



PANOPLY @ PENOLA

final report



“
**Fantastic
 experience**
 ”

“
**A simply
 outstanding
 day!**
 ”

proudly supported by



Foreword

Over a two year period, *Women Working @ Winning* has sought to attract up to 370 business operators 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 businesses. This professional training will be in the form of business familiarisation tours, a business exchange mentor programme – *Winning Links*, participation in a commercialisation expo – *Limestone Coast on Display* and attendance at trade fairs – *Strength in Numbers* and a point of sale mentoring programme – *Biz Boost*.

The focus is on building entrepreneurship for small business and targets women small business owners – home based businesses, retail businesses and young entrepreneurs. Guest speakers from the relevant economic development, business and tourism associations provide up to date information on the impact of tourism and economic growth in these regions and advice on developing viable business plans for business growth.

Panoply @ Penola was held on Tuesday 02 December 2008, the fourth of four business familiarisation tours included in the *Women Working @ Winning* project. This programme was planned to visit a variety of successful businesses in the local historical township of Penola. Our expedition through local art galleries and experience in behind-the-scenes action, art demonstrations, wine tasting, flowers & gifts, designer labels, local produce and learned lessons in the benefits of using tourism to maximize your business growth was followed by an evening networking function spent being further inspired by our key note speakers as they shared stories of new opportunity and leadership through adversity.

Panoply at Penola was an excellent day and participants agreed that it had represented value for money and that the calibre of businesses visited was of an exceptional standard with participants actively seeking to maximise their opportunities for growth and ending the evening truly inspired.



ELIZABETH HODGES
CHAIRMAN

Objectives

To support small business by hosting a business walk through themed around making opportunities within the realm of tourism. Sharing marketing strategies and to learn the benefits of using tourism to maximize your business growth.

Anticipated outcomes:

Attendance of approximately 50 business participants at the business walk through.

Participation of approximately 60 business participants at the networking dinner.

Exchange of knowledge, information and promotion of best practice to build stronger businesses.

Positive outcomes from business learning to encourage businesses in other communities.

Actual Outcomes:

Registrations were received from 49 small business participants for the business walk through.

Registrations were received from 54 participants for the networking dinner.

Marketing & Promotion

Promotional 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.

Media release disseminated to local media attracted interest particularly within the Penola/Coonawarra area.

The outcome of the media release provided significant coverage in the Naracoorte Herald after the event.

Lessons Learnt

It was evident that the timing for the afternoon was very tight therefore future events would need to be structured to include toilet stops and to provide adequate time for purchasing in the businesses. Also, including water in the bags given out at the start of the walking would be of great benefit to future events such as this.

The day was hailed by all who attended as a resounding success and this is further evidenced in the evaluations on the following pages.

Evaluation Summary

25 out of a possible 54 evaluation forms were completed and returned. A summary of the questions asked in the evaluation are detailed below.

Question 1: What sort of Business are you involved in?

962: Interest Groups	1
012: Grain, Sheep and Beef Cattle Farming	5
573: Cafés and Restaurants	2
811: Government Administration	4
011: Horticulture and Fruit Growing	2
933: Other Recreation Services	3
292: Furniture Manufacturing	1
411: Building Construction	1
571: Accommodation	1
924: Arts	1
030: Forestry and Logging	1
863: Other Health Services	1
471: Food, Drink and Tobacco Wholesaling	1
523: Furniture, Houseware and Appliance Retailing	1
TOTAL	25

Question 2: How would you rate the overall Panoply @ Penola tour today?

Poor	-
Adequate	-
Good	24%
Excellent	76%

Question 3: Do you believe the tour represented value for money?

Yes	96%
Not Applicable	4%

Question 4: Which businesses where of most value to you and why?

MustSeeWantHaveBuy -1

Showed that to follow your heart and passion about your business is important

Local Images - 1

Koonara Wines Cellar Door – 4

Marketing and brand development
Advertising and branding
Great talk about branding and marketing
Computer program

Di's Gifts & Flowers – 2

Variety and price of goods

Live Life Designs - 2

Showed that anything is possible
Wonderful service

Three t'ARTS – 5

Great fun
Enjoyed being hands on, it was fun
Great fun

Evaluation Summary continued

Fun, relaxing workshop
Fun! Fun! Fun!
Hands on experience

Other Comments:

They all had something unique to say and offer in various mediums
I gained something from every business; however I loved expressing myself through art at the Three t'ARTS – Never done that before
All were of some value and wonderful. They all wanted to share their business with us
I loved hearing their story, marketing, startup
All interesting
I found they were all worthwhile and offered great business tips
The owners at all businesses, telling their story, just so valuable to have a common belief
I enjoyed all of them - I drive through Penola weekly and have never stopped, I will in future
None specific – they were all good in different ways
None specifically – all businesses had something to offer

Not Applicable – 1

No Answer – 2

Question 5: Which businesses visited today were of least value and why?

Di's Gifts and Flowers – 1
Small, confined area

Live Life Designs – 1
No interest in fashion

Koonara Wines Cellar Door – 1
Not enough time for man to talk

Three t'ARTS

Mary McKillop Centre – 3
It was a long afternoon and just needed a break
Tired by then
Not enough time to benefit from it, too tired at this stage

Local Images - 1

Other Comments:

All equal
None
All offered something
None
None – I enjoyed them all
None
None

Not Applicable – 1

No Answer – 10

Question 6: Which guest speakers were of most value and why?

Kate Croser (Live Life Designs) – 1
Local business gone to regional

Evaluation Summary continued

David Matthews (Author of 'The Duke: Hero's Hero at Sandakan.') – 1
Such insight to history – inspirational
Most informative

Joane McKnight (Kanawinka Geopark) – 5
Very dynamic and informative
Interesting, opportunities
Great
Previously unknown information
Great insight into Geopark

Dru Reschke (Koonara Wines Cellar Door) – 2
Great branding tips/business information

Diane Williams (Di's Gifts and Flowers) – 1
Years of experience, appealing to tourists and local market
Explaining the "3 C's"

Other Comments:

All equal
All the places we visited were good
All were well spoken and passionate about their enterprises
All speakers offered their unique approach to their own businesses and showed that they understood their target markets
Have really enjoyed both, gained a lot from their diversities
They were all fantastic
All
Both most informative and enjoyable

No Answer – 5

Question 7: Would you be interested in participating in further tours to learn about other like business?

Yes	94%
Not Applicable	4%

Other Comments:

Absolutely

Question 8: What barriers, if any, would prevent you from attending and participating in further learning experiences like today?

Distance to travel:	9
Cost:	4
Staffing:	2
Childcare:	2

Other:

Cost of giving up a day's paid work
Availability
Time availability
Work commitments
My job, and when organized in the week
Timing of the year, due to other commitments
Work
Dates clashing with other commitments
Work

Evaluation Summary continued

Work commitments
Timing, work commitments
Family commitments in our own business from time to time

Other comments:

Nothing, I'd make it work
None
None

No Answer – 3

Question 9: How else could we have improved on today's training day?

Allow more time
A little more time at each venue so we could give back to each retailer
Break the visits with a coffee somewhere – chance to sit
More time at each venue
Some free time to revisit shops to purchase at the end
Maybe an extra 10 minutes in stores so we could give back to them as they generously gave us all gifts
One break for a drink and sit down halfway at Penola
Toilet and coffee break
Variety of businesses, not all retail
More seating
Bit longer to stop at each venue
Coffee and toilet break
More time in each establishment, toilet stops/coffee breaks
More time at businesses to support their retail ventures
Would not have wanted any more as became very claustrophobic in some small rooms
More time
Everyone paint!
Have 15 minutes at each venue to shop and repay the businesses for all their efforts
Maybe a stop and sit down for coffee mid way through – lots of standing
More time of each business

Other comments:

Fantastic day

Not Applicable – 1

No Answer – 5

Question 10: What topics of training and other learning experiences has today's tour highlighted that you may require in the future?

More about Geoparks
Integration of engaging local community to be proud of local culture, heritage and tourism
More business exchanges/mentoring
Networking opportunities
Marketing and market research
Marketing and branding
Found the time in each shop learning about their success stories very informative, so more one-on-one is always great
Software and point of sale

Not applicable – 2

No answer – 15

Evaluation Summary continued

Question 11: How did you hear about Panoply @ Penola?

Email (12)
DEOR Women's Network (4)
Part of organization
Via Elaine Pollock
Family acquaintance
Through member of group
Via Liz Ballinger
Employer
Via Andrea Cross

No Answer - 2

Question 12: Other Comments

A great day with wonderful intelligent women. Should be more information tours. Thank you
Excellent day – well organized, amazing ladies. Thanks so much!
Great day – well done to organizers
Great day out with women. Would have been good to have a little more time.
A simply outstanding day!
Excellent afternoon
So much fun!
Good fun – especially the Three t'ARTS
Guest speakers (evening) offered something completely different from the days offerings. This showed strength in a diversity of areas provide by the group (Panoply) which was excellent
A wonderful and most thought provoking day – thank you all for this opportunity
Great day. Great group for providing these opportunities for local business women.
Great day. Wonderful to experience other peoples business
Value opportunity to meet other business women
Loved the painting session. Fantastic.
Fantastic experience, well worth the trip. Thank you all.
Fantastic day – love to see more of this type of thing across the region.

Financials

Limestone Coast ACC - Initiatives

PO Box 2590
MOUNT GAMBIER
SA 5290

Jobs (Budget Analysis)

Account	Budget	Actual	Difference
PP Panoply at Penola			
Income			
Funds - DFEEST	\$0.00	\$0.00	\$0.00
Registration Fees	\$2,055.00	\$2,055.00	\$0.00
Total Income	\$2,055.00	\$2,055.00	\$0.00
Expense			
Consultant Fees	\$300.00	\$300.00	\$0.00
Advertising	\$0.00	\$0.00	\$0.00
ACC Meetings	\$1,755.00	\$1,718.18	(\$36.82)
Postage	\$0.00	\$0.00	\$0.00
Printing	\$0.00	\$0.00	\$0.00
Travel Allowance	\$0.00	\$0.00	\$0.00
Total Expense	\$2,055.00	\$2,018.18	(\$36.82)
Net Profit (Loss)	\$0.00	\$36.82	\$36.82

Appendices

- . Promotional Flyer
- . Letter of Support
- . Media Coverage
- . Program
- . Evaluation Sheet