

CGWI AGM Meeting Minutes		
Thursday 29 th October	10:00am	Coonawarra Hall
Attendees	Kirsty Balnaves, Peter Balnaves (Balnaves of Coonawarra – 1 vote); Joy Bowen (Bowen Estate – 1 vote); Cate Bell (Bellwether Wines – 1 vote); Luke Tocaciu (Patrick of Coonawarra – 1 vote); Bruce Redman (Redman Wines – 1 vote); Shannon Sutherland, Jamie McDonald (Rymill Coonawarra – 1 vote); Sarah Pidgeon (Treasury Wine Estate: Wynns Coonawarra Estate – 1 vote); Chris Brodie (Wingara Wine Group: Katnook Estate – 1 vote); Peter Weinberg (Brand's Laira Coonawarra – 1 vote); John Innes (Innes J & M P/L Ottelia); Hans Loder (Penley Estate 1-vote); Dennis Vice (Highbank Wines – 1 vote); Justin Robbie (Jack Estate – 1 Vote); Erica Kay (Parker Coonawarra Estate – 1 vote); Luke Trotter (Blok Estate – 1 vote); Paul Gordon (Leconfield Coonawarra 1-Vote) Nerys (Majella Wines – 1 Vote); Emma & Steven Raidis (Raidis Estate -1 Vote); James Freckleton, Helen Harvey (Yalumba – 1 Vote); Angus Smibert (Whistle Post -1 Vote); Nick Zema (Zema Estate); Sally MacLeod (AA & SC MacLeod – 1 vote); Rae Clark (Scoble Pty Ltd – 1 vote); Heidi Eldridge (Acting EO, Marketing & Events Officer); Christine Lambert	
Apologies	Emma Bowen (Bowen Estate); Sue Bell (Bellwether Wines); James Porter (Bundalong Coonawarra); Paul Fitzpatrick (Graymoor Estate); Allen Jenkins, Tony Gleeson (Treasury Wine Estate: Wynns Coonawarra Estate); Sean Murphy (Ladbroke Grove Wines); Gavin Hogg (Hoggies Estate Wines); Dru Reschke (Koonara – 1 Vote); Sam Flint (Brands Laira); Olivia James (CV)	
Proxy	Jamie McDonald (Koonara Wines – 1 vote), Peter Balnaves (Paul Fitzpatrick Wines – 1 vote);	
Minutes	Heidi Eldridge (HE)	

1.Independent Chairman's Report

Peter Balnaves welcomed members to the 2020 Annual General Meeting.

2. Attendance and apologies

Apologies – as listed above, read out by Heidi Eldridge. No additional apologies from the floor.

3. Minutes of Previous Meeting.

The President invited questions on the minutes; however, no questions were raised. The President asked for a proposer and a seconder for the 2019 minutes.

Resolution 1. The minutes of the Annual General Meeting held on 3 October 2019 are approved as a true and accurate record of the meeting.

Proposed: Sarah Pidgeon

Seconded: Sally Macleod

The resolution was carried unanimously.

4. Consider and adopt the reports and accounts of the Board and auditors

4.1 President's Report – Peter Balnaves

The President tabled a report on the activities of the CGWI for the year to 30 June 2020, and read it accordingly (refer to Appendix 1).

Resolution 2. The President's Report be accepted.

Proposed: Peter Balnaves

Seconded: Joy Bowen

The resolution was carried unanimously.

4.2 Treasurer's report including ratification of annual subscription – Bruce Redman

The Treasurer tabled a report, and read it accordingly (refer to Appendix 2).

The Treasurer reported that the financial statements had been approved and audited by Murray Nankivell.

Resolution 3. The Financial Statements for the year ended 30 June 2020, together with the Profit and Loss and Auditors' Report thereof, are approved.

Proposed: Bruce Redman

Seconded: Peter Weinberg

The Treasurer's Report was carried unanimously.

Members were advised that ordinarily fees increase with CPI. Bruce Redman proposed that for the 2021/22 year that the increase is 1.5% (consistent with previous year increase, rather than CPI of 1.6%).

Resolution 4. That the membership fees increase by 1.5% in accordance with CPI.

Proposed: Bruce Redman

Seconded: Emma Raidis

A question was raised during delivery of the Treasurer's report in relation to the amount held in the two Term Deposit (T/D) Fund accounts (\$234,202.66 + \$70,823.32 = totalling \$305,025.98) and what would constitute use of these funds. It was queried as to whether funds could be put towards greater marketing & promotions, as the balance of T/D funds is perceived to have been in excess of \$300k for many years.

Treasurer Bruce Redman advised that the larger quantity of T/D funds (\$234,202.66) was inherited at the time of amalgamation from the Grape Growers Association. The T/D funds are reserved as emergency funds, in particular to enable CV to react promptly in the instance of outbreak of phylloxera and to pay for legal fees that may be associated with battles fought by CV on behalf of the membership.

Former Finance Committee member, Nick Zema noted, that these funds had reduced over time, with the purchase of the current CV office building having come from the T/D account.

Bruce Redman responded that expenditure activities of the T/D could be considered, only with approval at board level required, however it would be in the best interest of the organisation to maintain emergency funds.

4.3 Executive Officer's Report

Resolution 5. The Executive Officer's Report be accepted (refer to Appendix 3).

Proposed: Peter Balnaves

Seconded: Bruce Redman

4.4 SAWIA Board regional representative report

A presentation about SAWIA services and benefits of membership was made by Kirsty Balnaves. See attachments regarding Labour Hire and Membership. (Refer Appendix 4).

5. Election of Directors

Heidi Eldridge advised that formal nominations had been received (by COB Tuesday 27 October) from 9 people. This precluded the need for an election. Joy Bowen declined her nomination, stepping down from the board. Nomination was sought from attendees in the room to fill the opening. The following people were elected to the 2020-21 Board.

1. Peter Balnaves – nominated by John Innes seconded by Sally MacLeod (President)
2. Bruce Redman – nominated by Peter Weinberg seconded by Ben Harris (Treasurer)
3. Peter Weinberg – nominated by Amy Blackburn seconded by Ben Harris (Board Member)
4. John Innes – nominated by Luke Tocaciu seconded by Ben Harris (Board Member)
5. Ben Harris – nominated by Tony Gleeson seconded by Luke Tocaciu (Board Member)
6. Luke Tocaciu – nominated by Tony Gleeson seconded by Ben Harris (Board Member)
7. Tony Gleeson – nominated by Sally Macleod seconded by John Innes (Board Member)
8. Sally MacLeod – nominated by John Innes seconded by Tony Gleeson (Board Member)
9. Paul Gordon – nominated by Peter Balnaves seconded by Emma Raidis (Board Member)

President: Peter Balnaves nominated by John Innes; seconded by Sally MacLeod. There being no other nominations: Accepted.

Vice President: No nominations received. Board to decide at the next board meeting on 26 November 2020.

Treasurer: Bruce Redman nominated by Peter Weinberg; seconded by Ben Harris. There being no other nominations: Accepted.

6. Appointment of Public Officer

Former Public Officer, Allen Jenkins, was not in attendance. President raised motion to maintain Allen in this role.

Resolution 6: Allen Jenkins be approached to continue in this role.

Proposed: Pete Balnaves

Seconded: Joy Bowen

PB moved will be approached to continue in this role. .

7. Appointment of Auditor

The Treasurer commended Murray Nankivell as auditors for CGWI.

Resolution 7: Murray Nankivell are re-appointed as Auditor.

Proposed: Bruce Redman

Seconded: John Innes

The resolution was carried unanimously.

8. Any Other Business

Concern raised in regards to Wattle Range Council position in favour of Genetically Modified (GM) Crops in council area. The GM moratorium was lifted for mainland South Australia in May this year but councils had a one-off six-month ability to apply to be designated a GM crop cultivation-free area. Limestone Coast Grape and Wine Council were lobbying with the support of Coonawarra Vignerons to oppose GM Crops in our region. There is concern that Wine Regions who potentially would be recognised as GM free in SA would have a significant marketing advantage against those others, including Coonawarra, Mt Benson and Mount Gambier. The following motion was moved and seconded.

Motion: Coonawarra Vignerons present stance opposing GM Crops to SAWIA highlighting what the consequences may be to those regions who are not recognised as GM free.

Proposed: Pete Balnaves

Seconded: Sarah Pidgeon.

All in favour.

Post Minute Note: Minister for Primary Industries and Regional Development Hon David Basham MP, announced via Media Release on Monday 2nd November, that outside of Kangaroo Island, there was no substantial evidence to justify any council area remain GM-free.

9.Meeting Close: The President closed the meeting at 11:12am.

SEE ENCLOSED

APPENDIX 1 – President’s Report

APPENDIX 2 – Treasurer’s Report

APPENDIX 3 – Executive Officer’s Report

APPENDIX 4 – SAWIA Report and attachments

APPENDIX 1

President's Report 29 October 2020

Welcome, and thank you for your attendance today. I am pleased to present my annual report for 2020 as President of Coonawarra Vignerons Association.

What a year! I am sure that I can say that no one could have for seen the events that have unravelled across the country and the world at this time last year.

As a State, I think have been very lucky so far , however it has and is continuing to effect and change the way that we do business , some of those changes may well become the new normal , things like seated tastings , zoom meetings , China trade restrictions.

The Coonawarra Vignerons Assn. coordinates many annual events to attract visitation and market the region and has held the following events during the reporting period:

- Coonawarra Vignerons Cup – 2020 (720 in attendance – fantastic Event)
- Comedy in Coonawarra with the Grapes of Mirth 2020, a well-attended event in its second year
- Cellar Dwellers – July 2020
- Coonawarra Cabernet Celebrations– October 2020

The Board is conscious of the need to have events in the region. But is also conscious of the economics of running the event with reduced numbers and more particularly about trying to ensure that a changed event due to the pandemic does not undermine the previous history or standing of that event.

Acknowledging that due to COVID-19's presence since mid-March we were unable to hold the following, events

- Roadshow – August 2020 (Cancelled in March 2020)
- Promotional Support of Coonawarra After Dark – April 2020 (Cancelled within 2 weeks of event due to timing of Covid-19 and digital marketing on social media commenced but suspended)
- Financial Support to the Penola Coonawarra Arts Festival – May 2020 (Cancelled)

The Coonawarra Vignerons Cup Marquee will not go ahead next January 2021. But Support of the race day will continue so as to hold the naming rights

This has required significant liaison with all sponsors and suppliers of the event and subsequent notifications.

We are yet to confirm with Grapes of Mirth the nature of their 2021 event as they are currently considering options for venue and format. Coonawarra Vignerons are supportive of continuing the assistance of this event because of the reach that the event has in bringing new visitors to the area. However without the marquee at the Penola Racecourse, Grapes of Mirth may decide on an alternative venue and subsequent model of delivery

Many hours were spent in the consideration and coordination of those changes and cancellation: particularly in the office but also by the committee's that run the events.

Outside our annual events the following has been achieved:

- Built relationships with community members, Industry and Council to prevent Smoke Taint during crop Burn Off
- Reported on SATC Funding for Coonawarra Cabernet Celebrations noting we will resubmit to continue the support beyond 2020
- Renewed the Contract and allocation of budget funds of \$10k per year to continue the Coonawarra Root Stock Trial Project with Vine Health Australia & Wynn's Coonawarra Estate
- Continuation of the State Project Eco Vineyards through allocation of funding
- Securing additional funds via PIRSA funding including SAWIDS for E-Commerce \$60,000 & Project 250 SAWIA administered grant \$25,000 to subsequently market through PR and social commerce.
- Continuing the relationship with Endeavour Drinks Group who is supportive of our innovative projects.

I would like to acknowledge the work of members of the differing sub committees and the extensive work that is put in to running these committees. The Chairs are:

- Hans Loader (Viticulture and Oenology committee)
- Bruce Redman (Finance)
- Luke Trotter (Vignerons Cup Committee)
- Heidi Eldridge for (Cellar Door events committee and Brand Reference Committee)
- Kirsty Balnaves, who is our regional representative on the Executive Board of SAWIA. This representation outside of the region is important as it gives Coonawarra a voice in a wider wine and viticultural community.

Our organisation is always meeting changing needs as issues arise. Some examples of this are:

- The reduction in membership subscriptions for this quarter, its not large but is shows some empathy to our members and may well be reviewed again.
- Development of the ecommerce platform (launched this week!),
- **Water Resources;** we have had three meetings with Forestry, Dairy and Potato growers regarding drainage water and its use in the Limestone Coast. We are in the process of having a scoping study set up to see whether some of the drainage water can be better utilised.

Basically, this means trying to slow down the movement of water across the zones to facilitate more recharge to the aquifers.

- The next threat to the water allocation that we currently face is the lack of allocation against environmental needs. If environmental needs were to be increased from the current 10% to say 15% that extra allocation would need to come from existing water users. This new collaborative project will try to find more unallocated water (drainage) water we can repropose the better off all water users will be.
- **Tourism;** Recent numbers show that in 2018, The Limestone Coast produced \$340 million dollars of Tourism income. Whereas in 2020 The Limestone Coast Tourism income rose to \$374 Million. Also in 2020 about 15% or \$47million came from the Wattle Range Council. This does sound quite good but I am sure we all feel it could be much better.
The current Tourism structure requires some examination. Coonawarra and the Limestone Coast generally, are continually left out of many publications, most recently the RAA magazine. The tourism officer, (Biddie Shearing) is funded in part by SATC and in part by the Local Government Association. It is in my view underfunded and overly bureaucratic. We are lobbying to get a better model that is more dynamic.
- **Terminal Area Forecast:** this relates back to an issue we had with flying wine australia visitors in to the region and the flights being cancelled due to a lack of local weather knowledge. We have had some success in this area. The Review Paper into this matter has a recommendation to reinstate the TAF in Naracoorte. We have written letters supporting and thanking the Bureau of Meteorology for taking this action.
- **Wine Grape Market Study:** The ACCC have released their report on the "Wine Grape Market Study". This is publicly available and as an Association we are keeping a watching brief on this issue. It is going to be up to industry at large to respond, getting a consistent response across regions and states. I feel that this is going to be challenging.
- **Biosecurity;** the State government are reviewing all biosecurity legislation across the state for harmonisation. This may sound to be a good idea. But the reality is that it would change the Phylloxera and Grape Industry Act under which we operate under and reduce industry's ability to be independent and dynamic. Finally after much lobbying the government decided that they would remove the wine industry from review. This was a hard fought battle but it had to be won it was probably one of the most serious potential threats to industry that we have depth with in recent times...

- **GMO** is also an issue that we have had the Limestone Coast Wine Industry Council representing Coonawarra; it is an issue much bigger than just our region. Our position is that of the Australian Wine Industry position, that is – that no genetically modified organisms be used in the production of Australian wine. Unfortunately the Wattle Range Council has decided to allow GM. crops to be planted in the region. I find this disappointing, not because I am against GM crops but just that South has lost the ability to use its clean green branding

Going forward will be interesting as we see how China reacts in its deliberations on a tariff and what the longer term effect of the pandemic will be on our businesses and society in general

I would like to thank our current Board, and various committee members, all who volunteer either their own time or their companies' time. As has been said previously volunteer involvement is what makes Coonawarra and we need to ALL be involved not matter how much or how little time you have everyone can contribute and help our Association.

I would also like to make particular mention of our Coonawarra Vignerons team: Heidi and Christine.

They individually and collectively, make very important contribution to the efficient and effective running of our organisation and achieving our goals. .

Finally, my personal thanks to those who has been a support to me as President. In closing it has been an honour to represent Coonawarra and our community.

Peter Balnaves

PRESIDENT



APPENDIX 2

Treasurer's Report 29 October 2020

It will come as no surprise to anyone that the Treasurer's Report I am about to deliver is dramatically different to any previous reports. COVID has had extraordinary impacts across the whole world and Coonawarra has not been immune (excuse the pun) to these effects.

We have seen the cancellation of the 2020 Coonawarra Cellar Door to the City event and the CV hospitality marquee at the 2021 Coonawarra Cup race meeting. The 2020 Cabernet Celebrations has proceeded, albeit in a much-reduced format including the cancellation of the Masterclass. The decision to proceed, or not, with these events was reached after much discussion with the CV Board and office staff and with the benefit of some hindsight I believe the correct decisions have been made.

Against this backdrop I am extremely pleased to be able to report the Coonawarra Grape and Wine Incorporated (CGWI) is in a sound financial position at the end of the 2019/20 Financial Year.

A copy of the Auditor's Report, including the audited CGWI financials for the 2019/20 FY, was emailed out to members for their perusal. I would like to make the following comments regarding this report.

- Overall, the Auditors are satisfied with our accounts and systems
- The Profit and Loss Statement shows the CGWI returned a surplus for the 19/20FY, of \$27,565.44 against a budgeted deficit of \$26,714.05. While at first glance this seems like a great result there is a major caveat which I will discuss later in my report.
- CGWI currently have net assets of \$779,797.63 (audited), which includes two term deposits of \$70,823.32 and \$234,202.66. There has been an increase in net assets of \$56,511.40 over the 18/19FY with a similar caveat to my previous point.
- The main source of income for the CGWI is member's fees. We were successful in securing some grants which will be outlined in the Executive Officer's report.
- The CGWI Board approved the budget for the 2020/21FY, as recommended by the Finance Committee.

The development of the 20/21 Budget was made possible through the hard work of Olivia and the Finance Committee. While we were attempting to frame the Budget, circumstances seemed to be changing almost every day, demanding another Budget revision. Even now, as you will note from the column headed Budget 20/21 COVID-19 Updated Impact, we are mindful of the affect COVID will have on these numbers.

Due to the uncertainty created by COVID the Finance Committee believed it prudent to Budget for a small surplus of \$10,102.39 for the 20/21FY.

As I alluded to earlier, we had a much better than budgeted for result the 19/20FY, however this is misleading do to the timing of the \$60,000 grant from PIRSA.

The CV received the grant to develop an eCommerce platform. The grant amount had to be invoiced and received before the 30th June 2020. The \$60,000 did not appear in the CV bank account until the 2nd July 2020. When we were framing the 20/21FY Budget we included the \$60,000 as income for this year, when in fact it had already been included as income in the previous FY.

In discussions with our accountant he suggested to leave the figures as they stand, even though they do distort the final results of both FY's.

If we deduct the \$60,000 from the final 19/20FY surplus, the true result for the FY is a \$32,434.56 deficit, against a budgeted deficit of \$26,714.05. This is \$5,720.51 more than budgeted for.

Taking this all into account means the CV will show a substantial loss in the 20/21FY's audited accounts, as an offset to this year's surplus.

This will be exacerbated due to the CV Board opting to rebate a portion of membership fees for the September 2020 quarter. The total rebate amount was \$12,803.01.

I must also mention we had a cash flow problem late in the FY due to a GST miscalculation. To ensure the CV was able to meet its payment obligation the Finance Committee approved a \$20,000 withdrawal from one of the Term Deposits. We are hopeful to be able to replace at least some of that money this FY.

I am confident the organisation will maintain a cash flow neutral position for the 20/21FY barring any more unforeseen COVID consequences.

I would also note the Board had proposed to sell the CV "old wine" cellar this FY which would have resulted in a significant cash injection. This sale has now been postponed until economic conditions improve.

I would like to thank Olivia and Heidi for their efforts in sourcing and administering grants and advertising revenue, for the year.

I must pass on my sincere appreciation to Christine for her diligence in the day to day financial duties of keeping accurate and up to date records. I would also thank members of the Finance Committee for their efforts and support during the year.

I move the CV subscriptions be increased 1.5% for the 21/22FY

I also move the Treasurer's Report be accepted.

Bruce Redman

TREASURER



APPENDIX 3

Executive Officer's Report

29 October 2020

Terms of Reference

The Executive Officer (EO) is a salaried staff member that is accountable to the Board reporting directly to the President and Independent Chair (when in position) and responsible for:

- In this capacity the Executive Officer is responsible for the implementation of the [CGWI Strategic Plan 2016-2018](#) and the [Coonawarra Brand Activation Plan](#) and all subsequent grants that are successfully applied for.
- Governance of CGWI and point of contact for Committees and Board.
- Responsible for Marketing and Public Relations.
- Oversees Event Management.
- Oversee Social Media and website.
- Manages team of 2 including Finance Administrator Assistant (FAA) and Events and Marketing Officer (EMO)

Achievements

- Coonawarra Cabernet Celebrations – October 2020 a heavily modified version to reflect necessary COVID-19 plans, including changed format of Cabernet Decadence, cancellation of the Masterclass and our largest attended Coonawarra Vignerons Golf Day (26 Teams, including 4 Sponsor Teams, 104 individual players).
- Successfully held the Halliday Cabernet Challenge in region in September partnering with Margaret River and Yarra Valley. Three day tasting event, involving 5 Judges and small team of stewards. Coonawarra judged 182 of 364 wine entries, before convening via zoom with Margaret River Judges to conduct the trophy judging. Presenting partner Langton's aired live stream awards ceremony. This realised a goal of coordinating an event with Margaret River focusing on our signature variety.
- Coonawarra Cellar Dwellers – July 2020 albeit a scaled back version with programs not printed and maintained in electronic version due to the timing of the SA only travel resuming in June aligned with the long weekend. Visitation among the highest on record for July. 280 Passport entries received compared to 288 in 2019.
- Welcomed Riddoch Coonawarra as a new P&E Member
- Re-secured Presenting Partner for 2020 Coonawarra Cup and confirmed Comedy in Coonawarra on 18 January 2020.
- 36° South Coonawarra Vignerons Cup – January 2020 was an exceptional day with excellent feedback.
- Comedy in Coonawarra with Grapes of Mirth, our second year hosted at Penola Racing Club with the coordination of 12 participating member wineries in accordance with Coonawarra GI wine provision and again another exceptional day.
- Successfully transitioned during peak of COVID-19 to Zoom forums included our General Meeting in May 2020.
- Provision of relevant COVID-19 information to members throughout Vintage and maintaining a status on Coonawarra Cellar Door operating hours and representing the region with necessary bodies and State Government to assist with navigating impacts and information flow throughout the height of the pandemic.
- Coordinated the Smoke Taint Briefing with Vignerons, Farmers and Council in attendance.

- Renewal of the Coonawarra Root Stock Trial Project Contract extended for further 10 years (2020 to 2030) and allocation of budget \$10k per year to continue the with Vine Health Australia & Wynns Coonawarra Estate.
- Continuation of the State Project EcoVineyards through allocation of funding and trial sites
- Securing additional Covid-19 recovery funds extremely quickly via PIRSA funding including SAWIDS for E-Commerce \$60,000 & Project 250 SAWIA administered grant \$25,000 to subsequently market through PR and social commerce. CV Ecommerce store launched final week of October, with 22 member wines included in regional mix packs compiled by CV. Supplementary collaboration packs will also be promoted for sale on CV site, but driven by wineries. PR campaign launched to direct sales and entice visitation to Coonawarra/Penola with swap campaign.
- Maintaining the relationship with Endeavour Drinks Group who are supporting our innovative projects.
- Maintained Relationships with government stakeholders including Wine Australia monthly teleconference, State Government and Local Government including across border relationships and Association bodies included South Australian Wine Industry Association with quarterly meeting representation and the Australian Grape and Wine teleconference on a monthly basis.
- Successfully delivered the Project 250 2019/20 capability social outreach digital event (Roadshow) roll out funding supporting an external consultant to help us deliver successful Roadshow event attendance outcomes. This could not be replicated and repeated in 2020 as BAU. Note venues had been selected and we are holding some venue deposits for 2021.
- Assisting and contributing to the Wine Australia Export and Regional Wine Support Package (ERSWP) Project Steering Group (\$375k with the input of PIRSA's funding of \$125k). Note several member wineries benefiting from Capability Building with Mentoring. Note Project is now complete and signed off however with COVID-19 the International Visitor attraction is yet to be realised. Redirecting where possible the domestic market to usage of this itinerary planning tool. <https://www.limestonecoast.org.au/locale/limestone-coast-wine-trails>
- Prepared a China Wine Australia Visit with a comprehensive itinerary of events that was cancelled due to COVID-19.
- Commenced planning for Cabernet Symposium that was subsequently cancelled due to COVID-19.
- Great Wine Capitals submitted request for funding of Cabernet Symposium noting this was subsequently cancelled due to COVID-19.
- The 2020/21 Budget was prepared several times to reflect scenario analysis and to reflect the grants successfully applied for. This Budget includes allocations as agreed with Finance Committee.
- Fact Sheets developed for Cellar Dwellers and Coonawarra Cabernet Celebrations to assist with consistency in Cellar Door provision throughout the months.
- Maintained Committees and continuing to chair where required to continue progress.
- Assisted with preparation of slides for the Wine Australia organised Institute of Masters of Wine students Tasting with Coonawarra Viticulturist Cath Kidman attending and supply of wines from members.
- Commenced planning of a Fire Plan in conjunction with SAWIA and other wine regions, however this was put on hold when COVID-19 took precedence and priority in March 2020.
- Overseeing social media presence and working on building on lessons learned from consultant engagement in 2019.
- Board governance oversight.

- New promotional documentation including Map https://coonawarra.org/wp-content/uploads/2020/08/Coonawarra-Wine-Region-Map_A3WEB.pdf & Wine Region Booklet (Little Black Book) <https://online.pubhtml5.com/xmqw/ebhf/#p=8>

Work In Progress (note all subject to resource capacity)

- E-commerce Category 1 “Collaboration” wine packs – awaiting members to submit packs note immediate priority is taking advantage of timing including the COVID-19 Victoria Lockdown Exit / Celebration Pack and Christmas lead in with extended delays the time is now to promote and we are trialling the shop until February therefore we need to maximise offerings.
- Marketing of the E-commerce Shop. This will commence following launch.
- Website tweaking and transition to new EDM software Omnisend.
- Management of our database and improving the communication flow.
- Relationship Building continues and we are working closely to collaborate with other regions and events in general to raise awareness of Coonawarra.
- Virtual Terroir Congress November 18th November 2020 – Viticulturist and Winemaker to attend with CV supply of wines.
- Continuance of optimising irrigation in Coonawarra vineyards to enhance vineyard water use efficiency and grape and wine quality of Cabernet Sauvignon – on hold
- Overseeing events and building on these to increase visitation. For example Grape of Mirth 2021.
- Propose a website training session collectively at for example Wynns Coonawarra Estate / Coonawarra Hall or individually at a member’s office to increase usage and will send out an invite for this to occur.
- MCC prepared bottle tags working on deployment in Dan Murphy’s and BWS further to relationship with EDG.
- Transition of website calendar to ATDW – Australian Tourism Data Warehouse, streamlining data entry and expanding exposure of the region on tourism platforms nationally.

Budget

- Refer to Annual Audited Reports and note positive outcome due to grant success and forecasted loss in 2021. Refer to Treasurer’s Report for further discussion.
- Budgets are now reviewed in Committee Meetings.
- Note the Coonawarra Cup Profit.
- Cellar Dwellers delivered within Budget.
- Refer to Roadshow Committee Report.
- On track to deliver CCC 2020 within Budget and report within one month to SATC.
- Will use best endeavours to recover the forecasted deficit for 2020/21.

Grants

- Successfully applied for two grants creating the E-commerce Shop on website and subsequent marketing.
- Delivered Project 250 with reporting closed out.
- SATC CCC post event report to be submitted in November. This is the final year of funding from the 3 year funded period, with new application to be submitted for next grant period.
- Assisting with reporting and financial management of the Winery Walking Trail.
- Reviewing with Council opportunities to support local initiatives.
- Reviewing EDMG as EPP is no longer available to Associations for International activity. Note with COVID-19 situation arising in March this was no longer a priority given the long term nature of international impacts. Domestic marketing takes priority.

Risks/Issues/Constraints

- Professionally managing members expectations that vary greatly across the membership.
- COVID-19 required the review and cancellation of several events since March 2020 this includes Roadshow, marketing of After Dark albeit this had commenced, financial support of Penola Coonawarra Arts Festival and the Coonawarra Vignerons Cup.
- Maintaining and increasing Members.
- Water access.
- Social Media that reflects a region approach note trying to fill void of tourism.
- Consistency across region on brand Coonawarra. Further to wine tourism training held in region we will be rolling out proposed messaging for cellar door interaction.

Opportunities

- Increase income streams via events, grants and potential to increase sponsorship.
- Increase members.
- Increasing governance, streamlining processes, tools and templates and managing the CV resources to focus on core Association service provision. Bringing it back to basics while pivoting as demonstrated by E-Commerce which is presenting many opportunities for members to present category 1 wine packs – refer to the EOI document.
- MCC prepared bottle tags can be deployed and tracked.
- Increase awareness of Coonawarra wine region.
- Continue to provide benefits to members with assistance of the skills and expertise that reside in the CV Office. Please note however the capacity of the office is: EO 1 FTE, FAA 0.6 FTE and EMO 0.6 FTE.

Key points/actions for Members

- Membership Renewal – Return to office by 30 January 2021 to assist with a timely process to review promotion and events materials and preventing delays to the event schedule. We will also include the option to EFT transfer fee payments quarterly as we are finding an increased need for account management which is impacting on our ability to focus on member benefit activities.
- ATDW – All members with cellar doors or hosting events need to have ATDW. Note this links into the Itinerary Planning Tool providing visitors with the ability to plan their trip.
- Membership response rate – We note that delays in responding to participate had a direct impact on our ability to achieve timelines and appreciate member's time in responding to opportunities with all information sought.

Olivia James
EXECUTIVE OFFICER ON MATERNITY LEAVE

Heidi Eldridge
ACTING EXECUTIVE OFFICER



APPENDIX 4

SAWIA Report 29 October 2020

The last 12 months has certainly shown the complexities of our industry in not only our day to day business but the increasing number of bodies we interact with at regional, State and national levels.

Vintage 2019 data for SA

Our total reported crush was 768,863 tonnes overall surprisingly up by 3% on last year and above the 10 year average. The Limestone Coast contributed significantly to this result and a small increase in the Riverland but decreases in most other regions, and plantings remaining relatively stable.

Organisations SAWIA engage with (and acronyms)

- State Government and government bodies- PIRSA, Great Wine Capitals, SATAC and Ministers – State and Federal
- Wine Grape Council of SA (WGCSA)
- Vine Health Australia (formerly Phylloxera Board)
- Australian Grape and Wine Authority – AGWA
- Wine Australia – WA

In despatches

- Winemakers Federation of Australia – WFA has now merged with Australian Vignerons and is now Australian Grape and Wine
- Brand SA has now been wound up by the current State Government.

SAWIA's work that positively contributes to the way our industry is represented at all levels continues.

I have summarised what SAWIA does for you as individual business' and as Coonawarra. The main issues for the current year have been labour hire, liquor licencing, pregnancy labelling (all long running and ongoing) chain of responsibility, shortage of vineyard posts, mining impact, review of GM crop moratorium, Draft National Alcohol Strategy, the ACCC wine grapes market survey and the container deposit scheme.

For advocacy and leadership SAWIA has:

- Liaised and provided advocacy with PIRSA, DTTI, CBS and EPA and any issues raised
- Been involved with the Liquor Licensing amendment act
- Involved with \$50m Export and regional support package
- Collaborated with SAWIA/WGCSA discussions
- Has provided advocacy with Wine Industry of 2010 Award reviews
- Contributed to the amendments of Labour Hire Licencing scheme changes
- Continuing committee work in Employee relations, Work health and Safety and Environmental committees all run by SAWIA

For advice and information

- Everyday issues e.g. calculations of wages for employee terminations, vintage rates, shift work, how to deal with labour hire companies
- Labour Hire and contractors – how to engage, responsibilities and management of. You should already be aware, under recent changes to legislation if you provide labour hire services without being licensed, or if you engage an unlicensed labour hire provider, significant penalties may apply. Two of the key takeaways are:
 - Not all contractors are labour hire service providers
 - It's important to formalise arrangements with contractors through an agreement.
- Chain of Responsibility laws and the changes
- Container Deposit Legislation which is developing into a big issue
- Liquor licensing new fees and structures

SAWIA also provides Promotion and provides Opportunities

- SA Government Trade – India Wine Education
- SAWIA laneway and pop up events
- NWETC – wine appreciation courses
- Cellar Door experience and Adelaide Show
- International Student of South Australia wine showcase
- Partnering with TAFE for WESET courses

SAWIA Products and Services

- National Salary and Benefits survey
- Environmental Compliance guidelines
- Chain of Responsibility guidelines
- Annual WHS seminar

SAWIA for the future

- State Government growth Agenda 3% to 2030
- Liquor Licensing reforms – final implementation New liquor licensing categories, a new short-term liquor licence and penalties of up to \$10,000 for failing to undertake a risk assessment and develop a management plan are just some of the important changes to South Australia's liquor licensing laws that take effect in November this year. SAWIA offer help with this with a template.
- Wine Industry Plan – SAWIA and WGCSA
- Industry development funding \$1m over 4 years – Project 250 committee
- Bentleys Wine Industry Snapshot to be released

In closing I have been elected Vice president for 2019 – 2020 which is a fantastic opportunity, and I look forward to working with a very dynamic, strategic and hardworking Board. I would also like to point out that 6 of the 13 positions on the SAWIA board are held by women. Thank you again for the opportunity to represent Coonawarra at this very important State Board and please do not hesitate to get in touch with me if I can assist with anything and again, please consider becoming members. Without a doubt this is one of the most effective, useful and professional membership organisations in our Industry, which is widely respected within government and associated groups. SAWIA provides advocacy for our whole industry and can assist you with the everyday running of your business, if you are looking for help or advice with your business this is the organisation you need to be a member of. Thank you again,

Kirsty Balnaves

COONAWARRA SAWIA REPRESENTATIVE