



RELISH 2009 INTERIM REPORT 02/02/09

great food for a good cause

PROJECT OUTLINE

Project Name: Relish 2009 Recipe Book
Organiser: Rotary Club of St Kilda Inc.
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 project is raising money for:



Sacred Heart Mission (SHM) 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 Rotarian 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, crisis support, medical assistance, supporting women, 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 areas which have been affected 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. Recently ShelterBox launched its tented school in a village in North Pakistan which was devastated by a recent earthquake. It will be used by about 40 children aged between 3 and 9 years old.

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 will be provided to the charities listed above.

The *Relish 2009* project will be finalised at one of the Melbourne Food and Wine Festival Events to be held on Thursday March 19th 2009 at Linden Gallery (6pm to 8pm). At this event the cheques of funds raised will be delivered to the two charities, and winners will be announced of the Tastes of St Kilda recipe competition (winners recipes will be published in *Relish 2010* as well as getting other great prizes). Food samples at this event will be provided by some of the restaurants involved in the *Relish 2009* recipe book.

RELISH 2009 SPONSORS & SUPPORTERS

Gold Sponsors



Silver Sponsors



www.webprophets.com.au

Bronze Sponsors



Project Supporters

Cr Janet Cribbes

Lowe Lippmann

Other Supporters

Editorial services - Jane Drury

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

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

PUBLIC ACTIVITIES

Camberwell Market

Sunday 9th November 2008

6.30am - 1pm

Peanut Farm Reserve

8.30am - 12.30pm

Gasworks Farmers' Market

Saturday 15th November 2008

8.30am - 12.30pm

Gasworks Farmers' Market

Saturday 20th December 2008

8.30am - 12.30pm

Elwood Twilight Festival

Wednesday 3rd December 2008

Ormond Road Elwood

5pm - 9pm

St Kilda Night Markets

Tastes of St Kilda Teaser - Melbourne Food & Wine Festival

Thursday 19th March 2009

Tastes of St Kilda Recipe Competition, finalists & winners event at Linden Gallery.

Veg Out St Kilda's Farmers' Market

Saturday 6th December 2008

OTHER EVENTS/LOCATIONS & STOCKISTS

Chronicles Bookstore
Fitzroy Street St Kilda

City of Port Phillip
Assist Centre
Business Awards networking evening
Tourism Forum

Elwood Community Branch Bendigo Bank
Branch promotion and sales

Elwood Primary School
End of Year Fete

Readings Bookstore
Acland Street St Kilda

St Columba's Primary School, Elwood
School Concert Friday 28th November

St Columba's Primary School, Elwood
90th Birthday Celebrations Sunday 30th November

St Columba's Primary School, Elwood
AGM Tuesday 2nd December

Studio 202
Carlisle Street St Kilda

ADVERTISING AND PROMOTION

Print Media

- Articles
 - Emerald Hill Weekly
 - Cooking with the spice of St Kilda*
1/4 page, Oct 22-28 2008
 - Port Phillip Leader
 - Recipes to relish*
1 page, 2 Dec 2008
 - Divercity Newsletter
 - Cook up a prize
p. 11 Issue 43 Feb/Mar 2009
 - InBusiness COPP Newsletter
 - Good Food for a Good Cause
p.5 Issue 18, Dec 2008
 - Rotary International District 9800 Networker
 - Great Food in Melbourne's Bayside*
1 page, 6 Oct 2008
 - Relish newsletters (mailing list = 173 people)
 - Relish 2009 Book Launch Reminder 30/10/08
 - Relish 2009 book launch is tonight! 11/11/08
 - Relish Update 19/11/08
 - Tastes of St Kilda recipe competition 2/2/09

Advertising (free)

- Emerald Hill Weekly
 - 1/4 page advertisement Nov 5-11 2008
- Melbourne Weekly
 - 1/4 page advertisement Oct 22-28 2008

Internet

- Relish website, www.relishrecipes.com.au
 - Nov web visits: 382 (site launched 11/11/08)
 - Dec web visits: 609
 - Jan web visits: 602
- St Kilda Football Club Front Page article
- Geelong Football Club Front Page article
- Today show article

Radio

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

Launch Night

- Sponsors table
- Show bag

MARKETING & SALES

Launch Night	5%
Mail Orders	3%
Internet Sales	7%
Markets/Shops	16%
Restaurants/Cafes	13%
Rotary Network	20%
Sponsors	20%

Current Sales Status (est. at 30/01/09)

Cash in Bank	\$27,252.26
Stock at outlets/ funds to be collected	\$6,767.74
Stock to hand	\$5,980.00

ENQUIRIES

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Final report due in early April.