



Success stories – Strengthening Business

## Café Corryong Brew

'The Brew with a View'



### The story so far...

Just when they were getting used to the idea of relaxing and not worrying about working any long, retired teachers Heather and Helen decided to embark on their own small business journey, opening Café Corryong Brew.

### The 'short term' business goal

When Heather and Helen set up Café Corryong Brew it was always only planned to run for 3 years to build up enough money to fund their respective personal ambitions; travel and kitchen renovations.

### A first business year like no other

Heather and Helen were only months into their business journey when the devastating Corryong fires surrounded their community. With no electricity for over a fortnight they were forced to close for a month in what would have been their peak time. Then, just as they were getting back into business, preparing for the town's largest tourist event and an influx of visitors they were forced to close under the national response to COVID-19.

"The support of the Strengthening Business Facilitator (Chris Westwood) has turned our business around." – Helen Marshall

They muscled their way through the remainder of 2020 and despite seating limitations, compulsory mask wearing and no tourism they grew their business, developed new menu items and employed more staff.

### What's next...

With the support of their landlords (The Community Memorial Hall) the outside deck now an architecturally styled roof, catering orders are on the up and with the support of the Digital Solutions Specialist, Anneliese Urqhart, the business will head in the direction of a website with the potential for on-line ordering.

Always aware of their competition, the ladies maintain a 7-day a week operation and continue to focus on employing young people from the town.