



TOURISM
EXCELLENCE

Boroka Downs

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Winning back-to-back Victorian Tourism Awards, Boroka Downs is an accredited nature based retreat. Unlike other residences, Boroka Downs offers accommodation for just five couples in five individual boutique locations across the eastern edge of the Mt. William range, capturing the essence of the Grampians region.

Established for tourists as a five star environmentally friendly retreat, the building and design values were centred on quality, passive solar energy and internal and external environmental harmony.

To retain their reputable status, Boroka Downs, continually uses methods to further improve visitor experience, whilst pursuing environmental excellence. In order to achieve this, Boroka Downs have implemented three strategies to enhance the economic and environmental situations and marketing expenditure.

Economically, the team's goals were based on a variety of areas. As the owners had recently purchased the property, new management wanted to ensure that they would be able to maintain gross and profit margins. The team's goal was to target local and international visitors and encourage guests to increase the duration of their stay.

Boroka Downs directly targeted foreign based websites and Australian websites targeting free independent travellers, they offered restructured inbound rates and provided complimentary breakfast provisions for two night stays or longer.

During this period, more than 42 per cent of international guests responded and booked directly to the business, which saw an increase of approximately 20 per cent on the previous year.



Boroka Downs wanted to ensure that they were constantly practicing environmental initiatives. By targeting all areas of concern (i.e. water, energy, recycling, waste and land and nature) the team was successfully able to reduce 84 per cent of town's water use, whilst reducing in-flows to main 'bio-cycle' systems by 900 litres per week, by diverting recycled water to gardens and lawns.

Their new waste management plan also saw the arrival of 10 new chickens that were employed as the primary 'green waste converters'. They assisted in processing food scraps, and in return the team received freshly laid eggs and manure for the gardens.

Staying true to the business values - "we live in a world where change needs to be embraced if one aspires to excellence", displayed the quality and performance of the Boroka Downs retreat. Particularly in relation to their staff, Boroka Downs, continually reinforces the positive notions of training and skill development.

Staff meetings are held bi-monthly and discussed topics include, collated customer feedback, guest expectations and any new cleaning methods or practices and polices.

As a result of many of customer feedback, the retreat has taken on board many of the suggestions aimed to enhance visitor experience. As such, Boroka Downs adopted more local product into the packages they offered.



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They replaced previous Aesop Skincare Kits with VIP wine tasting at the Gap vineyard; this would enable couples to experience all of what the region has to offer.

They also implemented walking tracks across the property and mountain bikes. Not only would this reduce carbon emissions, but couples could experience the serenity of Lake Fyans and the lower country, capturing the essence of the Grampians.

Ron and Jo moved on from Boroka Downs in December 2009, however the new owners, Bob and Stephanie Adams have continued the tradition of service and ongoing improvement.

Since taking over, Bob and Stephanie have achieved Ecotourism certification through Ecotourism Australia.

"We now offer "on call" produce/meal packs, primarily for evening meals, so that guests arriving without food can purchase fresh local produce at supermarket prices to 'cook in' rather than have to either eat out or go shopping. (breakfast provisions are still available as before).

We also provide complimentary use of golf clubs and have launched 2 new packages; one includes an off-road nature tour through an Ecotourism certified Tour operator and the other a tour to some of the indigenous art sites in the Grampians, in conjunction with Brambuk."

All in all, the team at Boroka Downs retreat offer a unique experience for their customers because they, like the previous owners are genuinely passionate about what they believe in.

From the environment to the services, every aspect of Boroka Downs is nothing but excellence.

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