

# COONAWARRA \

## ROADSHOW COMMITTEE

MINUTES – Roadshow Committee Meeting		
Tuesday February 22 <sup>nd</sup> 2022	10:00am	CV Office

### 1. Welcome/Attendance/Apologies

**Present:** Ockert Le Roux (OLR), Kate Palm, (KP), Katie Lewis (KL), Dan Redman (DR), Steven Raidis (SR)

**Apologies:** Christine Lambert (CL)

**Meeting Chair:** OLR

**Minutes:** KP

### 2. Proposed Dates/Venue Capacity/Attendance

**2.1** It was agreed to not include Hobart or ACT in this year's program and focus on 5 x key cities only.

**2.2** Agreed to move the roadshow dates to the following to avoid clashing with AFL Finals;

**Melbourne** – Thursday August 11

**Sydney** – Friday August 12<sup>th</sup>

**Brisbane** – Sunday August 14<sup>th</sup>

**Adelaide** – Friday August 19<sup>th</sup>

**Perth** – Sunday August 21<sup>st</sup>

**2.3** KP will look further into each city to ensure there are no other events which may coincide and impact the attendance of the Roadshow event.

### 3. Venues & Venue Quotes

**3.1** KP to get revised quotes for all venues which were confirmed for 2021. It was agreed to get alternative options for each city as a price comparison. 2021 Venues were as follows;

**Melbourne** – The Timberyard

**Sydney** – Overseas Passenger Terminal

**Brisbane** – The Calile Hotel

**Adelaide** – The National Wine Centre (on hold for 2022)

**Perth** – Optus Stadium

**3.2** It was suggested that SATC be contacted for alternative Adelaide venue options.

**3.3** It is preferred to have both Melbourne & Sydney in CBD locations to attract bigger attendance numbers.

**3.4** All venue quotes again to have a clear COVID cancellation policy outlined.

#### **4. Itinerary**

**4.1** It was agreed that each city to remain a standard cocktail event with no additions such as a masterclass.

#### **5. Fourth Committee Member**

**5.1** It was agreed that a fourth member to the committee will not be appointed at this time.

#### **6. Participation forms & wine lists**

**6.1** KP will finalise participation forms & wine lists to send out to participating members. Forms will outline dates are provisional for the time being.

#### **7. Member participation fee**

**7.1** It was agreed to leave the current fees as they are (\$150 per city or \$500 for all 5)

#### **8. Media and Advertising**

**8.1** It was agreed to send an EDM to the CV database and expected that each member will send the same EDM to their own database. KP & OLR will devise a media/advertising schedule

**8.2** A heavy push on all social media channels will also be done once designs/dates are finalised.

**8.3** Print advertising in the form of DL's and posters for Cellar Door's will also be created

#### **9. Artwork**

**9.1** Happy to run with the Skyline design for each city which was created for Adelaide in 2021

**9.2** OLR to arrange for creation of each city design (design to be suitable for all advertising & social media requirements)

#### **10. Budget**

**10.1** 22/23 budget to commence for Board approval

**10.2** There is a Grant open which can be applied for the 2023 roadshow event. OLR to investigate further

#### **11. Ticketing**

**11.1** It was agreed to proceed with Humanitix for all ticketing

**11.2** The ticket pricing will remain as \$55 + booking fee

**11.3** Earlybird tickets at \$50 + booking fee to be released in May (limited number) and full price tickets from June

#### **12. Freight & logistics**

**12.1** All freight is to be palletted and managed by SWF again

**12.2** 5 x pallets to be set up at a winery (TBC) and each member is responsible for delivering goods for travel to each state

**12.3** Glassware – CL to get a cost on Coonawarra branded glassware for guests to take home. KP to also get a venue hire cost for glassware

#### **13. Attendee Survey**

**13.1** It was agreed to email the survey post event to attendees in conjunction with a competition to win a wine pack for completing it

#### **14. Industry Trade**

**14.1** It was agreed that any trade attendees without a pre-purchased ticket is at each winery's discretion on the evening for entry. It will be enforced that due to COVID reasons, all tickets must be purchased prior to the event to try and therefore avoid walk-ins at the event.

**Meeting closed at 10:55am**

**Next Meeting – TBC (pending venue quotes for committee review)**