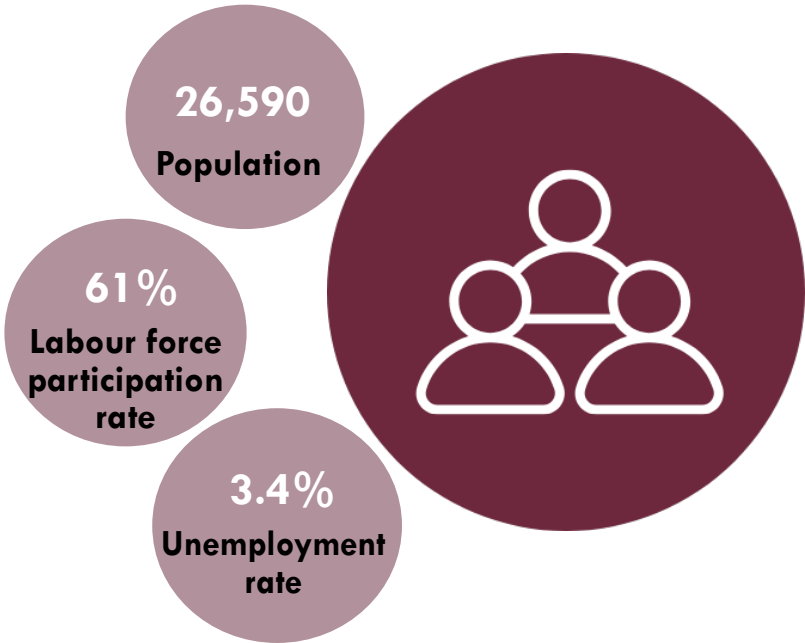


Economic Activation & Strategy Snapshot

Our region at a glance



Our Plan

Our Local Economic Development Plan sets our direction for building a stronger local economy and a thriving visitor destination to 2027.

Our Role

- Business support
- Local promotion
- Planning for growth
- Infrastructure investment
- Tourism development
- Regional advocacy
- Town centre amenity
- Economic diversity
- Event attraction
- Visitor services

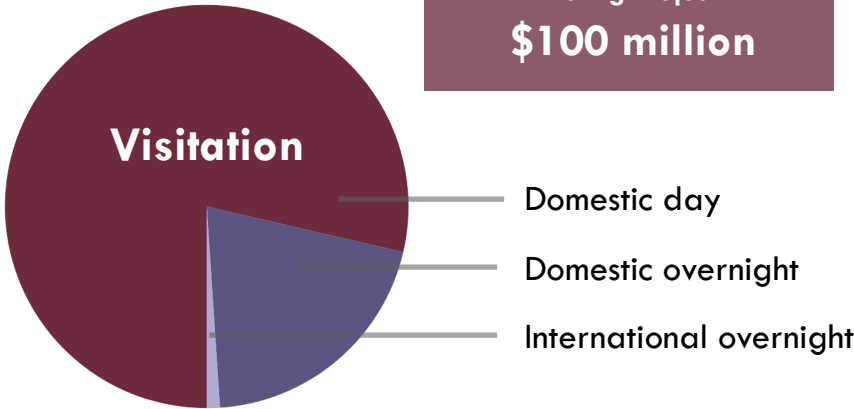
Tourism Statistics

(2024)

\$287 million
expenditure

400+
tourism businesses

1,142,000
visitation



Investment Profile

by Council

Barossa Creative Industries
\$17 million

Barossa Park
\$45 million

The Big Project
\$100 million

Top Industries

by occupation

Manufacturing
18.5%

Healthcare & social assistance
11.5%

Retail trade
9%



Our vision is to build on our regional economic strengths, grounded in the people, places and products that make the Barossa unique.

For us, that means leveraging the things we already do well, and looking for new ways to innovate and grow sustainably, always looking at what's coming next. Our Local Economic Development Plan sets out key strategies and actions to help us aim high, and measure our progress.

Key actions we're taking

Strategy 1

Utilities & Infrastructure

Delivering The Big Project priorities to boost regional infrastructure

Advocating for improved water security, mobile coverage and public transport

Delivering circular economy and energy efficiency initiatives

Strategy 2

Town centre amenity

Undertaking placemaking benchmarking to inform future investment

Reviewing our town centre masterplans

Undertaking a town and tourism signage report

Investigating outdoor dining opportunities

Strategy 3

Business Friendly Council

Reducing red tape for small businesses

Assessing tourism accommodation opportunities to meet growing visitor demand

Exploring grant opportunities in 2026-27 to support business activation

Strategy 4

Economic Diversification

Investing in cycle and recreation-based tourism

Expanding creative industries and heritage-tourism

Growing the business conferencing market utilising Barossa Park

Strategy 5

Skills & Labour Force

Attracting new events to grow visitation over the low seasons

Supporting local employment and training pathways to address skills gaps

Reviewing affordable housing options for key workers

Strategy 6

Affordable Housing

Planning for Concordia including affordable housing provisions

Undertaking an affordable housing report

Developing a housing strategy as part of the Greater Adelaide Regional Plan

