

# COONAWARRA

## Cellar Door Events (CDE) Committee

MINUTES – CDE Committee Meeting		
Wednesday 10 March 2021	9:00am	Leconfield Cellar Door

1. Welcome/Attendance/Apologies
<p>Present: Kerrie Marcus (KM), Emma Raidis (ER), Lynn Doyle (LD), Heidi Eldridge (HE) Jamie McDonald (JM), Emma Bowen (EB)</p> <p>Guest attendee: Dan Redman (DR)</p> <p>Apologies: Ilana Minge (IM),</p> <p>Meeting Chair: EB   Minutes: KM</p>

2. Minutes of the Previous CDE Meeting 10 Feb		
Moved ER	Seconded LD	<ul style="list-style-type: none"><li>EB welcomed everyone to the meeting &amp; announced Hannah Timms has resigned from the Committee. Dimity from Parker has shown interest to join CDE but if Heidi can also please send an invitation out in Correspondence for anyone else willing to join.</li><li>To review budget &amp; how we are tracking with events 2019/2020. Most events are cost neutral.</li></ul>

3. Cellar Dwellers and Cabernet Celebrations	
3.1	<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>• HE has sent out Cellar Dweller event registration forms &amp; has received content from all wineries.</li><li>• HE proposed Retrospective / Back Vintage Tasting event for Friday 9<sup>th</sup> July. Suggested venue: Hollick Barrel Room.</li><li>• HE proposes to leave the brochure design as is for 2021. Programs hopefully ready after the After Dark events. To advise Hanson Print of proofing/printing/completion timeline.</li></ul>
3.2	<p><b>Cabernet Celebrations</b> <a href="https://coonawarra.org/event/coonawarra-cabernet-celebrations/">https://coonawarra.org/event/coonawarra-cabernet-celebrations/</a></p> <ul style="list-style-type: none"><li>• Heidi is missing several wineries events but has a reasonable spread so far. EB will send a message out to those we are waiting for. HE to review size of program booklet &amp; include QR code.</li><li>• <b>GOLF DAY:</b> Friday 1<sup>st</sup> October – Penola Golf Course Booked. \$65 Early bird entry / \$70</li><li>• <b>MASTERCLASS</b> – DR suggested to combine the CCC masterclass with Adelaide Roadshow at National Wine Centre. HE proposes to use Adelaide event as a launch event for CCC month. Expand roadshow over a weekend – Fri night/Saturday or perhaps both on the same day. Masterclass 40/50 people – 10glasses pp, tying in w/Roadshow following. EB suggested to work on a theme, presenter, wine cost &amp; venue hire, etc to determine ticket cost. Heidi to contact Wine Centre &amp; confirm date/s (late August/early Sept). Media &amp; SATC to attend and assist in promoting in advance of CCC month.</li><li>• <b>Cabernet [Decade]nce</b> – To hold over the main weekend back on the Friday night at Raidis.</li><li>• <b>SHUTTLE SERVICE</b> - Provision by Coonawarra Experience. Five week program – to review cost.</li><li>• <b>Grant – SATC.</b> Heidi working on the Grant until the end of the month. \$50K. Updated photos of wineries events would be great.</li></ul> <p>Suggestions on how can we activate more for Cabernet Celebrations 2021</p> <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 Centre's 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>

4. Industry Get Togethers – 2021			
4.1			

	May July August September	Hollick Cellar Dweller Launch – Whistle Post August Raidis Estate	Thursday 20 <sup>th</sup> May TBC  TBC	
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## 5. 2021 Events

5.1	<ul style="list-style-type: none"> <li>Penola Coonawarra Acoustic Music Gathering. It was decided that individual member wineries to be contacted if they're interested in participating re; wine bar.</li> <li>After Dark - DiGiorgio, Zema and Raidis Estate. Brands Laira not participating.</li> </ul>
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## 6. Local Tourism & Educational Tours

6.1	<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. <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>
6.2	<ul style="list-style-type: none"> <li><b>Local Tourism Famil – June 29 1-3pm at Whistle Post.</b> Inviting tourism partners &amp; licensed premises. To present Cellar Dwellers &amp; CCC. Have wines available &amp; wineries compile a list of invitees. Invite Hamilton &amp; Penola TIC's to give a brief talk on whats going on in their regions. SATC – Biddie Shearing. Catering (using Media &amp; Journo budget) – Pipers @ \$5.50pp</li> </ul>

## 7. Industry Initiatives

7.1	<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. <b>Action: HE is checking on licence as we would like to continue with the Wine Store.</b></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 – Winner drawn.</li> </ul>
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## 8. General Business

8.1	<ul style="list-style-type: none"> <li><b>Roadshow</b> – No interstate Roadshow for 2021 – just Adelaide.</li> </ul>
8.2	<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>
8.3	<ul style="list-style-type: none"> <li>CVA have 200 polycarb glasses in stock. Available for members to purchase at \$5 per unit. HE raised question as to whether CV shall replenish stock (1000-2000units) for member use. Committee felt members should order their own.</li> </ul>
8.4	<ul style="list-style-type: none"> <li>PC Arts Festival – Little advertising about it but is going ahead 14,15 &amp; 16 May</li> </ul>

Meeting closed at 10:00am

Next Meeting – Wednesday 14 April 2020 @ 9am – Leconfield Cellar Door