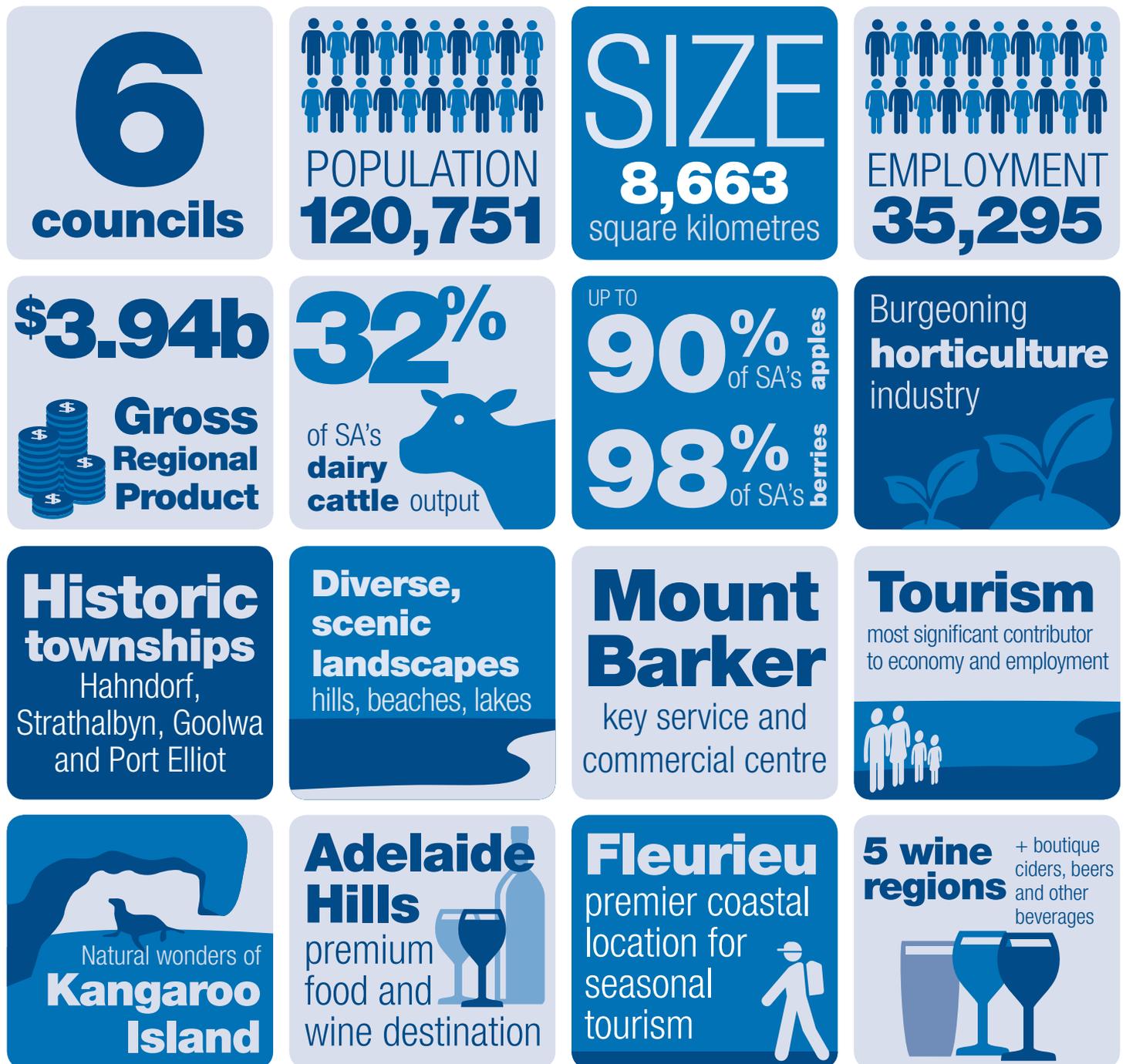


REGIONS IN FOCUS

Adelaide Hills, Fleurieu and Kangaroo Island



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 strength. It outlines ten economic priorities, and key for the Adelaide Hills, Fleurieu and Kangaroo Island are priorities one, two, 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

- Commit to the provision of essential services to meet the growth needs of Mount Barker, Goolwa and Victor Harbor.
- 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.
- 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.
- Link Mount Barker and Murray Bridge by an agricultural corridor that makes the best of the resources of both communities.
- Build on Kangaroo Island's tourist reputation by building a new airport and reinvigorating its ports.
- Build on the excellent work across our region in renewable energy programs.
- Establish grants and ease planning considerations for larger scale tourism developments.
- Link skills development to local needs. Ensure that apprenticeships have the flexibility to operate in regional areas where support services are limited.
- Recognise and take account of the diversity in our region through the better targeting of support programs.
- Link the south coast to southern Adelaide by upgrading the main connecting road.

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 tourist assets**



Famous festivals including Langhorne Creek's Out of the Barrel, Goolwa's Wooden Boat Festival, 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

GOOLWA

VICTOR HARBOR

YANKALILLA

KINGSCOTE

Major **seachange and treechange** destination

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



Iconic Kangaroo Island continues to attract tourists to SA



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



REGIONS IN FOCUS

Adelaide Hills, Fleurieu and Kangaroo Island

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

\$1.58 billion worth of investment in the Adelaide Hills, Fleurieu and Kangaroo Island 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/mdd).

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.

Current as at November 2015

Sources: Regional Development Australia Adelaide Hills, Fleurieu and Kangaroo Island Regional Roadmap 2013-16. Population data: ABS, June 2014. All other data sourced from EconSearch 2015, Input-Output Tables for South Australia and its Regions 2013-14: RISE Models report produced for the Department of the Premier and Cabinet 2013-14.

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