

COONAWARRA

Cellar Door Events (CDE) Committee

MINUTES – CDE Committee Meeting

Wednesday 8th September 2021

9:00am

Leconfield Cellar Door

1. Welcome/Attendance/Apologies

Present: Ockert Le Roux (OLR), Emma Bowen (EB), Lisa Marcus (LM), Heidi Eldridge (HE), Kerrie Marcus (KM), Jamie McDonald (JM), Emma Raidis (ER), Lynn Doyle (LD).

Apologies: Dimity Savage (DS), Katie Lewis (KL)

Meeting Chair: EB | Minutes: KM

2. Minutes of the Previous CDE Meeting 11 August

Moved ER	Seconded LD	<ul style="list-style-type: none"> EB welcomed everyone to the meeting. Last month's meeting recorded Tuesday 11 August but was Wednesday 11 August Welcome to Lisa Marcus from Majella! Katie from DiGiorgio will also attend meetings filling Ilana's position on Committee. Aim of Cellar Door Committee is to focus on core events in the region.
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3. Cellar Dwellers and Cabernet Celebrations

CELLAR DWELLERS <https://coonawarra.org/event/cellar-dwellers2020/>

- Passport Trail winner was drawn: Bill Giles of Stirling, SA,
- HE presented an overview of Cellar Dwellers & a PR report. SA Lockdown affected second half of the month. Back Vintage tasting was well received, selling out both for Tastings & Dinner packages.
- Budget for Cellar Dwellers 2021/2022 back to \$7k
- SATC Grants** – HE & OLR to look into eligibility for funding for 2022.

3.1

CABERNET CELEBRATIONS <https://coonawarra.org/cce-october-2021/>

- CCC Launch: Wednesday 22 September 1-3pm at Raidis Estate.** HE has called TIC representatives & sent out invites to Cellar Door. Councils from Wattle Range, MT Gambier, Naracoorte/Lucindale, Tatiara, Robe attending, as well as Biddie Shearing. HE will approach media & CVA Patrons to attend, also the Coonawarra Store for catering. Wine is organised. Committee encouraged to attend.
- Event page is live on the website with dedicated weekend guides. PDF brochure is ready to print. Size of brochure has significantly increased & the cost nearly doubled to \$5900. Question raised about the need for printing programs, especially in covid times? Possibly look at a different format next year – Tear off page with less detail on each event with a corresponding QR code?

3.2

- CVA received \$20K from Grant (\$15k 2020).
- Several winery events have already been cancelled due to wavering restrictions (Standing consumption and dancing in venues not permitted). HE is marking cancellations on website and in program.
- Shuttle bus – Simon & Kerry will provide service over 5 weekends, except the last Sunday 31st Oct. \$20 per head fee for passengers. HE has submitted a form to WRC to request contribution to subsidise the Shuttle bus. *Action: HE to follow up.*
- HE has met with RAA Tourism spokesman, Dougal McFuzzelbutt. A 'Big Yellow Bus' is in the works with prospect of provision to wine regions during festival months as a means of RAA supporting events.
- GOLF DAY:** Friday 1st October – Penola Golf Course 9/9.30am start. Registrations close 24 Sept. 22 teams registered – 9/Wineries – 5 Sponsors – 8 Public. Penola Golf Club Ladies (Rachael Messenger) catering in conjunction with Heidi. There will be a call out to wineries for umbrellas. HE discussed the winners' jackets – Ideas to also give winners a winery experience or ticket to an event of their choice? HE is looking at prizes soon. *Action: HE to look into transfer options.*
- Decadence** – Two sessions Friday night 15th & 29th October at Hollick. Currently 15 wineries for the first session & 7 for the second. \$40pp Tasting, incl canapes or \$90 incl dinner. Mary Cram has been booked for transport from Penola @ \$10pp.

	<p>Wineries are encouraged to enter event details to the CV website AND ATDW & to advise HE if their event is booked out.</p> <ul style="list-style-type: none"> • Masterclass- No longer a feature in the CCC program. Scheduled to take place in Adelaide in conjunction with Adelaide Cellar Door in the City event.
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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
	August 25 th	Patrick of Coonawarra -5-7pm	Was a good attendance – Pete Balnaves spoke on behalf of National Trust. Place markers & App that is available. Lynn will forward list of recommended speakers from Pete for future Get Together. Andy Clifford TBC to speak on Yallum Park
	September 29 th	Hollick Estates	
	October	DiGiorgios	Bruce Redman speak about Cabernet
	November	Raidis Estate	Summer family activities
	December		

5. 2021 Events	
5.1	<ul style="list-style-type: none"> • Roadshow – ‘Cellar Door in the City’. Sunday August 29th – POSTPONED. New date Sunday 21st November – 21 Wineries confirmed to participate. Hoping for 300 per session but currently restrictions are 100 people standing. • Masterclass 9.30-11.30am. ALSO POSTPONED. New date also 21st Nov but timeslot may change to middle of the day. 25 people kept booking from previous date. Looking for a different presenter. • National Wine Centre didn't charge us a cancellation fee & 90% people wanted their ticket kept for new date. <i>HE will start promotions in the next couple of weeks.</i> • CV CUP 2022 – Cup Committee have met. Plans are in motion for ticket cost. Theme changed to cocktail style, smaller marquee & utilizing lawn area.

6. Local Tourism & Educational Tours	
6.1	<ul style="list-style-type: none"> • Langhorne Creek and Adelaide Hills Famil <i>Action: Dimity possibly willing to organize something next year & suggested Mornington? Draft itinerary prepared be OJ/HE exists for Langhorne Creek & Adelaide Hills.</i>

7. Industry Initiatives	
7.1	<ul style="list-style-type: none"> • PIRSA / CVA WineStore: Back Vintage Sale on offer currently.

8. General Business	
8.1	<ul style="list-style-type: none"> • OLR announced to Committee about the CVA Board's plan to auction Coonawarra museum wines that have been in storage at Zema. Langton's gave an appraisal in 2019 & again in July, with prices improved. They will do an online auction off 162 wines, all with a reserve price. Auction flagged to take place before end of October 2021. Collection is said to be at it's maximum monetary worth & will generate income. Concerns raised by CDE members around the lack of consultation to all Members around the sale of these wines, and the short time frame to present and promote the auction. Massive PR potential around

	the “once in a lifetime” auction to really raise the profile of Coonawarra. OLR will take concerns back to the Board.
8.2	<ul style="list-style-type: none"> Maps & Little Black Books (LBB)– Maps are printed but Black books are delayed.
8.3	<ul style="list-style-type: none"> July & August Visitor numbers – HE proposes EOFY figures.
8.4	<ul style="list-style-type: none"> 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>
8.5	<ul style="list-style-type: none"> 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 do a ring around to members to collect products for inclusion in packs.</i>
8.6	<ul style="list-style-type: none"> Warrnambool Music & Wine event: HE has spoken with the contact & date is set for Sunday 16th January at W/Bool Racecourse from 11am-6pm (11-4 Tastings & 4-6pm Wine Sales). Coonawarra & Grampians wineries have been invited @ \$150 site fee/winery. Patrons are charged a ticket price for entry & includes a glass and tastings. Target 2000 -4000 attendees. Concerns raised by CDE members – Tasting event format – no benefit to wineries to provide tastings for the duration of the event. Suggestion to approach organisers to reconsider format – tasting from 11-1pm, there after only purchases. <i>Action: HE will contact event organiser to relay concerns and clarify Liquor Licence requirements.</i> Raidis & Koonara attend WBool Night Markets in January but separately.
8.7	<ul style="list-style-type: none"> Red CD Event signs: A reminder to wineries to put out their red road signs for CCC. Noted: Whistle Post & Raidis have no brown roadside signs – <i>Action: HE to contact DTI.</i>
8.8	<ul style="list-style-type: none"> Penola Township banners: Arts Festival banners are still up – HE has given Kat at Penola TIC the CCC banners & we await council to erect them. Committee recommends investing in Cellar Dweller banners for next year. <i>Action: HE to look into it & submit designs.</i>
8.9	<ul style="list-style-type: none"> Fringe opportunity Feb 2022 – <i>HE will follow up.</i>

Meeting closed at 10.20am

Next Meeting – 13 October 2021 9am Leconfield Cellar Door.