



Success stories

Orange Oak Horsemanship

Excellence and grit



The new school of horsemanship

Horseman Matt Bleby and wife Lauren Bleby are blazing a trail for the new school of horsemanship, delivering a personal and boutique service to the Adelaide Hills horse-riding community with a humane and animal-centric approach.

Resilience and grit

Mount Torrens sits squarely within the fire scar of the devastating Cudlee Creek bushfire of 2019.

As Black Summer raged throughout the Adelaide Hills, the flame front tore through the Orange Oak farm, destroying fencing, infrastructure and pastures, and terrifying animals along with Matt and Lauren's young family.

No sooner had the smoke cleared, did COVID-19 instantly complicate their recovery with the overnight cancellation of much of their forecasted pipeline. Matt and Lauren were forced to fight for their business.

Bouncing back stronger

With the assistance of the Strengthening Business outcome of the Entrepreneurs' Programme and South Australian delivery partner Business SA, Orange Oak Horsemanship has recovered turnovers to beyond pre-disaster levels. While currently at full capacity, untapped demand is still chomping at the bit.

The business is also stronger and more resilient, with a clear strategic direction around value-based pricing, and a focus on technology that will see the business embrace digitisation to enhance the customer experience, automate manual processes and protect its information assets in the cloud.

The future looks bright for Orange Oak.

Looking ahead

With the help of Strengthening Business, Orange Oak was able to secure grant funds to produce professional videography assets to help tell their story.

This creative project will be used to lead the charge into a digital future for the business, with the launch of a new website including digital bookings and cashless payments, and a modern and sophisticated approach to digital marketing and social media that will elevate Orange Oak as the market leader for horsemanship services within the Adelaide Hills.

*'The support from
Strengthening Business has
been pivotal in our recovery.'*

- Lauren Bleby, Owner