

CGWI BOARD Meeting Minutes		
Thursday 25 February 2021		8.30am
		Zoom
Attendees	Peter Balnaves (PB) – President & Chair, Pete Weinberg (PW), Bruce Redman (BR) – Treasurer, Heidi Eldridge (HE), Sally Macleod (SM), John Innes (JI), Ben Harris (BH), Tony Gleeson (TG) Paul Gordon (PG), Luke Tocaciu (LT),	
Apologies	John Innes (JI), Ben Harris (BH)	
Minutes	Heidi Eldridge (HE) Note PMN = Post Meeting Note	

2. Minutes of Previous Meeting

The emailed minutes of the meeting held on 4 February 2021 were moved by PW and seconded by SM as a true and accurate record. All in favour.

3. Outstanding Actions from previous minutes

Date	Action Items	Person	Deadline	Status
02.5.19 28.08.19	3.1 Board to consider Contributors / Icons Increased role in activities moving forward. Invites to be sent to patrons for upcoming event involvement. Refer to minutes prior to Sept. 24/9	Board Member OJ HE		Intention maintain the presence acknowledging the PR element of sharing more about the stories behind our patrons.
25.6.20 23.7.20 21/10/20	3.2 Storage of Wine PB Proposed National Trust Bond Store Building deemed suitable option by Board Members. PB Moved. All in favour. National Trust applying for Grant to get floor laid & electricity to the building. Rental fee minimal ca.\$100 per month. Museum wines to remain at Zema Estate. Combination of Mesh lined walls for individual bottle storage, and shelves (boxes) to be installed. Conflict raised – Pete Balnaves President of both organisations. Letter to be written to PB from CV. HE to write to submit.	PB PB HE	Wine stored currently at Zema to be moved after vintage 2020.	Membership wines to remain at CV office until such time National Trust building refurb is complete. Letter of intent to rent Building send to National Trust. NT Grant Received for refurb.
1.08.19	3.3 Branding Document Create a Branding Document how to guide for members knowledge of COONAWARRA \.	OJ	ON HOLD	Put on hold. HE to follow up with ON.
21/10/20 24/9/20 26/11/20 4/2/2021	3.4 Wattle Range Council Actions PB to request specs of proposed tables and chairs for siding land. Board made aware of resignation of Steve Chapel. Airstrip. CV to approach WRC to withdraw Rates. Rail Trail Project. Wattle Range Council have reserve funds of \$730,00 for an infrastructure project, which they want to put towards works to seal the railway line between Penola and the northern end of Coonawarra. Additional funding is being sought from SA and Federal Govt. to assist with project delivery. This project part of a larger initiative by the Marshall Govt. to create a Great Southern Bike Trail (Melbourne through to Adelaide). Proposal is to connect Penola to Naracoorte beginning on the railway line then north of Rymill to cross the HWY at Bellwether continuing through to Naracoorte. An extra \$1.3 M government funds needed to complete project. Place Maker Signage project (funded by WRC) nearing completion. Signs require to be installed by property owners. MR to be supplied to WRC to provide update. Further update to be shared with members once signage has been erected, with map of locations.	PB HE PB+ HE	 Dec 2021 Feb 2021	CV to continue to be the liaising partner for region PB to talk to Peter Halten CV letter of support towards application for additional funding supplied HE. \$15K funding has been received. Project report and imagery to be supplied to WRC

Date	Action Items	Person	Deadline	Status
27.06.19	3.5 Museum Wines. BR moved the motion to sell the museum wines seconded by LT. Review the barrel series wines and agree approach. Refer to minutes prior to Sept. 24/9 for more detail Action to be reviewed in January 2021.	OJ J& BR	January 2021	ON HOLD
26.09.19 28/8/20 4/2/2021	3.6 CV Weather Station Refer to minutes prior to Sept. 24/9 for more detail Board supportive to modernising weather data approach. Weather Station access will remain accessible to CV members via the member page on coonawarra.org until alternative method found. Weather station connected to water level monitor. PMN: Zoom seminar "Weather impacts on the grape sector" attended by HL and PB. Concerns HL raised at the seminar were the quality and reliability of forecasts surrounding frosts and rainfall events and the lack of disease modelling particularly with powdery mildew. Suggestion for BOM to build a PM pressure predictor relevant to this region using indicators such as temperature, hours of overcast weather and humidity. Suggestion from PB to look at Mesonet as an option to further understand the benefits of this technology. Miso-net- govt. funded technology. BH suggested alternative in Arable – Decision Agriculture . Arable currently have demo Trial Sites in McLaren Vale- supply FOC.	HE PB VOC		Email sent 29/6 to members. Responses collated for review. PB will talk to Tim to query accessing water level data. VOC Chair: HL to contact Vinay with a suggestion for a student to analyse the weather station data from the past 10 years.
21/10/2020	3.7 Grant Protocol & Register Noted there may be grant application in circulation that has not been formerly submitted by CV nor approved at Board level. Grant protocol to be written and shared with members. Grant register be developed for oversight of grants being applied for, status of existing grants and expiration of grants.	JL HE	Nov 2020 Nov. 2020	Work In progress.
21/10/20	3.12 Trademark renewal Advice received by Lesicar Maynard Andrews, due Jan 2022 "Coonawarra Australia's Red Wine Centre". Cost \$1005 to renew through Legal Attorney. LT moved should the statement be maintained, renewal be done directly online for significantly lesser fee ca. \$400. JL seconded. All in favour.	HE	Jan 2022	
4/2/21	3.13 Coonawarra Siding Road Sign Coonawarra Sculpture Sign to be replaced with Coonawarra Siding Road Sign	JL.PW	March	JL Investigating
21/10/20	3.14 Original Vine at Yallum Park PB moved that CV fund trial to conduct DNA test to determine what variety of grape is being grown at John Riddoch's original property.	PB	MARCH	Priced to be advised. PB to liaise with Kerry DeGaris

4. Finance

Finance Papers & Update – BR provided an update on current balances of accounts and referenced the Finance Reports dated 2 February 2021 (P&L, Aged Receivables, Aged Payables & Balance Sheet). Noted that we are maintaining the need for quarterly membership payments and following up with those that are outstanding and open to payment plans where required.

5 Companies in 90+ Days to be followed up for payment.

Summary of Wine sales from e-commerce presented. 63 Sales recorded between November and January. With all costs considered, a small margin of profit has been achieved (\$104.42). This figure also takes into account the cost of influencer packs valued at over \$1500, which were gifted during the initial project launch.

BR Moved for Finance report to be accepted. TG seconded. All in Favour

(Maintaining for future reference - Financial Policy on Term Deposit – Further to the Finance Committee recommendation the motion presented was moved by JB and seconded by JI previously:

The reserve that we are aiming to maintain at \$300k can to be drawn on if required during the extenuating circumstances of COVID-19 with the aim to keep this at \$250k and to replenish the funds back to \$300k where possible for future needs.)

Treasurer presented his update that was moved by JB and seconded by PW. JB reiterated the conditional access to additional funds that they be replenished as per the note above also with the policy.

4.1 Membership Update – 21/22 Membership renewals due to be released. An increase of 1.5% (consistent with previous year increase, rather than CPI of 1.6%) to be applied. HE & CL to update renewal forms, highlight additional web store member benefit.

PMN: 21/22 Period Membership Renewal forms updated and issued to existing members 2/3/21.

4.2 Grants Update – Provided an update as follows.

- **Mixed Dozen Project – ON HOLD.** has received an extension due to the extensive disruption in particular for our region COVID-19 in any meaningful marketing of the itineraries. The project was due to complete in April. Steering Committee will continue and it is subject to approval that LCLGA Tourism will take over the role to maintain the www.limestonecoast.org.au wine trails and that all parties will consider financing contribution. NO FURTHER UPDATE.
- **SAWIDS (PIRSA) -Ecommerce Grant (\$60K)** Ecommerce store live with sale recorded set up, activation, automation and data management to be completed by Made with Moxie. Post Project report to be delivered by MWM in Mach.
- **2020/21 SAWIA Project 250 (\$25K)** Project focus on post COVID Tourism Campaign- to tie into Ecommerce and drive traffic back to webpage to “Discover Coonawarra”. Core campaign to entice visitation to SWAP California for Coonawarra campaign. PR and roll out driven by Made w. Moxie. Post Project report to be delivered by MWM in Mach.
- **SATC CCC** – New round Regional Event Funding live. HE to prepare CCC application for grant funding. Up to \$50k available for established events. PMN: Funding Application submitted 7th April 2021. Seeking \$50k per year for 3 years.
- **GWC** – Seeking inbound knowledge exchange bursary to assist with International Speaker/s for Cabernet Symposium in July/November 2021. On hold. Will email Brian Smedley pre leave to update. Not Discussed.
- **Landscape SA** (former SENRM Board) potential to apply for funds noting focus on drought resilience. OJ to email Kerry DeGaris pre leave also. Not discussed 21/10/2
- **PIRSA Drought Resilience** – Potential if Cabernet Symposium has a climate control component. No further progress due to COVID-19. Not discussed 21/10/20

5. Correspondence & Communication

5.1 WRC: Letter Discretionary Rate Rebate – Declined request for rate deduction for Coonawarra Air Strip. No Further Action required.

5.2 RDA: Local Jobs Program Launch invite. CV Chair to consider attendance Wednesday 10 March 8:30am-9:30am

6. CV Resourcing

Executive Officer – Exit interview conducted with OJ 9/2/21. Position formerly advertised from 10th Feb on

SEEK: <https://www.seek.com.au/job/51492146> and winejobs.com.au <https://www.winejobs.com.au/job/coonawarra-vignerons-executive-officer-2/> The role is also listed on our website <https://coonawarra.org/2021/02/position-vacant-cv-executive-officer/>. Applications close 26th Feb.2021.

Recruitment Subcommittee comprising of JI, BR & PB assembled to review applications and conduct interview. As at 25.2.21 10 applications received. HE to forward summary of applications for shortlisting and interview requests.

7. Brand Reference Committee (formerly Marketing Committee)

7.1 Update NIL TO REPORT// Last met on 13 May 2020. Group sought to revert to monthly meetings however given the current resourcing and priorities that we maintain every two months. PMN: Attempted to convene meeting on 3 June and only one member could attend and will revert to every two months from August which was supported by Board in May meeting.

8. Viticultural and Oenology Committee (VOC) Report

VOC Update – SM.

Peter Balnaves sent email from Vic Patrick presenting ‘VitiWatch Bulletin’ a Viticulture Newsletter prepared providing valuable information including disease & vintage updates to growers of specific to the region. Barossa, McLaren Vale and Claire Valley all

have variations of this for their regions. The newsletters are typically released 4 -6 per Annum – providing. \$1200 per edition. McLaren Vale (James Hook) – Viticulture Company. Barossa and Claire - Chris Rogers. Board members agreed that such Bulletin specific to Coonawarra would be a worthwhile investment to the organisation and provide greater benefit for grower members
SM Moved that CV seek quote to engage a specialist to provide this service for Coonawarra. BR seconded. All in favour.

Action: SM to reach out to Chris Rogers to enquire about provision of this service for CV.

Coonawarra Heritage Cabernet Selection preserving heritage vines- Co-ordinator sought to lead the project. Tender document with a protocol outlining what is involved. to be sent to consultants for quotation.

Coonawarra Cabernet Project: Results from the project were discussed in a Zoom presentation to VOC committee on 10.12.20. Extensive amount of data analysed- so far only available in thesis/ technical paper form. VOC committee have requested results be provided in a user friendly format. Seek confirmation of where the analysis is at regards 2020 vintage wines and if there is a requirement for wines from the 2021 vintage. Possibility a field day to present results later in the year. Possibility to present results at next symposium.

BR queried where and if the ARC PHD Study money is currently being directed. \$7,500 allocated within VOC budget. Activity not known.

Action: SM & HE to follow up.

8.1 Water – PB noted need to monitor for industry pressures in particular from forestry. Continuing to meet with other commodities to manage drainage across region. Ongoing.

Study opportunity for drainage systems. Water credits could be distrusted to all existing water users. Better understanding of how trees are using water.

8.2 Salinity Analysis: Coonawarra specific protocol document received by Neil Power 13/8/2 and shared with members, encouraging irrigators to submit samples. 2 to 5 wells to be sampled each year, twice a year (Pre vintage – Oct/Nov and During Vintage – Feb/March) to establish a reliable salinity trend over time. Samples can be anonymous.

8.3 Fracking – No further information.

8.4 BioSecurity – AGW presented Biosecurity Industry Liaison Officer Briefing attended via Zoom by Heidi, Pete B and SCM. Very detailed seminar on how the outbreak of an exotic pest/disease in Australia will be handled going forward. An adjunct to this is their hope of having an Industry Liaison Officer from each grape growing area. Suggestion from Pete B is not to commit at this stage knowing that Vinehealth Australia has policies and people in place to handle outbreaks in SA. There may be potential to run a simulation in the Limestone Coast.

8.5 Climate Change – Proposed CV document to be produced on Coonawarra position on Climate Change focusing on positive actions. BH to liaise with VOC to gather info.– ie. Irrigation project, Eco Vineyards Biodiversity project. Wine Australia hosting dedicated regional webinars. ONGOING.

8.6 Outbreak Management Plan – SM in contact with Susanne McLaughlan about Phylloxera Outbreak plan. Vinehealth Australia are revising their plans. Once this is complete, it will be used as a template to develop a plan for Coonawarra.

8.7 Rootstock trial Vinehealth Australia continues to contribute funding ongoing and TWE continue with trial site. Berry shrivel trial confirmed to move to rootstock trial site in 2022. Contract yet to have been presented for signature from TWE. BH update that the contact is with lawyers and has been delayed due to other global activities. Grass roots funding. \$15K endeavour funding remains. Earmarked to go into rootstock trial.

PMN: Revised Rootstock Trial agreement received 1/3/21 March. Term duration reduced from 10 years to 5 years. PB. BH and HE have approved amendments and returned to TWE.

8.8 Berry Shrivel – Currently on hold and over 12 months plan the next project to recommence Vintage 2022 for multiple years. Project funding ceased for 20/21. Initial findings but still a body of work to be undertaken. SM to investigate circumstances surrounding withdrawal of funds towards this project.

8.9 Coonawarra Biodiversity Enhancement Project- CV have committed to \$3k per year to support EcoVineyard project endeavours for 20/21 21/22 and 22/23. Mary Retallick presented at General Meeting which was followed by a well attended field day at Penley Estate on Thursday 29th Oct. Involved growers gave brief summary of where they are at with all having planted trees and achieving good survival rates. Mary talked about the planning of projects explaining what needed to be planted, where and why. New Growers being sought for 21/22 period. EOI to be sent to members.

8.10 Coonawarra Clone – Chris Brodie has requested idea for a Coonawarra. VOC exploring options.

8.11 Weather Station- refer to Action

9. Industry Engagement

8.1 HE provided an update on industry (SAWIA, PIRSA, SATC, RDALC, Wattle Range Council, Tourism Mount Gambier and other Regions):

- SAWIA – Nil to report.
- Australian Grape & Wine – New criteria for Wine Export Grants / Movement requirements now in force for consignments passing through or entering into South Australia / Two further amendments to the Australian Wine Industry Code of Conduct originally released in October 2020 have been made. The changes are in response to the Code Management Committee recommendation to incorporate some important feedback from members. The current version of the Code, now dated November 2020 can be accessed [here](#)
- Wine Australia- Great focus on Wine Marketing diversification. WA has launched 'Australian Wine Connect' Australian

wineries invited to register by 21 February 2021. 24/7 virtual platform will go live on 31 March 2021. Further opportunities for Regions to be advised – e.g., international virtual tastings.

- SATC- Have launched 2021 Year of SA Wine campaign, focus on wine tourism visitation to regions.
- Tourism Mount Gambier – Maintaining contact through Mixed Dozen Project. Limestone Coast Destination Tourism + Marketing Plan 2025 being finalised for release. Limestone Coast Regional Guide to be reinstated.
- RDA –
- WGCSA –

10. CV Executive Officer Activity Report

10.1 EO Verbal Update.

10.2 Cellar Door Event Committee – Nil to report. Next meeting scheduled 10th Feb

10.3 Cup Committee. Nil to report.

Roadshow Committee – HE sought direction from the Board in regards to the planning and hosting of interstate events in 2021, Board agreed that ongoing uncertainties surrounding COVID19 and snap border closures would make it difficult to guarantee events would be able to proceed. Recommendation from board to cancel 2021 interstate events, with primary focus to be SA showcase. JI Moved the Roadshow be cancelled with the exception of an Adelaide Event. BR seconded all in favour.

10.4 Australian Cabernet Symposium – Organising Committee intended to meet late 2020 to discuss options to proceed with event for 2021. Event not included in 20/21 budget due to global pandemic. Board supportive of deferral of event to 2022.

10.5 Resourcing – HE & Christine working Tuesday – Thursday in office. Consideration being given for HE to work one day a week from home. HE to circulate email to members to advise when remote work is being undertaken.

10.6 Ecommerce Project – MWM engagement has ended with reporting and analysis taking place in Feb, in preparation for final report to be delivered in March.

Sales Update: 63 packs sold in total between November and Month End Jan. 2 Orders placed in month of Feb. No concentrated marketing, advertising or mailouts in Feb to date.

Fulfillment: Raidis Agreements ends at month end Feb 2021. Agreement and service to be reviewed following delivery of campaign report from MWM.

- **Short Term Liquor licence** for webstore expires end Feb 2021. HE has renewed short term liquor licence – valid until 31 Oct 2021.

10.7 COVID Recovery Tourism Campaign – “Swap California for Coonawarra” campaign Launched mid January 2021. Delayed from Nov. 2020 given border closures and ongoing COVID restrictions .PR managed by MWM. All social content, scheduling and posts prepared by HE. HE expressed frustrations with campaign activities and expectation placed on CV by consultant. Concern that campaign may not have gained the desired traction due to CV limited resourcing. MWM engagement has ended with reporting and analysis taking place in Feb, in preparation for final report to be delivered in March.

11. Welfare, Health and Safety (WHS)

11.1 Risk Planning – n/a Nil to report.

12. Membership

12.1 Membership update –

PMN: 21/22 Period Membership Renewal forms updated and issued to existing members 2/3/21. Request for forms to be returned by Wednesday 26 March 2021. Membership of all existing members will be carried over unless advised otherwise.

13. New Business

13.1 MWM – Project Presentation & Handover –Date to be advised for presentation to Board. Vintage may challenge attendance. COVID restrictions and border closures will dictate whether Mariella can deliver the project results in person or via zoom.

PMN: Project wrap up session, confirmed for Monday 22nd March 1pm-3pm. Mariella will be attending in person (unless border restrictions or COVID outbreak prevent this) to deliver the results of the respective campaigns – Ecommerce Store and Tourism Campaign (Discover Coonawarra/ Swap California for Coonawarra), with valuable insights and recommendations to be shared. OJ will also be in attendance.

13.2 Penola Racecourse Marquee – PB posed question as to whether grant funding should be sought for permanent Marquee structure at the racecourse, given repeated excessive cost to erect marquee at each Cup event. Would provide additional structure for the community to host large scale events. Mixed opinions from Exec.as to whether this is necessary or appropriate. Appeal of Race Day events often is “outdoorsy” feel and leaves the space more versatile. TG to take to PRC.

13.3 6mx 3m – Pop up Marquee. Request to consider purchase of Marquee structure (Coonawarra Branding) for use at various pop up events. (Golf Day, Race Day, pop up bars etc). HE to seek quotes to present to Finance Committee for consideration in 21/22 Budget.

Meeting Closed 9:45am

Next Meeting –TBA (Subject to Committee member availability during Vintage) - Brands Laira Coonawarra Board Room

