

COONAWARRA

Cellar Door Events (CDE) Committee

| MINUTES – CDE Committee Meeting | | |
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| Wednesday 19 May 2021 | 9:00am | Leconfield Cellar Door |

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

| 2. Minutes of the Previous CDE Meeting 10 March | | |
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| Moved EB | Seconded LD | <ul style="list-style-type: none">EB welcomed everyone to the meeting, with a special welcome to Ockert Le Roux who joined the meeting as a guest attendee following his recent commencement as EO to the CVA.Aim of Cellar Door Committee is to focus on core events in the region. |

| 3. Cellar Dwellers and Cabernet Celebrations | |
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| 3.1 | <p>Cellar Dwellers https://coonawarra.org/event/cellar-dwellers2020/</p> <ul style="list-style-type: none">• Brochures have been printed, available for collection. (2019 – 5000 copies ordered /• 2021 - 3500 copies). Event landing page is now live with links to food and wine pages, special events, tastings and “get hands on” categories. Posters will have embedded QR code linking back to the event program on the website. HE to order for distribution before end of May 2021.• Back Vintage Tasting – Hollick Estates – Event live with ticket link on coonawarra.org. Hollick will coordinate tickets as they will include a dinner option/s. It is suggested for wineries to showcase 2 back vintage wines, rather than a back vintage and current release comparison. Date confirmed Friday 9th July 5-7pm \$35 Tasting. Event capped at 15 Wineries. HE to send invite to wineries with first in best dressed arrangement due to limited numbers.• Cellar Dwellers Launch – Heidi has liaised with Robe and Grampians Tourism Associations and both indicated the week before June Long weekend wouldn't be ideal for operators. Event to move to following week – Wednesday 16th June. 1pm - 3pm. Given short lead time preference to host event at venue with furniture and heating on hand. Whistle Post previously being considered. Raidis Estate and Brands Laira suggested as alternate options. Committee agree it would be good to host Brand's Laira, with Eric historic cellar to add to Theme. HE to confirm availability with Brands. EB to contact Patrons to seek their involvement. HE to send invites to Visitor Information Centres, Restaurants, Hoteliers, Accommodation providers and local media contacts. Funds for this event to be drawn from Inbound Media Famil allocation ca. \$2500 from budget. Simon – Pipers catering pies @ \$5.50/pie |
| 3.2 | <ul style="list-style-type: none">• ATDW – Members to be encouraged to add their Cellar Dwellers EVENTS to ATDW referencing Cellar Dwellers for promotion on SA tourism website. <p>Cabernet Celebrations https://coonawarra.org/event/coonawarra-cabernet-celebrations/</p> <ul style="list-style-type: none">• Grant has been submitted for \$50k & will be used for advertising on radio, tv, social media & metro. We will be notified in July. Events have been added to the website but will elaborate later. Booking links to be set up online and added to brochure for Decadence & Golf Day• Shuttle bus – Heidi has confirmed Simon & Kerry are available and willing to provide service. Min. \$2k service fee and \$20 per head fee for passengers to apply. Heidi has approached WRC to help subsidise the Shuttle bus.• GOLF DAY: Friday 1st October – Penola Golf Course Booked. \$65 Early bird entry / \$70there after. Sponsor package to be finalised.• MASTERCLASS – DR suggested to combine with Adelaide Roadshow at National Wine Centre. Expand 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 & venue hire, etc to determine ticket cost. Heidi to contact Wine Centre & confirm date/s (late August/Sept)• Cabernet [Decade]nce – To hold over the main weekend back on the Friday night at Raidis. |

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| | <ul style="list-style-type: none"> • Suggestions on how can we activate more for Cabernet Celebrations 2021 • Hold a Briefing session in Penola with businesses to increase engagement • Briefing session for Visitor information Centre's and accommodation providers in the region to introduce program and create excitement about offerings. • Seek out presenting partner sponsorship (TV channel) to get greater metropolitan exposure. (HE noted presenting partner Adelaide Hills Wine Winter Reds – Ten News First) |
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4. Industry Get Togethers – 2021

| 4.1 | Date | Cellar Door Get Together Host | Further details |
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| | May | Hollick | Date shared too late – postpone to June |
| | June | Hollick | NEW DATE - Wed. 30 th June. |
| | July | AVAILABLE | TBC |
| | August | Patrick of Coonawarra | TBC |
| | September | Raidis Estate | TBC |

5. 2021 Events

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| 5.1 | <ul style="list-style-type: none"> • Arts Festival – 14,15 & 16 May. Great weekend as far as participation, but numbers presumed down due to late release of program. • Roadshow – No interstate Roadshow for 2021 – just Adelaide. Final venue arrangements being arranged. HE to share date/s soon. |
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6. Local Tourism & Educational Tours

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| 6.1 | <ul style="list-style-type: none"> • Langhorne Creek and Adelaide Hills Famil <i>Action: Dimity possibly willing to organize something next year & suggested Mornington? Draft itinerary prepared be OJ/HE exists for Langhorne Creek & Adelaide Hills.</i> |
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7. Industry Initiatives

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| 7.1 | <ul style="list-style-type: none"> • PIRSA / CVA WineStore: Funding has finished & Liquor Licence extended until October. WineStore has generally gone quiet unless a Newsletter is sent out. Heidi suggested to check out the CVA Wine Pool at Zema to offer older vintages & move them on. Fulfilment: Jack Estate will be taking on storage and distribution of wine packs from June. Thanks extended by HE to Raidis for their contribution. |
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8. General Business

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| 8.1 | <ul style="list-style-type: none"> • Cellar Doors to please send in their visitor numbers for April / Easter |
| 8.2 | <p>BUDGET</p> <p>Cellar Door Committee Wish List – EB requested Committee have an input towards budget</p> <ul style="list-style-type: none"> - Request to reinstate original budget for Dweller \$7k. (CPI increase). 19/20 only \$4k allocated. Limited ability to advertise. Current budget restricts to brochure/poster printing only. - Cellar Dwellers Shuttle Bus \$1500k - Media Journalist \$2,500.00 to remain - Cellar Door Event Trips – Subsidy for outbound famil. To remain. - Funding for CV Gazebo (for use at pop up events – ie. Golf day) - Query \$650 allocation for Great Wine Capital – benefit to organization? |

Meeting closed at 10:30am

Next Meeting – Tuesday 15th June, 9am. Leconfield Cellar Door