



FINAL RELISH 2009 REPORT 25/09/09

great food for a good cause

PROJECT OUTLINE

Project Name: Relish 2009 Recipe Book
Participants: Restaurants in the City of Port Phillip Area
Duration: From Thursday November 5th 2008 until Monday 23rd March 2009

- 58 restaurants participating from the City of Port Phillip Area
- 3,000 copies produced
- full colour production
- sponsorship funds raised for the project: \$21,000.00

The total funds provided to the two charities is \$18,361.00 each (\$36,722.00).

The project is raising money for:



Sacred Heart Mission meals program which provides over 450 meals everyday from their meal centre in Grey Street St Kilda. The Rotary Club of St Kilda has a long history of supporting the meals area at Sacred Heart Mission, which dates back to Father Ernie Smith opening his doors to those in need in the local area. The SHM today provides an essential service to the local St Kilda community providing an extensive range of services that range from food services, to crisis support, medical assistance, supporting women, and aged care requirements as well as housing. The meals program has been operating for 26 years and provides a community hub for people who are experiencing isolation and loneliness.



Rotary International's ShelterBox project which provides humanitarian aid in the form of a green box which contains a ten person tent, thermal blankets, a multi fuel cooker, cooking and eating equipment, water purification tablets, collapsible water containers, a children's pack, tools and other basic equipment. ShelterBox deploys in disaster areas which have been effected by disasters such as earthquakes, cyclones and civil unrest. ShelterBox operates in countries near to Australia including Timor, Indonesia, Papua New Guinea and the Solomon Islands.

Relish 2009 managed to attract sponsors and supporters for the production and launch of the book. As a consequence for every book sold, the entire proceeds from sales will be contributed to the two charities.

RELISH 2009 SPONSORS & SUPPORTERS

Gold Sponsors



Silver Sponsors



Bronze Sponsors



Project Supporters

Cr Janet Cribbes

Lowe Lippmann

Other Supporters

Jane Drury – Editorial works

June Clark, Sarah Enticknap, Greg Elms, Tess Follet, Andreas Keller, Ben Simpson, Julia Topliss - Photography

PARTICIPATING CAFES & RESTAURANTS

Amello	Dweezil	The Olive Tree
Aroma Bar Restaurant	Elbow Room	Pelican
Bar Corvina	Espy Kitchen	Pizza e Birra
Bar Santo	Fresh	Pur.Pearl8
Barcelona	The Galleon Café	R Bar restaurant
Barney Allen's	George Lane	Red Scooter
Beachcomber Café	Grindhouse	Riva
Bedouin Kitchen	Grocery Bar	Robarta
Big Mouth	Il Fornaio	Sapore
Blue Corn	Kyma	Soulmama
Café a Taglio	La Vintage	Stokehouse
Café de Cuba	Lamaro's	The Street Café
Café Neli	Las Chicas	Taco Bill Mexican Restaurant
Café Spuntino	Lau's Family Kitchen	The Vineyard
Cicciolina	Leo's Spaghetti Bar	Wicked's in Elwood
Circa	Mahjong	Wild
Claypots	Melbourne Wine Room	Yellow Door
Dick Whittington Tavern	Mirka at Tolarno Hotel	Zappa
Dogs Bar	Mr Wolf	
Donovans	Monroes	

LAUNCH NIGHT



Date: Tuesday 11th November 2008
Location: Red Scooter
Launched by: Father Ernie Smith
Attendees: 155 people
Launch Sponsor: Red Scooter

ADVERTISING AND PROMOTION

Print Media

Articles

- Emerald Hill Weekly
- Port Phillip Leader
- Divercity Newsletter
- InBusiness COPP Newsletter
- Rotary Network Newsletter

Advertising (free)

- Coast & Country
- Emerald Hill Weekly
- Melbourne Weekly

Internet

- St Kilda Football Club Front Page article
- Geelong Football Club Front Page article
- Today show article

Radio

- Triple R spot Cameron Smith's food show, *Eat It*

MARKETING & SALES

Launch Night	5%
Mail Orders	3%
Internet Sales	10%
Markets/Shops	16%
Restaurants/Cafes	15%
Rotary Network	26%
Sponsors	25%
Currently Unsold Books	0%

Current Sales Status

Cash in Bank	\$4,322.00
Stock to Hand	0

Funds Disbursement

Presented to **Sacred Heart Mission** = \$15,000.00
(\$3,361.00 still to be presented)
Presented to **ShelterBox** = \$17,400.00
(\$961.00 still to be presented)