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Acknowledgements

This Community Plan has been declared by The Barossa Council as a Strategic Management Plan pursuant to Section 123(8) of the Local Government Act 1999.
ACKNOWLEDGEMENT OF COUNTRY

The Barossa Council acknowledges the traditional lands of the Peramangk, Ngadjuri and Kauma people and that we respect their spiritual relations with Country.
OUR VISION

OUR BAROSSA

Enhancing our premium wine, food and tourism region and its unique lifestyle, heritage and community spirit.
FROM THE MAYOR

I wish to thank all those involved in our community who participated in the various engagement activities that assisted and informed the development of this Community Plan.

We made a decision to undertake the ambitious task of developing a Community Plan and a 20 year vision for our community, with much excitement.

This initiative saw a new approach as we embarked on community engagement in a different way. This resulted in the creation of a raft of new engagement methods including our new online engagement platform (www.ourbetterbarossa.com). This new platform and our holistic engagement approach toward the development of a long term Community Plan resulted in over 500 responses from the community, which we have analysed and taken into consideration when developing this Plan.

Council has supported the development of this Plan, in an effort to guide future decision making by Council along with those in the community. The Community Plan will become the cornerstone for our future investment in creating Our Better Barossa.

It is clear from community feedback that being a premium wine, food and tourism region provides a lifestyle that is highly valued as world class and unique. Council also shares this appreciation and it is therefore is at the forefront of our future thinking and the basis for our long term strategic planning.

The Community Plan will become the cornerstone for our future investment.
The Barossa is a unique location and is a community proud of its heritage. We are well equipped to make the most of future opportunities as Council and community work together. This Community Plan will see decision making based on our vision and our shared values that support the Vision. We will work together through sound governance to achieve outcomes and focus on our core themes.

As a collective group of stakeholders the community is ready to face the future through commitment to our Land and Place, Community and all this embraces through courage, Leadership and Achievement. This Community Plan will use our Vision and Values to drive performance through the key themes of: Natural Environment and Built Heritage; Community and Culture; Infrastructure; Health and Wellbeing and Business and Employment.

The Community has played a significant part in developing this Community Plan. Our Council will work together with stakeholders and the community to enhance the Barossa’s unique lifestyle, heritage and community spirit.

Mayor Bob Sloane
OUR PLANNING FRAMEWORK

ASPIRATIONAL

STRATEGIC

OPERATIONAL

Risk and Management Framework

Development Plan and Strategic Directions Report

Long Term Financial Plan

Infrastructure & Asset Management Plans

Public Health Plan

Risk Management Plan

Community Plan

Corporate Plan

Annual Business Plan

Budget

Directorate

State Strategic Outcomes
HOW WAS THE DRAFT PLAN CREATED

Council’s Elected Member body developed a draft vision and themes with assistance from an external facilitator. These ideas were then refined as a result of community engagement feedback as well as input from Council staff.
OUR ENGAGEMENT

We are committed to actively engaging our community in an effort to create a stronger future for the Barossa and its people. In developing the engagement strategy for our Community Plan we utilised a range of mediums, including traditional and contemporary engagement tools. We prioritised engaging with a wide range of people across the community and from all demographics, including school aged children, seniors, business and industry representatives, community groups, sporting clubs and individuals.

Our engagement tools included:

- A direct postcard mail out to residents, businesses and property owners
- Social media including Facebook
- Face to face interactive sessions using the ‘Words With’ model at local Farmer’s Markets and shopping centres
- World Café style community feedback sessions
- World Café style key stakeholder session
- Interactive classroom activities for local schools
- Staff sessions
- Media releases
- Newsletters
- Barossa Living advertorial
- Advertising
- Radio interviews
- Council website

*Results indicating consultation methods and numbers*
OUR HISTORY

The Barossa is a rich and diverse region and home to the internationally renowned Barossa wine region.

In addition to our premier wine and food attractions, there are unique nature trails, parks and historical points of interest. The rich pastoral lands of the historic towns of Mount Pleasant and Williamstown produce fine wool, dairy products and livestock. Forestry is also a significant industry, and together with three reservoirs and national parks, provides recreational opportunities.

The tourism industry has become a major focus for the continued development of the region. The Barossa has been acknowledged as one of the five most recognised wine regions in the world, and this is supported by the busiest Visitor Information Centre in regional South Australia. The wine and food experience, combined with the region’s distinctive history, has made it a significant tourist attraction.

The Barossa Council was originally formed in 1996 after the amalgamation of the District Councils of Barossa, Tanunda and Angaston. The majority of the District Council of Mount Pleasant was later amalgamated in 1997. The Council covers an area of approximately 912 square kilometres, is located approximately 60 kilometres north east of Adelaide, adjacent to the town of Gawler, and is home to a population of approximately 24,000 people.
Historical towns, churches, wineries and stone artefacts contribute to our charm and character.

Prior to European settlement, the Barossa region was inhabited by the Peramangk and Ngadjuri people. Colonel William Light first visited the area in 1837, naming the Barossa Range from which the region derives its name. The settlement of the Barossa region began in 1840, with Lutheran settlers escaping religious persecution from the British Isles, Prussia and Silesia, through the sponsorship of George Fife Angas and the aid of Pastor August Kavel. Those settlers quickly established the early townships of the region. Lyndoch was the first township to be settled in 1837 and was closely followed by the settlement of Angaston and Tanunda townships in 1842.

Early farmers of the Barossa established vineyards in the 1840s and 1850s to supplement their primary activities of wool and livestock production and crop farming. In the late 1880s and 1890s there were substantial increases in the production of wine in the region which resulted in the establishment and subsequent expansion of a number of cellars. The driving forces behind this growth were the outbreak of phylloxera in other States and the development of an export market that provided some protection from the recession experienced in the rest of Australia during that time. The wine industry has continued to grow from these early beginnings and is the major source of income for the region.

The cultural landscape of the present day Barossa is reflective of the substantial influence of the early British and German settlers. Vineyards and paddocks dominate the landscape but historical towns, churches, wineries and stone artefacts contribute substantially to its charm and character.

The natural vegetation of the Barossa has been retained in many areas and underpins the visual appearance and biological diversity of the area.
WHO WE ARE

KEY STATISTICS

Population and Demographics

The Barossa Council acknowledges the access to data provided by the Australian Bureau of Statistics (ABS) and the analysis detailed in this section of the plan reflects estimates based on ABS data.

*Estimations based on a weighted average of four growth scenarios

<table>
<thead>
<tr>
<th>Year</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>1991</td>
<td>16,511</td>
</tr>
<tr>
<td>2011</td>
<td>21,925</td>
</tr>
<tr>
<td>2036*</td>
<td>28,019</td>
</tr>
</tbody>
</table>

Employment and Labour Force

- **Manufacturing (including wine production)**: 23%
- **Retail trade**: 10.2%
- **Health care and social assistance**: 10%
- **Education & training**: 7.6%
- **Construction**: 6.8%
- **Accommodation & Food Services**: 6.1%
- **Agriculture, forestry and fishing**: 7.3%
HOW WE WORK

GOOD GOVERNANCE

- Legislatively Compliant
- Fair and Equitable
- Efficient and Effective
- Responsive
- Transparent
- Participatory and Inclusive
- Accountable
- A Constructive Culture of Service and Continuous Improvement
OUR
VALUES

A commitment to our land and place, by valuing our identity for the benefit of future generations.

A commitment to our community, embracing a culture of mutual respect, inclusion, safety and security.

A commitment to leadership, inspiring vision, courage and enterprise.

A commitment to achievement, encouraging and celebrating successes that enrich and strengthen our community.
WHAT YOU SAID

Each response from the public was captured, categorised and grouped under the following priority areas to provide a holistic overview of the emergent themes and trends. The word clouds depicted in this document provide a visual representation and each word is weighted according to the priority given to them by the public.

Throughout the consultation, the community was encouraged to comment around our six themes, which included Communication and Technology. However, during the analysis of data it was determined that strategies aligning with Communication and Technology are better recognised as strategies under the Infrastructure and Business and Employment themes.

The data also determined that changing the theme of Physical and Social Infrastructure to Infrastructure was necessary. Data relating to this theme reflected on physical infrastructure and tangible assets. Strategies around social infrastructure, including our role in assisting with knowledge sharing, are now captured under the themes of Health and Wellbeing and Community and Culture.
OUR THEMES

Natural Environment and Built Heritage

The Natural Environment includes bushland, agricultural plains, waterways and natural resources along with eco-systems that support native, and introduced, flora and fauna. Built Heritage encompasses buildings in both urban and rural areas, as well as the historically significant streetscapes that reflect the nature and heritage of the Barossa community.

Community and Culture

Community and Culture refers to the values, beliefs and lifestyle of the Barossa people who reside here. It includes the network of organisations and groups who work collaboratively to preserve and acknowledge the identity and history of the Barossa’s people and places. Volunteering, social interaction, creative activities and community history initiatives all play an important part in developing and sustaining a community and its culture.

Infrastructure

Infrastructure incorporates buildings, structures and facilities that support the community to function on a practical level. These include assets, which are constructed and maintained by Council or other service providers, such as recreation reserves, local roads and footpaths, landfill facilities, sewerage systems and community buildings. Power and communication networks, major roads, water supply and hospitals are examples of physical infrastructure, which are managed by external parties.

Health and Wellbeing

Health and Wellbeing in a community incorporates a range of services, programs and facilities. Allied and primary healthcare are an important component but other factors such as access to transport, education and recreational facilities, food supply, safety, affordable housing and programs that support inclusion and connectedness can also impact on the health and wellbeing of community members.

Business and Employment

Business and Employment represents the backbone of the local economy. It includes all types of industry from agricultural, retail, hospitality, manufacturing and tourism and ensuring a suitable workforce to support all of these areas is vital.
1. Natural Environment and Built Heritage
2. Community and Culture
3. Infrastructure

- Parks
- Facilities
- Hospital
- Access
- Transport
- Upgrade Services
- Paths/Footpaths
- Roads
- Parking
4. Health and Wellbeing
5. Business and Employment

opportunities  wine  diversity  youth  local  tourism  growth  training/development  employment  business  food  industry  economy
OUR ROLE

Our role is to provide good governance for the community, respond to the needs of the residents and support economic, social and cultural development. We deliver an extensive number of services to people that live, work and visit the region and we operate across a variety of sectors including community services, planning, industry and natural resource management.

Across our operations we fulfill a broad range of roles and functions, which are outlined below and referenced throughout the Community Plan. As we implement the strategies outlined in this Community Plan we aim to be clear about our role, and work collaboratively with the community, Government and industry to achieve the best possible outcome. We recognise that our role in implementing the specific tasks that support the broader Community Plan strategies, fall into four categories.

<table>
<thead>
<tr>
<th>Leader</th>
<th>Council leading the community as part of broader regional networks or sector development initiatives. Setting the direction and encouraging outcomes.</th>
</tr>
</thead>
<tbody>
<tr>
<td>+ Provider/ Regulator</td>
<td>Council responding to community needs through the delivery of practical and advisory services such as community transport, waste management, transport infrastructure, library, recreational or regulatory services.</td>
</tr>
<tr>
<td>★ Advocate</td>
<td>Council making representations or lobbying on behalf of the community and negotiating with key decision makers of other tiers of government, private sector or other sectors for improved outcomes.</td>
</tr>
<tr>
<td>● Facilitator/Partner</td>
<td>Council developing, collaborating and participating in networks to address issues, opportunities and shared interests and respond with operational or strategic direction and support the work of others.</td>
</tr>
</tbody>
</table>
WHAT SUCCESS LOOKS LIKE

- Sustainable farmland that provides diverse and abundant returns.
- Picturesque landscapes that can be enjoyed by local residents and visitors to the region.
- Thriving eco systems that support native flora and fauna.
- Streetscapes that reflect and honour the history of the region.
- Historic buildings that are maintained and preserved for future generations.

STRATEGIES

1.1 Collaborate with relevant authorities to ensure a regional and holistic approach in the management of natural resources.
1.2 Support native eco systems through a planned management approach.
1.3 Ensure environmental and agricultural sustainability and historic significance of the region is retained.
1.4 Develop and maintain streetscapes that reflect the character and heritage of the region.
1.5 Provide support and advice to preserve properties and sites which have historic significance.
1.6 Support tourism development that is sensitive to the natural environment and sustainable.
1.7 Maintain clearly defined townships and manage residential and commercial development that is sensitive to the natural environment and areas of historical significance.
1.8 Implement and promote policy that reduces the consumption of our natural resources and reuses or recycles waste.
1.9 Advocate for programs and policy that preserve built heritage.
1.10 Facilitate opportunities to repurpose or find alternative use of built heritage.
1.11 Ensure the unique character of the rural landscape is appropriately managed.

Links to State Strategic Framework

- State Strategic Plan (SSP)
- Seven Strategic Priorities (7SPr)
- Ten Economic Priorities (TEP)

Our Role
- Leader
- Provider/Regulator
- Advocate
- Facilitator/Partner

State Strategic Plan (SSP)  SSP1, SSP2, SSP3
Seven Strategic Priorities (7SPr)  -
Ten Economic Priorities (TEP)  TEP5
WHAT SUCCESS LOOKS LIKE

- Successful festivals and events delivered throughout the year that benefit from the creative expertise of local artists, musicians and designers.
- Stable community organisations that are financially viable, skilled and have adequate volunteers.
- People gathering and interacting in public spaces that express the culture of the region.
- Visitors and local residents participating in cultural programs.
- Well planned and integrated land use planning.
- Built environment that promotes affordable, appropriate and diverse choice.

STRATEGIES

2.1 Initiate and support activities which encourage participation and pride in the Barossa Council area.
2.2 Support the development of activities that celebrate the history and culture of the Barossa and its people.
2.3 Contribute to creating strong and sustainable community networks.
2.4 Encourage and support volunteering in the community.
2.5 Engage with, and support, young people to actively participate in the community and develop the leaders of the future.
2.6 Support a vibrant and growing arts, cultural, heritage and events sector.
2.7 Embrace place-making principles when developing community infrastructure and regulate planning and development in public spaces.
2.8 Provide opportunities for the community to participate in local decision-making.
2.9 Create places where people want to live and plan for the future in a coordinated, affordable, appropriate and proactive manner.
2.10 Promote our Aboriginal heritage and ongoing connections to the region.
2.11 Encourage a learning community.
2.12 Contribute to a safer community.
2.13 Advocate for education infrastructure and support improvements.

Links to State Strategic Framework

State Strategic Plan (SSP)  SSP1, SSP2, SSP6
Seven Strategic Priorities (7SPr)  7SPr2, 7SPr4
Ten Economic Priorities (TEP)  -

Our Role

- Leader
- Provider/Regulator
- Advocate
- Facilitator/Partner
WHAT SUCCESS LOOKS LIKE

- Barossa businesses and residents have access to reliable and cost effective utilities including water, power, gas and sewerage.
- Every Barossa Council resident and business has access to high speed and reliable broadband Internet and telecommunication systems.
- Well maintained public buildings and facilities that meet the sport and recreational, cultural, historic and community service needs of Barossa Council residents.
- Suitable vehicle, pedestrian and cycle corridors that accommodate local, industrial, recreational and tourism based traffic.

STRATEGIES

<table>
<thead>
<tr>
<th>ROLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1 Develop and implement sound asset management which delivers sustainable services</td>
</tr>
<tr>
<td>3.2 Collaborate with private and public utilities providers to ensure infrastructure is adequate to support the community both now and into the future</td>
</tr>
<tr>
<td>3.3 Advocate for telecommunication infrastructure to meet personal and commercial needs of residents and businesses</td>
</tr>
<tr>
<td>3.4 Participate in networks to improve efficient asset management and maintenance</td>
</tr>
<tr>
<td>3.5 Advocate for and seek out funding opportunities that support the development of community, health and other facilities and infrastructure from both state and federal government</td>
</tr>
<tr>
<td>3.6 Invest in, and advocate for, community facilities that support cultural and community participation</td>
</tr>
<tr>
<td>3.7 Ensure infrastructure meets the needs of people with and provides for all abilities access</td>
</tr>
<tr>
<td>3.8 Support opportunities to increase community transport and access to services and facilities</td>
</tr>
</tbody>
</table>

Our Role

- Leader
- Provider/Regulator
- Advocate
- Facilitator/Partner

Links to State Strategic Framework

| State Strategic Plan (SSP) | SSP1, SSP2, SSP3, SSP4, SSP5 |
| Seven Strategic Priorities (7SPr) | - |
| Ten Economic Priorities (TEP) | - |
4. Health and Wellbeing

WHAT SUCCESS LOOKS LIKE

- Healthy residents who regularly participate in recreational and fitness based activities.
- High quality healthcare services that are accessible and affordable.
- Access to enrichment and life-long learning programs.
- Safe environment for residents and visitors.
- People that feel happy, connected and enjoy a sense of belonging.

<table>
<thead>
<tr>
<th>STRATEGIES</th>
<th>ROLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.1 Advocate, to state and federal health bodies, for sustained access to</td>
<td>⭐ ⚫</td>
</tr>
<tr>
<td>allied, primary and mental healthcare services and facilities.</td>
<td></td>
</tr>
<tr>
<td>4.2 Create opportunities for people of all ages and abilities to participate</td>
<td>+ ⭐ ⚫</td>
</tr>
</tbody>
</table>
WHAT SUCCESS LOOKS LIKE

- A strong local economy that includes a diverse industry base.
- Low unemployment rates.
- Growth in visitor numbers.
- Regular investment in business and innovation.
- Strong sectors that support local employment.

### STRATEGIES

<table>
<thead>
<tr>
<th>STRATEGIES</th>
<th>ROLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.1 Work closely with State Government, Federal Government and stakeholders to support economic growth, development and job creation.</td>
<td>+ ★ ●</td>
</tr>
<tr>
<td>5.2 Support industry accreditation and reward programs.</td>
<td>●</td>
</tr>
<tr>
<td>5.3 Help build the capacity of the tourism sector and encourage the development of tourist services, including eco and recreational tourism infrastructure.</td>
<td>■ + ★ ●</td>
</tr>
<tr>
<td>5.4 Attract investment for new and innovative industries, such as creative industries and cultural tourism.</td>
<td>●</td>
</tr>
<tr>
<td>5.5 Support education and training programs that directly respond to work-force gaps and innovation.</td>
<td>●</td>
</tr>
<tr>
<td>5.6 Participate in main-street programs that strengthen the retail and hospitality sector.</td>
<td>●</td>
</tr>
<tr>
<td>5.7 Collaborate with industry leaders to ensure informed decision making and Council representation in relation to economic growth, planning and development.</td>
<td>●</td>
</tr>
<tr>
<td>5.8 Ensure advice and support for small business is available.</td>
<td>+ ●</td>
</tr>
<tr>
<td>5.9 Advocate for transport infrastructure and services that support local industry.</td>
<td>■ *</td>
</tr>
<tr>
<td>5.10 Drive support of economic development through a coordinated local economic development strategy and enabling land use policy.</td>
<td>■ +</td>
</tr>
<tr>
<td>5.11 Facilitate business growth by supporting local industry and their capacity to compete for government contracts.</td>
<td>■ ●</td>
</tr>
<tr>
<td>5.12 Plan for, identify and protect land for business opportunities.</td>
<td>■ +</td>
</tr>
<tr>
<td>5.13 Support economic development through events.</td>
<td>■ + ●</td>
</tr>
</tbody>
</table>

**Our Role**
- Leader
- Provider/Regulator
- Advocate
- Facilitator/Partner

**Links to State Strategic Framework**
- State Strategic Plan (SSP): SSP2, SSP6
- Seven Strategic Priorities (7SPr): 7SPr7
- Ten Economic Priorities (TEP): TEP2, TEP5
In developing this Community Plan it is important to acknowledge the many stakeholder with which our community works and interacts. This list represents the many stakeholder relationships, but will not necessarily be exhaustive. This list will change over time and be dependent on various activities and changes in community.

- Residents of The Barossa Council
- The Communities and People (past and present) of the Barossa
- Visitors and Guests
- Commercial and Cooperative Organisations
- Industry Groups
- Sporting Clubs
- Recreational Clubs
- Service Clubs
- Local Business and Community Development Bodies
- Philanthropic Organisations
- Volunteer Organisations
- State Government of South Australia and its Departments
- Federal Government of Australia and its Departments
- Non-government Organisations
- Regional Development Australia - Barossa
- Local Government Association of South Australia
- Regional Subsidiaries of The Barossa Council
Relevant State Government Strategic Framework Priorities

SSP 1: Our Community

We come from all walks of life but we all walk together. Inspiring one another by our diversity. Strengthening each other in adversity. Weaving the tapestry of South Australia with the threads of all our cultures. Giving the next generation a solid foundation from which to launch. This is who we are.

This is our community.

SSP 2: Our Prosperity

A strong and diverse economy. Attractive employment opportunities. Jobs for our kids. The ability to retain the best talent. This is what our state needs. Balancing our growth in harmony with our natural environment. This is what will transform South Australia into an economic powerhouse.

These are the keys to Our Prosperity.

SSP 3: Our Environment

If we want a cleaner Earth, it’s no surprise where the effort begins. We’re wiping away our carbon footprint – harvesting the power of wind, sun and waves. We’ve learned to reuse and recycle, to carry our shopping without wasteful plastic and to grow our own greens. This is the legacy we’re creating for our children and our children’s children.

Afterall, this is Our Environment.

SSP 4: Our Health

Good health is everything. Ensuring that our bodies are well-nourished, well-exercised and well-prepared to deal with any situation. At any age we want to be well enough to live our lives to the fullest. This is how we invest in our own health and the health of our families.

This is Our Health.

SSP 5: Our Education

Let’s grow our knowledge and encourage kids to love learning. In fact, let’s all learn a bit more than we ought to. Whether it’s a new trade, a new skill, or a new way of doing things, growing our knowledge will benefit us in the long run. Our kids will be smarter. Our workers will be more productive. Our industries will be more competitive. This is the future that awaits each one of us.

This is what we can achieve with Our Education

SSP 6: Our Ideas

Living at the frontiers of our imaginations. Upturning conventions instead of being led by them. Challenging the present so that the future is more refreshing than we ever thought it could be.
Always seeking to improve. Never ceasing to innovate. Not pursuing change merely for its own sake, but to revolutionise the way we work and play and live. This is the essence of South Australian Creativity.

These are Our Ideas.

**State’s Seven Strategic Priorities**

**7SPr 1: Creating a vibrant city**

Adelaide is one of the great small cities of the world. It is the economic and cultural powerhouse of the state where more people choose to live, work, invest and spend time.

The city centre of Adelaide is bustling and energetic. Many thousands of people live in the city and many more visit its busy streets every day. People from all cultural backgrounds feel welcome. It is renowned for its festivals, cultural life and sporting events.

Infrastructure and housing development reinforce the unique qualities that make Adelaide accessible, healthy and affordable. Trams loop the CBD and link into inner city suburbs and pedestrian friendly streets can be walked safely any time, day and night.

South Australia’s internationally renowned parklands are cherished for the great amenity they provide in supporting recreational, cultural and social activities.

City squares and laneways are alive with people of all ages, enjoying public art, live music and an exciting choice of outdoor dining venues.

Adelaide supports an advanced and diversified state economy providing stimulating educational opportunities and careers for South Australians and attracting talented people and business investors from around the world.

The city of Adelaide is the heart of the state’s civic, cultural and commercial life. It is a place where the best of South Australia is showcased to the rest of the nation and the world – a place South Australians are all proud of.

**7SPr2: An affordable place to live**

South Australia is the most liveable place in the nation. People enjoy a high quality of life, regardless of income, and feel that they have control over their lives. People move to South Australia because of its affordability and quality of life.

South Australia has a wide range of affordable homes for purchase or rental, catering for different types of families and income levels.

Industries supplying housing, food and utilities are efficient and supply at competitive prices. Homes and neighbourhoods are designed to conserve energy and water to help reduce demand and costs. The state’s not-for-profit sector has become a major supplier of affordable housing to those on lower incomes.

South Australians are in greater control of their own finances and those in financial hardship receive the support they need to better manage essential cost of living pressures.

**7SPr3: Every change for every child**

South Australia is recognised nationally and internationally as a family and child-friendly state – a great place to live and raise healthy and creative children.

Young South Australians thrive in a world where they are safe to play, create, live and learn on their pathway to a strong future.
All parents receive a range of services and practical information commencing before a child is born, to ensure their baby is developing well and to help nurture healthy, capable and resilient children.

All children can access high quality, affordable child care and preschool offered by trained staff using a rigorous curriculum. Those who work with young children are a recognised and valued group of early childhood development professionals.

Schools are community hubs for services aimed at supporting families and children from the time they are born. All families have access to a Children’s Centre in their local area.

Children and families are supported through early intervention services as the need for assistance arises. When children are not able to live with their birth families, we protect and nurture them to live productive and healthy lives.

The state has realised the benefits of investing early in children and families and has saved from having a safer community with better health outcomes, less inequality, improved social cohesion and greater opportunities for the next generation.

South Australia is recognised as an international leader in child development research in the early years, and as a place that respects the role children play in society.

**7SPr4: Growing advanced manufacturing**

South Australia’s manufacturing industry draws on research, design and innovation to successfully compete internationally and drive growth in the South Australian economy.

Manufacturing is diverse, competitive and resilient, with the ability to design, develop and make goods in demand locally and around the world.

Manufacturing uses world-leading technology and design capability to build competitive advantage and to adapt to changing markets and customer needs.

Clusters of firms work collaboratively to build national and international supply chains and provide integrated goods and services.

Universities, training and research organisations work closely with local industry to develop and commercialise innovative goods and services and develop a highly-skilled workforce.

Manufacturing attracts investment and talented world-class managers and employees.

Manufacturing underpins a high living standard across the community and provides rewarding career opportunities.

**7SPr5: Safe communities, healthy neighbourhoods**

South Australia’s neighbourhoods are safe and welcoming. People can live active and healthy lives and feel part of the community.

Neighbourhoods are friendly, well-designed places that make it easy for people to:

- Exercise regularly and choose nutritious food
- Walk or cycle to local services, and take buses, trains or trams to larger centres
- Travel safely on our roads
- Make friends and look out for each other
- Feel safe and help prevent crime
- Have a say in community life.
Neighbourhoods are green, vibrant and there’s plenty to do. Residents come from many cultures. South Australia’s neighbourhoods are a great place in which to live, grow up, have children and spend a lifetime.

7SPr6: Realising the benefits of the mining boom for all

South Australia has a thriving resources industry and is a key mining services hub for Australia and the region. All South Australians have the opportunity to benefit from the strong resources sector.

Mining and energy have been central to the renewal of manufacturing activity and the state has successfully been transformed to one where:

- A thriving mining goods and services hub serves mines in South Australia and other regions
- South Australia is renowned for its technological innovation in minerals and energy production and related industries
- South Australia is renowned for its ability to manage the challenges of a growing mining sector
- Regional towns are larger, resilient and liveable
- Minerals and energy projects employ a diverse workforce including disadvantaged groups, Aboriginal people and women
- Adelaide and regional towns offer a preferred location for fly in-fly out workers to minerals and energy projects around Australia
- South Australia has a strong reputation for world leadership in safe and sustainable minerals and energy production
- South Australia is a globally competitive location for minerals and energy development and there is a growing pipeline of resources projects
- A Future Fund has resulted in all South Australians benefiting through the reinvestment of revenues from mining led growth into projects to further secure South Australia’s future.

7SPr7: Premium food and wine from our clean environment

South Australia is renowned as a producer of premium food and wine from its clean water, clean air and clean soil. More high quality food and wine produced across the state is consumed locally and exported around the world.

South Australia is recognised globally for its premium food, beverages and culinary-tourism. The food industry holds a competitive edge in both domestic and export markets through innovation and a strong reputation for being clean and safe.

State’s Ten Economic Priorities

TEP 1: Unlocking our resources, energy and renewables

A Rich Opportunity: Having a dynamic resources sector that’s globally competitive will fuel economic development and job creation

TEP 2: Premium food and wine exported to the world

You Can Taste Our Success: Our future relies on premium food and wine produced in our clean environment and exported to the world.

TEP 3: A global leader in health and ageing research and services

Leading the Way: The changing demographics of our population provide a major economic opportunity.
TEP 4: The Knowledge State - Attracting students and commercialising our research

Knowledge is Our Future: The smartest thing we can do is to attract a diverse student body and commercialise our research.

TEP 5: A destination of choice for travelers

Welcoming the World: South Australia - a growing destination choice for international and domestic travellers.

TEP 6: Growth through innovation

New Thinking Drives Change: We need to support companies that are prepared to innovate and reap the rewards of business change.

TEP 7: Best place to do business

The Best Place to do Business: We’ll be quick to address the changing needs of businesses, and build industries that will generate the jobs of the future

TEP 8: Adelaide: The heart of our State

Where People and Business Thrive: During the past three years there’s been a definite shift in the perception of Adelaide for the better.

TEP 9: International connections and engagement

Making a World of Difference: We need to be open to new people, new ideas, new investment and business partnerships.

TEP 10: Small businesses access capital and global markets

A Global Bonus: Transition of South Australia’s small businesses towards niche, globally competitive opportunities will be accelerated
Supporting Detail

PLANNING FRAMEWORK

Planning at a Community level is considered the best mechanism to plan at a strategic level. The Barossa Council previously undertook a Strategic Plan which was a four year document but very focused on Council business, whereas the Community Plan aims to recognise the broader needs of Community. Regardless of the requirements of the Local Government Act (which outlines the necessity for Strategic Management Plans) the purpose of this Community Plan is a long term aspirational and visionary plan from which all other planning work is undertaken.

To achieve the visionary setting of the Community Plan the best strategic document framework is a Community Plan supported by a cascading set of plans which are logically linked:

- Corporate Plan – which will direct the delivery of the Council’s activities in support of the Community Plan and reviewed every four years.
- Infrastructure and Asset Management Plans – which outline the investment level for the raft of assets Council manages and utilises for the delivery of services this plan spans a period of ten years.

The above plans with the Community Plan are reviewed at least every four years and are required to be reviewed within two years of the establishment of a Council after a general election. The framework also ensures that Council is meeting its obligation to assess its financial stability including debt levels and any significant foreseeable changes that impact costs, levels of service delivery, provision of infrastructure and any anticipated demographic or developmental change. Further, this strategic framework is supported by operational plans being the Annual Business Plan and Budget which in turn is supported by internal work plans.

The purpose of undertaking this planning is to provide a basis for long term decision making to ensure that the services funded contribute to the Vision, Values, Themes and Strategies of the Community. This plan is also developed within a state and regional context and must take into account those strategies and where applicable, contribute to the State Strategic Plan outcomes.

Any sound planning processes also need to be tailored to what is achievable within reasonable resource levels and most importantly a reporting framework that supports accountability. The reporting framework encompasses many aspects and during the early period of this Community Plan a full and comprehensive reporting framework will be implemented to aid understanding and accountability of Council to its community. Presently the supporting reporting framework is:

1. Annual Report which reports on both the financial and non-financial performance of Council on an annual basis.
2. Quarterly Annual Business Plan and Budget reporting which provides progress reporting against the settings of the yearly budget and business plan.

There are many other key strategic documents and frameworks that support the organisational planning system they are:

1. Public Health Plan
2. The Barossa Council Development Plan
3. Strategic Directions Report
4. Risk Management Framework
5. Project Management Framework
STATE AND REGIONAL PLANNING CONTEXT

The 30 Year Plan for Greater Adelaide aims to protect the heritage and character of small towns and villages by concentrating growth outside of the metropolitan area in major regional towns. It establishes a strategy for achieving more sustainable patterns of development in the Barossa, Light and Lower North region (the Barossa region). In particular, it recognises the importance of the Barossa region as a primary production area, a significant tourist destination, a historical area, and an area with a diverse and significant natural environment.

The 30 Year Plan forecasts population growth for the Barossa region over a 30 year period from 2010 to 2040 and establishes employment and housing (including affordable housing) targets to support this growth. It integrates planning for new housing and employment with long-term transport and infrastructure planning. The targets shown in the plan relate to the Barossa region as a whole but do not provide a breakdown into smaller geographic areas. The 30 Year Plan does however identify four areas for new urban growth within the council boundary at Mount Pleasant, Tanunda East, Lyndoch and Concordia. The growth areas at Mount Pleasant, Tanunda East and Lyndoch have been rezoned with structure planning and rezoning at Concordia necessary before any urban development could occur.

COMMUNITY DATA

The Barossa Council acknowledges the access to data provided by the Australian Bureau of Statistics (ABS) and the analysis detailed in this section of the plan reflects estimates based on ABS data.

Population and Demographics

The Barossa Council population grew from 16,511 people in 1991 to 21,925 person in 2011 representing a growth of 32.8% or annualized at 1.64% during that 20 year period.

Population in The Barossa Council area is estimated to grow by 6,094 people by 2036, based on a weighted average of 4 growth scenarios.

The population age distribution will see:

1. A net decline in those aged 0-15 as a proportion of the population reducing from 20.0% - 17.8% but an overall increase of approximately 720 people.

2. A minor increase in those aged 15-65 as a proportion of the population increasing from 63.5% to 64.1% and an increase of approximately 3,900 people.

3. An increase in those aged over 65 as a proportion of the population increasing from 16.5% to 18.1% and an increase of approximately 1,470 people.

The population local area distribution will see:

1. A decline in population proportion for the Tanunda – Bethany – Vine Vale – Krondorf and District but an overall increases of approximately 742 people reaching 5,736.

2. An increase in overall population proportion and people in Angaston – Nuriootpa – Stockwell and District increasing the population by 2,700 people to reach an estimated total of 12,067.

3. An increase in population proportion and people in Williamstown – Lyndoch – Mt Pleasant and District increasing the population by 2,652 people to reach an estimated total of 11,781.

Any material change of the gender mix is not expected with approximately 49.3% male and 50.7% female.
Origin of birth is difficult to determine as it is based on migration factors which are difficult to predict and thus is assumed to remain with around 84.5% of the population born in Australia.

**Employment Industry and Labour Force**

The largest employment industries in the Barossa area are:
- Manufacturing (which captures wine production) – 23.0%
- Retail trade – 10.2%
- Health care and social assistance – 10%
- Agriculture, forestry and fishing – 7.3%
- Education and Training – 7.6%
- Construction – 6.8%
- Accommodation and food services – 6.1%

It is difficult to accurately predict a future industry data set to 2036. However to provide a general estimate based on population data estimates utilising an estimated growth in population to maintain existing employment levels employment growth will need to be 3,015 more people employed either in full or part time roles.

Occupation data shows over the past decade the following growth areas and is not expected to materially alter:
- Community and personal service workers – 59.5%
- Professionals – 28.0%
- Technicians and trades workers – 26.9%
- Sales workers – 25.6% and
- Clerical and administrative workers – 25.4%

Labour force data shows an aging workforce with employment growth slightly higher than population growth. Aging of the workforce will continue with specific growth in those over 60 needing to remain in employment.

**Dwellings and Land Supply**

Dwellings growth during the Community Plan period required (from 2016-2036) is estimated at 2,498 dwellings, the vast majority being separate houses, 2,290.

There is sufficient land zoned or available to be zoned to accommodate the population and dwelling to be realised during this Community Plan horizon, with further analysis on development impacts at local level to be undertaken.

The disbursement of development across locations in the district and land supply at the township level has already been identified as an issue by the Strategic Directions Report.

**Socio-economic Factors**

Due to the relative social advantage measures for The Barossa Council area it is unlikely Council can expect greater portions of funding which utilises the ABS Socio-economic Indexes for Areas concepts for distribution such as the general purpose Financial Assistance Grants.

Statistically the main area of social disadvantage arises in the education and occupation index indicating a mix of lower level qualifications and less skilled work when compared across South Australia.
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