REGIONS IN FOCUS
Adelaide Hills, Fleurieu and Kangaroo Island

6 councils

$3.94b Gross Regional Product

32% of SA’s dairy cattle output

120,751 Population

8,663 square kilometres Size

35,295 Employment

UP TO 90% of SA’s apples

98% of SA’s berries

Historic townships
Hahndorf, Strathalbyn, Goolwa and Port Elliot

Diverse, scenic landscapes
Mount Barker
Mount Barker key service and commercial centre

Hills, beaches, lakes

5 wine regions
+ boutique ciders, beers and other beverages

Tourism
most significant contributor to economy and employment

Natural wonders of Kangaroo Island

Adelaide Hills
premium food and wine destination

Fleurieu
premier coastal location for seasonal tourism

Government of South Australia

South Australia

Regions

UP TO
This document is a contribution to the ongoing conversation on the opportunities and priorities of the Adelaide Hills, Fleurieu and Kangaroo Island region. It highlights the strengths of the region to inform people’s thinking about the future, and outlines opportunities where we can all work together to grow the region’s economy and make it an even better place to live, work and visit.

Statewide consultation informed the Regional Statement for South Australia, in which regional communities identified these key areas of particular importance to them:

- the need for real engagement with government and within communities to shape decisions;
- resilient and diverse economies powered by innovation and by public and private investment;
- training support and career pathways for young people;
- proud, prosperous, safe and inclusive communities for all.

These are supported by the regional opportunities and priorities outlined on these pages, identified through collaborative planning at the local level. Together, these are the broad themes within which businesses, council and state government are working together to achieve regional and state priorities.

The Government of South Australia has an Economic Plan to drive the State’s future prosperity and state priorities.

Regional Priorities

1. Unlocking the full potential of South Australia’s resources, energy and renewable assets
2. Premium food and wine produced in our clean environment and exported to the world
3. A globally recognised leader in health research, ageing and related services and products
4. The Knowledge State – attracting a diverse student body and commercialising our research
5. South Australia – a growing destination choice for international and domestic travellers
6. Growth through innovation
7. South Australia – the best place to do business
8. Adelaide, the heart of the vibrant state
9. Promoting South Australia’s international connections and engagement
10. South Australia’s small businesses have access to capital and global markets

Key Strengths and Opportunities

- Highly diverse economy with strong tourism, agricultural and processing (particularly food and wine) industries
- Strong comparative advantage in the arts, culture and heritage industries
- Adelaide Hills’ rich German heritage and historical townships driving cultural and culinary tourism
- Fast growing population particularly the towns of Mount Barker, Victor Harbor and Goolwa
- Major seachange and treechange destination
- Growing tourism sector based on arts, crafts, boutique food and wine, coastline, lakes, beaches and whale watching.

Economic Priorities

1. Commit to the provision of essential services to meet the growth needs of Mount Barker, Goolwa and Victor Harbor.
2. Fund cultural developments that can act as anchors at the heart of our communities and help establish Mount Barker and the southern Fleurieu coast as regional centres attracting further development and investment.
3. Contribute to services that will both enhance Victor Harbor to its ageing population as well as reinstating its position as Adelaide’s premier coastal resort.
4. Link Mount Barker and Murray Bridge by an agricultural corridor that makes the best of the resources of both communities.
5. Build on Kangaroo Island’s tourist reputation by building a new airport and reinvigorating its ports.
6. Contribute to services that will both enhance Victor Harbor to its ageing population as well as reinstating its position as Adelaide’s premier coastal resort.
7. Shape our region into a world-class tourism destination by continuing to attract tourists to SA.
8. Continue to attract tourists to SA.
9. Grow our tourism industry by continuing to attract tourists to SA.
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Many projects are already achieved or underway to help develop the region. These include State, Federal and Local Government projects, as well as many from the private sector, to grow prosperity and improve the quality of life of residents.

Investing in the future prosperity of the Adelaide Hills, Fleurieu & Kangaroo Island

PRIVATE INVESTMENT

Some examples of the businesses investing in the region including:

Resthaven Port Elliot
A $28m development offering a mix of retirement living, residential aged care and in-home care and support services. The facility holds up to 94 people, with four independent retirement living units on site.

River Breeze at Goolwa North
Multi-million dollar residential estate development at Goolwa North by AVJennings.

Beerenberg
A multi million dollar expansion underway for the Beerenberg site at Hahndorf, to feature new headquarters and extended factory and shop.

Aston Hills
A $650m, 1800-home development at Mount Barker by Lanser Communities. Masterplanned as a modern and vibrant neighbourhood with a new school and Village Centre at its heart, and shops, services and cafes within walking distance.

Hahndorf Resort
A $3m refurbishment of accommodation, restaurant and conference facilities to provide a state-of-the-art multi function venue.

GOVERNMENT INVESTMENT
$82.1 million investment in key regional projects and new initiatives in the Adelaide Hills, Fleurieu and Kangaroo Island is identified in the 2015-16 State Budget.

Some other examples of where Government is investing in the region include:

Regional development grants
Over $3.2m in regional development grants was awarded to Adelaide Hills, Fleurieu and Kangaroo Island businesses between 2010-11 and 2014-15. Recent recipients include Ceravolo Orchards, Joyson Orchards and Australian Pure Fruits.

Mount Barker Intersection Upgrade
The Australian and State Governments and the District Council of Mount Barker have allocated $27m to construct a second freeway interchange at Bald Hills Road, Mount Barker, to accommodate current and future traffic demand, improving travel times and safety.

Mount Barker Development Water Supply Scheme Stage 1
Multi-million dollar project by SA Water for the provision of potable water supply to the expanded residential development of Mount Barker.

Kangaroo Island Futures Authority (KIFA)
Formed by the South Australian Government on the recommendation of the Economic Development Board, to build on the Island’s unique values, natural assets and significant economic and social potential.

Fleurieu Regional Aquatic Centre
An environmentally sustainable indoor aquatic centre which has received a combined total of $8m by the Australian and State Governments to partly fund the project. Due to be operational by 2017.