McLaren Vale Business and Tourism Association

Strategic Plan 2025 to 2028
Created October 2024

Mission Statement

- Amplify local businesses
- Contribute to the future of McLaren Vale
- Create strong community connections

Vision Statement

To make McLaren Vale a vibrant place to Visit, Live, Work and Play.

Values

- **Belonging** – Foster a sense of community and inclusiveness
- **Collaboration**: Encourage collaborations and sharing stories
- **Growth & Sustainability**: Empowering growth and sustainability

Strategic Goal #1

Foster engagement and belonging

Key Initiatives

- **Christmas Pageant & Decor**: Foster community spirit.
- **Recycle Runway**: Promote innovative, sustainable practices while supporting inclusivity.
- **Street Art Installations:** Beautify public spaces.

Strategic Goal #2

Support Local Business Growth & Sustainability

Key Initiatives

- **Mix and Mingle Events:** Promote networking, collaboration, and story sharing among businesses.
- **Mentorship Program**: Develop leaders and business skills.
- **Business Awards:** Celebrate Business excellence
- **Training & Development Program:** Collaborate with experts to enable skill development and increased confidence in our membership.

Strategic Goal #3

Strengthen Tourism to the Region

Key Initiatives

- **Main Road Map**: Showcasing all the quirky places, delightful gifts, delicious food, and amazing wines.
- **Main Road Upgrade and collaborations with council:** Improve aesthetics, functionality and create opportunities for the town centre & businesses.
- **History Project:** Enhance and celebrate the history of McLaren Vale. Update the History Walk
- **Vintage Classic Event**: Showcase McLaren Vale's unique offerings.
- **Tour Down Under Partnership**: Highlight local involvement in major events.

Strategic Goal #4

Increase Association Visibility and Member Value

Key Initiatives

- **Members Growth Initiative:** Drive membership expansion, engagement and value.
- **Website Development:** Strengthen the association's digital presence and accessibility.
- **Operational Excellence:** Develop comprehensive operating procedures and implement a file storage system.
- **Succession Planning**: Define role guidelines, terms of service, and ensure leadership continuity.
- **Sustainability Focus**: Establish a permanent home for the association to foster community presence.