

COONAWARRA

Cellar Door Events (CDE) Committee

MINUTES – CDE Committee Meeting		
Thursday 3 March 2020	8:45am	Hollick Estates Boardroom

1. Welcome/Attendance/Apologies
<p>Present: Hannah Lewis (HL), Kerrie Marcus (KM), Ilana Minge (IM), Emma Raidis (ER), Lynn Doyle (LD), Heidi Eldridge (HE) & Olivia James (OJ)</p> <p>Apologies: Emma Bowen (EB), Jamie McDonald (JM)</p> <p>Minutes: OJ (HE can resume minutes next meeting)</p> <p>Meeting Chair: OJ Note that Chair will need to handover in May/June</p>

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	
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• PMN: With the response required for COVID-19 it is also necessary to update listings. <p>Cellar Dwellers https://coonawarra.org/event/cellar-dwellers2020/</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 with all to be included and removed upon advice.• <i>Action: Finalise the program for uploading. Noted wineries to upload events. PMN: HE uploaded most events across the month.</i>• PMN: CV submitting for SATC funding to promote a Cellar Dwellers Hero Event Wine & Fire in Coonawarra to be held at a winery with wineries invited to have wines and we showcase an outdoor event with focus on camping and nature with live music. Application closes 1 May 2020. <p>Cabernet Celebrations https://coonawarra.org/event/coonawarra-cabernet-celebrations/</p>
3.2	<ul style="list-style-type: none">• SATC Funding Application Agreement - \$15k per annum for 3 years. PMN: Due for resubmission in January as 2020 last of 3 year agreement.• <i>Action: CV to prepare application in readiness.</i>• 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 and Bedford confirmed Sponsorship. 2020 delivery model will be explored as we prepare the program for 2020.• <i>Action: Sponsorship document to be ready to send out. Note too uncertain to progress at the moment.</i>• 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. Noted 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

	<p>platform. Ticket costs can be passed 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.</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. PMN: We have a prototype for CCC – we will share the photo on Zoom and will verify if we can secure in 2020 as part of funding. • <i>Action: CV progressing the program to send out a proof. Note this would have been ahead of schedule if we were running After Dark this weekend with programs to be in region however with COVID-19 electronic programs to be developed for uploading and print to be reviewed in May.</i>
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4. Cellar Door Manual 2019 (update from 2013)

4.1	<ul style="list-style-type: none"> • Manual supplied at the Workshop and electronically thereafter: https://coonawarra.org/wp-content/uploads/2020/02/FINAL_Coonawarra-Cellar-Door-Manual-and-Guide-Edition-5.pdf • See Wine Varieties Doc here: https://coonawarra.org/wp-content/uploads/2020/02/Coonawarra-Cellar-Door_Wine-Varieties.pdf and article • 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>Action: CV is awaiting data to issue Feb and March update.</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	CANCELLED 25 March 2020 Invite to follow
April	Hollick Estates	CANCELLED 22 April 2020 Invite to follow
May	Rymill Coonawarra	TBC
June	Brand's Laira Coonawarra	TBC
July	Leconfield Coonawarra	TBC

- 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. • <i>Action: Next meet agree process for December 2020.</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 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. Debrief 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. PMN: Application will be submitted prior to extended close of 1 May 2020 for support of marketing to maintain this feature and extend for three days. Pre event Friday and wine tours on Sunday. • <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. PMN Noting we need to also consider COVID-19 situation.</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. PMN: Put on hold with COVID-19. Have responded to Adelaide Hills and Langhorne Creek on 3 April 2020.</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. PMN: On hold due to COVID-19.</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. COVID-19 has postponed this year's visit. Unlikely to have visits until 2021. Itinerary sent to WA. • <i>Action: Draft Itinerary confirmed by CV and members. CV to confirm themes for when the visit is rescheduled. See the itinerary proposed in Attachment 1 – Sent to WA..</i>
9.2	<ul style="list-style-type: none"> • Great Wine Capitals – 2019 AGM hosted in Bordeaux with \$1k allocated in Budget 20/21. • <i>Action: OJ to follow up on current status. Note on hold but had sought funding for Cabernet Symposium. Note global uncertainty with COVID-19.</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. PMN: Facebook Group created. https://www.facebook.com/groups/166361824463220/ • <i>Action: OJ to follow up for update on Strategy.</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. • 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/UCaGSUJjgFpXQf3gHFTstcpA Currently working with Made with Moxie for in region videography and showing a CCC video at the Workshop. After Dark Event video shared. LBB and Regional Map under renewal. Will hold on printing and review again in May. All to be proofed. • 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. Ongoing. • 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 – Cancelled. EDM went out and socials updated and website up to date. https://coonawarra.org/event/roadshow/ • Brand Reference Committee – PMN: Meeting held on 4 March and further meeting scheduled on 8 April and seeking comment on Grant to SAWIDS for Post COVID-19 Recovery. Will share ideas in the next meeting. Grant currently closes 14 April and sought extension to end of April. Meeting on 9 April.
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 – PMN: Have prepared a draft budget and note this is now in an interesting phase as we consider the COVID-19 requirements and when to print or hold printing activities. Cellar Dwellers will not be printed. Note still have artwork costs.
11.7	<ul style="list-style-type: none"> • General Meeting – General Meeting was flagged for May – note unlikely due to COVID-19 however we will set up a Zoom Meeting.
12. Any New Business	
12.1	<ul style="list-style-type: none"> • Nil raised.

Meeting closed at 10:00am

Next Meeting – Tuesday 7 April 2020 @ 8.45am – ZOOM

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

Zoom Meeting: <https://zoom.us/j/777335952?pwd=ZHNUUUF6YTFmaEhGWGhkbEZjVDc3QT09>

Meeting ID: 777 335 952

Password: 127050 (Phone alternative herein)

One tap mobile

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+61370182005,,777335952# Australia

Dial by your location

+61 8 7150 1149 Australia

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 Museum 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