

ISLAND

PARTI

ISLAND

American River Project
Feasibility Report
Issued on 21.10.15



(1) Site Photo during survey, American River

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00_Context
Kangeroo Island

ET Design
September 2015



CONTEXT

About the **place**

The **future** plans

Tourism

What are the **options**?

What do we **need**?

References

IN THE FOLLOWING PAGES WE RESEARCH AMERICAN RIVER; WE ASK **WHERE** IT IS. WHERE WITHIN KANGAROO ISLAND, SOUTHERN AUSTRALIA AND THE REGION AND WHAT THIS MEANS FOR THE TOWN. WE ASK **WHO** LIVES IN AND VISITS KANGAROO ISLAND NOW AND QUESTION **HOW** THIS MIGHT CHANGE IN THE FUTURE. WE WILL ASK **WHAT** THE PEOPLE WHO LIVE NEED **WHY** MORE PEOPLE MIGHT BE ATTRACTED TO LIVE, WORK AND VISIT.

THIS REPORT LOOKS AT THE CURRENT ECONOMY OF THE REGION, SPECIFICALLY THE ROLE OF AMERICAN RIVER; WHAT ARE THE ENVIRONMENTS AND BIOLOGICAL CONDITIONS IN AMERICAN RIVER, AND WHAT ARE POSSIBLE FUTURE STRATEGIES FOR THE AREA.

THIS REPORT WILL SPECULATE AS TO WHICH STRATEGIES MIGHT BE MOST SUCCESSFUL FOR THE PEOPLE AND WILDLIFE OF THE AREA. HOW CAN A BALANCE BE STRUCK TO CREATE AN ECOLOGY WHERE BOTH ARE AS HAPPY AS POSSIBLE.

BY STUDYING AS MANY SOURCES AND ASPECTS AS POSSIBLE OF THE WHERE, WHO, WHY AND WHAT - THIS BOOKLET AIMS TO LEARN AS MUCH ABOUT KANGAROO ISLAND SO AS TO INFORM DECISIONS ON HOW AND WHY KI MIGHT CHANGE IN THE FUTURE. AMERICAN RIVER AND KANGAROO ISLAND ARE TOTALLY UNIQUE SITUATIONS - THROUGH UNDERSTANDING THEM, A MORE INFORMED, HAPPY AND BALANCED PLACE CAN BE MADE.



(1)



(2) Site, Kangeroo Island



(2)

01_Place
Kangeroo Island

ET Design
September 2015

01

PLACE

Where is the American River? And **what** is there?

- (1) *What is the geographic position?*
- (2) *What is the demographic?*
- (3) *What is the quality of life?*
- (4) *What is the economy?*
- (5) *What is the environment?*
- (6) *What do the locals say?*

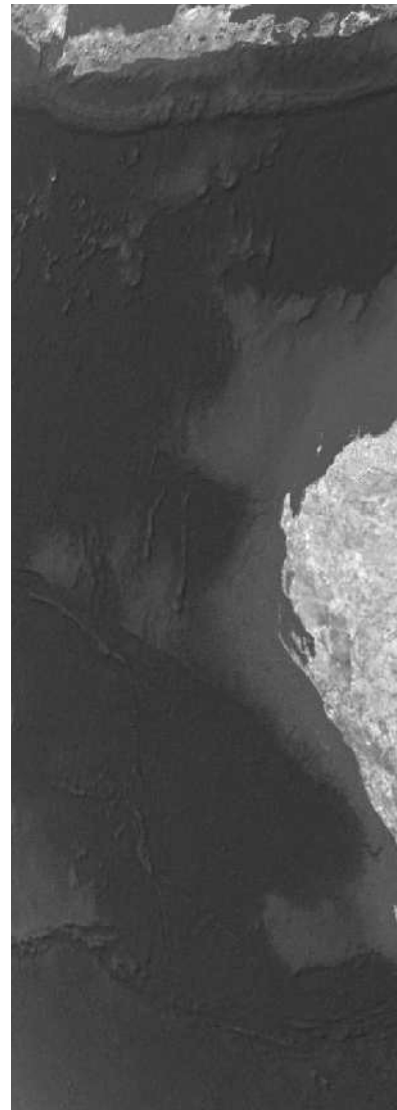
GEOGRAPHY

SOUTH AUSTRALIA

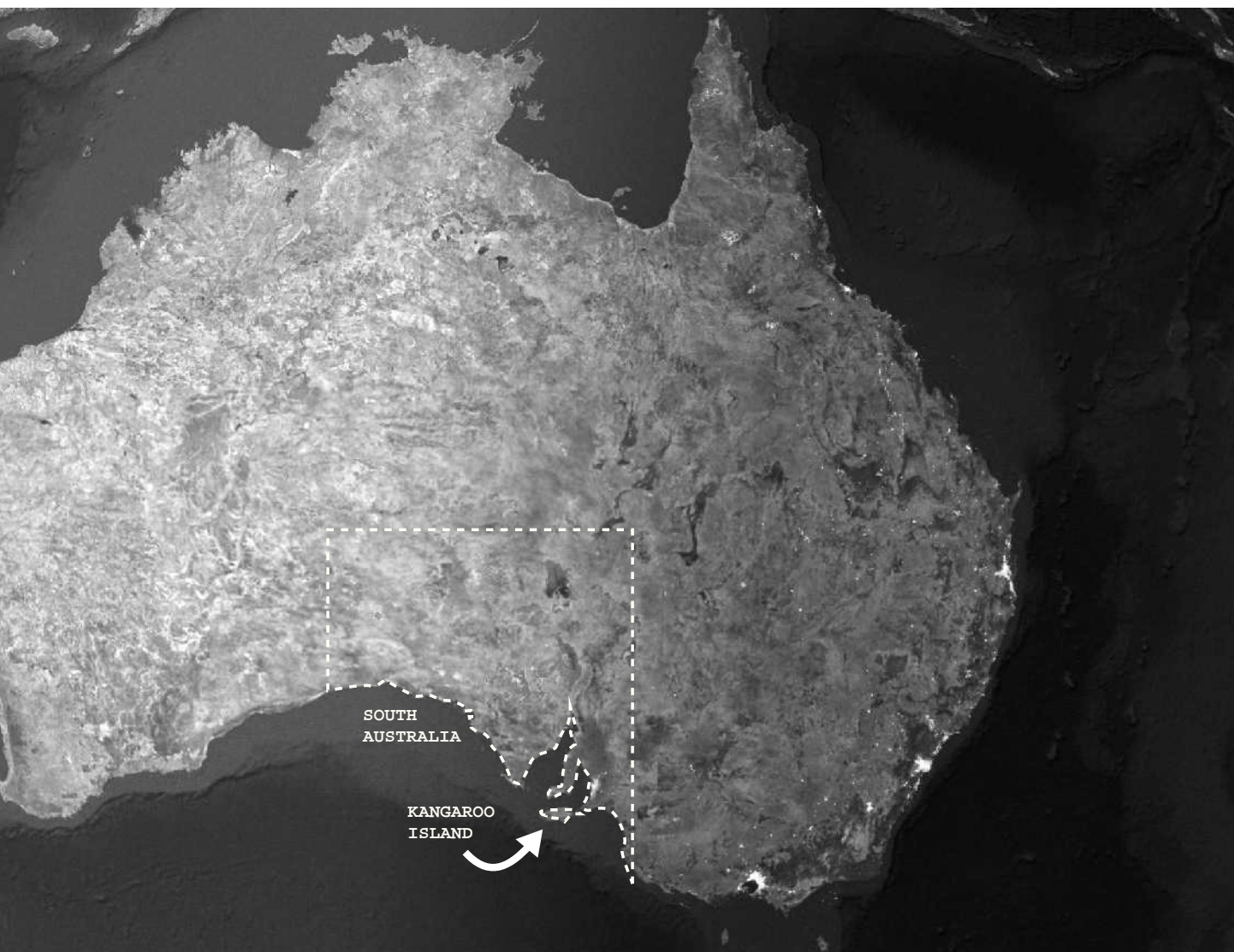
Overview: South Australia is Australias 4th largest state with a population of 1.6 million.

Economy:
Since 2014, interstate tourism in South Australia has dropped by 8%; and the number of nights per stay has dropped by 19%

Kangeroo Island has gone against this trend, with increasing numbers of visitors due to SA policies and marketing strategies to attract visitors.



(1)



GEOGRAPHY

KANGEROO ISLAND

Area: 443,176 hectares

Land: 56% Agriculture; 38% Protected Natural Environments; 5% Coastal; 1% Urban & Infrastructural

Population: 4,531 people

Infrastructure: Small towns, airport and ferry all connected together by a single major road loop. Smaller roads connect rest of island.

Transport:

Ferry: 45 minute ferry from Cape Jarvis to Penneshaw connects East of the island to the mainland 3 times a day. approx. \$100pp return.

Air: 2 x 35 minute flights a day fly to Adelaide from Kingscote. approx. \$250pp.

Landscape: Kangaroo Island has outstanding natural and agricultural beauty. The small population is clustered in 3-4 towns, leaving large areas untouched by human contact.

Plan: A 2013 structural plan from the DPTI Planning Division highlighted some areas of improvement:

- (1) The Island is accessible but expensive for locals and tourists
- (2) Tourism infrastructure needs improvement
- (3) Larger aircraft at Kingscote airport would improve interstate and international tourism.



(2)

(2) [Kangaroo island](#)



GEOGRAPHY

AMERICAN RIVER

Population: 216 people

Economy: Marina (commercial and leisure vessels)

Amenities: local stores; a medical centre; a restaurant

Industry: Oyster (exported and available in restaurants along the harbour)

Economy: The tourism industry started in American River in 1895. Nils Ryberg - a Swedish immigrant - build and opened Ryberg House.

These days, like much of the Island, American river is now struggling. In order to promote the area, residents have tried to secure funding for a new boatshed to reconstruct 'The Independence' - South Australia's first ever ship.

Landscape: American River sits at the base of hillside surrounded by bush land and boasting spectacular views of the cove and mainland Australia.

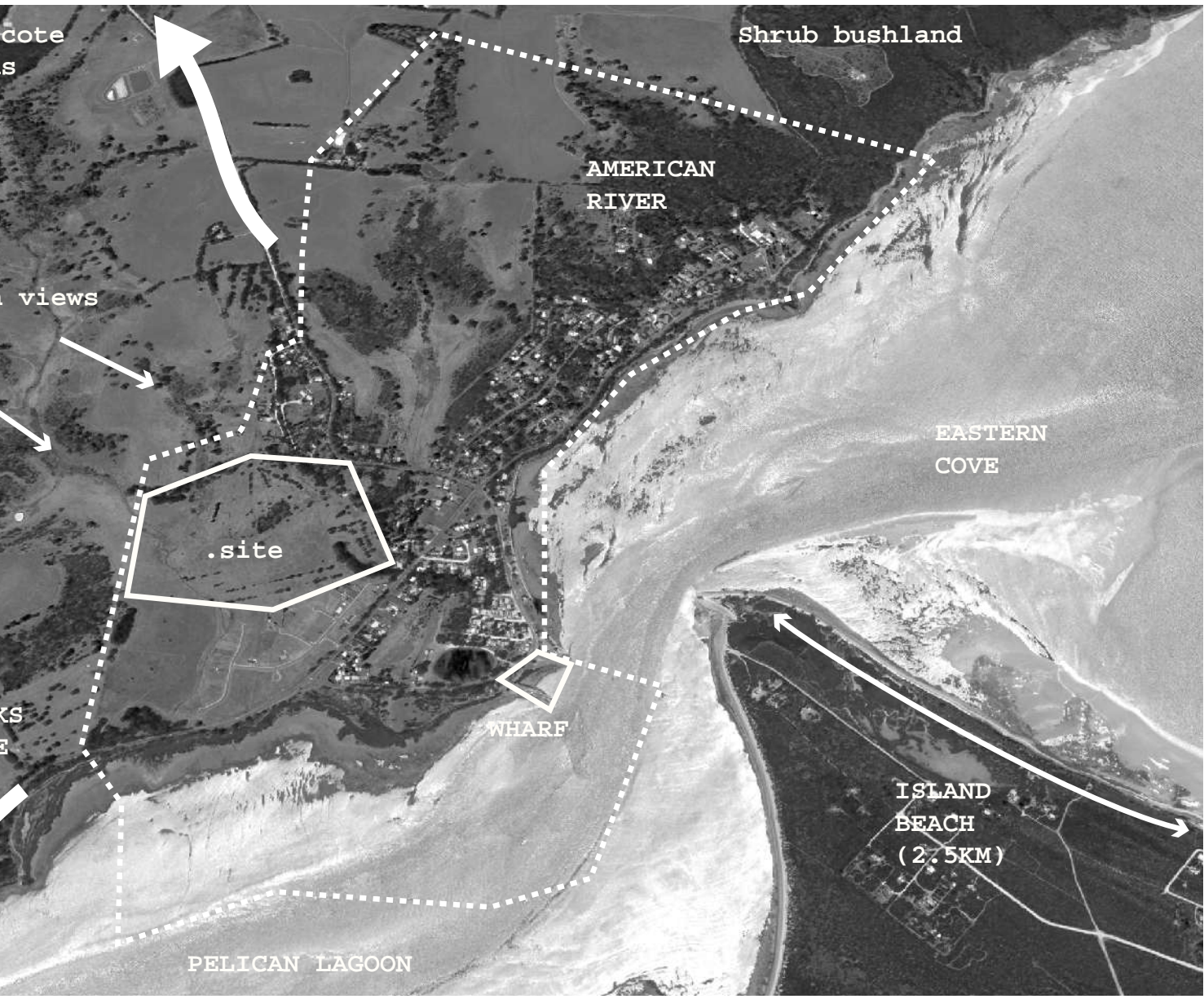
The channel houses Kangeroo Island's most protected harbour where numerous yachts, sailing boats and fishing boats dock.

The outer bay offeres some superb sailing and fishing, whilst the 2.5 mile long Island Beach is great for swimming and sunbathing.

The inner bay - also known as Pelican Lagoon - is a protected Aquatic reserve, thanks to it's natural fish nursery.



(3)





(3)

"I have lived in American River for 30 years. I have seen it go from a thriving tourist town, to a town where businesses have closed... If nothing is done the town will become a mere shell, with few, if any, chances of employment for its young people."

David Churchill, Chairman of Rebuild Independence

(3) Harbour site, American River





(4)

(4) View towards American River, Hotel site



GEOGRAPHY

QUESTIONS

How can
American River
develop ?

Should it be
easier to get
to KI ?

How might KI attract
new visitors ?

DEMOGRAPHIC

Population: Kangaroo Island: 4521 people (declining from 4602 in 2006)

Average age: 46 (compared with 39 in South Australia)

Age increase⁵
2011 - 2025: 78% increase in persons 65-84 years old; 50% increase in persons 85 and older

There are low levels of immigration to KI, and the high unemployment among young is the result of many young people leaving for work.

(5) Public Health Informations Development Unit (PHIDU), population profile projections

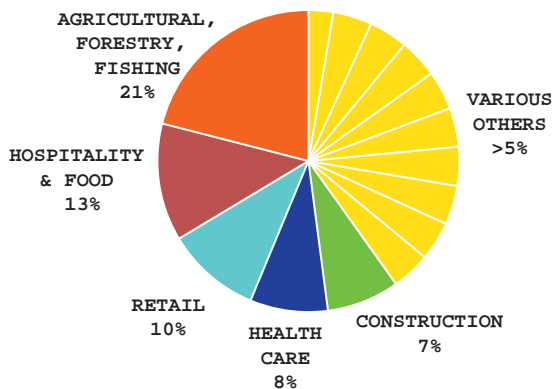
INCOME

The median weekly income is more than \$200 less than the SA average.

Why?

- (1) Lower education at all levels
- (2) Higher proportion of agricultural and low wage jobs
- (3) A slightly higher percent of single earner households

What do KI locals do for work?



EMPLOYMENT

KI has a high employment rate but youth employment is disproportionately low.

Industry:

Wool; cropping; grazing; fishing; trout farming; poultry farming; dairy farming; cheese production; viticulture and wine. These make and constitute 21% of island employment.

These products can lead to added value of economic activity such as restaurants, farm-gate sales etc. However there will be no further expansion of the forestry segment due to the environmental and infrastructural pressure it creates.

Tourism

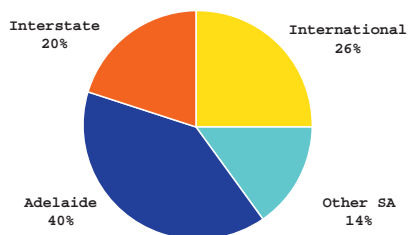
The strategic aim in the tourism sector is to boost the number of high yield visitors to the island and increase market appeal across all segments.

Higher wage hospitality, restaurant and managerial jobs would also be created to cater for more visitors.

DEMOGRAPHIC

WHO VISITS?

Where are Australian visitors to KI from?



129,000 visitors came to Kangaroo Island in 2012/13.

Intrastate

53% from South Australia, of which the majority were from Adelaide.

Average stay: 4.3 nights

Interstate + International

20% Interstate visitors

26% International visitors

Average stay: 4.3 nights

Visitors spend 120 million AUD per annum. The tourism industry accounts for 20% of the direct employment on the island.

INTRASTATE

More than half current visitors are interstate - many regular second homers and visitors of family or friends that live on KI. Low spending campers and weekenders make up much of the rest.

Events and infrastructure would attract more intrastate visitors; School trips; clubs and festivals etc.

INTERSTATE

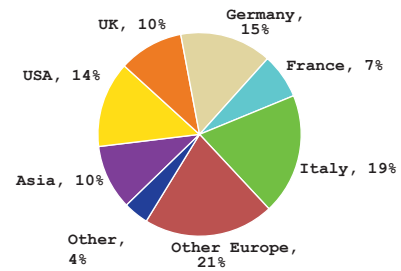
15% of Australian's have considered visiting Kangaroo Island, but only 0.2% of the population had actually made a visit; one of the lowest consideration to visiting conversion rates in Australia. The main reasons being the difficulty and cost of accessing the Island.

There is a substantial opportunity for increasing interstate visitors (long weekends, school and university trips, conferences etc) if the barriers to access can be addressed.

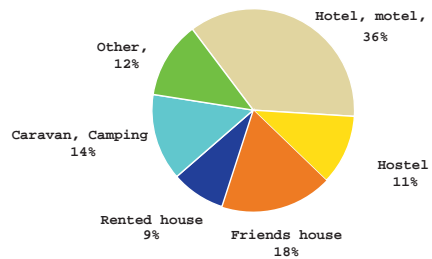
INTERNATIONAL

KI's reputation as the 'Galapagos' of Australia - an area of scenic beauty, diverse wildlife, natural produce and unspoilt wilderness attracts International visitors who are doing longer trips to the 'highlights' of Australia. They are either on self booked trips or organised tours. They are fleeting - staying only 2.6 days (lower than any other group). NB: Flying in and out for only a few days threatens the legitimacy of *Ecotourism* - often used in KI marketing material.

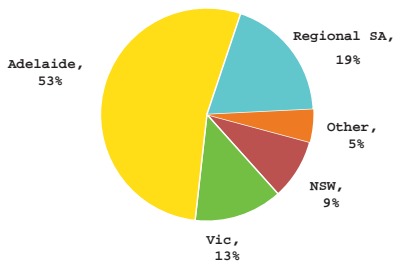
Where are international visitors to KI from?



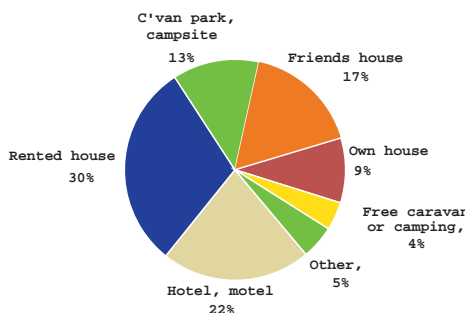
Where do international visitors stay on KI?



Where are Australian visitors to KI from?



Where do Australians stay on KI?



DEMOGRAPHIC

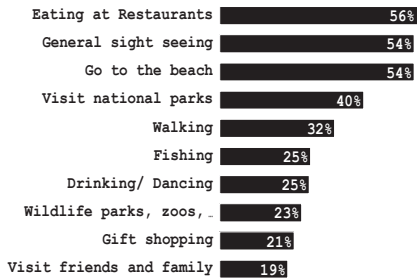
WHY VISIT?

KI has a relatively small tourist industry that can be split into a few main categories;

- (1) Second homes
- (2) Campers
- (3) Luxury tourism

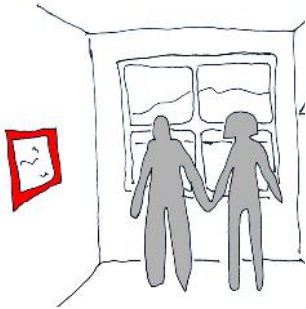
By looking at each briefly we aim to learn about their differences preferences.

What do people do on KI now? (% of visitors)



When asked in tourist surveys it is suprising to see that only about half of visitors engage directly in organised nature (national/state/wildlife parks)

Eating out, Drinking, the beach and more general sight seeing are as important as national parks for current tourists.



'SHALL WE EAT IN TONIGHT?'

SECOND HOMES

Mainly from Adelaide and SA, many people are regular visitors to KI because they have holiday homes here or homes of friends and family.

Despite the large capacity this creates, the homes are empty for large periods of the year. This may change due to new websites that make short term renting easy. A brief scan of *airbnb.com* and others suggests that 300+ beds are available to rent in holiday homes on KI.

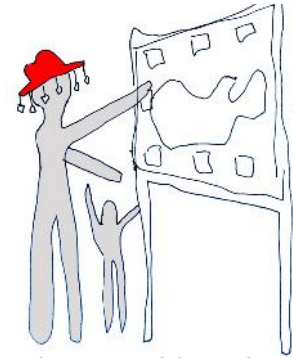
This encourages longer stays but not a lot of interaction or economy for local tourist sectors.



'DID WE FORGET ANYTHING?'

CAMPERS

Campers, Back packers and Hostels make up the vast proportion of domestic visitors to KI - often on short trips. The cost of transportation to the island means that these budget conscious travellers often don't spend big on other island services.



'DAD, CAN WE GO FISHING?'

LUXURY

'luxury seekers' are more traditionally how we understand *tourists* - often experienced travellers that spend a lot in the local economy: restaurants, bars, tours, merchandise etc.

They come to KI as its offer is rare- a tranquil experience, authentic local life and varied and natural wildlife and landscapes.

However, the numbers of these sorts of tourists that can be accommodated on KI only circa 100 per night.

They don't trade down and they have little loyalty to KI - they are looking for premium retreats - and with inexpensive flights around all of Asia they have a lot of choice!

DEMOGRAPHIC

QUESTIONS

Can KI keep/
attract young
people ?

How can
American
River develop
?

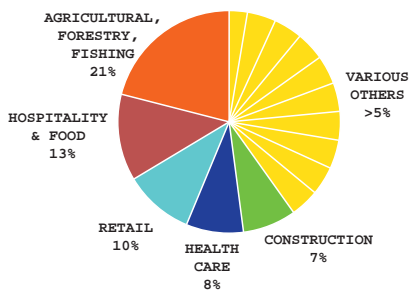
Does an aging
population challenge
KI
?

ECONOMY

LOCAL BUSINESS

The Island's economy relies on its natural resources. Agriculture, fisheries and forestry are large industries on Kangaroo Island, accounting for or 542 jobs. Retail and hospitality industries account for a further 472 of jobs.

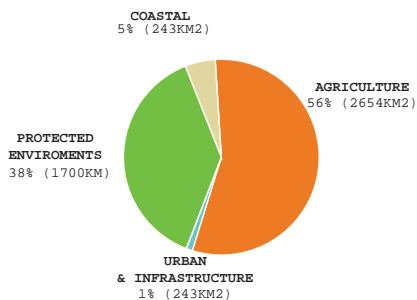
What do KI locals do for work?



AGRICULTURE

The economy is mostly agricultural (grapes, honey, wool, meat and grain). Traditionally sheep grazing was the most prevalent agriculture on the Island, however in recent times more diverse crops such as potatoes and canola have been introduced. Cattle farming has grown as well, with good quality beef cattle being grown in the higher rainfall areas.

What is land used for?



WINE

The island has 30 wine growers and 12 wineries. The first vineyard was planted at Eastern Cove in 1976 and the first wine made in 1982.

HONEY

Kangaroo Island is noted for its Ligurian honey bees. The island has the world's only pure-bred and disease-free population of this type of bee. The exporting of pure-bred queen bees is a notable industry for the island.

FISHING

Fishing has been an integral part of the Kangaroo Island economy since 1803. The sealers came here to reap the seal rich coasts and the whalers to plunder the rich ocean to the south of the island.

There are 21 licensed marine-scale fishers around American River, Kingscote and Penneshaw, with the main catch including salmon (eg *Arripis truttacea*) (77%), King George whiting *Sillagnodes punctata* (10.3%) and southern sea garfish *Hyporhamphus melanochir* (4.3%).

There are numerous other fish with a variety of crabs, the rock lobster (crayfish), seahorses and fish not suited to eating.

The Cray-fishing industry started in American River. The fishing trawler the 'Stella' used pots like those in the United Kingdom and set them baited to catch the lobsters from the ledges of the reefs that surround the Island. Numerous trawlers still fish for "Cray's" around the Island in season.

MARINE

Oysters grown in this region are known for their size, quality and distinctly sweet yet salty flavour. Wholesale quantities are shipped to QLD, NSW and SA Wholesalers and sold direct to the public through The Oyster Farm Shop in American River, located across the road from the largest commercial oyster farm on the island, 'Kangaroo Island Shellfish'.

The total annual production of oysters (eg the pacific oyster *Crassostrea gigas*) was around 13,500 individuals (2003). Regional exports for 2001/2002 were valued at \$114 million.

Other marine produce is also exported, such as lobster, cray and Abalone. The value of Abalone coming off their Kangaroo Island farm as being worth about \$6M with production amounts between 140 to 150 tonnes per annum.

FORESTRY

The forestry industry on Kangaroo Island consists of blue gum and pine plantations and there is potential for the industry to continue to contribute to the Island's economy.

However, further expansion of forestry plantations on the Island is not encouraged so as to ensure land is available on a continuous basis for a full range of other primary industries, particularly those capitalising on the Island's 'clean and green' food and wine image, and to enrich visitor experiences.

OIL

Kangaroo Island has South Australia's only eucalyptus oil distillery with oil distilled from the endemic Kangaroo Island Narrow Leaf Mallee.

ECONOMY

LOCAL BUSINESS



(4)



(5)

- (4) [KI wine vineyards,](#) Kangeroo Island
- (5) [Cloudy KI honey,](#) Kangeroo Island
- (6) [American River Wharf,](#) Kangeroo Island
- (7) [Forestry plantation,](#) Kangeroo Island



(6)



(7)



(8)

ECONOMY

TOURISM

TOURISM

Tourism has shown growth over recent years and it is anticipated that tourism numbers will increase in the future.

Tourism to Kangaroo Island has historically been largely dependent on the natural resources of the Island and people's perception of the quality of these resources.

The positive aspects of increasing tourism (such as its effect on other industries such as retail) combined with the negative associations of a large tourism industry (eg a loss of biodiversity) has led to the Tourism Optimisation Management Model (TOMM) to be trialled on the Island. The TOMM is a community-based monitoring initiative aimed at assessing indicators for the health of the environment, the Kangaroo Island community and the economy, as well as the type of experience for visitors.

RECREATION

Activities for which Kangaroo Island has a higher participation rate than any other South Australian region include visiting national parks, bushwalking and visiting wildlife parks.

Recreational activities such as fishing, boating and camping create an industry that can be seen as slightly separate from direct tourism, although they are related in many ways.

Finally, there is increasing importance being placed on healthy lifestyles, resulting in people coming to retreat from the city.

ENVIRONMENT

LAND



(8)



(9)

(8) [Cattle in Heathland](#), Kangaroo Island

(9) [Diverse Heathland](#), Kangaroo Island

BIO-KINGDOMS

The Island is a diverse landscape of plateau areas, sedimentary basins, small hills and rises, a fault-line escarpment, coastal dunes and limestone plain areas.

Approximately 30 per cent of the island is located in the parks reserve system - by far the highest proportion of protected areas in the agricultural regions of South Australia.

A number of marine protected areas provide critical habitats for commercially important fisheries and support a diverse range of aquatic and coastal ecosystems. In addition, four marine parks have been proclaimed around Kangaroo Island.

Kangaroo Island contains some of the most intact ecosystems in the state and provides habitat for the largest number of endemic species in any region of South Australia. The island supports a large number of unique biodiversity assets, including a number of state and nationally threatened plants and animals.

AGRICULTURE

Since European settlement of the Island, around 59% of the original vegetation has been cleared for agricultural development. Approximately 55% of the remaining native vegetation is conserved within government protected areas, and 10% within private protected areas, with the remaining 35% lining roadsides and scattered through agricultural land.

FLORA

With around 40% of the Island still covered by native vegetation, the region maintains significant areas of relatively intact ecosystems. Despite this, terrestrial ecosystems are at risk from weeds, feral animals, fragmentation and edge effects, and inappropriate fire regimes.

Around American River the islands within Pelican lagoon support heathlands dominated by Coastal Daisybush and Thyme Riceflower. The coastline enclosing the lagoon supports a range of vegetation types dominated by heathlands of *Acacia leiophylla* and *Orthrosanthus multiflorus*, herb lands of *Senecio odoratus*, coastal mallee scrub of *Eucalyptus diversifolia*, sapphire flats and grazed grasslands.

FAUNA

Kangaroo Island is also noted for its abundant wildlife, thanks to relatively few predators and the extensive native vegetation. The Island provides habitat for 18 species of terrestrial mammals, 255 recorded bird species, 18 reptile species and 6 frog species.

Waterbirds that use the lagoon include nine species that breed in the locality such as the chestnut teal, pied oystercatcher, and caspian tern. Seventeen waterbird species are listed on international migratory treaties.

Black tiger snakes were reported as being present on the islands within the lagoon.

ENVIRONMENT

WATER



(10)



(11)



(12)

(10) [Mud flats,](#) Kangaroo Island

(11) [Kangaroo Island Penguin,](#) Kangaroo Island

(12) [Pelican Lagoon,](#) Kangaroo Island

WATER

The water resources of Kangaroo Island, including surface water and groundwater components, can be divided into 6 major drainage zones with more than 50 subcatchment areas.

Surface water in streams and lagoons in the higher rainfall, western part of the Island is usually fresh and plentiful in winter but confined to semi-permanent creeks and waterholes during the summer months. Then it becomes increasingly saline until flushed out by early winter rainfall. In the lower rainfall eastern end of the Island, surface waters are saline all year round.

MARINE

The wide range of coastal and marine habitats within the region supports 231 recorded species of fish along the Island's inshore coastal waters, 5 genera of seagrass and 500-600 species of marine algae.

The major known risks to these systems are nutrient pollution leading to loss of seagrass meadows; introduced marine pests; and coastal development. There are also threats to intertidal reefs from illegal harvesting of organisms such as limpets and crabs, and overfishing by both commercial and recreational fishers.

Pelican lagoon is reported as a breeding site for little penguins. The lagoon supports a number of marine animal species considered to be commercially valuable.

The lagoon is also reported as being home for a pod of bottle-nosed dolphins.

AMERICAN RIVER (PELICAN LAGOON)

Situated adjacent to American River, Pelican Lagoon comprises a wetland system of permanently shallow lagoons that are connected to the open sea by a narrow channel known as American River. Pelican Lagoon contains islets and shorelines, including shelly beaches and tidal mud and sand flats. The environs of American River/Pelican Lagoon are ecologically, socially and economically significant.

The estuary is home to abundant bird life, with many internationally and nationally protected bird species.

The area is also an important nursery and feeding area for many fish species as well as sharks, rays, bottlenose dolphins and the western king prawn.

The area is used for holidays and recreation, with many facilities developed to support these activities. Tourism is an essential part of the American River economy and has provided many other opportunities for growth in other industries.

Additionally, the site is part of the Pelican Lagoon Conservation Park, as well as part of the American River (Pelican Lagoon) Aquatic Reserve system. It is a nationally important wetland and is listed on the Register of the National Estate. Concerns faced by the environment American River/Pelican Lagoon include:

- (1) Potential for increasing development around the lagoon
- (2) Increased nutrient loading, which places pressure on seagrass populations
- (3) Land clearance and residential development around the river and lagoon
- (4) Lack of waste disposal facilities including dumping of sewerage from boats.
- (5) High recreation use.

SOCIETY

QUALITY OF LIFE

ENVIRONMENT

Kangaroo island has huge natural assets. These combined with the isolation provide a beautiful, calm and simple way of life for many. The Island has 24 protected areas covering over 25% of the island area. The marine environment is also of spectacular significance for its biodiversity conservation, aquaculture, fishing, and other recreational uses. There are extensive areas of native vegetation along road corridors and on private property.

EDUCATION

Kangaroo Island has three school campuses at Kingscote, Parndana and Penneshaw.

'VET programs' aim to deliver courses relevant to careers on the island including; Engineering, Rural Production, Civil Construction, Kitchen Operations, Food Processing and Virtual Business. Initiatives across Kangaroo Island sites include Music program, Expressive Arts program, and a number of combined Sports programs.

HEALTH

Health and community care services are a significant employer in the region. There are State Government supported community health services in Kingscote, American River, Penneshaw and Parndana.

COMMUNITY

There is a great community spirit amongst locals in KI, among them there are a number of organised and advertised community groups - around 120 are registered on a council run webpage.

A local radio station is also active, and speaks of varied local issues affecting local people. A useful resource to keep residents informed.

BUSINESS

Kangaroo Island's isolation adds to the cost of doing business and living on the Island, in particular it means higher transport costs.

This is reflected directly in the prices charged on the Island for petrol and for supermarket purchases.

It adds to farmers input costs as well as their export costs to markets off of the island.

Freight costs also add considerably to the price of building, increasing the demand for accommodation developments on Kangaroo Island.

When compared with other nearby coastal locations, the relatively high cost and limited options for and frequency of transport services to Kangaroo Island can reduce its appeal as a holiday (or holiday home) destination for people residing in Adelaide.

Its isolation not only imposes an economic disadvantage. There is also a social cost as a result of less ease of opportunity for residents, businesses and other organisations to engage, collaborate and exchange ideas with other nearby communities in Adelaide and beyond.

TOURISM

Although providing almost 20% of employment on KI, many of the visitors are day trippers, campers or own holiday homes. The high cost of island produce means that many tourists stock up and bring over their supplies on the ferry. This reduces the possible benefit of tourism to locals businesses or the council.

CONTEXT

QUESTIONS

Which industry
best protects
the nature
?

How can
industries
add value to
produce
?

Can tourism protect
the environment
?

Can tourism support
island life and
community
?

02_Future
Kangeroo Island

ET Design
September 2015

02

FUTURE

What do the locals say/need?

What strategies for KI already exist?

- (1) What future plans for Kangeroo Island exist?*
- (2) Why have they been decided upon?*
- (3) How might Kangeroo Island change as a result?*

SOCIETY

LOCALS COMMENTS

SURVEY 2013

Surveys are rare, and representative ones rarer still. The small population of KI allowed the SA government to produce an extensive 18 month consultation and survey of Local people in 2013.

Although opinions on every issue fall on a spectrum and concensus is hard to find here we will summarise the views of locals as published by the SA government.



(13)

(13) Mud flats, Kangaroo Island

- (1) The Island is accessible but expensive
- (2) Tourism infrastructure across the Island needs improvement
- (3) There is a limited distribution 'culture' or multi-modal transport infrastructure established on Kangaroo Island.
- (4) Investment is required to help bring the tourism and freight network up to a serviceable standard for local operators, particularly in the export of harvested timber from forestry developments which will place a large burden on the existing road and port infrastructure
- (5) Greater integration and collaboration is needed across government and the community to work towards a common purpose
- (6) Cut the red tape and make it easier to do business on the Island
- (7) Tourism and freight infrastructure costs too much for the local Kangaroo Island community to maintain and deliver, particularly the road network
- (8) Low rate base with over a third of the Island not rateable (National and Conservation Parks)
- (9) Seasonal tourism variances have a significant impact on the Island's businesses
- (10) There are opportunities for local businesses through tourism growth and diversification of primary production land use.
- (11) Public and private sector projects on the island should be coordinated to deliver lasting benefits in the form of:
 - a) Increased employment and higher incomes
 - b) Reliable and modern infrastructure
 - c) Lowered costs of living.

FUTURE

PLANS AND POLICIES

Kangaroo Island is governed by an island council; however on many issues (such as planning strategy) the State government provide support - The effectiveness of the governance is under consideration along with other policy anomalies.

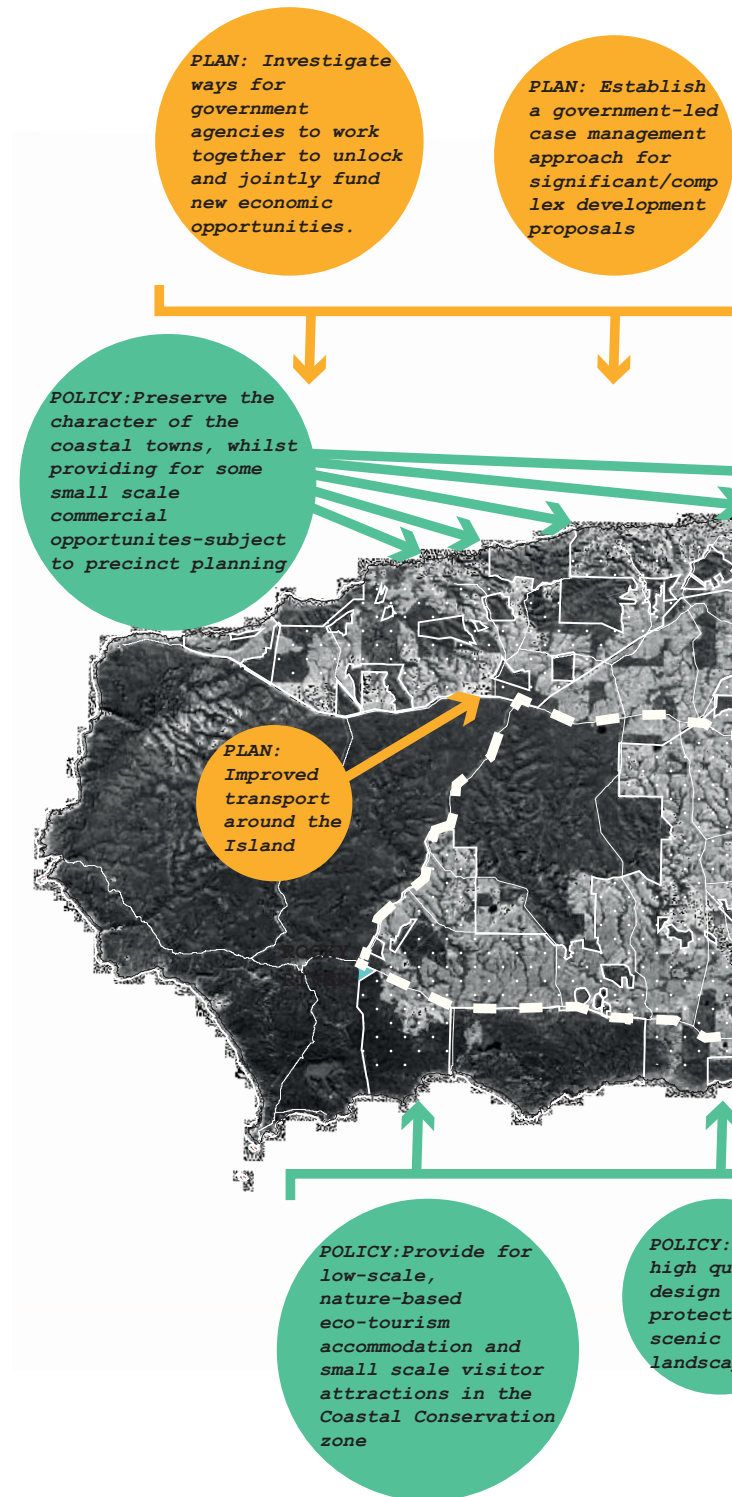
We have collected the plans and policies announced by the state Planning, Transport and Infrastructure department in the last two years and tried to map their impact; Many are vague and overlap but loosely they argue for:

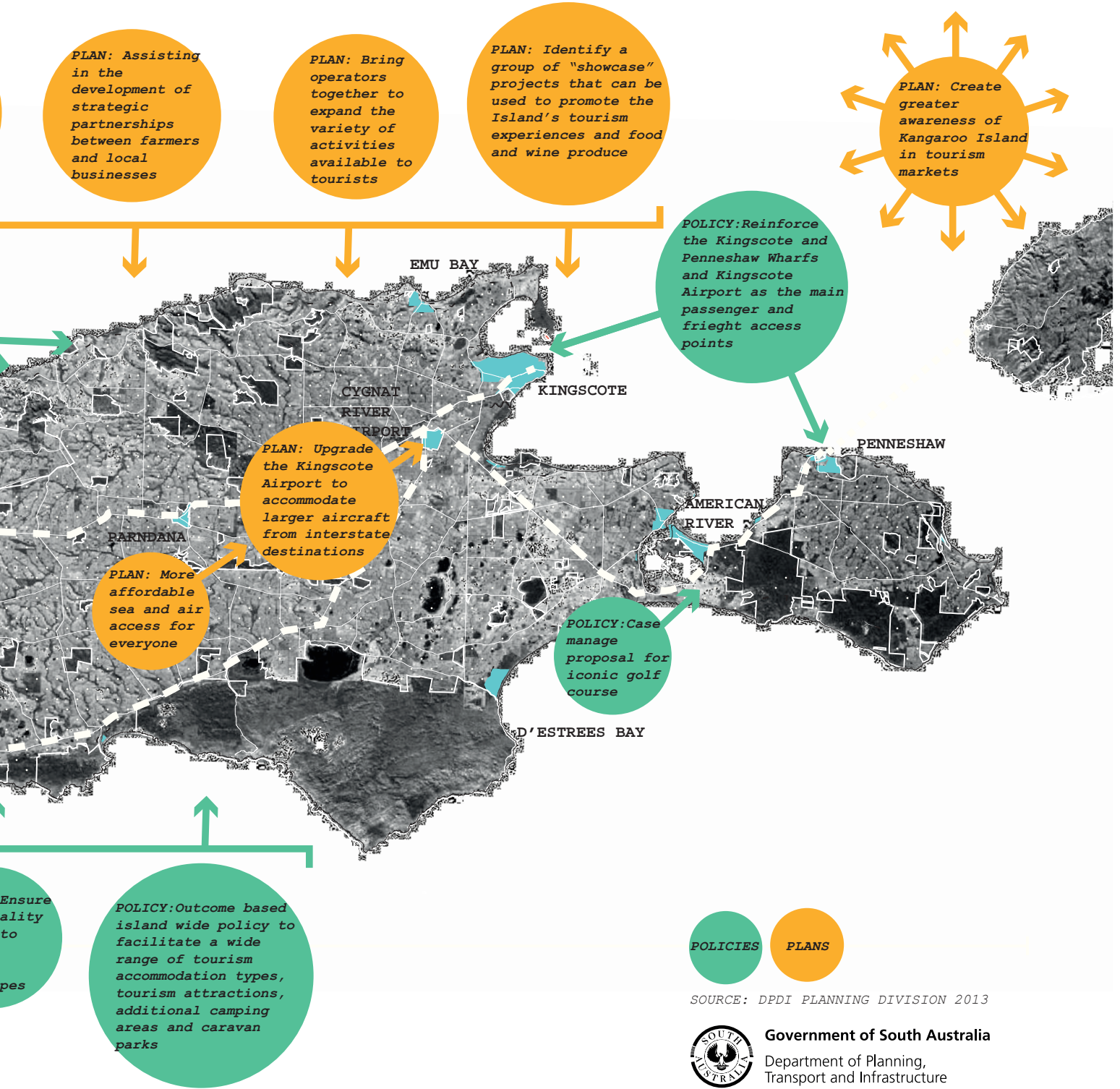
(1) Balancing the growth, competitiveness and productivity of the Island with protection of its natural resources.

(2) Achieving a sustainable economy through the expansion of tourism and farm-gate opportunities, diverse agricultural land uses, value adding opportunities and linked tourism experiences, and encouraging agricultural land uses with high capacity to deliver this aim.

(3) Restricting the further expansion of forestry to encourage a greater diversity of primary production activities that have higher capacities to provide value adding opportunities and linked tourism experiences.

(4) Ensuring development is of high quality design to protect coastal landscapes.





PLAN: Assisting in the development of strategic partnerships between farmers and local businesses

PLAN: Bring operators together to expand the variety of activities available to tourists

PLAN: Identify a group of "showcase" projects that can be used to promote the Island's tourism experiences and food and wine produce

PLAN: Create greater awareness of Kangaroo Island in tourism markets

POLICY: Reinforce the Kingscote and Penneshaw Wharfs and Kingscote Airport as the main passenger and freight access points

PLAN: Upgrade the Kingscote Airport to accommodate larger aircraft from interstate destinations

PLAN: More affordable sea and air access for everyone

POLICY: Case manage proposal for iconic golf course

POLICY: Outcome based island wide policy to facilitate a wide range of tourism accommodation types, tourism attractions, additional camping areas and caravan parks

POLICY: Ensure quality to types



SOURCE: DPDI PLANNING DIVISION 2013

03_Tourism
Kangeroo Island

ET Design
September 2015

03

TOURISM

TOURISM

OTHER ISLANDS

LENGTH OF STAY

Currently KI has an average length of stay (ASL) of 4.3 nights and only 2.3 for international tourists. This is low when compared to the average ASL in our survey which was c.10 days.

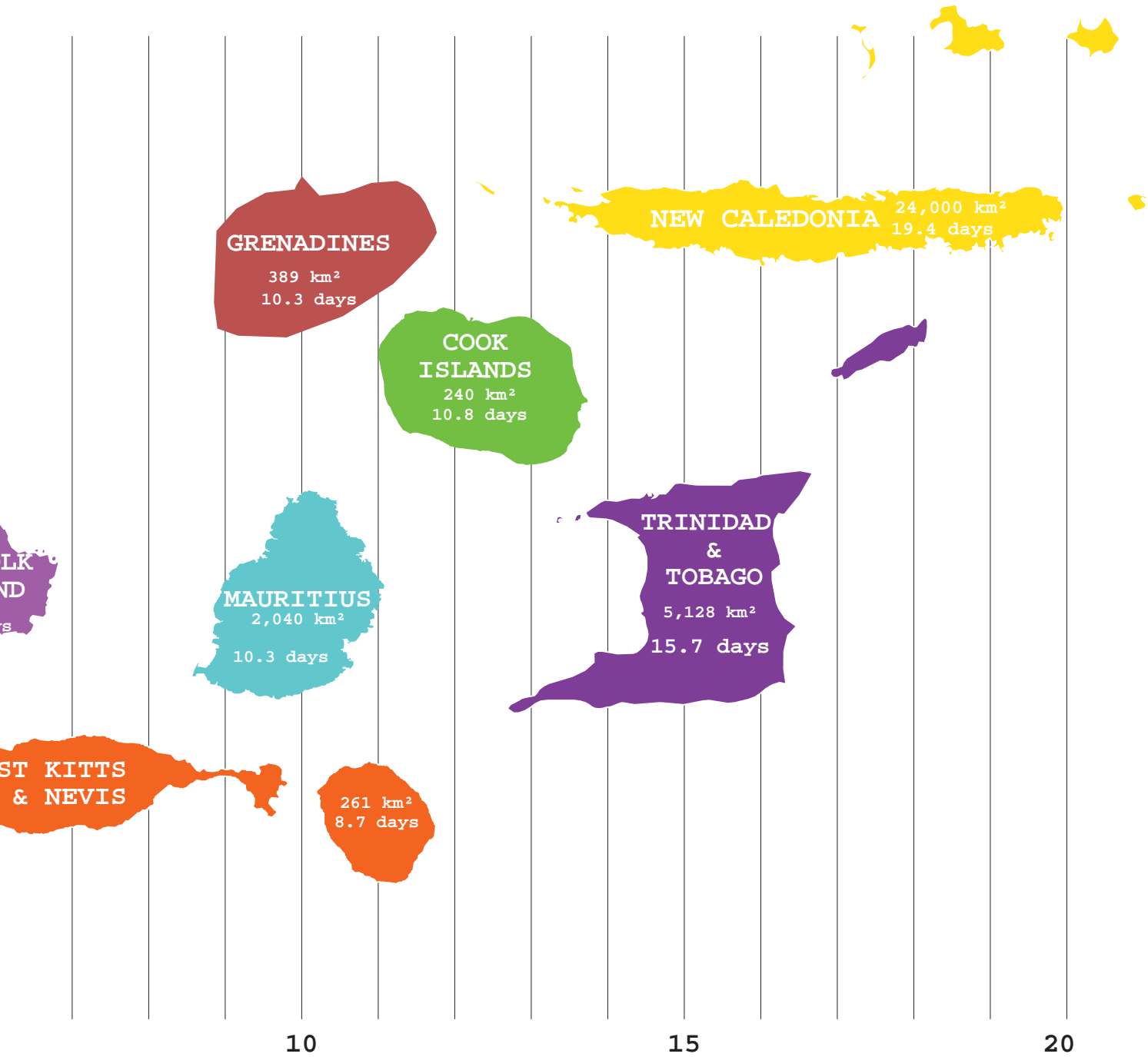
For KI to develop a sustainable tourism we will show that increasing the ASL is essential.

HOW?

It is expected that the Island will continue to develop as a pre-eminent sustainable, nature-based tourism destination, but there is also a need to increase other tourism markets to encourage longer stays, revenue for the islanders, and increase jobs.

In following pages, we look in more detail at KI's option around the themes of outdoor adventure and leisure activities, the coast, niche food and wine products, heritage and culture. These markets should add depth to the Island's appeal as a visitor destination and encourage longer stays.





AVERAGE LENGTH OF STAY IN NIGHTS
ON ISLANDS OF SIMILAR AREA TO KI.
(NOT SHOWN TO SCALE)

TOURISM

QUESTIONS

How can the community
most benefit

?

Can KI
attract
people to
stay longer

?

What infrastructure
and accomodation

?

What kind of
attraction is
needed

?

Can more tourism
improve the ecology

?

How can the community
most benefit

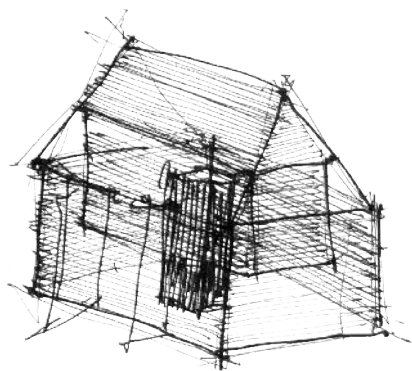
?

How can the risks
be understood and
avoided

?

00_What?
Kangeroo Island Project

ET Design
September 2015



WHAT?

INTRO

From section 2 we can draw that the local and state vision for KI is to continue to develop tourism alongside higher value agriculture.

Where possible it is desirable to use one to support the other. In a similar way European vineyards and fishing towns use their natural economies to attract tourism; In turn using these visitors to support their traditional economies.

Areas of outstanding natural beauty, like kangaroo island, can do something similar - using their relative lack of development as a reason to visit.

In the following chapter, we look at options for what kind of tourism would be suitable.

(1) [View towards American River, Kangeroo Island](#)



(1)

04_Options

Kangeroo Island

ET Design
September 2015

04

OPTIONS

- (1) *Agricultural tourism*
- (2) *Natural ecologies*
- (3) *Marine*
- (4) *Health and adventure*
- (5) *Beach tourism*

OPTIONS

AGRICULTURE



(1)



(2)



(3)

- (1) [Local Produce](#), Tuscany, Italy
- (2) [Wine-picking](#), Bordeaux, France
- (3) [La Tomatina Festival](#), Bunol, Spain

FOOD

Agriculture is half of KI's landmass.

The wide range of different products made is a huge strength, and ranges from meats to honeys to oils.

For KI to grow its 'farm door' tourism it needs to focus on the processing and marketing of the key high value products.

This is already happening in the marine sectors - although many of the oysters and abalone are exported - towns like American River use their marine harvest to give their town tourist identity.

The development of more sophisticated packaging and production in other sectors (from cheese to Eucalyptus Oil) will not only provide more income for farmers but also create more varied jobs for younger islanders in areas such as marketing and sales.

WINE

Cellar door wine tastings are already popular in KI but on a drop in basis.

The French and Italian wineries have mastered the marketing of agriculture and tourism with wine tours, châteaux accommodation and huge effort in curating a holiday offer that is about more than the wine.

By raising the status of agriculture, and the theatre of production, the experience could be of interest to visitors.

STRATEGY

Across the world the authenticity of food and food production is popular.

Education and experience, from production to cooking, are seen as important to health balanced lives.

Kangaroo island could become the Australian 'Veneto' - where high quality brands are created and protected over quantity. Higher value over quality would also be less affected by high transport costs.

This has to start somewhere: a local Farm shop that could organise the easy distribution and retail of the Islands best produce should be encouraged. Placing it on the tourist route would be helpful in growing the brand outside of KI.

A 'KI Food + Wine Festival' could be developed whereby the worlds keenest Foodies and opinion formers are introduced to KI produce. These are historically common in Europe, and they can harbour an areas reputation of production.

Other ways to gain this reputation would be festivals, such as the 'la Tomatina in Bunol, Spain for instance.

OPTIONS

NATURE



(4)



(5)



(6)

(4) [Resort Pedras Salgadas](#), North Portugal

(5) [Exclusive Eco Resort](#), Costa Rica

(6) [Inkaterra Lodge](#), Near Machu Pichu, Peru

ECOTOURISM

Ecotourism focuses on socially responsible travel, personal growth, and environmental sustainability.

Ecotourism is intended to offer tourists insight into the impact of human beings on the environment, and to foster a greater appreciation of our natural habitats, however this should be made accessible to mainstream visitors.

KI might aim to make mainstream visitors more 'ecotourist' rather than Ecotourists more 'commercial'.

KI has huge potential for ecotourism and nature activities. *This should be exploited to support and conserve the beautiful nature* rather than changing it. Hiking, biking, animal spotting, rock climbing can all be done from an ecological position. The potential of KI's varied topography could keep visitors exploring for weeks, rather than just days. This combined with great weather and leisure time on the beach provides something for every visitor in KI.

COASTAL

Kangaroo Island's appeal relies largely on its natural heritage of which its coastal landscapes are identified as an important element. Responsible nature-based tourism facilities and other infrastructure are therefore required to support growth in this industry in an environmentally sensitive way.

However, swimming, sunbathing and surfing when appropriately managed can be some of the lowest impact forms of nature based tourism. KI has attractive seasonal weather and this should be used.

A balanced and varied

ecological holiday should be developed involving education, activity and leisure.

STRATEGY

For responsible ecotourism KI should avoid or minimize the negative aspects of conventional tourism on the environment and enhance the cultural integrity and successes of local people.

Therefore, in addition to evaluating environmental and cultural factors, an integral part of an ecotourism strategy is the promotion of recycling, energy efficiency, water conservation, and boosting opportunities for local communities. The integration or inclusion of education and culture into the existing community would be a keystone of ecotourism.

Natural ecologies are typically fragile and this often makes integrating accommodation detrimental to the environments they are meant to protect. Threats to biodiversity on the island include inappropriate fire and water regimes; pest plants and animals; over abundant native species; *Phytophthora* 'dieback' and inappropriate grazing.

An alternative strategy would be to leave the pristine environments untouched and develop more intensely around the existing townships.

OPTIONS

MARINE



(7)



(8)



(9)

- (7) Boating Culture, American River
- (8) Sailing school, Sardinia, Italy
- (9) Charter Fishing, Cape Cod, Mass, USA

CULTURE

Strong marine knowledge and culture is integrated into the people of Kangaroo island; and this natural social asset should be exploited.

American River leads the way on this front. It was recently awarded a state infrastructure grant to build a boatshed and construct a replica of the Independence boat.

Around this boatshed, there is the potential to cluster marine related facilities on the American River.

Within Australia there are hundreds of yacht clubs, historic associations and schools that could visit during the construction and after completion of the independence. American river should aim to attract them for days, not just hours. For this, accommodation, activities and infrastructure are needed.

The Boat Harbour is the islands best and most protected, it could grow to make space for leisure boats and sailing clubs/ schools to accompany the *Independence Boatshed*.

KNOWLEDGE

Islanders know a lot about boating which is one of the most appreciated tourist activities around the world.

Long sailing courses could become very popular and provide exciting and engaging work for young islanders.

It would also introduce many new visitors to KI and American River, as well as encourage return visits. Marine related tourism becomes a hobby, and unlike attraction-based tourism, encourages people to come back again and again.

STRATEGY

A recently closed sail chartering operation on KI had a full sweep of 5 star ratings.

There is huge potential to make sailing, yachting and fishing a large part of why people come to Kangaroo island.

People can experience and appreciate the cultural heritage that the water has always played for the islanders.

The island should promote boating for leisure as it encourages the protection and preservation of the marine and coastal scenerie and wildlife.

To ensure the protection of the marine ecologies it would be better to promote fresh and salt water kayaking, surfing and wind surfing over moterized watersports.

Cruising to Kangaroo Island occurs from Melbourne and Adelaide, this should be encouraged as it introduces visitors to the Island. Even though cruisers spend little time on the island, activities should encourage them to return for longer!

OPTIONS

HEALTH / ADVENTURE



(11)



(10)



(12)

- (10) [Yoga Retreat](#), Thailand
- (11) [Health food class](#), Florida, USA
- (12) [Rockclimbing](#), Yellowstone National Park, USA

HEALTH

Kangaroo Island has the potential to host more visitors attracted by the prospect of activity and healthy lifestyles.

KI has the fundamentals - it's beautiful, large and pollution free. It offers the potential for much more exploration and a range of physical challenges.

Health conscious tourists who visit for these reasons are likely to be respectful of the nature and the locals.

Health retreats are good for the island as they can bring guests for up to one month at a time. Whilst on the island visitors would be prepared to eat local healthy food, go on fitness excursions, as well as having a meditative edge.

KI is well suited to 'retreat tourism' because of its secluded position away from stress and temptation of larger conurbations.

One problem may be that the island's small population may struggle to provide the skills of too specialist a program.

ADVENTURE

There is growth in the tourist sector around personal challenges and adventure.

Rock climbing, hiking, surfing, zip-lining, paragliding are all activities that could be hosted on KI.

This possible future would make good use of the natural beauty and varied terrain existing on the Island.

The success of KI's first marathon is evidence that KI can attract visitors to do their passions on the island.

Care would need to be taken to ensure the activities did not

damage the natural ecologies. This is often hard to judge until it is too late and once invited adventurers will push boundaries. It's what they do best!

STRATEGY

Initiatives such as the KI marathon are a great start.

Other Island institutions and businesses should be encouraged to offer adventure and health related activities.

It would be helpful if the island's schools, which have good traditional sports programs, encourage the investigation of the popular extreme sports such as mountain biking so that there is a regular supply of willing young locals to lead expeditions.

We do not recommend KI to become a free-for-all for thrill seekers so careful planning must go into what and how much adventure the island's biospheres can tolerate.

OPTIONS

BEACH



(13)



(14)



(15)

(13) [Leca Swimming Pool](#), Matosinhos, Portugal

(14) [Wine Society](#), California, USA

(15) [Farm Food Festival](#), Plymouth, UK

EASY

Traditional tourists seek relaxation, culture and fun.

To date, the prohibitive cost and complexity of accessing kangaroo island has meant that this brand of tourist has been rare. A lack of suitable accommodation has also deterred beach tourists who like hotels with swimming pools and other amenities.

Our research suggests the most common things tourists do today on KI is restaurant dining, going to the beach and general site seeing- (see 2.2). These are all things enjoyed by beach tourists.

They are a combination of all the niche tourisms put together and as a result are the most egalitarian and the least specialised to KI.

Niche tourism, as discussed, will play a role in KI tourism- niches generate characters to places and specialist skill sets in locals. However niches are hard to rely on; they often do not provide holiday evenly throughout the year and niches go in and out of fashion rapidly.

KI should focus on beach tourist infrastructure primarily as it is reliable and sustainable source of revenue that can be supplemented by other tourisms

COMMUNITY

The potential for cultural exchange between locals and beach tourists is huge and varied. This is already in place with many of the farm gate tourist shops selling eucalyptus, honey etc.

Not only could locals provide interest to visitors, but it could happen the other way round - specialist festivals/conferences may bring experts to the island in areas that would interest locals.

STRATEGY

General 'beach' tourism requires more infrastructure than niche tourism because, without a repetitive hobby to engage them, beach tourists like to try new experiences everyday.

A variety of activities must be developed and made accessible to international standards. Meanwhile softer infrastructures will need to be developed such as Restaurants, cafes, bars.

The process of visiting KI needs to become easier; this will be helped by competition in the ferry service and by interstate flights of larger aircraft.

OPTIONS

QUESTIONS

How niche does KI
tourism want to be ?

How long
should
visitors
stay ?

Should beach
tourism be mixed
with other types
of tourism for
a wider visitor
base ?

Can tourism be
used to improve
the island
?

How does the island
move forward ?

05_Need
Kangeroo Island

ET Design
September 2015

05

NEED

WHAT DOES KI NEED?

The islands council and SA government would like to see tourism on the island grow. The large majority of the islanders agree and are excited about the possible improvements that a different type of tourism could bring to the island - improving transport, employment and cultural possibilities.

For this to happen successfully a lot must happen in coalition, and it appears their government understand the enlarged role it must play to begin this process.

Once established, opportunities to increase tourism and develop new capacity will be far easier.

We will look at American River - how it can use its strengths to make a larger contribution towards, and play a greater role in the Island.

American River has huge potential to grow as a tourist and boating centre on Kangaroo Island.

The town hosted the islands first hotel - its location between pelican lagoon and the bay gives it unique protection from all sides, making it the best place on the island to moor boats safely.



(1)



(2)

- (1) [Ketchikan harbor](#), Alaska, USA
- (2) [Fishermans harbor](#), Fremantle, Australia

TRANSPORT

Transport to KI is one major hold on the islands potential and a negative influence on the standard of living for locals.

In the past, Ferries have connected American River directly with the mainland and on occasion the Sealink ferry stops here.

There is ample room for a passenger/cargo ferry as the main wharf is still used by trawlers.

As American River is closer than Pennshaw to the rest of the island, it would provide very good competition to the Sealink ferry route. This would likely lower the cost as well as provide another option for the journey - a great benefit for tourists and locals alike.

HOTEL

A Medium sized hotel with supporting infrastructure would transform Kangaroo Islands ability to attract a wider range of tourists.

With a carefully chosen mixed programme, the hotel could act as the infrastructure to support some of the islands fledgling community and business interests, as well as providing many new jobs.

The large and reliable accommodation a resort hotel would bring would expand the islands ability to host event based tourism such as food or music events that would be enjoyed by visitors as well as locals.

The Islanders reported in the 2013 survey that exposure to culture was limited. A large hotel could begin to allow access to this. For example, an artist residency with accompanying exhibition space could be a useful asset for the population.

HARBOUR

American River already has a large infrastructure for marine activity. Although the protected wharf is large but underused.

Much of the hard infrastructure is to house a small Boat Harbour that could hold permanent and temporary moorings for commercial, charter and leisure boats.

Many of the locals have leisure boats that are currently moored off shore. They believe that some infrastructure would be very helpful for refuelling and also emptying sanitary tanks (something that currently is done at sea).

The local community are still active fishermen and oyster farmers.

There is an opportunity to develop a small Boat Harbour that combines moorings with supporting commercial program, such as;

- Boating supplies shop
- Fish monger
- Restaurant (BYOFish)
- Boat Harbour bar/ cafe
- local produce shop

A busy Boat Harbour would play to the towns strengths whilst creating jobs and authentic marine enterprises.

06_Refs
Kangeroo Island

ET Design
September 2015

06

REFS

Programmatic references to help define the
brief

REFERENCES

NAKED RETREATS CHINA

Bio

Exclusive resort in a protected nature reserve. Luxury accommodation in Tree Top Villas or single bedroom Earth Huts, spread across a broad, secluded valley.

Relax, get active and get well. Lounge on a sundeck beside your private jacuzzi, admire the mountains above the forest and watch the wild deer below, or take advantage of a range of activities from mountain biking, horse riding and hiking.

Get involved in cultural and culinary events in the evenings. Children can be let loose in the supervised Kids Club. For the restoration of mind, body and spirit, the naked Leaf Wellness Center, hidden in the forest, offers personal consultations and a range of treatments, holistic therapies, yoga and meditation, diet and exercise regimes that incorporate all sides of the resort.

Inventory

-30 Tree Top Villas (81 bedrooms)
-40 Rammed Earth Huts (1 bedroom hotel suites)

Facilities

-3 Swimming pools (2 heated for winter)
-3 Restaurants with different dining experiences
-1000m2 conferencing space (across 8 rooms)
-Wellness Centre (with 14 treatment rooms)
-Children Daycare Centre
-Gym

Activities

-Private Horse Stables for grooming and riding.
-Activities Centre (includes mountain biking, hiking, fishing, tea picking, horse riding, archery etc.)
-Private organic farm supplying the resort all of its vegetables and poultry
-Wild deer private sanctuary
-Bird private sanctuary
-Cigar lounge bar to relax at after a busy day

Cost

approx. £200-400 per room



(1)



(2)

(2) Landscape view, Naked Retreats

(3) Club House, Naked Retreats



(3)



(4)

(4) Pool, Naked Retreats

(5) Naked stables, Naked Retreats



(5)

REFERENCES

WHAREKAUHAU NEW ZEALAND

Bio

Boutique hotel and spa in a 5,500-acre working sheep and cattle farm set on dramatic coastline in the Wairarapa wine-growing region.

The lodge uses water from a natural spring; grows its own Texel lamb, Speckled Park beef, vegetables and herbs; sources local wine and produce; and maximises natural light in rooms with skylights and East-West-facing windows, as well as recycling.

Inventory

15 single-suite guest cottages

Facilities

Billiard / Pool table
Gym
Helipad
Horse riding
In house Spa services
Swimming Pool
Tennis court
Walking trails
Wi-Fi access

Activities

Explore area (by horseback, pushbike or mountain bike)
Hiking and Mountain Biking
Sheep Farm Tour
Coastline Tour
Cape Palliser Seal Colony and Lighthouse Tour
Wine Tour

Cost

Double rooms from £374.30



(1)



(2)

- (2) [Landscape view, Wharekauhau](#)
- (3) [Pool/spa building, Wharekauhau](#)
- (4) [Bathroom, Wharekauhau](#)
- (5) [Living Room in cottage, Wharekauhau](#)



(3)



(4)

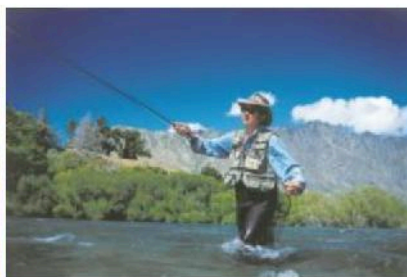


(5)



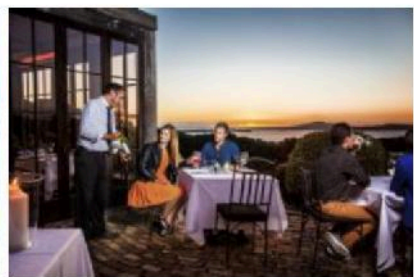
A JOURNEY THROUGH NEW ZEALAND

13 Nights, Pricing on request
Auckland, Rotorua, Wairarapa, Queenstown, Christchurch



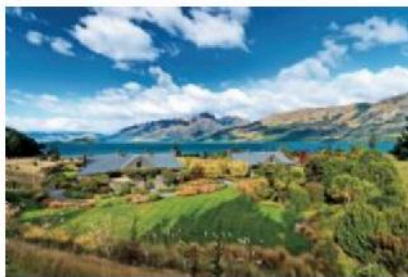
FLY FISHING IN NEW ZEALAND

11 Nights From \$10,045
Auckland, Rotorua, Wellington, Queenstown, Christchurch, Wairarapa



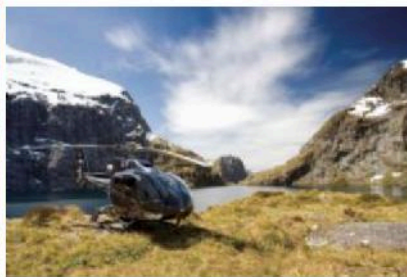
FOODIE NEW ZEALAND

15 Nights From \$13,040
Auckland, Hawkes Bay, Wairarapa, Christchurch, Queenstown



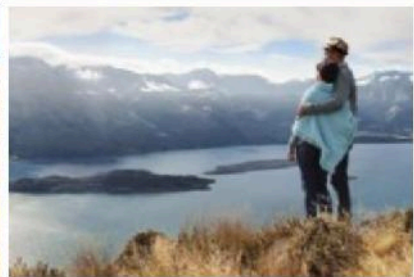
INDULGENT NEW ZEALAND

12 Nights, Pricing on request
Hawkes Bay, Wairarapa, Queenstown, Christchurch



LUXURY IN NEW ZEALAND

11 Nights From \$9,380
Auckland, Rotorua, Wellington, Queenstown, Christchurch, Wairarapa



NEW YEAR, NEW ZEALAND

13 Nights, Pricing on request
Rotorua, Wairarapa, Christchurch, Franz Josef, Queenstown

(6)

(6) [Package holidays for niche tourists,](#) Wharekauhau

(7) [Farm hand sheep-shearing,](#) Wharekauhau

(8) [Quad-bike activities,](#) Wharekauhau



(7)



(8)

REFERENCES

CAVALLO POINT USA

Bio

Dignified and understated in its restored officers' quarters in Sausalito, Cavallo Point hotel is a historic getaway with postcard-worthy views of San Francisco, the bay and the Golden Gate Bridge. As the sibling of the famously luxurious Post Ranch Inn in Big Sur, this similarly well-situated retreat unsurprisingly boasts oversized rooms with cutting-edge eco-friendly design features and anything-you-want service.

Inventory

142 double rooms

Facilities

- Spa
- gym
- yoga and guided weekend hikes.
- outdoor meditation area
- Heated pool
- springy-grassed garden

Activities

- Art Collection
- cooking school
- Dog Club
- Outdoor fitness program

Cost

Double rooms from £262

(1) [Understated hotel building](#), Cavallo Point



(1)



(2)

(3)



- (2) Mansion blocks break volume, Cavallo Point
- (3) Bathroom window frames view, Cavallo Point
- (4) Many small dining rooms, Cavallo Point
- (5) Sun where appropriate, Cavallo Point
- (6) Rooms with high ceilings, Cavallo Point



(4)



(5)

(6)



REFERENCES

MARTINHAL

PORTUGAL

Bio

Flanked by rugged national parkland and rowdy surfer's seas, Sagres' Martinhal Beach Resort & Hotel offers families five-star barefoot luxury in stellar, all-natural coast surrounds. There's an eco spa, sun-soaked sands and a fun-for-all kids' club. All the restaurants are ultra-child-friendly, or you can book a babysitter for a sea-view dinner for two...

Inventory

37 Beach Suites.
140 family Houses.

Facilities

- Five swimming pools,
- Five restaurants + bars,
- SPA, gym, crèche, kids club,
- Public beach
- Watersports centre,
- Gardens,
- Playground, tennis courts,
- Bicycles to borrow,
- Grocery store

Activities

- Beach + Surfing + Watersports centre
- Tennis and football academies for all levels held daily -Tennis Club + Lessons.
- Sunrise boat trips
- Yoga + Zumba classes,
- Family fishing
- Bike + walking tours,

Cost

Double rooms from £111



(1)



(2)

(2) Semi-detached villas, Martinhal

(3) Simple dining, Martinhal

(4) Good size 5* room, Martinhal

(5) Many cosy family spaces, Martinhal



(3)



(4)

(5)





(5)



(6)

- (6) Natural planting, Martinhal
- (7) Villa clustering around program, Martinhal
- (8) Landscaping feels like architecture, Martinhal
- (9) Lighting integrated, Martinhal
- (10) Simple Suites, Martinhal



(7)



(8)



(9)

REFERENCES

TALKEETNA LODGE USA

Bio

Set on a ridge above the small community of Talkeetna on the south side of Denali (formerly Mt. McKinley), our lodge offers unforgettable views of Denali and the Alaska Range, yet we are just minutes from adventures of a lifetime.

Inventory

219 double rooms

Facilities

- Great rooms with fireplaces
- On-site restaurants & lounge
- Laundry facilities on-site
- Full meeting facilities

Activities

- Zip lining
- Jet boating
- Flightseeing
- fishing
- Biking
- Geocatching
- Hiking
- Rafting

Cost

Double from £150



(1)



(2)

- (2) Local flowers, Talkeetna
- (3) Practical block design, Talkeetna
- (4) twin rooms, Talkeetna
- (5) Simple additional wedding pavilion, Talkeetna



(3)



(4)



(5)

REFERENCES

TREEHOTEL

SWEDEN

Bio

Treehotel - in Swedish Lapland - may have the best family-size rooms on the planet: six individually designed treehouses, set in acres of safe-to-explore birch-strewn forest. There's also a sauna and a restaurant, but a fireside feast will really win over the kids.

The treehouses are built on live trees, using non-intrusive construction methods, and all materials are chemical-free. Hydroelectric power and low-energy LED lighting are used throughout, and bathrooms have combustion toilets (or freezing toilets) and water-efficient sinks.

Inventory

Six unique treehouses

Facilities

Restaurant, bar and a shared kitchen in Britta's Guesthouse; shower blocks (one with a sauna, the other with a sauna and whirlpool plunge bath); open-air hot tub; tree sauna; on-site zipline courses; parking; free WiFi.

Activities

- Trekking-
- Ziplining
- Local culture from native Lapps
- Kayaking
- Horse-back forest tours
- River fishing
- White-water rafting
- Snowshoe tours
- Dog-sledding
- Horse-drawn sleigh rides
- Snowmobile safaris

Cost

Double rooms from £378.07



(1)



(2)



(3)

- (2) [Simple Interiors,](#) Martinhal
- (3) [Dramatic nature embraced,](#) Martinhal
- (4) [Cottage with character,](#) Martinhal
- (5) [Comfortable but simple,](#) Martinhal
- (6) [Light on the Ground,](#) Martinhal



(4)



(5)



(6)



(6)



(7)

- (6) Small but effective, Martinhal
- (7) SPA building, Martinhal
- (8) Suite with character, Martinhal
- (9) Range of sizes, Martinhal
- (10) Small Cottage bedrooms, Martinhal



(8)



(9)



(10)

REFERENCES

TULIP FIELDS HOLLAND

Bio

The Dutch Flower fields use their landscape to attract tourists. An interesting idea as an aging rich world population increasingly travels to see plants and landscapes.

Keukenhof is a park where more than 7 million flower bulbs are planted every year. Gardens and four pavilions show a fantastic collection of: tulips, hyacinths, daffodils, orchids, roses, carnations, irises, lilies and many other flowers.

The park attracts 100,000 a week when it is open.

Inventory

N/A

Facilities

- 32 hectares of flowers
- Artwork and wonderful events.
- Restaurants
- Cafes

Activities

- Treasure hunt,
- Petting farm,
- Maze
- Playground.

Cost

£12 per day

- (1) Flower Fields use the beauty of the landscape to attract tourists to them, Keukenhof



(1)



(2)

(2) Flower Fields, Keukenhof





(3)

(3) Flower Fields, Keukenhof

(4) Flower Fields, Keukenhof



(4)

07_Brief
Kangeroo Island

ET Design
September 2015

07

BRIEF

What are we designing? How big does everything need to be? Can we improve the strategy by investigating the brief?

Questions raised

How can the community most benefit?

Can tourism support island life and community?

Can KI keep/attract young people?

Does an aging population challenge KI?

Can tourism be used to improve the island?

Society: can we provide new jobs for KI?

Can more tourism improve the ecology?

Which industry best protects the nature?

Can tourism protect the environment?

Nature: can tourism help protect nature?

How can American River develop?

How might KI attract new visitors?

How niche does KI tourism want to be?

How does the island move forward?

Should beach tourism be mixed with other types of tourism for a wider visitor base?

Tourism: longer stays and year long appeal?

What kind of attraction is needed?

What infrastructure and accommodation?

How long should visitors stay?

Tourism: new pulls?

What type of tourism is best for the environment?

How can travel reflect something environmentally friendly?

Environmental sustainability: what is the best option?

How can local produce inform tourism?

How can we use and promote local produce?

How can industries add value to produce?

Promote local produce: can tourism help local agriculture/produce?

Criteria

TOURISM/INCREASE LENGTH OF STAY

To ensure a hotel is commercially viable the average length of stay should be grown from 3.2 nights to 7 nights.

The hotel should provide infrastructure that encourages this evolution - to do this, it needs scale, variety and professionalism.

The island has strengths attracting many different types of tourism. The challenge for American River is to attract all these niche tourisms, as well as more general tourists.

QUALITY OF WORK

Tourism is good for KI in terms of increasing its jobs for locals - it would be good to provide good quality jobs for locals and their children.

LOCAL PRODUCE/ AGRICULTURE

Agriculture and tourism are the largest drivers of Kangaroo Island's economy. By connecting these two fields, they can support each other - such as in food tourism. Food and produce can have an added value by being local to KI, and having a 'foodie' culture on the island will attract new visitors and provide new experiences.

An emphasis and engagement with local produce and farming could be a pillar of the hotel personality.

COST

Economic viability

PROTECT NATURE

It is important that by increasing tourism on the island, it helps Kangaroo Island to protect its nature - so precious and unique to the island. This is also important at the scale of the hotel - the site is home to the rare bird, the Glossy Black Cockatoo. The hotels placement will not affect the animal, or any of its feeding areas - more so, it should be designed in a way to encourage it.

The Architecture should be sympathetic to the landscape topographically. The site need not become a nature reserve (the island has a lot of this already) but wildlife should be encouraged inside as well as alongside. The experience of a kangaroo outside your bedroom window will be remembered much longer than after a drive to a reserve.

ENVIRONMENTAL SUSTAINABILITY

The water and electrical strategy should be as sustainable as possible. The island has a reputation of being environmentally friendly - the hotel should continue this.

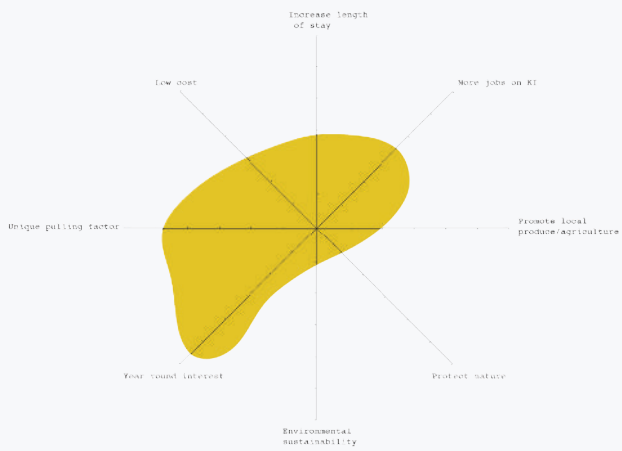
UNIQUE PULLING FACTOR

In contrast to standard chains, the hotel could have a unique pulling factor that stands it out from other hotels - this could be in the design of the building and landscape, or the incorporation of a new program.

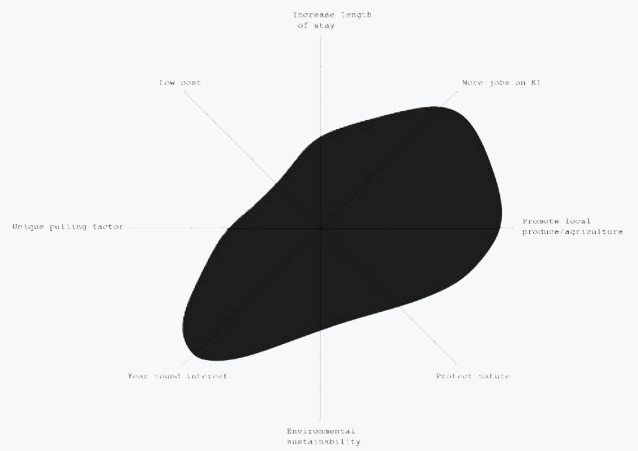
Ambitious and innovative hotel design can evoke a spirit of exclusivity and freshness often lacking in larger more established chains. These chains often demand extensive inventories as a minimum regardless of design innovation; this risks the hotel feeling homogenous rather than unique. In contrast working early with an innovative operator could help develop an even more interesting and unique brief.

YEAR ROUND POSSIBILITY

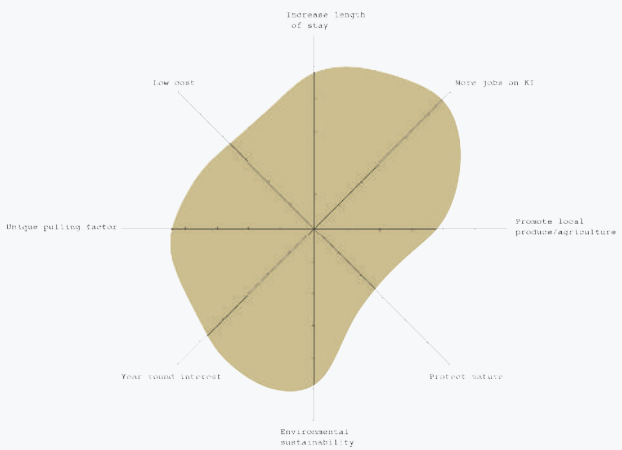
The hotel should run year round in order to retain a full inventory of well-trained and skilled staff. This requires careful planning, as many of the islands excursions will be less appealing in the winter months.



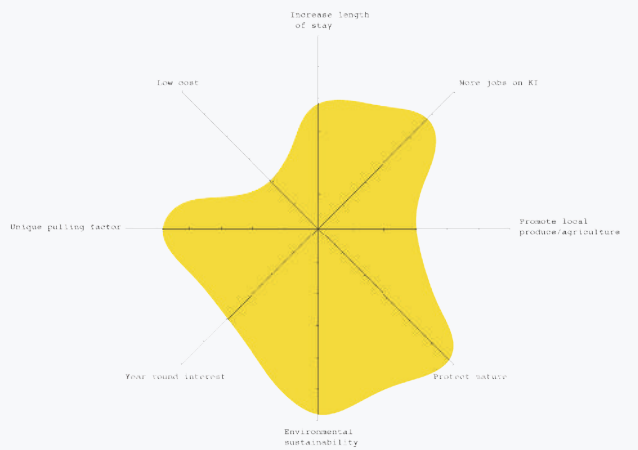
MUSIC/ART INSTALLATION



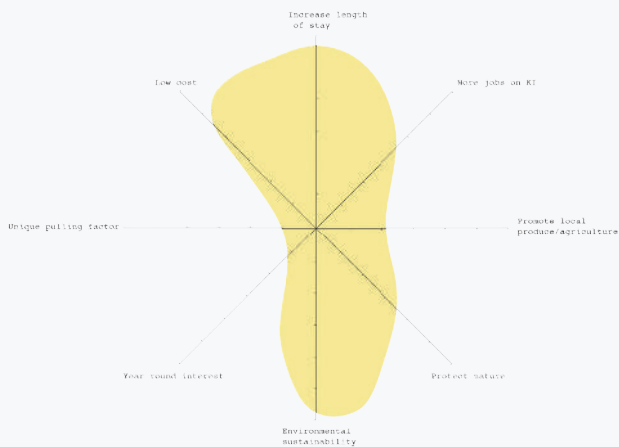
FERRY



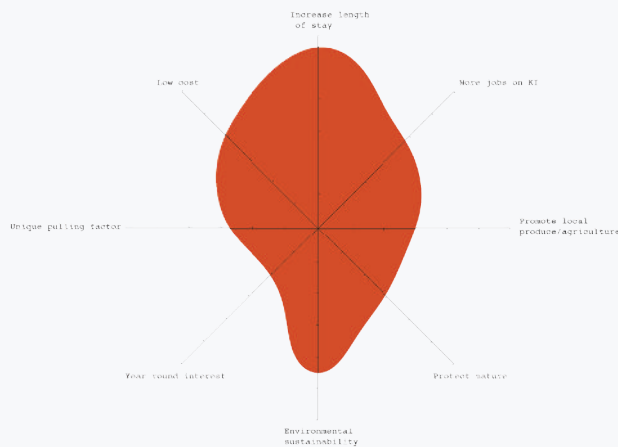
ADVENTURE/ACTIVITIES



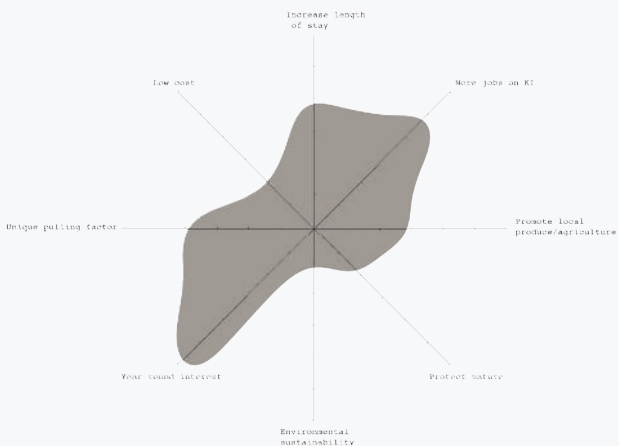
RIDING STABLES



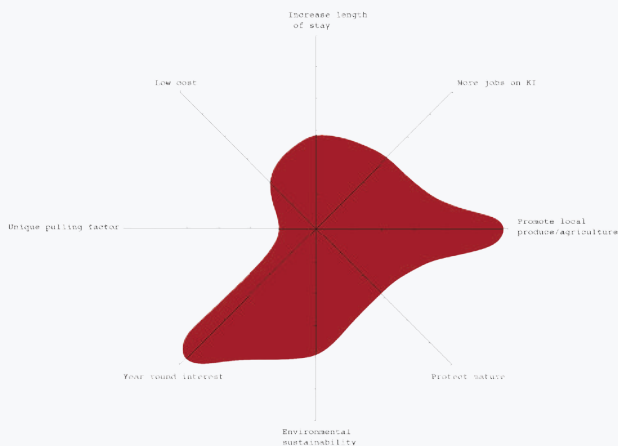
BEACH



SAILING/ BOATING

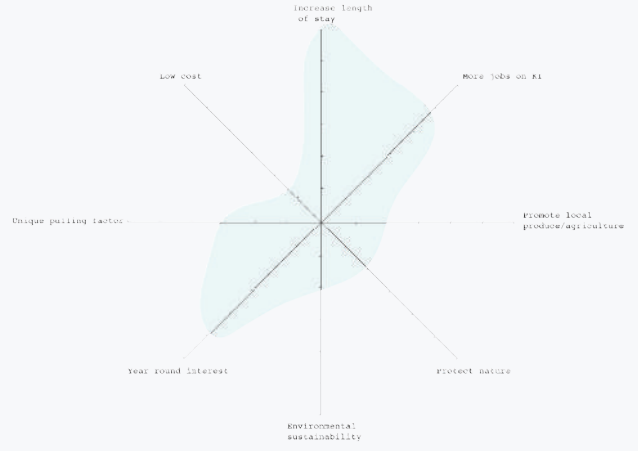
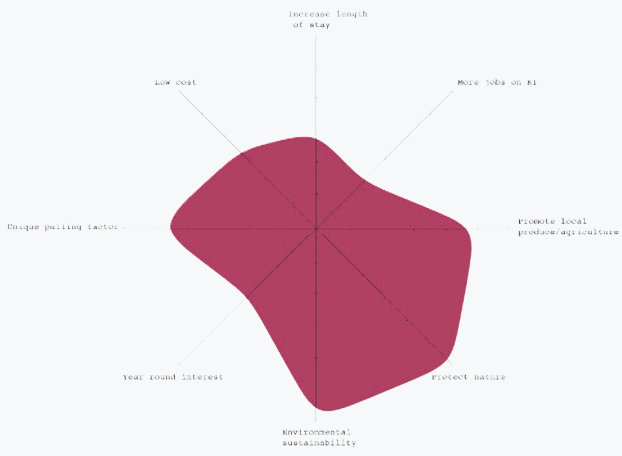


EVENTS/ CONFERENCE/ FESTIVALS



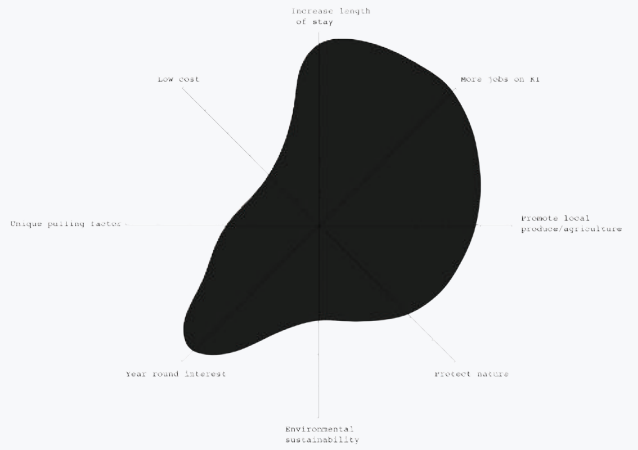
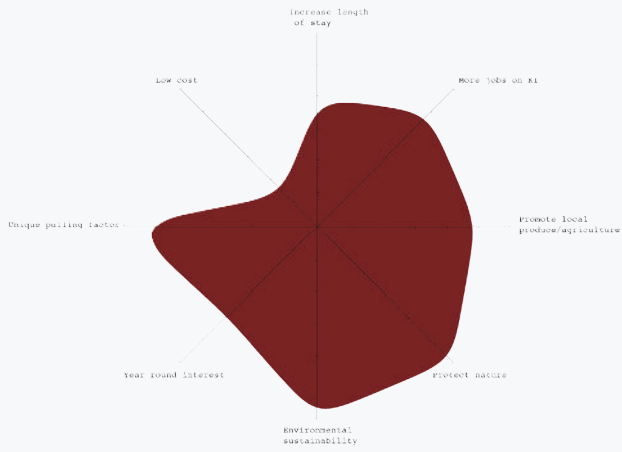
COOKING SCHOOL

Comparitive study of programme options against 8 main criteria



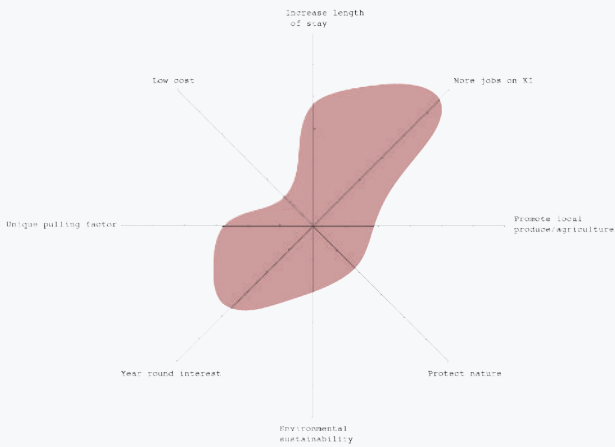
EXPERIENCIAL LANDSCAPE/TRAILS

PLANTING

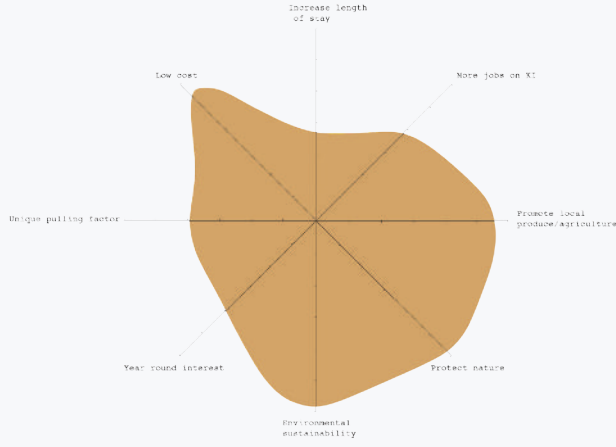


PLANTING

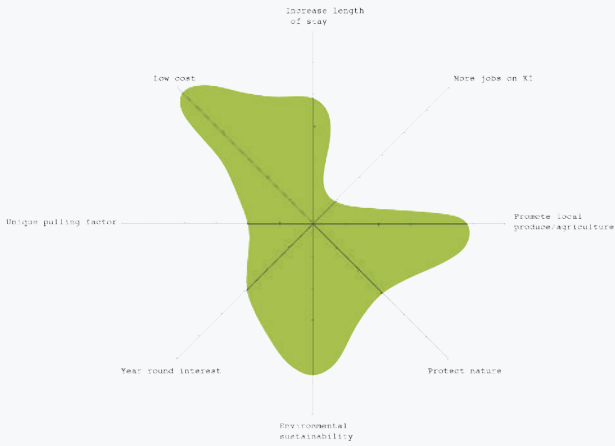
MARINE HARBOUR



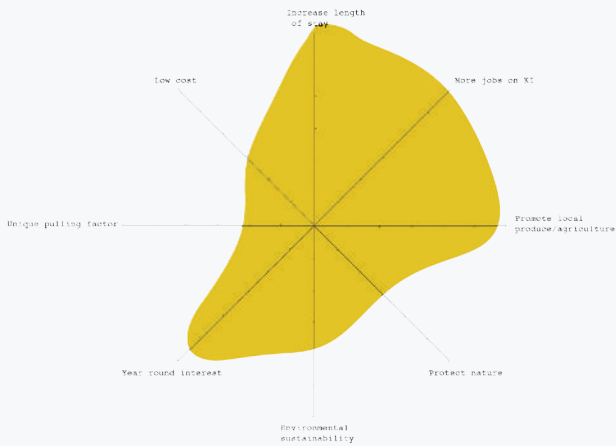
HEALTH/WELLBEING



ENVIRONMENTAL EDUCATION



FISHING



LOCALLY SOURCED RESTAURANTS

RE - BRIEF

CLIENT BRIEF

We have taken the client brief and made a scaled diagram of the requested areas asked for in the brief to make the development economically viable.

The internal built area totals 18,300sqm. The client has indicated that 15,000sqm total should be aimed for. A reduction of 22%.

In the following pages we investigate how this might be achieved and how we might change the priorities of the areas to position the hotel in different ways.

We also look for a more interesting mix of programmes and inventory and we interrogate the business case for the development.

Hotel Rooms 6400m ² 160no. x 40m ²	PUBLIC AREA 1425m ² Foyer - 430m ² Lounge- 80m ² Reception- 30m ² Office- 80m ² Business Centre- 80m ² Shop- 300m ² WC- 80m ² Lift/traffic- 320m ² Storage- 25m ²
	FOOD + BEV 1650m ² Lobby bar- 250m ² Special Bar- 400m ² Restaurant- 400m ² Special Restaurant- 600m ²
	FITNESS 1200m ² SPA- 750m ² GYM- 250m ² Indoor pool- 200m ²
	CONFERENCING 1000m ² Room A- 750m ² Room B- 250m ²
	STORAGE 450m ²
	LAUNDRY/CLEANING/LOGISTICS 550m ²
Villas 3200m ² 40no. x 80m ²	STAFF LOCKER/ REST ROOM 400m ²
	PLANT/ENGINEERING 600m ²
	STAFF DORMITORY (54units) 1500m ²

ORIGINAL CLIENT
BRIEF AREAS :
 18,300m²

ROOMS

Received Brief:

160 double rooms (40sqm), 40 Villas (80sqm). (240 units - 9600sqm)

Suggested Change:

120 double rooms (40sqm), 30 Cabins (50sqm) & 20 Family Cottages (100sqm). (210units - 8320sqm)

We recommend a wider range of inventory options and slightly less standard rooms. We believe the higher room rates attainable will counter the higher build and maintenance costs by making use of the beauty and scale of the site.

Standard rooms at 40sqm are of 5* size and should all contain twin beds that can become a double if required. This will aid conferencing in the low season.

Cabins are small but special. At 50sqm they are not actually much larger than standard rooms but they can take full advantage of views and landscaping. Cabins should achieve double the room rate of standard rooms.

Family cottages should be perfect for a family or group of friends of up to 6. At 100sqm they should have 3 double bedrooms and a generous shared living/dining space, BBQ facilities and dining table. Courtyards and landscaping should make them feel almost like holiday homes that might be rented for up to 2 weeks and 3 generations. There is potential for these to have some shared sale/ timeshare value release in the future.

This strategy delivers 210 units in phase one, 30 less than in the original brief however the average room size remains 40sqm. The site is large and so a second phase could add inventory. We propose to plan for an additional 30 cabins and 20 cottages that would eventually increase the inventory to 300 units.

CONFERRING

Received Brief:

Conference room A: 750sqm, Room B: 250sqm Total 1000sqm.

Suggested Change:

Conference room A: 450sqm, Room B in phase 2. Total 450sqm

The current 1000m2 of conferencing is excessive- in a 200 room hotel the entire inventory would be 400 delegates.

To future proof expansion of inventory a conferencing suite capable of hosting 400-500 delegates should be considered. Other American River accommodation could be used in the medium term for larger conferences.

A single conference room of 450m2 would suffice; capable of hosting a banquet for 400 or Theatre for 500. Additional servicing areas such as a Foyer, Kitchen and toilets should be shared with the General Lobby/ Main Restaurant.

The conference room should be capable of extensive subdivision for use as breakout spaces and to host multiple conferences at one time. Other hotel facilities should be designed to be adapted into breakout space if occasionally required; such as additional restaurants, yoga studios the kids club.

We would recommend planning a separate 300m2 of flexible conferencing space in a second phase- alongside additional inventory.

Hotel Rooms 4800m2 120no. x 40m2	Hotel Functions* 645m2	
	FOOD + BEV 1500m2	
	Lobby Lounge/bar/ foyer- 500m2 Restaurant- 400m2 Special Restaurant- 600m2	
	FAMILY POOL (indoor) 250m2	
	FITNESS 450m2	
	CONFERENCE ROOM 450m2 SPA- 300m2 GYM- 150m2	
	STORAGE 450m2	
	LAUNDRY/CLEANING/LOGISTICS 550m2	
	COUPLES CABINS 1500m2 30no. x 50m2	STAFF LOCKER/ REST ROOM 400m2
	COTTAGES (3 bedroom) 2000m2 20no. x 100m2	PLANT/ENGINEERING 600m2
	STAFF DORMITORY (54units) 1500m2	

***Hotel Functions include:** Reception- 30m2, Office- 80m2, Business C. - 80m2, Shop- 150m2, WC- 80m2, Lift/traffic- 200m2, Storage- 25m2

Boat Harbours 1500m2

COUPLES CABINS 1500m2 30no. x 50m2	STAFF DORM 500m2
	CONFERENCE/EVENT ROOMS 450m2
COTTAGES (3 bedroom) 2000m2 20no. x 100m2	ADDITIONAL BAR/RESTAURANT 450m2
	SPA EXTENTION 250m2
	ACTIVITIES CENTER 1000m2 Stables- 300m2 Cooking School- 200m2 Yoga studios- 200m2 Kids club House- 300m2

PHASE 2
EXPANSION:
 6,150²

LOBBY / BAR

Received Brief:

Hotel/reception/lounge functions: 1425smq, Lobby bar: 250smq, Special bar: 400sqm, Restaurant: 400sqm, themed restaurant (+Staff canteen): 600sqm. Total: 3075sqm

Suggested Change:

Hotel back functions: 600sqm, Hotel lobby Bar: 500sqm, Main kitchen/ restaurant (+Staff canteen): 600sqm. Standalone restaurant: 400sqm. Total: 2100sqm

The hotel lobby should always feel busy and exciting with overlapping activities. These days the bar (with light dining options) should be the same place as the lobby/lounge. Often lobbies are expensive prime locations in hotels that are just walked through and never enjoyed. Placing the main bar here will prevent this and allow a higher shared investment in both!

The largest main restaurant and kitchen should be in the main hotel building along with a hidden staff canteen. A second, niche restaurant should be a separate building to take advantage of the landscaped site. This may double up with other program for example cooking school/ health retreat classes/ wedding functions. This restaurant should also have a specialist bar and be positioned on the site to allow later openings/music without disturbing sleeping guests.

FITNESS / SPA

Received Brief:

SPA:750sqm, Gym:250smq, Indoor pool:200sqm. Total: 1200sqm.

Suggested Change:

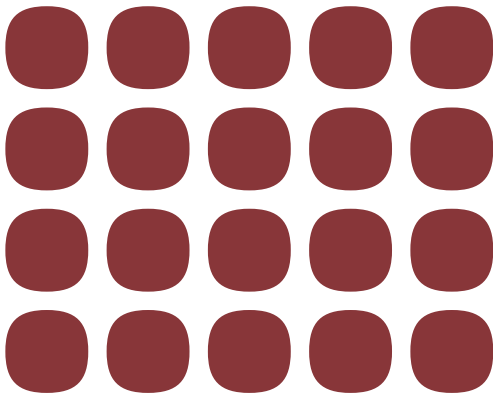
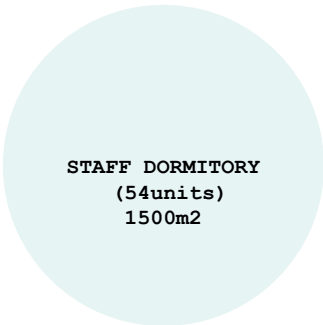
Indoor Pool: 250sqm, Fitness lodge with SPA:300sqm, Gym: 150sqm, outdoor pool. Total 700sqm.

Activity is important but on KI there are already many options! The islands beaches, outdoor pools and physical activities will provide most of the physical exertion guests need.

The family indoor pool/ hot tub should be slightly larger at 250sqm. Bad weather would make this a very busy place. Whether with main pool is best in the main hotel building or in a separate pool facility needs investigation.

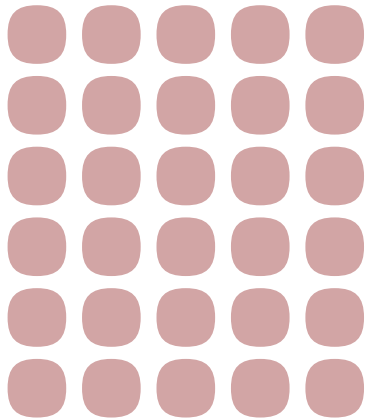
Smaller Gym and SPA facilities can be made smaller and should be placed in a separate building on the site perhaps combined with an adult outdoor pool to allow some isolation for couples. The separate building allows for future expansion if required.

SPA facilities of 300m2 could include two saunas; two massage rooms, three hot tubs/pools, Jacuzzi, steam room and plunge pool all with amazing views.



**COTTAGES (3 bedroom)
2000m2**

20no. x 100m2



**COUPLES CABINS
1500m2**

30no. x 50m2

PHASE 2

Received Brief:

There is currently no agreed phase two plan to be incorporated into concept design.

Suggested Change:

30 Couple Cabins (50sqm),
20 Family Cottages (100sqm),
Staff Dorm: 500sqm, Conference/
Events: 450sqm, Additional niche
Restaurant/Bar: 440sqm, SPA
extension: 250sqm,
Stables, Cooking school, yoga
studios, kids summerhouse:
1000sqm. Total: 6150m2.

The nature and size of the site means we should plan for a possible phase 2 up until the massing/concept design to ensure future developments contribute to an overall strategy. This need not be in great detail for design review but should inform the direction of the hotels marketing.

Specific activity programme should be considered as part of the initial offer. Cooking school, Stables, yoga studios, Harbor, kids house, would all inform the position of the resort and its authenticity. We will investigate each proposal in more detail.

CONFERENCE/
EVENT
450m2

BAR/RESTAURANT
450m2

SPA
EXTENTION
250m2

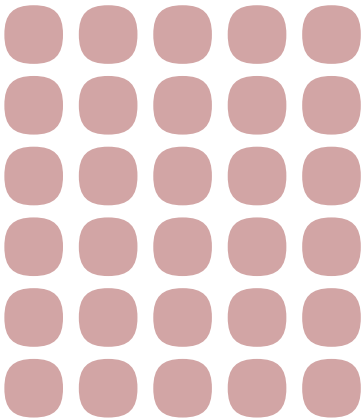
STAFF DORM
500m2

Yoga
studios-
200m2

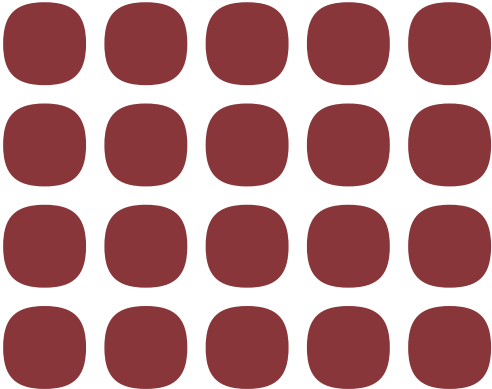
Kids
clubhouse-
300m2

Cooking
School-
200m2

Stables-
300m2



COUPLES CABINS
1500m2
30no. x 50m2



COTTAGES (3 bedroom)
2000m2
20no. x 100m2

EXAMPLE ITINERIES




SARAH + BEN

Romantic holiday, Summer






2 person Villa

Hotel on West side of island

	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7	DAY 8
	<i>Travelling</i>	Breakfast in hotel restaurant	Breakfast in hotel restaurant	Breakfast in hotel restaurant	Breakfast in villa	Breakfast in villa	Breakfast at hotel	
	<i>Arrive</i>	Beach	<i>KI sight seeing</i>	Horse back sight seeing	Pool	Beach	Check out	
	Lunch by pool at hotel restaurant	Lunch by harbour	<i>Lunch out</i>	<i>Lunch out</i>	Lunch by pool at hotel restaurant	Lunch at harbour		
	Afternoon by pool	Beach	<i>Wine tasting</i>	Horse back sight seeing	Spa	Beach	Fishing	
	Dinner in hotel restaurant	Dinner on harbour + drinks at harbour bar	Dinner on harbour + drinks at harbour bar	Dinner at hotel restaurant + drinks at hotel bar	Dinner at harbour	Dinner at hotel		

EMILY + TOM + KATIE + JAMES
Family holiday, Summer





	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7	DAY 8
	<i>Travelling</i>	Breakfast in hotel restaurant	Breakfast in hotel restaurant	Breakfast in hotel restaurant	Breakfast in hotel restaurant	Breakfast in villa	Breakfast at hotel	Breakfast at hotel
						Parents: pool		
	<i>Arrive</i>	Beach	<i>KI sight seeing</i>	Kayaking trip	Adventure activities	Children: tour of vegetable garden + cooking course	<i>KI sight seeing</i>	Beach
	Lunch by pool at hotel restaurant	Lunch by harbour	<i>Lunch out</i>	<i>Lunch out</i>	Lunch by pool at hotel restaurant	Lunch at harbour	<i>Lunch out</i>	Lunch by pool at hotel restaurant
						Beach		
	Afternoon by pool	Pool	<i>KI sight seeing</i>	Pool	Spa	Fishing	<i>KI sight seeing</i>	Check out
	Dinner in hotel restaurant	Dinner on harbour	Dinner on harbour	Dinner at hotel restaurant + drinks at hotel bar	Cook for kids + parents out for dinner at hotel restaurant	Dinner at harbour	Dinner in hotel restaurant	

LUCY + AMY + TESSA
Friends holiday, winter



Hotel on West side of island

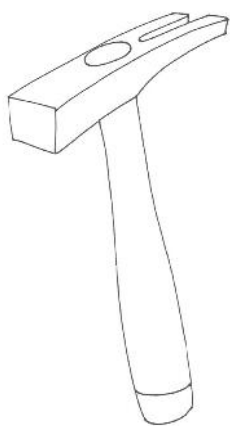
	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7	DAY 8
	<i>Travelling</i>	Breakfast in hotel restaurant	Breakfast in hotel restaurant	Breakfast in hotel restaurant	Breakfast in villa	Breakfast in villa	Breakfast at hotel	
	<i>Arrive</i>	<i>KI sight seeing</i>	<i>Horse back sight seeing trip</i>	<i>Horse back sight seeing</i>	<i>Yoga classes</i>	<i>KI sight seeing</i>	<i>Check out</i>	
	Lunch at hotel restaurant	<i>Lunch out</i>	<i>Lunch out</i>	<i>Lunch out</i>	Lunch at hotel restaurant	Lunch at harbour		
	<i>Spa</i>	<i>Wine tasting</i>	<i>Wine tasting</i>	<i>Horse back sight seeing</i>	<i>Spa</i>	<i>Tour of gardens</i>		
					<i>Trail walk</i>	<i>Cooking class</i>		
	Dinner on harbour + drinks at harbour bar	Dinner in hotel restaurant	Dinner on harbour + drinks at harbour bar	Dinner in hotel restaurant	<i>Dinner out</i>	Dinner at hotel		

BRIEF

• 138-139

00_Making Kangeroo Island

ET Design
September 2015



MAKING

How will we build it?

08_Build
Kangeroo Island

ET Design
September 2015

08

BUILD

What are the trade offs between pre-fabrication and onsite construction?

TRADE OFFS

PRE - FAB

It is desired to have as much as possible pre-fabricated off site. The container house option allows the most pre-fabrication off site. The LGS option allow high pre-fabrication, however concrete pouring; drainage etc will need to be constructed on site.

ON - SITE CONSTRUCTION

The island has limited construction infrastructure. In-fact a development of this size would unbalance the industry on KI and may lead to the undesirable 'crowding out' of other projects.

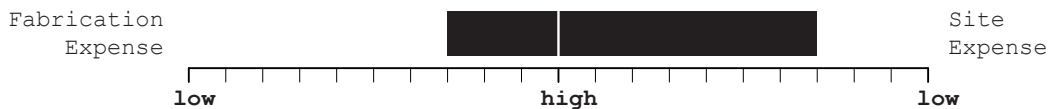
On-site contractors could be brought from Adelaide or elsewhere in SA; there would be considerable cost and disruption in this including a difficulty in construction waste management. A temporary camp would also need to be constructed to house the contractors.

Construction has an impact on the local Environment- it animals, plants and people. Where possible this disruption should be kept to a minimum by the use of prefabricated elements.



The bars weight indicates which factor is prioritised.

The overall size of the bar shows how much has been achieved.



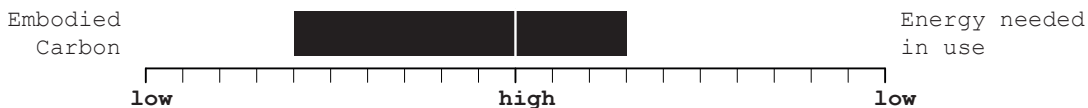
The trade-off between prefabrication and site costs.



The trade-off between the time taken to pre-fabricate in the factories versus the onsite construction.



The trade-off between The cost of trasporting prefabricated units and the disruption of constructing onsite.



The trade-off between the enviromental cost of production and use of the building.



The trade-off between a relyable quality of finish and the cost.



The trade-off between the flexibility of a constuction method and how easily this can be prefabricated.

09_Frame
Kangeroo Island

ET Design
September 2015

09

FRAME

The pro's and con's or 3 construction options:

LGS

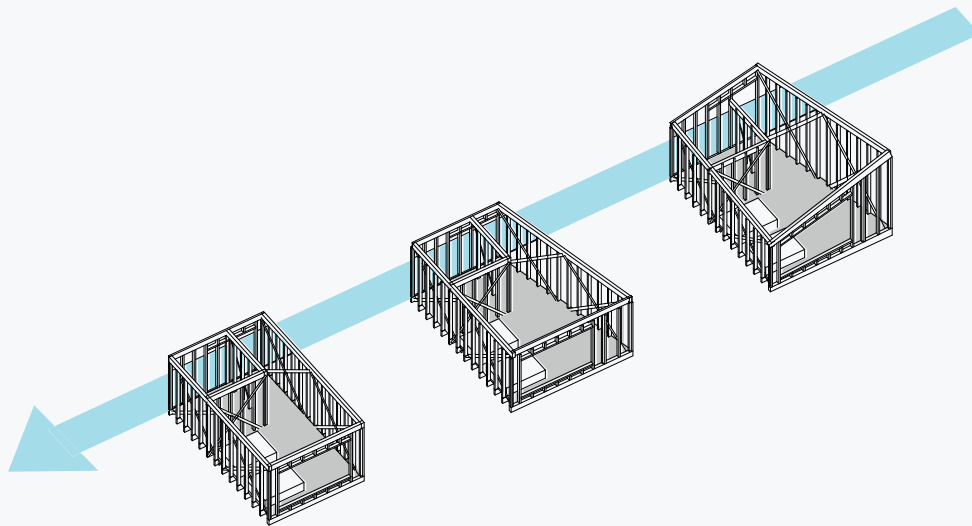
Heavy Steel

Container House

FRAME

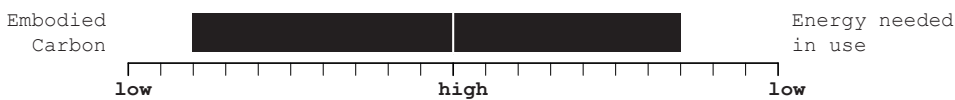
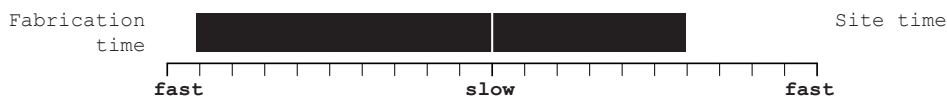
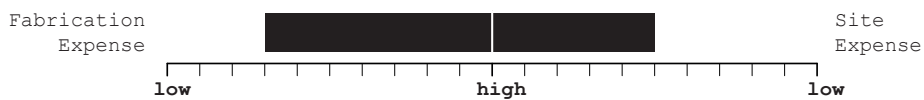
LGS vs . HEAVY STEEL

(1)



Light Gauge cold-pressed steel is an innovative system of construction made of rollar formed 1-2mm galvanised steel.

(1) Flexibility diagram, LGS



LGS is a very inexpensive material to fabricate. If panelised in factories the site cost can also be reduced. Possibly LGS panels can be wired/plumbed however it is likely that tiling & decoration would need to be done onsite.

Fabrication is very fast. Cold pressed lengths of LGS can be panelised without the need to weld. Windows installed and then finished onsite. Whilst the onsite work is longer than for containers it could be kept to a minimum through detailing.

If panelised and fitted into standard containers this can be a very economical for transport. The site disruption is also minimal; some ground works are needed, including concrete, but this is minimal compared to masonry construction.

LGS 20 times lighter than a concrete building, lowering the embodied carbon and the foundation requirements. LGS can produce some of the best u-values as it employs a warm, well-insulated structure. Masonry can add thermal mass, lowering HVAC demands.

Like all prefabrication methods, a high standard of finish can be delivered; This relies on onsite finishing being of a high quality. This will raise cost but shouldn't limit quality (if anything its more reliable and work can be assessed)

A big advantage of LGS is flexibility. With little added cost complex forms and spatial arrangements can be achieved/ adapted. Prefabrication (in the form of serviced walls) would be a positive innovation.

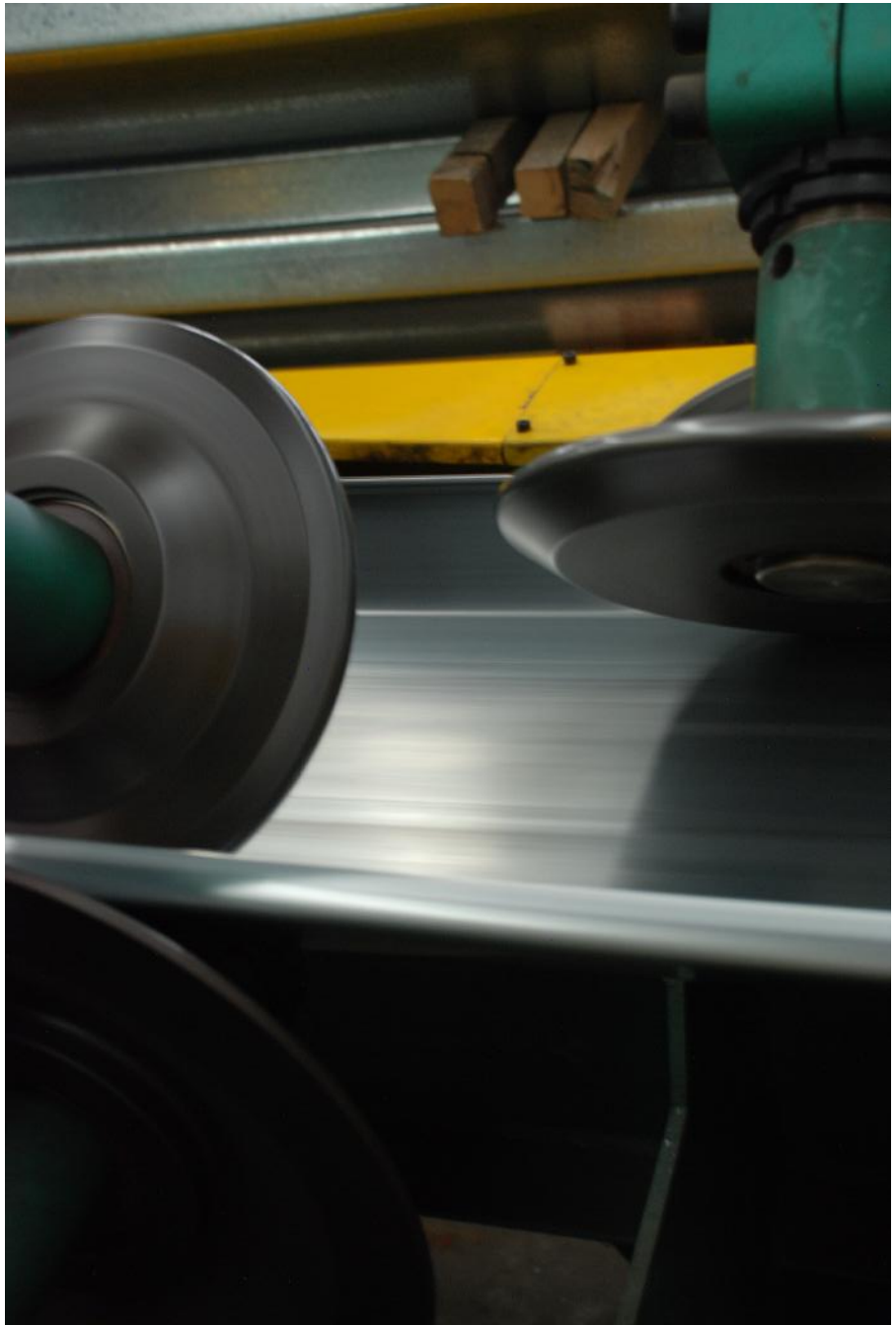


(1)

Wall build up: LGS frame system, sheer cables and insulation.

(2) Wall build up, LGS Factory

(3) Making process, LGS Factory



(3)

Cold rolling steel sheets into beams and columns. The structural system works like a timber frame - using screws to assemble stud frames.

FRAME

HEAVY STEEL

In larger buildings that are more than 4 floors, a heavy steel structure will be needed alongside the LGS to give the building additional strength.

- (1) Truss, Heavy Steel Factory
- (2) Truss, Heavy Steel Factory



(2)



(3)

(3) Beams, Heavy Steel factory

(4) Finished frame system, Heavy Steel Factory

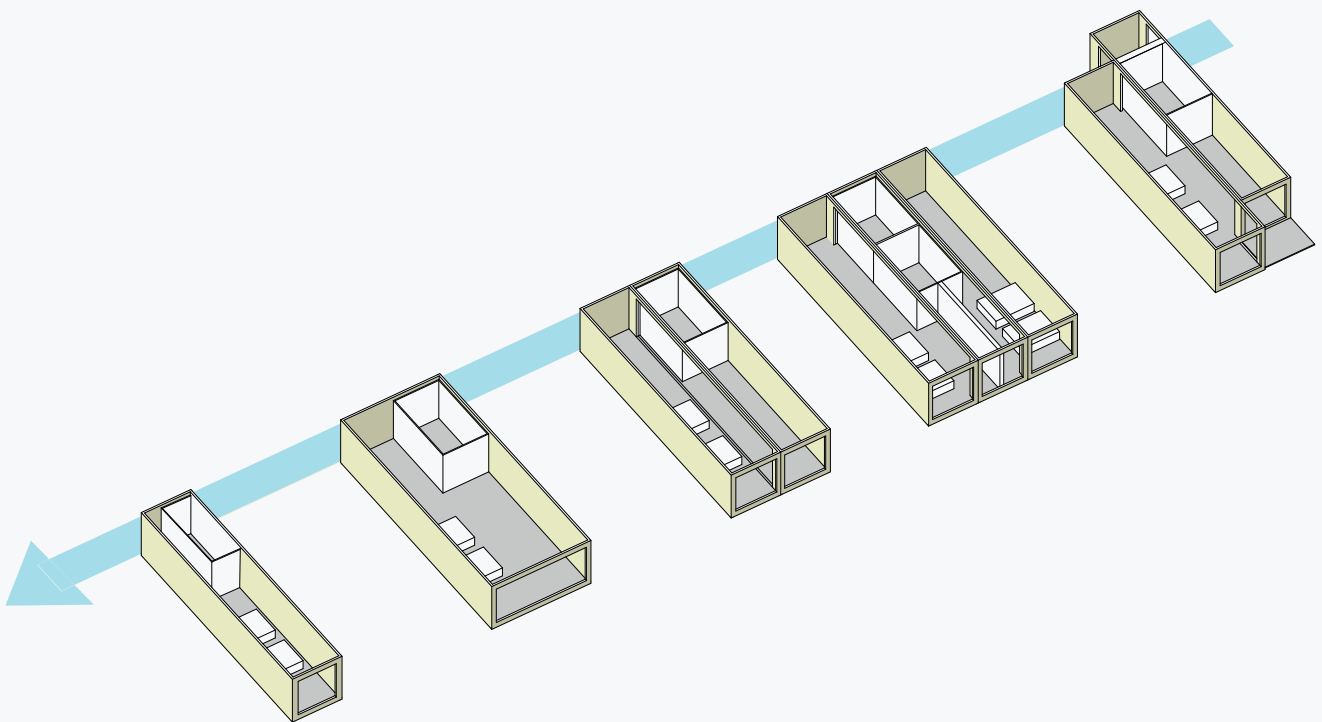


(4)

FRAME

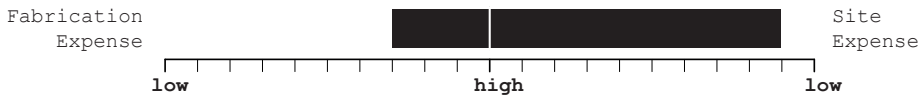
CONTAINER HOUSE

(2)



Pre-fabricated oversized containers can be finished almost entirely in factories and staked onsite - a very simple construction method.

(2) Flexibility diagram, Container House



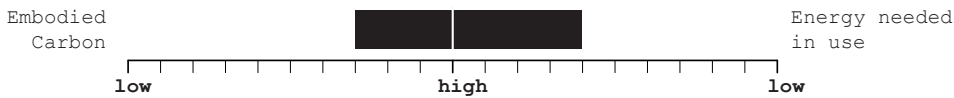
The major benefit. Site expenses can be kept to a minimum. Fabrication costs are high but much less than in a traditional construction.



Another benefit. The fabrication time can be rapid by engaging the skills of the factories in Shanghai, whilst time onsite can be kept to a minimum. A benefit for local people and wildlife.



With standard containers the transport costs are reasonable, however oversized containers become prohibitive. The huge benefit is the ease of construction.



Unclear. Embodied carbon in steel structure and transport will be high. Low U-value's and good thermal seals can be achieved, however low thermal mass will mean HVAC energy use will be likely be high to stabilise the temperature/ moisture.



There should be no limit on the possible quality of finish achievable in the factories. However best practices must be set. Caution should be taken to incentivise consistent reliable quality. Snagging and repair will be expensive onsite.



The disadvantage is the inflexibility of the container house method; This will limit the achievable beauty of the external and internal spacial arrangements. This is contrasted by the huge benefits of prefabricating nearly



(4)

Container houses allow everything down to the piping and electricals to be pre-fabricated. Even if the hotel is built out of the LGS system, doing the bathrooms out of the container hours system should be considered.

(3) Beams, Heavy Steel factory

(4) Finished frame system, Heavy Steel Factory



(4)

The structure runs down the corners of the containers.



(4)

(3) interior, Container house factory

(4) interior, Container house factory

(4)

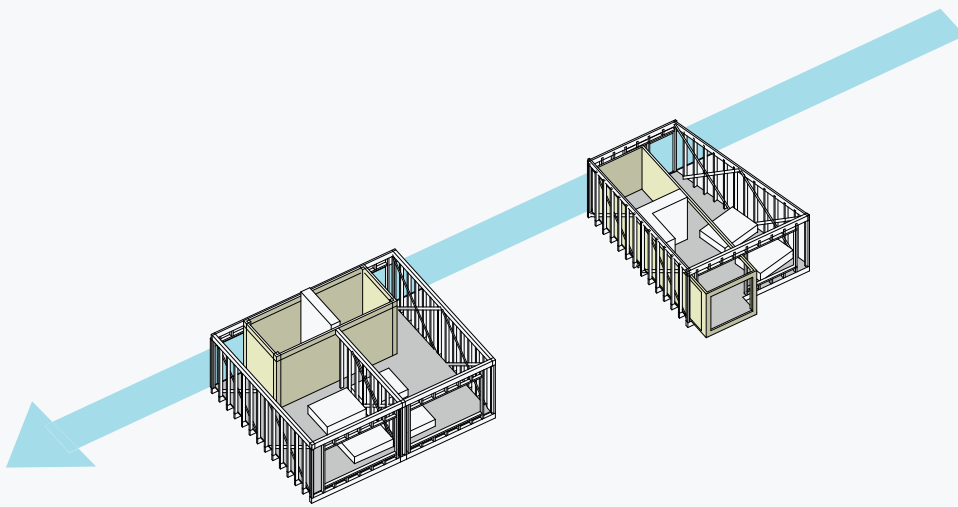


Containers can be finished to a high standard of construction.

FRAME

MIXED

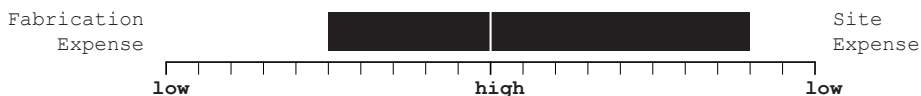
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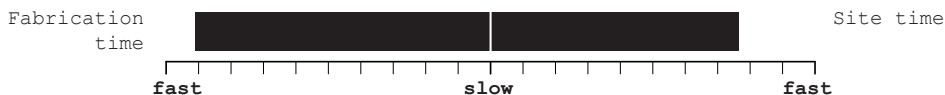
Building in LGS with pre-fabricated container bathrooms/other elements is another option. This system adds complexity but may save cost and improve quality, because much of the cost of finishing is in plumbing and the electrics of the bathrooms.

Another option would be to pre-fabricate LGS wall and floor systems and install onsite.

(5) Mixed construction, Container house + LGS



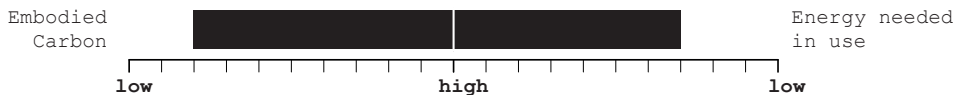
Prefabricating and finishing bathrooms and perhaps some cabinetry would dramatically reduce site expense.



Fabrication is very fast but construction onsite can be made faster by installing prefabricated + finished bathroom units. If cabinetry, tv, sound, desks are also part of the prefabricated unit then the site time can be further reduced.



The transport costs are reduced by the fact that most LGS walls can be flat packed. Prefabricated bathrooms should be designed to pack economically into standard containers. Site disruption reduced further- less labour needed.



Very good solution. Waste can be cut out of some of the most complex finishing processes- such as tiling. Energy usage in use is likely similar to LGS.



Potentially the most cost efficient way to get very well appointed bathrooms. Care should be taken to make the junctions between the two methods elegant.



Design flexibility is high whilst modulating where beneficial; minimising the error tolerances in tiling, plumbing, electric etc. How much 'live load' (the prefab bathrooms) a LGS structure can take is

10_Service
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SERVICE

SERVICE

WATER

Laundry, Cooking, Toilets, Irrigation
Rainwater filter/ recycling

Fire-water
Pipe from sea

Drinking, showering
4 Options

Option 1: Desalination

Purify water from sea

Cost

Each capsule:
1 Tones per hour
22400 Tones per year
3 years before each capsule needs to be replaced
675000 Tonnes of water before needs to be replaced
Each capsule = \$10000 US

Running cost per ton: 0.07 dollars
Capital depreciation on cylinder: 0.15 dollars
Approx. 30 dollars a day

This figures need to be confirmed - they are only rough estimates.

Waste

For every 1 ton of drinking water there is 1 ton of waste
Q: Where does the waste go?

Option 2: Pipe into main supply 48km away from golf course

This can only be a secondary supply - it cannot be guaranteed that the golf course will be developed in time/at all.

Option 3: Truck to make 2x trips a day from Kingscote

Low capital outlay
Risk of lack of water

Option 4: Reservoir

Fresh water streams flow into resevoir consistantly during winter to be stored in summer months. This could be used as is for other uses, or be filtered to use for drinking and showering.

(1) De salination plant, Factory



(1)

11_Other
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OTHER

FURNITURE

Moontree Furniture is a bespoke furniture manufacturer specialising in producing large quantities of loose furniture and fitted joinery for high quality hotels and resorts; villas; restaurants; bars; shops; and schools.

Located: Nr. Shanghai, China

- (1) [Bespoke furniture,](#) Moontree factory
- (2) [Veneer,](#) Moontree factory



(1)

(2)



WINDOWS

YY Construction is a high quality aluminium windows and doors manufacturer. All products are suitable to export to Australia, and are designed within Australian specifications.

- (1) [Factory](#), YY Construction
- (2) [Aluminium window frame](#), YY Construction



(1)

(1)



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REFS

A collection of **architectural references**
that will inform the design process

Architecture and Landscape



(03)



(04)

- (01) [Flax production](#), Eleanor Hill
- (02) [Boat House](#), Peter Zumptor
- (03) [Art Village](#), Kengo Kuma
- (04) [Serpentine Pavilion](#), Peter Zumptor



(01)

(02)





(05)



(06)

(05) [Anon](#)

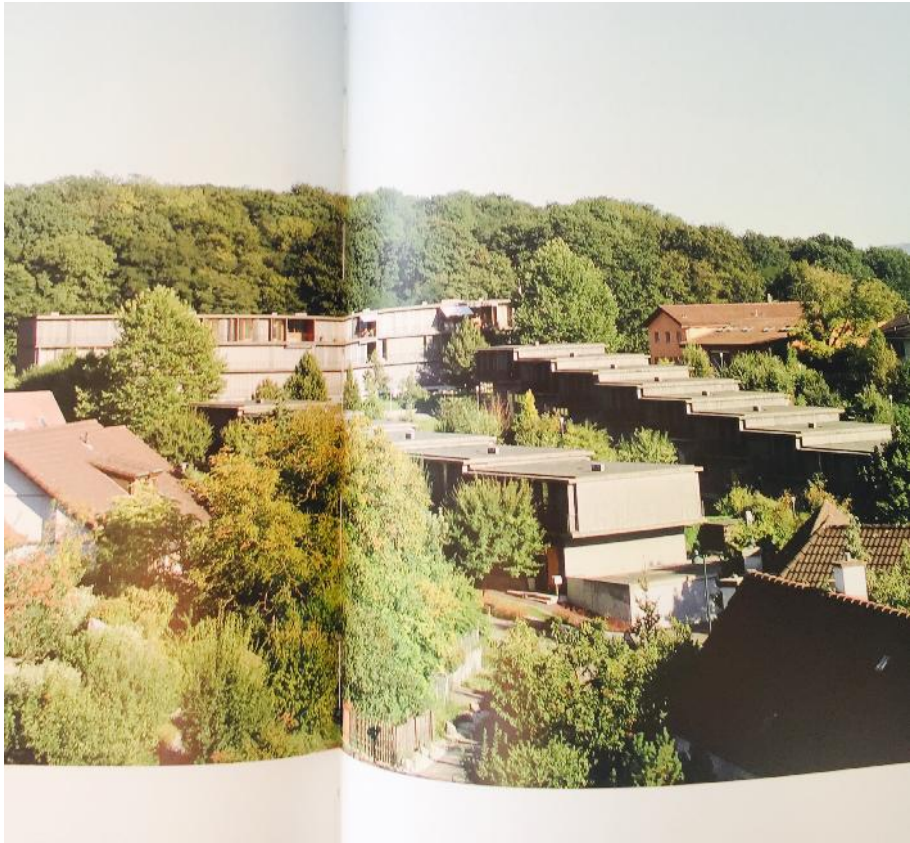
(06) [Anon](#)

(07) [Villa](#), Office Kersten Gears

(08) [Anon](#)



(07)



(08)

Local Vernacular

PITCHED ROOFS



(09)

- (09) [Kids Academy](#), Kengo Kuma
- (10) [Cono Cono](#), Anon (Traditional Japanese)
- (11) [House](#), Shinohara
- (12) [Barn](#), Co+Labo



(10)

(11)



(12)



(13)

(14)



(15)



(13) House, Anon (traditional Japanese)

(14) Barn, Co+Labo

(15) House, Shinohara

(16) Barn, Co+Labo

(17) House, Shinohara

(18) House, Anon



(16)



(17)

(18)



Local Vernacular

AGRICULTURAL TYPOLOGY



(19)



(20)

(19) [House](#), Anon

(20) [House](#), Anon

(21) [Arbor](#), Office Kersten Gears



(21)

OBJECT/ICON



(22)



(23)

(22) [Museum](#), Tado Ando

(23) [Tower](#), Olgiati

(24) [House](#), Aires Mateus



(24)

CONNECTION TO LANDSCAPE



(25)



(25)

(25) [Pool](#), Siza

(26) [Nordic Pavilion](#), Svere Fehn

(27) [House](#), Bo Bardi



(26)



(27)



(28)



(29)

(28) [Spa](#), Zumpthor

(29) [House](#), Pascal Flammer

REVEAL STRUCTURE



(30)

(30) [House](#), De Vylder

(31) [House](#), Shinohara

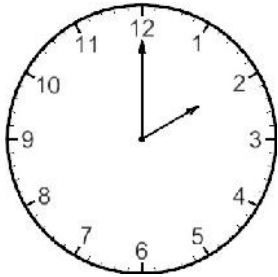


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WHEN?

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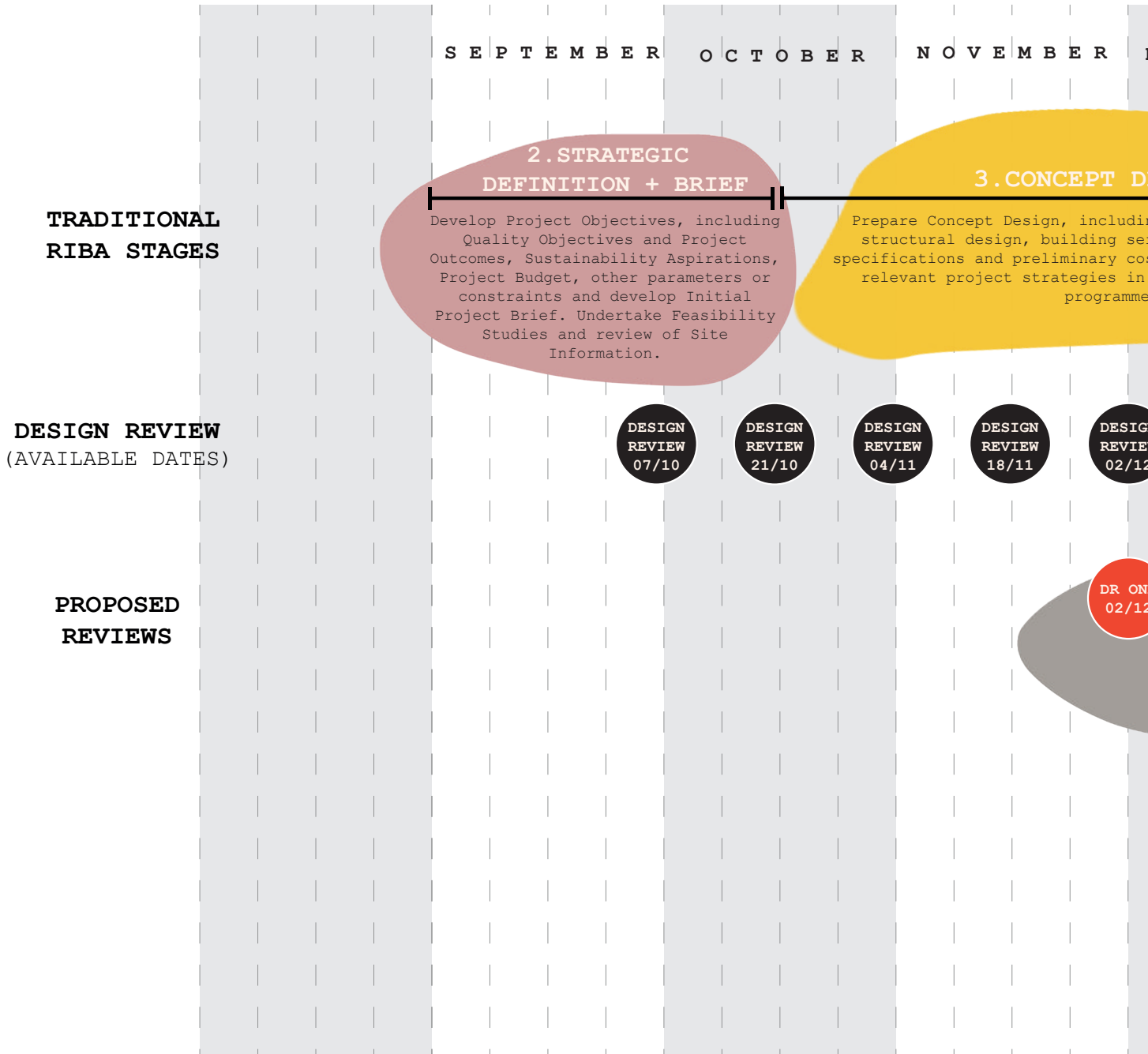
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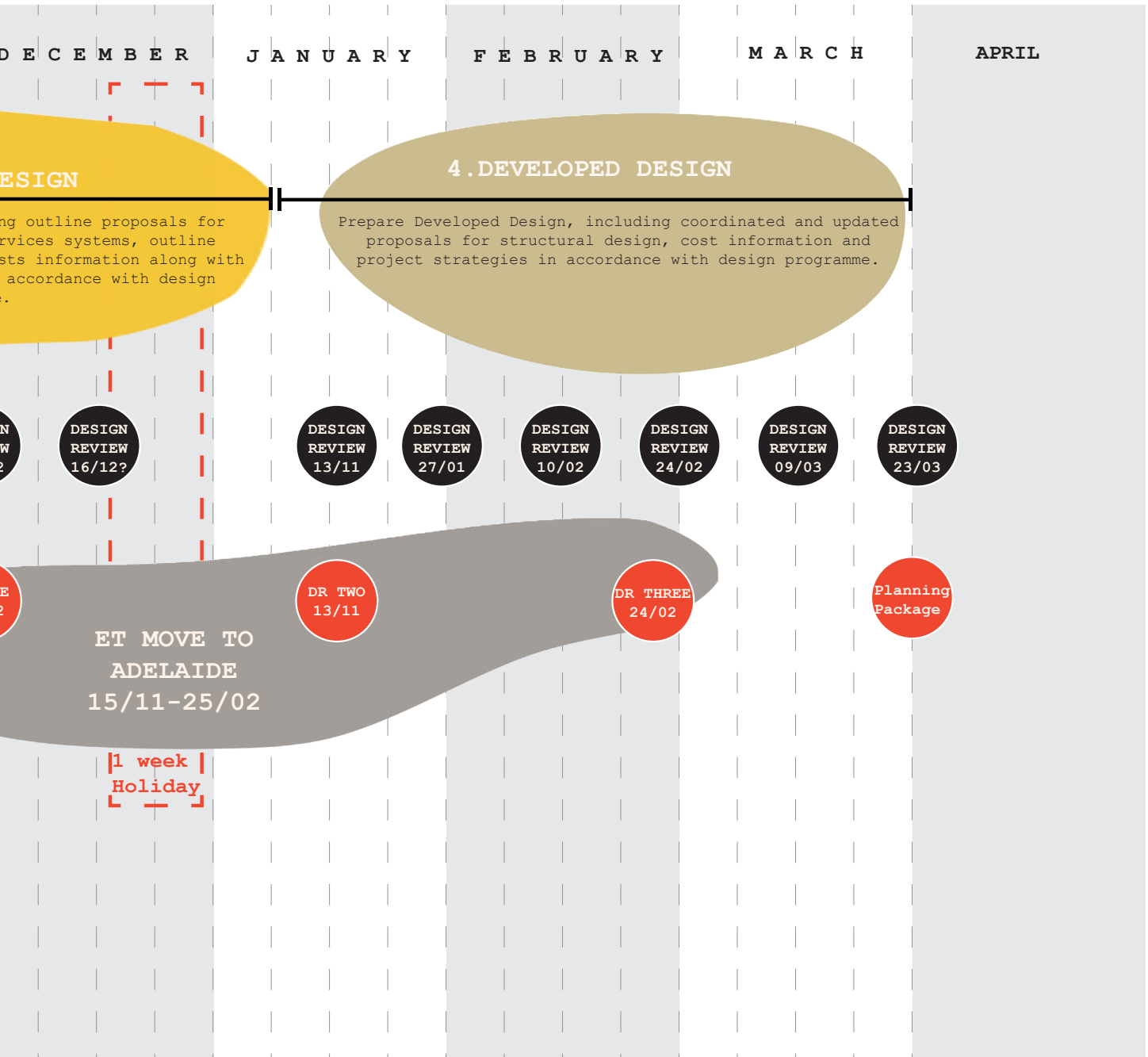
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TIME-LINE

TIME - LINE

ROUGH DATES





TIME - LINE

DESIGN REVIEW

Refer to South Australian Design Review guide
<http://odasa.sa.gov.au/#/design-review>

Office for
Design
and
Architecture

Guide to
Design Review
in South Australia

odasa.sa.gov.au

This was the first feasibility report for the American River project on KI.

The next document will include research on the specific site; Photographic, environmental, surveys and design principles.

ET

