

Attachment 1a

Business Case Study - Longstocking Brewery

This attachment supports the
DSNSW Bushfire Support Advocacy paper.



Business Case Study

Longstocking Brewery

Longstocking Brewery is a small brewery on the far south coast of NSW in the Bega Shire. There is minimal industry in the Shire so the local economy relies on farming and Tourism.

We took over the business 20 months ago and built it up within six months to 5 times its' previous output and profitability. We produce around 40,000 litres of beer; we are a brewery, bar and oyster bar. We have gone from 1.5 FTE to four full time employees and four casuals per day during summer. We are also expanding, in the process of installing a larger brew deck and building extension.

So tell me what the impact of telling tourists to leave the area? Please note that I do not criticize that decision.

In raw numbers, the first 15 days of January 2019 we had sales of \$63,753.00.

Without tourists this year for the same period the sales are \$6,627.00

If you look up the definition of decimation, it could read Longstocking Brewery.

Working capital is invested in December on stocks for the tourist season, so cash reserves are minimal.

The financial impact alone is sufficient to send businesses to the wall, let alone the stress of trying to work with the constant threat to our business and staff.

The flow on effect – last year in the same period we sold \$6,400 worth of oysters alone, all from our local community. So the money that we spend, is spent locally, we do not shop online if the product is available locally. Can we rely on locals? They will spend what they can, but all the businesses have similar stories, so there is no spare money in town.

I see the advertising that the Government is doing and laugh! There is no help for a business like ours, no grant, no low interest loan, nothing. Small business is the engine house of our economy, and the fuel supply has been turned off.

If we were damaged by heat and flames, then we would have access to funds.

We are thankful that our staff are all safe and we have found some work elsewhere for our casual staff so that they can eat, that is what you do, you recognise a need and make it happen

What I criticize is that nothing has been done to recognise the impact of stopping tourists for successful existing businesses. What we need is access to low interest loans, grants and a successful campaign to get tourists back to this area, not next year, now.

Peter Caldwell

Director

Longstocking Brewery

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