

BUSINESS EXPANSION PLANNING & GRANT APPLICATION

A winery in the Orange region west of Sydney, Heifer Station is looking to continue its recent growth to capitalise on opportunities arising from increased visitation to the region, and increasing consumer interest and participation in food and wine tourism experiences.

Heifer Station aims to expand its cellar door to triple its current capacity; develop infrastructure to be able to host large outdoor music events, and build two luxury cottages – a significant investment.



PROJECT PURPOSE

The objectives of the planned expansion are:

- Increase capacity by 200% to enable the business to service growing visitor numbers to the region
- Increase wine sales
- Enhance the region's profile as a leading food and wine destination.
- Increase overnight stays and expenditure in the region
- Attract new visitor markets to the area including events, corporate groups, and domestic High Value Travellers, international traveller groups and special interest markets
- Increase local employment

Tilma Group have a multi-disciplinary team, all of whom are experts in their field. Their team were able to provide us with very professional funding applications and award submissions, one of which has resulted in us recently being awarded Gold at both the 2019 Regional and NSW Tourism Awards for Tourism Wineries, Distilleries and Breweries. We could not put a price on the significant growth this acknowledgment has created for our business.

- MICHELLE STIVENS, DIRECTOR

PROJECT OVERVIEW

Heifer Station contracted Tilma Group to assist with securing grant funding for components of the expansion. Tilma Group worked closely with Heifer Station to develop the business case and project plan for these developments to assist with grant applications.

The project plan covers:

- Project scope: description/objectives/elements/ location
- Project budget: costs/time frame/milestones
- Project management: project proponent/project management team/stakeholders/ implementation methodology/regulatory approvals/ communications strategy
- Risk management
- Procurement
- Evaluation/compliance/audit

The business case covers:

- Project concept
- Project proponent to establish credibility to deliver project and sustain it as a successful business.
- Project location
- Project rationale
- Project elements
- Economic benefits
- Strategic and marketing benefits
- Social benefits
- Value for money
- Project support
- Financial projections
- Project delivery

The largest challenge with this project has been changes with the funding program mid-way through, impacting on the process and the ability to submit in a timely manner. Working with many varied stakeholders to secure necessary funding means that timelines can be impacted and external influences are heightened.

Consistent and regular communication with stakeholders was critical with this project.



OUTCOMES

Heifer Station expects to be able to deliver the following outcomes:

- **86% increase** in visitor numbers
- **Infrastructure available** to attract large events to the region
- Over **\$650,000 injected into the local economy** per year from wages, wine making, equipment and supplies
- Additional **\$4m injected into the region** from direct expenditure by the business, event organisers and visitors
- Creation of **8 new FTE jobs**
- Additional **150 casual jobs** from major events

REFEREE

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