



WINE COUNCIL  
OF ONTARIO



# KEY ISSUES - UPDATE TO MEMBERS

Report to Town Hall

April 24, 2013

# OVERVIEW

- ◉ Marketing Plan
  - \$\$ for members
  - Next steps and discussions
- ◉ Strategic Priorities
  - VQA Support Program Renewals
  - mywineshop.ca & Economic Club presentation
  - LCBO potential strike
- ◉ Members support initiatives
  - Labour seminar series
  - Other items under review? Your ideas?
- ◉ Getting Involved
  - By Law/Board Structure changes and Nomination
- ◉ Looking ahead....



# MARKETING PLAN UPDATE

- ◉ Getting the marketing plan approved for this fiscal has been challenging
- ◉ New Minister, Eric Hoskins, has been very hands on in the process
  - His key focus – getting broadest participation in the guide for this year
  - 11<sup>th</sup> hour intervention on his part asking us to extend the offer to a fixed group of wineries at a very low price (\$2000 per property)
  - We negotiated for him to bridge the difference in cost
    - Not acceptable for us to have you pay more than the others
  - Results = more money to the process
    - Wine Council Board to rebate money to all WCO wineries this year



# MARKETING PLAN NEXT STEPS

- ◉ Working on two further items that have evolved from discussions with the Minister and the government
  - Getting all “tourism ready” wineries on the **[www.winecountryontario.ca](http://www.winecountryontario.ca)** website
    - Will necessarily involve a discussion with all stakeholders
  - Working on process issues with our partners with a deadline of July 15
    - Want to see if we can reduce the conflict associated with the development of the marketing plan
    - We wholeheartedly agree with this next step – we would much rather focus efforts of government towards renewal of VQA support program!



# STRATEGIC PRIORITIES

## ⦿ Top priority – Renewal of VQA Support Program

- Good news – all 3 stakeholders (WCO, GGO, WGAO) made the primary focus of their pre budget consultations the renewal of the support program
- Also very strongly supported by LCBO
- Bad news – very hard to get focus on the issue in the budget forum
  - No spending associated with it for this fiscal so not top of mind
- Have made it top agenda item for anyone that will listen in government as we need to understand its future now
  - LCBO asking for commitments to programs that will extend beyond the sales year
  - VQA boutiques already challenged to get amount of product that they want offered

## ⦿ You will be asked to help

- Watch for communications and action steps





# STRATEGIC PRIORITIES

- ◉ Expanding retail opportunities – 2 key activities underway
  - ECONOMIC CLUB LUNCHEON – May 9
  - Strategic decision to bring in 3<sup>rd</sup> parties to a public forum to support the case for additional channels for distribution
  - WCO sponsoring Economic Club Luncheon May 9
    - Speaker is Ian Baillie – Executive Director of ABLE BC
    - Will speak about the successes of the private retail system and how it has been a win-win-win-win for the province
    - Will combine this speaking opportunity with meetings with government officials, politicians and media
  - PLEASE ATTEND!



# STRATEGIC PRIORITIES

- ◉ Expanding retail opportunities – 2 key activities underway
  - Continued focus on mywineshop.ca
    - Advertising of site to begin shortly
    - Ordering a supply of postcards for use in your winery retail stores
      - If you want a supply, please let us know
    - Please try to use tools detailed in toolkit to support our efforts
      - Have made it as easy as possible
      - Try to have executed by May 9



# STRATEGIC PRIORITIES

## ◉ LCBO Strike creates opportunities

- Will be using the potential of LCBO strike to remind consumers of 2 key things
  - ◉ Wine Country is open for business
  - ◉ Maybe we need an alternative
- Should be doing some broad communications to our customers in this regard
- Will develop talking points and circulate





# MEMBERS SUPPORT INITIATIVES

- ◉ WCO developing support tools for members as a key focus of its activities this year
  - Seminar to prepare for Ministry of Labour audits was well subscribed and got great feedback on how useful it was
    - Toolkits still available for member purchase
  - Partners in developing a cloud based traceability platform which will be at the testing stages by the end of the year
- ◉ Working on some proposals around the following (some at early stages)
  - Pallets – support, consolidation
  - HR portal
- ◉ Are there other key areas that we could support you as members or develop tools or packages?



# AGM COMING UP

- ◉ As part of the by law review of the Wine Council the Board will be bringing forward changes to the Board structure that will facilitate easier involvement
  - Converting more board spots to “at large” to give our nominating committee greater flexibility
  - Changes will be brought to the AGM for a vote before we start the elections process
  - Nominations Committee will be seeking interest from the membership no matter what the board composition
- ◉ 3 seats up for the Board this year – any category of member
  - Encourage as many as possible to consider
  - Nomination forms out in email next week,



# LOOKING AHEAD

## ◉ April

- Meeting with Minister Hoskins on marketing plan next steps and VQA support program
- Approval of marketing plan

## ◉ May

- Nominations open for Board of Directors
- Ontario Budget May 2
- Economic Club speech May 9
- Industry discussions on plan to start
- Potential LCBO strike
- Release of Wine Country Ontario Guide

