



RED POLES

MCLAREN VALE, FLEURIEU PENINSULA

ABOUT RED POLES

- Red Poles opened in 2005 as a bed and breakfast, small café and art gallery.
- Today, Red Poles offers an art gallery, fully licensed restaurant, a bed and breakfast, weddings and private functions, art workshops and is the cellar door for Vale Brewing craft beers.
- The business also offers a variety of live performances, community events and school holiday programs.

BUSINESS GROWTH

- In the last four year Red Poles has seen enormous growth.
- In 2005, Red Poles employed two people, in 2017 the business employs a regular staff every week of 15.
- Currently, the art gallery at Red Poles now exhibits up to 500 artists a year compared to 50 artists in the early years of the business.

CHALLENGES

- A challenge faced by Red Poles is to be able to maintain consistency and quality of what's on offer as the business continues to grow.
- Recognising the changing face of tourism in the digital age was a challenge that Red Poles overcame by hiring a staff member to update the Red Poles website and create an online presence for the business across social media channels.

THE FUTURE

- Into the future, Red Poles is focussed on becoming the best destination for food, wine, ale and art in the Fleurieu Peninsula.
- 2017 will see the introduction of an Indigenous Art Hub at Red Poles that will feature Indigenous art exhibitions and workshops with Indigenous artists. This project is believed to be the first for the Fleurieu Peninsula.
- Red Poles will also open a new cellar door in 2017 which will represent multiple wineries within the McLaren Vale region.

COMMUNITY IMPACT

- Majority of staff at Red Poles live locally in the Fleurieu Peninsula region.
- As an art gallery and live performance venue, Red Poles gives local artists and performers an opportunity to showcase their work to diverse audiences.
- Workshops, school holiday programs and community events encourage local participation, bringing the community together.
- Red Poles works with local tour operators on a regular basis and tries to use local produce wherever possible in the restaurant.

SOUTH AUSTRALIAN TOURISM COMMISSION COLLABORATION

- The SATC team provided support through the Touring Routes project – including Red Poles on the Epicurean Way touring route.
- Red Poles also receives many journalists and trade members each year as part of SATC's familiarisation program.

WWW.REDPOLES.COM.AU

"The Fleurieu Peninsula is a fantastic region for local produce and I think it's really important for us to focus on that local produce wherever we can.

"The thing that drives me every day is my passion for where I work and that I get to focus on the things I love most – family, food, wine and art – and they are all part of Red Poles. That will drive me forwards for hopefully many more years to come."

Ros Miller, Owner, Red Poles



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