

# Media Release

## Unlocking Port Augusta's Potential: Strategy and Prospectus Released to Drive Regional Growth

July 2025

---

The Port Augusta Infrastructure for Growth Strategy and Investment Prospectus will allow the city to capitalise on its status as a critical centre for rural South Australia.

The strategy, driven by Regional Development Australia (RDA) Far North, the Port Augusta City Council and financial support of the Local Buying Foundation and the Port Augusta Business Centre, outlines important infrastructure priorities and investment-ready projects that will benefit the region's economy, population growth, and liveability.

RDA Far North Chair, Scott McKay stated that the document represents a proactive, regional approach to fulfilling current and future needs. "This strategy clearly specifies the infrastructure and investment priorities required to sustain the region's growth and resilience in the future," Mr McKay remarked.

"With major project developments, and population pressures increasing, we now have a shared blueprint to guide government and private sector investment in a way that delivers meaningful outcomes for the community."

Mayor Linley Shine welcomed the Strategy and Prospectus as a practical step forward for the city.

"Port Augusta is critical in connecting industry, people, and services throughout the Spencer Gulf and Outback South Australia. This Strategy outlines what we require to prosper, such as enhanced transit links, serviced land, workforce housing, and greater community infrastructure," Mayor Shine remarked.

"We are committed to working alongside our regional partners to ensure Port Augusta remains a vibrant, liveable, and economically strong regional centre."

The Strategy identifies high-priority initiatives in services infrastructure, land and housing development, labour capacity, transportation, and digital connectivity—all of which are vital to sustaining growth in businesses and key industries in the city.

The Investment Prospectus complements the Strategy by identifying investment, creating an appealing opportunity for government, industry, and private capital to determine the region's future.

The full Port Augusta Infrastructure for Growth Strategy and Investment Prospectus are available on the RDA Far North and Port Augusta City Council websites.

**Media contacts:**

**Scott McKay**

Chair – Regional Development Australia Far North

[chair@rdafn.com.au](mailto:chair@rdafn.com.au)

0411 042 130

**Linley Shine**

Mayor – Port Augusta City Council

[linley.shine@portaugusta.sa.gov.au](mailto:linley.shine@portaugusta.sa.gov.au)

0419 423 777