

The Project	
Project name	Laura Main Street and Community Asset Upgrade Project
Project description (100 words max)	Laura is a historic township and recognised gateway to the Southern Flinders Ranges. With more than 150 years of rich heritage, including strong associations with C.J. Dennis, Golden North Ice Cream, the historic brewery precinct, and significant Aboriginal history, Laura attracts residents, visitors and tourists from across South Australia and beyond. This project proposes a coordinated upgrade of key Main Street assets and public spaces to improve amenity, appearance and visitor experience. Works include replacement and renewal of public seating using durable, low-maintenance materials, restoration of the iconic rose arbour used for weddings and community events, upgraded interpretive heritage signage, and new displays recognising the Ngadjuri and Nukunu peoples and their contribution to the region. Connections to local attractions, parks, playgrounds and community facilities will also be enhanced through improved wayfinding and information displays. The project will create a more attractive, welcoming and informative environment for residents and visitors while strengthening Laura's identity as a destination and regional service centre.
Location:	Main Street Laura, including key entry points, parks and associated public facilities
Approximate cost (Tick relevant box)	Less than \$100,000 ☐
	\$100,000 to 500,000 ☒
	Over \$500,000 ☐
What will be the significant social and economic benefits? (100 words max)	Laura continues to experience increasing interest from new residents, visitors and small businesses due to its strong community, comprehensive services, healthcare facilities, accommodation options and strategic location as the gateway to the Flinders Ranges. Upgrading the town's public infrastructure and streetscape will encourage visitors to stay longer, support local businesses and enhance the town's attractiveness for future investment and population growth. The improvements will complement existing assets, including the nationally recognised caravan park, accommodation facilities and annual events such as the Laura Folk Fair, which attracts thousands of visitors each year. Beyond the economic benefits, the project will improve community pride, accessibility and wellbeing while showcasing the town's heritage, Aboriginal history and unique character. The investment will help ensure Laura remains an attractive place to live, work, visit and invest into the future.