



Economic Development Report 2025/26

**Stronger Connections,
Greater Impact**



Stronger Connections, Greater Impact

The defining focus of Economic Development in 2025/26 was on directing effort where it could deliver the greatest economic impact. The team focused on its role as a connector, bringing together businesses, industry, government partners and Council while building leadership capacity across the region.

During the year, strategic work was undertaken to refine the team's approach. This work reinforced the importance of focusing resources where they can generate the greatest regional benefit by building on Alexandrina's existing strengths, supporting local leadership, attracting investment, growing visitation and creating opportunities that deliver value across multiple businesses, industries and communities.

Priority activities

With strategic priorities clearly articulated within Council's A2040 Strategic Delivery Plan 2025-2035, the Economic Development team's work over the year comprised major projects, business support, and industry development.

Major projects included the Langhorne Creek Discovery Trail, the Goolwa Wharf Review, and major events including the South Australian Wooden Boat Festival 2027, and the Centenary Grand Prix.

Connecting, enabling, building leadership

Throughout the year, the Economic Development team acted as a connector between businesses, Council and a wide network of regional partners. By helping businesses access the right information, expertise and support, the team reduced barriers and connected businesses with opportunities for growth.

The same approach underpinned the team's work with industry groups, community organisations and major

projects. By bringing people together, strengthening relationships and supporting local leaders, the team helped build the networks that amplify the impact of economic development efforts across the region.

Strength through partnership

Throughout 2025/26, the Economic Development team worked hand in hand with key regional partners, particularly Regional Development Australia Adelaide Hills, Fleurieu and Kangaroo Island (RDA), Fleurieu Peninsula Tourism (FPT) and the Murray River Lakes and Coorong Tourism Alliance (MRLCTA).

Relationships with local business and industry groups also strengthened the region's leadership network and helped Council better understand emerging opportunities and challenges.

Looking ahead

As Alexandrina moves into 2026/27, the Economic Development team will continue to focus on initiatives that deliver benefits at scale across the region. Projects such as the Langhorne Creek Discovery Trail demonstrate this approach by creating opportunities to attract new visitors, stimulate investment and support business growth well beyond the project itself. By building on existing strengths and prioritising opportunities with the greatest potential economic impact, the team will continue to maximise value for the region.

Cover image: Langhorne Creek Discovery Trail Project Partnership Group members Tom Keelan, Lian Jaensch, and Mervyn Kartinyeri at the Alfred Langhorne Reserve to discuss First Nations storytelling along the future Discovery Trail.

Alexandrina

Economic Snapshot

Alexandrina is a dynamic and expanding region with the current 31,427 population expected to grow to 37,046 by 2046. With steady migration from around Australia, the local economy is diverse and resilient.



31,427

Forecast 2026
population



\$2.6B

Gross Regional
Output



8,316+

Local jobs
supported



\$182M

Tourism gross
output, 760 jobs



\$351M

Agriculture output
1,000+ jobs



1,160

Jobs in healthcare,
largest employer

Key Industries

- Tourism: 760 jobs, \$70M value, \$168M output
- Agriculture: 1,000+ jobs, \$455M annual output
- Healthcare & social assistance: Largest employing sector with 1,160 jobs, \$167M output
- Construction: Largest earning industry, \$507M output, 963 jobs
- Wooden Boats: 9 historic vessels, 125+ years of heritage.



Along the future Langhorne Creek Discovery Trail, in the foreground are 35 South Building Co Directors Ben Kernahan and Tom Shaw; behind are Alexandrina Mayor Keith Parkes, Alexandrina Council Chief Executive Officer Andrew MacDonald, and Langhorne Creek Grape and Wine Executive Officer Lian Jaensch.

Major projects

Langhorne Creek Discovery Trail

In late 2025, the Economic Development team secured a \$7.06 million grant from the Australian Government's regional Precincts and Partnerships Program (rPPP) to deliver the Langhorne Creek Discovery Trail, a 2.8km shared-use pathway between Bremerton Wines and Bleasdale Winery. The funding is the largest rPPP grant in South Australia and the biggest ever awarded in our region.

Embedded community leadership: A partnership model delivering results

At the heart of the project is the Project Partnership Group (PPG), a community leadership model bringing together Langhorne Creek Grape & Wine, the Langhorne Creek Hub, the Ngarrindjeri Aboriginal Corporation and Alexandrina Council to drive tourism development and maximise benefits for the region.

"This is a fantastic and uniquely collaborative way to lead a project of this scale. The strength of such a partnership ensures that the trail reflects who we are as a community"

PPG Chair Lian Jaensch

A catalyst for growth

The Discovery Trail is expected to drive tourism development in the region, opening opportunities in cycling, nature-based, cultural and agritourism experiences, creating new reasons for visitors to stay longer and explore more. Positioned between the Fleurieu Peninsula and Murray River, Lakes and Coorong tourism regions, with more than 4.4 million visitors annually, the Trail presents a significant opportunity to capture a greater share of regional tourism activity. It is expected to stimulate investment in accommodation, hospitality and visitor experiences, and create opportunities for local businesses to diversify, innovate and grow.

Progress this year

- Grant secured (Aug 2025)
- Tender process (Jan–Feb 2026)
- Builder appointed (27 Mar 2026)
- Tourism Visioning Workshop (6 May 2026).

Still to come

- Aug 2026: In-Region Reveal of designs
- Sep 2026: Tourism Development Plan
- Sep 2026: Construction commences.

Goolwa Wharf Review

The Goolwa Wharf Precinct Holistic Review is guiding the Precinct's shift from renewal to maturity. It focuses on strengthening regional leadership, with the Economic Development team acting as a conduit to align stakeholders, ensuring the best outcomes for the Wharf Precinct. Clear, stakeholder-driven priorities are emerging for the Wharf Precinct, shaping its identity and positioning it to realise its full potential.

Since 2019, the Goolwa Wharf Precinct has undergone an \$18 million renewal, culminating in new commercial and community tenancies and its official launch at the South Australian Wooden Boat Festival in April 2025.

In May 2025, Council resolved to pause further activation and undertake a holistic review, ensuring the next phase of development is guided by those who use and value the Wharf Precinct every day. Led by the Economic Development team, the Goolwa Wharf Precinct Holistic Review is the first application of Council's Service Review Framework.

The Review has engaged three stakeholder tiers: local expert advisors; targeted workshops with Precinct operators and key stakeholders; and broader community input through drop-in sessions and community consultation.

This process is strengthening community-embedded leadership and ensuring the business ecosystem is well connected to support the Wharf Precinct's long-term growth.

Insights from early engagement have been captured in a Discovery Report, highlighting eight interconnected themes that define the Precinct's character and future potential: maritime, heritage, First Nations, arts and culture, local community, tourism, environment, and retail and hospitality.

Clear priorities are emerging, providing focus and helping to define the Precinct's identity, grounded in the understanding that its future is a shared endeavour.

Review progress

- **May 2025:** Council resolves to pause further activation pending a holistic review of the Precinct
- **Late 2025:** Initiate phase commences: project brief and timeline developed and approved by Council
- **Mar 2026:** Discover and Define commences: review of previous documentation and early engagement with Tier 1 advisors
- **25 & 27 Mar 2026:** Tier 1 and 2 engagement workshops and community drop-in session
- **20 Apr 2026:** Discovery Report presented to Council
- **20-25 May 2026:** Tier 1 and 2 and Council Member Idea generation workshops.

Upcoming

- **19 Oct 2026:** First Improvement Report to Council, including a plan for priority actions in the precinct
- **Oct-Nov 2026:** Tier 3 community consultation via MySay
- **Jan 2027:** Council information session and presentation of action plan (improvement report).



The Goolwa Wharf Precinct

Major Events

Major events attract visitors who spend money on accommodation, hospitality, retail, and tourism experiences, delivering benefits to businesses across the region. They also strengthen Alexandrina's reputation as a visitor destination, generate media exposure and create reasons for people to return throughout the year.

Events such as the SA Wooden Boat Festival and 90th Anniversary South Australian Centenary Grand Prix help attract niche visitor markets with a strong propensity to travel and spend, while creating opportunities to showcase local businesses, products and experiences to new audiences.

SA Wooden Boat Festival

2026 is the 'off' year of this flagship biennial event, last held in April 2025, however the festival's success continued to resonate.

The South Australian Wooden Boat Festival (SAWBF) 2025 was awarded Silver in the Festivals and Events category at the 2025 South Australian Tourism Awards, a recognition celebrating the remarkable spirit of our river communities and the living heritage of wooden boats. This was a great achievement for Alexandrina Council, the SAWBF Committee, and all the volunteers who contributed to the 2025 festival. Planning is now underway for the next festival.

90th Anniversary South Australian Centenary Grand Prix

The Fleurieu Peninsula has a little known but important place in Australia's motorsport history. The 1937 South Australian Centenary Grand Prix, run on Boxing Day 1936, celebrated South Australia's centenary with a race on a challenging road circuit through the region.

In September 2026, the Sporting Car Club of South Australia, supported by the Alexandrina Council Economic Development team and in cooperation with the City of Victor Harbor, will celebrate the 90th anniversary of this event on the Fleurieu.

Alongside the event, an ongoing Fleurieu Grand Prix driving route is being established, allowing visitors to follow the historic course and experience the region year-round. Marker signage is being developed, supported by a suite of digital assets being delivered by our partner, Fleurieu Peninsula Tourism (FPT), with the Sporting Car Club.

Heritage motoring enthusiasts are a strong tourism market, supported by more than 180 motoring clubs and approximately 33,000 historic vehicles in South Australia alone. The Centenary Grand Prix initiative allows us to tap into this lucrative market and creates a new reason for these visitors to come and explore the region, supporting local accommodation, hospitality and tourism businesses while showcasing Alexandrina's unique heritage.



Australian Grand Prix race day, 26 December 1936

Business Support

Connecting, Enabling, Building Leadership

The Economic Development team helps local businesses to grow by connecting them to resources and to assistance with planning, grants, development opportunities and more.

This includes connecting businesses with other functions of Council and to our network of partner organisations, including Regional Development Australia Adelaide Hills, Fleurieu and Kangaroo Island (RDA AHFKI), Fleurieu Peninsula Tourism (FPT), and the Murray River, Lakes and Coorong Tourism Alliance (MRLCTA). We also work closely with InvestSA, the Office for Small and Family Business, the SA Tourism Commission, Rural Business Support and Fleurieu Food.

Case Study: The Pawn Wines – Cellar Door Development

The Economic Development Team worked with bespoke Langhorne Creek Wine Label, The Pawn Wines, to advance an intimate cellar door space for guided tastings and hosted dinners. The Team provided advice and support to navigate Council processes including Planning, Building and Environmental Health, actively visiting the site, learning about the business and connecting Pawn to the contacts required to make their dream a reality.

"Thanks again for coming and visiting our space in Langhorne Creek. I really appreciate your guidance on this."

Owner, Tom Keelan

Business & Industry groups

Alexandrina is home to a diverse network of business and industry groups that play a vital role in supporting their members and strengthening the regional economy. Our approach is to work alongside these groups, providing support and elevating their work.

This high impact approach enables Council to reach and support hundreds of businesses through established industry networks. By building the capability of local business groups, we strengthen their ability to advocate for, connect and support their members, creating benefits that extend across the wider economy.

Industry forums

Two landmark industry forums – on 1 October 2025 and 16 June 2026 – were hosted this year by our partner RDA at the Mount Compass Memorial Hall, bringing business and industry groups together from across the Fleurieu Peninsula and Adelaide Hills.

The forums provided a valuable opportunity for these local leaders to connect, share insights and explore collaboration, and we are excited to see how this shapes the future of business in Alexandrina.

Our Business and Industry Group Partners

- Langhorne Creek Grape & Wine Assoc.
- Strathalbyn Business Group
- Strathalbyn Tourism Association
- Goolwa Wharf Operators
- Milang Agricultural Bureau
- Mount Compass Produce & Tourism Trail
- Langhorne Creek Hub/Progress Assoc.
- Middleton Community Assoc.
- Port Elliot Town and Foreshore Improvement Assoc.

Business Services

2025/26 saw full implementation of the 2024/25 Business Services Review recommendations, as endorsed by Council.

The Business Alexandrina brand was retired. We now operate simply as Alexandrina Council Economic Development, with business services being something we provide.

A new website, client journey, and internal and external communications emphasise our role as connector and enabler. Our focus is on personalised service, encouraging businesses to talk with us, so we can understand their specific needs and connect them with available support.

The Alexandrina Business Update, an e-newsletter delivered every six weeks, has kept our growing audience of 1423 mailing list subscribers informed on opportunities and Council's Economic Development work. Subscriber data was cleaned during the year, and 96 new contacts joined the list.

The Business Hub at 12 Cadell Street, Goolwa has been repositioned from a membership based business service, coworking facility, and information point, to a bookable space offering desk space and meeting rooms.

A successful migration to the SpacetoCo booking platform has been well received by The Hub's regular users and resulted in additional bookings thanks to SpacetoCo's expansive market coverage.



Events

Economic Development provided access to a wide range of business events across 2025/26.

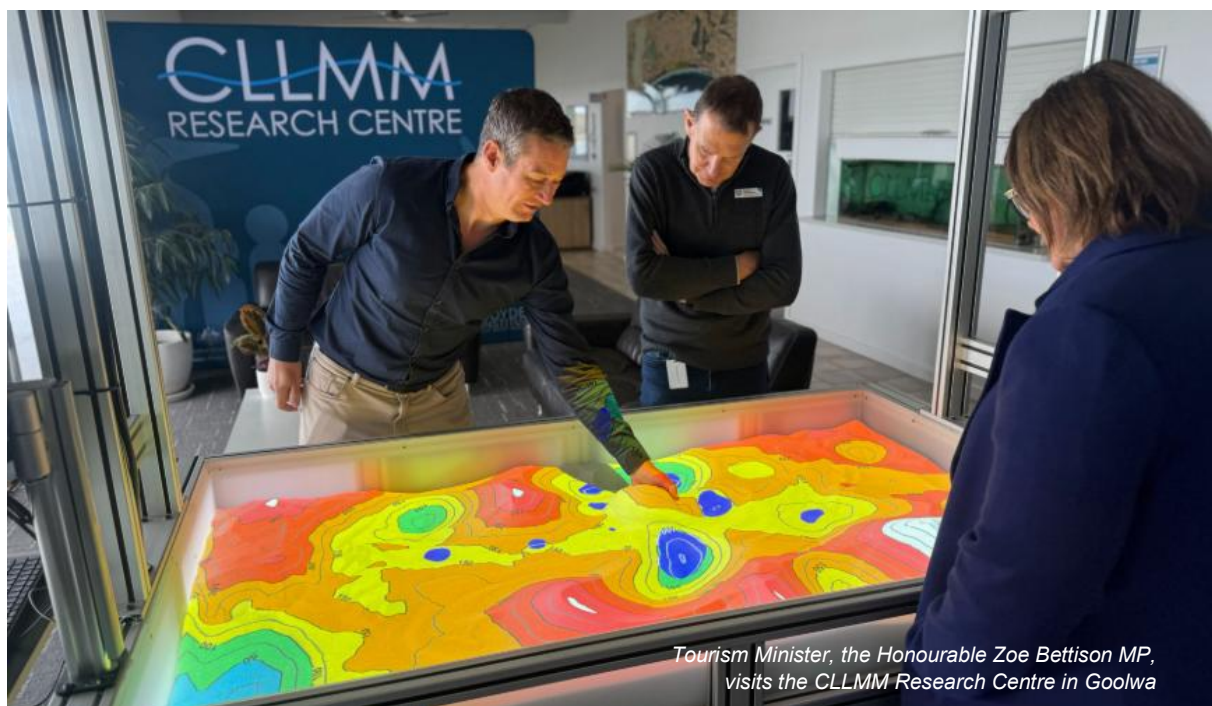
Our event delivery partner network includes Regional Development Australia Adelaide Hills, Fleurieu and Kangaroo Island (RDA), Polaris, the Tourism Industry Council of South Australia (TiCSA), the Office for Small and Family Business (OSFB), and Fleurieu Peninsula Tourism (FPT).

The year's in-person events supported business capability, grant readiness, tourism development, and regional collaboration across multiple locations.

In addition, local businesses were connected to a broader suite of online partner-led programs through our website and newsletter, extending access to expert support beyond the region and across a wider range of topics, from tourism and digital capability to wellbeing and leadership.

2025/26 Alexandrina Business Events

- Tourism Storytelling Workshop (The Hub 24 Jul 2025): by our partner, TiCSA.
 - Ministerial visit (9 Sep 2025): The Hon Zoe Bettison MP, Minister for Tourism and Multicultural Affairs, visited Alexandrina, with an itinerary spanning the CLLMM, Langhorne Creek and the Goolwa Wharf
 - Smarter & Faster Business (Strathalbyn, 24 Sep 2025): delivered with RBS, OSFB and RDA for Small Business Week 2025.
 - Industry Forum (Mt Compass, 1 Oct 2025): Delivered by our partner, RDA.
 - Running and Growing Your Business (Goolwa, 12 Nov 2025): by Polaris with Council.
 - Grant Writing Workshop (Middleton, 27 Nov 2026): Presented by our partner, RDA.
 - Destination Management Plan Engagement (McCracken, 2 Feb 2026): by partner, FPT.
 - Manufacturing Network Breakfast (Port Elliot, 11 Feb 2026): held in by our partner, RDA.
 - Running and Growing Your Business (Strathalbyn, 18 Feb 2026): by Polaris with Council.
 - Regional Strategy Session (The Hub, 19 Feb 2026): by partner, RDA, hosted by Council.
 - Grant Writing Workshop (Mount Compass, 26 Feb 2026): Presented by our partner, RDA.
 - Social Enterprise Roundtable (The Hub, 12 May 2026): Delivered by our partner, OSFB.
 - Industry Forum (Mt Compass, 16 Jun 2026): Delivered by our partner, RDA.
-



Tourism Minister, the Honourable Zoe Bettison MP, visits the CLLMM Research Centre in Goolwa

Business Initiatives Grants

Each year Council provides grants of up to \$2,500 for small business improvement projects that help local enterprises grow, innovate and contribute to the regional economy. For 2025/26, a total of \$20,000 was awarded to nine businesses and organisations.

2025/26 Business Initiatives Grant Recipients

Strathalbyn Tourism Association (\$2,500) – digital marketing capability-building for volunteers promoting Strathalbyn's tourism events

Grommets Play Cafe (\$2,500) – promotional video and marketing for a new inclusive children's play café in Port Elliot

Middleton Tavern (\$1,050) – professional photography showcasing the renovated venue and rooftop deck

Away at Ancell (\$2,500) – photography, website and digital marketing for expanded rural tourism experiences

Kuti Shack (\$2,500) – new website, photography and booking integration with a local designer

Langhorne Creek Grape & Wine Inc. (\$2,500) – region-wide cellar door customer service and sales training ahead of summer

Lake Breeze Wines (\$2,300) – visual assets showcasing winery, vineyard and accommodation for web, social and regional campaigns

Bremerton Wines (\$2,500) – video portfolio and digital library promoting Langhorne Creek as a world-class wine destination

Advanced Seeds Australia – Dog Lake Farm (\$1,650) – marketing, labels and website for a new locally grown veggie basket line

Team Leadership

Members of the Economic Development team made notable contributions to the wider Economic Development industry during the year.

- Lisa O'Donoghue, Economic Development Manager, founded the Economic Development Australia (EDA) Investment Attraction Community of Practice, which completed its first full year of operation in April 26 with 30+ councils/RDA across Australia.
- Lisa was invited to present at the LG Professionals SA Business and Performance Network on building partnerships for investment attraction.
- Lisa has also presented on investment attraction and engaged in Economic Development networks across Australia.
- Sarah Longden, Senior Economic Development Advisor – Industry and Projects, presented at the Australian Regional Tourism Conference Agritourism Forum on how planning and economic development can work together.
- Both Sarah and Lisa are part of the South Australian State Practitioner Network for Economic Development Australia.



The Middleton Tavern, recipient of a Business Initiatives Grant

Resilience

The region experienced several challenging events during 2025/26 including the Algal Bloom event, the Tooperang Bushfire, and the fuel crisis spurred by the war in Iran. As the year pulls to a close, H5 Bird Flu has reached South Australian shores, so the challenging environment may continue into the upcoming year. Economic Development assisted business and industry where possible, including by regularly publishing a Resilience feature in the Alexandrina Business Update e-newsletter.

The Algal Bloom

Throughout the algal bloom event, businesses were directed to supports including:

- The Coast is Calling and Dining Voucher programs
- Free Financial Counselling via our partner, Rural Business Support
- Algal Bloom Financial Support offered by our partner, OSFB
- Operating in Uncertainty webinar from our partner, TiCSA
- Marine Recovery Loans to support aquaculture and fishing businesses

Coast is Calling Results

South Australia's Coast is Calling voucher program, delivered by the State Government and supported locally in response to the algal bloom, wrapped up with a clear story of recovery and renewed confidence.

Across the Fleurieu the program generated \$1.87 million in bookings (4,867 redemptions) in Round 1 and \$2.53 million (7,549 redemptions) in Round 2. In Alexandrina, top operators recorded 1,553 redemptions across both rounds, with benefits flowing into accommodation, hospitality, retail and visitor experiences.

"Since joining [Coast is Calling] in August 2025, I have honestly never had so many new bookings... many guests travelled here and stayed overnight... and turned the experience into a little getaway."

Anita Robin, Owner, Foodbuilder

Tooperang fire

Mount Compass Hotel and Big 4 Mount Compass Caravan Park were among many local businesses who stepped up, providing support for people who needed it most. Our sincere thanks to them all.

Fire affected businesses were directed to a Council webpage with recovery resources including Bushfire Recovery Grants of up to \$5,000.

Our partner FPT provided support, advocating with SATC to generate media exposure, including features on South Aussie with Cosi for Ginny Pig Distillery and Harvest the Fleurieu.

Fuel crisis

High fuel costs were experienced across the Autumn and Winter periods, affecting farming and tourism industries.

Businesses were directed to the Australian Government's Economic Resilience Program, supporting businesses affected by the global disruption in the Middle East with zero interest loans available.

Mental health

The wine and agricultural industries continued to face challenging economic circumstances in 2025/26. We connected these communities to support including:

- Weather it Together, a movement by farmers, for farmers
- For Farmers By Farmers
- Psychologist-led practical sessions via our partner OSFB.



A young girl enjoys a ride on the Cockle Train. Image credit South Australian Tourism Commission.

Industry development

Major industries in Alexandrina include agriculture, tourism, hospitality, boating & maritime, construction, creative industries, and healthcare. Economic Development plays a supporting role, with a particular focus on tourism, agriculture, food & produce, and the historic wooden boat sector.

Tourism

Alexandrina takes a regional approach to supporting the local tourism industry, co-funding Fleurieu Peninsula Tourism (FPT) along with neighbouring Councils, and working closely with them. This approach strengthens reach and impact.

Key FPT activity advancing tourism outcomes for Alexandrina in 2025/26 has included:

The Nostalgic Travel Trail

This heritage focused visitor experience is due to launch in late 2026, featuring two key Alexandrina attractions, the PS Oscar W and SteamRanger/Cockle Train, along with Victor Harbor's horse drawn tram and Aldinga Biplanes. Other nostalgic Alexandrina drawcards will feature in campaigns, including the Wooden Boat Festival, Centenary Grand Prix, Gilbert's Motor Museum and Langhorne Creek basket presses.

Destination Management Plan Stakeholder Engagement

Alexandrina operators participated strongly in the strategic tourism planning workshop of February 2026, with businesses including Merilli1885, BIG4 Mount Compass, Ginny Pig Distillery, Kool Tours, Foodbuilder, Home of Plenty, Kimbolton, Lake Breeze, Shaw Family Vintners and Langhorne Creek Grape & Wine shaping this key strategy and highlighting the region's diverse offering.

Seasonal campaigns

FPT delivered the *Summer Like a Local* summer campaign, supporting positive regional storytelling under the Algal Bloom Strategic Plan; and a conversion focused winter digital campaign targeting intrastate visitors.

Tourism Accolades

The spotlight shone brightly on several exceptional tourism achievements in Alexandrina during 2025/26.

- **Spirit of the Coorong and The Big Duck Boat Tours** were inducted into the South Australian Tourism Awards Hall of Fame, following their third annual Gold award. They also won Gold at the National Tourism Awards.
- **The South Australian Wooden Boat Festival** (Council) and **The Foodbuilder, Anita Robbin**, were both recognised at the South Australian Tourism Awards with Silver awards.

Merilli1885 gained international positioning through inclusion in the SA Tourism Commission's Distribution Ready Program.

- **Kuti Shack** was named among Australia's top 10 seafood restaurants, the only South Australian business on the list.

"Merilli1885 has greatly appreciated the support of Alexandrina Council's Economic Development team. Their commitment to championing local tourism and small business, including support via business workshops run at the Business Hub in Goolwa, helps operators like us continue creating unique Fleurieu Peninsula experiences. When local businesses thrive, the whole community benefits."

Sophie Mintz, Owner, Merilli1885



The South Australian Wooden Boat Festival team accepts their Silver tourism award

Agriculture

The Agricultural Advisory Group (AAG)

Convened by the Economic Development team, the AAG brings together respected local agribusiness leaders – primary producers, rural landowners, allied industries, elected members and Council Administration – to provide advice, feedback and advocacy on matters relating to the agricultural sector.

Members in 2025/26 are Beck Burgess, Chris Littlejohn, Lian Jaensch, Mel Hollick, Cr Michael Scott, Trevor Linke, Nathan Duffield and John Byrne, with Mayor Keith Parkes, Stacey Bateson (General Manager Community) and Cr Sue Miller.

The AAG exemplifies Economic Development's connector role: matters raised often sit at the intersection of agriculture and Council more broadly, such as roadside vegetation management, permits and markers, and the team's job is to connect the Group with the relevant parts of Council to reduce barriers and get things done.

Meetings this year covered the perceived impact of new AED legislation (August 2025) and confirmed the Group's continuation under its current governance structure (November 2025). The rates consultation process has been covered (April 2026), and biosecurity and biodiversity identified as an upcoming theme.

RDA's support for agriculture

In 2025/26, our partner RDA continued work on regional abattoir capacity, addressing a key local need. RDA has supported Kangarilla with succession planning and Livestock SA with a business case for a mobile abattoir, including a successful Enabling Infrastructure Program submission for a Mobile Abattoir Feasibility Study.

Industry group partners

Our close working relationships with the Milang Agricultural Bureau, the Langhorne Creek Grape and Wine Association and the Mount Compass Produce & Tourism Trail ensure we stay responsive to industry needs.

Food & produce

Fleurieu Food Festival

Our partner, Fleurieu Food, is a not-for-profit member association celebrating the people, produce and passion that make the Fleurieu Peninsula one of the country's most exciting food regions. They are also the driving force behind the Fleurieu Food Festival, a key winter activation.

Economic Development sponsored the 2025 Fleurieu Food Festival, held throughout August and featuring more than 60 culinary events: long lunches and vineyard feasts, cooking classes, tastings at wineries, breweries and distilleries, and farm tours and paddock-to-plate experiences.

The Economic Development team is proud to again sponsor the upcoming fourth festival in August 2026 – a month long celebration of seasonal local produce, culinary experiences, and regional hospitality that continues to strengthen its role as a key off-peak tourism driver.

Langhorne Creek Wine Show

In May 2026, Alexandrina Council again sponsored the Langhorne Creek Wine Show. General Manager Infrastructure Alan Harvey spoke on behalf of Council, highlighting our ongoing partnership with the wine industry and the importance of the Langhorne Creek Discovery Trail in supporting tourism and local business growth.



Wooden boats

Council owns nine historic wooden vessels representing more than 125 years of maritime history. Our strategic direction is an increasingly hands off, community-led model of heritage activation, empowering community volunteers. This year delivered strong evidence the model works.

The Paddle Steamer Oscar W, now leased to and run entirely by the volunteer Friends of the Oscar W, has completed a very successful first full year of independent operation, more than doubling the cruises it runs from the Goolwa Wharf.

Armfield Slip and Boatshed manages other Council owned vessels, maintaining traditional skills and providing a living link to the region's shipbuilding past. This year Armfield celebrated its 100th anniversary and has been preparing for the upcoming 50th anniversary of Storm Boy and the associated Storm Boy Trail.

The sector's flagship event, the biennial South Australian Wooden Boat Festival, is covered under Major Projects.

Contact the Economic Development team

The Economic Development team encompasses expertise from tourism and agribusiness to placemaking, investment attraction, and business development.

We also provide valuable guidance in areas like planning and development, and heritage – key Council processes that many businesses encounter. Whether you're navigating approvals, exploring opportunities, or simply looking for advice, we're here to help smooth the way.

We invite you to get in touch to discuss your business needs. Our team is ready to help.

Website: alexandrina.sa.gov.au/business

Email: business@alexandrina.sa.gov.au

Phone: (08) 8555 7455