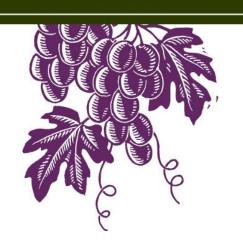


Wine Council of Ontario



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
 - 11th 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 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!





- 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



- Expanding retail opportunities 2 key activities underway
 - ECONOMIC CLUB LUNCHEON May 9
 - Strategic decision to bring in 3rd 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!





- 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



- 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



