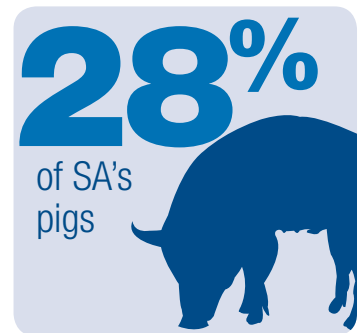
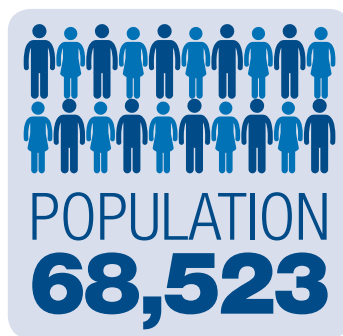


REGIONS IN FOCUS

Barossa, Light and Lower North



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 strength. It outlines ten economic priorities, and key for the Barossa, Light and Lower North are 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

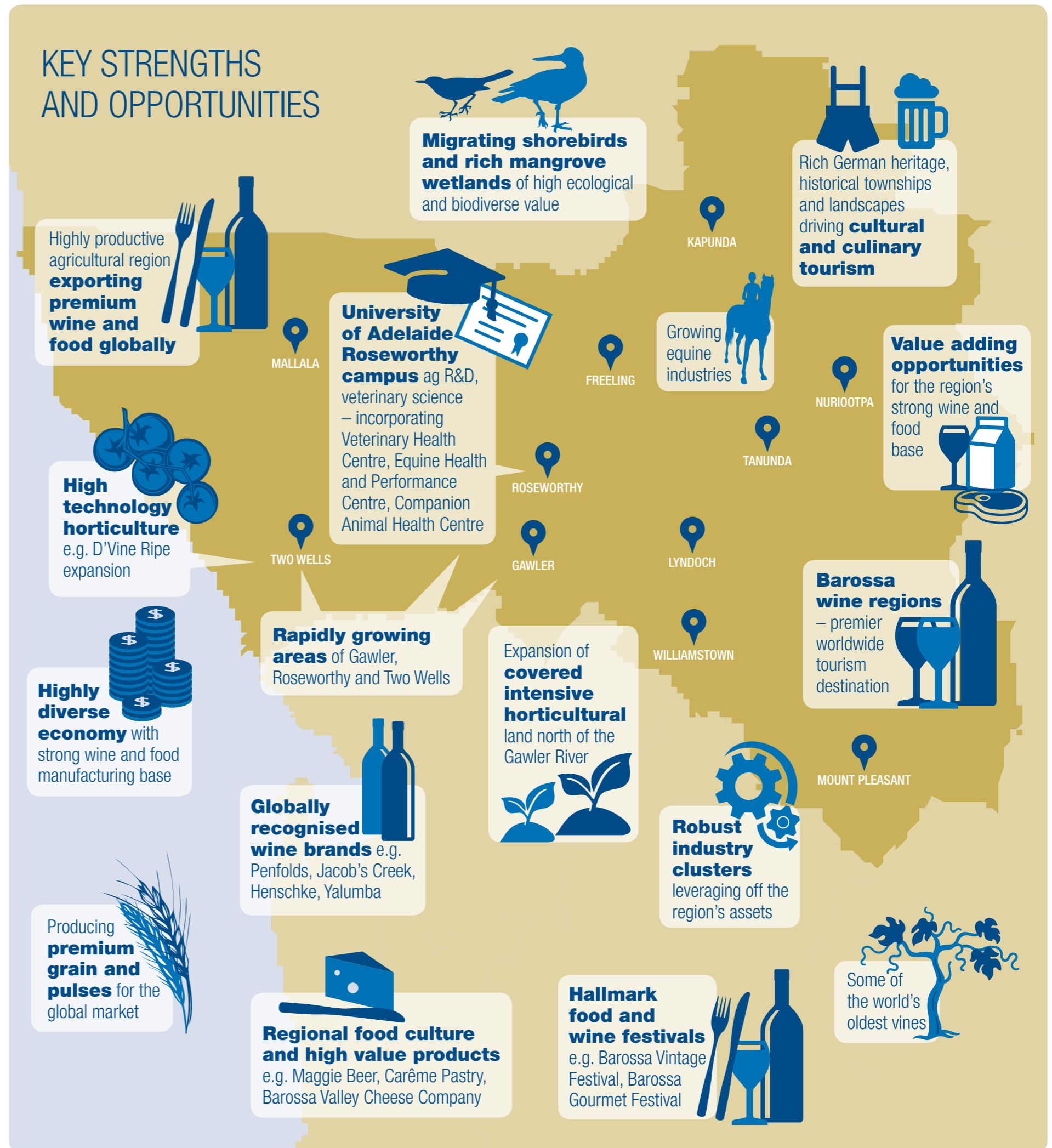
Infrastructure priorities:

- 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



REGIONS IN FOCUS

Barossa, Light and Lower North

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/mdd).

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.