

Tourism Champions Case Study

THE LANE, ADELAIDE HILLS



The Lane Vineyard, Adelaide Hills

ABOUT THE LANE VINEYARD

Located in the Adelaide Hills, The Lane Vineyard is a second generation family-run winery, dining and tasting room.

Founded by Ben's parents, John and Helen Edwards in 1993, the business prides itself on growing high quality grapes and producing the finest wine with a true sense of place.

From intimate dining to enjoying a wine flight at their 360° Panorama Tasting Room, The Lane offers visitors a unique range of experiences across the estate. Their wines receive high accolades from industry journalists and are distributed globally.

BUSINESS GROWTH

In 2005 The Lane began making their own wine on site and by the end of 2007 the tasting and dining room opened.

Today over 30,000 people visit The Lane every year for wine tastings, long lunches, corporate events, weddings and private functions.

The business employs 35 staff (17 full time and 18 casual staff members) and is a proud member of the Ultimate Winery Experiences Australia.

CHALLENGES

As a multifaceted business, The Lane relies on all staff to bring together the viticulture, wine making, distribution, tasting room and world class dining room into a seamless food and wine experience for visitors. They constantly refine and challenge at all levels, always taking a long term view. Continual staff professional development and succession planning are vital for success.

THE FUTURE

The Lane is always searching for ways to innovate and improve their customer experience and will continue to build on its reputation as one of Australia's finest wine producers.

In the next year, the business will launch an outdoor lunch/entertainment area and will focus on attracting more corporate launches and events. Further growth into international markets and building on the success in domestic distribution are also on the agenda.

COMMUNITY IMPACT

The business works closely with an array of local organisations and engages with many local suppliers in the Adelaide Hills. These suppliers include Richard Gunner Fine Meats, Nature's Chickens (Lenswood), Echunga herbs, Ngeringa for herbs and vegetables and Section 28 for cheese.

"South Australia is the engine room of the wine industry in Australia. We produce some of the greatest wines in the world with incredible diversity of styles. The quality of produce and lifestyle we have is second to none!"

The Lane Vineyard has a long term relationship with The South Australian Tourism Commission. It's important to have a state based partner that thinks global and acts local. There are so many best practice toolkits/workshops and networking sessions the SATC provide; it's really assisted putting South Australia in an enviable position both domestically and globally."

Ben Tolstoshev, General Manager – Global Sales & Marketing, The Lane Vineyard

The majority of staff at The Lane live in the Adelaide Hills and many locals use their Dining Room as an office space showcasing South Australia's unique lifestyle.

SOUTH AUSTRALIAN TOURISM COMMISSION COLLABORATION

The South Australian Tourism Commission has provided leadership in digital marketing, experience developments, skills development and networking opportunities as well as a range of helpful toolkits.

