

# Draft Economic Growth & Tourism Strategic Plan 2025-2030 Snapshot



Onkaparinga is growing, and we want that growth to be smart, inclusive and sustainable. The Economic Growth & Tourism Strategic Plan 2025–2030 sets our direction for building a stronger local economy and a thriving visitor destination over the next five years. Shaped by local insight and aligned with our Community Vision 2034, it focuses on enabling business growth, attracting visitors and investment, and fostering vibrant places to live, work and explore.

## The role of council

Council plays a vital role in supporting local businesses, promoting tourism, and creating the conditions for economic growth. We do this through:

- **Business support**

Helping businesses grow through grants, mentoring, events and connections.

- **Local promotion**

Encouraging local spending and business visibility through promotional campaigns.

- **Planning for growth**

Shaping land use and policy to enable sustainable development and business activity.

- **Infrastructure investment**

Delivering and advocating for infrastructure that supports access, activation and connectivity.

- **Local procurement**

Using local suppliers where possible and helping businesses become tender-ready.

- **Tourism development**

Promoting our destination, supporting tourism events, and building industry capability.

- **Regional advocacy**

Working with partners to attract funding, influence policy and support local priorities.

- **Public realm and amenity**

Maintaining welcoming, well-presented spaces for visitors, businesses and residents.

## Our city at a glance



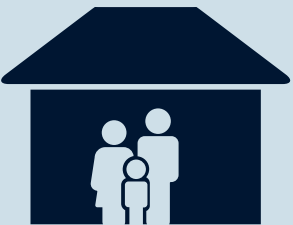
POPULATION  
**182,821**

MEDIAN AGE  
**40**  
YEARS

HIGH-INCOME  
HOUSEHOLDS

**13.1%**

>\$3,000/WEEK

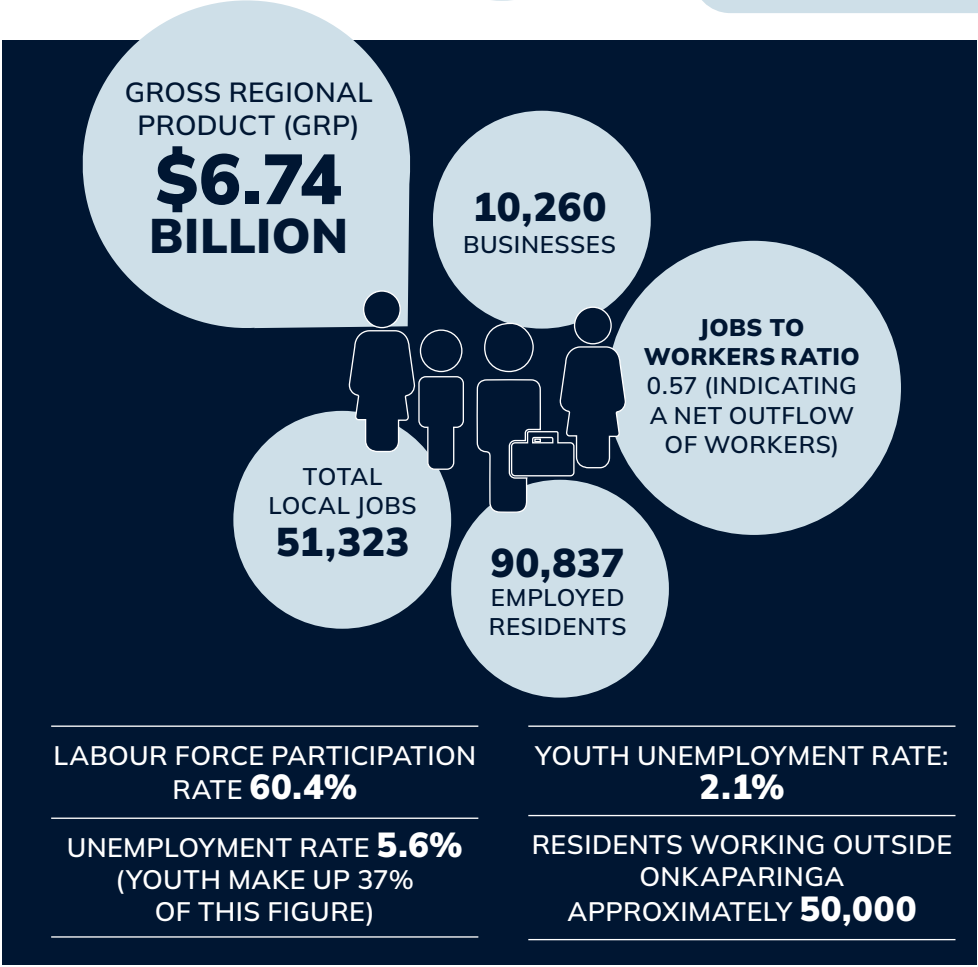


MEDIAN WEEKLY  
HOUSEHOLD INCOME  
**\$1,386**

LOW-INCOME  
HOUSEHOLDS

**25.1%**

<\$800/WEEK



## TOP INDUSTRIES BY EMPLOYMENT

HEALTH CARE AND SOCIAL ASSISTANCE:  
**13.7%**



RETAIL TRADE:  
**10.4%**



CONSTRUCTION:  
**9.7%**



EDUCATION AND TRAINING:  
**8.9%**



MANUFACTURING:  
**7.6%**



## TOP INDUSTRIES BY OUTPUT



**MANUFACTURING**



**CONSTRUCTION**



**HEALTH CARE AND SOCIAL ASSISTANCE**



**RENTAL, HIRING AND REAL ESTATE SERVICES**



**RETAIL TRADE**

## TOURISM STATISTICS

(AS AT DECEMBER 2024)

**1.2 MILLION TOTAL VISITORS | \$253.5 VISITOR EXPENDITURE**



DOMESTIC DAY  
**84 %**  
DOMESTIC OVERNIGHT  
**15 %**  
INTERNATIONAL OVERNIGHT  
**1%**



**OVERNIGHT VISITATION (BY STATE):**  
SA **59%** | VIC **24%** | NSW **12%**



**TOP 3 INTERNATIONAL MARKETS:**  
UK **31%** | US **19%** | NZ **12%**



**REASONS TO VISIT:**  
Holiday **43%** | VFR **50%** | Business **5%**



# Our mission

Our mission is to create value for the local economy by building on our region's strengths, advocating for what it needs, and strengthening connections for lasting outcomes that benefit business, people and planet.

For us, good looks like an economic and tourism future that's grounded in what makes Onkaparinga different—our coast, our culture, and our community. Moving forward, we want to see the city growing in ways that are innovative, inclusive, sustainable and ready for what's next.

## Monitoring and Evaluation

We will measure the plan's progress through tracking Community Vision 2034 wellbeing indicators below, along with a suite of business and tourism related measures:

- Local employment
- Gross Regional Product
- Visitors to Onkaparinga (tourists)

We will undertake an annual check-in to monitor progress, with a full evaluation at the conclusion of the five-year period to assess overall impact and inform future planning.

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### Focus area 1: Connected Businesses

- **Strategic objective 1.1**  
Support a thriving and connected business network.
- **Strategic objective 1.2**  
Drive a whole of council effort to enable small businesses to start-up, adapt and grow.
- **Strategic objective 1.3**  
Foster a sustainable and environmentally conscious business community.

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### Focus area 2: Visitor Attraction & Precinct Activation

- **Strategic objective 2.1**  
Support the growth of tourism and the broader visitor economy.
- **Strategic objective 2.2**  
Deliver innovative visitor servicing, enhance visitor experiences and investment at the McLaren Vale & Fleurieu Coast Visitor Centre.
- **Strategic objective 2.3**  
Elevate the destination through iconic events and experiences that attract visitors, enable overnight stays, and foster community pride.
- **Strategic objective 2.4**  
Enable activated and connected places that drive economic activity and enhance liveability.

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### Focus area 3: Partnering for Growth

- **Strategic objective 3.1**  
Champion economic leadership to promote the region, drive strategic initiatives, and advocate for Onkaparinga's economic priorities.
- **Strategic objective 3.2**  
Strengthen partnerships between council, industry, government, and the community to facilitate investment and improvements.
- **Strategic objective 3.3**  
Embed economic development values across council and adopt a best practice approach.
- **Strategic objective 3.4**  
Leverage data and insights to support informed decision-making, enhance operational efficiency and achieve strategic objectives.

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### Focus area 4: Future-Ready Workforce & Industries

- **Strategic objective 4.1**  
Strengthen job opportunities for current and future generations by assessing skills gaps and linking industry-led training and education pathways for a skilled workforce.
- **Strategic objective 4.2**  
Foster collaborative business partnerships to strengthen industry clusters and supply chains driving economic growth and resilience.
- **Strategic objective 4.3**  
Enable a diverse and innovative business community, supporting industry specialisations, first nations businesses, entrepreneurship, and job creation.

## Key actions we're taking

- **Connect and grow local businesses**  
Through grants, mentoring, capability-building workshops and networking opportunities.
- **Support small business success**  
By reducing red tape and improving council processes.
- **Expand Go South Go Local**  
To drive customer engagement and local spending.
- **Deliver grant funding programs**  
To activate precincts, support the winter and night-time economy, and encourage business innovation.
- **Attract iconic events**  
Through a new event attraction plan and grants, with a focus on boosting visitation in quieter seasons.
- **Advocate for strategic infrastructure priorities**  
Including Port Stanvac redevelopment, the Aldinga rail extension, North-South Corridor connectivity, and large-scale accommodation.
- **Leverage major tourism assets**  
Such as the Great Australian Wine Trail, Witton Bluff Base Trail, and Port Noarlunga Jetty Precinct to increase visitation and spend.
- **Launch a new Business Investment Prospectus**  
To attract and guide investment in our region.
- **Partner to address skills shortages**  
Working with education providers, government and industry to strengthen the local workforce.
- **Develop a workforce attraction toolkit**  
To help local businesses recruit and retain skilled workers.