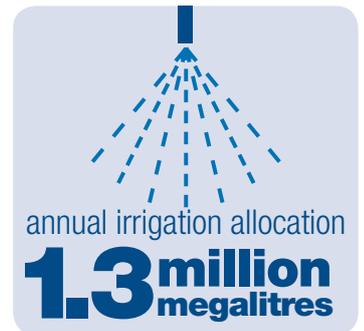
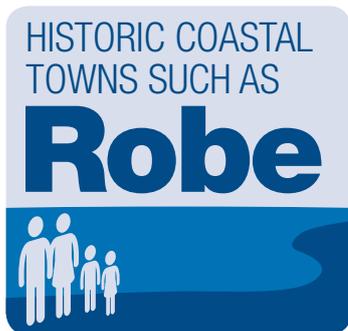
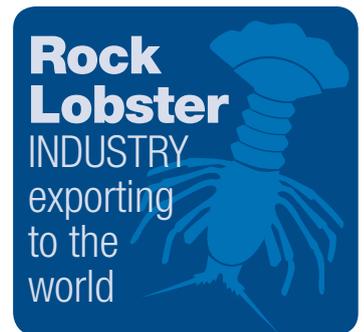
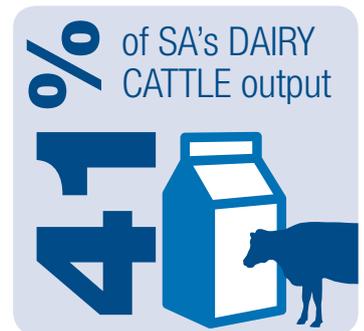
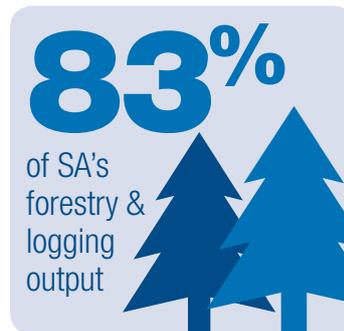
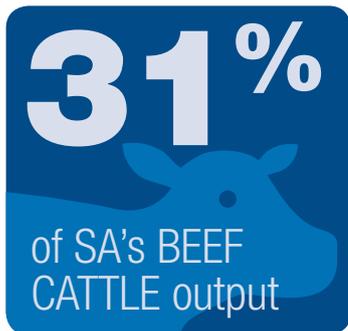


REGIONS IN FOCUS

Limestone Coast



This document is a contribution to the ongoing conversation on the opportunities and priorities of the Limestone Coast region. It highlights the strengths of the region to inform people's thinking about the future, and outlines opportunities where we can all work together to grow the region's economy and make it an even better place to live, work and visit.

Statewide consultation informed the Regional Statement for South Australia, in which regional communities identified these key areas of particular importance to them:

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

These are supported by the regional opportunities and priorities outlined on these pages, identified through collaborative planning at the local level. Together, these are the broad themes within which businesses, council and state government are working together to achieve regional and state priorities.

The Government of South Australia has an Economic Plan to drive the State's future prosperity and strength. It outlines ten economic priorities, and key for the Limestone Coast are priorities two, five, six, seven and ten (see below).

The Limestone Coast is recognised for the work done in setting economic priorities, following the State Government's initiation of the 2012 Economic Diversification Forum, and for the advocacy and local implementation of the regional Economic Development Group.

ECONOMIC PRIORITIES

- 1 Unlocking the full potential of South Australia's resources, energy and renewable assets
- 2 Premium food and wine produced in our clean environment and exported to the world
- 3 A globally recognised leader in health research, ageing and related services and products
- 4 The Knowledge State – attracting a diverse student body and commercialising our research
- 5 South Australia – a growing destination choice for international and domestic travellers
- 6 Growth through innovation
- 7 South Australia – the best place to do business
- 8 Adelaide, the heart of the vibrant state
- 9 Promoting South Australia's international connections and engagement
- 10 South Australia's small businesses have access to capital and global markets

REGIONAL PRIORITIES

- Meeting the needs of business and industry, enabling them to grow and innovate, by
 - infrastructure upgrades and development
 - broader education and training options
 - targeted and applicable research to support innovation
- Providing social infrastructure across a large region
- Meeting the needs of an ageing population
- Developing regional leaders and entrepreneurs for the future
- Identifying opportunities to compete in the global marketplace

KEY STRENGTHS AND OPPORTUNITIES

Grow and initiate industries that sustainably use **natural resources and alternative energy** opportunities



Attractive region to live, work and raise a family and visit



Investing in infrastructure with Regional Development Fund (Naracoorte Livestock Exchange, Mount Gambier Airport, Keith Timber Frame & Truss)



Workforce Housing opportunities to support workforce growth



Potatoes and Onions Grown in the Limestone Coast, supplying to Woolworths and Coles nationally



Highly productive agricultural and forestry land



New Horizons Project increasing soil productivity – test site at Cadgee



JBS Australia - lamb (Bordertown) and Teys Australia - beef (Naracoorte) **exporting premium products to the world**



Introduction of SA's **Marine Protected Areas**



Midfield Coonawarra – redeveloping old Safries site, **creating job opportunities and new markets**



Advanced manufacturing: Cellulose Fibre Value Chain Study implementation now underway with **\$27m funding** from SE Forestry Partnerships Program



Co-innovation cluster program with projects in the **red meat, dairy, wine and potato** industries



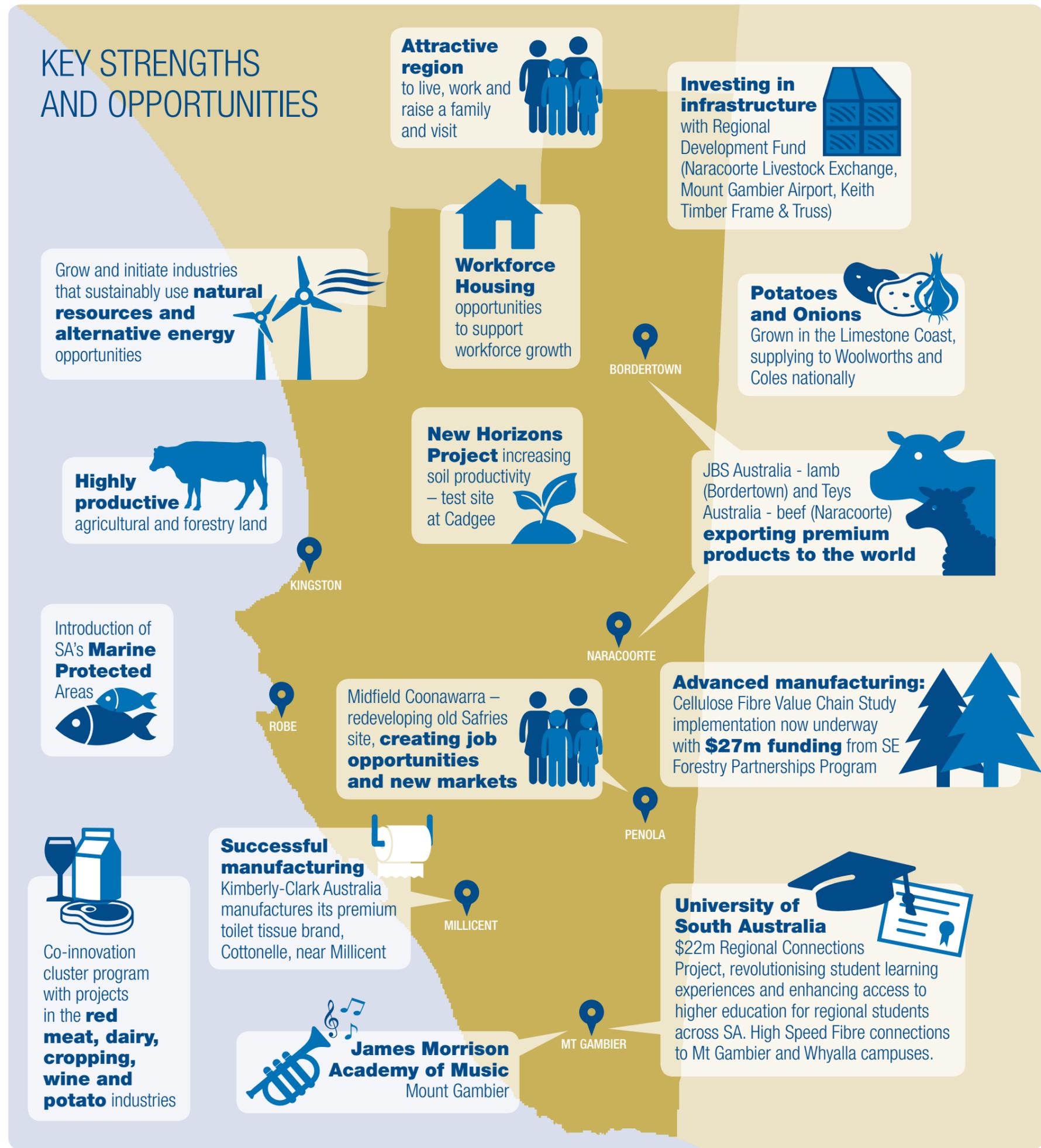
Successful manufacturing Kimberly-Clark Australia manufactures its premium toilet tissue brand, Cottonelle, near Millicent



University of South Australia \$22m Regional Connections Project, revolutionising student learning experiences and enhancing access to higher education for regional students across SA. High Speed Fibre connections to Mt Gambier and Whyalla campuses.



James Morrison Academy of Music Mount Gambier



REGIONS IN FOCUS

Limestone Coast

Many projects are already achieved or underway to help develop the region. These include State, Federal and Local Government projects, as well as many from the private sector, to grow prosperity and improve the quality of life of residents.

Investing in the future prosperity of the Limestone Coast

PRIVATE INVESTMENT

\$3.8 billion worth of investment in the Limestone Coast is identified in the 2014-15 Major Developments Directory for projects with capital expenditure of more than \$1 million (www.statedevelopment.sa.gov.au/mdd).

Some other examples of businesses investing in the region include:

Mondelez (Kraft)

Philadelphia cream cheese is made at the Mondelez (Kraft) manufacturing plant at Suttontown, using over 44m litres of South Australian and Victorian milk each year (source: www.mondelezinternational.com).

Timberlink (Tarpeena)

\$16 million investment in significant sawmill upgrade.

Mini Jumbuk (Naracoorte)

Wool blankets, quilts, mattress toppers and pillows made from 100% premium Australian wool and exported to the world.

Sky Sea Foods (Robe)

Facilitating export of rock lobsters to China.

Penfolds

Penfolds selected Coonawarra and Wrattonbully grapes for inclusion in its 2014 Grange.

Midfield Coonawarra

The Midfield Group's purchase of the former Safries factory at Penola in 2014 will see the site used for storage of potatoes and frozen product, and also the development of a new milk processing plant.

GOVERNMENT INVESTMENT

\$10.4 million investment in key regional projects and new initiatives in the Limestone Coast is identified in the 2015-16 State Budget.

Some other examples of where Government is investing in the region include:

Regional development grants

Over \$2m in regional development grants was awarded to Limestone Coast businesses between 2010-11 and 2014-15.

Recent projects include the expansion of the Robarra barramundi production facility featuring new water recycling technology, the development of Myora Farm's pig production facilities, and the Limestone Coast Collaborative building a regional brand to boost visitor numbers in a project driven from the producer level.

Health

The Mount Gambier and District Health Service has completed a \$26.7 million redevelopment project funded by the Commonwealth Health and Hospital Infrastructure Fund.

Tourism

The South Australian Tourism Commission (SATC) has launched the South Australian Road Trips campaign, including the Great Southern Journey drive featuring highlights of the Limestone Coast region (www.roadtrips.southaustralia.com)

A TV commercial showcasing the region's relaxed, road-trip style of holiday has been created as part of SATC's Best Backyard intrastate marketing campaign. The theme is 'Rediscover the great Aussie road trip on the Limestone Coast.'

Cross-sector solutions

90 Day Change Project, developing solutions for road transport issues in agriculture across South Australia through a three-way partnership between PIRSA, DPTI and Primary Producers SA.