



*images are examples of possible sculptures/installations

Kangaroo Island SCULPTURE TRAIL

The Vision:

The Kangaroo Island Sculpture Trail is destined to become an iconic draw card for locals and visitors, balancing the richness of Kangaroo Island's wildlife and natural environment with cultural appeal.

The Trail will feature works inspired by the site's varied natural elements in the form of abstracted and sculptural landscapes, interventions and stand-alone sculptures, with the aim to create 'a delightful surprise at every turn.'

The Details:

The Trail is set on 4.45 hectares of land overlooking the stunning Hog Bay, within the centre of the township of Penneshaw. Visible from the main arrival and departure point for locals and visitors to the Island, the Sealink ferry terminal, it aims to become well known as the premier sculpture trail in South Australia and one of the top 10 in Australia. A key point of difference will be the interpretation of nature and its forms, focusing on large sculptured works encompassing natural materials, found or reclaimed objects. It also has significant levels of resident wildlife further adding to its appeal. The project will create an initial trail, throughout the area of 1.2 km.

The current site includes 4 main character precincts – sand hills, a deep ravine, bursia heath and woodland allowing considerable interpretative scope for artists and the ability to design an easywalking trail with distinct nodes at numerous locations for art installations. The project is being developed in three key stages to allow the delivery to grow and develop with input and support from a variety of core partners – particularly the local artists, community, schools and stakeholders so they can add value and increase their engagement and stewardship of this project as it expands.

Importantly, the project has the potential to alter people's travel patterns on the Island and extend their length of stay. It will appeal to a wide audience by providing an additional Penneshaw based attraction for visitors and cruise ship passengers, a key strategy for increasing the economic returns to the region. The project is managed by the Penneshaw Progress Association with the support of the Kangaroo Island Council.



From inspirational concepts expressed by a private entrepreneur, Mr. John Gamble, the Penneshaw Progress Association has embraced further development as a community based project. The concept is strongly supported by the Kangaroo Island Council and local business owners of Penneshaw and with interest already from South Australian-based corporates and the art world.

Specifically, this project will substantively add to the diversity of year-round attractions on Kangaroo Island and hence:

Increase the length of stay on Kangaroo Island.

Increase the appeal of the location beyond nature, growing visitor numbers.

Increase visitation in the quiet times (cross seasonal visits).

Increase repeat visitation.

Support cruise ship visitation by providing a new 'must see' experience.

Strengthen the Kangaroo Island Brand that highlights the need for community – tourism connections, and celebrates authenticity, resourcefulness, connection to unspoilt nature, and re-engagement through personal connections.

Be a financially self-sustaining project that provides strong flow on benefits to the Island community, creating year-round jobs.





It is practical and do-able in its initial structure and planning. It is designed to be able to be scaled up in terms of both speed of art acquisition and overall as this trail can be linked and extended to further trails in the Dudley area and across Kangaroo Island.

And at a local level this project will:

Increase the level of current cruise visitors who spend the whole day ashore.

Significantly add to the diversity of experience at Penneshaw and on the Dudley Peninsula helping change the 'drive through the gateway' view many visitors have.

Increase the economic returns for many Penneshaw businesses which currently struggle.

Better utilize the current site that is within 5 minutes to all town facilities and exhibits a natural biodiversity that is ideal for the proposed trail.

Create positive local leadership and improve the social fabric of Penneshaw.

More broadly it will also:

Support proposed plans to expand and creating new jobs.

Allow the significant and growing local art community to flourish and create greater connections with the tourism industry.

Encourage more artists to live and work on Kangaroo Island.

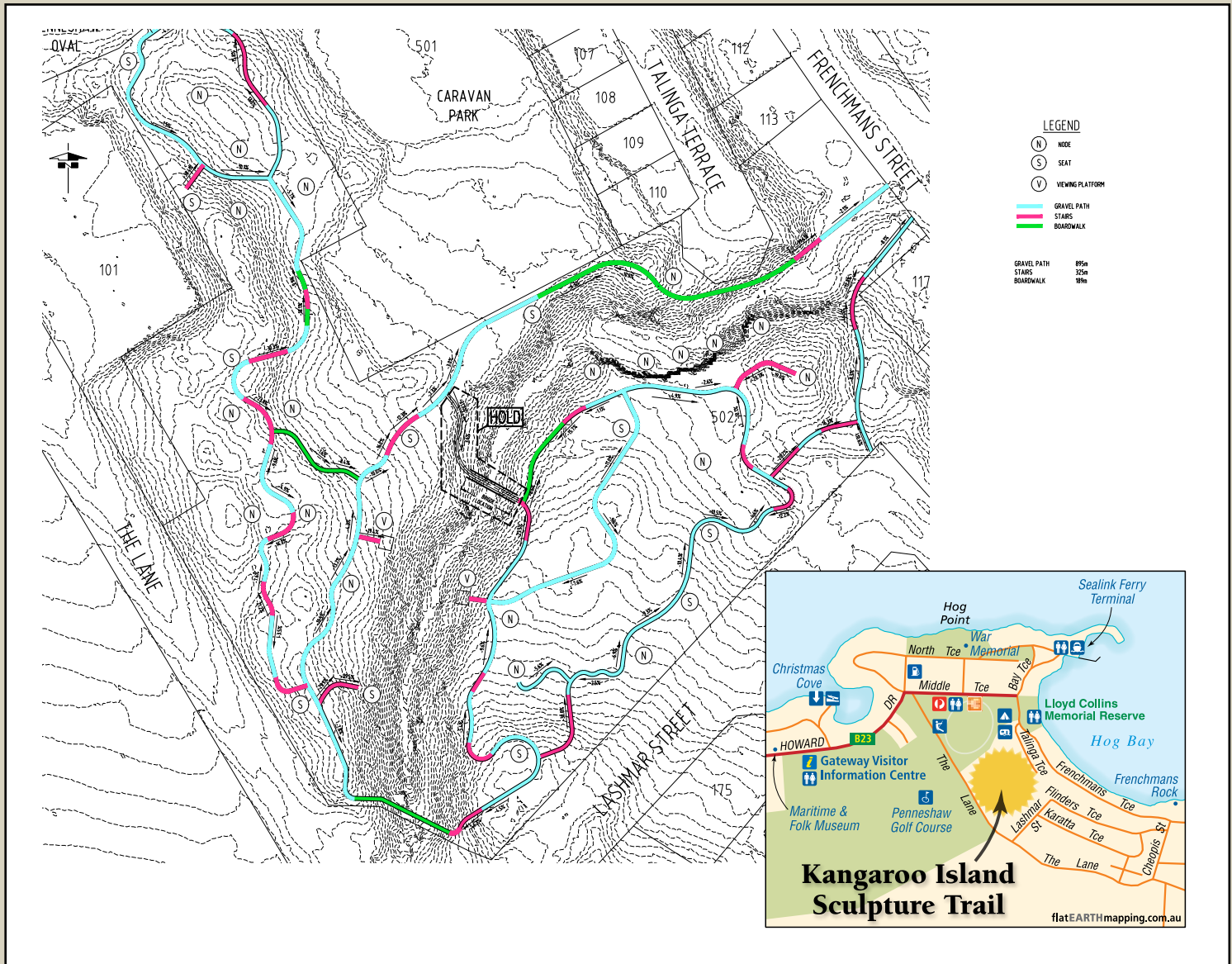
Increase the appeal and sustainability of current art festivals and other local events.

Engender strong community links and pride and be a showcase for the creative connections between art and nature that flourishes on Kangaroo Island.

Connect with schools and universities, creating social flow-ons.

A crucial element of this project...

is its approach around finding innovative ways for a small, remote community to take control, manage its growth and create real outcomes that matter to locals, in a practical way. The sustainable solutions to permanent funding of a sculpture trail with no entrance costs, showcases the leadership and collaboration by many individuals and different partners. The Council approach to install solar generation and allowing the offsets to cover trail maintenance and insurance etc. into the future are indicative of the innovative thinking behind this project.



Working together...

Together with delivering better economic outcomes through tourism for Penneshaw and the wider tourism hospitality-oriented businesses on the island's eastern end, this project has major social outcomes as a key goal. It will revitalise Penneshaw, allowing shops and community and farmers' markets to prosper, sharing local wealth, refresh an unused central part of town supporting healthy outdoor activity and assist in keeping the local fabric of the town strong.

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