REGIONS IN FOCUS
Barossa, Light and Lower North

- **4 councils**
- **Population**: 68,523
- **Size**: 3,145 square kilometres
- **Employment**: 21,987

- **38%** of SA’s wine & spirits manufacturing
- **16%** of SA’s FRUIT & VEGETABLE PRODUCTS manufacturing
- **25%** of SA’s poultry
- **28%** of SA’s pigs

- **$2.71b** Gross Regional Product

### Barossa
- **Rich agricultural region** with reliable rainfall
- **Rich heritage & culture**
- **Increasing premium, high tech horticulture**
- **Heysen, Kidman & Mawson Trails & Epicurean Way**

### Excellent connections
- to national & international markets
- **Highly skilled** trades workforce, strong manufacturing base
This document is a contribution to the ongoing conversation on the opportunities and priorities of the Barossa, Light and Lower North 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.

Within which businesses, council and state government are working together to achieve regional priorities one, two, three, four, five, six, seven, nine and ten (see below).

**ECONOMIC 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

**REGIONAL PRIORITIES**

**Infrastructure priorities:**
- Integrated water policy and reuse infrastructure
- Telecommunications and digital connectivity
- Energy – distribution and alternatives to centralised distribution
- Transport – freight (Northern Connector and last mile solutions) and cycling network
- Innovation and entrepreneurship infrastructure

**Priority industries for growth:**
- Premium food and wine – grapes and wine; high value horticulture (light vegetables, almonds etc.); grains (including value-add); poultry and livestock (including pork and lambs)
- Tourism – culinary, cultural, wellness and business events
- Equine industries
- Education and professional services
- Engineering services including wine, mining and defence
- Creative industries

**KEY STRENGTHS AND OPPORTUNITIES**

- Highly productive agricultural region exporting premium wine and food globally
- University of Adelaide Roseworthy campus ag R&D, veterinary science – incorporating Veterinary Health Centre, Equine Health and Performance Centre, Companion Animal Health Centre
- Highly diverse economy with strong wine and food manufacturing base
- Rapidly growing areas of Gawler, Roseworthy and Two Wells
- University of Adelaide
- Expansion of covered intensive horticultural land north of the Gawler River
- Globally recognised wine brands e.g. Penfolds, Jacob’s Creek, Henschke, Yalumba
- Regional food culture and high value products e.g. Maggie Beer, Carême Pastry, Barossa Valley Cheese Company
- Producing premium grain and pulses for the global market
- Migrating shorebirds and rich mangrove wetlands of high ecological and biodiverse value
- Rich German heritage, historical townships and landscapes driving cultural and culinary tourism
- Value adding opportunities for the region’s strong wine and food base
- Some of the world’s oldest vines

**ECONOMIC GROWTH PRIORITIES**

- Premium food and wine
- Diverse and competitive clusters
- Innovation and entrepreneurship
- Skilled and diverse talent
- Health, aged care, tourism and education
- Clean energy and minerals
- Regional and local government
- Export orientation
- Investment and market access
- Energy and manufacturing
- Agriculture and high value food and horticulture
- Tourism and recreation
- Creative industries
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 Barossa, Light and Lower North

PRIVATE INVESTMENT

$2.25 billion worth of investment in the Barossa, Light and Lower North region is identified in the 2014-15 Major Projects Development Directory for projects with capital expenditure of more than $1 million (www.statedevelopment.sa.gov.au/md). Some examples of businesses investing in the region include:

**Two Wells town expansion**
A $1.225b development of about 3,000 new homes, school and recreation facilities in Two Wells; generating regional job opportunities across multiple sectors.

**South Australian Culinary Institute**
The establishment of a culinary institute of national and international significance to leverage the region’s culinary credentials and train highly skilled culinary professionals.

**Novotel Barossa Valley Resort**
$2.5m refurbishment of the resort’s conference centre, meeting the growing demand for conferences and events in the Barossa. This follows last year’s completion of a refurbishment of its 140 guestrooms.

**D’VineRipe**
Multi-million dollar expansion of Como Glasshouse (trading as D’VineRipe), creating at least 80 new jobs and increasing tomato production by 25%. Once completed the state-of-the-art glasshouse will be the largest of its kind in Australia. The State Government has awarded $2m to this project through the Regional Development Fund.

GOVERNMENT INVESTMENT

**Regional development grants**
Over $4.7 million in regional development grants was awarded to Barossa, Light and Lower North businesses between 2010-11 and 2014-15. In addition to D’VineRipe, this included funding to assist with the development of a new ‘St Hugo Brand Home’ Cellar Door through Pernod Ricard Winemakers, and to increase compost production leading to greater mushroom production for SA Mushrooms.

**Water**
The Light Regional Council’s Gawler Water Re-use Scheme project will harvest urban stormwater to supply additional water to the Barossa wine industry, with long term plans to integrate this scheme into other re-use schemes for maximum efficiency in use of water resources from multiple sources. The project has attracted $10.7m in Australian Government funding and will generate water saving of up to 800 ML per year.

**Transport**
Over $500m investment in the Northern Expressway, a major freeway better connecting the region to Adelaide and its major export facilities particularly Port Adelaide.

**Tourism**
$6.9m has been invested in the Barossa ‘Be Consumed’ domestic marketing campaign since its launch in 2012. With its significant brand equity, the Barossa has been used as the hook to get people to consider South Australia as a destination generally.