



RAWNSLEY PARK STATION

HAWKER, FLINDERS RANGES AND OUTBACK

ABOUT RAWNSLEY PARK

- Working sheep station that was turned into a tourism venture in 1968.
- 29,000 acre property that offers different accommodation options, a restaurant and a variety of tours.
- Tony and Julie took over the family business in 1985.

BUSINESS GROWTH

- The business started with 6 cabins and 2 shower blocks and now has 25 units, 8 villas, one homestead and a caravan park with 60 powered sites.
- Grown from one to 12 directly employed staff with a further 10 staff employed by the restaurant and caravan park. Two thirds of staff are full time.
- Property now has a turnover of \$3 million.
- 80% of guests are from Australia.
- The biggest international markets are UK and western Europe.
- Occupancy rates:
 - Peak season (April/May and September/October): 80-90%
 - Off season (summer months): 40-50% (driven by international visitors).

CHALLENGES

- Limited air access.
- Attracting skilled staff to a remote location.

THE FUTURE

- Medium term plans include the possibility of expanding the restaurant on the property as well as the accommodation offerings.
- Over the past five years the station has seen dramatic growth and is now in a stable consolidation phase.

COMMUNITY IMPACT

- Partnered with local tour company Wallaby Tracks Tours run by Paul Keen.
- Also partnered with Chinta Air to offer scenic flights to guests of Rawnsley Park Station. Chinta Air uses Rawnsley Park Station's airstrip and Rawnsley Park Station offers the pilot accommodation.
- Local builders and service providers such as landscapers, were used for the villa developments and are used for all refurbishment projects.
- Local produce is used, where available, for the restaurant.

SOUTH AUSTRALIAN TOURISM COMMISSION COLLABORATION

- Rawnsley Park Station was the recipient of two \$100,000 grants towards the build of Rawnsley Park Station's villas in 2006 and 2009.
- SATC consults and provides insights and advice to Rawnsley Park Station to increase bookings, particularly in the international market.

WWW.RAWNSLEYPARK.COM.AU

"Tourism has been good for Julie and I. It has provided a lot of opportunities and has been a good journey so far. We are very hopeful that one day our sons will continue our work at Rawnsley Park Station and take over from us," Tony.

"The SATC's help in the international marketing space has been critical to our success. It has helped us increase our summer trade by 40-50%, 10 years ago I thought that would have been impossible!" Tony.

