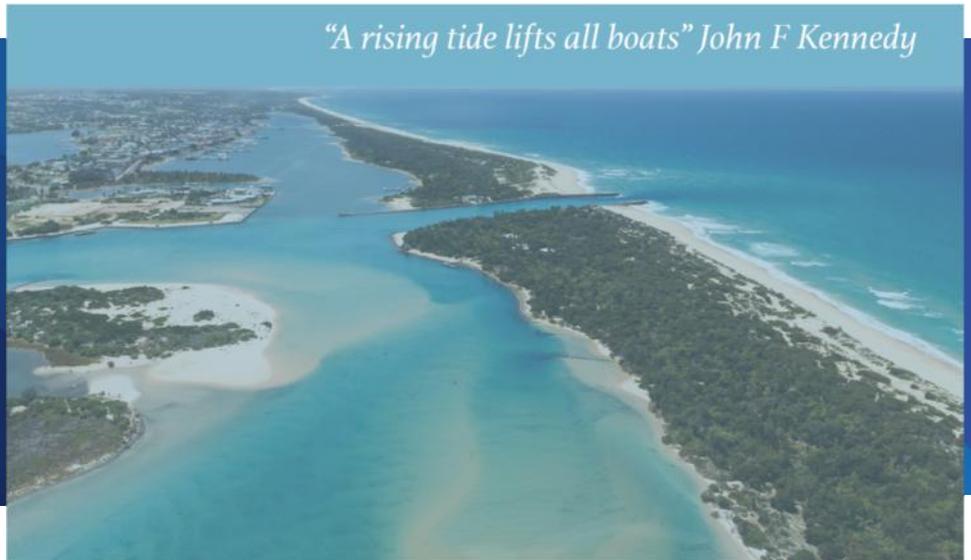




Success stories

Regional ingredients combine for Slipway

An all-female collective leads
the way.



Four entrepreneurial businesswomen from East Gippsland are determined that the 2019-2020 bushfires and the COVID-19 pandemic will not derail plans to activate the Lakes Entrance Slipway into a vibrant community and tourism destination.

The vision

In 2019, Gab Moore (Sailors Grave Brewing), Andrea Lane (Float), Sam Mahlook (Miriam's Restaurant) and Sallie Jones (Gippsland Jersey) submitted an expression of interest to become tenants of the vacant Slipway space on the Lakes Entrance Foreshore.

Drawing on examples of collaborative business models and inspired by successful international initiatives visited during a 2019 Gippsland business delegation to an agri-business event in the Netherlands, the collective vision is to develop the Slipway as a space for experiencing and getting a taste of East Gippsland.

To enter the Slipway will be to enter a gateway to what East Gippsland has to offer, from incredible food, story-telling, community events and a collaborative approach to engaging and educating visitors.

Then the world turned upside down

The collective had initially aimed to be up and running for the 2019 summer season. This wasn't to be due to planning and processes required to utilise the Slipway and activate the space.

By Christmas 2019 they received their second blow. With bushfires sweeping through East Gippsland, members of the collective needed to focus their attention on their own families and businesses.

March 2020 saw a third significant blow in the form of restrictions on business activities and travel due to COVID-19.

Focus and support

Despite these unprecedented challenges, the collective remains driven and committed to delivering the project.

The collective is benefiting from collaboration with Stephen Angus (Snowy Advisory), Ben Gerbert (Tafe Gippsland/Food & Fibre Gippsland) and more recently from Michael Duncan (Strengthening Business).

Each member of the collective has joined the new Strengthening Business service of the Australian Government's Entrepreneurs' Programme. Under this initiative, Facilitators Nicola Watts and Michael Duncan are providing tailored advice and a Roadmap for each business to support achievement of their business aspirations.

Looking to the future

The spirit, skills and work ethic of the women involved are positioning the Slipway for future success. The collective has formalised a business structure and developed an exciting schedule of proposed events intended to draw people to the region whilst also engaging and supporting the local community.

It is hoped that the Slipway will be launched in-time for the 2020 summer holiday season.