

# COONAWARRA

## Brand Reference Committee (BRC)

MINUTES – BRC Committee Meeting		
Wednesday 4 March 2020	9:00am	CV Office

1. Welcome/Attendance/Apologies
<p>Present: Sue Hodder (SH), Joy Bowen (JB), Dru Reschke (DR), Heidi Eldridge (HE) &amp; Olivia James (OJ)</p> <p>Apologies: Erin Fields (ER) &amp; Frankie Harding (FH)</p> <p>Minutes: OJ (HE can resume minutes next meeting)</p> <p>Meeting Chair: OJ</p>

2. Minutes of the Previous CDE Meeting		
Moved	Seconded	<ul style="list-style-type: none"><li>Given the time lapse since our prior meeting we did not review these.</li><li>Post Meeting Note (PMN) are included herein.</li></ul>

3. BRC Input sought on developing PR relationship opportunities (third person endorsing our region/wine)
<p>3.1</p> <p>All to review personalities and relationships to continue to foster and to respond to CV within two weeks with a list appropriate for:</p> <ol style="list-style-type: none"> <li>For invites to in and out of region events for example invite to Masterclass or Roadshow</li> <li>To foster a relationship for example Merrick Watts</li> <li>To send wine as part of donation stock at key periods <ol style="list-style-type: none"> <li>Pre Cellar Dwellers May/June</li> <li>Pre Roadshow July</li> <li>Pre CCC September</li> </ol> </li> <li>Instagram Influencers to maintain on socials for example <ol style="list-style-type: none"> <li>Perth Wine Girl – Perth</li> <li>Katie Spain Writes – Adelaide</li> <li>TBC – Sydney</li> <li>TBC – Melbourne</li> <li>TBC – Brisbane</li> </ol> </li> </ol> <p>In reviewing the above this was the intent of the stakeholder register that was issued in 2019 however we had little traction in response. We noted we are not seeking to have paid ambassadors but actually developing relationships with like minded identities that have synergies. This was discussed with reference to Katie Spain and Merrick Watts who we have mutual relationships common interests. Other people raised were:</p> <ul style="list-style-type: none"> <li>Dan Traucki (Instagram @dandawineman) 30 years industry experience Adelaide based.</li> <li>Kate Peck (Instagram @katepeckme) Sydney based media identity motor sports, WSET 3 wine menance</li> </ul>

4. Office Priorities & Budget Planning
<p>4.1</p> <p>The office is working on the following:</p> <ol style="list-style-type: none"> <li>Website – working with incumbent website host to improve and streamline this will include a Media tab with gallery and content for stories and itineraries for Famils.</li> <li>Budget we are re-visiting our budget as shared last year we re-jigged the budget to include a different approach to Roadshow marketing and roll out of Cellar Dwellers and CCC in region socially. We will now bring two of those three elements in house and in conjunction with website review looking at our ROI for differing forms of advertising. Noting for example TV for CCC in order of \$8k of \$15k SATC budget – is this best allocation?</li> <li>Noted that we are engaging Made With Moxie who worked with us to sell out Cellar Door in the City 2019 to return in 2020 and work with us on a monthly retainer from May to August including videography at one possibly two locations – Melb &amp; Syd most probable. This will be confirmed ASAP and budgeted against the Roadshow P&amp;L.</li> <li>In reviewing budget we will consider if we can afford to expand relationships with for example Glam Adelaide, Adelady and Victorian based organisations to drive further traffic to the region.</li> </ol>

	<ol style="list-style-type: none"> <li>5. Noted Cellar Dwellers and CCC Social Content to be undertaken in house by Heidi – once events for respective periods are on the website we will turn our attention to preparing the socials for these to go live in April for Cellar Dwellers and August for CCC. Programs to be online and in region by 3 April for After Dark.</li> <li>6. Mixed Dozen Project has generated <a href="http://www.limestonecoast.org.au">www.limestonecoast.org.au</a> - we are now to embed this into our website and promote as a tool to assist with navigating our region and planning a visit.</li> <li>7. Wine Australia Sommelier Visit postponed – revised date unknown due to Novel Corona virus COVID-19</li> <li>8. Two key branding elements for 2021 – Museum Wine sale with Langton's (postponed from 2020) and Cabernet Symposium July/Nov 2021 – currently seeking speakers to confirm date.</li> <li>9. Strategic Plan and CBAP remain relevant and in regards to the stakeholder piece we are seeking to re-affirm our relationships due to the need to be proactively developing and fostering our relationships outside of the attraction of visitors to regions via events.</li> <li>10. Noted we are seeking a modified role for 12 month maternity leave of Olivia with a focus on working as long as possible the aim is to have someone shadowing in May to assist with transition and maintenance of the momentum to date.</li> </ol>
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## 5. Re-engaging Media, VIPs etc

5.1	<p>Other ideas presented in the meeting that we will work on:</p> <ul style="list-style-type: none"> <li>• Potential to develop Media Coonawarra Visitor VIP Pack with specials to incentivise visitation. We will approach all members and advertisers of LBB if they have an offer they would present. We can then collate and send out.</li> </ul>
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## 6. PMN: General Business

6.1	<ul style="list-style-type: none"> <li>• <b>Marketing Update</b> – Six short clips are on You Tube. The You Tube Channel is here: <a href="https://www.youtube.com/channel/UCaGSUJgFpXQf3gHFTstcpA">https://www.youtube.com/channel/UCaGSUJgFpXQf3gHFTstcpA</a> 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.</li> <li>• <b>Cup Update</b> – 36° South expressed interest in working more closely. We have reached out for Roadshow and potential to also join us for Cabernet Symposium.</li> <li>• <b>Viticulture</b> – 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.</li> <li>• <b>Roadshow</b> – 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.</li> <li>• <b>Cellar Door Events Committee</b> – Working really well with Cellar Dwellers and CCC programmes with printer for publishing. Aim to have in region prior to After Dark. We were looking at a Famil to Langhorne Creek. PMN: The Famil will be deferred due to COVID-19.</li> </ul>
6.2	<ul style="list-style-type: none"> <li>• <b>Correspondence Priorities</b> – All encouraged to read weekly correspondence and to share content with teams. If you have feedback please share this for continuous improvement. Ongoing.</li> </ul>
6.3	<ul style="list-style-type: none"> <li>• <b>Committee Structures</b> – Refer to policies <a href="https://coonawarra.org/wp-content/uploads/2019/01/190125-Coonawarra-Vignerons-Policies-Revised.pdf">https://coonawarra.org/wp-content/uploads/2019/01/190125-Coonawarra-Vignerons-Policies-Revised.pdf</a></li> </ul>
6.4	<ul style="list-style-type: none"> <li>• <b>General Meeting</b> – Targeting 5 May 2020. PMN: Subject to vintage and COVID-19.</li> </ul>

## 7. Any New Business

7.1	<ul style="list-style-type: none"> <li>• Nil raised.</li> </ul>
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Meeting closed at 10:15am

Next Meeting – Wednesday 8 April 2020 @ 9.00am – CV Office / Teleconference

(Note meetings are typically the first Wednesday every two to 3 months.)

## 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