

Adelaide Hills, Fleurieu and Kangaroo Island

6
councils

POPULATION
137,488

SIZE
8,752
square kilometres

EMPLOYMENT
42,590

\$5.54b
Gross Regional Product

25.6%
of SA's **dairy cattle**

PRODUCTION OF UP TO
64% of SA's **apples**
92% of SA's **cherries**

Burgeoning horticulture industry

Historic townships
Hahndorf, Strathalbyn, Goolwa and Port Elliot

Diverse, scenic landscapes
hills, beaches, lakes

Mount Barker
key service and commercial centre

Tourism
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

5 Wine regions
+ boutique ciders, beers and other beverages

KEY STRENGTHS AND OPPORTUNITIES

Highly diverse economy
with strong tourism, agricultural and processing (particularly food and wine value-adding) industries

Strong comparative advantage in the arts, culture and heritage industries

Adelaide Hills' rich German heritage and historical townships driving **cultural and culinary tourism**

Premier tourism destination attracting people from around the world to **world-class tourism assets**

Famous festivals
including Langhorne Creek's Handpicked Festival, Wooden Boat Festival at Goolwa, Kangaroo Island's FEASTival, Festival Fleurieu and the Victor Harbor Rock and Roll Festival

Growing commuter population and day tourism between Adelaide and Adelaide Hills

Fast growing population particularly the towns of Mount Barker, Victor Harbor and Goolwa

MT BARKER

STRATHALBYN

KANKALILLA

VICTOR HARBOR

Established walking and hiking trails
including part of the iconic Heysen Trail

Agriculture is the largest single employer on Kangaroo Island. The sector generates in excess of a quarter of the Island's total economic output

KINGSCOTE

Iconic Kangaroo Island continues to attract tourists to SA

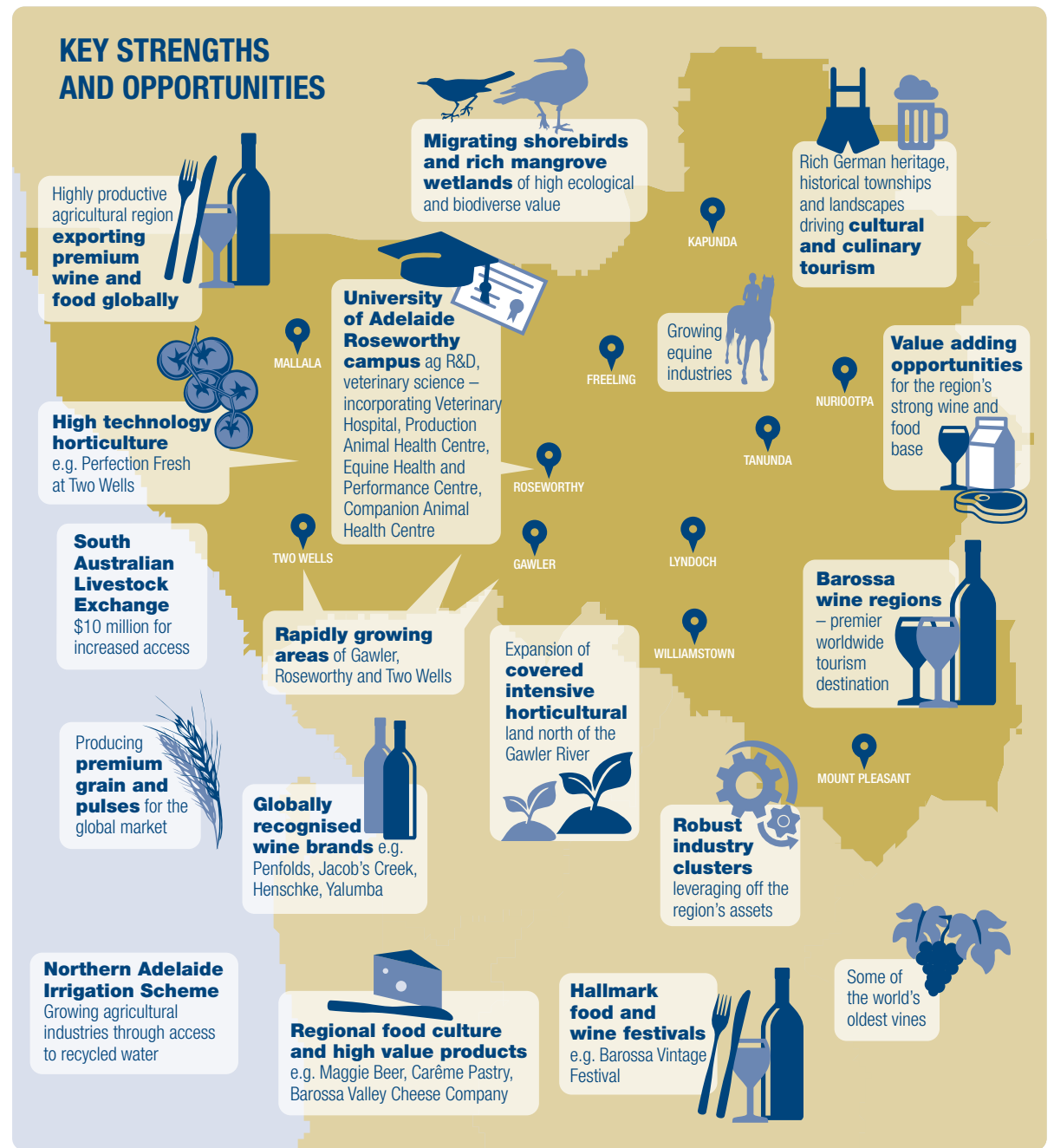
Growing tourism sector based on arts, crafts, boutique food and wine, coastline, lakes, beaches and whale watching

Boutique food and wine processors
utilising the region's premium produce

Major **seachange and treechange** destination

Highly productive agricultural region
exporting premium food, wine and fibre around the world

Barossa, Light and Lower North



Eyre and Western

11
councils

POPULATION
58,872

SIZE
234,937
square kilometres

EMPLOYMENT
25,007

1/3
of SA's coastline

\$3.91b
Gross Regional Product

Unincorporated West Coast

Maralinga Tjarutja Lands and Yalata Aboriginal Reserve

More than
\$110m
of Southern Bluefin Tuna
exported annually

Southern Bluefin Tuna, marine finfish, oysters, mussels, abalone

44.5%
of SA's wheat crop

24.6%
of SA's barley crop

44.3%
of SA's
Iron & Steel Manufacturing

Mining
fastest growing industry

Globally unique experiences

Emerging wine, beer and spirit industries

KEY STRENGTHS AND OPPORTUNITIES

Huge, high quality mineral wealth heavy mineral sands, iron ore, copper, gold, uranium, zinc, nickel, kaolin and graphite

Increasing productivity of grain and livestock through constantly improving farming practices

Leading exporter of grains and oilseeds globally

World-class renewable energy resources wind, solar, wave, biofuels and hydrogen

Opportunities to build on **culinary and Indigenous tourism**

Maralinga Tjarutja Lands presenting cultural tourism experiences

Research and educational establishments including Minnipa Agricultural Centre, Lincoln Marine Science Centre, UniSA Whyalla Campus, Australian Maritime and Fisheries Academy, TAFE SA

Whyalla **key service centre** for the region

Iron Knob **birthplace of Australia's steel industry**

Highly diverse economy including manufacturing, aquaculture, agriculture, mining and tourism

Tunarama, Ceduna Oysterfest, Lincoln Week Teakle Classic yacht racing **driving tourism into the EP**

Massive growth in cruise ship tourism

Opportunities to see unique, untouched coastline and experience the Eyre Peninsula

Internationally iconic tourism assets Great Australian Bight, Lincoln and Coffin Bay National Parks, Gawler Ranges

World recognised tourism activities Eyre Peninsula Seafood Trail, cage diving with Great White Sharks, dolphins and sealions, whale watching, snorkelling with Australian Giant Cuttlefish and other sea animals

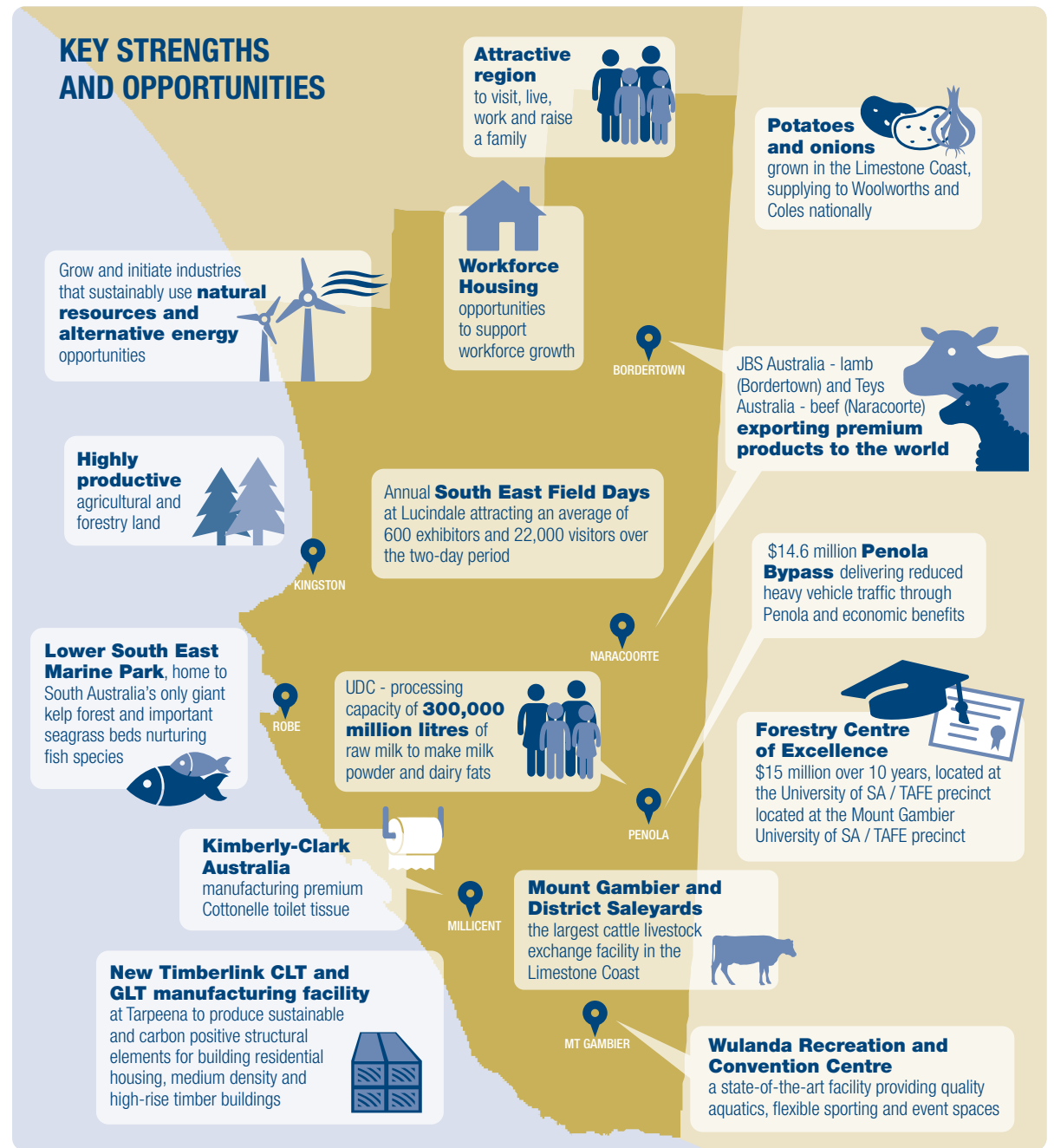
Port Lincoln - the **'Seafood Capital of Australia'**

Major export ports including Port Bonython, Whyalla, Port of Thevenard and Port Lincoln

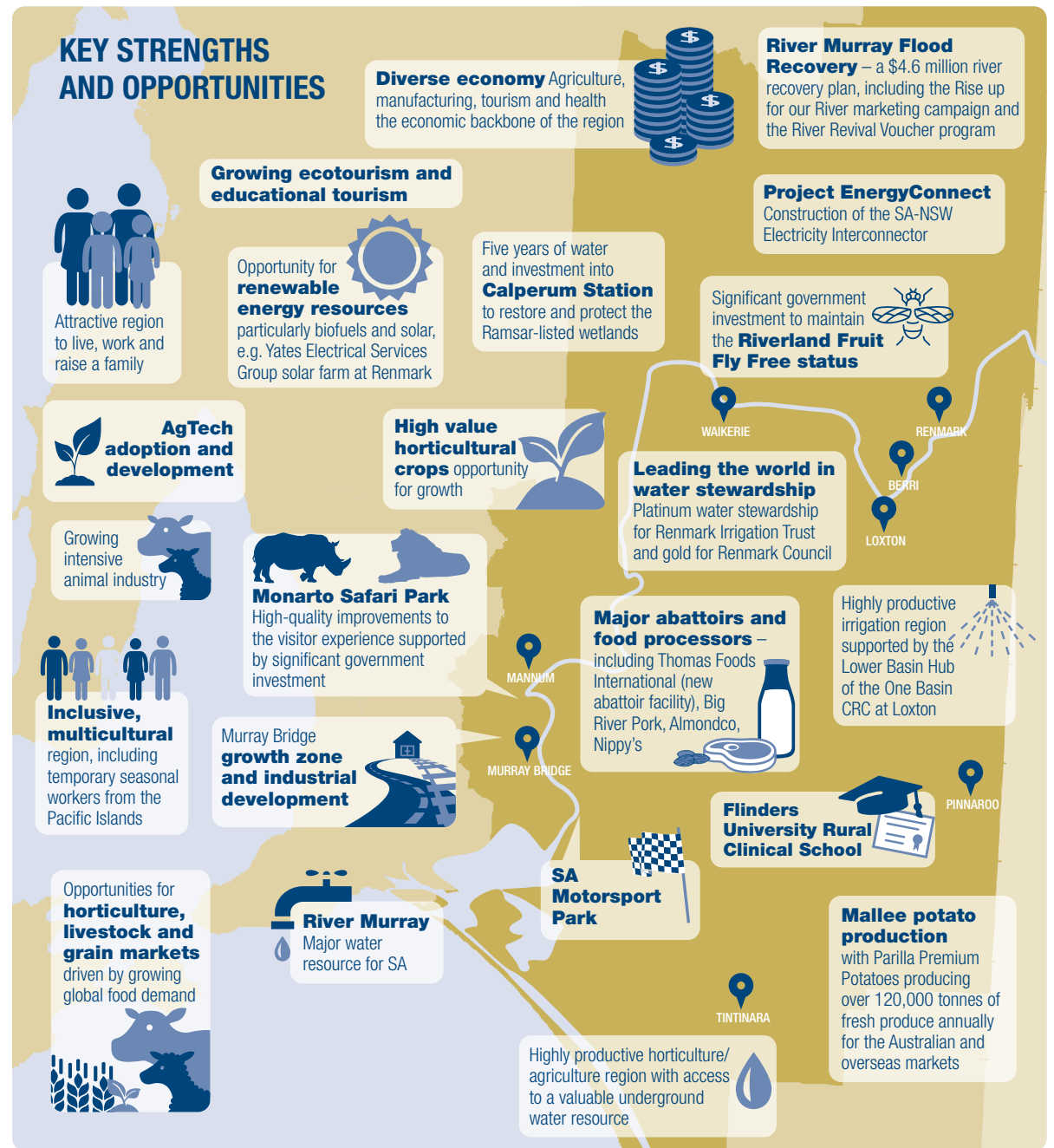
Far North



Limestone Coast



Murray and Mallee



Yorke and Mid North

11
councils

POPULATION
78,164

SIZE
35,036
square kilometres

EMPLOYMENT
27,755

\$4.039b
Gross
Regional
Product

17.7%
of SA's AGRICULTURE,
FORESTRY, FISHING
output

44%
of SA's CHICKENS
for egg production

42%
of SA's GRAINS
output

70%
of SA's WIND
ENERGY capacity

Grain
crops
\$1b
average
farm gate
value

Manufacturing
\$306.9m

17%
of SA's
pigs

Tourism
SOUTHERN FLINDERS,
YORKE PENINSULA &
CLARE VALLEY

Iconic Clare Valley
wine region

HERITAGE LISTED TOWNS
Burra & Mintaro

OVER 800km
of coastline

KEY STRENGTHS AND OPPORTUNITIES

Strong manufacturing
base associated with
**agriculture and
marine resources**

Proposed \$750
million **Trafigura**
hydrogen project
based in
Port Pirie

Hornsdale -
Construction
commencing on what
will be one of the
**most productive
and effective
windfarms** in the
national electricity market

Major **hay**
processing
and **export**
industry

Nyrstar transformation
- **state of the art
smelting**, multi-
metal recovery centre

Barunga Village - **the region's
largest retirement
village**, a major employer
and leader in aged care

Major upgrade to 30,000
hectare **Southern
Flinders Ranges
National Park**

New transhipment **grain export**
port terminal facility at Wallaroo

JBS/Primo one of the
largest abattoirs
in Australia

Expansion of Bowmans
Intermodal Terminal,
**Australia's
largest
inland port**

**Neoen Goyder
South Renewable
energy project**
Proposed \$3 billion
investment. Stage one
under construction

Development of **new
seaweed farming**
industry potentially worth
\$140m per year

MAITLAND

79% of SA production and
**Australia's largest
lentil producing area**

Rex Minerals **large-scale
copper-gold-iron ore
project** with an initial
proposed processing rate of
6m tonnes per year

**Potential
investment of
\$378 million**
into plant protein
extraction facility

Dhilba Guuranda-
Innes National Park, a
**major tourism
drawcard**, along
with the Southern
Flinders Ranges and
Clare Valley

YORKETOWN

**Established
growing area** for the
oyster farming industry

**Augusta Highway
duplication** \$260
million project upgrading a
major freight transport route