



## Adelaide Hills Tourism Region Interpretation Messages – November 2016

### Adelaide Hills Region Key Message:

Fall in love all over again and be captivated by the seasons of the Adelaide Hills.

### Themes and Key Messages:

- **Taste the Adelaide Hills**

Tickle your palate and tempt your taste buds with flavours from nature's top shelf.

- **Heritage, Art and Culture**

Have a lofty affair with artisans and artists, performers and musicians, architects and dreamers who've always been inspired by the heritage and seasonal rhythm of the ranges.

- **Nature and Landscapes**

Close encounters with curious creatures in a rolling patchwork of hills.

- **Towns and Villages**

Welcome to rural chic in a cultured landscape and community spirit in a place with soul.

- **Lifestyle and Wellbeing**

Pleasure, adventure, seclusion or buzz – you choose. The Hills will leave you refreshed and reenergised whether you seek an adrenaline-charged and action-packed visit or simply a chance to put your feet up and be pampered.

- **Accommodation in the Hills**

- Come for a sleepover and wake up with the freedom to discover *your* Adelaide Hills.

## Taste the Adelaide Hills

### Key Message:

**Tickle your palate and tempt your taste buds with flavours from nature's top shelf.**

### Minor Messages:

#### Food Experiences:

- Taste the seasons in the Adelaide Hills, where the sweetest fruit is picked by your very own hand in the cherry, apple and fig orchards and the strawberry patch; and find plentiful pickings at farm gates and farmers markets.
- Enjoy seasonal menus that match the ever-changing landscape – bright and fresh in spring, long and lazy in summer, colourful and rich in autumn, snug and warm in winter.
- Enter the land of long lunches, where exquisite food and wine stretch both time and imagination. Linger longer and savour the moments as well as the flavours.
- Pack a picnic of local produce fresh from the farm gate, providore or farmers market, choose a bottle of something special and spread a blanket in the beautiful landscape. Bon appétit!
- Cheese and chocolate, craft beer and cider, and even bread and jam are made by artisans the old-fashioned way - with heart and hands. Enjoy them in the hills and take some home for later.
- Embark on a culinary adventure - discover the art of cheese making, or learn a trick or two from master chefs, cooks and chocolatiers while discovering new ingredients, techniques and recipes at one of the Adelaide Hills' cooking schools.
- Satisfy your appetite in a hip country pub, café or bakery, or indulge in a fine restaurant with a setting that's worth the journey.
- Have delicious hands-on 'paddock to plate' fun with kids as they discover where food really comes from while milking a cow, picking fruit and watching bees at work in the hive.
- Embrace winter with hot chocolate, mulled wine, roasted chestnuts, hearty fare, and comfort food by the fire.

#### Wine, Craft Beer, Cider & Spirits:

- Discover wines with altitude on Adelaide's doorstep. Meet the winemakers who take inspiration from the landscape, crafting cool climate wines with soul and a sense of place.
- Discover more than 50 cellar doors, most of them decidedly intimate and fiendishly tailored to entice you to an afternoon of indulgence where wine tasting is only the beginning.
- Raise a flute of tiny lively bubbles to some of the world's best producers of méthode traditionnelle sparkling wine, made from grapes kissed by the sun and chilled by the moon. The French aren't the only ones using this traditional method; there are more than 30 producers of sparkling wine doing the same in the Adelaide Hills, the largest number in mainland Australia. So close to Adelaide, so many to taste and savour, so much to celebrate!
- A frisson of bubbles, a sip of wine, a sup of cider, a slurp of ale or a snifter of spirits; when it's time for a drink you're spoilt for choice in the Adelaide Hills.
- Join the locals for Hills' pub culture at hip and historic hotels, with beer gardens in summer, cosy bars in winter and a distinctly German flavour in Hahndorf. Visit local breweries for a tasting paddle of craft beer or cideries to sample 'autumn in a glass' with cider makers who also grow the apples and pears. Cheers!

## Heritage, Art and Culture

### Key Message:

**Have a lofty affair with artisans and artists, performers and musicians, architects and dreamers who've always been inspired by the heritage and seasonal rhythm of the ranges.**

### Minor Messages:

- Artists and artisans have always flourished in the Adelaide Hills; from the immense cultural legacy of Sir Hans Heysen's home and studio 'The Cedars', to grassroots community studios and galleries.
- Hans Heysen is an Adelaide Hills favourite son and one of Australia's most revered artists. Stand in his shoes and paint the same landscapes he did; explore 'The Cedars', his country property, home and studio in Hahndorf where the artist's presence is palpable and you feel that he has just stepped out for a moment.
- Discover 'dreams carved in stone' by international and local sculptors on the Adelaide Hills Sculpture Trail which winds through the hills.
- The Hills are alive with the sound of music; from live music in the pubs, winery concerts, seasonal events and Oompah in Hahndorf, to an outstanding classical repertoire at Ukaria Cultural Centre in Mount Barker, one of Australia's finest chamber music venues.
- Unleash your creative talents in the Adelaide Hills with art parties, workshops and weekends, and classes in jewellery making, knitting and flower art.
- The cultural story of the Adelaide Hills began with the Peramangk traditional custodians; they 'wrote' the first thousand chapters as they cared for country, whilst living, trading and meeting for ceremonies with the neighbouring Ngarrindjeri and Kaurna peoples. We respect their spiritual relationship with their country and their cultural beliefs, which are still important today.
- Explore the patchwork of passions and dreams of early German and English farmers, gardeners, orchardists, tiers men, bush rangers, gold miners and vigneron (on the traditional lands of the Peramangk people).
- Discover rich and valued heritage in the Adelaide Hills, reflected in solid stone buildings from an earlier era, streetscapes and unique farming patterns reflecting cultural traditions of early migrants, and museums that preserve and cherish artefacts and irreplaceable collections.

## Nature and Landscapes

### Key Message:

**Close encounters with curious creatures in a rolling patchwork of hills.**

### Minor Messages:

- Visit a wildlife park to cuddle a koala or spot them lazing in the eucalypts across the Hills. The fern gullies, stringybark forests and shaded gorges are home to abundant and diverse native wildlife and plants.
- Corduroy vineyards intersect with rambling forest and bushland, steep ridges and waterfalls yield to rolling hills, paddocks and orchards – a magical patchwork dotted with towns and villages, where the air is sweeter, the light is clearer and the colours more vibrant.
- Garden and plant lovers enjoy four distinct seasons in the Adelaide Hills with a profusion of bulbs and wildflowers in spring, lush fern valleys offering an escape from the heat in summer, amazing foliage colours in autumn and stunning camellias in winter.
- Lose yourself in the glades and nooks of Mount Lofty Botanic Garden; a cool-climate Eden set against the stunning backdrop of the Piccadilly Valley. There are meandering trails through magical valleys crowded with magnificent trees and thick with magnolias, rhododendrons, ferns and camellias, with the sounds of birdsong and running streams.
- The great outdoors just minutes from the city but a world away.
- Walk, run, ride, climb and play in the forests, National Parks and gardens of the Adelaide Hills – nature's playground.
- Hear the dawn chorus as the sun rises over the hills and listen to the birds' serenade at dusk.
- Ever-changing seasonal landscapes – key words/phrases:
  - *Spring: blossom, awaken, bright, verdant green, shoots, budburst, walls of camellias and rhododendrons, endemic wildflowers, a sea of garden colour*
  - *Summer: shade, cool ferny valleys, lazy summer days in the cooling shade, escape the heat, altitude, pick your own luscious summer fruit - cherries and strawberries...*
  - *Autumn: The breezy scurry of russet autumn leaves, orchard trees laden with fruit, figs and apples, and golden vines heavy with grapes, a bountiful harvest*
  - *Winter: rug up and get out into the country – hat, scarf and boots, paddles to splash in, winter wonderland, fog, romantic mists, waterfalls, creeks, campfires and bonfires*

## Towns and Villages

### Key Message:

**Welcome to rural chic in a cultured landscape and community spirit in a place with soul.**

### Minor Messages:

- Stroll the main streets of nearly twenty towns and villages lined with shops, galleries and studios, cafes and pubs; each is unique and memorable, with its own character and sense of place.
- From Macclesfield and Meadows in the south to Gumeracha and Birdwood in the north there are charming main streets to explore and gems to discover.
- Find the perfect purchase - a book, something vintage or collectable, or that special gift you might just want to keep for yourself as a reminder of a happy escape to the Hills. From fresh produce and gourmet artisan goodies, to fine art and quirky antiques; those who love to shop or explore country markets will spend their time very happily indeed in the towns and villages of the Adelaide Hills.
- Stirling is a stylish garden village with leafy laneways to discover, a flourishing food scene, and fabulous shopping for fashion, plants, collectables, jewellery, homewares and books at the unique shops and bustling monthly market.
- Hahndorf is a contemporary village, proud of its German heritage still visible in its traditional streetscape. Butchers, bakers and candlestick makers, a vegetable garden and a strawberry patch – which will you visit first? Stroll the tree-lined main street and discover shops, galleries and studios, a cheese maker, leathersmith, craft brewery, winery cellar doors, chocolatier, restaurants, pubs and cafes.
- Mount Barker seamlessly melds the best of city convenience and facilities with country friendliness, rich heritage and rural surrounds. This regional hub for entertainment, shopping, dining, culture, events and recreation is home to the weekly Adelaide Hills Farmers Market, the SteamRanger Heritage Railway, and historic Auchendarroch House. It's the largest and fastest growing town in the Hills.

## Lifestyle and Wellbeing

### Key Message:

**Pleasure, adventure, seclusion or buzz – you choose. The Hills will leave you refreshed and reenergised whether you seek an adrenaline-charged and action-packed visit or simply a chance to put your feet up and be pampered.**

### Minor Messages:

- Step in our direction and walk the trails, ramble along the pathways and feel the rush as you ride the curves and scale the mountain.
- Step in our direction and stroll hand-in-hand along historic streetscapes, hike single file through rugged bushland, climb to the summit or wander through expansive gardens and forests.
- From challenging world-class mountain biking to family-friendly cycle trails, travelling on two wheels is a great way to enjoy the varied landscapes of the Adelaide Hills.
- Bring your adventurous spirit and feel the rush as you take the plunge on a precipitous mountain bike tack, climb a cliff, conquer a summit or abseil down a rocky escarpment.
- Explore roads less travelled, follow winding lanes and take a back road and see where it leads you - getting off the beaten track is part of the fun; park on a whim when the fancy takes you.
- Explore the Adelaide Hills on horseback at a relaxing pace; feel the fresh country air on your face and enjoy the sounds and smells of nature. From trail rides, riding schools, school holiday workshops, horse shows, polo, pony rides and parties, there's equine excitement for all ages and abilities.
- Enjoy country driving of a different kind with a round of golf on a Hills course with a view and perhaps a roo or two – on traditional country and public courses through to private clubs with immaculate grounds and a warm welcome. Fore!
- Put 'you' at the top of your 'to do' list and make time for a little pampering. The tranquillity of the Adelaide Hills is an antidote to the stresses of everyday life, and for extra pampering and relaxation visit one of the region's day spas.
- Time your visit to experience the Crush and Winter Reds wine events, a country show or market, a music festival, an art exhibition or sculpture competition, or follow a cavalcade of vintage classics in the Bay to Birdwood. Or get your pulse racing at the Santos Tour Down Under cycling race and the Oakbank Easter Horse Racing Carnival.

## Accommodation

### Key Message

**Come for a sleepover and wake up with the freedom to discover *your* Adelaide Hills.**

### Minor Messages:

- The Adelaide Hills has the perfect accommodation for every occasion – from secluded country B&Bs, vineyard cottages, hip country pubs and romantic luxury retreats, to farm stays and camping adventures with the kids.
- Base yourself in the Adelaide Hills – right on Adelaide’s doorstep but a world away....and central to the Barossa, Fleurieu Peninsula and Murray River.
- Wake up outside that city square and change the rhythm of your day.
- Wake up in the Hills, where the air is country fresh, and the hospitality always welcoming.
- A day trip is just a tease – retreat to the Adelaide Hills and take your time to savour delights across the ranges.
- Staying for a few days means lazy sleep-ins, big Hills breakfasts, time to linger longer over dinner, to taste and try more...with absolutely no need to rush home (and no regrets about missing the things you wanted to see and do).
- Celebrate and create life’s special moments with a Hills escape.
- From five stars to a canopy of a million...head for the Hills for a holiday in any and every season.
- Go for lunch, stay the night in the Adelaide Hills. (From SA Tourism Commission’s global ad campaign launched August 2016)