

Success stories – Strengthening **Business**

Café Corryong Brew

'The Brew with a View'



Commented [MS1]: Image: A photo of the business owner with the business in the background is preferable.

The story so far...

Just when they were getting used to the idea of relaxing and not worrying about working any longer, retired teachers Heather and Helen decided to embark on their own small business journey, opening Café Corryong Brew.

The 'short term' business goal

When Heather and Helen set up Café Corryong Brew it was always only planned to run for 3 years to build up enough money to fund their respective personal ambitions; travel and kitchen renovations.

A first business year like no other

Heather and Helen were only months into their business journey when the devastating Corryong fires surrounded their community. With no electricity for over a fortnight they were forced to close for a month in what would have been their peak time. Then, just as they were getting back into business, preparing for the town's largest tourist event and an influx of visitors they were forced to close under the national response to COVID-19.

"The support of the Australian Government's Entrepreneurs' Programme and Strengthening Business Facilitator (Chris Westwood) has turned our business around," Helen Marshall, Owner Café Corryong Brew.

They muscled their way through the remainder of 2020 and despite seating limitations, compulsory mask wearing and no tourism they grew their business, developed new menu items and employed more staff.

What's next...

With the support of their landlords (The Community Memorial Hall) the outside deck is now an architecturally styled roof, catering orders are on the up and with the support of the Digital Solutions Specialist, Anneliese Urqhart, the business will head in the direction of a website with the potential for on-line ordering.

Always aware of their competition, the ladies maintain a 7-day a week operation and continue to focus on employing young people from the town.

Commented [MS3]: Is this through EP?

Commented [MS2]: Or you could build this paragraph in to the case study body. It would be good to know what support was provided and how it helped achieve business outcomes.

This section is only for internal purposes and should be deleted when the case study is made public

A guide to writing case studies

Case Studies are self-contained stories about how a client overcame their problems with the help of our services. Just like any good story, case studies should have a beginning, middle and an end.

What is a case study?

By the end of a case study, the reader should be able to visualise themselves as the hero of their own story. They should be able to relate to the problems overcome and see themselves being able to do the same thing using your services.

What a case study is not

Case studies are not media releases. They may be used to accompany releases, but they are not a vehicle to talk about new services. They are not advertisements. While they may be used to advertise services, good case studies are about the customer's journey, not your company.

Why create case studies

There are many reasons to create a case study, and they can be effective when done (and written) well. The two key reasons are marketing and reporting.

Marketing

While case studies are unlikely to become viral content, they can be used for client's already researching your company or as a sales tool to convince potential customers to join the program. They are designed for audiences that are already interested, which is a small but valuable audience.

Reporting

Case studies are a fantastic reporting tool and help provide a more detailed narrative on exactly how your services are helping clients achieve their goals. They are often used as internal stories to provide stakeholders with examples of success or to provide background on story leads for communications products.

How to write case studies

Get creative

The better your angle, the more compelling your story so look for interesting clients! Are any of your clients using your service to help solve difficult or unusual problems? Get creative when searching for your next case study.

Make it relatable

While your case study needs to be interesting and have a compelling angle, the vast majority of our audience should be able to identify with it. Look for common problems that are experienced by our clients and include this in the story.

Use storytelling techniques

Your case study should have a beginning, middle and end.

Introduce the story's main character and hero (the client) and the story problem (that the client is trying to solve for their business). Remember, there is no story without a problem.

Discuss the journey you've been on with the client to solve the problem (What did you do to help them navigate it? What have they done with the advice and grant funding?). Your company should be the supporting, not main, character in this story.

Reveal the climax (what's changed for the client since engaging with the program? What's the outcome? What has solving the problem done for them?).

Illustrate with evidence

Just because your case study is a story, doesn't mean you can't use facts and data. The evidence should reflect the challenge and success that supports your major points.

Quote your customer

Feature your client, and their perspective, in their own words to provide validation and credibility.

Keep it quick

One page, or 400-500 words is more than enough to get your point across and convince potential clients that doing business with you is a good idea.

And, never ever use weasel words, jargon or acronyms.

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Capturing the basics

To help tell your client's story, the following template will help you compile relevant information to create a case study, and then you can use the template at the beginning of this document to save your final version.

This information will also provide relevant details the department will use to log all case studies created.

Essential information

Business name	<i>What is the business's name and/or their commonly trading as name</i>		
Business contact details	<i>Include name and position of key business contact as well as the phone number, email, address and website.</i>		
State	<i>Where the business is based</i>	Electorate	<i>What electorate the business is in</i>
Industry	<i>Choose from: advanced manufacturing, food and agribusiness, medical technologies and pharmaceuticals, mining equipment, technology and services, oil, gas and energy resources or insert another industry</i>		
Demographics	<i>Choose from: Culturally and linguistically diverse, Female, Indigenous, People with disability, Youth, Crisis management, Refugee and migrants, or insert another group.</i>		
Program service/s used	<i>Insert all known services accessed, including timeframes</i>		
Grant details	<i>Insert grant amounts and details such as date and what it was received for.</i>		
Recent media	<i>Insert any recent media, acknowledgements or public information</i>		
Other considerations	<i>Are there any sensitivities we should be aware of, or need to consider in this case study?</i>		
Summary of case study	<i>In 50 words or less, give us an idea of why this is such a great case study.</i>		
Client consent for use	<i>Have you received consent to use this story in a public setting? Do you have written consent, and can you provide it if requested?</i>		
Facilitator name and contact details	<i>Include name and details of the facilitator such as phone number, email etc</i>		

Gathering your story

This section may help you gather the information you need and then turn it into your case study

Case study details

Who is the business?	<i>Tell us a little bit about the business, including relevant details like: Who they are, what they do and their business mission Do they have a compelling personal story or an interesting business model? Do they have an interesting idea or origin story? Have they created an innovative product or service? Do they support a marginal group, community or sector? Does their location affect the business (metro/regional/rural & state)</i>
What is the story?	<i>Include a summary of why this story makes a great case study. How does the product or service benefit the average Australian? Has the business developed an innovative product/service/process/initiative? Did the business increase capital, profits, sales, exports, knowledge or skills? Has the business grown its workforce and created jobs? What important new partnerships were forged?</i>
What was the challenge?	<i>Outline any challenges the business faced that led them to the program, such as: What barriers/challenges did they face before getting government support? What did they need help with? What were they trying to achieve?</i>
What support did you provide?	<i>Detail what support, advice, grants the business received (with timeframes): Which service/s did they receive? What support did they receive? Were they connected with any other research institutes or organisations? Did they collaborate with anyone? Access external expertise?</i>
What was the outcome?	<i>Summarise the details about the outcomes for the business, such as Were there any financial benefits – new revenue streams, cost savings, access to new customers? Did the program allow them to access new markets –new client base, international or Australian opportunities? What did it allow the business to do that they couldn't have done otherwise? Were there benefits for employees, clients or stakeholders such as improved processes, policies, culture, systems, skills?</i>

Case study details

What did the client say?	<i>In the client's own words, what do they have to say about the service or outcomes? You may like to ask them: Why did you get involved in the program in the first place? What's been the most valuable aspect of your relationship with your facilitator, and how has it impacted your business goals? What advice would you give other businesses now that you have completed this service? What does the future look like for your business?</i>
What images support the story?	<i>Provide a high-res images (anything over 1MB, but not too large) of the business, its people, processes or product.</i>
Anything else	<i>What other information forms part of the story?</i>