



# TOURISM

*I am pleased to introduce Ros and Wayne from the eclectic Atelier at Crafers*

by Bill Nehmy

**BN:**

Welcome Ros and Wayne, please can I have a snapshot of your early years, where you were born, went to school, your early plans and aspirations?

**R&W:**

Yes, Bill. We are both true blue South Aussies. I was born at Ceduna and Wayne was born at Glenelg.

My working life initially centred around a career as a teacher and later as a public servant in the Department for Education.

I spent my early years teaching at various aboriginal communities in the Northern Territory but my family responsibilities eventually led me back to Adelaide.

Wayne was a self employed land conveyancer for more than 40 years so you can see that the change in our careers after our retirements in 2013 has brought us to a completely new life running Atelier Crafers.

With no experience in either hospitality or art galleries it was a bold plan to start a business based around my passion to create unique sterling silver jewellery.

Rather than Wayne and I setting up a market stall at the Stirling Markets on the dreaded freezing winter's mornings to sell my jewellery, we decided to move indoors to a dedicated space with heating and cooling!

Atelier Crafers was born in July 2017 and we still love every minute of it. Whilst the business is solely owned and operated by me, as they say, "behind every great woman there is a great man" or that's Wayne's version anyway.

**BN:**

Please can you elaborate on your Atelier gallery and café, including your art classes and Friday curry night!

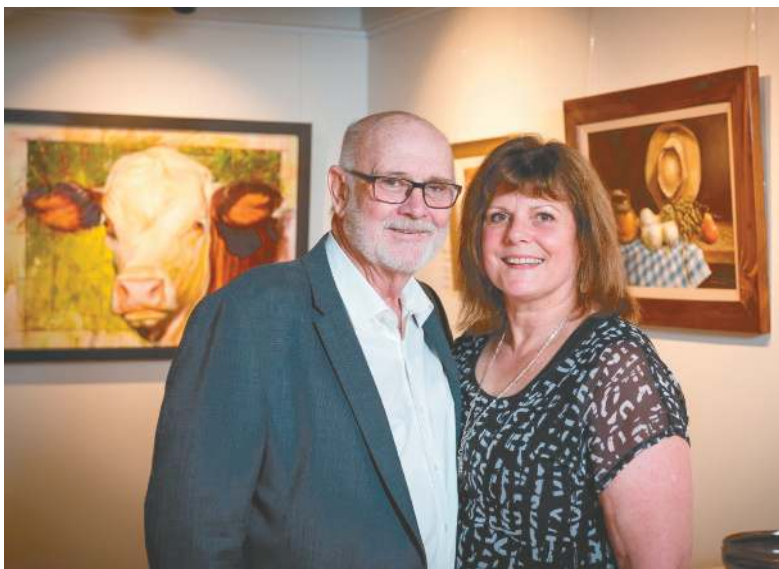
**R&W:**

Feedback from our customers seems to indicate we have created the welcoming homely atmosphere we hoped to create in the Atelier.

By choosing local stone and reclaimed Australian hardwood timbers and having the advantage of Wayne's highly skilled son James Marshall as our builder we are very happy with the changes made to the original old engineering workshop.

Being off the main street does make it difficult for people to find us but the "word of mouth" marketing has certainly been cost effective in making Atelier Crafers a very successful local venue.

With great art on our walls and



stocking only Adelaide Hills wines, beers and ciders we seem to have attracted some wonderful warm customers which makes day to day life so enjoyable. Our Friday night \$15 curries and \$10 cocktails have been a big hit and people certainly need to book.

In the colder months our seats around the fire are prime positions and much fought over. Our art classes will benefit from a new art studio which has been approved by council so keep an eye on our website [www.theateliercrafers.com.au](http://www.theateliercrafers.com.au) for more news in due course.

**BN:**

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

**R&W:**

Obviously the Atelier is unique but with the recent Adelaide Hills bushfires, we encourage everyone to simply come up to the hills and spend their dollars locally.

There are, of course, many fine local wineries and award winning venues to choose from. We are always very pleased to see some of our local unique fine art items being taken back interstate and often overseas.

**BN:**

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

**R&W:**

Without a doubt, Bill, there are wonderful tourism opportunities that exist in Crafers. Unfortunately, parking around Crafers has been dominated by

"park n ride" customers which has prevented further tourist developments in Crafers.

Our local council is aware and sympathetic of the issues but parking in many Crafers streets is actually controlled by state government. I am passionate about wanting to see the village of Crafers developed as the true "gateway to the Adelaide Hills".

**BN:**

Please share any other key interests/activities that might surprise us, I know Ros you are an accomplished jeweller!

**R&W:**

Accomplished, thank you, Bill! Between baking carrot cake and serving our wonderful customers our beautiful Dawn Patrol coffee, I'm finding it more difficult to get to my bench to work on my jewellery.

However, I have the most wonderful staff imaginable and if I can grow the business just a little more, I might just have some more bench time that I really crave.

**BN:**

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

**R&W:**

I think young people need to listen deeply to what's within them and to trust their intuition when making life choices. I believe there are never mistakes in life, just opportunities to learn and grow.

*Thanks Ros and Wayne for giving us the opportunity to get to know you and Atelier better. My favourite carrot cake in SA can be found at Atelier!*