

Country Women's Association of Victoria Strive Harder than Ever to Break Scone Record



CWA VIC State President, Marion Dewar, in her Youtube video for the Royal Melbourne Show 2020
https://www.youtube.com/watch?v=zzcPf_Ak-O8&feature=share&fbclid=IwAR2Mmh2EVOnskbiV2qUmGqxy6vI0Om3eck00JMbin5ylrmb9d15jphqQw

We all know the Country Women's Association (CWA) of Victoria are 'scone' cold killers come show-time, however the dedicated group must try harder than ever to break their previous sales record of 15,565 scones this year, with Covid-19 lockdowns forcing the Melbourne show online.

While CWA in Sydney have gone the route of digital scones ranging from a 5-50\$ donation in return for a CWA approved scone recipe sent in the mail...

The Victorian division is looking to delay the event until possibly the 17th of October, opting for contactless sales - between close-friends and neighbors as well as at certain venues.

The Organisation has been selling scones in tearooms at the Melbourne Royal show and in their CWA cafeterias since 1934.

Normally there would be a crew of roughly 20 people servicing the public at tea rooms and CWA cafeterias across the state.

This year CWA of Victoria state president Marion Dewar explains, "The idea is if every member made and sold some scones, we would easily break the record."

"you sell some to your family – as in the person that you live with," she continues.

"You sell some to the lady next-door and you sell some to wherever it is that somebody you know actually gets to go to work - at work".

In relation to the safe-distribution of scones she says the process will involve, “Something where we deliver” and “leave on the front doorstep”.

So far Food Standards Australia and New Zealand has found “There is no evidence COVID-19 can be contracted through food or food packaging.”

There will be a tally room with the sales tally published to CWA of Victoria’s Facebook page during the event as has been the tradition for the last 3 years.

RECORD	2018	1,217
DAY	COUNT	TALLY
21/9/19	1061	
22/9/19	1346	2407
23/9/19	1,532	3,939
24/9/19	1,205	5,144
25/9/19	1,291	6,435
26/9/19	1,518	7,953
27/9/19	1,975	9,928
28/9/19	1,826	11,754
29/9/19	1,611	13,365
30/9/19	1,434	14,899
1/10/19	666	15,565

DONATED BY EAST WIMMERA GROUP

NEW RECORD

CWA VIC Scone Tally, 2018 (CWA VIC: Marion Dewar)

The group has partnered with Woolworths so they can still sell/distribute CWA show-bags online as well as pursuing new fundraising ventures such as the creation and sale of CWA calendars to make up for lost revenue fundraisers that are not physically possible in the current circumstances would usually provide.

The association has also been selling small items such as jam and preservatives in pop-up shops located throughout Victoria and in several local business’.

As for the scones themselves veteran scone baker *Joy Davis* is hosting a *Scone Making Masterclass* via the video conferencing tool, *Zoom*, that will be held from 2.00 – 3.00 pm on Saturday the 10th of October for an entry cost of 15\$ with bookings closing Wednesday the 7th.

Joy has been baking with the CWA of Victoria at the Royal Melbourne Show for roughly 12 years now and has been providing her own family with fresh scones for much longer.

She reveals to us her secret to the perfect CWA award-winning scones.

“All your mixing is done in the bowl - I don’t handle it too much,” she said.

“It keeps it light.”



CWA VIC veteran baker, Joy Davis, hot at breaking the record - 2018 (CWA VIC: Marion Dewar)

In general CWA Victoria have recently been focusing on adapting to the times and the increasing demand for communication through several online mediums such as *Zoom*.

Which the association is currently using for several events and communication between branch members, with some preferring not to use the application; still choosing to communicate via telephone or E-mail.

Marion alone has been sending an average of 20-30 virtual newsletters a week to several members in an effort to keep up with the association's activity online as well as making sure members who do not have the means to do so are delivered physical letters/newsletters to their mailboxes.

According to *The Australian Women's Register* during WWII the Country Women's Association of Victoria "made over 150,000 camouflage nets, as well as sheepskin vests for flight crews, numerous other woolen garments. They also established a 'Comforts Fund' for soldiers and sent clothing and bedding to children in London."

One of the many charitable initiatives taken by the association since the association's establishment by *Lady Somers* (The wife of a state governor at the time), who convened the first meeting in March 1928.

Which is why the group has long been admired by Australian's across the nation; their care, dedication and morale now shining as a beacon of hope through the dark and uncertain shroud that has cast itself over the world this year. If darker times are to come, Australia will know there is hope when they see scones are still on the menu.

Social Media Text

Post 1:

The Country Women's Association of Victoria has been around since 1928 bringing their craft and charitable message with them throughout their ventures across Victoria and the nation. Now they are conquering technology in order to bring their award winning scones to the public this year, despite the Royal Melbourne Show going completely online.

Post 2:

Will the Country Women's Association of Victoria break their previous scone sales record this year despite Covid-19? State president Marion Dewar seems determined to overcome any adversity that comes in the way of CWA doing what they do best. They didn't stop during WWII and they won't stop now.