South Australia’s prosperity is inextricably linked to the economic drive of our regions, and regional communities are an integral part of South Australia’s identity.

The State Government is committed to supporting the growth of sustainable, competitive regions and working with South Australia’s regional communities to enhance economic prosperity and community wellbeing.

When the Government released the Draft Regional Statement for consultation in December 2012, we wanted to hear from regional South Australians about their local ideas for local issues, and how they believe we can work together to drive the economic and social growth of our regions.

Through consultation undertaken by the Regional Communities Consultative Council we have heard from passionate and knowledgeable people across the State about the challenges and opportunities that lie ahead for regional South Australia.

We have listened to regional communities about their concerns and aspirations, and recognise a need to continually renew the Government’s approach and foster real dialogue about regional relationships and service delivery.

We have developed this Regional Statement around the four themes regional communities identified through the consultation: a commitment to regions, working together, empowering regional communities, and aligning regional priorities.

This Regional Statement reaffirms the Government’s commitment to regional South Australia and recognises the contribution it makes to the State. It is not a regional plan or blueprint but an expression of the conversation between the Government and regional communities to work in partnership, ensuring future prosperity for regions and all South Australians. It is a baseline from which regions can build and develop their individual regional strategies.

I look forward to the ongoing dialogue and strong working relationships between regional communities and government at all levels. Together we will achieve our common goal of strong, sustainable and vibrant regions across South Australia.

The Hon Gail Gago
Minister for Regional Development
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SEVEN STRATEGIC PRIORITIES  38
Strong regions are the foundation of a strong State and key to providing a prosperous future for all South Australians.

Regions contribute to the economic strength and social fabric of South Australia and are an integral part of the State’s identity. Regional South Australia contributes in excess of $20 billion to the State’s economy and produces over 50% of overseas exports – and it does so with just 30% of the State’s population.

The South Australian Government recognises the need for regional communities to build on their economic foundations, generate social vitality and preserve their environmental assets. Regions are dealing with various challenges and opportunities – some are region-specific and need a local solution, while others are common across all regions and affect the whole State.

The success of industries such as agriculture, forestry and fishing, mining and minerals processing, manufacturing, tourism, energy production, aquaculture, and food and wine production is vital. Creating the conditions for regional businesses and communities to grow and prosper is fundamental.

It’s an imperative recognised by the State Government and a key reason for the creation of Primary Industries and Regions South Australia (PIRSA). This department brings together our efforts in primary industries and regional development to strengthen their presence within government.

By listening to regional communities about their concerns and aspirations, the State Government realises it must continually renew its approach and have an ongoing dialogue about meeting regional needs.

Our commitment to engage with regional communities is evidenced through the Better Together: Principles of Engagement and the government is committed to using these principles as a foundation for engaging with communities.

Through statewide consultations on the Draft Regional Statement, and before that on South Australia’s Strategic Plan, regional communities have identified key areas of particular importance to them. These include the need for:

- real engagement with government and within communities to shape the decisions that matter most
- resilient and diverse regional economies powered by innovation, and public and private investment
- training support and career pathways for young people
- proud, prosperous, safe and inclusive communities for all.

Regional communities are seeking government action that aligns with these goals, and the State’s seven strategic priorities have been framed with this in mind. In its consultation report on the Draft Regional Statement, the Regional Communities Consultative Council (RCCC) found all seven priorities relate to the regions.
Of particular importance are Premium Food and Wine from our Clean Environment, Growing Advanced Manufacturing, and Realising the Benefits of the Mining Boom for All.

The government’s recent budget commitment for the China Agribusiness Initiative, the Premium Food and Wine Innovation Clusters, the High Value Manufacturing Hub and the Centre of Excellence will support our regions to grow.

The $265 million South Australian River Murray Sustainability Program, funded by the Federal Government and delivered by the State, will assist to improve water use efficiency and productivity, and return water to the environment – underpinning the economic, social and environmental future of South Australia.

The Government is committed to partnerships with the regions to ensure they receive benefits from plans and services resulting from these strategic priorities with a reinvigorated approach to lead regional development into the future. They involve working with local government, regional bodies and communities to focus efforts in key areas where we can make a positive difference to people’s lives, and build the future prosperity of our State.

Strong partnerships are the key to giving regional communities greater empowerment. Trust and openness between the State Government, regional Local Government Associations (LGAs) and other structures set up to promote regional development are important prerequisites. The role of the three levels of government – federal, state and local – are particularly crucial. Valuable regional leadership is also provided by regional bodies such as Regional Development Australia and industry groups such as Primary Producers South Australia.

The consultative process leading to this Regional Statement highlighted the spirit in which the regions and government can work together. It signals an impetus for change and opens the door on a reinvigorated relationship to lead regional development into the future.

The RCCC consultation report on the Draft Regional Statement highlighted the need for strong commitment and action from government to support locally led development. Regional communities have their own aspirations, understand the challenges and can see where their strengths and opportunities lie. Through their passion, ideas and knowledge – and through collaboration and dialogue with government and business – these opportunities can be seized and initiatives delivered.

The Government will deliver support where it is needed, allowing regions to develop their own visions and lead their own futures. The State Government is:

- committed to helping the regions build on their strengths
- focused on developing and supporting local leadership to empower regional communities
- dedicated to aligning regional priorities
- working with the regions to ensure future success.

We know from regular consultations that regional people understand that real change takes time. We heard from communities of their deep understanding of the economic challenges facing governments, and the impact on all South Australians, including their own communities.

The Government recognises that regional communities want to build on their economic foundations, social vitality and environmental assets to create opportunities and improve their quality of life.

Without the very substantial contribution of our regions, the prosperity of all South Australians would be considerably diminished.
SNAPSHOT: REGIONAL & RURAL SOUTH AUSTRALIA

<table>
<thead>
<tr>
<th></th>
<th>Regional numbers</th>
<th>Percentage of State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Area (sq km)</td>
<td>972 033</td>
<td>98.7%</td>
</tr>
<tr>
<td>Agricultural land (sq km)</td>
<td>536 490</td>
<td>55%</td>
</tr>
<tr>
<td>Population (June 2011)</td>
<td>480 901</td>
<td>29%</td>
</tr>
<tr>
<td>Indigenous Population (2011)</td>
<td>14 416</td>
<td>47.4%</td>
</tr>
<tr>
<td>Agriculture GVA* (2012/13)</td>
<td>4 622</td>
<td>94%</td>
</tr>
<tr>
<td>Mining GVA (2012/13)</td>
<td>2 458</td>
<td>62%</td>
</tr>
<tr>
<td>Manufacturing GVA (2012/13)</td>
<td>2 315</td>
<td>26%</td>
</tr>
<tr>
<td>Employed total (2012/2013)</td>
<td>214 100</td>
<td>26%</td>
</tr>
<tr>
<td>Domestic Overnight Visitors ('000) Year ending June 2013</td>
<td>3 311</td>
<td>63.4%</td>
</tr>
<tr>
<td>International Overnight Visitors ('000) Year ending June 2013</td>
<td>125</td>
<td>34.6%</td>
</tr>
<tr>
<td>Regional tourism expenditure ($m) Year ending June 2013</td>
<td>2 179</td>
<td>44%</td>
</tr>
</tbody>
</table>

Source: *GVA – gross value added, 1SACES, 2ABS, 3EconSearch 2013, Input-Output Tables for South Australia and its Regions 2011/12 update: Various RISE Models, prepared for the Department of Premier and Cabinet, November, 4DEEWR, 5Tourism Research Australia.

This statistical snapshot of regional and rural South Australia illustrates the competitive strengths and diverse economic base of our regions. It is important that together we build on these strengths.
Partnerships between regional communities and all tiers of government must evolve and flourish for the State to advance. Each partner needs to value and respect the roles of the other.

The State Government recognises that successful partnerships need to be built on good communication and engagement practices.

We understand that decisions born of a truly collaborative process are better decisions. Our guide – *Better Together: Principles of Engagement* – has been developed to engage communities and stakeholders in decisions that matter to them.

The six principles in this guide are being used throughout the public service as a foundation for building greater engagement with South Australians. Communities can learn more about our commitment to engagement at [www.saplan.org.au/better_together](http://www.saplan.org.au/better_together)

Feedback received during consultation indicates that there is a commitment to collaboration that is bipartisan. We understand that the underlying approach to building regions should acknowledge that success relies not just on Government alone, but that we must all contribute to our future and support each other.

Our families, community groups, businesses, stakeholders and all levels of government each have a role to play in the work of strengthening regional South Australia.

The regions have identified that the Government’s seven strategic priorities lend themselves well to regional collaboration and partnership building. The message is clear: regions are willing to work with Government on these priorities and are looking forward to building on what is already happening in regional communities, centres and towns.

The strength of existing partnerships is important to both the regions and the Government, with many positive collaborations having significant benefits. They already occur in agribusiness, resources, advanced manufacturing, tourism and natural resource management, as well as in many other areas.

It is important that we build on these partnerships and explore every opportunity for new collaborative arrangements.
Regional development is everybody’s responsibility. Through our collective effort we can achieve our common goal of strong, sustainable and vibrant regions across South Australia. The major players include:

**Australian Government** – Primary responsibility for developing policy in areas which affect the whole nation. This includes overarching areas such as external affairs and trade, citizenship and immigration, as well as the creation of Australia-wide policy settings in education, health, taxation, social security and communication.

The Australian Government distributes taxation revenue to the States and, in line with its policies, guides spending in target areas such as infrastructure. Rather than delivering services directly it usually distributes funds to other entities. For example, it sets key performance targets for education services provided by the State.

Regional development is supported by working in partnership with communities, other governments and the private sector to foster self-reliant regions. This is achieved through various funding programs and initiatives to regional Australian business and communities.

**South Australian Government** – A major contributor to regional development with responsibility for a wide range of policy areas, some of which are shared with the Australian Government.

The State Government provides services in key areas such as health, education, housing, courts and law enforcement. Services are provided directly and also through other organisations, including local government and non-government organisations.

The State Government also assists regional organisations plan and leverage funding from the Commonwealth for regional priorities identified by Regional Development Australia committees and their local communities. Examples of State Government support can be found in the *Building connected communities* section of this statement.

**Local Government** – Local councils, as elected representatives of local communities, are well placed to partner with the State Government on the development of regional plans and formal regional development policy.

They do this in conjunction with Regional Development Australia committees, Natural Resources Management boards and other regional structures. Council members are at the heart of communities and often lead local and regional networks.

As corporate bodies under the Local Government Act, councils operate within a regulated environment and bring high levels of professionalism and governance standards to local and regional life.

Councils support sustainability in their regions and help underpin regional development through the provision of infrastructure, service delivery and planning for strong, vibrant communities. They also contribute financially to a range of regional organisations.

The Local Government Association commissioned a discussion paper titled *Partnering with Local Government to Deliver Regional Outcomes* which is an in-depth look at regional development in the state. The paper looks at the roles of federal, state and local governments in delivering regional outcomes and is an important piece of work.

The quality of the relationships between councils, governments, local boards and community groups are integral to South Australia’s prosperity.

Local councils and regional Local Government Associations face ongoing challenges associated with increasing or declining populations, and are continuing to partner with other governments and business to deliver services and foster economic prosperity in their shared constituencies.
Business and industry – Investment from business and industry is ultimately the source of sustainable regional development and growth. By contributing to the economy and creating a pool of skilled labour, industry delivers jobs that underpin vibrant and prosperous regions. This is a key driver for stronger communities and is reflected both socially and economically. By working together, industry, governments and communities can take advantage of economic opportunities in regional areas by providing infrastructure in areas such as energy and water to support business endeavour.

Regional communities – Grassroots community participation is a force in driving change and developing a strong base for policy creation. By being proactive, regional communities can inform policy development and investment at each level of government to bring economic and social benefits. Community involvement is a hallmark of our regions and often defines them, whether it’s by volunteering in the Country Fire Service, fundraising through the Country Women’s Association, being part of a local school council or becoming an elected local council member.

In all our consultations around the Regional Statement, people returned to the theme of creating a better future for the next generation. It is through strong partnerships between communities, all levels of government and business that this will be achieved.

Natural Resources Management Council and Natural Resources Management Boards – The Natural Resource Management (NRM) Council is the state-wide body responsible for the implementation of the NRM Act in South Australia and provides advice to the Minister for Sustainability, Environment and Conservation. It prepares the State NRM Plan, which sets a number of goals and targets, and provides a blueprint for regional NRM boards and other public sector agencies to develop region-specific plans. The council works closely with regional NRM Boards whose main focus is to give ownership and responsibility for natural resource management to regional communities.

A landmark agreement to strengthen the bond between South Australia’s agriculture sector and the natural resource management system has been reached.

Agriculture and NRM: Working Together involves a partnership with Primary Producers SA to connect with farmers and explain the NRM services. The agreement provides clear channels of communication to build relationships and streamline processes.

There are eight NRM Boards across South Australia: Adelaide and Mount Lofty Ranges, Alinytjara Wilurara, Eyre Peninsula, Kangaroo Island, Northern and Yorke, South Australian Arid Lands, South Australian Murray-Darling Basin and South East.

Primary Producers SA – The Primary Producers SA (PPSA) council joins the six sectors of primary production in South Australia to present a strong, united lobbying voice to government. Members include an independent chairman and councillors nominated by SA Dairy Farmers Association, Grain Producers SA, Horticulture Coalition of SA, Wine Grape Growers Council of SA, Livestock SA and Pork SA. Formation of the council is an historic step for advocacy for primary production. Producers still have direct input to their sector representative on commodity-specific issues, while the PPSA deals with cross-commodity issues. Policy on common issues is developed by consensus between the commodity group representatives at the PPSA Council.

Regional Development Australia – Community and economic development in Australia’s regions is supported by Regional Development Australia (RDA), a national network of incorporated associations made up of local leaders, business and community groups. An initiative of the Commonwealth, RDAs are responsible for supporting the policies, strategic plans and priorities of governments to facilitate community and economic development. In addition to providing services and undertaking projects, RDAs are a key local source of information on local needs and issues within their regions. A major role involves supporting government investment efforts to capitalise on the natural resource base of each region, maximise value adding opportunities, and facilitate small business and community growth.
In consultation with their local communities, RDAs develop regional roadmaps that describe the region, its attributes, industry and employment base and key advantages, and set out the economic, environmental and social vision.

The roadmaps also articulate the drivers for change, identify strengths, weaknesses and opportunities, and list priorities for action.

There are seven country RDAs in South Australia and one in metropolitan Adelaide. Regional RDAs cover the Adelaide Hills, Fleurieu and Kangaroo Island; Barossa, Light and Lower North; Far North; Limestone Coast; Murraylands and Riverland; Whyalla and Eyre Peninsula; and Yorke and Mid North.
The people best equipped to make regional decisions are regional people. Through local leadership, regional communities can build resilience and capability, and deliver long-term sustainability.

Empowering regional communities to determine and pursue their own future is paramount. The role of State Government is to help regions build on their regional leadership capabilities, develop their strengths, diversify where possible and maintain their vitality through strategic regional development.

This will ensure regions build resilience, self-reliance and adaptability, while providing a pathway for future local leaders.

Regional communities are very clear about the supportive and enabling role government has to play in a local leadership approach to drive forward regional initiatives that have statewide and national benefits.

At the same time, they have indicated they need to align their priorities with those of the State to facilitate and achieve common goals.

We are committed to working closely with regional bodies wherever possible to give local leadership the best chance for success. By enabling local leaders to use their ability, skills and energy, they can contribute greatly to the future of their towns and communities.

If local communities lack the capacity to adapt to particular challenges, governments, including the State Government, have a responsibility to work with them to adjust.

Getting the approach right will create an innovative, flexible and adaptable local leadership model that can achieve the right outcomes for all regions.
The State Government’s approach to regional South Australia is shaped and informed by a wide range of plans, strategies and initiatives that are continually developed through our engagement with the regions.

Regional communities must be connected with government agencies to better align their goals and priorities and fully participate in Government initiatives.

Successful coordination and alignment of the Government’s work under the seven strategic priorities is focusing our efforts – and those of industry and the community – to achieve outcomes in key areas that will benefit all South Australians.

The seven priorities set shorter-term targets than those of South Australia’s Strategic Plan and act as foundations to achieve those longer-term goals. Work being undertaken to actively involve regional communities in achieving our vision is already having a positive impact on regional South Australians.

In addition to the overarching guiding structure of the Strategic Plan and the strategic priorities, various other initiatives are either in place or being established to support stronger connections between regional South Australia and government.

Key amongst them is the restructured Primary Industries and Regions SA, which places greater emphasis on the regional development portfolio to coordinate and align regional priorities within Government.

This approach is supported by the Regional Communities Consultative Council (RCCC), established by the Government as an independent advisory body and appointed by the Minister for Regional Development.

Its role is to provide advice to the Minister on ways in which the Government and regional communities can work together. In particular, the focus is on strengthening the capacity of communities to respond to current and emerging local issues, and opportunities to maximise the competitive advantage of regional South Australia.

The recent signing of a landmark agreement to support regional development in the Upper Spencer Gulf is a clear example of how strategic partnerships can be built.

This federal, state and local government agreement commits the three levels of government to working together to advance economic diversity on a place-by-place basis, applying good on-the-ground knowledge to drive effective local solutions.

Similar collaborative work in the Limestone Coast region also demonstrates how linkages are being established, strengthened and made clearer.

An Economic Diversification Forum in September 2012 was an early step in the broader engagement process being undertaken across the Limestone Coast to realise emerging and future opportunities. The Limestone Coast Economic Diversification Reference Group (a collaboration between state and local government, and Regional Development Australia Limestone Coast) is progressing the outcomes of the initial forum, including input of regional priorities into the State Government’s strategic priority of Premium Food and Wine from our Clean Environment and Growing Advanced Manufacturing. In addition, they are currently working across the region with key organisations, businesses and industry groups to progress projects around clusters and value chains, a research and innovation ‘hub’, mobilising regional leadership, and being investor and export ready.

Approaches such as these to capacity building successfully align regional aspirations with the priorities of government, and are a model for all regions.
This Regional Statement brings together government, community and industry priorities, plans and strategies so that we can all work towards building stronger regions in South Australia.
PLANS FOR THE REGIONS

Aboriginal Heritage Act

Building active, healthy communities grants

Country Arts SA, support and funding
www.countryarts.org.au

Disability Action Implementation Plan

Department for Education and Child Development Strategic Plan
www.decd.sa.gov.au and search for Strategic Plan

Economic Statement – South Australia’s Prospects for Growth

Housing Plan for South Australia

Manufacturing Works - a strategy for driving high-value manufacturing in SA
www.southaustralia.biz/manufacturing_works

Marine Parks Management Plan
www.environment.sa.gov.au/marineparks/home

Mining Industry Participation Office
www.dmitre.sa.gov.au and search for MIPO

Murray-Darling Basin Plan

Natural Resources Management Plans


People and Parks Strategy - A Visitor Strategy for South Australia’s National Parks, Marine Parks and Reserves
www.environment.sa.gov.au and follow the People and Parks link

Planning Strategy for South Australia
www.sa.gov.au/planning/strategy

Premium Food and Wine from our Clean Environment Action Plan

Prosperity Through People – A Population Policy For South Australia

Regional Development Australia Adelaide Hills
Fleurieu and Kangaroo Island Roadmap

Regional Development Australia Adelaide Metropolitan Roadmap
www.rdametroadelaide.com.au/node/32

Regional Development Australia Barossa Roadmap
www.barossa.org.au

Regional Development Australia Far North Roadmap
www.rdadfn.com.au and follow the Publications link

Regional Development Australia Limestone Coast Roadmap
www.rdalimestonecoast.org.au

Regional Development Australia Murraylands and Riverland Roadmap

Regional Development Australia Whyalla and Eyre Peninsula Roadmap
Regional Development Australia Yorke and Mid North Roadmap
www.yorkeandmidnorth.com.au

Regional Schools / Education
www.decd.sa.gov.au
and search for Regional offices

SA Fire and Emergency Services Sector
Strategic Plan 2010-2015.
www.safecom.sa.gov.au
and search for Strategic Plan

Seven Strategic Priorities
www.priorities.sa.gov.au

Skills for All
www.skills.sa.gov.au

Skills Strategy for South Australia
(STEM Skills Strategy)

South Australia’s Strategic Plan
www.saplan.org.au

South Australia-China Engagement Strategy
www.southaustralia.biz/trade/south_australia_china_engagement_strategy

South Australia’s Health Care Plan
www.sahealth.sa.gov.au
and search for Health Care Plan

State / Local Government Relations Agreement
www.localgovt.sa.gov.au/policy#Agreement

Strategic Infrastructure Plan for South Australia
www.infrastructure.sa.gov.au
and search for Strategic Plan

Strategy for Country Health
www.sahealth.sa.gov.au
and search for Strategy for Country Health

Tourism Strategy

Volunteering SA/NT Strategic Plan 2012 - 2015
www.volunteeringsa.org.au

Water for Good
www.environment.sa.gov.au
and search for Water for Good

youthconnect South Australia’s Youth Strategy
Agribusiness

Agribusiness is a vital part of South Australia’s economy and regional development – and its performance is impressive.

According to Primary Industries and Regions SA, the collective agribusiness sector generated more than $16 billion turnover in 2012-13, with farm gate production valued at $5.2 billion.

Most of this economic activity is generated in regional South Australia with about 150,000 people employed by the sector, approximately one in five people.

Agribusiness encompasses all areas of agricultural production including wine, horticulture, grains, livestock, fisheries and aquaculture, forestry and fibre, and all activities involved in the production, processing, distribution and marketing of these commodities.

The sector has a history of adaptation and innovation that has been pivotal to its success. The creation of industry-driven funding schemes, enabled by government, has resulted in significant resources being available for productivity improvements.

For aquaculture, the State Government has developed a rigorous resource management framework to provide certainty and opportunity for industry investment.

The approach is science-based, consultative and transparent, and covers three key elements – aquaculture zones, leases and licences, and environmental monitoring.

This rigorous planning and management framework is designed to ensure the farmed and wild catch aquaculture industry continues to grow in an ecologically sustainable way.

Biosecurity SA is the frontline in protecting South Australia’s agriculture and horticulture industries and is strongly connected with the regions through local staff and programs dealing with regional biosecurity issues.
Among its programs are wild dog control, livestock identification, animal welfare, fruit fly eradication, shellfish monitoring, wild oyster removal, weed control and minimizing spray drift.

Biosecurity SA has multiple engagement and communication strategies to ensure that regional stakeholders are engaged as full partners in addressing biosecurity risks that could impact on regional economies, communities and environments.

The South Australian Research and Development Institute (SARDI) is keeping our regional industries at the forefront of innovation. SARDI works closely with industry and regional partners, including rural producers and food manufacturers, to deliver groundbreaking research and development products and solutions for the fishing, agriculture and food industries.

Currently more than 75% of SARDI’s employees work in the regions to support the economic growth of our primary industries, and to provide solutions to climate change and sustainable resource utilisation.

Food and Wine

The Premium Food and Wine from our Clean Environment Action Plan has three major themes – Build our Brand, Grow Our Capability and Secure Production – and these are being delivered jointly by industry and government.

The State Government’s strategic priority of Premium Food and Wine from Our Clean Environment is being delivered predominantly through the agricultural and associated sectors.

The China Agribusiness Initiative and Action Plan will develop trade and technology exchange opportunities in key provincial markets in China. Premium Food and Wine Innovation Clusters (piloted in the South East, and the Murraylands and Riverland regions) will address key regional and sector issues. A High Value Food Manufacturing Hub is being established at the Waite Campus to support innovation in the food manufacturing industry.

These and other projects are helping to create a robust, strategic direction for the future of South Australia’s food and wine industries, particularly in regions. Progress can be monitored at www.foodwine.sa.gov.au

New Horizons

The State Government is working with farmers, industry and universities to enable them to take greater advantage of their soil through a program called New Horizons, that will assist in understanding the true potential for increasing crop and pasture production across South Australia.

Fruit Fly Prevention

Fruit flies are one of the world’s worst pests, destroying fruit and vegetables in commercial crops and home gardens. South Australia’s ‘fruit fly free’ status helps protect the State’s $677 million fresh fruit and vegetable growing industry and citrus exports worth at least $57 million. It also means South Australians can enjoy growing fruit and vegetables in their gardens without fear of discovering maggots in produce. Each year the South Australian Government spends around $5 million keeping fruit fly and other plant pests out of our state, covering a variety of tactics from quarantine roadblocks through to community awareness programs.

Sterile Insect Technology Facility

The State Government is building a world-first $3 million research and development facility to combat the threat of fruit flies. The facility will be located in the Upper Spencer Gulf region, and will develop male-only sterile Queensland fruit flies (Q-fly) to be used to eradicate outbreaks where the pest is endemic in many areas of Australia.

Mining

One of the State Government’s seven priorities – Realising the Benefits of the Mining Boom For All – aims to ensure that suppliers to the resources sector are among the key beneficiaries.

International demand for South Australia’s natural minerals and energy continues to grow.

Mineral and petroleum exports represented 39% of total South Australian exports in 2012-13, up from 17% just a decade ago. In 2011-12 the two sectors contributed about $2.42 billion to the State economy.
The sector is capitalising on the growth of South Australia’s export trade into Asia with strong exports of iron ore to China, along with sales of copper and lead to all top six emerging Asian economies.

South Australia continues to be a globally significant producer of copper, uranium and heavy mineral concentrates and is stepping up production of iron ore.

The revitalisation of South Australia’s growing upstream petroleum industry – exploration expenditure has doubled over the past year – also presents excellent prospects and the potential for considerable business and community benefits.

Various other initiatives have been introduced by the State Government to ensure South Australia fully capitalises on the mining and energy sector opportunities:

**Mining Industry Participation Office (MIPO)**

MIPO has been created to help South Australian manufacturing companies meet the demands of the State’s mineral and energy industries.

Through partnership with industry stakeholders it aims to develop the State’s capacity to increase participation in local, national and international supply chains.

The office has been instrumental in the formation of the Centre of Excellence proposal announced in the 2013 Budget, which will bring together South Australian manufacturing firms with local and overseas partners. The aim is to foster partnerships across the manufacturing, services, research and resources sectors, making business intelligence more readily available.

**Plan for Accelerating Exploration 2020**

A cornerstone of the Government’s Mining in South Australia Policy is a $10.2 million expansion of PACE 2020 in 2010-14 to drive further resources exploration and mining developments in the State.

The internationally recognised initiative is designed to unlock new areas for exploration, further streamline the process from exploration to mine development, and provide even better data delivery services to the resources industry.

It will drive the search for minerals and energy resources through world-leading geoscience and technology and targeted strategies to bring forward sustainable resource development.

**Regional Mining and Infrastructure Plans**

The State Government has secured $1.5 million in federal funding for three Regional Mining and Infrastructure Plans across the regions of the Far North, Eyre and Western, and Yorke and Mid North/Braemar provinces.

The regions are home to most of the State’s mining projects and are the focus of potential infrastructure corridors and hubs essential for the ongoing development of the minerals and energy sectors.

Infrastructure options will be assessed on the basis of their economic, social and environmental implications, and their contribution to each of the regions and the State.

**Manufacturing**

The Government’s 10-year strategy, Manufacturing Works, is driving the transition of manufacturers to high value-added activities that compete on value for money, not solely on cost.

Manufacturing has traditionally been the backbone of South Australia’s economy. It employs 73,200 people in South Australia and contributes 10% of Gross State Product.

In South Australia, there are 2.8 jobs created for every one in manufacturing. Regional manufacturing contributed $2.16 billion to the State economy in 2011-12.

Manufacturing is a critical component of any advanced economy. The State Government’s strategic priority of Growing Advanced Manufacturing will help industries change and become more competitive.

Overseen by the Advanced Manufacturing Council, the strategy includes programs and initiatives to help manufacturers innovate and prosper in an increasingly competitive global environment.

The programs support local manufacturers in developing products and services that are internationally competitive and linked to global supply chains. They target areas where South Australia already has proven strengths, such as mineral and energy resources, agriculture and food, defence, construction, science and other knowledge-intensive manufacturing.

Recent initiatives include the Cellulose Fibre Value Chain Study, a collaboration between the South East’s forestry industry and the VTT...
Technical Research Centre of Finland. The study aims to identify a sustainable roadmap and achievable market opportunities for higher value added activity in the forestry sector.

It is one of the key actions identified in the Limestone Coast Economic Diversification report.

**Tourism**

The SA Tourism Commission (SATC) has redirected significant funding into regional tourism initiatives and is working closely with local government and industry stakeholders to develop a series of regional brand identities.

Regional tourism is increasingly important to the State economy; the sector directly employs more than 33,000 people in South Australia with total tourism expenditure in 2012-13 representing $5 billion.

Destination action plans have been developed for each tourism region, highlighting their diverse tourism strengths and identifying priorities. The plans feature marketing, infrastructure, online capacity and events, and assign responsibility for achieving specific goals by 2020.

SATC is improving its online presence and direct internet booking capability to address the supply side for both domestic and international markets.

The measures are already having a substantial impact on visitor numbers to regions, with an overall increase of 2.2% in the 12 months to June 2013.

After intensively marketing Kangaroo Island in domestic markets, SATC has followed with a highly-acclaimed campaign for the Barossa.

With its focus on the region’s local produce, the campaign quickly lifted visitor numbers and is attracting widespread media attention.

The campaign supports the State Government’s strategic priority of Premium Food and Wine from our Clean Environment and ensures that consumers identify South Australia as the number one state for food and wine.
OUTBOUND

A major positive for regional South Australia is the continuing strong performance of various Asian economies.

China and India, in particular, are enjoying rapid growth and the economies of Malaysia, Indonesia, Vietnam and Thailand are also expanding at a significant rate.

Each of these economies is in South Australia’s list of top 10 export destinations and have grown in importance over the past five years. In the six countries listed, exports from South Australia have grown from 21.8% of the State’s total exports in 2005/06 to 44.4% in 2010/11.

The rapid growth of a potentially massive middle class in all emerging Asian economies – and in other parts of the world – is expected to create strong demand for South Australian goods and services.

We are ideally positioned to supply much needed minerals and agricultural products such as wool and wheat, premium food and wine, tourism experiences, and education and training.

Agriculture provides an indication of the potential. Conservative estimates have suggested that the real value of annual agricultural exports from South Australia could double by 2050.

The State Government has been actively building government-to-government and business relationships with the fastest growing of these Asian economies and is intensifying its involvement with more recently emerging economies.

China

The State Government is committed to maximising opportunities in China. In late 2012, the South Australian Government released its 10-year blueprint for industry and business activity, the South Australia-China Engagement Strategy, to capitalise on China’s growth.

China’s economic growth over the past two decades has been significant. Key contributors include urbanisation, industrialisation, increasing productivity and technology improvements.

Today China accounts for almost a fifth of South Australian exports, led by strong demand for our iron ore, copper and gold.

In 2010, we welcomed more than 17 000 tourist visitors from China and more than 13 000 Chinese students to our universities, schools and vocational colleges.

Among recent initiatives is a Memorandum of Understanding (MOU) with the Fujian Provincial Government to open trade links and gateways for SA premium food and wine. At the same time we continue to develop the Sister State relationship with Shandong.

The China Agribusiness Initiative and Action Plan has also been released with $2.5 million allocated between 2013-16 for the China Market for Premium Food and Wine and Capability Development.

India

India is on track to be the world’s third largest economy by 2030 and South Australia is poised to be a significant partner in its economic and social development.

Opportunities exist for South Australia to assist India’s rapid transition to a knowledge economy by sharing our expertise in areas such as resources, clean technology, education, aerospace and defence, agri-food and wine and health services.

Others

At the same time we are not forgetting our historical trading partners and long-established relationships with countries including the United States, Japan, Singapore, Indonesia and Thailand, as well as continuing to explore opportunities with emerging trading partners.
INBOUND

Invest in SA

A State Government initiative, Invest in SA promotes the State’s business advantages and connects South Australia and its regions to global business and capital markets.

The agency is a key entry point for major investors and works closely with investment and case management teams from Primary Industries and Regions SA and the Department for Manufacturing, Innovation, Trade, Resources and Energy.

Case Management and Account Management services are important components of South Australia’s inbound investment offering, supporting both existing and new investors and new significant projects. A dedicated Case Manager can be assigned to streamline investor interactions with Government, and can help identify suitable project locations, considering infrastructure, labour and planning requirements. They can also help to assess potential barriers and issues relevant to projects, and assist investors to conduct project due diligence. Case Managers act as a go-between, liaising with investors and the relevant government agencies with regard to infrastructure, development and assessment processes, and licensing requirements.

The Invest in SA team is able to tap into knowledge and expertise across South Australia’s government and business sectors to attract investment and assist in the development of projects.

Operationally based within the Department for Premier and Cabinet, the agency reports to the Economic Development Board.

Examples of Inbound Investment projects currently under case management include:

JBS

JBS Australia is a division of JBS, Brazil’s largest multinational in the food sector and the world’s largest meat company. It is a family-owned company that exports to more than 110 countries, and the JBS Australia operations include 11 meat processing plants and five feedlots. One of these plants is in Bordertown, having bought the former Tatara meat company in 2009. JBS is expanding its Bordertown meat processing plant, including the addition of $6.5 million worth of high tech robotic equipment and an increase of approximately 200 jobs at the facility to bring the total number of employees over 550. This investment will be supplemented by an additional $10 - $12 million to be spent in additional chilling and freezing capabilities. This supports the growth in exports the company has in China, USA and Europe and shows the trend towards advanced manufacturing and agribusiness investment in the south-east region of the state, where the meat and livestock industry is the most important income earner. This sector is being complemented by meat industry cluster activities being driven by Primary Industries and Regions SA in the Limestone Coast region.

Qingdao Gather Great Ocean Seaweed Industry Co (QGO)

QGO has agreed to purchase and significantly expand Beachport-based seaweed business Australian Kelp Products (AKP). The Chinese company plans to invest up to $20 million over three years, which includes the purchase price of AKP and future expansion of the operations. The investment will open up opportunities for a new high-value industry and increased jobs in the south east region, with QGO planning to process South Australian seaweed locally for use in the agriculture, food and pharmaceutical industries.

Gemtree Vinyards

Gemtree Vineyards, with the assistance of the State Government, has successfully established a $30 million investment agreement with Chinese investor Mr Yangang Song that will see the company expand operations, develop distribution channels, and raise the profile of the McLaren Vale region in China. Gemtree Vineyards is owned and run by third generation grape growers, the Buttery family. The family is dedicated to producing iconic wines of the highest quality from their McLaren Vale vineyards, which have been farmed biodynamically since 2008 and are certified organic. They are also passionate about sound environmental practices, sustainable agriculture and innovation, both in the vineyards and in the winery, where they push the boundaries of experimentation with biodynamic wines and alternative winemaking practices. This is one of the most significant investments undertaken within the South Australian wine industry in recent years and will undoubtedly raise the profile of Gemtree and McLaren Vale in the next five years.
Solid economic foundations are important but not the only driver for regional communities to thrive and prosper.

A region’s strength and vitality also depends on numerous other factors in areas such as high quality health and education, a strong skills base, safety, sports and recreation, environmental assets and artistic and cultural activities.

In this section of the Regional Statement Building Connected Communities we list some of the other initiatives being implemented to help build truly connected regional communities.

**Education**

Quality education provides the foundation for any successful community and is a priority of the State Government.

The Department for Education and Child Development (DECD) and the Department of Further Education, Employment, Science and Technology (DFEEST) are in the process of reshaping some of our education services.

The focus is on delivering what families and communities say they need most in pre-schools, child care and family services, early childhood development, education and training.

It’s an integrated program to support the economic and social development of regions and includes region-specific, place-based training to meet the evolving requirements of local employers and local labour market demands.

An example is the Brighter Futures program, created to help DECD deliver improved benefits for children, young people and families. The program will run until January 2014 and is designed to transform the culture and service delivery practices of the department. More than 3,000 local, regional and central staff, children, parents, carers and other stakeholders have provided input into the development of a blueprint.

From January 2014, Brighter Futures initiatives will be implemented as part of the DECD Strategic Planning Framework, led by the Office for Strategy and Performance. Education and Child Development Local Partnerships (networks of up to 20 Pre Schools and Schools) and Education Directors will be in place from January to support local leaders in delivering education and child development outcomes for children and young people.

**Integrated Transport and Land Use Plan**

In February 2013 the Federal Government committed $2 million to prepare an integrated transport and land use plan for South Australia.

The plan focuses on connecting people between their homes, work and recreation, and also between business and their markets to support economic growth.

The aim is to guide private, federal, state and local government investment in transport for the
next 30 years, and ensure that planning for land-use, strategic infrastructure and transport is fully integrated.

The plan covers all modes of transport for both urban and regional areas of South Australia in accordance with South Australia’s Strategic Plan and Seven Strategic Priorities.

It also complements the work of the recently announced Expert Panel on the Planning Improvement Project, which is undertaking a once-in-a-generation review of legislation underpinning the State’s planning system. Preparation of the draft plan is being undertaken in consultation with key industry and government stakeholders.

Policing

Safety is the responsibility of South Australian Police (SAPOL), which is working with regional, rural and local neighbourhood communities to address issues of community safety concern through policing services.

Problem-solving partnerships, community engagement programs, crime prevention and road safety enforcement and education are an important part of the broad SAPOL approach.

SAPOL has also made significant infrastructure investment in regional South Australia, opening new police stations to improve police accessibility and engagement with local communities. A recent example is a new purpose-built police facility with improved modern facilities for police and visitors at Murray Bridge, opened in 2012-13.

Regional programs

Regional Development Fund

This $3 million a year, merit-based grant program is helping the State Government to deliver on its seven priority areas in the regions and to meet Primary Industries and Regions SA’s regional development objectives.

It replaces the Regional Development Infrastructure Fund and has a strong focus on programs that support sustainable economic development in regional communities. There are two funding streams:

Stream 1: Growing Stronger Regions – $1.4 million per annum for regional communities from non-metropolitan Regional Development Australia (RDA) associations.

Stream 2: Creating Competitive Regions – $1.6 million per annum for projects that support three of the strategic priorities: Premium Food and Wine from our Clean Environment, Growing Advanced Manufacturing, or Realising the Benefits of the Mining Boom for all South Australians.

Funds are available for both economic and community infrastructure.

Regional Development Australia Fund

A $1 billion Federal Government initiative, the Regional Development Australia Fund (RDAF) supported capital infrastructure projects identified as priorities by local communities. South Australia was awarded a total of $43.7 million in the first two rounds for 13 projects, and a further $13.8 million for 16 projects in rounds three and four.

Riverland Sustainable Futures Fund

The four-year, $20 million Riverland Sustainable Futures Fund (RSFF) was accessed by organisations, industry and businesses to fund projects that would have a major and sustainable impact in the region.

The fund was established to assist in the delivery of structural change, population growth and enhanced employment outcomes for the Riverland.

It focused on ensuring that key enablers of the economy were in place and built on the existing strengths of the region to improve its competitive advantages.

By November 2013 approximately $15.9 million of RSFF funding had supported 27 projects, leading to the creation of up to an estimated 221 jobs and more than $35.5 million in total project investment.

Enterprise Zone Fund for the Upper Spencer Gulf and Outback

The $4 million Enterprise Zone Fund was a four-year program funded by the State Government aimed at capitalising on opportunities from the expansion of the resource and energy sectors in the Upper Spencer Gulf (USG) and outback communities.

The fund was accessible by local government, businesses and industry associations for projects that would generate competitive advantages and have a major impact in the region.
Upper Spencer Gulf Heavy Industry Hub Study

This major study highlights regional development opportunities in the Upper Spencer Gulf flowing from the growth in the resources and energy sectors.

It examines the needs of future mining and major development projects in the region and the capacity of local industry to meet them.

The Upper Spencer Gulf is the ideal location to connect business and investment and further develop the area as a heavy industry hub.

The report acts as a guide for industry and government to work together on developing opportunities. Its recommendations cover:

- regional development coordination and implementation
- improving the capability of mining services companies to contract with the mining industry
- skills, training and workforce development
- common use infrastructure investment
- land availability and zoning.

Awards

Various regional and statewide awards recognise the great work undertaken by industry, business, community groups and individuals across South Australia. Following is a snapshot of some of the key awards:

Brand South Australia – South Australian Regional Awards

Country Shows SA – Rural Ambassador Award

Department of Communities and Social Inclusion – Gladys Eiphick Award, Women Hold Up Half the Sky Awards and Governor’s Multicultural Awards.

Department of Further Education Employment Science and Technology – Adult Community Education Awards and the South Australian Training Awards

Food SA – South Australian Food Industry Awards

Rural Industries Research and Development Corporation – RIRDC Rural Women’s Award

SafeWorkSA – Safe Work Awards

SA Health – SA Health Awards and Nursing and Midwifery Excellence Awards

SAPOL – Citizen of the Year and Police Officer of the Year

Rural health

Modern services to keep people healthy are high on the agenda of all regional communities.

There are many challenges to overcome. Our ageing population, increased rates of chronic and preventable disease, provision of new treatments and rising health care costs are all placing pressure on the health system.

In response the State Government is embarking on a period of change in keeping with national health reforms.

The Country Health SA Local Health Network (CHSA/LHN) is part of SA Health and oversees the rural health system in South Australia. It is implementing 10-year local health service plans across rural SA to transform health care delivery for rural and remote South Australians.

Various other programs and new initiatives are being implemented to improve healthcare delivery in the regions:

- More than 100 video conferencing units have been rolled out as part of the digital telehealth network upgrade. This has enabled rural consumers to access mental health services closer to home, with similar technology now being introduced for other specialty areas.
- Federal and State Government funding is being used to upgrade all four Country General Hospitals in Port Lincoln, Whyalla, Berri and Mount Gambier.
- Additional critical infrastructure upgrades are occurring at a range of other sites, including a new GP Plus Health Care Centre in Port Pirie.

Skills for All

Australia currently faces significant agricultural labour and skill shortages, spanning the entire value chain and supporting areas.

Compounding these problems is the challenge of attracting sufficiently talented younger people into the agricultural industry.

With the agribusiness and rural sector becoming increasingly sophisticated, it requires a highly skilled and educated workforce from a range of disciplines, with the skill sets to use new technologies and practices.
Through Skills for All the State Government is subsidising training to support the continued up-skilling of people entering the workforce and those already participating. Skills for All is also providing skills development and job opportunities in areas of regional and local industry demand. The program links people with skills and jobs, while giving industry and employers access to a skilled workforce. The initiative has created a Vocational Education and Training system that is simpler to access and navigate, and helps more people enter training and progress to higher qualifications and employment. In addition, the Government has committed to increase regional populations outside greater Adelaide to 320,000 or more by 2020. It is recognised that attracting and retaining youth in regionally based career paths will assist in growing vibrant and sustainable communities in regional areas.

Small Business Commissioner

Small businesses, including those in regional areas, need a competitive and fair operating environment to grow. The Office of the Small Business Commissioner provides services where disputes can be resolved with as minimal stress as possible to small business operators. The Commissioner provides information to improve the capacity of small businesses to manage their affairs and inform their decision-making so that disputes are less likely to occur. The office is also responsible for administering the Retail and Commercial Leases Act 1995.

South Australian Planning Strategy

Balancing population and economic growth with the need to preserve the environment and protect the heritage and character of regional communities is a major focus of the Government’s South Australian Planning Strategy. Regional volumes of the strategy provide a basis on which state and local government agencies can plan for the provision and spatial distribution of services and infrastructure to cater for anticipated population and housing growth. Focus areas include transport, health, schools and aged-care and community facilities. The strategy places a strong emphasis on the liveability, economic competitiveness, sustainability and community and environmental resilience of regional communities.

Sport and recreation

Various funding streams are available to support sports and recreation in South Australia. The Sport and Recreation Sustainability Program and the Sport and Recreation Development and Inclusion Program provide over $7.1 million to organisations for the delivery of programs and services on a state-wide basis. The Office for Recreation and Sport offers grant funding to local sport and active recreation clubs of up to $5,000 for programs and equipment, and up to $20,000 for minor facility upgrades through the Active Club Program. Each year Active Club provides over $2.35 million to more than 500 clubs and associations around the state. Grants of up to $500,000 are also made through the Community Recreation and Sport Facilities Program for larger sport and active recreation facility developments. The grants are available to local clubs and associations, councils, schools and other eligible community organisations to improve sport and active recreation facilities that meet the needs of South Australian communities.

Strategic Infrastructure Plan for South Australia

The Strategic Infrastructure Plan for South Australia is about meeting South Australia’s future needs over the next decade and beyond. It outlines what new infrastructure is required and what needs updating. The plan sets both broad and specific priorities and covers all types of built assets, as well as the delivery of infrastructure for social services and natural heritage. However, the proposals are not chiselled in stone. It is a plan for public and private investment and will evolve over time as the State meets new challenges and takes up new opportunities.
Water security

Effective water resource management and planning to maintain sustainable access to good quality water supplies is critical for productive and resilient regional communities.

It is also critical for maintaining healthy rivers and wetlands supporting cultural values, fishing, tourism and recreation.

The State's water resources not only support regional communities but are essential for industries such as manufacturing, agriculture and mining.

The value of good water management was vital during the recent drought and continues to be important for developing new resources and making the best use of existing supplies.

Water allocation plans exist for our most developed water resources enabling sustainable access for all users, including the environment. The Government is supporting projects to increase the availability of alternative water sources, including the use of stormwater and recycled wastewater for irrigation and industry.

While South Australian irrigators are some of the most efficient in the nation, opportunities exist to further improve water use efficiency and productivity.

The River Murray

The River Murray is critical to South Australia, providing a source of water to over 1.2 million people in the State.

The SA Murray-Darling Basin region is the most efficiently run irrigated agriculture sector in Australia, and a significant contributor to employment and economic activity both at a State and regional basis.

About 6% of the SA population lives in the region, which accounts for 22% of all agricultural workers in SA and 29% of SA agricultural businesses.

Innovative projects such as the South Australian River Murray Sustainability Program are providing irrigators with an opportunity to improve water use efficiency, improve productivity and return water to the environment.

The $265 million initiative is funded by the Australian Government and is being delivered by Primary Industries and Regions SA over six years from 2013-14.

The South Australian Government negotiated hard with the former Federal Government to achieve the outcomes sought by the region.

SARMS will support the sustainability of Murray River communities in South Australia through investment in irrigation efficiencies, water returns, irrigation industry assistance, regional economic development and redevelopment of the Loxton Research Centre.

This investment in future sustainability will help irrigators prepare for basin planning and climate change scenarios. It also delivers on two of the Government’s strategic priorities: Premium Food and Wine from Our Clean Environment and Growing Advanced Manufacturing.

Adoption of the Murray-Darling Basin Plan was an historic milestone for the River Murray and the communities and industries that rely on it.

Implementation of the plan will give many benefits, including supporting the delivery of water for critical human water needs, maintaining good water quality and flushing salt from the system, and providing environmental flows to precious River Murray wetlands and floodplains.

The South Australian Government has developed a detailed strategy to guide the state’s implementation of the Basin Plan and related programs between 2013 and 2019. The Murray-Darling Basin Plan: South Australian Implementation Strategy 2013-2019 outlines key actions that will be pursued to ensure the Basin Plan is implemented successfully and that other basin states meet their obligations.

Goyder Institute for Water Research

The Goyder Institute for Water Research was established in 2010 to support the security and management of South Australia’s water supply and contribute to water reform in Australia.

The Institute brings together South Australia’s leading water research capabilities, in collaboration with CSIRO, into a single, comprehensive research program aimed at providing expert, independent scientific advice that informs good policy decision-making, identifies future threats to water security and assists in an integrated approach to water management.

It is using science to investigate potential unused water sources in the Far North of the State, which may be suitable for mining and industrial purposes.
Adelaide Hills, Fleurieu and Kangaroo Island

Area
8,752 sq km

Population (June 2010)
117,773 (7.2% of State's population)

Major centres
Victor Harbor (13,971 people), Mount Barker (30,540), Kangaroo Island (4,500)

Economic performance (2011/12)
$3,718 million GVA¹ (4% of GSP²)

Unemployment rate (June 2011)
4.1% (State average 5.5%)

Major employment (2011/12)
Agriculture, forestry and fishing (13.4%), retail trade (11.5%), construction (11.1%)

Regional Opportunities

• Major producer of fresh food and cool climate wines, predominately in the Adelaide Hills.
• Tourism on Kangaroo Island projected to increase, with SA's Economic Development Board targeting a doubling of tourist numbers over the next 10 years.
• Victor Harbor and Goolwa are future population growth centres as the population ages and retirees move to the region. This will lead to growth in residential construction and local infrastructure development.
• Appealing residential living in the Adelaide Hills will continue to make towns such as Mount Barker population growth centres.
• The regions projected increase in population by 2026 is almost 1.5 times the projected growth rate for the State.

¹GVA – gross value added. ²GSP – gross state product

Further information can be obtained through Regional Development Australia Adelaide Hills, Fleurieu and Kangaroo Island
www.rdahc.com.au
Barossa

Area
3 145 sq km

Population (June 2010)
66,468 (4.1% of State’s population)

Major centre
Gawler (21,041) and smaller regional centres of Nuriootpa, Tanunda, Angaston, Lyndoch, Kapunda, Freeling and Two Wells.

Economic performance (2011/12)
$2,631 million GVA (2.9% of GSP)

Unemployment rate (June 2011)
4.5% (State average 5.5%)

Major employment (2011/12)
Manufacturing (20.7%), construction (13.3%), retail trade (9.7%)

Regional Opportunities
• Significant wine producing region exporting bottled wine to Europe, the US and increasingly to growing parts of Asia, including China.
• Approximately 80% of local economic activity is related to the wine industry, employing 41% of the workforce.
• Opportunities to attract more day-trip and overnight visitors to the Barossa Valley by marketing the “Barossa brand”, which is recognised as a world class tourist destination.
• Extension of the Northern Expressway to provide new transportation linkages for local producers by linking directly with the Port River Expressway.
• Roseworthy predicted to experience growth of up to 60,000 residents over the next 30 years to become a major residential, educational and commercial centre.
• The region’s projected population growth to 2026 is almost three times the projected growth rate for the State.

Further information can be obtained through Regional Development Australia Barossa www.barossa.org.au
Far North

Area
696,986 sq km

Population (June 2010)
28,726 (1.5% of State’s population)

Major centres
Port Augusta (14,784). Other main towns include Leigh Creek, Coober Pedy and Roxby Downs.

Economic performance (2011/12)
$2,989 million GVA (4.3% of GSP)

Unemployment rate (June 2011)
7% (State average 5.5%)

Major employment (2011/12)
Mining (44.8%), construction (10.1%), health and social assistance (5.6%). As at June 2011 there were 11,416 employed persons in the region.

Regional Opportunities

- Mining will continue to spur economic growth in the region, which contains 72% of South Australia’s mineral resource projects.
- The Far North produces 70% of the State’s mining output and is rich in uranium, copper, gold and iron ore.
- Fourteen of South Australia’s 17 approved mining projects and 19 of the 29 mining projects currently in development are located in the region.
- Demand for further investment and development of ports, road, rail, energy and water infrastructure will require cooperation between mining companies and government for infrastructure sharing.

Further information can be obtained through Regional Development Australia Far North www.rdafn.com.au
Limestone Coast

Area
21,330 sq km

Population (June 2010)
66,724 (4.1% of State’s population)

Major centres
Mount Gambier (25,000). Other main towns include Naracoorte, Millicent, Kingston and Bordertown.

Economic performance (2011/12)
$3,444 million GVA (3.7% of GSP)

Unemployment rate (June 2011)
5.3% (State average 5.5%)

Major employment (2011/12)
Agriculture, forestry and fishing (23.0%), manufacturing (14.5%), retail trade (10.6%).

Regional Opportunities
• About 82% of the region is designated as agricultural land, with agriculture, horticulture, viticulture, dairying, forestry and fishing providing the main economic activity.
• Tourism is an emerging industry with visitors attracted to the region’s conservation parks, woodlands, coastal regions, and food and wine experiences.
• The region has an abundant and reliable supply of fresh water especially in the Lower South East.
• The climate, rainfall, diversity of products and greater water security provide an opportunity to position the region for growth as a reliable supplier of food and wine products.

Further information can be obtained through Regional Development Australia Limestone Coast www.rdalimestonecoast.org.au
Murraylands and Riverland

Area
36,489 sq km

Population (June 2010)
70,565 (4.3% of State’s population)

Major centres
Murray Bridge (19,577). Other main towns include Loxton, Berri and Renmark.

Economic performance (2011/12)
$3,046 million GVA (3.3% of GSP)

Unemployment rate (June 2011)
7.4% (State average 5.5%)

Major employment (2011/12)
Agriculture, forestry and fishing (26.6%), health and social assistance (10.2%), manufacturing (10.1%).

Regional Opportunities
• Murraylands and Riverland is home to diverse agricultural and horticultural output and food processing.
• Nearly 80% of the region is designated as agricultural land, with economic activity based on horticulture, viticulture, dairy farming and livestock production.
• The region is working to raise productivity, build world class intra-industry value chains and establish an international reputation as a food producer.
• Tourism, eco-tourism and holiday destinations associated with the Murray River and local conservation parks are key components of the economy and offer significant growth potential.
• The region has major road and rail infrastructure linking it to the eastern states.
• Strong projected population growth will increase investment in building and construction, associated areas such as light industry, health and education, and increase demand for skilled labour.
• Population growth may see a demand for a regional university.

Further information can be obtained through Regional Development Australia Murraylands and Riverland www.rdamr.org.au
**Whyalla and Eyre Peninsula**

- **Area**
  170,500 sq km

- **Population (June 2010)**
  58,700 (3.6% of State’s population)

- **Major centres**
  Whyalla (23,000) and Port Lincoln (14,726)

- **Economic performance (2011/12)**
  $3,121 million GVA (3.4% of GSP)

- **Unemployment rate (June 2011)**
  5.1% (State average 5.5%)

- **Major employment (2011/12)**
  Agriculture, forestry and fishing (18.6%), manufacturing (11.8%), health and social assistance (9.8%).

**Regional Opportunities**

- Emerging industries include tourism, minerals exploration and processing, defence and renewable energy.
- Mining is relatively small at 1.4% of total employment but is likely to show strong growth in the medium term. Iron ore, for example, offers an opportunity to diversify the region’s economic base, creating jobs directly in construction and operation, and indirectly in service sectors.
- Whyalla has a significant heavy industry base, including steel manufacturing, and is a commercial, educational and retail centre, while Port Lincoln is strong in aquaculture, agriculture and tourism.
- Both Whyalla and Port Lincoln have deepwater ports and two further ports have been proposed for eastern Eyre Peninsula to service future iron ore mining.
- Airport passenger numbers for Port Lincoln, Whyalla and Ceduna have grown at 6.7% per annum over the past 10 years compared to the State average of 5.1%.
- Regional research facilities are closely integrated with the industry profile and have the potential to drive innovation and economic growth.
- The region is a major exporter of renewable energy with opportunities for further growth.

Further information can be obtained through Regional Development Australia Whyalla and Eyre Peninsula www.eyreregion.com.au
Yorke And Mid North

Area
34,883 sq km

Population (June 2010)
76,549 (4.7% of State’s population)

Major centres
Port Pirie (12,300)

Economic performance (2011/12)
$3,260 million GVA (3.5% of GSP)

Unemployment rate (June 2011)
4.3% (State average 5.5%)

Major employment (2011/12)
Agriculture, forestry and fishing (25.1%), Health and social assistance (11.0%), retail trade (10.2%).

Regional Opportunities
- About 97% of the region is designated as agricultural land.
- Much the economy is based on primary production, predominantly viticulture, field crops and emerging agricultural activities such as hay and livestock processing, intensive farming, animal husbandry and horticulture.
- Economic activity in Port Pirie is closely tied to production from its silver, lead and zinc smelters.
- The region is a popular tourist destination, attracting one million visitors annually.
- Important sea ports for exporting grain are located at Wallaroo, Ardrossan, Port Giles and Klein Point.
- The region is home to the Clare and Gilbert Valley, an important premium wine and tourism area.
- Growth prospects exist for emerging agricultural and horticultural industries, tourism, renewable energy and minerals exploration.
- The region’s attractiveness as a retirement location provides potential for population growth.
- Employment growth is expected in health and community services, retail, manufacturing and residential housing construction.

Further information can be obtained through Regional Development Australia Yorke and Mid North www.yorkeandmidnorth.com.au
EVERY CHANCE FOR EVERY CHILD
∙ Children are born healthy
∙ Confident and engaged parents and families
∙ Healthy child development and wellbeing
∙ Quality early learning

AN AFFORDABLE PLACE TO LIVE
∙ Affordable housing
∙ Balancing the household budget
∙ Supporting people in need

CREATING A VIBRANT CITY
∙ A vibrant place
∙ People-focused environment
∙ Things to see and do
GROWING ADVANCED MANUFACTURING
- Unique expertise in new technologies
- Manufacturing innovative products
- Competing on value, not costs

SAFE COMMUNITIES, HEALTHY NEIGHBOURHOODS
- People out and about create a sense of safety and community
- Healthy and active people
- Building family opportunities

REALISING THE BENEFITS OF THE MINING BOOM FOR ALL
- Thriving regional communities and industries
- Diversified economic base across the State
- Jobs for South Australians
- Sharing the wealth right across the State

PREMIUM FOOD AND WINE FROM OUR CLEAN ENVIRONMENT
- Improve recognition and sales of South Australian food and wine in targeted markets locally, nationally and internationally
- Support innovative, resilient and competitive food and wine industries
- Capitalise and build on our high standards of production including food safety, biosecurity, environmental management