

# COVID-19 Business Association Recovery Grant – Successful Applicants



**Mornington Peninsula Beachside Tourism Association (trading as Sorrento Beachside Visitor Information Centre) – 'Daytripper' Information brochure**  
**\$3,000**

Funding will assist with development and production of a new brochure featuring local information to promote and support the visitor economy by encouraging visitors to stay longer or return at a later date. The objective is to guide visitors to places they may not have seen.

**Mornington Peninsula Hinterland Tourism Association – Hinterland Member Business Website Upgrade - Summer 2021/22**  
**\$3,000**

Funding to support the upgrade of our branded website which provides information and business listings for 110 members businesses. The aim is to expand the website functionality to offer potential members an online portal with sign up information and to deliver further improvements for promotional capability to members businesses.

**Mornington Peninsula Vignerons Association – Sustainability and Viticultural Excellence**  
**\$3,000**

This project will work directly with grape and wine producers in the Mornington Peninsula region to increase best practice sustainable management and to secure the long-term success and resilience of the wine industry by ensuring a sustainable environment. Funding will support the integration of the 'Sustainable Winegrowers Australia' program across 8 areas of sustainability.

**Mount Eliza Chamber of Commerce – Visitor Attraction Mount Eliza**  
**\$3,000**

Funding will be used to create a 12 month long advertising campaign using print ads on local buses.

**Peninsula Business Networking Inc. – Driving New Revenue Streams Online**  
**\$2,600**

To conduct online sessions targeting small to medium business on the Mornington Peninsula. Topics will cover:

- New business models.
- Leveraging your existing customers to create new opportunities online
- Leveraging digital technology in business
- Innovation in products or services
- New markets to target new customers.

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## **Rosebud Chamber of Commerce – Food & Wine Festival \$3,000**

Food & Wine Festival throughout the Rosebud Township during winter months.

- Food and Wine specials in all hospitality traders
- Masterchef pop up cooking class
- Pop up cooking classes in participating restaurants
- Market with focus on Food & Wine exhibits
- Entertainment throughout venues and streets
- Winter Menu Items
- Competitions throughout the town

## **Westernport Chamber of Commerce & Industry Inc. – Hastings ‘Shop Local’ Campaign \$3,000**

The project is an on-going campaign to promote and actively encourage local consumers to purchase goods and utilise services within the Hastings town centre precinct. Included will be new town specific gift cards and locally branded, re-usable tote bags.

## **Women in Business Mornington Peninsula Incorporated – COVID Recovery Program for Women in Business on the Mornington Peninsula \$3,000**

This #BetterTogether program will focus on:

1. Qualifying and quantifying key challenges, solutions and opportunities facing Mornington Peninsula women in business, resulting from the pandemic
2. Development and maintenance of digital communication channels to connect, promote, empower and inspire local women in business and their work in and connection with the local community
3. Business capacity building event series to support economic recovery and resilience
4. Activation of community spending with local biz
5. Increasing local (youth) employment opportunities
6. Collaboration to amplify social / community and environmental impact by supporting women in the wider community