

Timboon Fine Ice Cream

Timboon Fine Ice Cream has been trading for 21 years. Over time the business has evolved to develop a number of income streams from its manufactured product. These include;

- Retail tourism direct sales from The Flagship Ice Creamery at Timboon.
- Retail direct tourism sales from an ice cream outlet in Port Campbell.
- Wholesale bulk ice cream sales to three licenced owner operator mobile ice cream trucks.
- Direct retail sales from three mobile ice cream trucks self owned and operated.
- Wholesale to distributor for Grocery line retail sales.

As a proportion of the annual turnover of the business prior to Covid, the retail direct sales from the stores, wholesale to licenced operators and sales direct from our own mobile units accounted for 80% of our income. With the cessation of International visitors and Community Events and Festivals this has put us into a challenging financial position. We had considered that our income stream spread had be appropriate to mitigate any risk to the business, this has proved to not be the case.

On a positive note our grocery line part of our business has grown by 200% year on year through grocery demand through Covid Lock down. Domestic day trippers and visitors to the Hinterland away from the Coast are almost back to Pre Covid levels providing our Timboon store with much needed income.

We did initiate a video production Company in conjunction with The Shire of Corangamite and key stake holders to produce a series of Vinettes to promote the region. These assets have been rolled out and appeared on various social platforms and Television with encouraging success.

Port Campbell is suffering. We have closed our store there now until September. It is not viable to open. Through circumstance the heavy reliance on International Visitors has caught the town out. There is a dwindle of domestic visitation there but Timboon seems to receive the 'lions share' of this at the moment. Our view is that Port Campbell is lacking as a destination and has only really being considered a transition town for visitors. The best asset of the town is of course the near by coastal experience. Sadly, most of the visitation facilities are worn and sub standard. This includes everything from walking tracks, road signage, access tracks and interpretive centres.

It makes so much sense, with money currently affordable to borrow. The State Government invest heavily now in improving these degraded facilities and bring them up to the standard this part of the coast deserves. The end result could translate and eminently marketable product to the remerging International market and add to the overall success and sustainability of our local visitor economy.