

Business Profiler

Company name:

Alpine Views Farm Lodge

Also known as:

The Castle

Briefly describe what your company does:

Farms 26.8 hectares in cattle, sheep, deer in the high country
Accommodation and Farm stays/tours, general public, FTI's for up to 8 persons plus. All rooms
with ensuite. Can include Dinner, Bed, Breakfast.

What year did your business start trading?:

22/2/2007 formally as Stonebridge function Venue Ltd. Company name changed 29/06/18 to Alpine Views Farm Lodge due to selling 18/12/2017 and purchasing a farm again with accommodation business.

Give us a brief history of your business:

FORMER BUSINESS 1980

Farmed bull beef, sheep, Gelbvieh stud. Did cropping and grew miniature cherry trees up to year 2000.

FORMER BUSINESS 2002

Purchased 10 acre property in Geraldine named Stonebridge Rhododendrons garden in 2002 to partly retire and carry on the homestay the former owners had started.

Built StoneBridge Function Venue Ltd in 2007 catering for mainly weddings (approximately 600) followed by conferences, expos, business meetings, product launch, balls, funerals, birthdays, awards nights, fundraising etc for up to 250 guests and occasionally 1500.

Built BakeHouse and opened April 2016

Sold property and businesses 18/12/17

NEW BUSINESS 2018

Purchased 196 Blainslie Road, Albury, RD 17, Fairlie. Farming steers, heifers, sheep and taking on clients for the accommodation.

Who are your target audience?:

Hunters, Fishermen, bus tours groups, 'high end' clients exclusive stay

List the **products** to promote:

360 degrees views of high country farmland, mountains and alpine ranges including seeing top of Mount Cook'

High country farm experience

65 Hand reared 2 year old steers, some steers and heifers 1year rising to 2 years.

23 ewes (in lamb)

Deer

Free range hens

Vegetable house garden

Orchard consisting of red and black currants, raspberries, gooseberries

Fruit trees: Apricot, Black Boy Peach, Quinces, Plums, Cherries, variety of apple trees

The lodge is an **ECO friendly green energy efficient** with HRV ventilation system, double glazing, heat transfers systems. Also installed are 2 fireplaces, 2 log fires, underfloor heating in all bedrooms, drawing room and media room.

6 person **spa** – outside amongst the stars

The awesome **silence and amazing views**. Tranquility and serenity.

Catering services including pizza oven and 2 metre BBQ plate options. Chef as and when required. All products are organic, spray free and free range whenever possible.

Drawing room (9m x 6m) with open fireplace and double doors leading to formal dining room and door leading to outside to outdoor dining under the veranda (19m x 5m)*. Views are of the garden, farmland, mountains and alpine ranges. Telescope for viewing the stars.

Formal dining room (10m x 11m)* has double doors that also lead outside to the outdoor dining area under the covered veranda, lead to the kitchen and the family gallery hallway. Views are of the entrance to the homestead along with the garden, farmland, mountains and alpine ranges.

Kitchen dining room (9m x 10m)* has a log fire.

Sound proof **media/loung/bedroom** (7m x 6m) with split super king bed and ensuite

Mud room/laundry has skies, gun and fishing gear storage. (7m x 3m)*

Indoor **board games** are available

Babies Portable cot, high chair, changer, variety of toys are available.

Wine cellar with a wide selection to choose from

Library with log fire, fridge, tea/coffee making facilities and a separate bathroom

Helipad

Accommodation

Master room (5.5m x 7m)*

\$550 for couple per night (including Dinner, Bed, Breakfast)

\$900 for 2 nights

Open fireplace

Lounge chairs with side table

Writing desk

Smart 55"/ 138.8cm 4KTV HDR

Bath Robes

Ensuite; Bath, shower, double guest basins (5m x 4m)*

Fridge, tea/coffee making facilities

Internet

Walk in clothes closet (3m x 3m)*

Large antique dressing mirror

Views of garden, farm, mountains and alpine views

Spa outside room

Room 2 (5m x 5m)*

\$350 for couple per night (including Dinner, Bed, Breakfast)

\$610 for 2 nights

Super king bed split

Ensuite (2m x 5m)*

Smart 55"/ 138.8cm 4KTV HDR

Large antique dressing mirror

Tea/coffee making facilities

Dressing draws

Dressing closet clothes

Bath robes

Views of farm, garden, spa, mountains and some alpine views

Room 3 (5m x 5m)*

\$350 for couple per night (including Dinner, Bed, Breakfast)

\$610 for 2 nights

Super king bed

Ensuite (2.5m x 2m)*

TV

Large antique dressing mirror

Tea/coffee making facilities

Dressing draws

Dressing closet clothes

Bath robes

Views of garden, homestead and mountains views

Room 4 (5m x 4m)*

\$300 for couple per night (including Dinner, Bed, Breakfast)

\$500 for 2 nights
King bed
Ensuite (2.5m x 2m)*
TV
Large dressing mirror
Tea/coffee making facilities
Dressing draws
Dressing closet
Bath robes
Views of garden, homestead, farm, mountains and alpine views

*Approximate size

Children 10 years and under come free. Each child must be accompanied by a parent.

*List the **services** to promote:*

Exclusive stay for party up to 8 persons in 4 of the 5 bedrooms with ensuite's
Can provide some rollaway beds if party is larger than eight

Accommodation for:

FTI'S
Farming tours
Hunters
Fishermen
Skiers

(Owners live on site in the homestead catering to all guests requests)

Catering to

Accommodation guests
Bus Tours for High Tea

Farm to Table

Also offering '**al fresco**' dining
Kiwi **BBQ** or **Wood fired Pizza** oven experience

Farm viewing/activities

Feeding lambs in spring, pet sheep, hay to cattle and wheat to hens
Can touch or pick up pet sheep, cattle, hens, dogs

'International Dark Sky Reserve'

The sky is so clear and vast that millions of stars seem to appear right before your eyes. Unique to the Mackenzie Region, the clear skies found in this part of the world are like nothing else in New Zealand. Very limited light pollution means the views of the night sky seem to stretch on as far as the eye can see.

In 2012, the 4300 square kilometre area was declared the Aoraki Mackenzie International Dark Sky Reserve, with light pollution strictly controlled in the area. It is the only one of its kind in the Southern Hemisphere, and one of only eight in the world.

Telescope

Star gazing

Seeing this sky through a telescope is an experience unlike any other. Take the time to look up, study the galaxies and stars, and feel connected to the awesome history of the universe. There are a number of ways to take a stargazing tour in the Mackenzie Region.

Keen stargazers will see amazing constellations that can only be seen in the southern hemisphere, including the Southern Cross, to the Magellanic Clouds and the Milky Way.

Outdoor Spa to seat 6 persons

Wireless internet and cellphone coverage within the homestead. We have installed our own satellite and 'Spark' landline

Pick up service

POA dependent on where from and vehicle

What is your business vision/mission statement?:

CANI (Continuous and never-ending improvement)

Do you have a business philosophy?:

Transparency in all transactions
Treat people how you like to be treated
Reply to all correspondence within 24 hours the latest
If you make a mistake – tell them
Money up front as some people who have no intention of paying
Look after your staff as they are on of your greatest assets and represent you
Employ the best and pay them above the normal wage
Build a staff culture – look after them
Have systems in place and more systems in place
Ensure clear communication for every sale with clients signing off on written planning of what is being offered
Always sort out any staff problems as soon as possible
Make sure they take their breaks and you take yours
Make sure new staff are orientated before starting position
Do the work allocated for each employee's position (if possible) every now and again (gives great awareness and understanding as sometimes it can help improve the position with better safety and financial benefits to employee and employer)

Does your business have any accreditations or awards?:

For the event function venue, accommodation and bakehouse awards
2015 TripAdvisor Winner Excellence Award
Nominated by People's Choice Awards "National Best Private Venue"
Finalist in the Hospitality & Tourism Awards 2011 "Service Experience"
Finalist in the Hospitality & Tourism Awards 2015 "Small Business"

Does your business or your staff have any interesting skills, expertise or biographies worth mentioning?:

Building a new business (the one we have just sold) from start to finish, from drawing plans of the structure upwards to its completion to running the business for 11 years very successfully with the only knowledge there was a real need for a five star event centre.
The problem was, we had no knowledge of the hospitality, tourism, bakery, homestay businesses. We had the beautiful gardens, the enthusiasm and passion and knowledge of the need after doing homework on the possibilities.
It was a beautiful journey and privilege to be part of so many private amazing events and to gain a contract with Foodstuffs for the bakehouse .

Does your company support any charities? If so who do you support and why do you support them?

In the past before moving to this new place we have supported a lot of charitable events as we could make some money for them with the event centre. The biggest donation was for the Geraldine Firefighters who cleared \$25,000 from their ball. Another one was for the children that lost one of their parents in the Christchurch Earthquakes which netted \$20,000
Now in Fairlie the charities are:
Lions – Giving back to the community
Churches – giving to the community
Salvation Army