



## MT GAMBIER, LIMESTONE COAST

### ABOUT THE BARN

- Nestled amongst five acres of lush, landscaped gardens.
- Luxury king and queen suite accommodation with own patios.
- Award winning Steakhouse restaurant with a wine list that boasts 650 selections and has been named best wine list in SA on three occasions.
- Owner Kent Comely, bought the family property in 2008 as a regional motel and family restaurant.
- Strong conference market drives demand.

### BUSINESS GROWTH

- Had built a further 32 rooms by 2012.
- Kent went from flipping eggs and checking people out himself to employing more than 50 people including 3 full time and a range of casual and seasonal positions.
- Definite growth in the corporate market particularly from Monday to Thursday. 80% of those people will come into the restaurant for dinner which will mean there will be 100 people in the Steakhouse on a Tuesday night.

### CHALLENGES

- Staffing and penalty rates.
- Having to maintain training and upskill local people on-the-job.

### THE FUTURE

- Growing the international market for The Barn.
- Huge growth in the international market especially

over the Chinese New Year. That market appears to love the Great Ocean Road and the freedom of driving along the coast with their families as well as appreciating premium local produce.

- The softening of the Australian dollar has also seen an increase in German, Swiss and French visitors as well as a lot of Italian honeymooners. It's a niche market but one that is becoming important for The Barn.

### COMMUNITY IMPACT

- The international market currently makes up about 30% of total occupancy.
- A positive affect – employs all locals in a range of positions including wait staff, cleaners, front of house staff, gardeners and kitchen staff.
- A destination for interstate travelers that drives people to Mt Gambier.
- All rooms were constructed by local contractors utilising locally sourced Mt Gambier limestone.

### SOUTH AUSTRALIAN TOURISM COMMISSION COLLABORATION

- When The Barn opened, television advertising and ads in touring guides took place, with the SATC partnering, providing an important branding and awareness exercise.
- Worked with the SATC on obtaining a grant for building expansion. SATC provided advice and advocacy.
- Regional marketing forums held by SATC are very beneficial.
- Inclusion in famils introduces a new audience to The Barn.

[WWW.BARN.COM.AU](http://WWW.BARN.COM.AU)

**“Our involvement with the Tourism Commission has been absolutely beneficial. I feel they listen to the region and knows what it requires,”** Kent.

**“We are on the cusp of a real boom. I think with China we’re only scratching the surface of its potential. We have more people flying into Adelaide...and our regional economy is looking prosperous along with our forestry and agricultural industries,”** Kent.

