



Success stories

A passion that became Achtung Camper

The business that brings
travel dreams to life



Passionate start-up

The remarkable success story of a business that started as a personal passion, that inspired two people to create an entrepreneurial start-up, which has now evolved into a fast-growing business with performance-driven staff who work side-by-side with the owners to create design-focused bespoke campervan conversions for discerning travellers around Australia.

Fast growing business

A \$2000 Toyota Tarago with bed sheets sticky-taped together as curtains was Ronny Probandt and Tania Differding's first campervan. Fifteen years later, they are the bright minds behind Geelong-

based custom campervan conversion company, Achtung Camper.

The couple spent 10 months travelling around Australia in the Toyota Tarago before Ronny's visa expired forcing them to return to Germany before coming back to Australia to pursue their business. Their next campervan was an upgrade on the original Tarago and this sparked others to approach them for campervan conversions. Tania did some market research and discovered the lack of design-focused, high-quality, bespoke campervan conversion companies in Australia.

With support from Entrepreneurs' Programme Growth Facilitator, Vlado Baban, both Tania and Ronny fully embraced the opportunity to look at their organisational pain-points and discuss ways to address gaps and deficits that were inhibiting them from pursuing the business to its fullest potential.

This led to the development of a comprehensive 3 year plan that helped Tania and Ronny dispel the idea that

they'd only be a micro business, and helped them embrace the idea of rapid scalable business growth, underpinned by talented staff, and robust systems and processes designed to maintain highest levels of customer satisfaction and *first-time-right* production output.

"The Entrepreneurs' Programme helped us break through our own mental paradigm that we'd created about our own potential"
Tania Differding, Co-Founder.

Uninhibited potential

The relocation to larger premises is now complete, and the organisation is now poised to meet the Covid-fuelled demand spike in domestic intra-state travel.