McLAREN VALE BUSINESS & TOURISM ASSOCIATION

Working for our community

19 August 2025

Chairpersons Report - Megan Caldersmith

Welcome all,

I am pleased to present my first-year report as Chair of the McLaren Vale Business and Tourism Association. It has been a fabulous year, thanks to the dedication and hard work of our committee members who have worked alongside me to deliver numerous wonderful community events.

Events and Activities

Throughout the year, we successfully hosted:

- The McLaren Vale Business Awards
- Community Bow Making and festive street decoration
- The Christmas Pageant
- Tour Down Under
- Recycled Runway MV

Our committee has been committed to refining these events to ensure their continued success and sustainability for the future of our association. I extend my heartfelt thanks to all members for their dedication and passion.

Membership Growth

Our membership continues to grow, and we are encouraged by the diverse mix of small businesses coming onboard, especially during these challenging financial times. This time last year we had 200 members and now we have 243 – which is a reflection of the connection and impact of this community.

Marketing

We introduced a marketing budget this year and the team of Dayle, Amanda and Leanne have been doing such a great job with socials and marketing our events.

They have also introced some new initiates such as the main street project working with David at the visitor information centre.

Mix and Mingle Events

On a positive note, our Mix and Mingle events have strengthened significantly, with increased attendance and positive feedback from participating businesses, who find these gatherings to be valuable and an excellent marketing platform.

Training and Development

Additionally, the Donna Adams workshops proved highly popular. As a result, we are planning to deliver more training programs, with a focus on AI and workplace mental health, to support our local businesses' growth and resilience.

McLaren Vale Business Awards

We'd like to congratulate again all the 2025 winners and particularly recognise the Hall of Fame recipients for winning 3 times in the same category – MV Garden Centre and Sign Boys. Our team has just launched this year's nominations so be sure to get your votes in!

Vintage and Classic Event

We know many of you may have been wondering about the future of the much-loved Vintage and Classic. Over recent months, we've been working closely with Nigel Williamson and other passionate locals to explore how best to keep this iconic event alive and thriving. After careful consideration, it was agreed that forming a dedicated association for Vintage and Classic would give it the best chance to grow and evolve in its own right. While it will no longer sit under the Business and Tourism Association, we'll be proudly cheering from the sidelines and supporting however we can to ensure its continued success.

Closing

Thank you for your ongoing support and commitment to the association and heres to another wonderful year.