

A STRONGER FUTURE FOR MCLAREN VALE

**AGRICULTURE, TOURISM
AND TRADE STRATEGY**



Peter Malinauskas MP
Premier of South Australia

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South
Australian
Labor

For the
Future



Overview

The Malinauskas Labor Government will take to the election a plan for a \$250,000, comprehensive strategy to strengthen the long-term prosperity of the McLaren Vale region by supporting agricultural diversification, expanding market access for local producers, and driving high quality tourism investment.

Importantly, this strategy builds on Labor's proud record of protecting McLaren Vale from inappropriate urban sprawl through nation-leading Character Preservation legislation, safeguarding prime agricultural land, landscapes and community identity.

Labor is committed to strengthening and enhancing these protections, while ensuring the region continues to grow, create jobs and attract investment in a sustainable and responsible way.

The McLaren Vale wine region includes Willunga, McLaren Flat, McLaren Vale, and the coastal communities from Maslin Beach through Aldinga to Sellicks. This policy recognises the diversity and strength of all these communities and ensures the benefits of growth are shared across the entire region.

A re-elected Malinauskas Government will work with growers, winemakers, tourism operators and the local community to enhance the region's competitiveness and resilience in a changing global economy.

Foreword

McLaren Vale is one of South Australia's great success stories, a region defined by world-class food and wine, stunning landscapes, strong communities, and a proud history of innovation and enterprise.

It is a place where primary production, tourism, hospitality, and community life come together to create opportunity, jobs, and a high quality of life for local families.

Labor has a proud record of standing up for this region. We led the nation by introducing Character Preservation legislation that saved McLaren Vale from urban sprawl and protected its agricultural heart, landscapes and community identity for future generations.

Now, we are committed to building on that legacy, strengthening protections while promoting economic prosperity, job creation and sustainable investment.

Food, wine and tourism employ thousands of South Australians, support hundreds of local businesses, and contribute more than \$1 billion a year to the local economy. These industries are central to the State's success and to McLaren Vale's future.

That is why the Malinauskas Labor Government is committed to ensuring McLaren Vale continues to grow and prosper in a way that is sustainable, responsible, and true to its character.

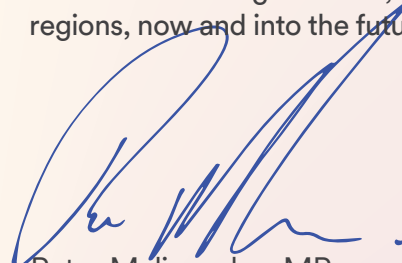
A Stronger Future for McLaren Vale: Agriculture, Tourism and Trade Strategy will set out a clear, practical framework to support economic growth while protecting the qualities that make this region so special.

Through this policy, we are backing McLaren Vale to:

- Diversify and strengthen its agricultural base
- Attract high-quality, premium accommodation and visitor experiences
- Expand domestic and global market opportunities
- Support local businesses, workers, and families
- Safeguard the region's unique landscape and heritage

A re-elected Malinauskas Labor Government will continue to back local enterprise, protect our natural assets, and create the conditions for long-term success.

Together, we will ensure McLaren Vale remains one of Australia's great food, wine and tourism regions, now and into the future.



Peter Malinauskas MP
Premier for South Australia





Foreword

McLaren Vale is more than a place on a map, it is a community, a way of life, and one of South Australia's greatest success stories.

From Willunga and McLaren Flat, to McLaren Vale township, and along our beautiful coastline from Maslin Beach through Aldinga to Sellicks, this region is home to world-class vineyards and farms, cellar doors, restaurants, beaches, and small businesses.

It is a place built on hard work, innovation and pride, and it deserves a future that is just as strong as its past.

Labor's leadership protected this region from unchecked development and urban sprawl through nation-leading Character Preservation laws. That protection has preserved what makes McLaren Vale special, and it is something we must continue to defend.

As a local candidate, and as someone who genuinely loves this region, I am deeply committed to seeing McLaren Vale continue to prosper.

If elected, together we can ensure agriculture thrives, tourism grows, businesses succeed, and communities remain strong, while protecting the character that makes this region unique.

I look forward to working with Premier Malinauskas on delivering this strategy to secure a stronger future for McLaren Vale, now and for generations to come.

Jenni Mitton
Labor's Candidate for Mawson

Why McLaren Vale Matters to South Australia

McLaren Vale is one of South Australia's most significant regional assets, delivering economic, social and cultural benefits across the State.

The region is internationally recognised for:

- Premium wine production
- High-quality food and agriculture
- A leading regional tourism destination
- Distinctive landscapes and coastal setting
- Deep agricultural and community heritage

Food, wine and tourism employ thousands of people, support hundreds of businesses, and generate more than \$1 billion each year for the local economy.

What we will do

Labor will take to the election a plan to invest \$250,000 to develop a comprehensive strategy to strengthen the long-term prosperity of the McLaren Vale region by supporting agricultural diversification, expanding market access for local producers, and driving high-quality tourism investment.

This strategy will be built around three core priorities:

1. Diversifying agricultural production
2. Attracting more business events and improving tourism infrastructure
3. Expand domestic and global market opportunities for wine makers

Together, these priorities will strengthen local jobs, attract new investment, and position McLaren Vale as a global leader in premium food, wine and tourism.

Supporting Agricultural Diversification

A re-elected Malinauskas Government will support producers to broaden and strengthen the region's agricultural base beyond traditional viticulture, enhancing resilience and long-term sustainability.

This will include:

- Encouraging diversification into high-value crops, specialty produce, and complementary agribusinesses
- Supporting innovation, research and adoption of new technologies
- Strengthening links between growers, food producers and hospitality businesses
- Assisting farmers to adapt to climate, market and cost pressures

A more diverse agricultural sector will help ensure McLaren Vale remains productive, profitable and competitive in the decades ahead.







Attracting more business events and improving tourism infrastructure

To meet growing demand from business events, conferences, and high-end visitors McLaren Vale will require a high-quality, convention-capable hotel within the region.

This will involve:

- Working with investors and developers to identify suitable sites
- Supporting planning and infrastructure coordination
- Promoting McLaren Vale as a premium business events destination

A convention-style hotel will:

- Increase overnight stays and visitor spending
- Support local restaurants, wineries and retailers

- Attract corporate, government and industry events
- Create new jobs and training opportunities
- Strengthen year-round tourism, reducing seasonal volatility

This investment will elevate McLaren Vale's status as both a leisure and business destination, ensuring the region captures greater economic value from visitors.

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Expand domestic and global market opportunities for wine makers

The State Government will work closely with the wine sector to strengthen and expand market access across Australia and internationally.

Key actions will include:

- Supporting trade missions and export promotion
- Partnering with industry bodies and exporters
- Promoting McLaren Vale wines in priority global markets
- Supporting producers to access new interstate and international customers
- Strengthening interstate and international distribution

A strong, globally connected wine sector is essential to the region's prosperity and to South Australia's reputation as a world-class wine producer.



Development of the strategy and consultation

The development and delivery of this strategy will be underpinned by extensive consultation with key stakeholders and the community including:

- Winemakers
- Primary Producers
- Industry bodies
- Tourism operators
- Local government
- Investors and developers
- Community and resident groups
- Local member of Parliament

The strategy will be shaped through meaningful engagement with those who live, work and invest in the region, ensuring local knowledge, priorities and experience inform policy development.

This coordinated and consultative approach will ensure policy settings are aligned, barriers to responsible investment are reduced, and local voices are central to decision-making.

By working in partnership with the community, the Government will deliver outcomes that are practical, balanced and firmly grounded in the needs and aspirations of the McLaren Vale region.

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