

explore

*Great South West Food Trail
Discovery Bus Tour*

discover

experience





Women Working @ Winning ... new business

This is an Australian Government funded initiative
under the Building Entrepreneurship in Small Business program



Limestone Coast Food

proudly supported by



Foreword

The Great South West food Train Discovery Bus Trip held Friday 19 September 2008 was the third of four tours supporting at least 120 small business operators to visit successful businesses from the SW Victorian regions of Hamilton, Horsham, Portland and Adelaide. These tours aim to build networks and encourage the formation of business markets across the Victorian border and into Adelaide.

Guest speakers from the relevant economic development, business and tourism associations provided up to date information on the impact of tourism and economic growth in these regions.

Women Working @ Winning over a two year period seeks to attract up to 370 participants from around the Limestone Coast region, SW Victoria and Adelaide and provide them with new and innovative ways of skills training and mentoring to grow their business. This professional training will be in the form of business familiarisation tours, a business exchange mentor program - Winning Links, participation in a commercialisation expo - Limestone Coast on Display and attendance at trade fairs, as well as a point of sale mentoring program - Biz Boost.

The focus will be on building entrepreneurship for small business and will target women small business operators - home based businesses, retail businesses and young entrepreneurs. This six stage project will be delivered in a flexible manner.

Aligned with the outcomes of *Women Working @ Winning* the tours have been themed - the Great South West Food Trail Discovery Bus Trip focused on the importance of fresh ideas on packaging, establishing new contacts in the retail sector, better understanding of retail and developing your product, pricing, promotion and distribution with specialists providing information, tools and advice for business growth.

All participants sought to maximise their opportunities for growth by hearing first hand from successful businesses - the secrets to their success. *The Great South West Food Trail Discovery Tour* provided just that - a showcasing a range of successful businesses.

ELIZABETH HODGES
CHAIRMAN
WOMEN IN BUSINESS & REGIONAL DEVELOPMENT

December 2008

Objectives

To support business & employment growth for Limestone Coast Food Group members by forging partnerships between the Limestone Coast food Group and Food Groups in Western Victoria to build cross border alliances and create networking opportunities.

The theme for the day was looking into other successful businesses:

- Product development
- Pricing structures
- Promotional activities
- Distribution systems

Anticipated outcomes

It is anticipated that approximately 20 - 40 Food, Wine and Tourism Operators will attend.

ACTUAL OUTCOMES:

Participation Flyers for the event were distributed throughout various networks within the region including: The Limestone Coast Food Group, Women in Business & Regional Development and Limestone Coast Area Consultative Committee via email and mail out flyers.

Actual Attendance - 20 small business owners participated from a variety of industries including: Food, Wine, Tourism and Primary Production.

The day was a great opportunity for Food Producers from the Limestone Coast to ask questions of businesses owners across the border, and to look at ways that they could further develop and enhance products within their range.

All of the attendees expressed interest in further 'Discovery Trips' to further enhance their business knowledge.

Marketing & Promotion

- 1000 Flyers printed and distributed throughout the Limestone Coast and Western Victoria (see appendix 1).
- Email Newsletter sent to Women in Business and Regional Development (WiB&RD) a database of over 400 (See appendix 2).
- Email Version of Flyer distributed to WiB&RD Email Database, Home Based Business Network, Limestone Coast Food Group, Rural Medical Family Network and the Limestone Coast Regional Development Board.

LESSONS LEARNT

Evaluation feedback suggests that providing these cross border networking opportunities are extremely valuable ways to support building growth.

The stimulation of new ideas and experiencing the innovation displayed by other businesses was strongly indicated in evaluation feedback, expanding a person's horizons.

Utilising all promotional mediums including advertising may attract an increased number of participants throughout the project - it was very difficult to "fill the bus". In future we will present a conservative budget, advertise more broadly and offer a different experience - focused on the World Wide Web and give participants hands on exposure to the latest communications and learning technology.

Importance of timing the tour accurately and ensuring coach operator knows where to go - we had to back track losing precious time at the end of the day

Evaluation Summary

Evaluation forms were given out on the bus at the end of the day, and 14 forms were returned. The following questions were asked and responded to:

1. What sort of Business are you involved in?

- Primary Producer
- Health - Chinese Medicine
- 933
- 011
- Gourmet Food Retail
- Chocolate Bar Making
- Farming - 012
- 952
- Jam, Relish, Chutney, Production & growing
- Emu Farming & Sale of products
- Nil - no response
- Make Jams, sauces, cakes
- Tourist
- Primary Production

2. How would you rate the Great South West Food Trail tour today?

Poor 0

Adequate 0

Good 6

Excellent 8

Comments: Name Tags Good,
Water & Bags Good

3. Do you believe the bus tour represented value for money?

Yes 14

No 0

Comments: Definitely Yes - great lunch!
Appreciated the chance to shop.

...continued

4. Which businesses were of most value to you and why?

- Farm Foods - Marketing & Green Eggs - Shelley very good speaker
- Green Eggs - Inspirational & Chocolate Factory - see how to make chocolates
Chocolate Factory - they talked about process - showed us their working practices. Yum tasting & Green Eggs - talked from passionate, personal experience
- FW fine foods & Glenelg Chocolates - presentation of food & customer service
- All of them, but mostly the stores that sold products similar to me. I found it very informative in the marketing & presentation areas.
- Darriwill Farm, Butchers, Glenelg Chocolates

5. Which businesses were of most value to you and why?

- I found all of interest
- Farm Foods, Darriwill Farm, FW Fine Foods
- Woody's, Glenelg Chocolates, Darriwill, Farm Foods
- Glenelg Chocolates & Darriwill Farm - Packaging, Green Eggs - Interesting talk
- Darriwill Farm - Diverse Business, Glenelg Chocolates - to sell in our VIC, FW Fine Foods - Great place to have a break & buy gifts, Farm Foods - good choice of meats/follow on wines etc. for dinner table.
-
- Green Eggs was most relevant to our business
- Nil Response: 2

continued...

6. Which businesses visited today were of least value and why?

- Nil response: 6
- Café Catalpa - not everyone enjoys game food
- Café Catalpa
- FW Fine Foods - owner not there but may still be of benefit
- Glenelg Chocolates
- Fine Foods - simply because owner not available to talk to us
- Darriwill Farm - been there 5 times
- FW Fine Foods - although not her fault, we did not get her inspirational story, and Darriwill Farm - speech - as she didn't have her own passionate story - her perspective.
- Farm Foods - not much talking, just a shop.

7. Which guest speakers were of most value and why?

- Green Eggs - very good speaker
- Green Eggs
- Green Eggs
- Green Eggs - whole business effect - ups and downs
- I found that I learnt something from every speaker, but I did find Shelley Green from green Eggs extremely interesting, enlightening and very down to earth.
- Green Eggs, & Glenelg Chocolates
- Shelley Green - quite inspirational
- Green Eggs - Shelley told us of her failures as well as her successes. Emphasised need for business plan.
- Green eggs
- Woody - could be a direct benefit to my business
- I really enjoyed the Green Eggs talk. I was hoping for more of this at each place.
- Green Eggs - Inspirational talk
- Darriwill Farm Publicity Officer - very informative & Peter Johnson from Great South Coast highlighted businesses in Great South Coast region.
- Green Eggs

continued...

8. Would you be interested in participating in further industry tours outside your region to learn about other like businesses?

Yes	14
No	0

9. What barriers, if any, would prevent you from attending and participating in further learning experiences like today?

- Distance to Travel 2
- Cost 3
- Staffing 1
- Other 4 Time, children, time of year & not too close to Christmas
- Nil Response 6

* note - one person marked 3 responses

10. How else could we have improved on today's trip?

- It would be good if they had talked about what retail businesses are looking for in selecting produce and what the financial arrangements are. Farm Gate businesses - would be interesting to visit
- Maybe a talk by Fiona Wall - FW Fine Foods- an outline of how she runs her business.
- Nice to know where packaging comes from and how to get.
- Nil Response: 3
- Smoother Road
- Seat belts in the bus
- Bus arriving on time for start of trip
- Choice of lunch
- Can't think of anything - maybe Kate & Jenni should do a duo next time!
- More speakers on the bus
- Have back up's for people who are guest speakers who cannot attend due to circumstances beyond their control - as that is the main reason to attend. Perhaps more speakers on the bus. Speakers being person that started business so that they have the passion & knowledge to pass on.
- Probably a small gift of appreciation to the businesses that were visited.

continued...

11. What topics of training and other learning experiences has today's tour highlighted that you may require in the future?

- Nil Responses: 4
- Marketing Products from this area
- Packaging Options
- Business Plans & Sales
- Business Plans
- Not necessary to have a theme
- Packaging, Business Plans, & Marketing my products more widely
- Marketing
- Time Management
- Delegating specific tasks in your business
- Great to learn more re: Debt Collection
- More on what government bodies do & how to get access to it ie: funding, support etc. especially awards & writing award applications.
- Learning from other businesses

12. Other Comments

- Well Done Andrew, Jenni & Kate on a well organised day.
- Great Day - very relaxed
- Quite good - today's trip - learnt a lot.
- Great day
- Great day
- Enjoyed the day - it was great, learnt a lot - thank you.
- Everyone should bring a friend?
- Really enjoyed opportunity to network
- Very Good - I enjoyed seeing how the shops were displayed and set out & pricing of goods, best before dates on chocolates & packaging of chocs & prevalence of bars of chocs.
- Nil Response: 4

Financial Report

Limestone Coast ACC - Initiatives			
<i>PO Box 2590</i>			
<i>MOUNT GAMBIER</i>			
<i>SA 5290</i>			
Jobs (Budget Analysis)			
Account	Budget	Actual	Difference
DT Discovery Tour			
Income			
Registration Fees	\$0.00	\$509.12	\$509.12
Total Income	\$0.00	\$509.12	\$509.12
Expense			
Consultant Fees	\$0.00	\$509.12	\$509.12
Total Expense	\$0.00	\$509.12	\$509.12
Net Profit (Loss)	\$0.00	\$0.00	\$0.00