



An Australian Government Initiative



Regional  
Development  
*Australia*



**BAROSSA GAWLER LIGHT ADELAIDE PLAINS**

# Regional Profile

Summary edition

June 2026

Local people creating local opportunities [barossa.org.au](http://barossa.org.au)

# Region Overview

This Regional Profile provides a current snapshot of the Barossa, Gawler, Light and Adelaide Plains region, drawing on the latest available data to inform RDABGLAP’s strategic direction. It identifies key strengths, emerging trends and potential opportunities to support future planning and investment.

The RDABGLAP region sits approximately 40-80 kilometres north of metropolitan Adelaide, and covers around 3,100 square kilometres. It is home to more than 83,430 residents, with population growth averaging 2% per year since 2021.

The region generates \$3.96 billion in GRP annually, underpinned by strong manufacturing, agriculture, and healthcare and social assistance sectors. Rural land use is dominated by grain production (wheat, barley, lucerne and oats), livestock grazing, viticulture and associated food production. Wine and tourism are major contributors to the regional economy, with wine manufacturing accounting for nearly half of the manufacturing sector’s total value-add.

Under the Greater Adelaide Regional Plan (GARP), the region has been identified as a key area to accommodate a substantial share of South Australia’s future greenfield housing development, which presents both opportunities and challenges. It will require coordinated planning, targeted infrastructure investment and a clear focus on enabling sustainable economic and population expansion. Accordingly, this updated Regional Profile places emphasis on identifying priority opportunities, infrastructure needs and strategic investment pathways to support overall long-term development.

**93,249.1ha**

Land area (1)

**66.7%**

Working population (2)

**127,685ha**

Land area (1)

**11,302**

Population (2)

**950**

Businesses (3)

**17,317**

Population (2)

**64.1%**

Working population (2)

**1,509**

Businesses (3)



**4,113.8ha**

Land area (1)

**27,182**

Population (2)

**59.6%**

Working population (2)

**1,434**

Businesses (3)

**89,354.2ha**

Land area (1)

**26,817**

Population (2)

**65.1%**

Working population (2)

**2,411**

Businesses (3)

As at: (1) 2021; (2) 2024; (3) 2025.

# Demographic Highlights

Population growth and changing demographics across the Barossa, Gawler, Light and Adelaide Plains region are key drivers of economic activity, housing demand and infrastructure investment. As the region continues to expand, these trends shape where people live, how communities develop, and the types of services, businesses and infrastructure required to support them.

Projected population and housing growth is based on growth forecast for in the Northern Growth Areas including Concordia, Kudla, Roseworthy and Two Wells. Projections do not include continued growth in existing townships and suburbs in the region.

## Population

### Total

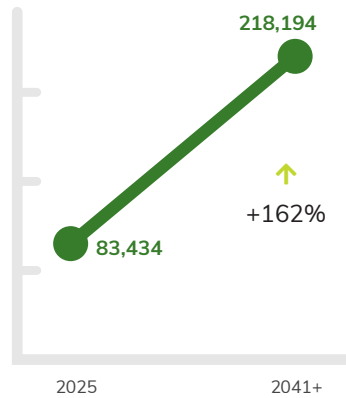


**83,434**

↑ 1.5% 23-24

As at 30 June 2025.  
Source: ABS ERP.

### Projected population growth



### Median income

|                         |                 |
|-------------------------|-----------------|
| The Barossa Council     | <b>\$55,444</b> |
| Town of Gawler          | <b>\$57,230</b> |
| Light Regional Council  | <b>\$57,794</b> |
| Adelaide Plains Council | <b>\$54,990</b> |

(2024)

## Homes

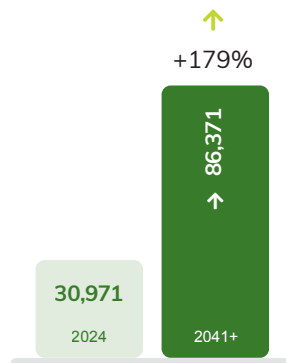
### Median House Price

APC – \$665,650  
LRC – \$640,000  
TBC – \$615,000  
ToG – \$565,000



(2024)

### Projected housing growth



BGLAP

### Average household size

LRC – 2.8  
APC – 2.7  
TBC – 2.4  
ToG – 2.3

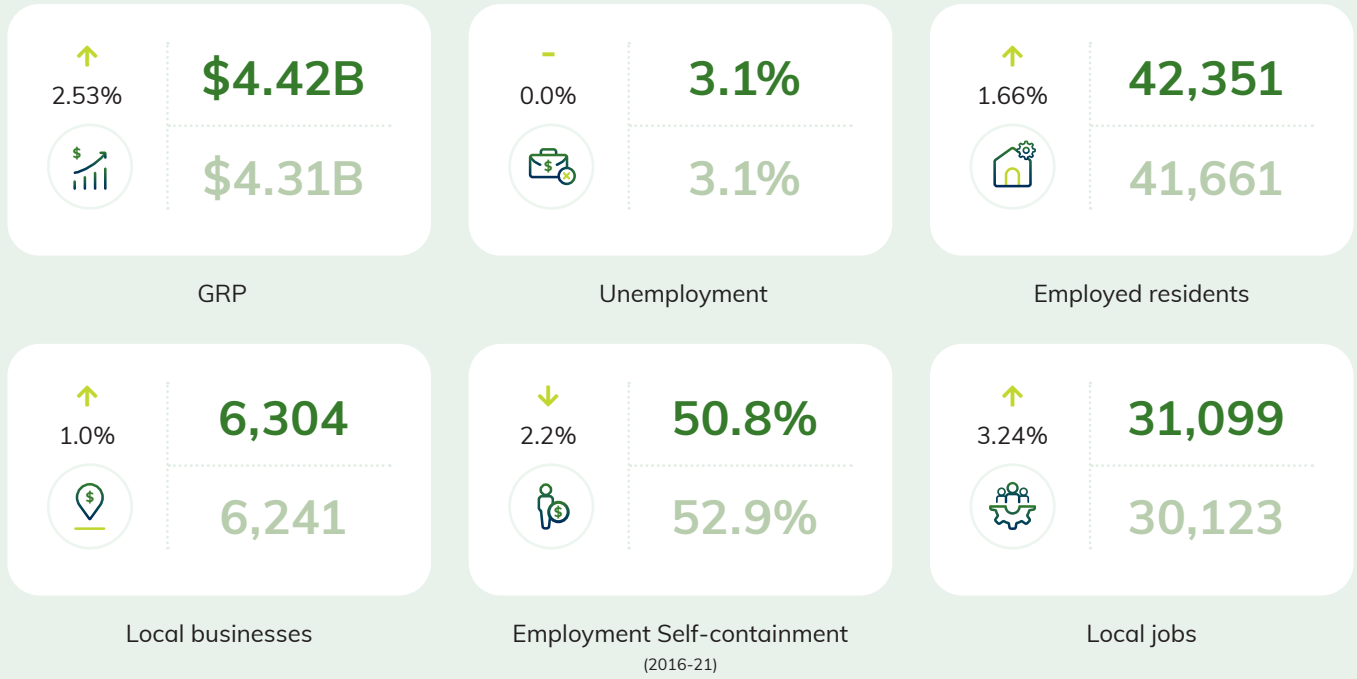


(Source: ABS 2021)

# Industry and Workforce Strengths

The region's economy remains resilient, with strong business and employment fundamentals underpinning performance despite some year-to-year variation.

Comparison periods:  
2022/23 - 2023/24 unless indicated.



## Regional Priorities

Our Regional Strategic Plan FY27-29 sets out our priorities across Infrastructure, Services and Investment needs.

| Regional Strategic Priorities  | RDABGLAP Priority Areas   |
|--|---|
| <p><b>Water Security &amp; Climate</b></p> <p>Enable climate-resilient, integrated water systems that support the population, housing and employment growth envisaged for the region, while sustaining business productivity, agricultural capacity and community liveability.</p>                           | <ul style="list-style-type: none"> <li>Water security for population growth and housing</li> <li>Climate-resilient water systems and drought preparedness</li> <li>Water security for priority industries</li> <li>Investment readiness and coordination for water infrastructure</li> </ul>                              |
| <p><b>Business &amp; Community</b></p> <p>Ensure current and future generations can live and work locally by strengthening our businesses and priority sectors, supporting regional economic development, skilling our workforce and housing our community in liveable, fit-for-purpose homes and areas.</p> | <ul style="list-style-type: none"> <li>Workforce attraction, retention and skills alignment</li> <li>Housing availability and affordability linked to growth</li> <li>Liveability, inclusion and future generations</li> <li>Business capability and sector sustainability and diversification</li> </ul>                 |
| <p><b>Infrastructure</b></p> <p>Enable regional growth and productivity through coordinated, timely and fit-for-purpose infrastructure and Employment Lands that supports businesses, communities, investment and long-term development</p>  | <ul style="list-style-type: none"> <li>Infrastructure and Employment Lands to support population growth and service demand</li> <li>Digital connectivity and access</li> <li>Infrastructure sequencing, coordination and investment readiness</li> <li>Infrastructure that enables economic activity and place</li> </ul> |

# Regional Highlights

The region's key economic strengths include manufacturing and agriculture. In both employment and value-add terms, the region outperforms the South Australian average in agriculture and manufacturing.

## Top 3 largest industries – value-add






|   |                                   |         |        |
|---|-----------------------------------|---------|--------|
|  | Manufacturing                     | ↓ 4.12% | \$565M |
|  | Construction                      | ↑ 37.9% | \$440M |
|  | Health Care and Social Assistance | ↑ 0.89% | \$418M |

## Top 3 largest industries – number of employees

|   |                                   |         |       |
|---|-----------------------------------|---------|-------|
|    | Health Care and Social Assistance | ↑ 1.59% | 4,657 |
|  | Manufacturing                     | ↓ 0.78% | 4,432 |
|  | Agriculture, Forestry and Fishing | ↓ 4.11% | 3,316 |

## Current international exports by industry

RDABGLAP would like to see these export markets to continue to grow.

|   |  |          |         |
|---|--|----------|---------|
|  | Manufacturing                                | ↑ 11.37% | \$906M  |
|  | Agriculture, Forestry and Fishing            | ↓ 41.96% | \$86.3M |
|  | Wholesale Trade                              | ↓ 30.6%  | \$8.4M  |
|  | Accommodation and Food Services              | ↑ 2.83%  | \$10.9M |
|  | International expenditure in South Australia | ↑ 38.5%  | \$1.8B  |

Changes between 2023-24 and 2024-25.

APC – Adelaide Plains Council  
B – Billion  
TBC – The Barossa Council  
BRUC – Barossa Regional University Campus  
EFPA – Environment and Food Production Areas  
GARP – Greater Adelaide Regional Plan  
ToG – Town of Gawler  
GDP – Gross Domestic Product  
GRP – Gross Regional Product  
GSP – Gross State Product  
LGA – Local Government Area  
LRC – Light Regional Council  
M – Million  
RDA – Regional Development Australia  
RDABGLAP – Regional Development Australia Barossa Gawler Light Adelaide Plains

This report includes data sourced from a range of third parties, including ABS, NIEIR and economy.id. While the information is believed to be correct at the time of publication, no guarantee is made as to its accuracy or completeness, and it may be subject to errors, omissions or changes.

## Acknowledgements



Government of South Australia  
Department of Primary Industries  
and Regions



An Initiative of  
Government of  
South Australia

## RDA Barossa Gawler Light Adelaide Plains

Beckwith Business Park, 30-38  
Tanunda Road, Nuriootpa SA 5355  
08 8563 3603  
[contact@barossa.gov.au](mailto:contact@barossa.gov.au)