



TERMS OF REFERENCE FOR SUB-COMMITTEE AND REFERENCE GROUP

Committee Name

Mixed Dozen Wine Trails sub-Committee

Type

The Mixed dozen Winetrails project was initially funded by Wine Australia grant PRJ-95 (\$175,000), and PIRSA grant (\$125,000) with \$30,000 from LCGWC and LCLGA (\$5000) SA Touring Route (\$5,000) LCFG (\$1,000). Southern Grampians Shire (\$2500) Mt Gambier Wine growers (\$3,000) Glenelg Shire (\$2500), City of Mt Gambier (\$5000), WRC (\$5,000), Total = **\$362,500.00**. ***This project was fully acquitted in March 2021.***

The MDWT sub-committee is now a standing committee with on-going committed funds for 2-3 years;

- LCGWC \$6000 for 3 years (ie \$2000pa)
- LCLGA \$10000pa neg.
- Sth Grampian Shire \$2000pa neg.
- Glenelg Shire \$2000pa neg.

This committee will run for 3 years with a review in 2.

Purpose

To create a digital online navigation tool and itinerary planner for international wine tourists and domestic wine tourists to see on one platform all the wine, food, tourism experiences available in the Limestone Coast and Western Victoria. The project also interacted with the wine industry providing mentorship, workshops and guidance on; bookable experiences, ATDW registration, and social media. Research was conducted in collaboration with Uni SA Tourism to characterise visitor and non-visitor personas and demographics.

Scope

The project is to create the digital online platform and give wine businesses assistance with interacting at a high quality level, with the platform, and to market the program to particularly; international Inbound tourist operators . This is a stand-alone project, in conjunction with LCLGA general tourism marketing.

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Authority

The COM empowers this sub-committee by the sub-committee chair and secretary. A steering group consisting of stakeholders allocates spending and approves actions, stakeholders are LCGWC (Regions), LCLGA ,Wattle Range Council, Grampians Shire, Glenelg shire , Dept of Trade, Gambier City Council, Coonawarra Vignerons Association.

Membership

Peter Bissell LCGWC President then proxy - Committee Chair

Ulrich Grey Smith LCGWC Executive Officer-Secretary

Biddie Shearing LCLGA Tourism Officer -Committee Vice Chair

Peta Crew PIRSA

Marcus Kuller Dept of Trade

Hugh Koch Glenelg Shire

Jane Young Southern Grampians Shire

Roger Babolka Wattle Range Council

Madeleine Brookes – Mount Gambier Tourism

Ockert Le Roux- Coonawarra Vignerons

Toni Duka – Contract Project Manager

Meeting arrangements

Regular meetings as called by the events group chair, nominally 4 per year.

Reporting

The Chair is nominated at each AGM as part of the committee of management election process. The Chair of this committee is either an ordinary or associate member of the COM and is required to report to the President of the LCGWC at the AGM or as required.

Reports to local government are required in April of any given year.

Resources and budget

Self-Funded and cash flow positive.

LCGWC will bank and administer finances using council myob and auditing, as part of our partnership arrangement with LCLGA which ends in 2023. A new arrangement will be necessary then.

The mixed dozen wine trails can utilise any meeting room or online forum for meetings with preference given to in-kind arrangements where possible.

Available out of general revenue is;

1. Standard bookkeeping activities in MYOB file .
2. Access to Zoom account
3. Webpage general maintenance

Costs to be incurred by this group;

1. Executive officer / secretary -Arrange meetings and minute, pay invoices.
2. Licences and maintenance with limestonecoast.org.au and other held domains.
3. Collateral and assets
4. Extra Webpage modifications and inputs, including registration pages.

5. Applications to funding, usually in-kind hours from someone.

At any point in time the events-group may purchase capital items. These items should be stored in suitable warehousing and expensed in MYOB.

Deliverables

Working to agreed timelines and reporting. Digital platform www.limestonecoast.org.au up and functioning and reporting google analytics .Disseminating good information to all limestone Coast tourists and vineyard and wine stakeholders.

Review

All sub-committee ToRs are reviewed in the weeks prior to the AGM.