

COONAWARRA

Cellar Door Events (CDE) Committee

MINUTES – CDE Committee Meeting		
Wednesday 14 October 2020	9:00am	Leconfield Cellar Door

1. Welcome/Attendance/Apologies
Present: Kerrie Marcus (KM), Jamie McDonald (JM), Heidi Eldridge (HE), Emma Raidis (ER), Ilana Minge (IM), Lynn Doyle (LD), Hannah Times (HT)
Apologies: Emma Bowen (EB),
Minutes: HE
Meeting Chair: HE

2. Minutes of the Previous CDE Meeting		
Moved IL	Seconded KM	<ul style="list-style-type: none">Minutes dated 16 September 2020 were used as a reference point.Post Meeting Note (PMN) are included herein.

3. Cellar Dwellers and Cabernet Celebrations	
3.1	<p>Cellar Dwellers https://coonawarra.org/event/cellar-dwellers2020/</p> <ul style="list-style-type: none">• 2020 280 passport entries received. 2019 288. 2018 347 surveys received.• SATC funding Grant for Cellar Dwellers Hero Event Wine & Fire not successful. <p>Cabernet Celebrations https://coonawarra.org/event/coonawarra-cabernet-celebrations/</p> <ul style="list-style-type: none">• SATC Funding Application Agreement - \$15k per annum for 3 years. Due for resubmission in January as 2020 last of 3 year agreement.<i>Suggestion to look at TV sponsorship/presenting partnership for 2021 to get greater metropolitan exposure. HE noted presenting partner Adelaide Hills Wine Winter Reds – Ten News First</i>• GOLF DAY: 26 Teams in attendance. 104 Players. 4x Sponsor Teams. Very Successful Day – weather conditions sensational 27oC. Suggestion for next year to cap at 27 teams (2 teams at every second hole), and to consider earlier start time. Ca \$850 profit.• Cabernet [Decade]nce – Event to proceed in “speed date’ Style, Saturday 17th. Venue capacity 100+. Tickets to be limited to 100. 14 Wineries confirmed involvement. Tickets on sale via www.coonawarra.org. Ticket sales slow. Only 30 tickets sold 1 week out. Promotions on radio, MR and socials running. Wineries encouraged to cross promote, including Cellar Doors to encourage attendance on weekend of event.• MASTERCLASS – 2020 event cancelled. Withdrawn from program• SHUTTLE SERVICE updated to become Day Pass and provision by Coonawarra Experiences. Total demand 160 in 2019. Cost of service to CV is \$2,300 and we are looking at grants to subsidize 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 (Note RAA Grant doesn’t open until mid September). 2nd bus in service on long weekend for additional cost of \$300.• TICKETING – Ticketing via Ecommerce put on hold as current status of platform launch does not allow tickets to be active before October. Two ticketed CV events available via https://coonawarracabernet.iwannaticket.com.au/
3.2	<p>THEMING. CCC Street banners erected along Penola Main Street – looks great.</p> <p>PROGRAM –Program booklets received last week of Sept and circulated to VIC’s, accommodation providers and Cellar Doors throughout the region.</p> <p>EB queried promotional involvement of Made with Moxie for 2021.</p> <p>CCC Briefing with Cellar Door Staff hosted last week of September. All promotional materials distributed..</p> <p><i>Action: CDE Committee to lead participation and attendance.</i></p> <p><i>Action : HE to follow up on level of engagement. Possibility to tie in CCC promotions with E-commerce PR from Project 250/SAWIDS grants given CCC ticket sales on CV ecommerce platform.</i></p>

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

	<ul style="list-style-type: none"> • 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 to continue to request and distribute data figures</i>
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5. Industry Get Togethers – 2020

5.1	Date	Cellar Door Get Together Host	Further details
	November	Raidis Estate	Date to be provided (late November)

- Raidis Estate to host Get together late November/ tie in Christmas break up.

6. Pop Ups

6.1	<ul style="list-style-type: none"> • Penola Christmas Pop Up – HT Representing Riddoch Business Group advised proposed date - 18th December 2020. CV invited to host CV Wine Bar. • Further pop up opportunity to coincide with late night shopping: Wednesday Evening 25th November. Riddoch Business Assoc. requested for CV to arrange liquor license Individual wineries to showcase. CDE agreed that RBA shall be responsible for liquor license for this event. • <i>Action: CV to arrange liquor license for Christmas Pop Up. HE + CL facilitate.</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. Note currently not a priority.</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 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. - Melbourne & 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 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. - 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. - 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.

7. 2021 Events

7.1	<ul style="list-style-type: none"> • 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. • <i>UPDATE: Status of 2021 event currently unknown.</i>
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	<ul style="list-style-type: none"> 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. Penley Estate have reached out to seek interest for Coonawarra Wineries to host a showcase event in McLaren Vale – proposed Friday afternoon/ Saturday in January 2021. CDEC members suggested February better timing as January holiday period over summer very busy for Cellar Doors. Potential to do a “reciprocal event” McLaren Vale in Coonawarra. Proposed location: 276 California Road, Tatichilla McLarenVale <i>Action: HE to speak with Penley Contact Michael Armstrong and host dialog with McLaren Vale Wine Assoc.to seek their support of the showcase.</i>
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8. Local Tourism & Educational Tours __ NOT DISCUSSED GIVEN COVID SITUATION

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. 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>
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 Cabernet Celebrations. On hold due to COVID-19.</i>

9. Industry Initiatives

9.1	<ul style="list-style-type: none"> Wine Australia –Members invited to access image library at: https://wineaustralia.imagegallery.me/site/welcome.me Wine Australia have presented opportunity for region and State Wine Associations to become official distributors of the Australian Tourism Data Warehouse (ATDW). Wine Australia is investing \$750,000 into the ATDW online platform, funding wine related enhancements as part of the \$50m Package. WA are currently in talks with Rezdy to further integrate booking features on ATDW. <i>Action HE to attend Associations Webinar and to explore options to intergrate ATDW with coonawarra.org website. Not discussed at Sept. Meeting</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: Survey to members to determine in which international markets wineries are operating – Has been delayed. No progress to report.</i> <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> May 2020 – PIRSA 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. HE provided Project Update: Ecommerce store nearing launch. 22 wineries participating, with 8 starter packs to be offered. Large scale PR campaign to roll out for duration of project period(Oct -Feb). Raids Estate acting as fulfilment provider. <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. Not discussed at Sept. Meeting.</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 – 2021 Marquee Event Cancelled. 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. Eco Vineyards- Mary Retallack in region in October. Roadshow – Cancelled. EDM went out and socials updated and website up to date. https://coonawarra.org/event/roadshow/ <p>Brand Reference Committee: 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"> 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 – Final budget presented. Minimal changes have been made to allocated CDE & Marketing funds given that all events are to be run at cost neutral. Promotion and printing expenses remain same as 19/20 period noting we will reduce printing quantities for maps and LBB's, but may require to run second print if situation improves. Note: 2021 Cellar Dweller program prints fall in to 20/21 budget. Not reviewed in Sept Meeting.
11.7	<p>General Meeting – General Meeting was held 5th May via Zoom – Available to view General Meeting 5 May 2020 Zoom Recording. AGM & General Meeting scheduled for 29th October, Coonawarra Hall. Attendance of members requested.</p>

12. Any New Business

12.1	After Dark wineries considering options for 2021 Event.
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Meeting closed at 10:12am

Next Meeting – Wednesday 18 November 2020 @ 9:00am – Hollick Estates