

# Business Plan

## Doddridge Blacksmith Shop

**Objective:** to secure and maintain the Doddridge Blacksmith Shop as a significant cultural attraction to Angaston, the Barossa Valley and the wider South Australian community.

**Proposal:** for the community of the Barossa Valley to purchase and maintain the Blacksmith Shop as a functioning blacksmith open to the public with the Angaston & Penrice Historical Society (APHS) to be the custodian and operator of the premises.

**Background:** The Doddridge family settled in Angaston in 1849 and commenced blacksmithing operations from the current premises in 1876.

Operations ceased in 1981 on the passing of Hardy Doddridge with the community purchasing the contents of the property by auction in 1982 and the premises subsequently being purchased by benefactor Paul Mariani. Paul opened the property for the community in 1996 until his passing in 2008. Since then, his widow Kerrie Kiefel and APHS have operated in partnership to open the Blacksmith Shop on weekends, public holidays and by appointment for the benefit of the community. APHS has maintained a roster of volunteers since 2002 and Members of the Artist Blacksmiths Association South Australia together with local artisans and the volunteers operate the facility so that visitors and interested groups can have an insight into a trade that was central to colonial life.

Kerrie Kiefel has now offered the property for sale and the opportunity exists for the property to be maintained as a functioning blacksmith for the cultural benefit of the community.

**Future operations:** Having operated the property in partnership with Paul and then Kerrie for more than 14 years, APHS is confident that sufficient income is generated by visitor donations to offset the overhead costs of ownership of the property. The financial statements of APHS over this period support this assertion.

Although currently being economically viable, APHS is considering charging minimal admission fees rather than admission by donation and the manufacture of merchandise on the premises to further bolster financial viability into the future.

Sufficient interest for the public to visit the premises is maintained by ongoing promotion through Tourism Barossa, regular features on national lifestyle television programs and printed media, online presence through a dedicated website, brochures available at local tourism venues and other local attractions. APHS has recently focussed on an increased street presence to attract the passing visitor.

APHS has a large group of dedicated volunteers (currently 32), who in association with The Artist Blacksmiths Association, ensure that the premises are open to the public at advertised times and the younger generation can be taught the skill of blacksmithing.

### **Additional attractions:**

#### **Turners Butcher Van**

On the basis that sufficient funding could be obtained to secure the property, APHS plans to build an additional shed on the property that would house the 1925 Dodge buckboard vehicle known as Turner's Van purchased by APHS in 2005. The Van was purchased new by local butcher Percy Turner who used the vehicle for local meat deliveries over the ensuing 50 years. The vehicle generates

significant interest through the Turner association as well as in its own right as 90 year old running vehicle.

APHS currently has no permanent storage facility for the Van. If housed at the Blacksmith premises, the Van would generate further interest at the Blacksmith premises.

### **Angas/Holmes Wagon**

The Angas family donated the Wagon to the Angaston Council as an example of the English type vehicle which featured in the local history of the community. Over time, the Wagon, which had been displayed at the Angaston Memorial Reserve, deteriorated and over the past two years, has been restored, led by Moss Munchenberg, the Lions Club and the Nuriootpa Tinkers' Shed volunteers. The wagon currently awaits a suitable building to be erected in the Memorial Reserve to be put back on display to the public.

APHS proposes to approach the Barossa Council to have the Wagon stored and displayed in the proposed new shed at the Blacksmith property. The Wagon would further enhance interest in the Blacksmith operations as an example of the type of vehicle that a blacksmith would have assisted in its building and maintenance.

APHS views this proposal as a positive outcome to both the enhanced interest in the Blacksmith Shop and for the Barossa Council to be relieved of the onus of the initial cost of building a structure to house the Wagon and the ongoing maintenance of the structure and the Wagon itself.

**Funding:** To achieve the outcome of the purchase of the Blacksmith property and the erection of a new shed at the property, APHS would require funding of \$100,000 in addition to its own available funds.

APHS intends to canvas the following parties to raise the funding required:

The Barossa Council

Angaston Community & Business Alliance

Tourism Barossa

Artist Blacksmiths of SA

South Australian State government

The Barons of the Barossa

Regional Development Australia

History SA

Local Historical groups

Local Barossa businesses

Local Service Clubs

Local Barossa community

Online Crowdfunding

**Summary:** APHS are in a position to maintain and enhance a significant Angaston and wider Barossa community cultural heritage attraction.

Funding of the purchase of the property would allow APHS to continue to enhance local and visitor interest in the Barossa's history and maintain and improve visitor interest in the Barossa's heritage and benefit the wider Barossa community.