



TERMS OF REFERENCE FOR SUB-COMMITTEE

Revision: November 2023.

Committee Name

Mixed Dozen Wine-trails Sub-Committee

Type

Can be standing, ad hoc (special project) or advisory (related to another, committee, or project).

Standing. Self-funded. In the strategic plan. Leader (sub-committee chair) is a member of the committee of management.

Purpose

Describe the purpose of the committee (what the committee will do, why it was created)

Provide a framework to maintain the mixed dozen wine-trails to and the itinerary planner to ;

To create and maintain 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.

*The Mixed dozen Wine trails 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 ongoing purpose is to maintain the platform as Wine Tourism is a strategic focus in the five-year strategic plan.

Scope

Clearly describe what is in and out of scope for the committee.

The LCGWC agreed to lead and provide the framework this 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 financial collaboration between government and non-government organisations. The steering group typically has members from financially contributing organisations.

Authority

Describe the decision-making authority of the committee (decides, approves, recommends, etc.)

Authority of this subcommittee is given by.

- *Have a nominated person on the committee of management to represent the interests of this committee.*
- *Chair of sub-committee to see all invoices marked-off for approval before payment by Treasurer/office bearer.*
- *Activity and financial reporting to the LCGWC COM. Annually.*

- *Group decisions and resolutions at meetings*
- *Ownership of capital items – (list)*
- *Ownership of domain names and IP*

Membership

Type and number of members, how members are appointed, how the chair and co-chair are appointed and a list of members (Name and functional role)

List of members 2023

- *Pete Bissell -*
 - *Endorsed group leader and committee of management person.*
 - *Team leader*
- *Ulrich Grey-Smith –*
 - *Paid secretary*
- *Anita Goode*
 - *Mt Benson Vignerons*
- *Kate Napper –*
 - *Destinations manager for LCLGA [financial contributor]*
 - *Embeds and promotions*
- *Marcus Kuller –*
 - *Dept of investment and trade*
 - *Embeds and promotions*
- *Caroline Hill –*
 - *WRC*
- *Jane Young -*
 - *Glenelg Shire [financial contributor]*
- *Sandra Tolliday*
 - *Southern Grampians shire [financial contributor]*
- *Amanda Stevens-*
 - *Mt Gambier Shire*
- *Hugh Koch*
 - *Coonawarra Vignerons*

Membership is based on hand over task. Criteria for membership.

- *Financial contributions.*
- *Genuine interest in promoting **wine tourism** in the limestone coast*
- *Vacancy of task & understudy roles*
- *Employer endorsement to commit.*

Committee number has typically been 8 to 12 members.

Meeting arrangements

Meeting frequency and location, meeting procedures (if applicable), quorum, details about agendas and minutes (how these will be distributed, available online, who prepares them, etc.), communication between meetings.

Two to four meeting per annum, or as required.

Reporting

Describe whom the committee will report to, in what format, how often.

Reporting to LCGWC COM

- Ad-hoc via Chair and/or paid Secretary.
- AGM report

Task Completion.

Resources and budget

Describe the available resources (people, rooms, equipment, etc.) available to the committee, Describe the funds available to the committee.

See summary table below.

Mixed Dozen Wine Trails - November 2023 Review.

Limestone Coast Grape & Wine Council					at 9.3.2021 FY is 1Jul to 30Jun
Account Name	FY21-22	FY22-23	FY23-24	Total	Notes
Income - via					Financial Year = 1 July to June 30.
LCGWC	\$2,000	\$2,000		\$4,000	\$2000 will be transferred from holding accounts due on 31.12.23
LCLGA	\$10,000	\$10,000		\$20,000	
Southern Grampians Shire	\$2,000	\$2,000	\$2,000	\$6,000	
Glenelg Shire	\$2,000	\$2,000	\$2,000	\$6,000	
	\$16,000	\$16,000	\$4,000	\$36,000	
Expenditure					
ATDW membership	\$1,800	\$1,800		\$3,600	
Alpaca annual fee		\$6,000	\$6,000	\$12,000	2019-2021 paid within Project PRJ-95. \$6000 on-going annual fee due in August 2022 and 2023.
Project Management	\$3,671			\$3,671	Management plan as in meeting minutes September 2021 & December 2021.
Finance & secretarial	\$1,920	\$960		\$2,880	10 - 15% of budget.
HWR media	\$2,000	\$6,318		\$8,318	Visitor Guide - full page - annual release
On Creative	\$700			\$700	Artwork for Above
Fry and McGregor		\$3,000		\$3,000	1 year & then review. \$500/month? Quote required for exact figures.
Paid Social Media advertisements		\$100		\$100	\$100/Month-allowance. Based on 15 Adverts in 12 months.
	\$10,091	\$18,178	\$6,000	\$34,269	
Annual Contingency results	\$5,909	(\$2,178)	(\$2,000)	\$1,731	

Deliverables

Describe the requested/required committee output.

Ongoing collaboration to keep a wine tourism focus in the itinerary planner.

Review

State the ToR review frequency and next review date.

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