

# COONAWARRA

COONAWARRA CUP COMMITTEE  
16 July 2020 – Meeting @ Blok Coonawarra

## Minutes

### 1. Welcome and Attendance

Attendees	Katie Lewis (KL), Tony Gleeson (TG), Steven Raidis (SR), George Kidman (GK), Luke Trotter (LT- Committee Chair), Heidi Eldridge (HE) & Christine Lambert (CL)
Apologies	Jenn Hubert (JH), Mike Redman (MR)
Minutes Recorded by	Heidi Eldridge (HE)

### 1. Racing Club Update

- PRC COVID Safe Plan presented. Venue No pipe issues associated with the forklift that Grand Events used. Noted forklift is still on site and PMN confirmed diesel and Jim to collect on Saturday by lunchtime.
- Invoices processed all except security and Baxter for remaining items.
- Noted the initial need to fill portable toilets that was remedied by 11:30am.
- Capacity 1000 people (excluding staff)

Venue areas		
Name	Area (in m <sup>2</sup> )	Max people (excluding staff)
DINING ROOM	155	77
TRAINERS BAR	54	27
GRANDSTAND BAR	220	110
TAB ROOM	42.3	21
BETTING AREA	264	132
LAWN AREA	4172	1000 (ACTUAL 633)

- Whilst lawn area capacity is 1000pax, the ACTUAL capacity is 633 (Subtracting the lawn area capacity with the total persons in all other areas = 326).
- To have more than 1,000 people, a COVID Management Plan approved by SA Health.
- HE confirmed fee for naming rights is \$5k , not \$15k as recorded in previous meeting. (\$15k reflective of total PRC costs including race books, patron entrance fee and naming rights). CV will commit \$5K to retaining Race Day name.
- 

### 2. 2021 Event Discussion

- Committee agreed that the marquee event could not proceed in its current format, given the circumstances surrounding COVID and the ongoing risks associated with large scale/ indoor events. Social distancing a concern.
- HE spoke on behalf of CV office, JH and PB who voiced cancelling CV hosting an event. Allow members make their own cup day arrangements should they wish to celebrate the occasion – be it on track or in private small-scale lunch events at various dining establishments intrastate or interstate, depending on current restrictions, with option to tune into televised race.
- GK proposed scaling back event to the bare basics – reverting to the Cup day of old- members only event. LT raised Picnic Style event as an option.
- Proposal to host scaled back/ low cost ‘open air’ event with heavily restricted numbers – 150-250pax (ca.6 ppl per Winery/Grower member). Lunch & Afternoon tea. Shade structure

required, with supplementary winery umbrellas and possible misting Fans.  
Imperial auction still to take place, but open to online bidding to attract outside buyers.

### 3. Catering

- Food offerings to adhere to current COVID regulations. Individual portions - no shared plates or buffet service. Lunch & afternoon tea only.
- Overall outstanding and much verbal feedback including Board commenting on quality of the beef and the meat preparation for the numbers. *KL to explore catering options in line with current COVID regulations. Consideration to be given to local caterers – preferably self-contained - to mitigate the need for kitchen tent set up.*  
This was further supported by the Committee for 2

### 2. Tent/Furniture

- Grand Events (formerly Warnnambool Party Hire) installed and packed down the marquee this incorporated the air conditioning provision and installation of the vents but not the taping of the pipes and electrical connections.
- Overall outstanding and much verbal feedback including Board commenting on quality of the beef and the meat preparation for the numbers. *GK & TG to seek availability of possible marquee structures (long narrow) and obtain quotes from Grand Events and SE Marquees, Weddings & Events.*
- Risk assessment same process to occur in 2021. Note fire extinguishers to be factored into the marquee given numbers and marquee B

### 3. Sponsorship

- document will need to be reviewed once indicative costs of scaled back event have been determined.
- Option remains for 360 South to sponsor for naming rights – revised contribution?
- Race names. Horses will race regardless of patron presence on track. Guaranteed national exposure. *KL to approach members to sponsor 7 of 8 races, and provide update at next meeting for level of interest.* Overall outstanding and much verbal feedback including Board commenting on quality of the beef and the meat preparation for the numbers.

### 4. Budget and Sponsors

- Sponsorship document to remain unamended for 2021.
- 36° South were happy and are keen to discuss opportunities to work together such as Roadshow. OJ to connect.
- Sponsor thank yous and polo to be sent out.
- Renewals to be sent.
- Queried can we provide anything further to sponsor acknowledgement than welcome, wall and social. Noted it would be great to have more video content on the story and connection.

### 5. Polo T-Shirts

- Sold one polo at \$49 compared to one sold in 2019.
- Remaining are to be despatched to sponsors.
- Suggestion for caps in future years.

### 6. Imperials Auction (MR)

- Mike Redman to lead the Imperial Wine selection, bottling and labelling.
- Explore auctioneer locally.

### 7. Ticketing (CL and CV Office)

- 2020 : 517 Members tickets to 28 member organisations, 116 general admission with 95 sponsors, VIPs or Invited Guests and Committee, compared to 531 Members sold to 29 member organisations, 98 public tickets and 91 were sponsors, cup committee, patrons and invited guests.
- 
- 2021 : Restricted numbers – 150- 250pax. Every Grower & Winery member to receive restricted allocation of tickets (ca.6 ppl per Winery/Grower member).

### 8. Cup Committee

- Confirmed that each Committee Member is provided their ticket to the Cup at CV expense for Committee involvement.
- Pete Balnaves confirmed as no longer a member but on stand by to assist on site as required and offer the use of machinery to assist unloading.
- TG to review the sponsorship of Race Day if CV marquee does not proceed. CV Sponsorship valued at \$15k. Noting CV needs to break even on events. Potential impacts if winery sponsors do not wish to proceed.
- OJ contact existing sponsors to gauge interest of support should 2021 event proceed as usual and handover. Heidi to maintain relationship.

#### 9. **General Business**

- Launch to be reconsidered at Winery next year as costs creeping hire at third party venue.
- . Beginning of November (usual Cup Launch time) highlighted as cut off date to decide, based on COVID climate and restrictions in place at that time, whether to go ahead or cancel event in its current format.

**Next Meeting** – JulAugust 20<sup>th</sup> to review status of COVID restrictions. TIME 3:30pm + LOCATION  
TBCallow 1 per 2(1.5m distancing between groups/individuals) .

*CV OFFICE not suitable as meetings venue under current measures. .*