Murraylands and Riverland South Australia
A region ripened for success
Through the South Australian River Murray Sustainability Program
There’s never been a better time to invest

The Murraylands and Riverland region of South Australia represents significant opportunity for the astute entrepreneurial business person. Home to almost 70,000 South Australians and the mighty River Murray, the region has traditionally supported industries such as vegetables, grains and livestock in the Murraylands, and irrigated horticulture (fruit, nuts and grapes) in the Riverland.

Record levels of government funding are now creating new and exciting opportunities and increasing business confidence. Those able to identify and expand existing development will surely be rewarded.

Swift implementation of funding opportunities through the $265 million South Australian River Murray Sustainability (SARMS) Program by Primary Industries and Regions SA (PIRSA) has resulted in significant outcomes for the region through the Irrigation Industry Improvement Program (3IP).

The associated $25 million Regional Economic Development (RED) element is delivering significant outcomes in regional research and economic development through:

- $12.5 million Regional Development and Innovation Fund
- $5 million Industry-led Research Sub-Program
- $7.5 million redevelopment of the Loxton Research Centre.

We expect that every dollar of 3IP investment will stimulate around four times this in economic activity across the region, resulting in around $1 billion of economic activity from the total $265 million investment by the Australian Government. The long-term social and environmental benefits will also be substantial.

SARMS driving regional prosperity

SARMS is creating opportunities for irrigators and their suppliers while preserving the region’s natural capital – productive capacity, heritage, culture and environmental beauty. The investment is reinvigorating the region and ripening it for private investment.

Exciting possibilities are being created across the whole business spectrum – agribusiness, research, education, employment, finance, environmental and agricultural consulting services, retail or e-business, tourism, transport, manufacturing, processing, export, nurseries, property sales, building and construction. The region needs savvy entrepreneurs to respond to this great opportunity. So whether you are a seller of farm machinery, a producer of gourmet foods or offering something new, the Murraylands and Riverland is open and ready for business.
Irrigation Industry Improvement Program (3IP)

3IP is designed to deliver maximum and lasting benefit from the funding dollar to river communities through a competitive process over a period of five years and will return 40 gigalitres of water to the river system through optimisation of irrigated water use. In order to participate in 3IP, eligible applicants (holders of Class 3 Water Access Entitlements) will be required to contribute to South Australia’s water recovery targets under the Murray-Darling Basin Plan.

$240 million in 3IP funding is allocated through three investment streams:

- **Stream One – Irrigation Efficiency** – supporting water efficiency improvements.
- **Stream Two – Water Returns** – to acquire water through direct purchase.
- **Stream Three – Irrigation Industry Assistance** – accessible to improve farm productivity only when the applicant is seeking funds through Streams One and/or Two.

All successful 3IP projects create spin-off opportunities for suppliers of goods and services. Many will purchase plant stock from nurseries, design services for engineering projects, business consulting services in areas such as marketing and export, irrigation equipment from local suppliers, new and second-hand farm machinery, or building services for construction of on-farm infrastructure such as pump houses and sheds.

As at the completion of Round Two of 3IP, around $170 million in funding has been offered to 170 projects, with a total of 34 gigalitres of water to be returned to the Murray Darling Basin for environmental purposes. All this within the first two years of the program!
Regional Economic Development (RED) Program

Economic development in the region is being supported through RED, a set of sub-programs funded by the Australian Government including: the Regional Development and Innovation Fund (RDIF), the Industry-led Research Sub-Program (IRSP) and the Loxton Research Centre (LRC) redevelopment. These offer a total of $25 million for projects that harness the expertise of allied industries and advanced irrigated industries’ research. They form a powerful investment package to ignite regional productivity through improved water efficiency and position river communities well for the future.

The RDIF offers a total of $12.5 million and supports major projects that provide employment opportunities and improve economic diversification in the region. Opportunities for business investment may include the provision of services, equipment and training, as well as funding for large-scale bricks and mortar projects.

The IRSP will deliver benefits through a $5 million investment in research. Opportunities are available for registered research providers for projects leading to improved productivity and water use efficiency in irrigated industries.

$7.5 million has been allocated for the redevelopment of the LRC that will house the new Riverland and Mallee Primary Producers Business and Research Centre and create business opportunities for strategic co-location of key industry, research, education, business and support entities with the capacity to maximise the benefits to the sector delivered by the SARMS program. It is set to be the regional centre for irrigation research and education, and a perfect place to build a regional presence and collaborate with like-minded organisations.

Refurbishment has resulted in significant investment into the local economy, which will only increase with the construction of the new building.

The Loxton Research Centre will also be the new home for the $11 million national Centre of Excellence for the Australian Almond Industry.
Prospective investors should be talking to PIRSA, Regional Development Australia (RDA) and local government. Each has the capacity to provide the support, specific information and expertise needed to take full advantage of opportunities in the region.

PIRSA and RDA Murraylands and Riverland offer an intimate knowledge of the region, communities, industry and the bio-physical surrounds. These organisations can facilitate investment attraction through a streamlined approach that aligns your business goals with the opportunity.

PIRSA provides a clear strategic approach to regional development activity and provides regions with a strong voice into government. It supports South Australia to build on its global reputation for food, wine and clean technology expertise under the Government of South Australia’s economic priority Premium food and wine produced in our clean environment and exported to the world. These dual responsibilities provide a multi-faceted approach to the growth of regional South Australia through promotion, building capability and securing production, improving competitiveness and attracting investment.

Potential private investors with construction projects should seek guidance from councils about local planning and development requirements. Projects valued in excess of $3 million, and considered to be of economic importance to the State, can seek extra assistance in the planning process through the Department of Planning, Transport and Infrastructure (DPTI) and office of the Coordinator-General – responsible for providing assistance with major private sector development projects. PIRSA and RDA Riverland and Murraylands can help facilitate these discussions.

Business development managers at RDA Murraylands and Riverland can provide a diverse range of information, advice, mentoring and support services to micro, small and medium business clients to support growth start-ups and established businesses. Advice from RDA business development managers is designed to improve business management systems, processes, skills and decisions of businesses within the region.

Whenever considering business and investment opportunities, it is advisable to seek proper independent financial and legal advice from trusted and qualified professionals. PIRSA is unable to provide recommendations of a financial or legal nature, which includes the provision of contacts to obtain such information.
3IP funded projects will create spin-off benefits for suppliers of goods and services such as construction.

To talk to PIRSA about business investment in the Murraylands & Riverland contact:

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To talk to PIRSA about applying for SARMS funding contact:

Kym Walton
Team Leader – SARMS Regional Support
Primary Industries and Regions SA
Phone: Murray Bridge (08) 8539 2188, Loxton (08) 8595 9172
Mobile: 0488 020 715
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To talk to the Regional Development Australia Murraylands and Riverland contact:

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Websites

SARMS
Regional Development Australia, Murraylands & Riverland
www.rdamr.org.au
PIRSA Regional Development
www.pir.sa.gov.au/regions
Premium Food and Wine from our Clean Environment
www.foodwine.sa.gov.au
Department of Planning, Transport and Infrastructure
www.dpti.sa.gov.au/coordinator_general
Invest in SA
www.invest.sa.gov.au