

# COONAWARRA

## Cellar Door Events (CDE) Committee

MINUTES – CDE Committee Meeting		
Wednesday 10 June 2020	9:00am	Zoom

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

2. Minutes of the Previous CDE Meeting		
Moved ER	Seconded JM	<ul style="list-style-type: none"><li>Minutes dated 13 May 2020 were used as a reference point.</li><li>Post Meeting Note (PMN) are included herein.</li></ul>

3. Upcoming Cellar Dwellers and Cabernet Celebrations	
3.1	<ul style="list-style-type: none"><li>• 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: <a href="https://www.limestonecoast.org.au/locale/limestone-coast-wine-trails">https://www.limestonecoast.org.au/locale/limestone-coast-wine-trails</a></li><li>• PMN: With the response required for COVID-19 it is also necessary to update listings.</li></ul> <p><b>Cellar Dwellers</b> <a href="https://coonawarra.org/event/cellar-dwellers2020/">https://coonawarra.org/event/cellar-dwellers2020/</a></p> <ul style="list-style-type: none"><li>• 2019 288 passport entries received. Noted in 2018 347 surveys received.</li><li>• Next year Committee will be allocated up to 5 wineries to progress event listings.</li><li>• 2020 Programme uploaded to web. Majority of Feature events have been cancelled and reflected in programme. Wineries open for Cellar Door Tastings as at 1st/5<sup>th</sup> June have confirmed participation of Cellar Dwellers offering back vintage tastings.</li><li>• SATC funding Grant submitted to promote a Cellar Dwellers Hero Event Wine &amp; 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. Advice anticipated in July.</li><li>• <i>Action: CV to commence promotion of Cellar Dwellers. Note wineries that remain closed or are subject to costs and need to cancel an event that can be undertaken at their discretion. Awaiting position of wineries that have not yet reopened.</i></li></ul> <p><b>Cabernet Celebrations</b> <a href="https://coonawarra.org/event/coonawarra-cabernet-celebrations/">https://coonawarra.org/event/coonawarra-cabernet-celebrations/</a></p>
3.2	<ul style="list-style-type: none"><li>• SATC Funding Application Agreement - \$15k per annum for 3 years. PMN: SATC confirmed that we can proceed with virtual if required and maintain funding. Due for resubmission in January as 2020 last of 3 year agreement.</li><li>• <i>Action: CV to prepare future application in readiness. OJ to prioritise in May prior to maternity leave.</i></li><li>• 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 and this has been delayed by COVID-19.</li><li>• <i>Action: Sponsorship document to be ready to send out and review in July meeting.</i></li><li>• Cabernet [Decade]nce – 60 attracted in 2019 and looking at ways of maximising this in 2020.</li><li>• Masterclass – 2020 TBC format wise.</li><li>• Shuttle Service updated to become Day Pass and provision by Coonawarra Experiences. 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 and this has been incorporated in Program. RAA was a potential funding partner, we contacted to see if any further opportunities via RAA as missed the 2 December deadline.</li></ul>

	<ul style="list-style-type: none"> <li>• Ticketing – See <a href="https://coonawarracabernet.iwannaticket.com.au/">https://coonawarracabernet.iwannaticket.com.au/</a> we are looking to transition to Humanitix. Review to be finalised by end of May 2020. <i>Action: External ticketing put on hold. E-commerce feature for website is being created with intent to enable ticket sales via platform embedded on CV website.</i></li> <li>• 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. 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. Update to be provided next meeting.</li> <li>• <i>Action: CV monitoring COVID19 easing of restrictions. Progressing the program for proof to be finalised. Will be uploaded to web once finalised. Review printing closer to event date.</i></li> </ul>
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#### 4. Cellar Door Manual 2019 (update from 2013)

4.1	<ul style="list-style-type: none"> <li>• Manual supplied at the Workshop and electronically thereafter: <a href="https://coonawarra.org/wp-content/uploads/2020/02/FINAL_Coonawarra-Cellar-Door-Manual-and-Guide-Edition-5.pdf">https://coonawarra.org/wp-content/uploads/2020/02/FINAL_Coonawarra-Cellar-Door-Manual-and-Guide-Edition-5.pdf</a></li> <li>• See Wine Varieties Doc here: <a href="https://coonawarra.org/wp-content/uploads/2020/02/Coonawarra-Cellar-Door_Wine-Varieties.pdf">https://coonawarra.org/wp-content/uploads/2020/02/Coonawarra-Cellar-Door_Wine-Varieties.pdf</a> and article.</li> <li>• 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.</li> <li>• <i>Action: CV to share Feb and March visitation numbers by 12 June.</i></li> </ul>
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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
April	Hollick Estates	CANCELLED 22 April 2020
May	Rymill Coonawarra	CANCELLED
June	Brand's Laira Coonawarra	CANCELLED Note BLC remains closed
July	Leconfield Coonawarra	CANCELLED

- ER sought feedback in February 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"> <li>• 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.</li> <li>• <i>Action: Agree process in October for December 2020 + volunteers to assist HE + CL facilitate.</i></li> </ul>
6.2	<ul style="list-style-type: none"> <li>• 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.</li> <li>• CV classified pop up events to engage participation of for example a minimum 10 Member wineries.</li> <li>• Discussion on Pop Ups in &amp; 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"> <li>- Warrnambool (HL) – Raidis Estate have exclusivity with Koonara for the Winta. Look at Saturday night and locations for early Jan. HL provided update 10<sup>th</sup> and 11<sup>th</sup> 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. Note currently not a priority.</i></li> <li>- Geelong (IM) – Council unique zones. IM to consider festivals. Torquay. No progress.</li> <li>- Mount Gambier in May (pre-Cellar Dwellers) – Noted that Generations of Jazz increases visitation in region. Let's follow up with Committee for 2021 planning and the flow on benefits for region wide approach. (OJ) The other option is Trots Club for Winter Festival. May option. No progress due to COVID-19.</li> <li>- Melbourne &amp; Adelaide other opportunities – CV coordinated Leigh Street in November 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</li> </ul> </li> </ul>

	<p>alternative locations moving 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"> <li>- 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). Note unlikely 2020 due to COVID-19 but consider for 2021.</li> <li>- SAWIA have extended the Royal Adelaide Show tastings occurring daily at 4:30pm for EOIs from regions and Coonawarra has submitted. Given cancellation we expressed 2021 interest.</li> </ul>
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## 7. 2021 Events

7.1	<ul style="list-style-type: none"> <li>• Grapes of Mirth – Large scale comedy event. CV working with Grapes of Mirth on 2021 based on 10 wineries participating with 3 skus respectively and set wine price. SATC Grant submitted to expand offering to incorporate Friday &amp; Sunday activity between Cup and Comedy.</li> <li>• <i>Action: October confirm participation of 10 wineries.</i></li> <li>• 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. Noting we need to also consider COVID-19 situation.</li> </ul>
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## 8. Local Tourism & Educational Tours

8.1	<ul style="list-style-type: none"> <li>• Langhorne Creek and Adelaide Hills preparing itineraries for review and propose end of May to avoid June long weekends etc.</li> <li>• <i>Action: CV to issue dates itinerary and cost to confirm destination and registrations in March. Put on hold with COVID-19. Have responded to Adelaide Hills and Langhorne Creek on 3 April 2020. This can be explored in 2021.</i></li> </ul>
8.2	<ul style="list-style-type: none"> <li>• 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.</li> <li>• Confirmed Horsham \$1.8k per annum. Considering Hamilton \$1.1k supporting community placements and weekly wine competition in Warrnambool at \$880 per month.</li> <li>• <i>Action: Review greater radio advertising across Victoria as we plan out Cellar Dwellers and Cabernet Celebrations. On hold due to COVID-19.</i></li> </ul>

## 9. Industry Initiatives

9.1	<ul style="list-style-type: none"> <li>• <b>Wine Australia</b> – COVID-19 has postponed this year's visit. Unlikely to have visits until 2021. Itinerary sent to WA and this will be verified when new dates are confirmed.</li> </ul> <p>Members invited to access image library at: <a href="https://wineaustralia.imagegallery.me/site/welcome.me">https://wineaustralia.imagegallery.me/site/welcome.me</a></p>
9.2	<ul style="list-style-type: none"> <li>• <b>Great Wine Capitals</b> – 2019 AGM hosted in Bordeaux with \$1k allocated in Budget 20/21.</li> <li>• <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></li> </ul>
9.3	<ul style="list-style-type: none"> <li>• <b>PIRSA</b> – 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.</li> <li>• <i>Action: Survey to members to determine in which international markets wineries are operating – Has been delayed. No progress to report.</i></li> <li>• <i>Action: CV Project 250 grant has been submitted and will focus on a tourism/ marketing campaign inclusive of photoshoots and noted if possible, to consider transport "Über" option that would be transferable to other regions.</i></li> <li>• May 2020 - SAWIDS funding grant successful. CV awarded \$60k to set up E-commerce store on webpage to enable wine experiences to be booked from one central platform.</li> </ul>
9.4	<ul style="list-style-type: none"> <li>• <b>Limestone Coast Local Government Authority (LCLGA)</b> – currently working with Biddie Shearing and members of the Steering Committee of the Mixed Dozen Project. PMN: Facebook Group created.</li> </ul> <p><a href="https://www.facebook.com/groups/166361824463220/">https://www.facebook.com/groups/166361824463220/</a></p> <ul style="list-style-type: none"> <li>• <i>Action: OJ to follow up for update on Strategy.</i></li> </ul>

## 10. Future Ideas

10.1	<ul style="list-style-type: none"> <li>• It has been noted that CV is at capacity and regional events require approx. 10 members to be involved or be of strategic importance.</li> </ul>
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	<ul style="list-style-type: none"> <li>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.</li> </ul>
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## 11. General Business

11.1	<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/UCaGSUJjgFpXQf3gHFTstcpA">https://www.youtube.com/channel/UCaGSUJjgFpXQf3gHFTstcpA</a> 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.</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. On hold due to COVID-19. Ongoing.</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> – Cancelled. EDM went out and socials updated and website up to date. <a href="https://coonawarra.org/event/roadshow/">https://coonawarra.org/event/roadshow/</a></li> </ul> <p><b>Brand Reference Committee:</b> Meeting to be held on 13 May to provide update on Minister COVID discussion and Grants submitted. Future meetings to be conducted via</p>
11.2	<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>
11.3	<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>
11.4	<ul style="list-style-type: none"> <li><b>Tour Group Code of Conduct</b> – CV issued to members, endorsed by Board for implementation and shared with members. Now resides with members to communicate and included in the Manual.</li> </ul>
11.5	<ul style="list-style-type: none"> <li><b>CV Hire equipment</b> now available to all members and shared online and via an email.</li> </ul>
11.6	<ul style="list-style-type: none"> <li><b>Budget</b> – Draft budget prepared 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.</li> </ul>
11.7	<ul style="list-style-type: none"> <li><b>General Meeting</b> – General Meeting was held 5<sup>th</sup> May via Zoom – Available to view <a href="#">General Meeting 5 May 2020 Zoom Recording</a></li> </ul>

## 12. Any New Business

12.1	<ul style="list-style-type: none"> <li>E-commerce SAWIDS grant submission successful. Announcement shared 4 June. Amendment made to Grant omitting wine sales following Board review. Note that we will not pursue the Coonawarra Wine Pack at this time. Wine experiences to be the feature enabling ease of visitor booking, with PR to follow. Made with Moxie engaged to activate and promote store and region through PR campaign. <i>Action: HE to explore Rezdy booking service. Suggestion for CV to become an AGENT so that bookings can feed into wineries in real time. Ecommerce store set up regarded as good time to look at how ATDW can feed into existing website to enhance appearance of event calendar.</i></li> <li>Project 250 Grant submitted to SAWIA for funding for COVID-19 Recovery Tourism Plan. Up to \$25K available. Awaiting response.</li> <li>Cellar Doors reopened to guests from 1<sup>st</sup> June /5<sup>th</sup> June for tastings. Advance bookings over June long weekend, worked well. Wineries that introduced booking/tasting fee redeemable on purchase, were favorable in maintaining this going forward.</li> </ul>
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Meeting closed at 10:05am

Next Meeting – Wednesday 15 July 2020 @ 9:00am – ZOOM

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

Zoom Meeting: <https://us02web.zoom.us/j/6163789319>

Meeting ID: 616 378 9319

One tap mobile: +61370182005,,6163789319# Australia