



Media Release | 18 April 2024

New strategy for attracting investment in Victor Harbor

The City of Victor Harbor and Business Victor Harbor have been working closely together to develop a pathway for successfully attracting the investments needed to grow Victor Harbor's economy.

The newly endorsed Investment Attraction Strategy also aims to strengthen Victor Harbor's position as the regional centre of the Fleurieu Peninsula. It focuses primarily on the attraction of private commercial investors.

The strategy is closely intertwined with Council's existing Economic Development Strategy and partnership with Business Victor Harbor, which look to grow and strengthen the local economy.

Ultimately, the vision is for investment to be rewarding, easy, well informed and supportive of Victor Harbor as a place of prosperity and sustainable growth.

City of Victor Harbor Mayor, Dr Moira Jenkins, said the four-year strategy is the first of its kind in Victor Harbor.

"We sought to be clear on Victor Harbor's competitive strengths and how these could be leveraged to attract and grow commercial activity that will drive the economy and create jobs," said Mayor Jenkins.

"While developing the strategy, we were able to outline 25 actions that all work towards different priorities, such as growing key industry sectors or investing in talent and skills development."

"The development of this strategy is important because if we can attract investment to Victor Harbor, we can build an even more liveable town for our community and secure a sustainable future."

"There are many reasons for private commercial stakeholders to invest in Victor Harbor. Strong population growth, proximity to Adelaide, a supportive business environment and an excellent lifestyle are just the beginning."

Business Victor Harbor Chairperson, Gavin Daniell, said a significant amount of work went into developing the strategy, which will now guide the approach towards attracting investment.

“The strategy provides greater clarity on the various roles that partners have in attracting investment to Victor Harbor,” said Mr Daniell.

“In Business Victor Harbor’s case, we typically play a role as an information channel, advocate or service provider.”

“The strategy also seeks to address impediments to local investments, both perceived and real. Actions in this area focus on development pathways and supporting investments in growing local talent and skills, enabling local businesses to deliver on their aspirations.”

“Now the strategy has been endorsed and adopted, representatives from Council and Business Victor Harbor will need to come together to map out some preliminary actions that we can progress.”

The Victor Harbor Investment Attraction Strategy can be viewed in full at **victor.sa.gov.au/economicstrategy**