

## Hon Steven Marshall MP Premier

Sunday 6 December 2020

### **Unlocking regional tourism to drive jobs**

A \$9 million injection into the South Australian economy will soon be unlocked thanks to projects announced as part of the Marshall Liberal Government's Tourism Industry Development Fund.

The Marshall Government's \$20 million Tourism Industry Development Fund is all part of our plan to create jobs, back business and build what matters, with regions right across South Australia set to benefit.

Projects to be delivered include new accommodation in the Adelaide Hills, Eyre and Yorke Peninsulas, a new cellar door in the Barossa and Fleurieu Peninsula, and the relocation and refurbishment of a café on Kangaroo Island.

Premier Steven Marshall said that these projects will provide a huge economic boost for our tourism industry which has been hard hit by Covid-19 and last summer's devastating bushfires and create hundreds of jobs in the process.

"We acted swiftly and decisively to roll out this dedicated fund, which is going to spur investment in our regions and create jobs.

"This \$9 million injection into the South Australia's economy will help attract more visitors to our world-class regions and create nearly 350 jobs at time when we need them most," Premier Marshall said.

"These shovel ready projects will deliver an immediate shot-in-the-arm for our regional communities and support their long-term recovery.

Longview Vineyard in the Adelaide Hills was one of the first nine successful grant recipients. The award-winning winery will deliver a \$750,000 project to bolster its accommodation capacity and better cater to its growing demand to host weddings and other functions.

Longview Vineyard CEO, Peter Saturno said the grant will help solidify their accommodation offering in the region, making them more attractive and boosting business in the area.

"The State Government grant will help cement Longview's position as the premier destination in the Adelaide Hills for accommodation and for wedding and corporate functions, and we've seen there's an opportunity in the market in our area for just this," Mr Saturno said.

"Longview is not only a stunning destination itself, but it is well-located so that tourists can easily visit other parts of the Hills, McLaren Vale and Langhorne Creek to make the most of their stay and generate spending in the region.

“As we celebrate our 20th vintage this year, Longview has embarked on a rebrand that focuses on our wonderful site and its unique geology. After self-funding the accommodation developments for over a decade, it’s wonderful we have received some additional help to cement our plans as we look to the future.”

Owner and operator of Wallaroo Beachfront Tourist Park, Kristy Frost said that Wallaroo Beachfront Tourist Park in the Yorke Peninsula will undertake a more than \$1.2 million construction project thanks to a \$364,500 grant.

“With the help of the grant, we will be able to build seven new beachfront villas which will attract a new market of guests seeking a higher standard of accommodation. The additional accommodation means not only new visitors but more visitors, to the park and to the Peninsula, increasing expenditure in the region,” Ms Frost said.

### The first round of successful grant recipients includes:

Region	Project	Grant	Total project worth
Adelaide Hills	Beerenberg – new visitor centre and experiences including interactive learning, cooking classes, a new café and retail area	\$500,000	\$4,500,000
Adelaide Hills	Longview Vineyard – development of six new accommodation suites	\$225,000	\$750,000
Barossa	Novotel Barossa Valley Resort – refurbishment of 45 studio rooms	\$136,046	\$453,488
Barossa	Poonawatta Cellar Door – development of a new cellar door	\$100,000	\$363,982
Kangaroo Island	Cactus Kangaroo Island – relocation and refurbishment of café and new cooking school experience	\$37,678	\$125,593
Eyre Peninsula	Venus Bay Beachfront Tourist Park – two new 2-bedroom accessible cabins	\$94,695	\$315,650
Fleurieu Peninsula	Oliver’s Taranga Vineyards – cellar door and wine education hub	\$316,533.60	\$1,055,112
Limestone Coast	Raidis Estate – upgrade of facilities for experience development to enable year-round offer	\$28,200	\$94,000
Yorke Peninsula	Wallaroo Beachfront Tourist Park – construction of seven new beachfront villas	\$364,500	\$1,215,000

The Fund runs until 31 March 2022 or until all funds have been allocated.

More information about the TIDF at: [www.tourism.sa.gov.au/support/tourism-industry-development-fund](http://www.tourism.sa.gov.au/support/tourism-industry-development-fund)