



HARVEST

Bright ideas from the field.



CASTLETOWN PRIMARY SCHOOL

SCHOOL PROFILE

Contact: Addie Timms
(Canteen Supervisor)

- 📍 LOCATION: Esperance (712km from Perth, regional WA)
- ✏️ CLASSIFICATION: Primary school
- 🎓 TYPE OF SCHOOL: Public school
- 🍇 STUDENT POPULATION: 490
- 🍏 DAYS OF OPERATION: Three days per week

STORY:

Castletown Primary School canteen had been part of the school community for over 20 years. Unfortunately, when the Canteen Supervisor left at the end of 2018 the canteen closed. The P&C made the decision to reopen in Term 3 2019 and an enthusiastic parent at the school jumped at the chance to be the new Canteen Supervisor.

Although Addie was a very busy mother of four (two of her children are students at the school) she felt her background in customer service meant she had a lot to offer. Addie worked with the P&C and canteen committee, and WASCA to develop a suitable menu for a two day per week service.

It didn't take long for the two days to increase to three, which has been very well received by the whole school community. Increasing sales has meant a casual assistant has been employed on Fridays, the busiest day of the week, with a number of volunteers helping out on other days. Lunch orders just keep increasing – a great result for any business!

MARKETING AND PROMOTION:

Addie is always looking at the WASCA Facebook page and gets a lot of her inspiration from the recipes on the WASCA website. She also liaises with other Canteen Supervisors, both locally and via social media. When asked about the increase in sales Addie believes it comes down to three main factors:

- 1 consistent promotion on our social media
- 2 a friendly team behind the counter
- 3 a menu that changes regularly.

The canteen provides a mix of online and over the counter ordering. For recess there are, pikelets, blueberry muffins, popcorn and cheesies on offer. The most popular item is a cup of milk cubes, which is simply five cubes of frozen flavoured milk sold in a cup. In summer, watermelon is blitzed and offered the same way. On Friday's, burgers packed with salad are the most popular item.



Addie Timms, Canteen Supervisor



Frozen flavoured milk cubes



Burger day Friday!

SCHOOL COMMUNITY LINKS: *Staff catering on PD day*

The school administration asked Addie to cater for a staff professional development day. Addie saw this as an opportunity to generate income on a day when the students were not at the school. The menu consisted of pumpkin soup, chicken and corn soup, fried rice, fruit salad and fresh bread rolls supplied by a local bakery.



Fried rice



Chicken and corn soup



Canteen made pikelets



Fruit and vege cups

TAKE HOME MESSAGE:

As the canteen was closed for a while Addie focused on making the menu as interesting and inviting for the students and staff. She knows that healthy appealing food is important however Addie places just as much emphasis on always providing a friendly, welcoming attitude for the students, staff and parents.

Addie says "We try and change up the menu as much as possible, it is so good to see the students really enjoying the food".