

MEDIA RELEASE 8th Sept 2010

New Children's Adventure Trail in the Hills

Sue and Sean Delaney of Sinclair's Gully Wines, South Australia's leading ecotourism destination are thrilled to announce the launch of the 'Junior Ranger Adventure Trail'.

Sue explains "Initially we developed a set of interpretive environmental signs for the property with an achievers grant received from the AMLR NRM board. I had always wanted to develop a kids trail at Sinclair's Gully, so it made perfect sense to link these signs with a children's environmental trail."

To get the project started Sue approached Chris Fanning at the Flinders University's International Tourism Faculty with the trail proposal. Chris thought it was a fabulous idea and final year student, Philip Osborne developed the trail as his final year research project to complete his Bachelor of International Tourism.

Philip Osborne explains "The project allowed me to create an interpretive children's trail and brochure to educate children about the natural environment and wildlife and how best to cater for children as part of the 'winery' experience.'

"The research and development stage of my project provided for the testing of the trail with the help of local school children. It was a both a great pleasure and relief to see the children one hundred percent immersed in the trail's activities. The children's enthusiasm and honesty also brought about many changes and improvement to the initial trail activities and I am very grateful for their contribution".

The 'Junior Ranger Adventure Trail' project was awarded the **Graduation Award 2009**, City of Onkaparinga prize for best research project in the Bachelor of International Tourism award.

The trail was launched at Sinclair's Gully on the 8th of September, together with Philip Osborne and the Norton Summit Primary School year 3 / 4 class. In attendance were Professor Jane James and Chris Fanning from Flinders University, along with representatives from Adelaide Hills Tourism, the Adelaide Hills Wine Region and the Adelaide and Mt Lofty NRM Board.

Professor Jane James said 'Who'd have thought that children could have a 'winery experience'? Sinclair's Gully has recognised that good interpretation can add real value to visitors' experiences at any site, and this Children's 'Ranger Adventure Trail' does just that.

For the student, Phil, and Sinclair's Gully Winery it has been a win-win situation. Phil got to work on a real tourism development project as part of his degree, and the winery got the benefit of site interpretation expertise at Flinders University. This demonstrates the benefits of Flinders University partnering with tourism businesses such as Sinclair's Gully as part of their tourism degree programs. And as a result we all get to keep our finger on the pulse of tourism and have been able to respond to industry and visitor needs in a way that is beneficial for all.

Congratulations to Sinclair's Gully for recognising the opportunity, and to Phil for doing such a good job!

You will find the children's trail at Sinclair's Gully's cellar door, Colonial Drive in Norton Summit. Trail brochures and activities are available during cellar door opening times between 12 and 4pm on weekends and public holidays.

Sue says "The trail is a great way for children to learn about the natural environment in our candlebark forest while mum and dad are enjoying a wine tasting".

Copies of the brochure can also be down loaded from the Sinclair's Gully website, www.sinclairsgully.com/kidstrail.pdf .

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