lauren Hansen of Penley Estate, Dale Wyman/James Lienert of Parker Coonawarra Estate & Shannon Sutherland of Rymill Coonawarra & Luke Trotter of The Blok Coonawarra**) who bring 1 red and 1 white each) – Budget \$60 pp

2:30pm: Guests depart for Mount Gambier