



The Barossa Council

BAROSSA COMMUNITY PLAN 2020 - 2040

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ACKNOWLEDGEMENT OF COUNTRY

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

OUR VISION



FROM THE MAYOR



The Barossa is a unique and highly desirable tourism destination, but is also a community with strong underpinning values and a pride in its heritage. As a Council we are prepared to maximise opportunities to work together with the community to enhance our unique lifestyle, heritage and community spirit while creating a strong future for the region.

Our Community Plan 2020-2040 is a 20 year plan using our Vision and Values to drive performance through five key themes including: Natural Environment and Built Heritage; Community and Culture; Infrastructure; Health and Wellbeing and Business and Employment. The Plan is also influenced by relevant external strategies and feeds into our Corporate Plan 2020-2024 and Advocacy Strategy 2020-2024 within our broader Planning Framework.

Our role is to provide good governance for the community, respond to the needs of the residents and support economic, social and cultural development. 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.

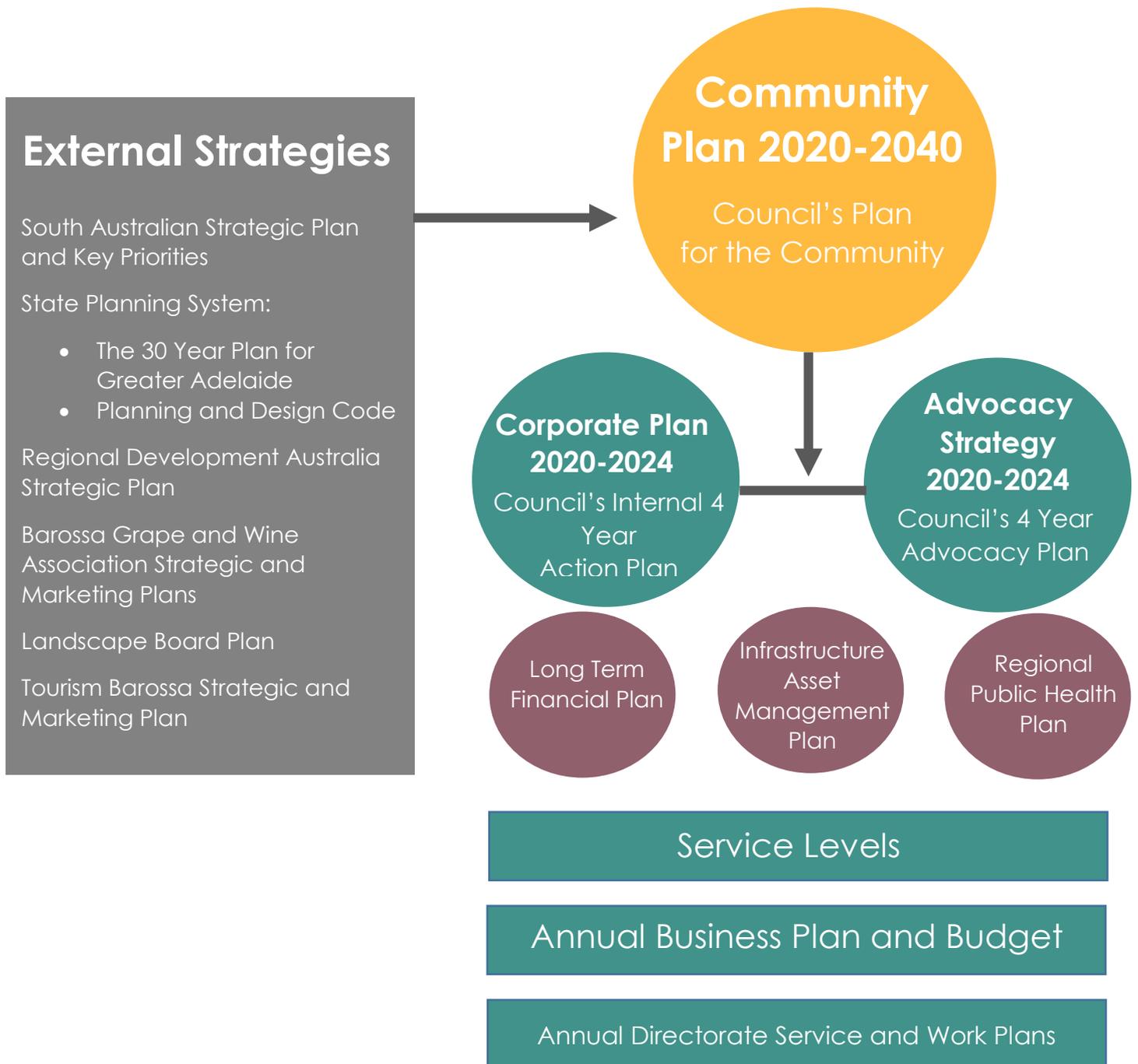
As a Council we are looking forward to working collaboratively to bring the goals within the Community Plan to fruition.

A handwritten signature in black ink, appearing to read 'M Lange', with a stylized flourish at the end.

Mayor Michael 'Bim' Lange

The Barossa Council

OUR PLANNING FRAMEWORK



OUR COMMUNITY PLAN

This Community Plan version is the outcome of a review by Council in 2020. While acknowledging that the work completed with the community when the first iteration of the Plan was developed is very important, as time passes, priorities within the community and views can change. This new revised Plan aims to take those changes into account.

The Community Themes remain:



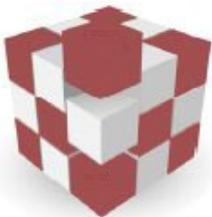
Natural Environment and Built Heritage

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 includes 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 health care 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 these areas is vital.

OUR BAROSSA

HISTORY

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

Prior to European settlement, the Barossa region was inhabited by the Ngadjuri, Peramangk and Kurna 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 settlers originating from the British Isles, Prussia and Silesia. Lyndoch was the first township to be settled in 1837.

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 wine industry has continued to grow from these early beginnings and is the major source of income for the region, with the cultural landscape of present day Barossa being reflective of early British and German settler's influence.

The tourism industry has become a major focus for the continued development of the region with the Barossa acknowledged as one of the five most recognised wine regions in the world.

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 23,558 people.

POPULATION AND DEMOGRAPHICS

1996



2016



2040



Note the projection to 2040 does not include any development associated with Concordia growth area.

EMPLOYMENT AND WORKFORCE



Manufacturing (inc. wine production)
20%



Health care & social assistance
10.5%



Retail trade
10.5%



Education & Training
8%



Agriculture, forestry & fishing
6.9%



Construction
6.9%



Accommodation & food services
6.7%

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.

COUNCIL'S ROLE

Our role is to provide good governance for the community, understand and 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.



OUR GOALS AND STRATEGIES



Natural Environment and Built Heritage

Goal 1

The Barossa has sustainable farmland providing diverse and stable returns, while protecting the unique natural environment and biodiversity of the region.

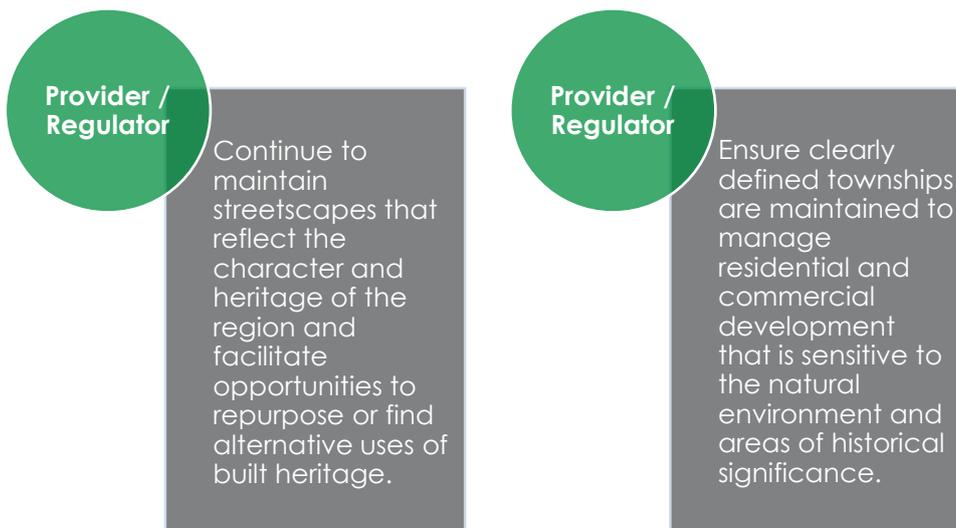
Strategies



Goal 2

The history of our region including aboriginal sites is reflected in our streetscapes and our historic buildings are maintained for future generations.

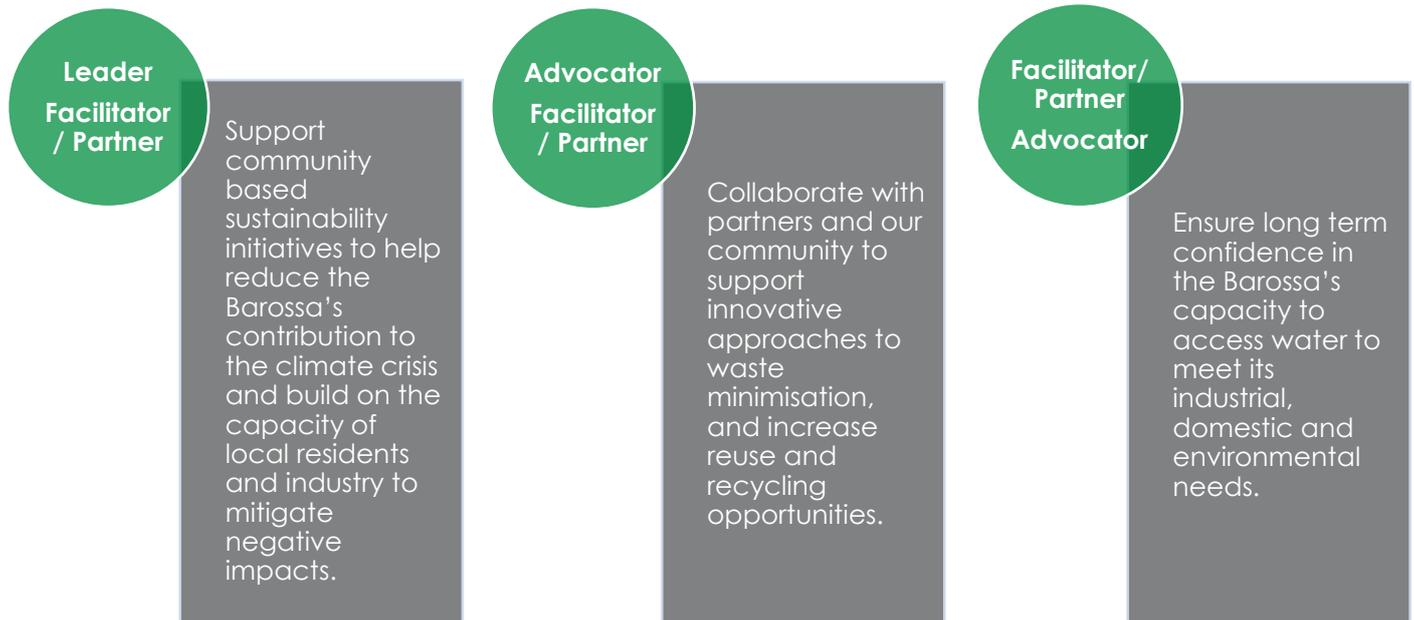
Strategies



Goal 3

We take a proactive approach in responding to key environmental challenges such as climate change, water security and waste management.

Strategies



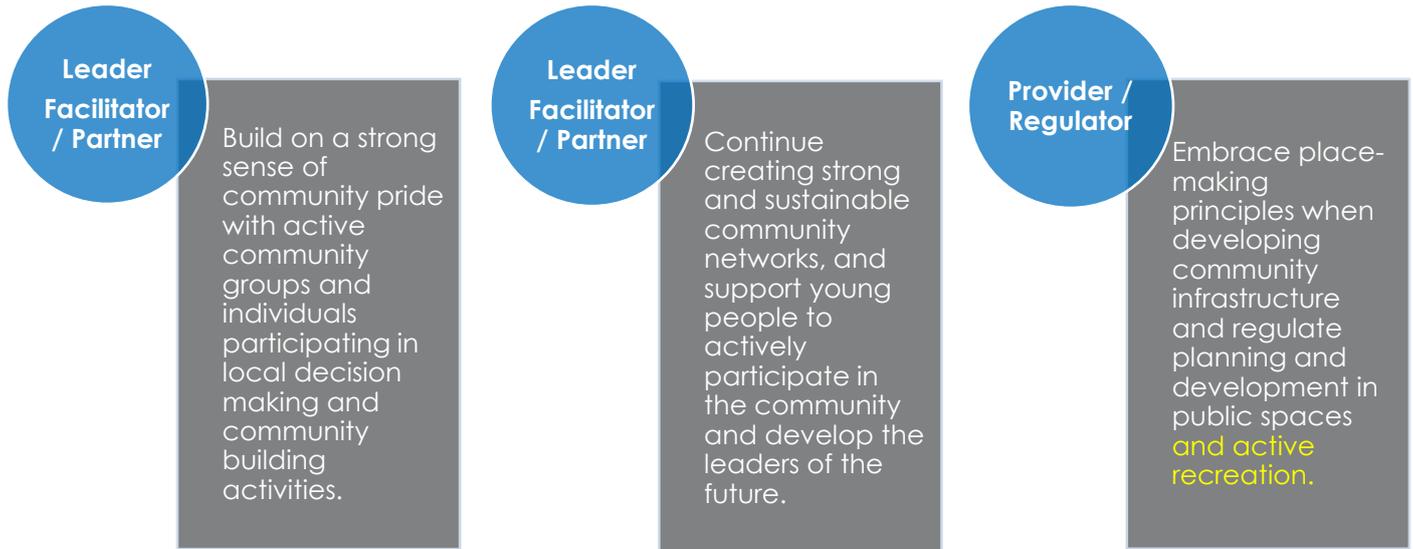


Community and Culture

Goal 4

The Barossa fosters community resilience, connection and wellbeing through its social planning, recreation, safety, education, preventative health and social strategies especially for our youth and vulnerable people.

Strategies



Goal 5

We are a strong community that is welcoming, safe and enjoys a quality lifestyle that celebrates our local identities, diversities, cultures and histories including our Aboriginal heritage.

Strategies

**Leader
Facilitator
/ Partner**

Support the development of activities that celebrate the history, art and culture of the Barossa and its people.

**Leader
Facilitator
/ Partner**

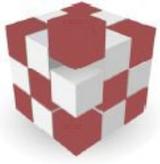
Create places where people want to live and plan for the future in a coordinated, affordable, appropriate and proactive way.

**Provider /
Regulator**

Create vibrant public spaces that provide places for creative development, cultural interaction and social connections.

**Leader
Facilitator /
Partner**

Recognising and celebrating the community successes and learning from opportunities.



Infrastructure

Goal 6

The Barossa maintains and develops infrastructure that meets the needs of the region and is efficient.

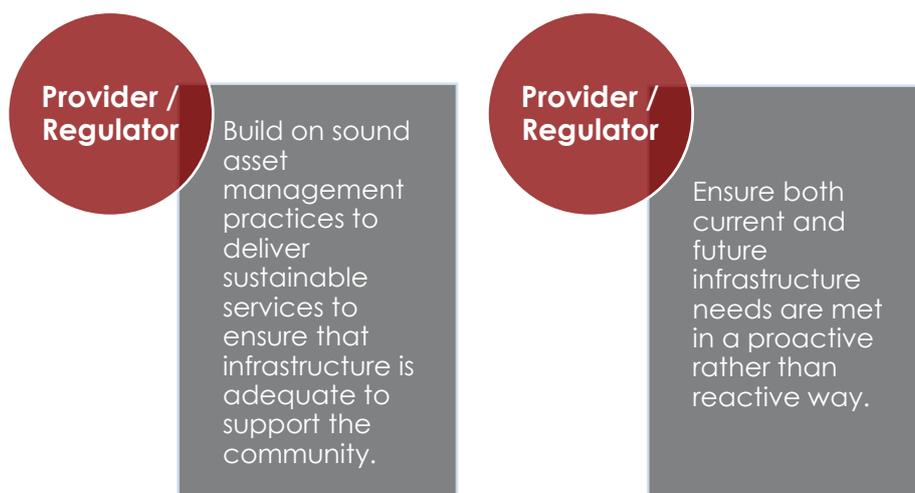
Strategies



Goal 7

Community infrastructure planning is aligned to both current and the future needs of the community.

Strategies



Goal 8

To have a connected and safe transport network that meets the needs of our community.

Strategies





Health and Wellbeing

Goal 9

Our community has fair and equitable access to the resources and services they need to lead a safe, healthy, inclusive and connected lifestyle.

Strategies



Goal 10

Our region enjoys the benefits of sustainable community groups, networks and facilities that encourage everybody to participate in the community.

Strategies





Business and Employment

Goal 11

The Barossa has a strong local economy that adapts, innovates and thrives on change and strives for a diverse industry base that provides a sustainable range of business and job opportunities for people.

Strategies



Goal 12

We are a visitor destination of choice.

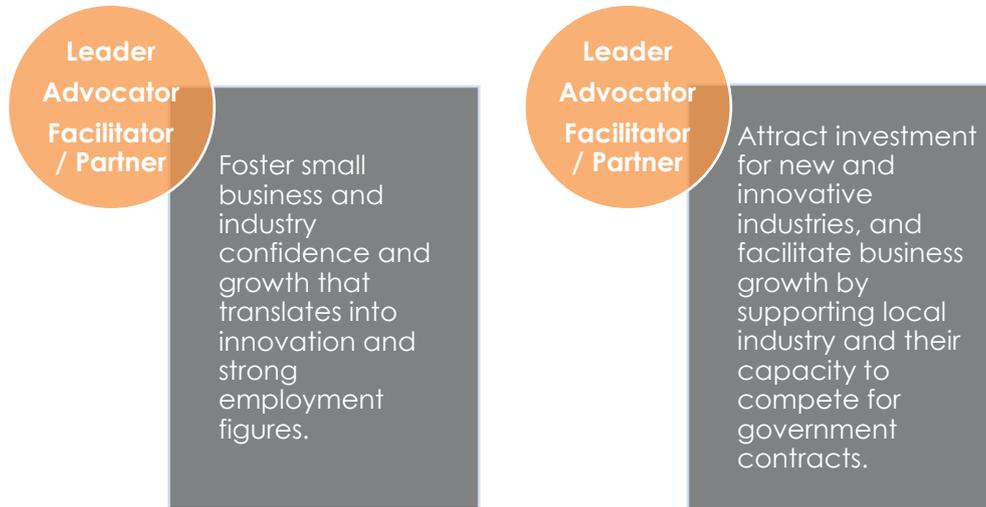
Strategies



Goal 13

The Barossa is competitive and in a strong position to attract both private and public investment in the development of new and existing businesses, services and industry.

Strategies



Relevant State Government Priorities

In determining its goals and strategies Council has had regard to the State Government priorities as outlined below.

Strategic Priorities

SP 1: More Jobs

Change that creates more jobs.

SP 2: Lower Costs

Lower costs for families and business.

SP 3: Better Services

Better government services.

State's Nine Economic Priority Sectors

EP 1: Tourism

Implementing the 2030 Visitor Economy Sector Plan through its six priorities of marketing, experience and supply development, collaboration, industry capability, leisure and business events and promoting the value of tourism. The target by 2030 is to raise the value of the sector to \$12.8b per annum and achieving an additional 16,000 jobs.

EP 2: International Education

The International Education Sector Plan sets an ambitious target of achieving a \$3 billion industry and employing 23,500 South Australians by the year 2030.

EP 3: Defence Industry

Supporting the industry to adapt, skill up and secure long term investment and jobs.

EP 4: Food, Wine and Agribusiness

Supporting the industry to grow, use innovation and succeed.

EP 5: Hi-Tech

Growing the hi-tech sector through programs including artificial intelligence, Ten Gigabit Adelaide, research and technology centres and cutting edge research and training.

EP 6: Health and Medical Industries

Delivering from research to commercialisation, collaboration, ageing well, developing medtech and digital solutions.

EP 7: Energy and Mining

Growing the industry to explore, discover and prosper.

EP 8: Space Industry

Support the industry to develop, launch and lead.

EP 9: Creative Industries

Creativity and innovation are driving South Australia's future. The State Government's Creative Industries cluster works to boost the capacity, value, efficacy and scale of the screen, music and craft sectors - and as a result - the economic benefits to the state.

Other Legislative Matters

Collaboration

The Barossa Council has given consideration to regional, State and Commonwealth policies and directions and has considered the State priorities outlined in this Community Plan. Further Council has given regard to:

1. Regional plans including the Public Health Plan, Disability Access and Inclusion Plan, the SA Region of Councils Annual Plan, Regional Development Australia Barossa Gawler Light and Adelaide Plains Strategic and Annual plans.
2. Commonwealth plans including infrastructure objectives including water, road and freight tasks and environmental priorities including COVID-19 social and economic responses.
3. The development of a supporting Advocacy Plan 2020-2024 also considers local and regional approaches to advocating for beneficial outcomes across the tiers of government for economic, social and environmental outcomes.

The Barossa Council is committed to work with local, regional, State and national government to advance the policy directives over the time of this 20 year plan where there is alignment in goals, outcomes, funding and benefits for the economic, social and environmental wellbeing of the community.

Financial Performance and Levels of Service

The financial performance and position of Council are outlined in its adopted business plan, budget and long-term financial plan. All plans will be aligned to this Community Plan and are reviewed on an annual basis.

Levels of service, asset maintenance and replacement are encased in supporting documentation including:

1. Asset management plans;
2. Service level plans; and
3. Corporate Management Plan.

Debt levels are outlined in the long-term financial management plan.

Any significant changes that impact the costs of activities and operations are already factored into the long-term financial plan and arise from Council's 35 year intergenerational vision known as The Big Project.

Real Property Development

Modelling of census data in 2016 indicates there is not expected to be significant change in the demographics of The Barossa Council area nor changes to the speed of population growth and land development. However, it is acknowledged that during this plan the Concordia growth area will be developed. This development is still in planning stages and unknown when it will commence. It is anticipated that the development will involve upwards of 9,500 allotments and 22,000 people at completion. This is a significant development but cannot be accurately modelled and determined as to impacts at this time.

Measurement of Performance

Council undertakes measurement of its performance against the Corporate Plan objectives over a four year period. Further performance is measured against annual business plans, budgets and annual reporting, quarterly performance reporting and monthly financial reporting, all linked back to the Community Plan.

Consistency with Planning Strategy, Development Plans and Other Key Legislative Requirements

Council acknowledges its alignment with past planning strategies, strategic direction reports and development plans and ensures projects, activities and actions have regard to these frameworks. The Council's planning framework also accounts for the new development code, Landscape Boards and the many other regulatory requirements such as the Disability Access and Inclusion Plan and Public Health Plan.