

**AGRICULTURE**

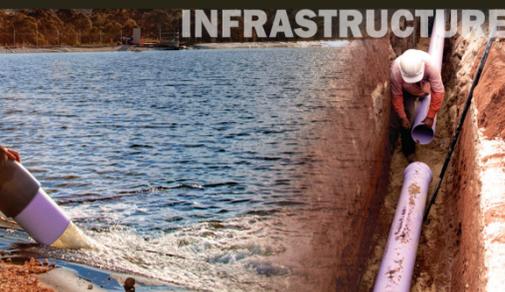


**Jurlique**



**INNOVATION**

**INFRASTRUCTURE**



**PRODUCTION**

**TOURISM**



**JOB GROWTH**

(TOP LEFT TO RIGHT) FARMER ON HIS TRACTOR, FLAXLEY  
• JURLIQUE, MOUNT BARKER • BROWNS DAM & PIPELINE, MOUNT  
BARKER TO CALLINGTON • SA POTATO COMPANY, MOUNT BARKER  
• TOUR DOWN UNDER, MOUNT BARKER • BEERENBERG, HAHNDORF

Council envisages a district where clean and sustainable businesses thrive in an attractive and vibrant hills setting.

**Our Vision**

Over the next five years Mount Barker will become the preferred South Australian destination for large and small businesses that are seeking to establish and/or expand in a supportive environment that offers access to a stable and skilled workforce, excellent physical and social infrastructure and appropriately zoned commercial and industrial land.

**Our Mission**

is to achieve the vision by adding value and working in collaboration with the community, contiguous Councils and the State Government to create a positive environment for business creation, growth of the regional economy and jobs for residents.

Achieving this Vision and Mission will contribute to Mount Barker strengthening its position as a major regional City and great place to live, work and grow a business. The EDS will help to maintain a strong and vibrant local economy to:

- Contribute to social cohesion and community wellbeing
- Reduce Freeway congestion between Mount Barker and Adelaide
- Reduce travel time to work
- Prevent and reduce carbon emissions.



The Mount Barker District has developed a major advantage as a unique and natural hills location that provides a welcoming, supportive and unpretentious environment for residents and businesses and an exceptional experience for visitors. Mount Barker combines a natural rural setting with urban amenity all within easy reach of the Adelaide CBD.

**LOOK FORWARD**

**Get involved and come onboard**

Council is proudly **BUSINESS FRIENDLY** and staff are available to provide assistance to prospective investors including:

- Information provision regarding the local economy, businesses and available land
- Contacts for other relevant authorities and organisations
- Assistance and support through planning processes
- Excellent customer service

The complete Economic Development Strategy 2014-2019 is available on Council's website; [www.dcmtbarker.sa.gov.au](http://www.dcmtbarker.sa.gov.au)

For more information email Greg Sarre, Manager Strategic Planning and Economic Development; [gsarre@dcmtbarker.sa.gov.au](mailto:gsarre@dcmtbarker.sa.gov.au)

Council has **BIG IDEAS** on the economic future of the district and is always keen to talk to potential investors

Hosting a university campus, becoming a hub for the design and construction of sustainable housing or striving to create a world class food and wine experience are just a few of the ideas we have.



**EDS**

**Economic Development Strategy 2014 2019**

The District Council of Mount Barker looks to the future with a new strategy for the region

**Council is experiencing significant population growth which is expected to continue over the next 20 years, resulting in a doubling of the district population.**

Council estimates that \$2.8 billion of investment will occur over the next 20 years to support this growth including for roads, water, subdivision, housing, retail, commerce and industry.

Currently, the unemployment rate of around 4.1% is significantly lower than the State average. However, 42% of all employed people commute outside of the District to work and as population increases there is significant risk that this will increase and exacerbate negative social, environmental and economic impacts.

Council's objective is to attract \$2.5 billion of investment over the next 20 years **in addition** to the \$2.8 billion expected which will increase the number of people employed and working within the District from 58% to 77% and reduce the number of people commuting.

Council has therefore commissioned an Economic Development Strategy (EDS) in order to consider and plan for its role in achieving the following broad objectives:

- encouraging and facilitating a vibrant and sustainable local economy;
- maintaining a low unemployment rate;
- increasing the number of local jobs thereby reducing the need for residents to commute outside of the District for work;
- increasing employment opportunities for young people.

### Role of Council in Economic Development

In implementing this Economic Development Strategy Council will:

- Focus on improving the physical and business environment for economic development and identifying areas where support can be provided or increased.
- Add value to, and participate in, regional, State and Commonwealth Government economic development initiatives.
- Collaborate with contiguous economic development regions (e.g. Adelaide Hills, Murray Bridge, Alexandrina Councils and RDAs).

# objectives

## 1 Objective 1. Branding and Promotion

Develop and promote a contemporary community brand and associated imagery for Mount Barker which supports economic development in its broadest sense.

## 2 Objective 2. Investment Attraction

Attract new infrastructure and business investment to support the increased population and additional jobs with a focus on the following industry sectors:

- Retail and Hospitality
- Food Value Adding
- Health, Retirement & Aged Care
- Education and Training
- Tourism
- Creativity and the arts

## 3 Objective 3. Demand Growth

Generate demand growth by attracting 20,000 additional visitors to Mount Barker by 2019 with a focus on:

- Population Growth (including business)
- Tourism
- Students
- Retail

## 4 Objective 4. Export Growth

Increase exports out of the Mount Barker region from \$648 million (current) to \$1.9 billion by 2019 and to \$4 billion by 2036 with a focus on:

- Food Value Adding
- Education and Training
- Health, Retirement & Aged Care
- Tourism
- Growth of small to medium enterprises

### Social Benefits

Economic growth can lead to an enhanced quality of life for the community in areas such as health, safety, recreation, aesthetics and leisure time. A strong and vibrant local economy helps with community safety and wellbeing. Shorter commuting times means there is more time to spend with family or in the local community. Local employment brings people into town centres and public precincts thereby increasing safety and the interest and vibrancy of these places.

Desired social outcomes of the Economic Development Strategy include:

- Improved access to local jobs
- Improved access to services and amenities such as health and education services
- Improved access to a more diverse range of retail and hospitality options
- A safer and more engaged and active community
- Better employment opportunities
- Better housing options, both rental and owner occupied.

### Brand Management

Core attributes to further develop in Mount Barker:

- Community – celebrate and reinforce our unique hills' lifestyle
- Visitors – attract more visitors and ensure they are so impressed with their experience that they want to return
- Business – support business growth that enhances the quality of life of the community
- Development – ensure future development complements and does not undermine the values and positioning of Mount Barker and District
- Rural land – preserve and protect rural land and assist boutique farmers to grow and prosper
- Environment – respect and protect the hills biodiversity, clean air and water
- Heritage – preserve and protect the heritage that adds so much to the Mount Barker character
- Culture – encourage cultural activities that enhance the quality of life for residents and visitors.

### Investing in the Mount Barker District

The Mount Barker District offers an outstanding environment for the following reasons:

- It offers urban amenity in a beautiful rural setting
- It is more affordable than other hills towns such as Stirling, Aldgate and Crafers yet offers excellent accessibility via the South Eastern Freeway
- It has an authentic character. It has not been built up in the way the northern and southern suburbs have, the environment is refreshingly natural and there is a sense of relaxed informality and approachability
- It is safe, comfortable and offers a sense of belonging which is particularly important for families
- It also has a rich heritage, a well developed cultural offering, lots of parks and open space and places for sport and general recreation
- It is business friendly but not at the expense of the broader community's best interests.

# PLANNING 4 GROWTH

