

COONAWARRA

Cellar Door Events (CDE) Committee

MINUTES – CDE Committee Meeting

Wednesday 9th November 2022

9:00am

Leconfield Cellar Door

1. Welcome/Attendance/Apologies

Present: Lisa Marcus (LM), Ockert Le Roux (OLR), Deb Mulligan (DM), Ben Strother (BS), Emma Bowen (EB), Heidi Guyett (HG), Emma Raidis (ER), Kerrie Marcus (KM), Katie Lewis (KL), Lynn Doyle (LD)

Apologies: Dimity Savage (DS),

Meeting Chair: EB | Minutes: KM

2. Minutes of the Previous CDE Meeting 6 October 2022

Moved	Seconded	<ul style="list-style-type: none"> No need to Move/Second last meeting as it was declared a non-quorum. Last meeting with Ockert – EB expressed our thanks for his contribution & wish him all the very best. Presented him with a box of goodies. 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 EVALUATION

Complete

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| 3.1 | <ul style="list-style-type: none"> Localis – HG has written to Adam but he is no longer with Localis. Heidi would like a report from WRC for October statistics to include in SATC report & she will investigate costs of CVA having our own dashboard – sub licence to WRC. (WIP)
Technology which provides visitation information per geographical location. All council areas are committed to it & the Wattle Range Council have defined the areas of Coonawarra & Penola for statistics. Businesses can request accommodation numbers, how many nights stay, where the visitor resides, etc from WRC. ATDW Workshop - HG will run an open invite workshop including navigating the CVA website. October calendar now looking too busy & will look at running it later. (WIP) |
| 3.2 | <ul style="list-style-type: none"> WRC – Entrance signs: OLR has had 8 x Cab Celebration signs printed in core flout design – Two were erected back to back near Greenrise & on Millicent Rd with the rest now stored in the shed for next year. Cost for the 8 signs were \$1000 from funds of \$10k SATC Grant. HG suggests locations being MtG/Millicent & Robe/Penola ends & will seek yearly approval for them all. OLR explained there is a council map of all signs & HG will look into this in the next 6 months, with CD in mind also. BS suggested having a sign at the airport drive. Budget surplus of \$850 – Suggestion to use for Cellar Dweller core flout signs perhaps. SATC Grants Regional Funding for 3yrs– (WIP) HG & OLR looking into eligibility for 2023 funding. |

CABERNET CELEBRATIONS <https://coonawarra.org/event/coonawarra-cabernet-celebrations/>

- EB expressed thanks to HG & OLR for their help in seeing all the events completed. Thanks to KL for her efforts with Golf Day. Thanks to Hollick for Decadence & Wynns for the Masterclass. Well done to all.
- GOLF DAY 2022: Friday 30th September.** Members \$270/team – Public \$300. 27 teams registered/25 competing on the day. 10 Winery teams – 9 Public – 8 Sponsor. Raised approx. \$2500 less prizes. EB recommended to liaise with Board on budget expectations etc. HG announced some survey data: Most participants first time, word of mouth. Eleven stayed afterwards – Coffee van was well received. No one sat at table placings. Catering was well received & consensus was that the event was well organised. Most teams would participate again. Ideas for 2023 – To start earlier & transport from town.
Golf Day 2023 is now online for tickets 29 Sept 2023. Katie to confirm date with Golf Club. Thanks to Steve Raidis for coordinating furniture etc for the day – To confirm a person for 2023.

	<ul style="list-style-type: none"> • Shuttle bus –Mary Cram reported 105 Shuttle tickets for the month, over 4 weekends. Online booking system worked well. Mary drove twice with staff doing the rest & after the first weekend, she settled into a routine. Feedback was good & she is willing to put it in her 2023 calendar if she still has buses. Bus phone number was put on wrist bands which was a great idea. \$20 per ticket & WRC sponsored \$3k this year. • MtGambier bus – Offered for 3 x weekends. 1st - 4 pax (Ocki): 2nd – Zero & 3rd – 7 pax. Cost \$600 for one weekend. HG keen to include service earlier in promotions & brochure. BS suggested to have QR code to direct patrons to CVA website – All the time. • Decadence –Friday night 14th October at Hollick. Just under 80 tickets to the tasting & 41/43 for dinner with lots of new faces. Ned Goodwin attending w/Sue Hodder & Langtons team. Budget was \$1975 & looking at 2023 venue – Parker/Brands?? • Masterclass- Saturday 15th October 10-12pm Global 2019 Cabernet Masterclass. Langtons, Sue Hodder & Master of Wine, Ned Goodwin. Focus on limestone coast soils with 2019 vintage. Tickets \$180 - Sold 52 tickets. Event was great! Strong portion of tickets sold to locals – Inclusion of Jane Skilton was good – Langtons covered cost of wines & Neds accommodation. Jonathan Hesketh & Ox Hardy keen to host event 2023 – Venue to be decided. Budget \$2700 & Ocki suggested what remains, to be used as sponsorship for Cup. • HG received 256 surveys – More than 2021 but less than 2020. Heidi will extract data & share at next meeting. Request visitor numbers from Wineries. Regional visitor guide coming out soon – CVA advert will include CCC banner. Nearly all brochures were used up. CCC Event Budget \$28k-30k CCC 2023 – First weekend: Sunday 1st October with five weekends. 13/14/15 Oct Main weekend. School Hols 15/09 x 2 weeks. HG keen to upload website before Roadshow, including QR code & Flyer. • SATC – Funds have come in for the next 3 yrs & we received an extra \$10k, making \$30k per year for 3yrs. Second year currently. Funds used to purchase balance of signs. <p>HG is working on a Marketing Plan to SATC. Heidi suggested to hire another staff member, contracted to CVA to handle the Social Media - Run buses from MtGambier / Naracoorte for CD & CCC events. <i>Please send any sighted details of CCC events to Heidi as she is putting out media releases to Warrnambool, Bendigo etc.</i></p> <p>Committee suggested ideas for funding: 1) One or two 3x5 Marquees for Golf Day (but discussion on whether they would get used enough?) 2) PA System, 3) Golf Towels, 4) Town Signage, 5) Town banners,6) Photography for wineries & using for marketing material for the CVA, 7) Information Bay on two Coonawarra boundaries 8) Digital content of Coonawarra, 9) Pull up banner 10) Coonawarra sign placed in Bordertown or a printed bill board like is at Nhill & Coleraine – Costs \$4500 & is temporary (3mths).</p>

4. Industry Get Togethers – 2022

4.1

Discussion on IGTs. Perhaps rsvps & structured planning contributes to the reason of low attendance. (Group numbers for gatherings were necessary re; covid but not needed anymore). Committee suggested quarterly IGTs instead of monthly & catering, theme or guest speaker to be left to individual winery.

- A reminder to please invite Kat from WRC to Get Togethers.

Date	Cellar Door Get Together Host	Further details
September	Rymill Coonawarra	Thanks to Rymill for holding “Raise a glass to Spring”. Event went well with some prominent people attending & great feedback received.
Nov/Dec	Leconfield	Friday November 25 from 4.30pm onwards. Christmas Get Together & farewell for Ocki. \$5 pp – Bring a bottle. HG will organise PICHNIC for platter boxes or grazing table.

5. 2023 Events	
5.1	<p>Roadshow – (HG – WIP) Office have started getting enquiries for Perth/Sydney 2023. HG & OLR will chat to Adelaide Wine Centre re date for 2023. Advertising in Gourmet Traveller/Qantas – is it worthwhile?</p> <p>CV CUP 2023 –Vignerons Cup Thursday 12 Jan 2023. 85% Sponsors have been locked in from 2022. Tickets are on sale! OLR will attend as Photographer. Launch of Coonawarra Cup Thursday 17 November 4-6pm at Whistle Post. Coonawarra Store catering.</p> <p><i>Require to look into those sponsors who withdrew their sponsorship and possible new sponsors. OLR has made request for Steve Raidis to take charge if possible. Ben has confirmed Hollick will continue to coordinate the wines for race day.</i></p>

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 by OJ/HE exists for Langhorne Creek & Adelaide Hills.</i> • LD suggested a Famil of Naracoorte region for new businesses - Cafes & BnBs. Lynn will compile a list. • 2004 Coonawarra Cellar Door educational session. (WIP OLR) (2 x 3hr sessions & open to all hospitality staff.) <i>Action: We will look at a Training session next year. OLR has sent out components to Members to update & is working on an App. OLR recommends acknowledgement to Stella from Majella for her contributions. Red & White wines, etc to be uploaded. Funds from P250 Grant to be used for Manual & Wine School. To be finalised by April (WIP).</i>

7. Industry Initiatives	
7.1	<ul style="list-style-type: none"> • PIRSA / CVA WineStore: Remaining wines are being collected today & will be put into the CVA Wine Pool.

8. General Business	
8.1	<ul style="list-style-type: none"> • Penola Township banners: Committee believe the Cellar Dwellers & CCC banners both need updating/refreshed but can be expensive to change. CCC banners are through Banner Bug. <i>Action: Different designs discussed & ideas of using existing sign frames in the area. ER suggested making a competition of designs.</i>
8.2	<ul style="list-style-type: none"> • GOM – (WIP – Still in application process) Merrick Watts has contacted OLR of his plan to have a “World of Wine” month-long wine festival in Oct 2023 – each weekend in a different wine region, Barossa, MV, Adelaide Hills & CW 23 Oct. Group discussion – Six wineries participated in GOM this year & it is stated there must be 30% of Members(10) involved for full CVA promotion. Merrick has done a presentation to SATC for funding & is waiting to hear back. <i>CVA still to hear from Merrick – ER to contact Jason.</i>
8.3	<ul style="list-style-type: none"> • Coonawarra Running Festival – Saturday November 5th (WIP) CVA Bronze Sponsorship \$1k. Great feedback about the event. CVA couldn't staff a pop up bar but noted the Liquor Licence cost \$210.
8.4	<ul style="list-style-type: none"> • Leigh Street Tasting: \$8k allocated in budget. Great event in the past – Perhaps we do something w/Melbourne City Council perhaps? <i>WIP 2023.</i>
8.5	<ul style="list-style-type: none"> • Communication Plan for CVA to contact Journos (WIP). Aim for 2023 & we have 3 x Gift packs left in office. OLR reported that we have advertised material for CCC in Qantas Link magazine, Italian & SA Wine magazines. OLR will collate what CVA are involved in. EB has suggested a 'speed dating' style Expo with wineries contacting any desired Journos to attend.
8.6	<ul style="list-style-type: none"> • Bill at Blue Lake Golf Club – CVA happy to donate something to their Mini Putt Putt course but we require something in writing. Club needs our logo.
8.7	<ul style="list-style-type: none"> • Penola Christmas street party 16 December – CVA will run a Pop up bar again & HG has acquired help to run it.

8.8	<ul style="list-style-type: none"> Maps & Black books – CVA receive several enquiries as to which wineries are wheelchair accessible. HG will send out an email requesting details from Cellar Doors in the coming weeks - Required by Dec 2nd. HG has only been able to secure one sponsor so will do a ring around.
8.9	<ul style="list-style-type: none"> Discussion on Coonawarra Units' grounds – LM suggest to contact council re complaints. DM will pass on comments to Jarrad at Rymills.
8.10	<ul style="list-style-type: none"> P250 \$30k Grant – 4 x \$25k available up until July 2026 - Funding a new project. Online Wine School has been approved (\$25k). OLR working w/ Magic Dust on Dash Learn to publish the 7 modules on our website. Working w/ Ben Harris, Sue Hodder & Doug Balnaves plus Greta Sneath to bring it all together by April 2023. What are other regions doing? Ideas from Committee: 2023 KL – Jenny Polac (WSET Tutor) for workshops/classes, HG - Advertising Coonawarra further afield to Brisb/Syd. CVA having our own Localis dashboard! Have reports accessible for Members would be an additional benefit of CVA Membership. HG to checkout annual fees & set up fees. EB – Upgrading website/events & integrate with ATDW, Cookbook, Public dinner w/auction, Celebrate John Riddochs birthday with an afternoon tea & Reading from Gov., Eco friendly things – PIRSA desire to see more, Money for Omnisend/Mailchimp, Trade Dinner – using own wines, hosted at Bowen Estate, Add on Wine School for Roadshow. Each member to bring in Trade during vintage. PR support for Cabernet Symposium. ER - Ride Share App! ER suggest other wine regions pull together with their P250 Grants to get it in each region. Electric bikes or scooters for Railway Trail (WRC want to open it before the Running Festival) Committee to keep thinking of ideas.

Meeting closed at 10.20am

Next Meeting – Jan/Feb TBA 9am Leconfield Cellar Door