

WILKADENE ABOVE RENMARK EXPERIENCES, RIVERLAND

TOURISM CHAMPIONS CASE STUDY

ABOUT WILKADENE ABOVE RENMARK EXPERIENCES

Wilkadene Above Renmark Experiences was established as a tourism offering in the early 90's by the Freeman family and is now run by Tom and Sarah Freeman.

The property consists of the Woolshed Brewery, three luxury houseboats and a fully self-contained three-bedroom hideaway known as the Wilkadene Cottage.

Wilkadene Above Renmark Experiences offers guests a unique experience on the banks of the River Murray and is committed to environmental sustainability. Powered by solar energy, the Woolshed Brewery is a zero-waste facility with waste water reused in the garden and spent grain used for livestock feed.

BUSINESS GROWTH

In 2008, Tom and Sarah purchased a 10HL brewing system and the following year produced their first batch of beer. Today the Woolshed Brewery has grown to produce 70,000 litres of beer per year as well as a range of wine spritzers.

During 2011 to 2016 the business averaged an 80-85 per cent growth.

Many upgrades have been made to the brewery including more brewing vessels, deck expansions, additional solar and two new locally built boats were purchased in 2011 and 2012.

Wilkadene Above Renmark Experiences now employs six full time, two permanent part time and ten casual staff members.

CHALLENGES

Due to the location of the property, power supply can be challenging for the business. To overcome this Tom and Sarah have installed over 30kw of solar panels across the property and on the houseboats.

THE FUTURE

Wilkadene Above Renmark Experiences will continue to expand in the future by increasing their brewing capacity and accommodation offering. The business will continue to preserve their original 1859 cottage and further reduce their carbon footprint.

COMMUNITY IMPACT

The business embraces a strong community ethos and works closely with a range of local producers and suppliers. Wilkadene Above Renmark Experiences offers a selection of local produce in the Woolshed Brewery, sources regional ingredients for their beverages including wattle seeds, coffee, apples and

"South Australia is a great place to do business, particularly in regional areas where there is a wonderful community feel."

"We're very blessed to have a good history and a good story here at Wilkadene and being able to tell that story and walk people through it is really exciting."

Tom Freeman
Owner, Wilkadene Above Renmark Experiences

pears, and engages local chefs and caterers for events at the property.

SOUTH AUSTRALIAN TOURISM COMMISSION COLLABORATION

The South Australian Tourism Commission has provided Wilkadene Above Renmark Experiences with advice and support over the years and recently featured the business in the five-day Rewards Wonder campaign.

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