What We Heard: Re-Imagine McLaren Vale Workshop Summary

Idea	What's Involved	Popularity
Festivals & Winter Activation	Winter solstice, illumination, Bushing Festival, Sea & Vines, local produce events	**********
Lighting	Olive Grove, Shiraz Trail, rotunda at Ellis Park	**********
Shiraz Trail Improvements	Bike safety upgrades (flashing lights, lighting), children's walk	******
Redevelop Gemmel Tassie Reserve	Destination playground, themed, coffee vans, dog park, water park feature	******
Connected Events	Community-driven events, kid/pet friendly, music, theatre, movies, affordable in parks, long table dinners, social dancing rotating towns	******
Refresh Heritage Trail	Evening walking tours (like Willunga)	******
Paint Parking Spots on Main Road	Improve streetscape visibility	*****
Attractive Bus Shelters	Shade, paint, educational / inspirational messaging	*****
Beautifying Main Road & Entrances	Garden maintenance, Friends of Main Rd, community gardens, avenue of trees, vine regeneration	*****
Streetscape / Town Guide	Document streetscape improvements	****
Treasure Trail / Yellow Brick Road	Public art trail, winery stops, wine & cheese map	****
Fill Empty Flag Poles & Hall	Decorate / display community info	****
Picnic Spots & Map	Map locations, add tables/chairs/shade/toilets	***
Off Main Street Parking	Improve walkability	***
Dog Park near Pedler Creek	Accessible dog exercise area	**

(More asterisks = more popular / higher attendee support)

Other Notable Suggestions: Activate triangle (Hotel, Hardys, Redgum), vacant land, night precincts, accommodation strategy, bus/train connections, historic statues, street art/photo spots, BBQ spaces, promoting community groups online, grants for clubs, designated busking areas.

What We Heard: Summary of Survey Ideas

Community feedback highlighted a strong desire for a **cohesive town identity**, greener streetscapes, welcoming entrances, and improved shopfronts. People want McLaren Vale to feel vibrant, creative, and distinctly "us," with better signage, night lighting, and more consistent Main Street character.

There was strong support for **regular markets, seasonal festivals, sunset street events**, and more use of the Piazza. Youth and family activities were a priority, including upgraded playgrounds, a flagship nature play space, improved bike park, creative youth spaces, and long-term advocacy for an outdoor pool.

Residents want high-quality **community spaces**—a large multi-use park, dog areas, community garden, creek restoration, and better seating, shade, and bins. There is enthusiasm for more **public art linked to local stories**, SALA town-wide participation, and ensuring ongoing creative workspaces.

Tourism ideas focused on building a clear regional brand, collaboration between businesses, consistent trading hours, real-time "What's On" promotion, and celebrating sustainability. Accessibility was identified as a unique regional strength—McLaren Vale could become a leader in accessible tourism.

Transport improvements included safer crossings, slower speed zones, creative shelters, winery shuttle buses, improved bike infrastructure, parking management, and exploring future train/tram options.

Business aspirations include a stronger retail mix, evening dining options, support for small business, mixed-use development, and attracting larger accommodation options. Environmental ideas emphasised trees, shade, native plantings, biodiverse creeks, and walkability.

Big project ideas included a destination playground, outdoor pool, botanical garden, arts centre, and redevelopment of strategic sites. Quick wins such as fairy lights, planters, dog wash stations, and better signage were also consistently mentioned.