



BUNGAREE STATION

BUNGAREE, CLARE VALLEY

ABOUT BUNGAREE STATION

- Established in 1841 by George Hawker as a sheep station, the property diversified to include tourism in 1985.
- Bungaree Station offers self-contained accommodation, tours and unique function venues alongside the working farm. It celebrated its 175th anniversary in 2017.
- Vicky Stewart (George Hawker's Great, Great Granddaughter) and her husband Mark run the accommodation and tourism side of the business.

BUSINESS GROWTH

- Over 32 years, the tourism offering has evolved and now includes self-contained accommodation, camping facilities, guided and self-guided tours and function facilities.
- Around 6,000 visitors come to Bungaree Station each year including day visitors, international guests, families, couples, conference delegates and wedding guests.
- Employs five full-time staff and additional casuals/contractors to meet demands during peak times.
- Has won national and state tourism awards and was recognised in 2014 with a UNESCO Achievement Award for culture and heritage.

CHALLENGES

- Lack of fast, reliable internet for the business and guests. To overcome this, Bungaree Station is investing in infrastructure to meet customer expectations.
- Increasing visitation to the Clare Valley. Bungaree Station proactively promotes the region at trade shows while Mark played a key role on various tourism boards to establish the Clare Valley Wine, Food and Tourism Centre.
- Training and retaining staff in a regional area. Bungaree Station

implemented an induction program and provides staff with targeted training to equip them for success.

THE FUTURE

- Bungaree Station is repurposing its old station store into a farm shop to showcase produce from the property and the region, due for completion during 2017-18.
- Conversion of additional heritage buildings to increase accommodation capacity from 35 to 60 guests.

COMMUNITY IMPACT

- Spends around \$200,000 each year in the region, buying supplies such as food and wine for catering, equipment and hardware and also uses local trades and services.
- Promotes local wineries, restaurants, businesses and places of interest to guests and function coordinators.
- Bungaree Station is the oldest business in the Clare Valley. Has worked hard to preserve the heritage of the property for future generations to enjoy.

SOUTH AUSTRALIAN TOURISM COMMISSION COLLABORATION

- Received advice and support from the SATC for funding applications for accommodation upgrades and self-guided tour infrastructure.
- Has been featured in the SATC's global ad campaign which is promoted to local, domestic and international audiences.
- Learnings from SATC workshops, along with participation in trade shows and global marketing forums have helped Bungaree Station grow its international bookings from 5 per cent to 15 per cent.

WWW.BUNGAREESTATION.COM.AU

"My advice to anyone entering the tourism industry: it's not a 9 to 5 business. You need to be enthusiastic, customer orientated, and flexible so you can ensure your customer has the best experience."

"I love living in the Clare Valley; it's an amazing region with a great range of wineries, food producers, good climate, beautiful landscapes and a rich history. It's a privilege to share all of these things with our visitors."

Vicky Stewart, Manager, Bungaree Station



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