

# COONAWARRA

## Cellar Door Events (CDE) Committee

MINUTES – CDE Committee Meeting		
Wednesday 18 October 2020	9:00am	Hollick Estates Meeting Room
<b>1. Welcome/Attendance/Apologies</b>		
Present: Kerrie Marcus (KM), Jamie McDonald (JM), Emma Raidis (ER), Ilana Minge (IM), Lynn Doyle (LD), Hannah Times (HT) in person   Heidi Eldridge (HE) via Zoom.		
Apologies: None		
Meeting Chair: HE   Minutes: HE		
<b>2. Minutes of the Previous CDE Meeting</b>		
Moved ER	Seconded LD	<ul style="list-style-type: none"> <li>Minutes dated 14 October 2020 were used as a reference point.</li> <li>Post Meeting Note (PMN) are included herein.</li> </ul>
<b>3. Cellar Dwellers and Cabernet Celebrations</b>		
3.1	<b>Cellar Dwellers</b> <a href="https://coonawarra.org/event/cellar-dwellers2020/">https://coonawarra.org/event/cellar-dwellers2020/</a> <ul style="list-style-type: none"> <li>2020 280 passport entries received. 2019 288. 2018 347 surveys received.</li> </ul>	
	<b>Cabernet Celebrations</b> <a href="https://coonawarra.org/event/coonawarra-cabernet-celebrations/">https://coonawarra.org/event/coonawarra-cabernet-celebrations/</a> <ul style="list-style-type: none"> <li>SATC Funding Application Agreement - \$15k per annum for 3 years. Due for resubmission in January as 2020 last of 3 year agreement.</li> <li><b>GOLF DAY:</b> 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.</li> <li><b>MASTERCLASS</b> – 2020 event cancelled. Withdrawn from program.</li> <li><b>Cabernet [Decade]nce</b> – 58 in attendance. Seated event delivered “speed date” style, Saturday 17th. Oct. 3pm- 5pm. 14 wineries showcased 2 wines each.</li> </ul>	
3.2	<p><b>Pros and cons of event discussed:</b> Very positive feedback from consumers– appreciated opportunity to talk to each producer and taste EVERY wine. Past format not all wineries approached in time frame. HE noted tasting pours far too generous.</p> <p>Mixed feedback from presenting winemakers. Saturday afternoon event worked well, however does take away from Cellar Door tasting time. ER felt there is limited opportunity to build relationship with customer in time allocated. 6-8 minute rotations. Less opportunity to make sales. IM noted some Winemakers unprepared, lacked knowledge of product prices and availability of wines – order forms not offered. EB felt direct sales hadn't previously been a driver for decadence event, rather an opportunity to entice guests to cellar door for further tasting and sales.</p> <p><i>Action: Options for 2021 delivery to be considered at future meeting. Suggestion to host weekly (seated) Decadence with smaller number of wineries</i></p>	
	<ul style="list-style-type: none"> <li><b>SHUTTLE SERVICE</b> Provision by Coonawarra Experience \$20per person per day (increase from \$10pp). Total demand 160 in 2019. Cost of service to CV is \$2,300 2nd bus in service on long weekend for additional cost of \$300. RAA grant funding to be considered. <i>PMN: 157 passengers utilized service. (RAA Regional Safety Grant funding opportunity missed. Applications due 1-30 Oct!)</i></li> <li><b>CCC FEEDBACK:</b> Cellar Door visitation average 593 down from 815 in 2019. Survey Flyer responses 406 up from 212 in 2019 and 370 in 2018. CDE members agreed cellar doors get out what you put in. Long weekend and School holiday weekends busiest of all. Food and Wine Pairings (Choc Wine Tasting/ Cheese/ platters) very popular. <i>HT moved motion to review calendar of events – month by month – with consideration of COVID format at next meeting,</i> Suggestions on how can we activate more for Cabernet Celebrations 2021 <ul style="list-style-type: none"> <li>Hold a Briefing session in Penola with businesses to increase engagement</li> <li>Briefing session for Visitor information Centres and accommodation providers in the region to introduce program and create excitement about offerings.</li> <li>Seek out presenting partner sponsorship (TV channel) to get greater metropolitan exposure. (HE noted presenting partner Adelaide Hills Wine Winter Reds – Ten News First)</li> </ul> </li> </ul>	

#### 4. Cellar Door Manual 2019 (update from 2013)

4.1	<ul style="list-style-type: none"> <li>Manual supplied to cellar doors in hard copy. Available electronically on CV Website. Members area: <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: Member wineries encouraged to share monthly cellar door visitor numbers with postcodes or state if known. Incoming stats provide monthly average for contributing cellar doors.</li> <li>Action: CV to continue to encourage stats from wineries and distribute data figures</li> </ul>
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#### 5. Industry Get Togethers – 2020

5.1

COVID Restrictions reinstated in SA from 17<sup>th</sup> November. Seated consumption applies indoors and outdoors with 1 person per 4 m2 social distancing measures.

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

- Consideration to host Get together late November/ tie in Christmas break up. Possibly Early December. Requires to be seated affair, in line with current restrictions.

#### 6. Pop Ups

6.1	<ul style="list-style-type: none"> <li><b>Penola Christmas Pop Up</b> – HT Representing Riddoch Business Group advised proposed date - 18<sup>th</sup> December 2020. CV invited to host CV Wine Bar.</li> <li>Action: CV has applied for liquor license for Christmas Pop Up. HE + CL facilitate.</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. Destinations of interest: <ul style="list-style-type: none"> <li>- Warrnambool (HT)</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</li> <li>- Port Fairy</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> </li> </ul> <p><i>Due to ongoing COVID pandemic and changing nature of restriction, discussion around pop-up events and future opportunities shelved</i></p>

#### 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.</li> <li>UPDATE: Status of 2021 event currently unknown.</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> <li><b>Penley Estate- Micheal Armstrong</b> reached out to seek interest for CV to host a showcase event in McLaren Vale in January 2021. CDEC members suggested Feb. better timing as January holiday period over summer very busy for Cellar Doors. Consideration to be given to value of members showcasing in McLaren Vale vs metropolitan Adelaide. Proposed location: 276 California Road, Tatichilla McLarenVale HE spoke with Jenn Lynch from McLaren Vale Wine Assoc. to advise of this proposal. CV will not pursue in light of view that interregional pop up event would deter visitation from McLaren Vale cellar doors. Pop</li> </ul>
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	<i>up events better situated in metropolitan Adelaide. HE has advised Penley's, Michael Armstrong of decision.</i>
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## 8. Local Tourism & Educational Tours \_\_ NOT DISCUSSED GIVEN COVID SITUATION

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 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> –Members invited to access image library at: <a href="https://wineaustralia.imagegallery.me/site/welcome.me">https://wineaustralia.imagegallery.me/site/welcome.me</a> 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. <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. <b>ON HOLD.</b> Not discussed at Nov. Meeting.</i></li> </ul>
9.2	<ul style="list-style-type: none"> <li><b>Great Wine Capitals</b> – 2021 Best of Tourism Awards announced. No Coonawarra wineries awarded (only 2 known entries for our region). Great opportunity for future recognition of experiences and facilities. CV will be pushing for greater input for 2022 awards.</li> </ul>
9.3	<ul style="list-style-type: none"> <li><b>PIRSA</b> –May 2020 – PIRSA SAWIDS funding grant successful. CV awarded \$60k to set up E-commerce store on webpage with automation and data management systems, to better analyse and collate data. Made with Moxie facilitating. HE provided Project Update: Store went live on 28<sup>th</sup> Oct. 8 mixed packs available for purchase, including 60+ wines from 22 CV producers. Interest from further 2 producers to partake since launch. Further packs being considered. Large scale PR campaign to roll out for duration of project period(Oct -Feb). Raids Estate acting as fulfilment provider.</li> <li><b>SAWIA</b> – June 2020- Project 250 funding grant successful. CV awarded \$25K for post COVID Recovery campaign. CV “Swap California for Coonawarra” Tourism Campaign scheduled for launch to 2<sup>nd</sup> week November. SA COVID situation has delayed launch. Made with Moxie facilitating.</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. <a href="https://www.facebook.com/groups/166361824463220/">https://www.facebook.com/groups/166361824463220/</a></li> <li>Limestone Coast Destination Tourism + Marketing Plan 2025 Industry Launch scheduled Monday 23 Nov. HE to attend virtual launch.</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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## 11. General Business

11.1	<ul style="list-style-type: none"> <li><b>Marketing Update</b> – Coonawarra You Tube Channel: <a href="https://www.youtube.com/channel/UCaGSUJjgFpXQf3gHFTstcpA">https://www.youtube.com/channel/UCaGSUJjgFpXQf3gHFTstcpA</a></li> <li><b>Cup Update</b> – 2021 Marquee Event Cancelled. Cup Day proceeding. Members encouraged to attend GA. Winery Sponsor still being sought. 6 of 8 Racenames confirmed.</li> <li><b>Viticulture</b> – Mary Retallack hosted in region EcoVineyard Field SessionThurs.29<sup>th</sup> Oct.</li> <li><b>Roadshow</b> – Cancelled. EDM</li> </ul>
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11.2	<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>
11.3	<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>
11.4	<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>
11.5	<ul style="list-style-type: none"> <li>• <b>Budget</b> – Final budget presented. Minimal changes have been made to allocated CDE &amp; 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.</li> </ul>
11.6	<b>General Meeting</b> – AGM & General Meeting held Thursday 29th October, Coonawarra Hall. Minutes and presentation slides available to view <a href="https://coonawarra.org/cgwi/">https://coonawarra.org/cgwi/</a>

## 12. Any New Business

12.1	<ul style="list-style-type: none"> <li>- After Dark wineries considering options for 2021 Event. No response received to date from Brand's Laira. Raidis keen to proceed. DiGiorgio &amp; Zema yet to confirm their intentions.</li> </ul>
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**Meeting closed at 10:00am**

**Next Meeting – Wednesday 16 December 2020 @ 9:00am – Hollick Estates**