

Major expansion for Rustons Roses



Work has started on construction that will be see a doubling of the size of the David Ruston visitor centre at Rustons Roses.

The expansion at the home of the National Rose Collection of Australia has been prompted by the increasing demand for a function/conference/event facility to cater for up to 150 people and secondly to provide a central repository of interesting, interactive and interpretative information about the rose and it's role in Australian history and culture.

The project will also provide interpretative information on the existing classic and historic car display.

The Centre will provide the visitor with a total tourism experience which will include the new function facility and visitor information and entertainment experience. These facilities are in addition to the already existing features of a café, gift shop, classic and historic car display and the Dudley Siviour Sculpture Gallery. Visitors to the new centre will also have access to 10 hectares of garden which includes one of the largest displays of Tea Roses in the world.

Our existing facility is unable to meet current demand which has grown significantly since the facility was opened in 2005. In particular, car club groups, garden clubs, touring bus groups and the general public are wanting to use our venue for a number of activities, including lunches and dinners, conferences and meetings and as source of information and enjoyment.

Since being awarded the responsibility of maintaining the National Rose Collection of Australia there has been an increased demand for us to provide information about roses. By providing a world class interpretative facility about the rose and the role it has played in Australian Society we will be offering an interesting and valuable service.

Thanks to a \$100,000 Federal Government TQUAL Grant, the expansion will be used to assist in the construction of a conference and function venue, including a full kitchen.

A viable tourism operation is the only mechanism available to financially support the maintenance and growth of the National Collection and to continue our work with the highly acclaimed Tea Rose Collection.

Since 2005, when the David Ruston Rose Centre was first opened, we have seen a massive increase in demand for the venue. In it's operational format the Centre provides for a café seating for up to 50 people, an outside terrace area which can seat approximately 40 people (good weather only), a classic and historic car display which includes motorbikes, tractors and outboard engines and a gift shop which sells rose related merchandise, local artists works and general tourist gift lines. The increase in both locals and visitor traffic to the garden sees the venue utilised to capacity on many days of the year.

The new extension will provide a dedicated area for groups and allow our day to day business to continue without interruption. Based on enquiries/forward booking and projected growth through increased marketing and promotion we believe that the new facility will be used at least 60 times in it's first full year of operation, 2011-2012. When the new facility is not being used for a function or group booking, the area will be available for our regular visitors to use.

We have also have experienced an increase in demand for a number of lesser activities. These include activities such as weekly art classes for local artists, a community art project for people affected by the drought (Arts SA project) the Riverland Classic and Vintage Car Club monthly meetings, the bi-ennial Rose Week Sculpture Exhibition, annual inclusion of the venue for SALA (South Australian Living Artists) Week exhibitions, venue for activities that form part of local festivals, ie Rose Week, Riverland Renaissance, Balloon Fiesta and display outlet for regional art, foods and wines.



SOUTHERN PERSPECTIVE
NOT TO SCALE



WESTERN PERSPECTIVE
NOT TO SCALE