

TOURISM TRAILBLAZERS

REDWING FARM



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REDWING FARM

About

Redwing Farm offers unique, Farm stay accommodation on the Yorke Peninsula. Owned and operated by Nicola Adams and husband, Damien, the tourism offering started 11 years ago as a side project to their farm, having recognised a gap in the market for this type of accommodation in the region. To face down the challenges the pandemic dealt them including lockdown, lost bookings and revenue, Nicola and Damien kept going, diversifying their offering and innovating. From opening a new function centre in 2020 to cater to the wedding and events market, to holding open days and special events on their property to drive visitors to their region, Redwing Farm continues to grow, offering visitors a range of new and exciting accommodation options and activities to enjoy.

Challenges faced

- Entire business was shut for two months in 2020 due to state-wide COVID lockdown, resulting in over 20 lost accommodation bookings and revenue. When everything opened up in 2020, another 12 bookings were lost due to border closures.
- Opened new function centre, The Shed in September 2020, dealing with tough restrictions on venues and functions for the remainder of the year. During this time, they had two weddings cancel, two postpone and one school formal cancel.
- Pre-COVID, interstate visitation accounted for 20 per cent of Redwing's market, when border closures were imposed, this market was lost overnight.

Overcoming challenges

- Used the downtime in 2020 to apply for a Tourism Industry Development Fund grant. Redwing secured almost \$55,000 in funding for the purchase and conversion of a bus into tourist accommodation and other enhancements.
- Thought of other ways to get people through the doors including hosting events that would appeal to Yorke Peninsula locals. In February 2021, Redwing Farm hosted the region's first ever Fringe event which was so popular, the artist announced a second show. Held a range of creative workshops and also ran educational workshops for children and school groups to see the farm and learn where food comes from.
- Built on strong social media presence throughout 2020-2021 to keep in touch with followers, showcasing the farm, its animals, weddings, the progress of the bus conversion and accommodation.

Lesson learnt

- Creating authentic, no-fuss experiences that showcase the lifestyle of South Australia, and the country, are key motivators to stay. Visitors, particularly international tourists are not just looking for a beach getaway, but the opportunity to learn about farm life.
- Guests are happy to be self-sufficient. As a venture built on a working farm, Nicola and Damien balanced their workloads by creating plenty of activities for guests to do at their own pace. Activities on offer include bikes, a giant maze made from hay bales, human-sized chess set, and plenty of farm animals to meet.
- Diversification is key to growth. By hosting events and workshops and building a new accommodation option has provided new revenue streams for the business.



Being part of the South Australian tourism industry is being part of a team. You're all in it together, all promoting the state because it's a great place to be.

Damien Adams, Redwing Farm

The Redwing Farm Approach

- Expand your horizons and back yourself. Nicola and Damien use a 'have a go' approach to their ideas. This helped inspire their yearly 'open days' – encouraging locals to check out their offerings, provide feedback and suggest ways they can collaborate.
- Create year-round activities and events.
- Work to maintain the significant flow on benefits your offerings have to the local community. Redwing works with over 40 different businesses to deliver functions, supporting locals who in turn, support Redwing Farm.

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