



TOURISM

by Bill Nehmy

I am pleased to introduce Greg Hobby, CEO (Chief Eating Officer) of Taylor & Holmes who in their diverse portfolio run the iconic Bridgewater Mill.

BN: Welcome Greg, please can we start with an overview of your early years, where you were born, went to school, your early plans and aspirations?

GH: Hello Bill, thank you very much for this opportunity. My 'early years' were quite some time ago now. My schooling was at East Adelaide Primary School then Norwood Boys Technical High School.

And, I'm sure like most, my early ambitions were to have fun and do something meaningful with my life.

BN: Please can you elaborate on the changes to the Bridgewater Mill?

GH: The wonderful Warren Randall, who has owned The Mill for the last four years, still owns The Mill and its surrounds. He's a great supporter of our vision and a source of encouragement and inspiration to us.

Since February 1 this year, my family company is the operator.

We describe the main change we have initiated as 'warmth'... the warmth of our welcome, the warmth of the atmosphere we create and the heart-warming effect that really good food, drinks, service, fun and care create.

We are very focussed on ensuring Adelaide Hills people, including our local area neighbours, feel the warmth and, we hope, a sense of pride too.

Our purpose is to ensure an exceptionally good experience is enjoyed by everyone who visits, from a cup of coffee in The Little Cog coffee hut to a four-course meal in our restaurant.

Our Executive Chef, Ben Fenwick along with Venue Manager Chris Howard, the equally amazing Tori Hobby (I'm a proud dad) and with our 17 workmates at The Mill, all focus on an exceptional experience for everyone, every time.

BN: If you have visiting friends or relatives and you want to give them a memorable Adelaide Hills day, what do you recommend?

GH: Nature. The Hills have some of

the country's most beautiful examples of stunning nature. Walking trails abound, hidden peaceful areas, creeks, ancient trees and bird life to amaze.

Once refreshed by some time in the environment, the Hills also provide a wide range of extra-ordinary dining experiences – really wonderful cafes and restaurants from the great traditional to the amazingly quirky.

They are run and worked by very knowledgeable and always passionate people. And then the wines. And the gins. And goodness knows what other world-class drinks to try.

The entire Adelaide Hills is an incubator of and for wonderful food and drink-based experiences.

BN: What do you think is the most significant tourism opportunity waiting to be realised in the Adelaide Hills?

GH: Smashing the still-too-common perception that it takes quite an effort to get to the Adelaide Hills from the Adelaide Plains. I hope in making this point that I am NOT offending our Hills-dweller friends who enjoy that Plains-based belief.

Having said that, the myth of the effort required to get to Hills does create a feeling of escape, of being in a wonderland and of being above the drollness that life can sometimes feel like.

There is a great opportunity and responsibility, for those of use who have businesses here, to find the important balance between capitalising on the unique charm of the Hills and preserving the integrity of its beauty.

We can do this by first recognising and then deeply respecting The Adelaide Hills, in all its forms.

BN: Please share any other key interests/activities that might surprise us! How you run the diversity of Taylor & Holmes must mean excellent time management skills!

GH: We, Taylor & Holmes, are a family-business with 54 talented, respected workmates and together we operate a large commercial catering company in Mile End, as well as four cafes and, of course, The Bridgewater Mill.



Executive Chef Ben Fenwick along with Greg Hobby and Tori Hobby

We are driven, every day, by purpose not outcome. We believe that if we focus on purpose, outcome takes care of itself.

Which led us to define our purpose this way: Exceptional Food Experiences. Our businesses are all accountable and focussed on creating a truly memorable, enjoyable and "I want more of that" food experience.

This applies to a chicken sandwich in one of our cafes or a four-course dinner at The Bridgewater Mill.

BN: What advice would you give a young person in respect to finding the right career and to have an enriching life?

GH: Please, follow your passion. By paying attention to what it is that you do that completely energises you, young people will find that it will lead them to a career that may just provide them with a lifetime of fun and fulfilment.

Thanks again for this opportunity, Bill. It will be a pleasure to welcome your readers to The Bridgewater Mill.

Thanks Greg for giving us the opportunity to get to know you and Bridgewater Mill better. First impressions are often the best and I quickly noted you have a happy customer focussed team.