

PIRSA Strategic Plan 2026-2030

Our Purpose: To advance the prosperity and sustainability of South Australia’s primary industries and regional communities.

Strategic Priorities	Safeguard our resources	Stimulate sustainable industry growth	Strengthen preparedness, response and recovery capability	Empower regional prosperity	Create an operating environment for success	Lead with integrity and excellence
	Protect and sustain our resources and markets through targeted research, monitoring, policy, regulation and programs.	Grow the value, productivity and global competitiveness of primary industries by pursuing opportunities where South Australia has an advantage.	Support primary industries and regional communities to prepare for, respond to, recover from and build resilience to adverse events, natural disasters, biosecurity incidents and drought.	Support South Australia’s regions to prosper through partnerships and initiatives that strengthen their communities.	Remove barriers to growth and innovation through effective policy and regulatory settings, and position our primary industries and regional communities for success.	Operate as a modern, flexible, trusted and responsive organisation that demonstrates leadership, delivers quality outcomes, and values its people, partners and environment.
Outcomes	Market access and product integrity are protected and enhanced through strong, trusted systems.	Industry has access to data, scientific research and development, and industry development support.	Industries and communities are prepared to respond to and recover from adverse events.	Regional communities are supported to plan for economic development opportunities and risks.	The policy and legislative environment is evidence-based, responsive, cost effective and enables sustainable growth.	Departmental capability is strengthened across our people, governance, processes, systems, safety and security.
	Agricultural, forestry and aquatic resources are protected and sustainable, informed by research and monitoring programs.	Collaboration with industry enables effective responses to emerging opportunities and challenges.	Departmental capability and capacity for emergency response is resourced and strengthened, ensuring timely, coordinated and effective action.	Strong regional networks and partnerships are developed and maintained, ensuring programs and policies are place-based and designed with regional communities.	Barriers to the success of primary industries and regions, where responsibility sits within other portfolios, are addressed collaboratively.	Staff are attracted, valued and supported, and retained.
	Industry and government share responsibility for biosecurity through strong collaboration, capability and clear roles.	South Australia’s primary industries and regions sustain and grow access to local, national and global markets.	Risks to production, supply chains and market access are minimised through proactive management.	Co-design is embedded in the development and implementation of initiatives that impact on Aboriginal people and communities.	Primary industries and regions are championed in relevant regional, state, national and global forums.	Customers receive efficient, responsive, and reliable services and communications that meet their needs.
	Primary industries and regions are supported to respond and adapt to a changing climate	Industry and regional communities are supported to consider, adopt and transition to new practices, technologies and products.	New technologies are deployed to provide effective surveillance for emerging threats, enabling early detection and rapid response.	Emerging leaders are promoted and developed to actively participate in regional decision making		Stakeholders are actively engaged through effective partnerships and participate in design of programs and policies, building trust and strengthening relationships.
						Departmental resources are allocated responsibly and transparently to deliver maximum public value and sustainability.

We are passionate about making a positive difference for our industries and communities and we live the South Australian public sector values every day.

We are innovative, collaborative and creative	We are agile and responsive	We care for people and place	We embrace challenges with courage	We deliver lasting impact
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Acknowledgement of Country. The Department of Primary Industries and Regions cares for the Country and communities of South Australia. We ensure the land, sea, water and sky are healthy for future generations and strive to better understand their spiritual and cultural significance for Aboriginal people across the state. In the spirit of reconciliation, our commitment is to build progressive and trusting relationships to share knowledge and learn from each other. We recognise and own a difficult past, and together we will walk forward. We acknowledge the many Aboriginal people of this Country as the oldest continuous living culture in the world.

KEY INDUSTRIES

-  Fruits
-  Vegetables
-  Nuts
-  Wine
-  Cattle
-  Sheep
-  Poultry
-  Pigs
-  Dairy
-  Grains
-  Seafood
-  Forestry
-  Recreational fishing

PIRSA LOCATIONS

1	Adelaide	14	Kybybolite
2	Ceduna	15	Mount Gambier
3	Minnipa	16	Naracoorte
4	Port Augusta	17	Struan
5	Port Lincoln	18	Barmera
6	Whyalla	19	Loxton
7	Clare	20	Murray Bridge
8	Jamestown	21	Nurioopta
9	Moonta	22	Pinnaroo
10	Oodla Wirra	23	Roseworthy
11	Yorke town	24	Turretfield
12	Kingscote	25	Yamba
13	Kingston		

Fruits: apples, pears, cherries, strawberries, stone fruits, citrus

Nuts: almonds, walnuts, pistachios

Vegetables: brassicas, potatoes, onions, mushrooms, capsicums, tomatoes, cucumbers

Grains: wheat, barley, lentils, oats, canola, beans, chickpeas, peas

Seafood: marine scalefish, abalone, prawns, shellfish, southern bluefin tuna, rock lobster

South Australian primary industries, regions and PIRSA locations

