

# COONAWARRA

## Cellar Door Events (CDE) Committee

MINUTES – CDE Committee Meeting		
Wednesday 11 August 2021	9:00am	Leconfield Cellar Door

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

2. Minutes of the Previous CDE Meeting 13 July		
Moved IM	Seconded EB	<ul style="list-style-type: none"><li>EB welcomed everyone to the meeting.</li><li>Aim of Cellar Door Committee is to focus on core events in the region.</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>Passport Trails are still coming into the office so no winner drawn as yet. Entries can be dropped into CVA or entered into Excel. Data collection from Trails used to compare against last years event – How people heard about the CD event, their location, etc. Discussion amongst members as to how successful Cellar Dwellers was this year. Suggestion to have a QR code on the brochure or a Survey Monkey for people to enter details online.</li><li><b>SATC Grants</b> – HE &amp; OLR to look into eligibility for funding for 2022.</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><b>HE</b> to finalise page on website. First proof has been shared to wineries for updates. Corrections sent to Hansen. Awaiting 2<sup>nd</sup> proof.</li><li>Grant (\$50k) We have been notified we were successful in the Grant but funds unknown as yet. Awaiting formal MR from SATC. Printing to go ahead for brochures, advertising on radio, tv, social media &amp; metro etc.</li><li>Shuttle bus – Heidi has confirmed Simon &amp; Kerry are available and willing to provide service. Min. \$2k service fee and \$20 per head fee for passengers to apply. HE has sent email to WRC to request contribution to subsidise the Shuttle bus. – No response from WRC. <i>Action: HE to follow up.</i></li><li><b>GOLF DAY:</b> Friday 1<sup>st</sup> October – Penola Golf Course 9/9.30am start this year. \$65 Early bird entry is now closed (\$70 now). Three additional Sponsors, incl BP Nangwarry. 15 currently teams registered. 33 Teams in total, Penola Golf Club Ladies (Rachael Messenger) catering in conjunction with Heidi. There will be a call out to wineries for umbrellas. <i>Action: HE to look into transfer options.</i></li><li><b>[Decade]nce</b> – Friday night 15<sup>th</sup> October at Hollick. Dinner Package being offered in conjunction with Tasting. Currently 35-40 Bookings - \$40pp Tasting, incl canapes or \$90 incl dinner. Mary Cram has been booked for transport from Penola. \$10pp bus transfer.</li></ul> <p><b>Wineries are encouraged to enter event details to the CV website AND ATDW &amp; to advise HE if their event is booked out.</b></p> <ul style="list-style-type: none"><li><b>CCC Masterclass- Cancelled this year. (Metro event in Adelaide – Sunday 29<sup>th</sup> August)</b></li><li><b>CCC Launch:</b> HE suggested to plan a launch like we did for Cellar Dwellers. Committee suggested to hold it in Coonawarra again this year, possibly Brands or Raidis? 15<sup>th</sup> or 16<sup>th</sup> Sept recommended.</li></ul>

#### 4. Industry Get Togethers – 2021

4.1	EB suggested to bring an educational theme back for each Get Together. Suggestions provided below: A reminder to please invite Kat from WRC to Get Togethers. EB will collate a list of Kids or Family's activities to do in the region.		
	Date	Cellar Door Get Together Host	Further details
	June	Hollick	<b>Cancelled</b>
	July	DiGiorgio Family Wines	<b>Cancelled</b>
	August	Patrick of Coonawarra	<b>August 25<sup>th</sup></b> Pete Balnaves guest speaker – <b>LD to send invites</b>
	September	Raidis Estate	<b>Date TBC</b> Andy Clifford to speak on Yallum Park
	October	DiGiorgios	Bruce Redman speak about Cabernet
	November		Summer family activities
	December	Hollick	

#### 5. 2021 Events

5.1	<ul style="list-style-type: none"> <li><b>Roadshow</b> – ‘Cellar Door in the City’ Sunday August 29<sup>th</sup>, National Wine Centre. <b>POSTPONED..</b> Covid room numbers are at 75% but still seated consumption of beverages. Timeframe is too short given the hope restrictions will lift, time to promote the event &amp; to sell tickets. Event to be rescheduled to November. HE liaising with venue.</li> <li>Masterclass 9.30-11.30am. Will still go ahead. 70 seats / 17 tickets sold with 10 complimentary. Adelaide Hills Winter Reds is on the same day but shouldn't inhibit numbers. <i>Action: HE to push promotions.</i></li> <li><b>CV CUP 2022</b> – Cup Committee have met with plans to go ahead. Thursday 13<sup>th</sup> Jan.</li> </ul>
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#### 6. Local Tourism & Educational Tours

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

7.1	<ul style="list-style-type: none"> <li><b>PIRSA / CVA WineStore:</b> Back Vintage Sale on offer currently.</li> </ul>
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#### 8. General Business

8.1	<ul style="list-style-type: none"> <li>Maps &amp; Little Black Books (LBB)– Maps are printed. Black books were delayed as waiting on advertiser submissions but are still in draft phase.</li> </ul>
8.2	<ul style="list-style-type: none"> <li>Visitor numbers – HE proposes EOFY figures.</li> </ul>
8.3	<ul style="list-style-type: none"> <li>EB has a copy of the budget. \$7k for Cellar Dwellers – Question \$1500 Misc Expense allocation? \$5k – Working w/Journalists. <i>HE / OLR will check on the \$1500 Misc Expense</i></li> </ul>
8.4	<ul style="list-style-type: none"> <li>EB suggested to make up packs of local produce for journos as enticement, utilising funds from 20/21 Journalist/immersion budget. Produce suggested: Wine, Merchandise, Olive Oil, Outback Spices, Honey. <i>Action: EB will compile a list available.</i></li> </ul>
8.5	<ul style="list-style-type: none"> <li>Warrnambool Food &amp; Wine event: HE has been approached by Rotary for EOI of Coonawarra wineries to be involved. Held at WBool Race Club (Undercover &amp; grassed areas) &amp; the date proposed is now 15<sup>th</sup> or 16<sup>th</sup> Jan 2022 (after CW Cup). Target 2000 people. Minimum 10 wineries involved to be eligible as a CVA event but ER recommends a maximum to make it worthwhile to attend. <i>Action: HE will find out more information on consumption/wine sales.</i></li> <li>Raidis &amp; Koonara attend WBool Night Markets in January but separately.</li> </ul>

8.6	<ul style="list-style-type: none"> <li>• <b>Red CD Event signs:</b> A reminder to wineries to put out their red road signs for CCC.</li> <li>• Noted: Whistle Post &amp; Raidis have no brown roadside signs – <i>Action: HE to contact DTI.</i></li> </ul>
	<ul style="list-style-type: none"> <li>• Penola Township banners: Arts Festival banners are still up - To contact council &amp; replace with CCC banners. Committee recommends investing in Cellar Dweller banners for next year. <i>Action: HE to look into it &amp; submit designs.</i></li> </ul>

**Meeting closed at 10.20am**

**Next Meeting – 8 September 2021 9am Leconfield Cellar Door.**