

Grants in Action in Our Community

Case Study

Mary Valley Chamber of Commerce



GourMay Mary Valley is a month long festival to celebrate those that grow, produce and prepare food in the Mary Valley. GourMay will take place in May 2023 and have two components. The first is series of Satellite food related events hosted by Mary Valley businesses - these will include farm tours, dinners, picnics, food workshops. Second is Festival Day, to be held in Imbil at the beginning of May with food stalls, competitions, cooking demonstrations and more.

The event will be delivered as a key project of the Mary Valley Chamber of Commerce (MVCOC). Formed in 2008, the MVCOC has an executive of seven proactive local business owners and a current membership of 34. MVCOC is a grass roots organisation serving the Mary Valley business community to drive economic opportunity and development in the region.



Project Outcomes:

GourMay Mary Valley increased the profile of the area by showcasing a range of activities/events. Most of the events on the GourMay calendar were well attended with a significant percentage of event patrons from outside of the Mary Valley. These included Brisbane, Gympie and particularly Sunshine Coast.

A significant number of visitors were day trippers however for specific events many stayed in local accommodation/camping facilities.

GourMay Mary Valley was a great success as noted by attendance at each of the events. A couple of the events sold out quickly and capacity was increased. Feedback from those who attended events was extremely positive.

There were financial benefits for local business and community groups. Awareness of the Mary Valley Rail Trail (and the proposed extension) was increased.

Over 25 local suppliers and 13 sponsors were engaged in the project.

40+
volunteers
involved

1,000+
attendees



Community Grants Program 2022/2023 category:

Regional Events

Amount funded: \$20,000

Category purpose: To support large-scale events and festivals that have low to medium tourist demand, economic value and substantial local social benefits.

"The feedback across the board from attendees, sponsors & participants has given the MVCOC committee the confidence to repeat the event in 2024."

For more information about Gympie Regional Council's Community Grants Program, visit www.gympie.qld.gov.au/grants or phone 1300 307 800.

