



Success stories – Strengthening Business

**Bethanga General Store
(Formerly the Bethanga
Post Office)**

Delivering on need.



Have a desire to grow

When business owner Felicity Conway took over the Post Office lease for Bethanga she couldn't have imagined what she would create in such a short space of time.

Growing to support a local demand

The little space that was the Bethanga Post Office serviced the communities' postal needs whilst also offering the sale of some handmade goods from the region. However, as time went on the business started stocking basic supplies of milk and bread, which grew to local produce, and the business fast outgrew the space.

Taking the leap

With the community clearly wanting to access a greater variety of general supplies, plus requests for a café style offering growing, Felicity started considering expanding her business into

the abandoned former general store across the road.

After some deliberation an offer was put on the premise, however it wasn't to be following Council requirements regarding the derelict fuel tanks, so it was back to the drawing board to look at how they could expand the existing premise.



However, just when works were being considered, the former general store was purchased by others and a lease setup with Felicity.

Within a few short months they had completely overhauled the run-down building and created a wonderful space housing all of Felicity's goals, catering for the community's needs.

'Build it and they will come'

As the doors opened, the people came. The Bethanga General Store now sees a steady flow of customers attending to their postage needs, shopping for gifts or basic supplies and enjoying a coffee or homemade delight.

As part of the café, the business has also started up commercial arrangements with other food and ice cream providers.

"Since working with Chris Westwood, a Facilitator with the Entrepreneurs Programme, our path to achieving our goals has been fast tracked with clear plans, direction and support, particularly when it came to getting through the red tape and approvals.

**(Felicity Conway, owner
Bethanga General Store)**