

COONAWARRA \ 2021 AGM

Tuesday, 28 September 2021 9am -10am
Coonawarra Hall

2021 CGWI AGM

- President Welcome
- Attendance and Apologies
- Confirmation of Minutes of AGM, held 29th of October 2019

PRESIDENT'S REPORT

- Presented by Pete Balnaves

TREASURER'S REPORT

- Bruce Redman

- Signed Auditor's Report circulated to members on Friday, 25 September 2021
- Consider and adopt accounts and reports of the Board and Auditors
- Ratification of annual membership fees

EXECUTIVE OFFICER'S REPORT

- Presented by – Ockert le Roux

SAWIA BOARD

- Presented by – Kirsty Balnaves, Regional Representative

CGWI ELECTION OF DIRECTORS

NOMINEES

Peter Balnaves – nominated by Ben Harris seconded by John Innes (President)

Daniel Redman – nominated by Peter Weinberg seconded by Luke Tocaciu (Vice President)

John Innes – nominated by Ben Harris seconded by Ben Peter Balnaves (Treasurer)

Luke Tocaciu – nominated by John Innes seconded by Peter Weinberg (Board Member)

Peter Weinberg – nominated by Bruce Redman seconded by Luke Tocaciu (Board Member)

Sally MacLeod – nominated by Ben Harris seconded by John Innes (Board Member)

Jamie McDonald – nominated by Emma Raidis seconded by Luke Tocaciu (Board Member)

Emma Bowen – nominated by Sue Hodder seconded by Catherine Kidman (Board Member)

Ben Harris – nominated by Pete Balnaves seconded by John Innes (Board Member)

Steve Raidis – nominated by Jamie McDonald seconded by Luke Tocaciu (Board Member)

Paul Gordon – nominated by Peter Wineberg seconded by Pete Balnaves (Board Member)

APPOINTMENT OF DIRECTORS

APPOINTMENT OF AUDITORS

ANY OTHER BUSINESS

- None received by COB, Tuesday, 21 September 2021

**MEETING CLOSED
FOLLOWED BY THE
GENERAL MEETING**

COONAWARRA \ GENERAL MEETING

Tuesday, 28 September 2021 10am -11am
Coonawarra Hall

PRESIDENT WELCOME

- Last Meeting held 29TH October 2020, via Zoom
- Meeting purpose & overview
- Attendance & Apologies

CV BOARD UPDATE

○ President Peter Balnaves

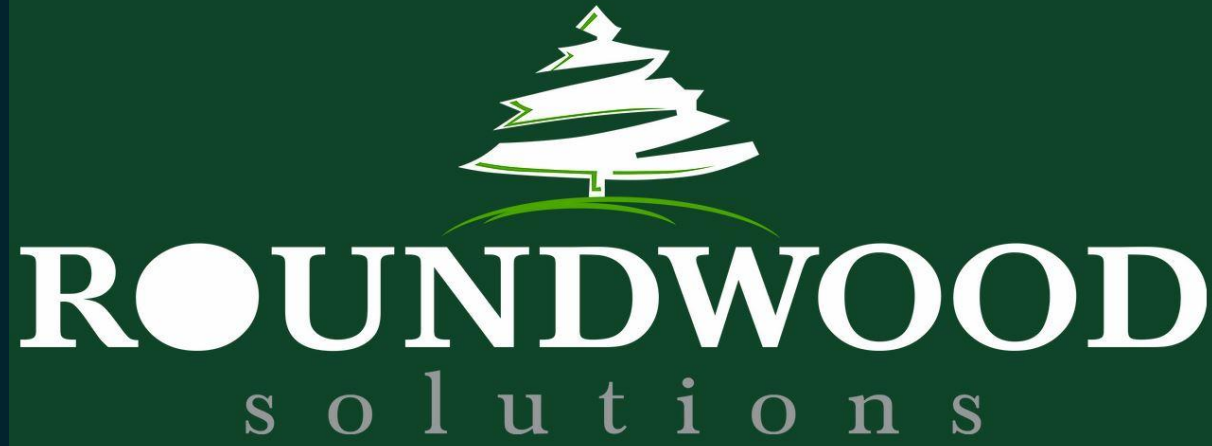
- Primary Industry Water Recharge
- Career tributes to retiring members of the Coonawarra Region
 - Allen Jenkins – presented by Ben Harris
 - Chris Brodie – presented by John Innes

VOC

- Update by VOC Chair- Hans Loder
 - VOC beyond 2022
 - SADI Clonal Trial
 - Rootstock Trial Funding

VOC...

ANY QUESTIONS?



Tanapost Treatment Revolution.

Justin Jagger
Commercial Manager

No Heavy Metals

~~Copper~~

~~Chromium~~

~~Arsenic~~

Vastly improved
OH&S factors

~~Odour~~

~~Skin Irritation~~



Cradle-to-grave



New improved Creosote treatment

- Full cell -100% penetration
- Dry, not greasy
- Cleaner to handle
- Low in odour
- 90% less exposure to carcinogens
- Australia's only carbon neutral fencing product
- OH&S benefits
- Minimal leaching into soil or fruit
- Fire resistant
- Environmentally Friendly
- End-of-life solutions

Providing solutions to:

- Water pollution
- Toxic emissions
- Soil degradation
- End-of-life disposal



ROUNDWOOD
s o l u t i o n s



WOOD PRESERVATIVE

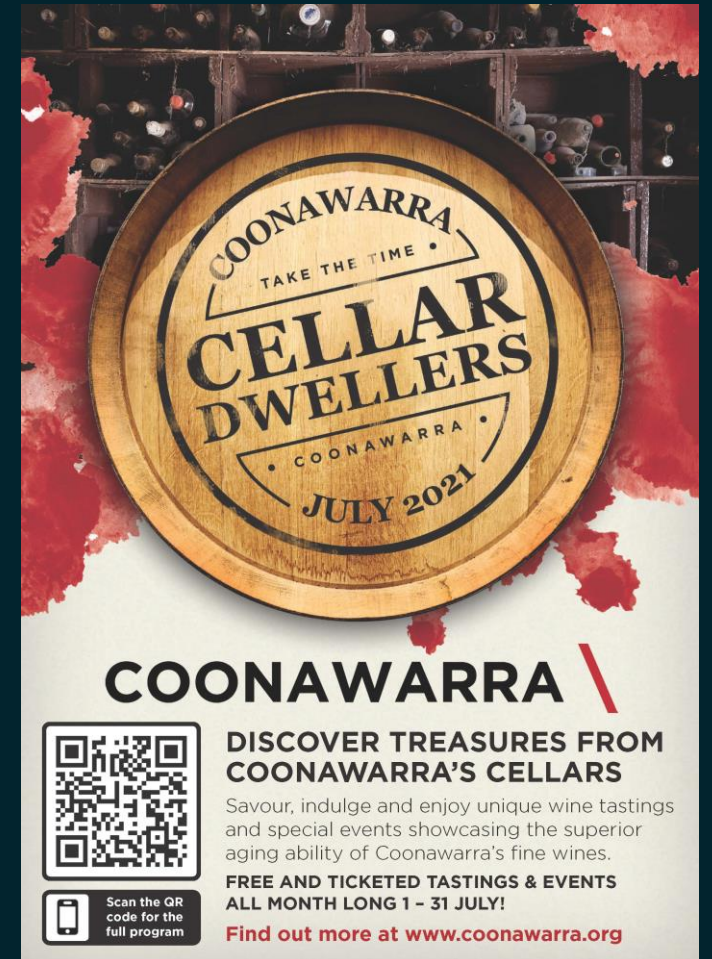
Simply Creosote, done better.

EXECUTIVE OFFICER UPDATE

- Report by EO Ockert le Roux
 - CV Events
 - Grants
 - Committee Updates

CELLAR DWELLERS 2021

- Successful “Toast to Cellar Dwellers” faml was hosted for media and tourism operators prior to promote the event.
- Cellar Dwellers 21 members wineries participating with 54 events across 5 weeks.
- Marketing Material – 3,500 booklets and 100 posters with QR code
- PR Activity - 15 News articles , 6 Radio Interviews
- Attendance -
- First two weeks' attendance was good.
- Mid-month a level 4 snap lockdown resulted in all events being cancelled between 20 and 30 July.



CELLAR DWELLERS 2021

○ Positives

- Second year hosting Cellar Dwellers within Covid guidelines. Smaller events more achievable within guidelines and possibility of lockdown.
- Back Vintage Tasting and the Dinner/Tasting packages at Hollicks was a sold out.
- Event cost was within budget. Traditional budget of \$7,500 was reduced to \$4,000 with an actual spent of \$3,187.

○ Improvements

- Revamp brochure artwork

COONAWARRA BACK VINTAGE TASTING

Friday 9th July
5:30pm - 7:30pm
\$35 per person

📍 HOLICK ESTATES

For more info & to book visit
www.coonawarra.org



2021 Adelaide Roadshow

The Adelaide Cellar Door in the City Event was scheduled for SUNDAY 29th AUGUST, at the National Wine Centre. 29 Member wineries confirmed to attend, making it our LARGEST EVER Adelaide showcase.

Decision was made to delay ticket sales until such time that regulations allow standing food and beverage consumption, and we were satisfied with density requirements, to ensure the best possible showcase.

Plans to hold the 2010 Vintage of the Century masterclass continued. With one third of tickets sold 5 days before Masterclass, the presenters decided to postpone the event.



2021 Adelaide Roadshow

COONAWARRA CELLAR DOOR IN THE CITY ADELAIDE– NEW DATE ANNOUNCEMENT.

Following expression of interest from participating wineries to provide their availability in NOVEMBER 2021, we advise that the Cellar Door in the City event will be rescheduled to take place on SUNDAY 21st NOVEMBER at the National Wine Centre. Delivery of the event is intended to take the same format as previously communicated with 2 sessions over the course of one day:

1st Session: 11:30-2:00pm

2nd Session: 3:00pm-5:30pm

The 2010 Vintage of the Century masterclass will also be rescheduled to take place on the same date.



36°South CV Cup 2022

Committee did costings for three potential outcomes.

- Option A - Deliver a pre-Covid event,
- Option B - a Cocktail Style Function and
- Option C, similar to the 2021 format.

Committee elected to proceed with Option B involves sourcing a smaller marquee tent to deliver a cocktail style function, with a combination of stand up and sit-down formats. The reduced size (30mx10m) marquee sees an immediate reduction in cost from \$14,000 to \$5.5k. Likewise catering options reduced from \$80pp to \$65pp with the exclusion of breakfast with a 11am start. Aiming for \$150pp with a minimum of 400-600 people in attendance. Barrel auctions see a reduction in items from 8 to 5.



CCC 2021

- Coonawarra Cabernet Celebrations, modified program to reflect necessary COVID restrictions in place.
- Program booklets prints were limited to 2,000. The program provides a weekend-by-weekend breakdown of 70 activities and events taking place across the month.
- Despite several cancellations, 4 feature events have sold out by the 3rd week of Sep, amongst them the CCC REGIONAL CABERNET [DECADE]NCE TASTING. A second [DECADE]NCE was put on offer during the last weekend with the cancellation of the Penola Show.
- Golf Day presented by SAFM & TripleM are to kick off CCC on Friday 1st October 2021, starting at 9am for 9.30am shot gun start finishing at 4pm - 27 TEAMS ARE REGISTERED TO PLAY, including 9 CV Winery Teams.



GRANTS - eCAP

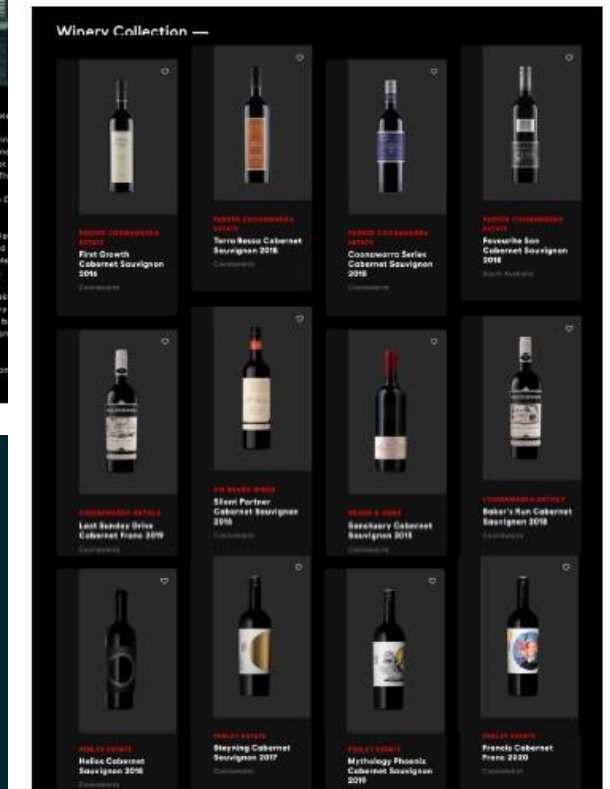
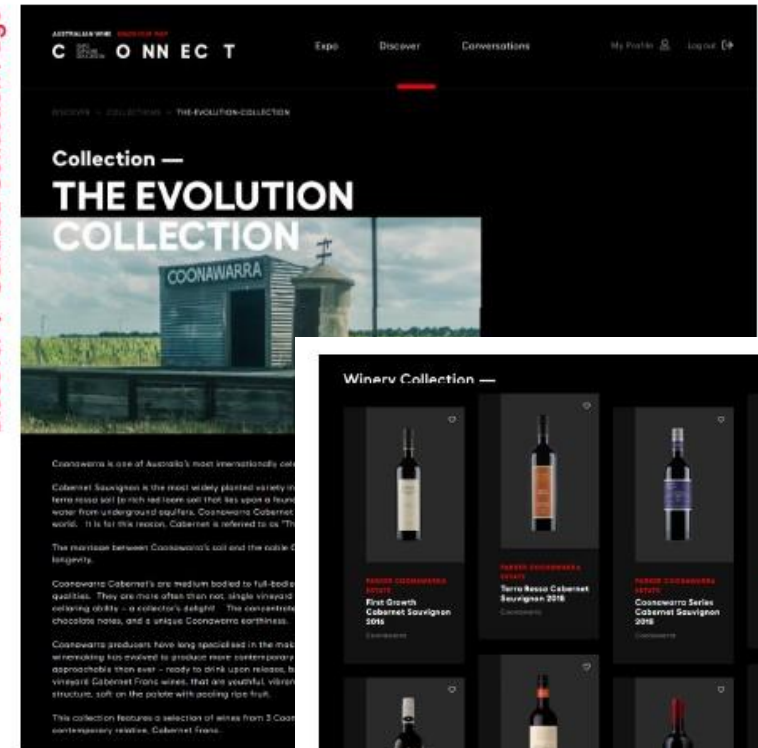
- eCAP - \$8k grant was successfully obtained under the eCommerce Accelerator Program (eCAP)
- The grant will cover 50% of the marketing cost for 9 cluster members participating in Wine Australia's Connect Program.
- 6 members to participate in a virtual tasting event "An Exploration of Coonawarra Cabernet" in the UK market in March 2022,

GRANTS - eCAP

AUSTRALIAN
WINE
**MADE
OUR
WAY**

**Coonawarra + Wine Australia
'Australian Wine Connect'**
Cabernet Curated Collection – May & July
Campaign Summary
Presented 13 September 2021

Discover / Curated Collection Page



COONAWARRA \

GRANTS - eCAP

CONNECT and Coonawarra

CONNECT Headline Statistics

- In July we had 3,235 users who viewed 22,202 page views and 16,846 unique pages across the CONNECT platform
- 333 new industry people registered to access CONNECT

Coonawarra Content Performance

	Searched for "South Australia"	Searched for "Coonawarra"	Curated Collection views	Coonawarra info page views	Average time on site (viewing your content)	Pages per session (Coonawarra content)
May 2021 (originally published)	22	41	58	12	1.44	3
July 2021 (republished)	72	152	147	105	1 min 56 secs	6

The King of Coonawarra

Coonawarra is the home of some of Australia's finest Cabernet Sauvignon. It is a reputation that has been earned over more than 120 years, by grapegrowers carefully nurturing its ancient terra rossa soils and winemakers patiently ageing their wines to deliver the finest expressions of Cabernets anywhere in the world. It is for this reason, the "King of Grapes" is referred to as "The King" of Coonawarra.

[VIEW MORE](#) →



GRANTS – SATC Event Funding

- South Australian Tourism Commission's 2021/22 Regional Event Fund.
- The grant application was successful and provides \$20,000 per year for 3 years.
- Funding will be directed to hosting the Coonawarra Cabernet Celebration Events in 2021, 2022 and 2023.

GRANTS P250

- Coonawarra, Langhorne Creek and Clare Valley submitted a joint funding application (\$120k) to SAIWA on 9 July 2021.
- Developing and implementing a brand and strategy for promoting the CC&LC cluster as a cohesive group of alternative wine regions to visit and experience.
- PIRSA advised on 20 Aug that they had reservations re the disproportionate funding allocation for assets development versus advertising.
- CC\$CL maintained that advertising is not effective during extended lockdown
- LC withdrew participation leaving option open for a solo application

CV ECOMMERCE STORE

- Wine sales continue at a monthly rate of 70 individual bottles without additional advertising or marketing.
- Over first 8 months gross sales = \$13,383, less cost of sale \$12,746, Margin = \$637
- The fulfilment agreement was transferred from Raidis to Jack Estate in May.
- Continue to operate under a temporary liquor license. Current license expires by the end of October 2021.
- Applied for a new temporary liquor license 1 November 2021 to 30 August 2022.
- Cabernet pack will be for sale during CCC month to access states in lockdown

Six packs	
Cabernet Connoisseur Collection 6 Pack	2
Cracking Coonawarra Cabernets 6 Pack	3
South Australian Schorcher 6 pack	5
Coonawarra Everyday 6 pack	6
Coonawarra Small but Fierce 6 pack	5
Coonawarra Walking Trail Treats	8
Sparkling Celebration 6 Pack	6
Coonawarra Brilliant BBQ Reds 6 pack	9
Total	44

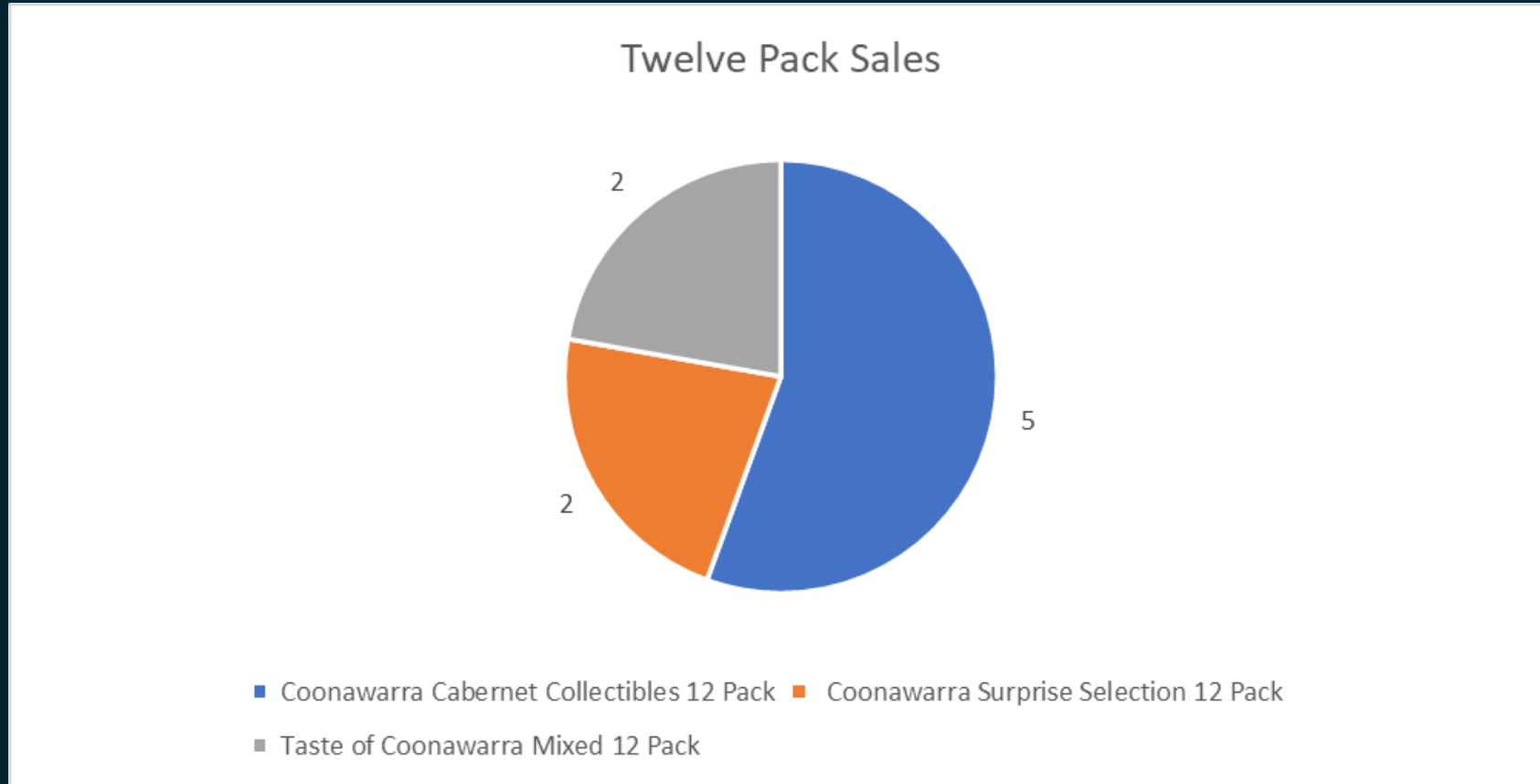
Twelve packs	
Coonawarra Cabernet Collectibles 12 Pack	5
Coonawarra Surprise Selection 12 Pack	2
Taste of Coonawarra Mixed 12 Pack	2
Total	9

Gross sales	\$ 13,382.83
Cost of wine	\$ 8,864.64
Packaging	\$ 177.79
Freight	\$ 1,180.46
Fulfillment	\$ 940.00
Influencers cost	\$ 1,582.76
Margin	\$ 637.18

CV ECOMMERCE STORE

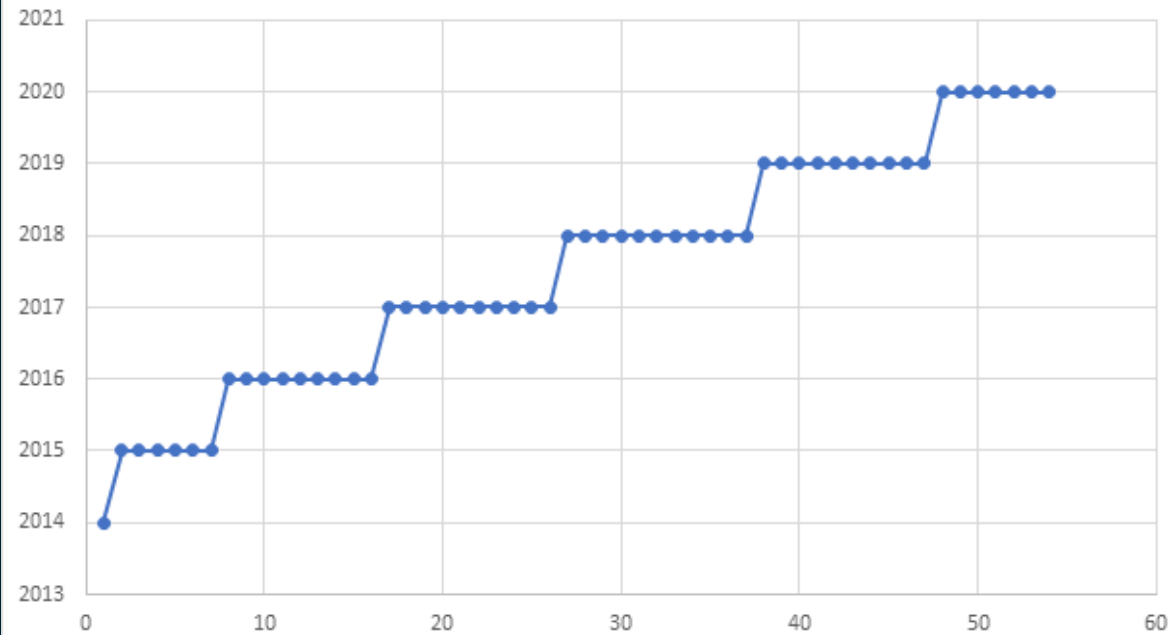


CV ECOMMERCE STORE

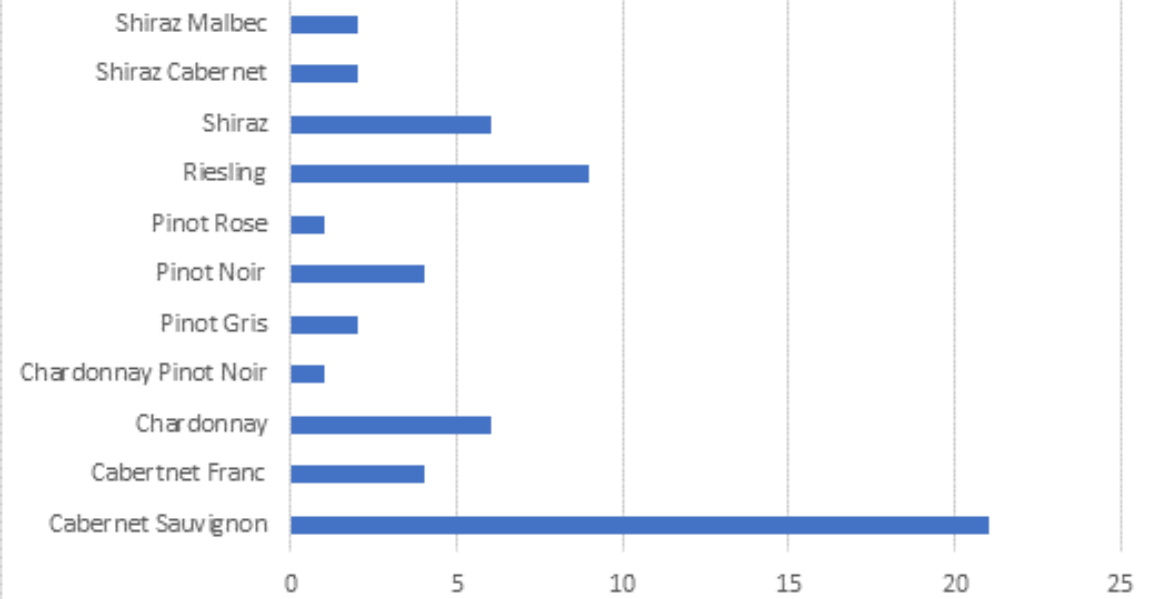


CV ECOMMERCE STORE

Vintage sales by bottle



Variety sales by bottle



PROMOTIONAL MATERIALS

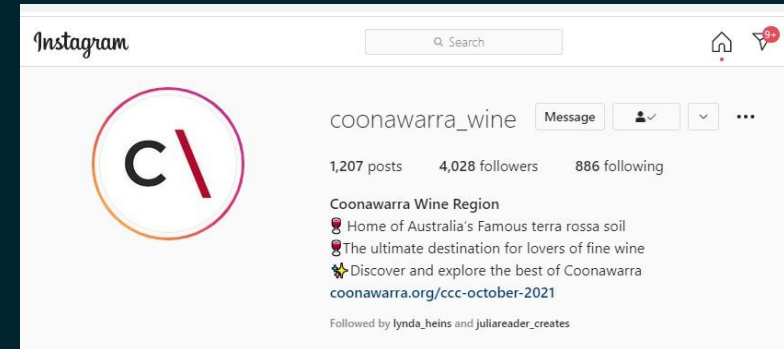
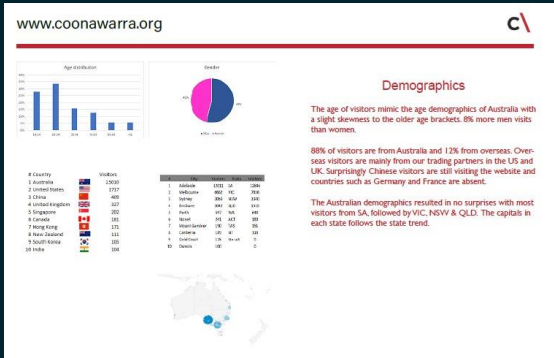
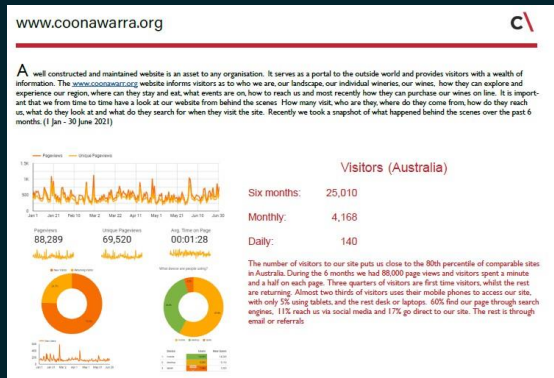
- Maps
 - 21/22 Map pads in circulation (addition of Bypass, and COVID19 notice)
- Little Black Book (Coonawarra Region Guide)
 - 21/22 Edition printed delayed now imminent
- Webpage
 - Reminder for members to add events, and provide regular and up to date content for us to share on behalf of the region
- Instagram & Facebook
 - CCC event showcased in past month. Tourism and Ecommerce campaign to feature on socials from November.

PROMOTIONAL MATERIALS

- Maps
 - 21/22 Map pads in circulation (addition of Bypass, and COVID19 notice)
- Little Black Book (Coonawarra Region Guide)
 - 20/21 Edition printed and in circulation since mid September/
- Webpage
 - Reminder for members to add events, and provide regular and up to date content for us to share on behalf of the region
- Instagram & Facebook
 - See next slide

PROMOTIONAL MATERIALS

- Website is our portal to the outside world and provides visitors with a wealth of information – Average of 4,200 monthly visits.
- Our social media accounts continues to communicate important and effective messaging to the outside world.
- Facebook – 6,958 followers
- Instagram – 4,028 followers



COMMITTEE UPDATES

- CELLAR DOOR EVENTS (Meet once monthly – 3rd Wednesday)
- VOC (Meet once every quarter – 3rd Tuesday)
- BRAND REFERENCE COMMITTEE - (Once per quarterly or as required)
- CUP COMMITTEE - (As required.)
- ROADSHOW COMMITTEE - (As required)

Other Business

1. Museum Wine Collection – Ockert e Roux
2. WRC Rail Trial Project – Ockert le Roux
3. Acknowledgement of Kirst Balnaves' contribution as SAWAI representative – John Innes
4. Concern re Wattle Ranges Council funding withdrawal to RDALC – Emma Raidis

Museum Wine Collection

- Coonawarra's rare wine collection consist of 140 individual bottles of wine.
- The current appraised value of the collection range between \$132k and \$165k (Langtons Jul 2021)
- The collection is stored at Zema estate under controlled conditions with good security.
- It contain wines from Coonawarra, other Australian wine regions and around the world.
- The standout wines in the collection are:
 - Penfold Bin 60A x 4
 - Full set of the Woodley Treasure Chest series (1950-56)
- CGWI Board decided in July 2021 to sell the collection by means of an auction (Langtons)
 - Rare wines starting to deteriorate, some already out of condition (Langtons advise)
 - Auction value and collectors value at an equilibrium point.
 - Current auction prizes at historic highs.
 - Most equitable form of distributing value amongst all members.
 - Holding a tasting event not practical and equitable.
- The Board allowed for a further 6-9 months to extract maximum publicity and marketing value from the collection.

Museum Wine Collection

A few of those are out of condition (anything below low shoulder) but if you're happy to give them all a go then we can put them up and see how they track. – Michael Anderson Langtons



WRC Rail Trail Project

- WRC at its September meeting resolved to enter into an agreement with Transformer Services Pty Ltd, trading as TFS Civil, for the construction of approx. 27kms rail trail between South Terrace, Penola and Father Woods Park, Coonawarra.
- \$2.06M Allocation of Federal Grant Funding to revitalise the disused rail line into an active community facility and tourism asset.
- Works are scheduled to commence on the project in the first week in October 2021 with the Contractor taking possession of the site. The trail will be built in stages as shown in the site plan. Overall, it is anticipated to take approximately 4 months to complete the entire project.
- As a part of the rail trail construction, planning a connecting footpath from Coonawarra Siding to the Coonawarra Soldiers Memorial Community Club.
- WRC are working on a marketing plan for the rail trail and seek your assistance in formulating an actionable marketing plan which will inform and attract the local community and visitors to the trail

Rail Trail

1. Re the safe crossing at the northern and southern intersections: we are awaiting comments from the Department of Infrastructure and Transport.
2. Re the landmarks and connections: the footpath between Coonawarra Siding and Memorial Hall will be mapped in the next revision of the site plan. This is the only connection in Coonawarra at this stage. We could discuss other connections if you propose and implement them subject to budget.
3. Re complementary infrastructure: we are certainly making provisions for parking, benches, rest areas, ablution etc. this will be mapped in the next revision of the site plan. For your information they are proposed in the following locations:
 - Jessie Street (North of Bypass) - Unsealed
 - Memorial Drive - Sealed
 - Glenroy-Bool Lagoon Road - Unsealed
 - Father Woods Park - Existing (upgrade to sealed standard)
 - Robe Road Reserve - Sealed
 - Riddoch Street Reserve - Sealed
 - Greenrise Reserve (South Terrace) - Sealed

Contribution by Kirsty Balnaves

- John Innes acknowledged the contribution made by Kirsty Balnaves as our representative on the South Australian Wine Industry Association's (SAWIA) Board.
- Kirsty held the position of Vice-president for SAWIA in 2020/21 and was re-elected in this role for the coming year.
- Her leadership and dedication with the rest of the SAWIA Board and Chief Executive reflects in the success of the association and the benefits we derive as a region.

Funds withdrawal by WRC

- Emma Raidis tabled a concern re the proposed withdrawal of annual funding by the Wattle Ranges Council (WRC) towards the Limestone Coast branch of Regional Development Australia. (RDA)
- WRC together with the other 6 regional councils in the LCLGA makes an annual contribution of circa \$20k each.
- The pooled funding is used by the RDA in the Limestone Coast towards small business support and capacity building.
- It is unclear why the WRC is considering their funding withdrawal, but it is understood that a decision by council is imminent.
- Proposal is for CV to write to WRC Mayor and Council Members to re-consider their decision as it helps many smaller businesses which includes members of CV.

Meeting closed at 11.42am