

SOUTH AUSTRALIA'S INVESTMENT AND TRADE STATEMENT 2018

NEW HORIZONS





Ranked as the fifth most liveable city in the world and one of the most cost-competitive cities in Australia, Adelaide in South Australia is a great place to live and work.

Labour costs, land and taxes are significantly lower than other Australian states, making South Australia one of the best places to do business.





Exporting is crucial to the business as it allows us to broaden our international audience and market.

Paul Vasileff
Designer, Paolo Sebastian

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Note: Unless otherwise stated, all figures are quoted in Australian dollars.

Premier's foreword



South Australia is, and always has been, outwardly focused. Now more than ever, our world is interconnected. Distance presents fewer barriers to communicating with and selling to the world. We can offer our knowledge and expertise – our products and services – globally. These are the new horizons for South Australia.

The 2018 Investment and Trade Statement outlines what the South Australian Government is doing to ensure our companies, communities and people are ready to embrace the opportunities arising from these circumstances.

In the past year, the government has led 14 successful international business missions. We have seen relationships formed and consolidated, agreements made and Memorandums of Understanding signed. An independent survey of South Australian exporters shows the number of exporters is growing, increasing our connections to overseas markets.

We are also working to maximise the benefits of the Future Submarine program signed with French company, Naval Group (formerly DCNS). This will help South Australian companies benefit from the activity generated by this multi-decade project, securing our naval shipbuilding industry.

Investment Attraction South Australia continues to bring investment into the state, exceeding its target of creating 6000 jobs by the end of 2017.

StudyAdelaide and Immigration SA are ensuring more students and business migrants are welcomed to South Australia each year. More than 35,500 student-visa holders were enrolled as international students in 2017 – achieving the South Australian Government's target.¹ The number of business migrants granted a visa increased by 183 per cent in 2016-17 to 204.²

Our state is a trailblazer in renewable energy and energy storage. This status has been reinforced by developments arising from the government's energy policy, 'South Australian Power for South Australians', especially the installation of the world's biggest lithium ion battery at the Hornsdale Power Reserve in the mid-north.

The South Australian Government is working to reduce costs to businesses and maintain an economic environment conducive to growth. We are abolishing business stamp duty to help make ours the lowest taxing state in Australia. Among a range of positive indicators, South Australia recorded the biggest rise in Gross State Product of all the states in 2016-17, and Adelaide was ranked as the most cost-competitive capital city in Australia in a recent KPMG Competitive Alternatives Report.

By detailing our successes, our expertise and our bold plans for the future, this 2018 Investment and Trade Statement further demonstrates that South Australia is open for business.

1. Australian Government Department of Education and Training, International Student Enrolment Data 2017, Extracted: January 2018.

2. Department of Home Affairs, unpublished data, visa grants to South Australian nominated business migrants (2015/16 to 2016-17).

Investment, trade,
arts and culture,
immigration, research
and development
collaborations, and
education are the
cornerstones of
our international
engagement.

Jay Weatherill

Hon Jay Weatherill
Premier of South Australia



South Australian trade and investment highlights



305 businesses, featuring 423 delegates,³ participated in the 2017 outbound business mission program to 22 countries. Sixty South Australian businesses became exporters, 10 more than the South Australian Government's Economic Priority target⁴



\$89 billion naval shipbuilding program



\$7.5 billion investment into SA for renewable energy



In 2016-17, 60 South Australian businesses became exporters, 10 more than the Economic Priority target



435,000 visits to South Australia (year to March 2017)



Investment Attraction South Australia's 14 major investment projects have a total combined capital expenditure of \$1.12 billion with an estimated total economic benefit of \$2.72 billion (2017)



National Disability Insurance Scheme (NDIS) to create up to 6000 new jobs



\$6.3 billion tourism expenditure (SATC Year ending June 2017)

3. Number of delegates refers to non-government participants.

4. <https://premier.sa.gov.au/index.php/martin-hamilton-smith-news-releases/7983-sa-exports-reach-new-high->



The world's largest lithium ion battery set new records in backing up old generation plants



South Australia has more than 93,000 students enrolled in university. More than 35,700 are international students



GigCity investment of \$7.6 million



Launched the new Excellence in Business Fund – Growing South Australian Small Businesses



Merchandise exports to September 2017 increased by 8.9 per cent on the previous year



South Australia, Adelaide – a Great Wine Capital of the world



South Australia 4th in the CommSec's State of the State's Economic Report Card (Oct 2017)



Adelaide is Australia's only CISCO Lighthouse City

Advantages of doing business in South Australia



Adelaide – the most cost-competitive city in Australia – KPMG Competitive Alternatives Report, 2016



Job Accelerator Grant - up to \$10,000 available for every new job created



Savings of up to 60 per cent in office rentals compared with Sydney

5th

Fifth most liveable city in the world (Economist Intelligence Unit)



\$10 million Small Business Development Fund



Dedicated Investment Attraction South Australia agency



\$60 million South Australian Commercialisation Fund



\$89 billion naval shipbuilding contracts



Ranked in Lonely Planet's Best of Travel 2017 top five regions in the world



An Economic Investment Fund available to eligible projects that bring new jobs to South Australia



Support from the Export Partnership Program Fund and assistance from the TradeStart program



South Australian Government – trade policy

Exporting is a critical component of South Australia's economy. The South Australian Government plays a targeted role in trade policy by identifying opportunities, preparing companies to take advantage of those opportunities, targeting in-market activity and building long-term networks.

Agricultural and mineral commodities are influenced by global trends; they are the industries where new horizons can be found and they are the focus of state policies. Premium food and wine, services exports and new products are the focus of government assistance and support, targeted to small companies and new exporters for whom internationalisation is difficult.

The South Australian Government will continue to strengthen the state's partnership with China, particularly within its sister-state, Shandong. Opportunities abound in China's economic transition from infrastructure and investment-led growth to consumption-led growth.

Other overseas regions such as India, Europe, South East Asia and North East Asia also offer trade and investment opportunities. International engagement strategies and action plans underpin the development of relationships across trade, investment and business in these regions.



In addition, global value chains (GVCs) in international trade have rapidly gained importance. Trade no longer simply consists of producing a 'good' domestically and selling it internationally. Countries increasingly rely on foreign inputs for their own firms' exports, which may then be further processed in partner countries. GVCs drive trade, with 75 per cent of global trade now comprising intermediate inputs and capital goods and services.⁵

This increasing complexity highlights the need for a strategic approach, involving a wide range of stakeholders.

5. <https://www.austrade.gov.au/news/economic-analysis/australia-s-participation-in-global-value-chains>



South Australia Club

www.southaustraliacub.sa.gov.au

The South Australia Club brings together those from around the world with an interest in the future economic development of the state. The Club connects people from business, politics, academia, media and the arts with the aim of encouraging relationships, collaboration and ideas.

The South Australia Club was first established by the South Australian Government in London in 2011. During 2015 and 2016, Chapters were launched in Hong Kong, Shanghai, Mumbai, Thailand, and Singapore. His Excellency, the Honourable Hieu Van Le AC, Governor of South Australia, is the Club's international patron and has attended functions around the world to present his own inspiring international journey.

In the 2017-18 financial year, South Australia Club Chapters have grown, with new members invited to join by the Premier of South Australia. There are currently 379 South Australia Club members.

South Australia's international engagement is strengthened by the development and implementation of dedicated strategies that focus on South Australia's areas of competitive advantage.



Engaging internationally

International engagement and providing support to South Australia's businesses to ensure they have access to capital and global markets are two of the South Australian Government's economic priorities.

Supporting companies to innovate, become more entrepreneurial, diversify and to be more outward-focused will help them to operate in an increasingly interconnected and globalised economy.

The approach is further supported and strengthened by the International Engagement Advisory Board, and the facilitation of growing international exports, the international education sector and maximising benefits from skilled and business migration.

The International Engagement Advisory Board for the South Australian Government guides, prioritises and advises on international engagement strategy, ensuring there is a coordinated and multi-pronged approach to the development and refinement of regional engagement activities.

The South Australian Government's international engagement strategy provides opportunities for businesses to enter new markets and to participate in two-way trade and investment overseas.

The outbound business mission program is announced well in advance to enable companies to plan and fund their participation. It is an extensive program that is thoroughly scoped, professionally delivered and led from the highest levels of government.

The program is supported by key industry associations within South Australia, including Business SA, Food South Australia, the Water Industry Alliance (WIA), the Defence Teaming Centre (DTC), AUSVEG and the South Australian Wine Industry Association. It is further supported, promoted and enhanced through the state's engagement with Austrade and its international activities, as well as the state's international sister-state partners.

In 2017, a strategy was developed for engagement with Europe in addition to those already covering China, India and South East Asia. Action plans for the Middle East and North Africa (MENA) and North East Asia were also implemented.

In 2017, delegates and organisations from South Australia looking to export into key international growth markets, participated in South Australian Government-led business missions to MENA, South East Asia, China, Europe, the USA, North East Asia and India.



In 2017, South Australia was visited by 36 inbound missions from countries such as China, France and South East Asia.

Hosting international government and business delegations is an important element of the South Australian Government's international engagement program. Outbound missions generate a great deal of interest in the opportunities South Australia offers and visits to the state assist to clarify and confirm these opportunities.

South Australian businesses that took part in the inbound business mission activities that occurred around the Royal Adelaide Show and OzAsia Festival reported 150 strong export leads, with potential value of approximately \$18 million.

Overseas representatives

The South Australian Government has commercial representation in key target markets overseas that provide export assistance to South Australian businesses and help attract business investment and migration to the state.

<div>China</div> <div>Fion Jia Deputy Representative South Australian Government Commercial Representative Office (Jinan) Room 2115, 21st Floor, Liangyou Fulin Hotel 5 Luoyuan Street, Jinan 250063 People's Republic of China Tel: +86 531 8601 6567/8 Email: fion.jia@sagov.org www.austrade.gov.au/china</div>	<div>Hong Kong</div> <div>Alice Jim South Australian Business Development Manager Australian Trade Commission (Austrade) Hong Kong Office Australian Consulate General Room 2404, 24/F, Harbour Centre 25 Harbour Road Wanchai, Hong Kong Tel: +85 2 2588 5317 Email: alice.jim@austrade.gov.au www.austrade.gov.au/hongkong</div>	<div>Indonesia</div> <div>Lazuardi Investment and Trade Manager Australian Trade and Investment Commission (Austrade) The Australian Embassy Jakarta, Level 1 Jalan Patra Kuningan Raya Kav 1-4 Jakarta Selatan 12950, Indonesia Tel: +62 21 299 45435 Email: lazuardi@austrade.gov.au www.austrade.gov.au/indonesia</div>	<div>Thailand</div> <div>Laddawan Tantisantiwong Investment and Trade Manager South Australia Australian Trade and Investment Commission (Austrade) Australian Embassy 37 South Sathorn Road, Bangkok 10120, Thailand Tel: +66 2 696 4826 Email: laddawan@austrade.gov.au www.austrade.gov.au/thailand</div>
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		<div>Singapore</div> <div>Abby Chan Investment and Trade Manager, South Australia Australian Trade and Investment Commission (Austrade) 25 Napier Road, Singapore 258507 Tel: +65 6418 8414 Email: abby.chan@austrade.gov.au www.austrade.gov.au/singapore</div>	

More than **300**⁶ businesses,⁷ featuring **423** delegates, participated in the 2017 outbound business mission program to **21** countries. **Sixty** South Australian businesses became exporters, **10** more than the South Australian Government's economic priority target.⁸

6. 305 businesses participated in the South Australian Government-led outbound business missions in 2017.

7. Number of delegates refers to non-government participants.

8. [https://premier.sa.gov.au/index.php/martin-hamilton-smith-news-releases/7983-sa-exports-reach-new-high-](https://premier.sa.gov.au/index.php/martin-hamilton-smith-news-releases/7983-sa-exports-reach-new-high)

Middle East and North Africa

www.statedevelopment.sa.gov.au/mena

The Middle East and North Africa (MENA) is a region characterised by strong economic growth and development. It has a broad mix of expanding and diversifying economies.

The region is undergoing a significant shift. Where in the past it has relied on petrochemicals for the development of its economy, it is now seeking to use the wealth from those petrochemicals to develop more diverse economies that will have long-term viability. This provides considerable opportunities for South Australian exporters. In the 2016-17 financial year South Australian merchandise exports to MENA were valued at \$515 million.⁹

The South Australian Government fully supports the Australian Government’s regional strategy, which is to promote, offer and deliver competitive supplies of goods, services and technologies from Australia to the MENA market and to facilitate two-way investment.

The South Australian Government launched its MENA Action Plan prior to the business mission in March 2017, in alignment with Austrade’s Australia Unlimited MENA and the Gulfood 2017 trade exhibition.

Delegates visited Tehran (Iran), Dubai (UAE), Abu Dhabi (UAE), Doha (Qatar) and Cairo (Egypt). The main objectives were to further develop key relationships with government and business associations, to promote South Australia’s credentials as a great place to live, work, and study and to lead discussions with potential investors to South Australia.

During Gulfood 2017 held in Dubai, 14 South Australian food and beverage businesses were represented at the largest annual food tradeshow in the world. Bickford’s Australia, Tuckers Natural, Greenwheat Freekeh and Oleapak each had individual exhibition space while Pangkarra, L’Abruzzese, Gfresh, Quality Wise, Panda Honey and Beerenberg were represented by Food South Australia as part of an overall South Australian exhibit.

Food South Australia coordinated the exhibition stand with the support of Primary Industries and Regions SA. The Almond Board of Australia, Ausland Export, Thomas Foods International and Samex were also represented at the show.

Feedback from South Australian participants in Gulfood 2017 was positive, with businesses indicating success in:

- Developing and establishing relationships with potential distributors/agents
- Meetings with in-market business partners
- Increasing export capability

Success snapshots

Outbound mission
11-19 March 2017

No. of companies **14**

No. of delegates **18¹⁰**

9. Maritrade, based on ABS release 5368.0.

10. Number of delegates refers to non-government participants.



Adelaide fashion designer is internationally renowned

www.paolosebastian.com

South Australia has many attributes: beautiful beaches, superb restaurants, world-class wine regions, highly ranked universities and an internationally acclaimed fashion designer. Twenty-seven year old Paul Vasileff is the designer behind the fashion label, Paolo Sebastian, with his inspirational designs gracing red carpets around the globe.

Based in Adelaide, Paul designed and created his first dress at just 11 years old and, while largely self-taught, he completed his formal study at Milan's Europeo Istituto di Design.

The 2017 Young Australian of the Year established his label in 2007 when he was still in high school. Since then, Paul has grown his business from just himself in 2007, to a team of 18 a decade later.

He is also growing his client base, with clients from around the world. With stockists in Kuwait, the USA, Singapore and China, Paul is continuing to garner attention in the Middle East following his participation in a trade mission to the region in early 2017.

"The support the South Australian Government and our ecosystem offers, with events such as the Adelaide Fashion Festival, has allowed us to reach heights unseen before, by broadcasting the local fashion industry on an international level," Mr Vasileff said.

"The social media outpouring from these events has increased our follow-ship overseas and we are seeing this press turn into sales, increasing our exports.

"Exporting is crucial to the business as it allows us to broaden our international audience and market. It also encourages a lot of our clientele to visit us personally in Adelaide and enables us to build long-term relationships with them. This allows us to compete with other designers of our level.

"The Middle East is interested in us because we offer something special that isn't necessarily available to them.

"I think being an Australian couture label also makes us really unique in a region which is already familiar with Middle Eastern and European fashion houses.

"Australian products in general are highly respected globally, so being an Australian-made brand reassures clients that our craftsmanship is like no other.

"You must be prepared to work hard and continuously strive to be better than the day before.

"We are continuing to grow the business, which is a significant priority. In the last year, we hired five new full-time employees, which has helped us meet increased demand. We all also continue showcasing in Paris and working towards becoming haute couture."

Since the trip, 15 new clients have placed orders valued at up to \$1.5 million over a five-year period and Harvey Nichols Doha has also placed orders.

As part of the South Australian Government's international engagement program, other South Australian fashion designers experienced opportunities to source exclusive fabrics and achieved better cost prices in China.

Paige Rowe has been creating elegant, one-off pieces for her clients since 1997 and releases two exclusive collections each year.

www.paigerowe.com.au

Anny Duff from Goods Studio creates sustainable clothing and homewares, championing hemp fabrics and exploring classic contemporary designs.

www.goodstudios.com.au

Couture+Love+Madness is the label by couture designer Cristina Tridente, whose specialty lies in the art of couture with exotic silks, hand beading, sequins and applique.

www.couturelovemadness.com.au



South East Asia

www.statedevelopment.sa.gov.au/sea

The South East Asia region covers the 10 countries of the Association of the South East Asian Nations (ASEAN) – Brunei, Darussalam, Cambodia, Indonesia, Laos, Malaysia, Myanmar (Burma), the Philippines, Singapore, Thailand, Vietnam and Timore-Leste. In the last financial year, South Australian exports to South East Asia totalled approximately \$2.4 billion.¹¹ In 2017, three business missions to the South East Asia region were undertaken, covering eight countries.

Indonesia and the Philippines

Indonesia is emerging as a regional and global economic powerhouse as well as a key strategic diplomatic partner for Australia. Similarly, the Philippines' economy has experienced considerable growth over recent years and is one of the fastest growing in the South East Asian region.

An estimated 125 new export leads and 69 investment leads were generated through the 2017 missions to the region.

In April 2017, a business mission to Indonesia and the Philippines focused on developing mutual trade and investment opportunities in the

sectors of: agriculture, food and wine; education, research and development; infrastructure; defence and advanced manufacturing; and business processing outsourcing.

Singapore, Malaysia and Myanmar

Singapore is a highly sophisticated economy and is a major hub for global and regional supply chains.

Myanmar is the largest country in mainland South East Asia by area. Located between China, India and Thailand, Myanmar is in the midst of dynamic political and economic development.

Malaysia has one of the most sophisticated economies in ASEAN, advanced infrastructure networks and one of the most stable political environments in the region.

In July 2017, the business mission focused on developing mutual trade and investment opportunities in the sectors of: agriculture, food and wine; food innovation; education, research and development; liveable cities, health and aged care; and defence and advanced manufacturing.

Thailand, Vietnam and Cambodia

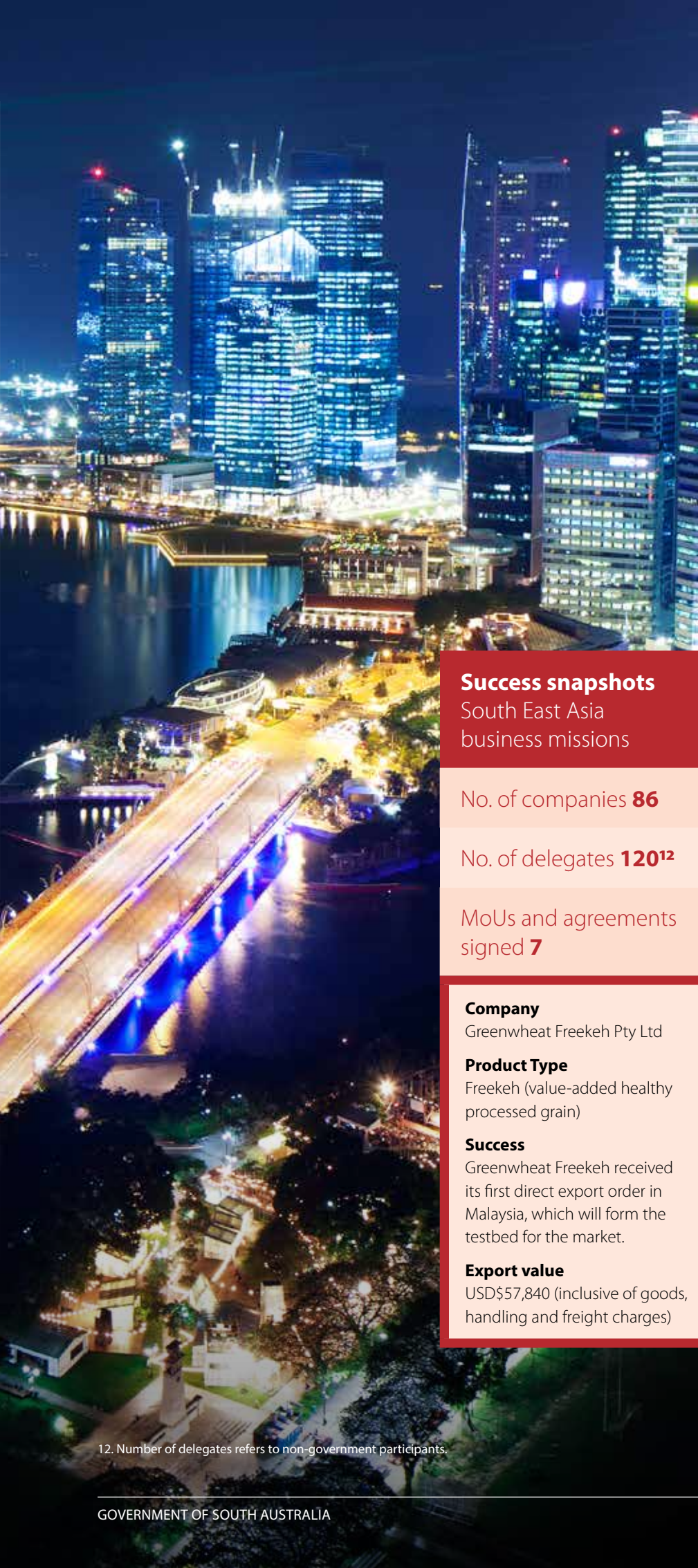
Thailand has emerged as an industrial powerhouse and is a strong regional hub for manufacturing in automotive, electronics and processed food and beverages.

Vietnam has a young population which is set to reach 100 million by 2020 and is increasing GDP per capita. Rich in natural resources and with its growing competitively-priced labour force, Vietnam has an attractive production base, especially for manufacturing within global value chains.

Cambodia's economy is growing rapidly and Australia's development assistance and trade has played a direct role in the country's economic expansion.

In August 2017, the business mission focused on developing mutual trade and investment opportunities in the sectors of: agriculture, food and wine; education, research and development; liveable cities; and defence and advanced manufacturing.

11. Maritrade, based on ABS release 5368.0.



SUCCESS STORIES

T Musolino & Co



Success snapshots

South East Asia
business missions

No. of companies **86**

No. of delegates **120¹²**

MoUs and agreements
signed **7**

Company

Greenheat Freekeh Pty Ltd

Product Type

Freekeh (value-added healthy
processed grain)

Success

Greenheat Freekeh received
its first direct export order in
Malaysia, which will form the
testbed for the market.

Export value

USD\$57,840 (inclusive of goods,
handling and freight charges)

Family-owned vegetable grower T Musolino & Co has sold its produce within Australia since Thomas Musolino set up on five acres north of Adelaide in 1962.

Today, the company spans 1500 acres and
is exporting to the world with help from
the South Australian Government's business
mission program.

Eager to expand beyond the domestic market,
third generation farmer Chris Musolino first took
the company on a business mission to South
East Asia in 2016 before heading back in 2017 to
finalise export deals for his innovative cauliflower
rice product.

"We started exporting in 2017. I wasn't ready when
I went on the first mission in 2016, but it was good
to get a foundation first," Chris said.

"In 2017, I revisited Malaysia and Singapore
on a business mission, which is where I met
the contacts we have now."

T Musolino & Co's cauliflower rice is now
being sold in retail outlets across Singapore
and Malaysia, with potential for expansion
online and into other countries.

"We are looking to take the product further in
South East Asia, including to high-end stores,"
he said.

"If we hadn't participated in the business
missions to South East Asia we wouldn't
have made the connections needed to
export, especially to Singapore.

"My advice for other companies wanting
to export would be to attend the business
missions and be prepared to give exporting
your time and energy, as it's not easy, but it's
worth it."

12. Number of delegates refers to non-government participants.

China

www.statedevelopment.sa.gov.au/china

China continues to be South Australia's largest two-way trading partner, making up 19.9 per cent of the state's total exports. South Australian goods exports to China were valued at \$2.27 billion in the 12 months to June 2017.¹³

Services exports to China are also showing strong growth. International student numbers from China have increased 10.1 per cent in the year to October 2017,¹⁴ while international visitor numbers from China were up by 58 per cent in the year ending September 2017, compared to an increase of 12 per cent nationally. This has been assisted by direct flights from Adelaide to mainland China (Guangzhou) by China Southern Airlines, increasing to five direct flights a week in December 2017.

An MoU was signed between the South Australian Government and Shanghai Municipal Commission of Commerce in November 2017 to encourage and support two-way investment from both regions.

South Australia enjoys excellent brand awareness in the China market for premium food and beverage, and maintains a strong relationship with Shandong Province through its 31-year sister-state engagement. South Australia is also establishing new relationships and exploring new cooperative

opportunities in Guangzhou (Pearl River Delta), Taiyuan (Shanxi Province) and Shanghai (Yangtze River Delta).

As part of the South Australian Government's support to businesses and organisations, the business education program, coordinated throughout the year, provides information on key markets and economic opportunities to increase understanding and chances of success when doing business in and with targeted regions.

In 2016-17, the China business education program was delivered to 461 participants prior to the outbound business mission in May 2017 to China.

In September 2017, an inbound delegation with approximately 230 delegates visited South Australia. As a result, the Shandong Government committed to the establishment of a Shandong Representative Office in Adelaide, with a Mutual Benefit Economic Office (MBEO) focusing on facilitating bilateral trade and investment initiatives between South Australia and Shandong Province.



The Shandong Governor visiting the Botanic Gardens facilities (Supplied: Steve Morton)

13. Maritrade. Based on ABS release 5368.0.

14. Austrade, international student enrolments and commencements pivot table data.
Accessed at <https://www.austrade.gov.au/Australian/Education/Education-Data/2017/Pivot-tables>

SUCCESS STORIES

South Australia's sport diplomacy in China



Sport can be a vital part of building and securing international relationships. South Australia has procured venue naming rights for the Jiangwan Stadium in Shanghai to be rebadged as 'Adelaide Arena' as a push to internationalise the state's economy.

As part of its China Strategy, Port Adelaide Football Club played its first game in Shanghai against the Gold Coast Suns, with 5000 South Australians travelling to China for the match. The club will play in Shanghai again during the 2018 season as it continues to build the relationship between South Australia and China.

Success snapshots

Outbound mission
8-18 May 2017

No. of companies **124**

No. of delegates **182¹⁵**

MoUs and agreements
signed **33**

15. Number of delegates refers to non-government participants.

Wines by Geoff Hardy

www.winesbygeoffhardy.com.au

Capturing the essence of the vineyard in every bottle helps make South Australian family-owned company, Wines by Geoff Hardy, one of Australia's most successful wine companies, both here and overseas.

Massive export sales growth of 961 per cent from the 2012 financial year to the 2017 financial year - including double digit growth six years in a row - has seen the company awarded the 2017 Australian Exporter of the Year at the November 2017 Optus My Business Awards.

Wines by Geoff Hardy Chief Executive Officer, Richard Dolan, says there's a range of factors behind the company's success.

"Building overseas markets doesn't happen overnight and it doesn't happen from behind your desk. In Asian markets particularly, you need to keep returning to see the same people to maintain relationships and, ultimately, secure deals," Mr Dolan said.

"Participating in South Australian Government business missions is valuable because they provide an introduction to new markets and help exporters make those initial connections with distributors.

"While sales to China have played a major role in this growth, the business mission program has also helped open new markets in India and Taiwan, with the Philippines, Malaysia and Indonesia opening soon. Through our own efforts, we have also established new markets in Finland, Sweden, the UK, Hong Kong and Canada, with another market opening soon in the US and Peru."

Wines by Geoff Hardy also has an additional advantage in its Export Manager, Yuan Yuan, who came to Adelaide as an international student to study wine marketing.

Employing someone with Mandarin language capabilities has been one of the keys to unlocking growth in China and has helped sales in this market soar from less than one per cent in 2011 to 48 per cent of total revenue in 2017, with total bottled sales revenue growing by 413 per cent since 1 July 2011.

Mr Dolan recommends StudyAdelaide's employer portal to match up South Australian businesses - including exporters - with international students seeking employment.

Two Export Partnership Program grants have helped the company's export strategy get off the ground and become profitable earlier.

"Through the employer portal, StudyAdelaide is supporting international students to share their skills with South Australian employers, participate in the community and contribute to the economy."



A photograph of a surgeon in a blue protective suit and hood, operating in an operating room. The surgeon is focused on the task, with various medical instruments and monitors visible in the background. The image is partially obscured by a large yellow and red graphic element on the left side of the page.

Medical Care Australia

www.medicalcareaustralia.com.au

Medical Care Australia provides support to overseas clients wishing to travel to South Australia to seek expert medical care and to combine their convalescence with a holiday following treatment. The company also provides second opinions to those from India and the United States.

Since taking part in its first South Australian Government-led business mission to China in May 2017, Medical Care Australia has visited Beijing, Yantai and Qingdao to further advance discussions with key stakeholders and the Foreign Affairs Office of Yantai, signing a Memorandum of Understanding with the Office during its last visit to the region.

"China is the largest outbound medical tourism market in the world. We are tapping into that," Chief Operating Officer Van Vlassis said.

"The support provided by the South Australian Government was a huge help, and the business mission was the catalyst in opening the doors to China for us.

"We have partnered with tourism experts to give patients the opportunity to enjoy our state while they recuperate. South Australia has a world-class service industry, and it is time we showcase that abroad.

"We were supported by the South Australian Government, which initiated meetings on our behalf and from there, Medical Care Australia has continued to keep the conversations going once back in South Australia, whether by phone or Skype."

"The dynamic of doing business in China is very different to Australia; it is a process of nurturing partnerships through education. We have found that there are many Chinese companies willing to do business with South Australia and it is not a matter of 'if', but 'when' our Chinese stakeholders come here to see the medical facilities, expertise and experiences that will be available to them."

Europe

www.statedevelopment.sa.gov.au/europe

South Australia has long-standing historical ties to Europe, which have been further enhanced by the awarding of the \$50 billion Future Submarine program to French supplier, Naval Group. South Australia's relationship with the European naval shipbuilding industry will be supplemented by the \$4 billion Offshore Patrol Vessel contract awarded to German ship designer Lurssen as the prime contractor, with ASC Shipbuilding to build the first two boats in Adelaide from 2018.

In addition, three European designers have been shortlisted to refine their designs for nine frigates as part of the \$35 billion Future Frigate program, which will be constructed in South Australia. These contracts will provide enormous benefits to South Australia in terms of employment and economic development for many years to come. The South Australian Government also signed a sister region agreement with Brittany in France, the country's leading naval defence region.

The agreement aims to leverage the opportunities arising out of the Future Submarine program.

In the last financial year, South Australian exports to Europe (France, United Kingdom (UK), the Netherlands, Germany, Switzerland and Sweden) were valued at \$861 million.¹⁶

With the planned exit of the UK from the European Union (EU), free trade agreements will be a priority. The South Australian Government will advocate to the Commonwealth's negotiators the areas that will benefit South Australian companies wishing to export into the UK and the EU. This relationship was recently enhanced when the South Australian Government hosted a delegation from the EU (October 2017).

In September 2017, the South Australian Government led a delegation to Germany, the UK, the Netherlands, Sweden and Finland. A total of 20 businesses participated in the mission, reporting 469 new business connections with an estimated value of \$12 million.

Key projects were followed up during this mission enabling the South Australian Government to progress major opportunities. This included discussions with Kaufland, part of the Schwarz Group and one of the world's largest retailers, which announced the establishment of a 20,000sqm supermarket in Adelaide on the former Le Cornu site.

The South Australian Government has established a \$10 million Future Mobility Lab Fund to drive local development of autonomous vehicle technology, and was the first state in Australia to legalise on-road trials of autonomous vehicles. The first round of funding for the Future Mobility Lab has seen Tonsley-based Aurrigo, a subsidiary of UK-based RDM Group, commence research into autonomous freight systems with Adelaide Airport autonomous shuttle trials from the main terminal to the long-term car park. Cohda Wireless are developing communications systems for on-road interaction with infrastructure and other vehicles and the University of Adelaide's Centre for Automotive Safety and Research (CASAR) are building crash labs for ANCAP safety protocols.

Success snapshots

Outbound mission
10-18 September 2017

No. of companies **20**

No. of delegates **25¹⁷**

MoUs and agreements
signed **3**

16. Maritrade, based on ABS release 5368.0.

17. Number of delegates refers to non-government participants.

SUCCESS STORIES

Medvet Science

A team from SA Pathology's Biochemical Genetics Department at the Women's and Children's Hospital has developed a revolutionary new way of screening for trisomies in a developing foetus, conditions more commonly known as Down Syndrome (Trisomy 21), Trisomy 13 and 18.



The new diagnostic approach analyses a lipid profile, looking at many different lipid molecules present in a mother's blood. In a world-first discovery, the group has shown that changes in a pregnant mother's lipid profile give direct information about the condition of the developing foetus.

This new diagnostic tool, named Carmenta,¹⁸ promises superior accuracy at an earlier stage in pregnancy, in contrast to the approaches that are currently used.

"The group has a world-renowned reputation in maternal screening and drive to continually improve the accuracy and reduce the cost of prenatal screening for expectant mothers has resulted in this exciting new test, which we are proud to support as another outstanding South Australian invention," Mr Greg Johansen, MD CEO of Medvet Science said.

The team has also been supported by the South Australian Government. In September 2017, the Carmenta test was pitched to hospitals in Europe as part of the Europe business mission. Several European institutes have indicated their willingness to assist in supporting the development of the test as a new routine standard of care.

"The European business mission opened doors to hospitals and research centres and allowed us to build on South Australia's existing reputation in medicine and science in Europe," Mr Johansen said.

One of the most enthusiastic advocates for the new test is Dr Lennart Friis-Hansen, Head of Clinical Biochemistry at Nordsjællands Hospital in Denmark. "We have been involved in first trimester screening since 2005. The Carmenta test seems very promising for prenatal screening and compared to the current set-up, it holds potential for easy logistics and cost efficiency. Moving from a risk-based algorithm would be a great step forward in prenatal care, and something we have wanted for a long time," Dr Friis-Hansen said.

Further development of the test is scheduled to reach its final stages in 2018.

"The Carmenta test is another example of the outstanding research conducted in South Australian hospitals and how it can be taken to the world market," Mr Johansen said.

18. In ancient Roman religion and myth, Carmenta was the goddess of childbirth and prophecy, associated with technological innovation as well as the protection of mothers and children, and a patron of midwives.

North East Asia

www.statedevelopment.sa.gov.au/nea

The North East Asia Action Plan, published in June 2017, aims to create jobs and enterprise through improved engagement with Japan, Taiwan and the Republic of Korea. In the last financial year, South Australian exports to North East Asia were approximately \$1.1 billion.¹⁹

The North East Asia business mission in October 2017 featured concentrated business-to-business and government-to-government activities in Tokyo (Japan), Taipei (Taiwan) and Seoul (Republic of Korea) with additional visits to the Adelaide sister-city of Himeji (Japan) and South Australia's sister-state of Okayama Prefecture (Japan).

Success snapshots

Outbound mission
6-15 October 2017

No. of companies **26**

No. of delegates **29²⁰**



Food and wine sector participants featured in South Australia premium food and wine showcases in the cities of Tokyo, Taipei and Seoul. Approximately 340 importers, distributors, buyers, retailers and sommeliers attended the three events. Delegates have reported approximately 145 new business connections, an estimated \$55,000 in product sales and an estimated \$4.2 million in prospective export leads.

Education delegates visited Okayama in Japan to further develop the South Australia-Okayama Prefectural Board of Education and the South Australian Department for Education and Child Development. Delegates engaged with the Governor of Okayama, government officials and in-market education sector representatives.

19. Maritrade, based on ABS release 5368.0.

20. Number of delegates refers to non-government participants.



Food South Australia

www.foodsouthaustralia.com.au

Food South Australia is the only association of its kind in Australia, providing advocacy, support and representation for local food and beverage companies - including companies new to exporting.



The peak industry association for the food and beverage industry in South Australia helps link members seeking to export to prospective customers through trade shows, hosting inbound visits and providing expert support to businesses entering new domestic and international markets.

Food South Australia Chief Executive Officer, Catherine Sayer says some of these businesses are on a steep learning curve.

“The advice and support provided by being part of the Australian presence at international trade shows coordinated by Food South Australia helps businesses build confidence, and better understand the market opportunities. It is also a great opportunity to learn from other exhibitors who may have experience in the market.”

Ms Sayer says it is very costly to break into markets on their own and a trusted facilitator can help reduce the risk.

“Over the past four years, Food South Australia has become a valued industry partner to businesses in this process, particularly for our contacts, advice and support in-market in both China and Japan,” Ms Sayer said.

Food South Australia also delivers growth and training programs catering to businesses at any stage of their life cycle.

“Businesses need different kinds of export support - early stage evaluation for international partnerships can save a business that doesn’t understand it’s at risk, while one-on-one matched business introductions and export market advice are effective ways to help businesses grow international sales.”

In 2017, Food South Australia received an Export Partnership Program (EPP) grant in the first round offered to industry associations.

Ms Sayer says the EPP grant enables Food South Australia to participate in business missions, supporting the South Australian Government as a representative of the food and beverage industry, and to explore potential new markets.

“Export is challenging and rewarding. Businesses must ensure they have a clear plan for export and ensure that they conduct extensive due diligence,” Ms Sayer said.

“Food South Australia has developed considerable expertise and an extensive knowledge base supporting local exporters to successfully participate in international markets.”

The EPP grants were extended to industry organisations in recognition of their vital role in helping businesses seeking to export, but not sure where to start.



SUCCESS STORIES

Bultarra Australian Saltbush Lamb

www.saltbushlivestock.com.au

Bultarra Australian Saltbush Lamb are ‘seasoned on the hoof’ with the saltbush they graze on infusing the meat with a unique robust and clean flavor.

Principal Director Jamie McTaggart, a fifth-generation merino breeder, says he ‘stumbled’ into the business 16 years ago when he leased a block to breed merinos.

In the challenging environment of the state’s northern pastoral land, his merinos languished while the neighbour’s dorpers – a South African breed developed to withstand arid land – thrived.

“My merinos were dying while the dorpers were literally running around in front of me,” Mr McTaggart said.

He switched to dorpers, establishing one of the first white dorper studs in Australia in pristine saltbush country on the edge of the Flinders Ranges in the state’s mid-north.

From 10 lambs in the back of a ute, Saltbush Livestock is now the largest supplier of traceable certified organic lamb in South Australia, managing 50,000 lambs a year which are processed and packaged for export to 20 countries and sold across Australia.

Despite its growth, this multi-award-winning company remains steadfast to its provenance. From paddock to butcher to plate, the meat is traceable right back to the saltbush country of South Australia’s northern pastoral region and New South Wales’ western region. The welfare of animals is also a priority to ensure healthy, stress-free livestock.

Bultarra has grown its export market with a lot of hard work and by getting out into international markets.

“You are not going to find customers if you’re not out there,” Mr McTaggart said.

Two Export Partnership Program grants helped Bultarra participate in the 2017 North East Asia business mission, which generated new exports leads in Taiwan and the Republic of Korea, and made inroads into Dubai – now the company’s largest export market.

Director of Operations, Greg Bailey says without the support it would have taken much longer for Bultarra to filter through to the people genuinely interested in South Australian products.

“Coordination between the Department of State Development and Austrade helped Bultarra connect with people genuinely interested in buying South Australian products – not wasting our time,” Mr Bailey said. “It allowed us to speak to the right people at the right time.”

United States of America

The United States of America (USA) is the world's largest economy, a major driver of the global economy and a world leader in terms of international trade and investment, innovation and new technologies, research and development expenditure.

The USA – South Australia bilateral relations have been prolific in recent years, with 2013 marking the 30th anniversary of the sister-city relationship between Adelaide and Austin, Texas. The country is also Australia's number one collaborator in science, representing around a quarter of Australia's international research and development (R&D) collaborations.

Investment Attraction South Australia (the agency) led the investment arm of the USA business mission focusing on growth areas within the technology and creative industries sector, including cyber security, artificial intelligence and Smart Cities, as well as renewable energy.

South Australia has secured some high-profile investments recently from the USA, including Tesla, Boeing and Buddy Platform. This mission presented a timely opportunity to leverage these announcements and further boost awareness of the many investment opportunities the state offers.

The agency met with artificial intelligence and advanced manufacturing companies in New York, lead IT companies in San Francisco and visited the Mojave Air and Spaceport, home to leading space technology firms.

Other key events on the investment itinerary included roundtables with potential investors in New York and San Francisco, a meeting of the Investment Attraction Advisory Board in New York and negotiations with several other companies who have already proposed projects for South Australia.

Key defence and space companies are headquartered in the USA, including Boeing, Lockheed Martin, Northrop Grumman, General Atomics and NASA. Defence SA visited these companies as part of the inaugural US defence industry AmCham mission. The mission also included visits to Huntington Ingalls shipyards in Newport News Virginia and Austal in Mobile Alabama, focusing on the company's workforce training institutions.

The business mission provided an opportunity to investigate strategic partnership and supply chain opportunities for South Australian industry, with Northrop Grumman and General Atomics as they bid for Project AIR 7000 Phase 1 and Project AIR 7003 respectively. With the establishment of the South Australian Space Industry Centre, the mission also proved invaluable in exploring opportunities for partnering in new space companies and capabilities.

A follow-up defence industry mission to the USA is planned for June 2018 to build on the opportunities explored across shipbuilding, workforce development, aerospace and space. Defence SA also plans to participate in the AMCHAM cyber mission in April 2018.



South Australian wine exports to the USA have increased by value over the last three years and, in 2016-17, exports totalled **\$203.5 million**, making it the third largest market for South Australian wine behind China and the United Kingdom.

India

www.statedevelopment.sa.gov.au/india

India is South Australia’s fourth largest trading partner, with South Australian exports to India valued at \$900 million in 2016-17.²¹ India is the third largest source market for migrants to South Australia, with nearly 28,000 Indian born people making South Australia their home (Census 2016) and the second largest source market for international students.²²

While there are many areas of commonality between South Australia and India, the key sectors of focus for the South Australian Government are:

Defence and advanced manufacturing
Water and environmental management
Resources and energy
Higher education and skills training
Premium food and wine
Health and sports
Tourism and culture

The India business mission included a new partnership agreement signed between South Australia suspension maker, Supashock, and an Indian automotive manufacturer.

Supashock will design and develop prototype suspension technology for trials in heavy vehicles that are supplied to the defence sector, leading to orders for all new and existing vehicles.

This agreement is a direct result of the first meeting between the companies during the 2016 business mission to India, and subsequent ongoing efforts.

In Mumbai, strong engagement with the Maharashtra Cabinet and State Minister for Water led to discussions for an agreement to jointly establish a new Centre of Excellence for Water in Mumbai, with a focus on the commercialisation of water technologies in India and Australia. It is proposed that an MoU will be signed in February 2018.

In Jaipur, the opening of the Centre of Excellence in Water Resources Management was welcomed by His Excellency, Hieu Van Le AC, Governor of South Australia.

South Australian company Hydro-dis also launched its pilot water treatment technology project in partnership with the Malaviya National Institute of Technology (MNIT).

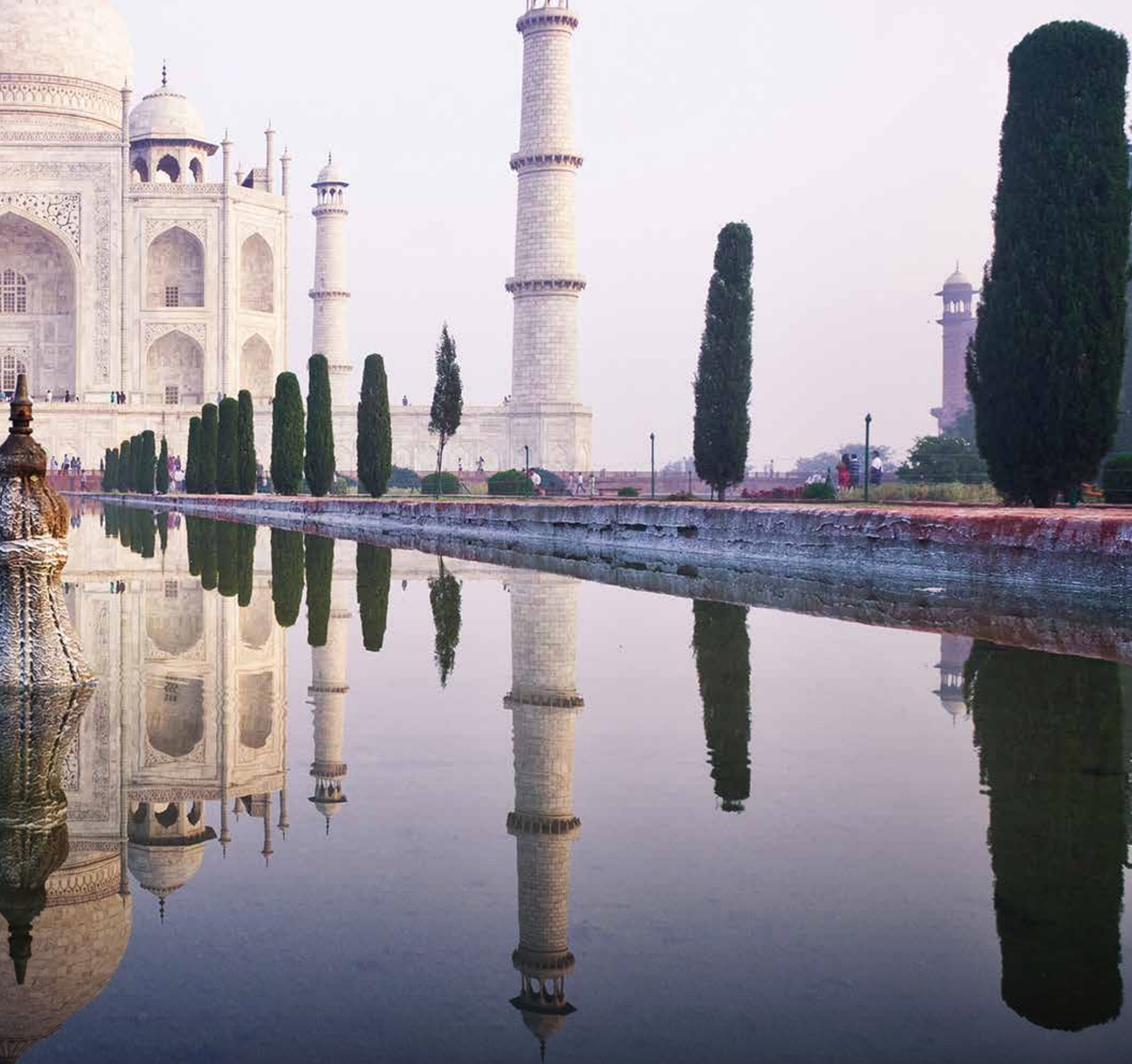
Success snapshots
Outbound mission
6-11 November 2017

No. of companies **38**

No. of delegates **48²³**

MoUs and agreements
signed **14**

21. Maritrade, based on ABS release 5368.0.
22. Austrade, international student enrolments and commencements pivot table data.
 Accessed at <https://www.austrade.gov.au/Australian/Education/Education-Data/2017/Pivot-tables>
23. Number of delegates refers to non-government participants.



Local agribusiness college brings overseas students to South Australia

www.ict.edu.au



Agribusiness and horticulture management training college Ironwood Institute has developed a unique series of partnerships and collaborations with agricultural institutions in Malaysia, Indonesia, India and Bhutan, signing five memorandums of understanding during the April 2017 South Australian Government-led business mission to Indonesia, followed by a further five during the November business mission to India.

The highlight of the India mission was a formal collaboration with the Government of Rajasthan's International Horticulture Innovation and Training Centre to deliver postgraduate Ironwood qualifications to Rajasthan's agriculture graduates in Adelaide. Discussions are also continuing to develop a joint training facility in South Australia's sister state of Rajasthan.

Hydro-dis takes water treatment technology to India

www.hydro-dis.com.au

South Australian water treatment company Hydro-dis is harnessing the state's strong credentials in water management to take its technology to India.

Chief Executive Mark Carey says the company's involvement in the South Australian Government's business missions gave it the opportunity to set up a water treatment pilot project in Rajasthan in partnership with the Rajasthan Centre of Excellence and the Malaviya National Institute of Technology.

"Our demonstration unit will prove the Hydro-dis technology and will lead to formal regulatory approval of the technology in India," Mr Carey said.

"Once the product has been certified in India, it can then be purchased locally to use in village water supplies.

"We have also engaged with China, Sri Lanka, the Philippines and Cambodia, and we are in discussions with a Chinese water company to establish a second international trial unit."

"We are also working with a second Indian client to develop a specific solar powered system for use in areas where mains power is not easily accessed."

Hydro-dis is now developing its next generation cells and has converted its controllers to a Programmable Logic Control platform in partnership with South Australian company Dematec, which will significantly improve the flexibility of the system.



South Australian exports

South Australia is exporting near record levels, with the trend for total exports reaching a new high in chain volume terms of \$15.4 billion in the 12 months to September 2017.²⁴

China continues to maintain its position as South Australia's top country for merchandise exports. Annual average growth in this export market was only 0.3 per cent while annual growth in exports to the state's third largest export country, Malaysia, was 6.4 per cent (over a five-year period). This is partly explained by a slowdown in the growth of the Chinese economy and its demand for South Australian mineral commodities.

Contribution of exports to jobs

With more than 72,000 jobs linked to international trade in South Australia, exporters are helping to shape a new economy for the state as it transitions from traditional manufacturing to high-value added industries.

There is strong growth in the number of exporting companies from South Australia. This includes:

the ABS report on the Characteristics of Australian Exporters,²⁵ which indicated an increase of over 200 more companies exporting compared to the previous year

TradeStart's performance, which has assisted 60 companies new to exporting in each of the last two years, exceeding the target of 50 new exporters.

Supporting these exporters offers the potential to increase exports as smaller companies grow. This feeds into export-related jobs, which are also showing strong growth.

A recent study by EconSearch²⁶ shows that 72,247 jobs were supported by the state's overseas exports (goods and services) in 2014-15, an increase of 4000 in two years. Furthermore, it is generally understood that jobs in exporting industries are high quality jobs, considerably higher paid than elsewhere (60 per cent higher on average according to a study by the Export Council of Australia).²⁷ This also provides more associated training and upskilling opportunities.

South Australian key exports

Developments in transport logistics mean that the delivery of fresh agricultural products to overseas markets is growing. This has opened the doors to new markets for fresh fruit and vegetables, seafood and fresh meat and game. Fresh, high quality products reinforce South Australia's status as a clean, environmentally aware jurisdiction to produce quality food products.

With airlines such as Emirates, Qatar and Southern China now flying in and out of South Australia, along with the arrival of more wide-body aircraft, the state's agriculture and fisheries industries are increasing their direct exports. All food product exports by air from South Australia increased by 37 per cent in value in the two years to September 2017.²⁸

South Australia's growth in services such as education, architecture, legal and medical services offer possibilities for the development of highly innovative, knowledge based exports. Similarly, there is scope for highly innovative manufacturing around driverless car technologies and other advanced manufacturing areas.

As the South Australian economy continues to transform, there are new horizons for further transformation in food and wine science; health sciences; advanced manufacturing; science and technology; renewable energy sciences and space science.

24. ABS, Balance of Payments and Australia's International Investment Position. September 2017 Quarter. Catalogue No. 5302.0

25. ABS, Characteristics of Australian Exporters, 2015-16. Catalogue No. 5368.0.55.006.

26. <http://www.econsearch.com.au/>

27. <http://www.export.org.au/>

28. Maritrade, based on ABS release 5368.0.

Merchandise exports from South Australia by commodity group, millions								
Rank	Commodity group	2012-13	2013-14	2014-15	2015-16	2016-17	2016-17 %	Avg growth %
1	Vegetable products	\$2,099	\$2,408	\$2,292	\$2,267	\$2,518	22.0	2.0
2	Base metals & products	\$1,623	\$1,886	\$1,669	\$2,056	\$1,932	16.9	1.9
3	Prepared foodstuffs, beverages, tobacco	\$1,255	\$1,234	\$1,344	\$1,460	\$1,630	14.3	2.9
4	Animal products: meat, dairy, etc	\$974	\$1,240	\$1,622	\$1,608	\$1,496	13.1	4.9
5	Mineral products	\$2,212	\$2,754	\$1,822	\$1,327	\$1,376	12.0	-5.1
6	Confidential	\$981	\$1,078	\$1,068	\$1,238	\$1,054	9.2	0.8
7	Machinery, electricals & parts	\$325	\$282	\$280	\$292	\$328	2.9	0.1
8	Chemicals & allied industries products	\$180	\$250	\$200	\$269	\$241	2.1	3.3
9	Transport equipment	\$438	\$515	\$414	\$252	\$228	2.0	-7.0
10	Textiles, clothing, & products	\$94	\$113	\$148	\$191	\$199	1.7	8.7
	Other	\$594	\$657	\$550	\$572	\$429	3.8	-3.5
	Total	\$10,775	\$12,418	\$11,410	\$11,533	\$11,429	100.0	

Source: MariTrade, based on ABS data

Top 10 countries for South Australian merchandise exports, millions								
Rank	Country	2012/13	2013/14	2014/15	2015/16	2016/17	2016-17 %	Avg growth %
1	China (excluding SARs and Taiwan)	\$2,207	\$3,381	\$2,355	\$2,202	\$2,270	19.9	0.3
2	United States of America	\$1,021	\$1,369	\$1,540	\$1,606	\$1,260	11.0	2.4
3	Malaysia	\$590	\$672	\$642	\$803	\$1,027	9.0	6.4
4	India	\$674	\$703	\$832	\$557	\$929	8.1	3.6
5	Japan	\$623	\$624	\$528	\$537	\$662	5.8	0.7
6	Indonesia	\$504	\$433	\$474	\$377	\$445	3.9	-1.4
7	New Zealand	\$412	\$474	\$444	\$426	\$406	3.6	-0.2
8	Vietnam	\$337	\$398	\$385	\$353	\$385	3.4	1.5
9	United Kingdom	\$427	\$470	\$450	\$403	\$373	3.3	-1.5
10	Canada	\$392	\$272	\$244	\$375	\$259	2.3	-4.5
	Rest of the world	\$3,587	\$3,623	\$3,518	\$3,893	\$3,411	29.8	-0.6
	Total	\$10,775	\$12,418	\$11,410	\$11,533	\$11,429	100.0	

Source: MariTrade, based on ABS data

U Pull It's recycling arm, established in 2017, and its growing export market, are part of the company's strategy to diversify revenue streams as South Australia moves away from traditional manufacturing.



SUCCESS STORIES

U Pull It pulls off export deals

www.upullit.com.au

As South Australia's largest self-serve auto dismantler and recycler, U Pull It Recycling gives new purpose to broken down cars that end up in its yards, aiming to recycle up to 90 per cent of their components.

Now the company is exporting scrap from those cars to Singapore to give new life to the precious metals locked within. The company already exports to China and, in a new deal, is sending a tonne of scrap metal to Singapore every six weeks to recover precious metals, including platinum and palladium, embedded in car parts like the catalytic converter.

U Pull It Recycling General Manager, Chris Goode, says new export opportunities to Malaysia and India are also being explored by the company with support from the Department of State Development.

"Next year, we aim to lift our exports to 65 per cent of the company's revenue," Chris said.

U Pull It received a grant in the one of the recent rounds of the Export Partnership Program, which supports companies to boost their exports through marketing opportunities, including adapting websites, attending trade shows and researching markets.

"The grant will help us have a presence at trade shows and translate our website into the languages of our current and potential export partners."

Travelling to China on a South Australian Government business mission has also been a valuable step for U Pull It Recycling, helping the company make new connections and understand the unique features of that market.

U Pull It, which has recycling yards in Gillman, Elizabeth and Lonsdale, employs approximately 40 South Australians, including five former Holden workers, one of whom worked on the last Commodore. One of these workers is also the company's first female employee in car processing.

"These staff members brought a wealth of skills with them and they are proving to be really valuable employees," Chris said.

The Export Partnership Program has distributed more than \$4.7 million in grants to 194 South Australian businesses seeking to expand their export market and 13 industry associations supporting local exporters.

Export Ready Program

The Export Ready Program was successfully launched by Business SA in 2017 with support from the Department of State Development.

The program's aim is to stimulate an increase in South Australian exporting activity. Participating South Australian businesses are provided with specialist knowledge, resources and tools, alongside expert guidance from a dedicated Export Adviser. The program has generated exporting sales activity and attracted many Export Partnership Program applications, with 29 businesses successfully completing the program in 2017.

Another 45 businesses will have the opportunity to complete the 2018 program, meaning that, over a two-year period, up to 74 South Australian businesses will either enter, or be a more vital part of, the state's export economy.

For further information, visit:
business-sa.com/exportready

Business Education Program

The Business Education Program prepares South Australian export companies for participation in the government's program of outbound business missions.

A rigorous, structured learning program is provided to South Australian exporters to ensure they are well prepared to maximise opportunities resulting from their engagement with international markets.

In 2017, 22 sessions were held, attracting more than 1000 business participants. Examples of the programs undertaken in the past year include workshops on cultural awareness, regular updates about the state's international engagement strategies and market insights presented by specialists, including presentations delivered via video conferences from Austrade's in-country representatives.

For further information, visit:
statedevelopment.sa.gov.au/bep

TradeStart

TradeStart is a joint program between Austrade and the Department of State Development to provide advice and assistance to export-ready companies.

There are five TradeStart advisers employed across South Australia who provide advice and information for South Australian exporters, including export strategy and planning, market selection, cultural and business advice and support for the South Australian business mission program.

TradeStart has an active client list of more than 830 South Australian companies. In 2017, TradeStart provided Austrade services and export advice to 541 South Australian businesses.

For further information, visit:
statedevelopment.sa.gov.au/tradestart

Export Partnership Program

www.statedevelopment.sa.gov.au/epp

The Export Partnership Program provides funding assistance of up to \$50,000 to small and medium-sized businesses to access international markets.



The program supports businesses with export marketing related activities, including marketing materials, market research, website development, travel and accommodation costs for overseas meetings, trade missions and trade shows as well as funding towards incoming buyer costs.

Since its inception in 2015, 10 funding rounds have been completed and 408 applications received. After assessing these applications against the grant guidelines, 194 companies have been awarded more than \$4.2 million in grant funding.

Grant recipients are required to provide a report on the results of the funding. An analysis of that data until the end of May 2017, across 56 grant recipients, shows an average of 0.7 jobs per grant are directly attributable to the Export Partnership Program. The average percentage of sales directly attributed to the grant funding was \$9.8 million and is forecast at \$26.1 million for the coming 12 months.

Due to strong demand from industry associations, the Industry Groups Funding Category (IGFC) was introduced to provide funding assistance for membership-based industry groups to facilitate access to global markets for their members through the delivery of export development services and activities.



Small Business Statement

www.business.sa.gov.au

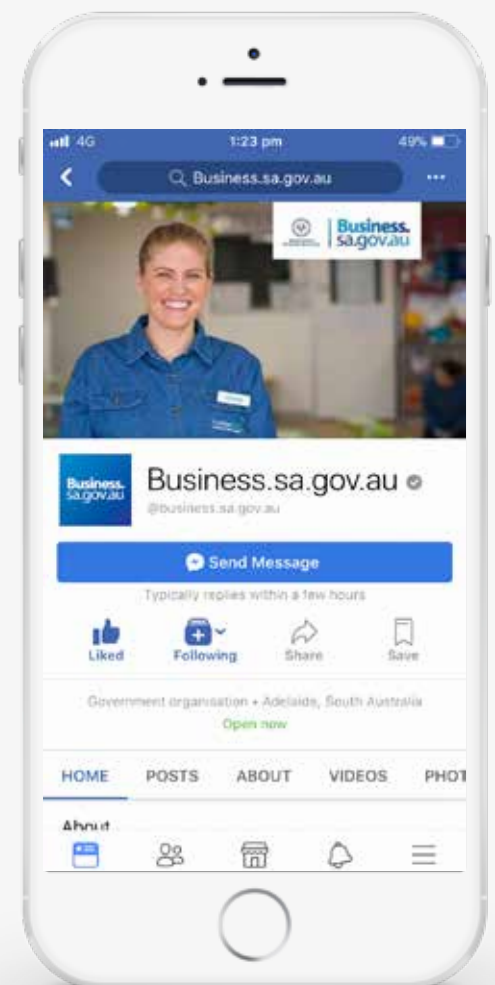
In November 2017,²⁹ the South Australian Government launched the Small Business Statement to highlight the initiatives, programs and funding available to the state's small businesses.

South Australia's small businesses make up 98 per cent of the state's businesses and employ 36 per cent of the workforce. With more than 143,000 small businesses in South Australia, more than ever before are exporting their goods and services around the world.

Working with the Office of the Industry Advocate and Office of the Small Business Commissioner, the Department of State Development is streamlining services to create the right environment to do business in the state.

A new three-year Excellence in Business Fund – Growing South Australian Small Businesses – was launched in November 2017 to provide capability building programs to small and medium-sized enterprises in the state.

Proposals between \$5000 and \$50,000 will be considered on a matched funding basis for initiatives, programs or services that build business capability.



A new website and Facebook page also provide support and guidance to business owners.

29. 2017.

Health Industries South Australia

www.healthindustries.sa.gov.au

Health Industries South Australia acts as a single point of contact for health and life sciences companies investing in Adelaide. The government agency is helping to transform the economy by growing future industries, delivering investment and jobs for South Australians.

The agency, which administers the \$6 million Health Industries Fund, is focused on attracting companies in the following life sciences sectors:

Medical device manufacturing

Pharmaceutical manufacturing

Digital health care

Nutraceutical production

Clinical trials

Success snapshots

Companies attracted **13**

Current jobs secured **176 FTE**

Current and future jobs secured **315 FTE (within 24 months)**

Investment secured **\$86.1 million**

Pharmaceutical exports from South Australia were valued at \$65.9 million in 2016-17³⁰

Medical device exports from South Australia were valued at \$239 million in 2016-17³¹

30. Actual figure, \$65,986,984.00. Pharmaceutical exports also include veterinary products, ABS Export Custom Data.
31. Actual figure, \$239,410,482. ABS Export Custom Data.





Firma Group

www.dermaanalytics.com

Singapore digital health company Firma Group was established in Adelaide to develop and roll out their first app, Derma Analytics.

The artificial-intelligence based app analyses images to detect skin cancer. Firma Group was established in 2017 at the University of Adelaide's ThincLab — an incubator for like-minded, innovative start-ups. The company relocated to Adelaide with the support of the South Australian Government.



Micro-X

www.micro-x.com

Micro-X is building a mobile medical x-ray machine in Adelaide based on carbon-nanotube technology. The impressively small x-ray cart will be used in hospitals around the world.

The company has hired highly-skilled former Holden workers and is sourcing components from the Adelaide's supply chain of automotive and defence manufacturers.

The company established at Tonsley Innovation District with the help of a loan from the South Australian Government.

Space

www.sasic.sa.gov.au

SUCCESS STORIES

In September 2017, South Australia established the South Australian Space Industry Centre (SASIC) to support the growth of the state's space ecosystem.

South Australia is the first state to establish such an entity and is leading the nation in space industry development.

As a result, the South Australian Government announced a new \$4 million Space Innovation Fund, providing grants over four years:

The fund will include the Space Incubator and Space Accelerator programs, funded for up to \$900,000 annually over the next four years, along with Space Scholarships of up to \$100,000 per annum

The Space Incubator and Space Accelerator programs will commence in 2018-19

Adelaide hosted the 68th International Astronautical Congress, the world's biggest space conference, in September 2017

35 business meetings were held between South Australian Government representatives and leaders of space agencies, universities, research centres and private companies

Five letters of intent were established with Italian company SITAEL and Inovor Technologies; the South Australian Government and Bremen State/German Space Agency (DLR); Korea Aerospace Research Institute; International Space University; New Zealand Centre for Space Science Technology and the New Zealand Space Agency

Two MoUs were signed with Fleet Space Technologies and CNES French space agency and the governments of the Northern Territory, Australian Capital Territory and South Australia

South Australian Space Innovation Complex, a new partnership with more than **15** Australian and international space start-ups, was established

Defence

www.defencesa.com

South Australia has a strong, capable and growing defence industry, with the bulk of the nation's \$89 billion naval shipbuilding program to occur in the state.

The program will bring new technologies to South Australia as it moves into the age of the digital shipyard and new propulsion and battery technologies.

In January 2017, South Australia established the Defence Innovation Partnership. The new organisation is a partnership between the South Australian Government, the Defence Science and Technology Group and South Australia's three local universities, Adelaide University, Flinders University and the University of South Australia, to generate defence-related research and development activity for the state.

Defence companies that announced South Australian investment/expansion plans in 2017:

The world's largest aerospace company, Boeing, will create 250 highly-skilled technology jobs through a five-year plan to set up a new Adelaide CBD hub

Queensland-based trailer manufacturer, Haulmark Trailers, will expand its operations into South Australia, establishing a new service and manufacturing facility at Edinburgh Parks. Around 20 jobs will be created once the manufacturing hub is established in late 2018, with 40 jobs created for the construction of the facility

Companies diversifying into defence/export market:

South Australian automotive company Supashock partnered with global defence firm Rheinmetall for international work on their military trucks

Local company SAGE Automation joined forces with Navantia Australia to secure a \$2.8 million contract to supply Integrated Platform Management Systems (IPMS), a core component of any naval control system, to Spanish shipbuilder Navantia for two ships under construction for the Royal Australian Navy

South Australian advanced manufacturing company REDARC Electronics has signed an MoU with German Naval C2 and Navigation System Integrator, Raytheon Anschütz, to partner for future Australian naval projects

Northrop Grumman Australia and Flinders University have partnered to enhance collaborative research and training opportunities in the defence sector

Defence missions and trade shows 2017:

South Australia's largest ever industry contingent attended the Avalon Air Show in Geelong, in February. Eighteen local defence companies, along with TAFE SA and Adelaide University, Flinders University and the University of South Australia participated in the event

Nine South Australian defence companies attended the Defence and Security Equipment International (DSEI) exhibition in London, from 12 to 15 September

26 local companies, research organisations and educational institutes promoted their capabilities at the Pacific Maritime Exhibition in Sydney, in October

International education

www.statedevelopment.sa.gov.au/internationalandhighereducation

The value of South Australia's international education exports has continued to grow beyond the \$1 billion mark to a new high of \$1.468 billion in the 2016-17 financial year, as reported by the Australian Bureau of Statistics (ABS).

This represents a 12.8 per cent increase over the 2015-16 calendar year and education was South Australia's second largest export, \$34 million less than the export revenue from wine.³²

The contribution of international students to South Australia's economy extends beyond expenditure on education and includes retail, accommodation, tourism and cultural exchange.

In 2016 there were 23,000 visitors to South Australia who stated their reason for a stopover was education. International visitor expenditure surpassed \$1 billion (\$1.063 billion) for the first time in 2016-17. Of this, \$486 million, or 46 per cent, was attributed to education-related activities.³³

South Australia met its international student target at the end of 2017 of 35,719 students.

The average student enrolment in South Australia contributes \$29,600 in total value. It has been estimated that for each four international student enrolments, approximately one full time job is supported. Therefore, based on the number of enrolments in South Australia, approximately 8000 jobs are supported by this vital export industry.³⁴



The South Australian Government, through its Economic Priorities, supports and promotes the state as a 'Knowledge State' and seeks to grow South Australia's reputation as a leader in research, and as an attractive location for international students.

The South Australian Government works closely across South Australia's tertiary, vocational education and training (VET) and schooling sectors to seek new and cement existing international educational opportunities and partnerships. The education and training component of the business missions continue to prosper, with record numbers of education-related business delegates visiting the state's major international markets of China, India, Indonesia, Malaysia, Singapore, the Philippines and Vietnam.

The international education sector helps drive the economy, creates jobs, and strengthens international connections and engagement.

32. ABS, International Trade: Supplementary Information, Financial Year, 2016-17. Catalogue No. 5368.0.55.003.

33. September 2017 release of the International Visitor Survey.

34. Deloitte Access Economics 2016.

Delivery of the Accommodation Offer Guarantee

www.adelaidestudenthousing.com.au

Growing the numbers of international students studying in South Australia is a priority for the South Australian Government.

An Accommodation Offer Guarantee for all new international students studying at public universities started from the end of 2017. The guarantee will ensure that there is a sufficient supply of quality accommodation that is easily accessible to students.

Research commissioned by JLL Australia³⁵ has indicated that South Australia has a good supply of quality and affordable accommodation for international students close to higher education institutions and transport.

The South Australian Government, in conjunction with StudyAdelaide, has worked across the accommodation sector to establish the Adelaide Student Housing website and all students can now search for accommodation that suits their requirements. The Adelaide Student Housing website lists all purpose-built student accommodation offerings by property type, location and campus. It also includes advice on quality standards, pricing structures and links to further support.

The Accommodation Offer Guarantee demonstrates that the three areas of supply, quality and access distinguish South Australia as the only state that is addressing the key domestic issues for existing and commencing international students.

35. JLL, Adelaide: Student Accommodation Demand and Supply Analysis.

South Australia-Shandong Joint Laboratories

Shandong-South Australia Science, Technology and Commercialisation Partnership Platform

Following the signing of an agreement between the South Australian Government and the Shandong Academy of Sciences (SDAS) in Jinan, China in 2016, the second joint laboratory agreement was signed in December 2017.

The original agreement sought to establish a bilateral cooperation platform to promote and drive state-provincial level research and development (R&D), and industry collaboration.

Five MoUs have now been signed under this agreement involving the establishment of a series of joint laboratories between South Australian universities and the Shandong Academy of Sciences. These laboratories are an innovative model for international partnerships in research, development and commercialisation and will be instrumental in applying evidence-based collaborative research to solve critical industry problems.

This will lead to a five-year collaboration between the Shandong Academy of Sciences and Flinders University to research and develop native Australian biological resources into environmentally and ecologically friendly products and technologies.

The first joint laboratory was officially launched in May 2017 during the South Australian Government-led business mission to China.

Investment Attraction South Australia

www.invest.sa.gov.au

Investment Attraction South Australia (the agency) was established in October 2015 to bring new jobs, investment and economic activity to the state through a dedicated service that assists businesses to deliver their projects.

The agency was given a mandate to capture foreign direct investment and create high value-adding industries and sustainable jobs.

In setting up the agency, Premier Jay Weatherill set an ambitious target of creating 6000 new jobs via inward investment by the end of 2017.

With Strike Energy announcing plans in September 2017 to relocate its corporate office and headquarters from Sydney to Adelaide, creating 85 new full-time jobs within the state’s resources industry – the agency surpassed that target three months ahead of schedule.

At the end of 2017, the agency had secured 27 major investment projects, creating 7338 jobs for South Australians.³⁶ The agency’s 27 projects have a total combined capital expenditure of \$2.1 billion with an estimated total economic benefit of \$6.99 billion. Secured projects include some of the world’s highest profile companies, including Boeing, NEC, Babcock, Datacom and Adani.

Success snapshots

Company Enzen Worldwide, www.enzen.com

Industry sector Water and energy utilities sector

Success The company has set up its Australian corporate and head office in the Adelaide city centre, in a move which is expected to create up to 100 jobs within the first three years

Investment value \$3.4 million

Company Big River Pork, www.bigriverpork.com.au

Industry sector Food and agribusiness

Success The company is expanding its Murray Bridge food production facility to enhance production and create 140 ongoing jobs and an estimated 46 jobs in the construction phase

Investment value \$14 million

36. 27 November 2017 – figures shown are from inception of the agency in October 2015.

Investment Attraction South Australia continues to sell the state on a global stage, and its work has been boosted considerably by major milestones and initiatives that have lifted South Australia's international profile.

Boosting South Australia's visibility in the global market

SolarReserve's 150MW solar thermal plant at Port Augusta will make it the largest consolidated solar plant development in the world and Enel's 275MW Bungala solar development will be the largest photovoltaic solar scheme in Australia.

Billionaire entrepreneur Elon Musk has built the world's largest lithium ion battery in regional South Australia under a historic agreement between French renewable energy company Neoen, and Musk's own sustainable energy company Tesla. The facility was completed within 100 days and has been operational since 1 December 2017.

The \$200 million Future Jobs Fund, announced in the 2017-18 State Budget, is an exciting new business initiative to encourage investment and to build new industries. The fund provided the agency with another key incentive to offer global companies and develop bespoke investment packages for customers that were hard to beat.

The \$89 billion naval shipbuilding program to build the next generation of submarines, frigates and patrol boats in Adelaide is a major development to promote to supply chain companies, particularly in Europe and the United States.

The completion of the new Royal Adelaide Hospital and the \$3.6 billion Adelaide BioMed City means the state has the largest medical precinct in the southern hemisphere.

Adelaide is one of CISCO's five global Lighthouse Cities, and was the first city outside of the United States to join the Smart City initiator and internet application development organisation US Ignite.

New horizons

South Australia's commitment to innovation and provision of cutting-edge IT infrastructure like the Adelaide GigCity network has seen the emergence of new industries that are attracting interest from around the world and helping transform the state's economy.

Space – Neumann Space is a technology start-up building next generation propulsion systems. The company has developed Project Bartolomeo in partnership with Airbus Defence and Space, enabling Australian business and educational institutions to undertake space research. Investment Attraction South Australia worked closely with the company to support its relocation to South Australia from New South Wales.

Autonomous vehicles (AV) – Aurigo (part of UK firm, RDM Group), has established an Adelaide presence for the first stage of its Australian manufacturing, support and maintenance base. RDM, through its Aurigo subsidiary, plans to assemble driverless pods in Adelaide for the Asia-Pacific region.

Financial technology (fintech) – In July 2017, Tic:Toc Homeloans, an Adelaide-based fintech company, launched the world's first complete online home loan platform, offering customers home loan approval in just 22 minutes, instead of 22 days.

Artificial intelligence (AI) – In conjunction with the world-class computer scientists at the University of Adelaide, Adelaide-based LBT Innovations has developed a conceptual model for a handheld device that analyses and records the progress of long-term chronic wounds, to assist nurses and clinicians involved in their treatment.

Cyber security – Global IT giant NEC has established a Global Security Intelligence Centre in Adelaide which provides a vast suite of security services to local, national and international customers, complementing the company's security-focused facilities and networks in Japan, Brazil, Singapore, the USA and Austria.



The **Economic Investment Fund (EIF)** was created to attract new businesses to the state, promote job creation and develop key industry sectors.

The EIF is available to eligible projects that deliver significant economic benefits to South Australia and is focused on attracting large interstate and overseas companies to relocate to, or expand, their operation in South Australia. The budget measure builds on the continued economic transformation of the state and the early success of the fund, which includes investment attraction and new jobs.

To find out more about the EIF, including the assessment criteria, visit www.invest.sa.gov.au

Investment Attraction South Australia’s international approach to identifying and attracting investment to South Australia is reinforced by the Investment Attraction Advisory Board, comprising business leaders who have been selected for their international business expertise and connections.

The Board is chaired by prominent South Australian businessman Rob Chapman as Global Chairman, who brings with him many years of business experience within the banking sector.

Members of the Board also have expertise in geographical regions that are current targets for South Australia, including China, the USA, the UK and Europe.



Advisory Board

Boeing Defence Australia

www.boeing.com.au



© Commonwealth of Australia - Photo by CPL Craig Barrett

The world's largest aerospace company, Boeing, is creating 250 new highly-skilled technical and advanced research positions as it expands its defence presence in South Australia.

Boeing Defence Australia's new facility in Adelaide's central business district (CBD) supports advanced military systems and leading-edge research and development over the long-term.

The company is working closely with the South Australian defence industry, universities and research institutions to support the development of defence capability in the state.

Premier Jay Weatherill said Boeing is a global brand and its decision to choose South Australia for its expansion demonstrates confidence in the state's future.

"Boeing's move builds on South Australia's reputation as the defence state and supports our push to create the industries and jobs of the future," Mr Weatherill said.

"Boeing's expansion in South Australia will create opportunities for highly-skilled workers in the defence and research sector, with flow-on effects to the supply chain and broader economy. It also signals the increasing aerospace presence in South Australia."

Boeing Defence Australia Vice-President and Managing Director Darren Edwards said the new office encompasses research, development and innovation programs spanning C3I, intelligence, surveillance, reconnaissance and advanced experimentation and prototyping.

"Boeing Defence Australia is committed to building local capability in South Australia. One way we are doing this is by investing \$500,000 over five years in the Techstars Adelaide global accelerator program to support South Australia's entrepreneurial start-ups," Mr Edwards said.

"We also know that partnerships with higher education institutions are critical for preparing today's students with tomorrow's skills for defence industry capability and advancing innovation. To that end, in 2017 we invested \$7000 with the 2017 Defence Honours Scholarship Program and are expanding our education partnerships with South Australian universities.

"We greatly appreciate the partnership with South Australia that made this office opening a reality."

Boeing Defence Australia is a leading Australian aerospace enterprise. With a world-class team of more than 2000 employees at 14 locations throughout Australia and three international sites, Boeing Defence Australia supports some of the largest and most complex defence projects in Australia.

SUCCESS STORIES

VeroGuard Systems

www.veroguard.com.au

Leading cyber security company VeroGuard Systems is building a major advanced manufacturing facility in northern Adelaide, in a project which will create nearly 600 new jobs in its first three years.

The \$57.5 million investment will see the company establish an Advanced Manufacturing Centre to securely produce its VeroCard technology.

The company intends to recruit 424 of the 596 required employees from the northern Adelaide region, providing opportunities for former automotive workers and the unemployed.

A Melbourne-based cyber security company, VeroGuard Systems specialises in identity and access management technology. The company's technology integrates military grade security and encryption with banking grade 'black-box' technology, with products sold to governments and private companies around the world.

VeroGuard's 'card-present' digital technology approach introduces a secure identity layer to the internet, providing a level of security that does not currently exist. This is a revolution in securing online identities for both industry and the consumer.

The company is building a research relationship with the University of Adelaide, including a curriculum to ensure a pipeline of graduates for ongoing employment.

Chairman of VeroGuard Systems, Daniel Elbaum, said South Australia has been widely promoted as encouraging for business investment, leading technology solutions, and provides the population density and workforce to enable the high-tech manufacturing and cyber knowledge required.

"VeroGuard Systems' plans include setting up a manufacturing and operational centre for its global operations within the next six months to deliver its first projects. It is expected that 600 jobs will be created within three years in new cyber security and digital identity technologies, substantially boosting the credibility and profile of South Australia internationally," Mr Elbaum said.

"This could be the tip of the iceberg for jobs with large global companies already in discussion with VeroGuard Systems also. It's great to kick off here in South Australia, unlike so many other Australian companies that have had to go offshore first to gain backing for their technology."



Tic:Toc Homeloans

www.tictochohomeloans.com

In July 2017, South Australian-based fintech, Tic:Toc Homeloans launched the world's first online home loan platform, offering eligible customers full home loan approvals in just 22 minutes.

The lending platform, backed by Bendigo and Adelaide Bank, uses a digital decisioning system to assess and approve an online application in real-time, without the need for a human credit assessor.

This allows Tic:Toc to radically improve turnaround times from the typical 22 days to just 22 minutes, as well as pass on the cost savings of digitisation to the customer via competitive interest rates and no application, settlement or valuation fees.

The project is expected to create almost 200 full-time, highly skilled local jobs and win the state a bigger share of the \$1.6 trillion national mortgage industry.

By delivering the first genuinely online and fully automated home loan, Tic:Toc hopes to redefine the way customers secure home finance, and disrupt the lending landscape on a world stage.

Tic:Toc founder and CEO, Anthony Baum, said he was excited to establish a world-leading company in Adelaide.

"Fintech is a major growth sector, both internationally and within Australia. As a proud South Australian, I find it satisfying to launch and grow a major national fintech company from Adelaide," Mr Baum said.

"The beauty of being a digital business is we can base ourselves anywhere in Australia, and deliver the same great service to all of our Australian customers.

"Australia has one of the highest take-up rates of online banking in the world. The on-demand economy has shifted customer expectations when it comes to personal finance, but home loans have been left behind.

"We believe customers deserve a faster, easier and more transparent way to get a home loan; and Tic:Toc can deliver on this promise. It's about time.

"Other 'online' home loan providers digitise only part of the process, so while their application process may begin online, it ends in the exact same way every other traditional home loan process does."

Bendigo and Adelaide Bank backs Tic:Toc; underwriting the loans and supporting the development and launch of the business.



Costa Mushrooms

www.costagroup.com.au/mushrooms

Leading Australian horticultural business Costa is investing \$60 million to expand its mushroom production facility at Monarto and create 200 new jobs in South Australia's Murray and Mallee region.

The expansion will help the company meet growing national demand for fresh mushrooms and double production at the site from 120 to 240 tonnes a week.

It will also mean that South Australia has the largest and most technologically-advanced mushroom production facility in Australia.

Costa's investment is being supported by the South Australian Government through a total \$1.8 million grant with equal contributions from the Economic Investment Fund (EIF) and the Regional Development Fund.

Costa is one of Australia's leading horticultural businesses, producing a range of different foods including avocados, bananas, berries, citrus, table grapes, mushrooms, and glasshouse tomatoes with major export markets to Asia, North America, and Europe.

The company has mushroom production facilities in five states. The Monarto facility is Costa's newest mushroom farm – it opened seven years ago and is equipped with state of the art mushroom production technology.

The expansion is expected to be operational in 2018.

Costa's Chief Executive Officer Harry Debney said the availability of land on the existing site helped make this investment happen, with supporting infrastructure already in place and the existence of a one kilometre buffer zone around the site.

"This provides us with longevity of tenure and is important to ensure a return on our investment," Mr Debney said.

"The Monarto site is our most modern facility and its central location relative to our network of farms means we can not only supply the local South Australian market with quality mushrooms but all other states within one to two days of shipment."

Immigration SA

www.migration.sa.gov.au

Celebrating its 20th anniversary in 2017, Immigration SA is part of the Department of State Development and is responsible for skilled and business migration to South Australia.

South Australia has seen considerable growth in immigration with increases in business migrants growing by 334 per cent in the past four years.³⁷

Skilled migrants nominated by the state have increased by 10 per cent during the same timeframe and help to complement and enhance the capability of the state’s labour force.

Immigration SA works closely with the Australian Government’s Department of Immigration and Border Protection (DIBP) to attract eligible skilled and business migrants through state-nominated visa programs, a pathway to permanent residency in South Australia.

State nominated skilled migrants brought in \$300 million in settlement funds to South Australia and contributed to meeting employers’ skill needs.³⁸ Highly skilled migrants raise the level of the critical skills in the state’s workforce and help to develop new, strategic industries and fill gaps in the workforce. Skilled migrants also become small business owners and create jobs.

37. Department of State Development records, state nominations of business migrants (2013-14 to 2016-17).
38. Department of State Development records 2016-17, funds identified by state nominate migrants available for settlement.

Benefits of immigration

Economic gains
Business migrants and skilled migrants bring with them skills, investment capacity and retail spend, which drive the economy forward and create jobs
Entrepreneurial and highly skilled migrants will help accelerate South Australia's transition into the new economy, creating more jobs and career opportunities for South Australians, encouraging young people to stay in the state to pursue their passion.
Population stability
Positive overseas migration can slow population ageing and contribute to a more balanced age demographic.
Increase in cultural diversity
Migrants contribute to societies and economies by enhancing the diversity of products and services available, and by creating global links that encourage trade and the exchange of ideas.

More than 90 South Australian businesses had their produce exported by state-nominated business migrants in the last two years. The number of South Australian businesses' produce being sought for international sale by business migrants is poised to expand to more than 300, with the government actively working with business groups to connect business migrants with local producers.



Now working in a career of her dreams, just a 15-minute walk from her home in the CBD area, Kimberly says Adelaide truly feels like home now.

SUCCESS STORIES

From model student to role model

Visa: International Student, General Skilled Migration

Malaysian student Kimberly Goh says it was Adelaide's laid back, convenient lifestyle and festival culture she was drawn to.

"I didn't want to go to Melbourne or Sydney where I already knew people and had friends living and working there. I wanted to go to a city where I could be independent," Ms Goh said.

Originally moving to South Australia on a student visa to study marketing and communications at the University of South Australia, Kimberly says her migration process was made simple by enlisting the help of an agent.

"I went through a migration agency that helped organise the student visa and accommodation for me. It was a very easy process (this was back when I was in Malaysia).

"The State Nominated Visa was also applied through a migration agent here in Adelaide."

During her studies, Kimberly says Adelaide was the ideal location to live, proving more affordable and accessible compared to the eastern states.

"Adelaide is so much smaller and gives me the opportunity to work and live in the city. You don't need a car to get around, everything is accessible, and people here are also much friendlier!"

Kimberly says it wasn't just luck that landed her employment, saying it's all about networking in Adelaide. Throughout her studies and initial employment, Kimberly made the most of every opportunity and personal connection she came across, taking up volunteering positions and attending networking events.

"Opportunities are always there if you look for them. Adelaide is a small city and everyone knows everyone, so it is really important to network and get involved in any events where you can mix with like-minded people because you don't really know who you'll meet – maybe a new friend or a future employer.

"I couldn't imagine living anywhere else. It is a very safe city, it is relaxed and offers so much. To me Adelaide feels like home – everyone knows everyone and it feels friendly and familiar."

Kimberly's sister has also chosen to move to Adelaide to complete her studies in chemical engineering at the University of Adelaide, and her family now come for visits.

The Rustic Fig Cafe

After deciding to make the big move to Australia from the bustling lifestyle of Lebanon, Erica and Naji Rizk and their two teenage children had only the city to decide on. They were drawn to Adelaide’s appealing lifestyle - an unexpected but welcome surprise.

“We didn’t want the hustle, bustle and drama of Lebanon and were looking to relocate,” Naji said. “We knew we wanted to come to Australia but were not sure where exactly.”

He and his wife Erica, say it was a suggestion from a migration agent that led them to Adelaide. “We could see it would provide the lifestyle change we were wanting for us and our children,” Mrs Rizk said.

Once settled in their new home, the Rizks also embarked on another enormous journey with their move - starting their own business.

Now the proud owners of The Rustic Fig Cafe in Erindale, Erica and Naji say that the assistance provided by Immigration SA facilitated them with this dream.

After attending an information session run by Immigration SA, the pair were inspired by guest speakers to embark on their own business journey. Business advisors from the Business Enterprise team at Adelaide City Council further encouraged the couple, offering advice and support in beginning their new cafe.

Now employing two further staff, the bustling cafe provides the ultimate career and lifestyle change for the Rizks, and they’ve never looked back. With a focus on Lebanese street food, using local Adelaide Central Market ingredients, the business has also been a way for the family to maintain and share its culture.

“It is very easy for any nationality to retain their identity here in Adelaide. If you are looking to migrate to another country you need to have an adventurous spirit,” Erica said, “but coming to Adelaide has just been wonderful.”

While they would recommend the move, they say they don’t want too many people to know about their new hidden gem of a home. “We feel that Adelaide chose us! We love that nobody knows about how wonderful it is yet. We want to keep it a secret.” Mrs Rizk said.

“There is always someone wanting to help you, people are very generous and want to help you succeed. The experience for us was so easy.”



2018

A year of new horizons

Job creation, new investment and pathways for exporting were achieved in 2017 across many traditional sectors, as well as those that are emerging as new horizons for the future. To continue to grow South Australia's economy, to enable businesses to expand, to start-up and to create jobs for South Australians, 2018 will be a year that is forward-thinking. The South Australian Government has planned further international engagement opportunities for companies and organisations, as well as embarking on securing investment in emerging sectors such as renewable energy, information technology, financial services and research and development.

International engagement a focus in 2018

The continued growth in companies from South Australia that are exporting products and services around the world remains a focus for the South Australian Government in 2018.

To provide further guidance, support and advice to businesses, the State Government has implemented a central coordination unit, known as the Business Missions team, to oversee the international engagement program.

With more than 20 countries visited, the Business Mission team will provide a central coordination point to ensure consistency across business missions, improved communication and engagement with businesses, as well as providing a better quality of service.

The 2018 business mission calendar has been released and is available to download at:

www.statedevelopment.sa.gov.au/businessmissions



Business Missions 2018

	MON	TUE	WED	THU	FRI	SAT	SUN	
JANUARY	1	2	3	4	5	6	7	Key event dates: Jan 13-21 – Tour Down Under
	8	9	10	11	12	13	14	
	15	16	17	18	19	20	21	
	22	23	24	25	26	27	28	
	29	30	31					
FEBRUARY				1	2	3	4	Key event dates: Feb 1-2 – Sirindhorn Conference on Geoinformatics, Thailand Feb 6-11 – Defence events: Singapore Airshow Feb 15-21 – Chinese New Year Holiday Week Feb 16 – Chinese New Year's Day Feb 16 – Mar 18 – Adelaide Fringe
	5	6	7	8	9	10	11	
	12	13	14	15	16	17	18	
	19	20	21	22	23	24	25	
	26	27	28					
MARCH				1	2	3	4	Key event dates: Feb 16 – Mar 18 – Adelaide Fringe Mar 1-4 – Adelaide 500 Mar 2-18 – Adelaide Festival Mar 6-9 – Japan Food Expo (FoodSA) Mar 9-12 – WOMADelaide
	5	6	7	8	9	10	11	
	12	13	14	15	16	17	18	
	19	20	21	22	23	24	25	
	26	27	28	29	30	31		
APRIL							1	Key event dates: Apr 15-22 – Tasting Australia Apr 16-19 – Defence events: 16 th Defence Services Asia Exhibition and Conference (TBC) – Australia Week in China
	2	3	4	5	6	7	8	
	9	10	11	12	13	14	15	
	16	17	18	19	20	21	22	
	23	24	25	26	27	28	29	
MAY								Key event dates: Apr 22-29 – South East Asia 1: Indonesia and the Philippines
	7	8	9	10	11	12	13	
	14	15	16	17	18	19	20	
	21	22	23	24	25	26	27	
	28	29	30	31				
JUNE		1	2	3	4	5	6	Key event dates: May 1-4 – SEOUL Food & Hotel Expo May 19 – Port Adelaide Football Game, Shanghai May 29-31 – Vinexpo Hong Kong May 29 - Jun 2 – Thaifex Food Expo, Bangkok
	7	8	9	10	11	12	13	
	14	15	16	17	18	19	20	
	21	22	23	24	25	26	27	
	28	29	30	31				
JULY					1	2	3	Key event dates: May 29 - Jun 2 – Thaifex Food Expo, Bangkok Jun 4-11 – Wine Australia China Roadshow
	4	5	6	7	8	9	10	
	11	12	13	14	15	16	17	
	18	19	20	21	22	23	24	
	25	26	27	28	29	30		
AUGUST							1	Key event dates: Jun 25 - Jul 1 – South East Asia 2: Singapore and Malaysia
	2	3	4	5	6	7	8	
	9	10	11	12	13	14	15	
	16	17	18	19	20	21	22	
	23	24	25	26	27	28	29	
SEPTEMBER								Key event dates: Jul 16-22 – Defence events: Farnborough Airshow 2018
	2	3	4	5	6	7	8	
	9	10	11	12	13	14	15	
	16	17	18	19	20	21	22	
	23	24	25	26	27	28	29	
OCTOBER			1	2	3	4	5	Key event dates: Aug 13-19 – South East Asia 3: Vietnam and Thailand Aug 27- Sept 2 – India: Bangalore, Jaipur, Mumbai and Delhi
	6	7	8	9	10	11	12	
	13	14	15	16	17	18	19	
	20	21	22	23	24	25	26	
	27	28	29	30	31			
NOVEMBER						1	2	Key event dates: Aug 31 - Sept 9 – Royal Adelaide Show Sept 4-6 – Land Forces Exposition Adelaide Sept 10-14 – South Australian Government International Representatives Conference Sept 29 – AFL Grand Final (TBC) – SANFL Grand Final
	3	4	5	6	7	8	9	
	10	11	12	13	14	15	16	
	17	18	19	20	21	22	23	
	24	25	26	27	28	29	30	
DECEMBER								Key event dates: Oct 1-5 – International Astronautical Congress, Germany Oct 21-25 – SIAL, Paris Oct 22-26 – Euronaval International Naval Defence & Maritime Exhibition & Conference
	1	2	3	4	5	6	7	
	8	9	10	11	12	13	14	
	15	16	17	18	19	20	21	
	22	23	24	25	26	27	28	
JANUARY								Key event dates: Oct 25 - Nov 10 – Inbound OzAsia Festival
	1	2	3	4	5	6	7	
	8	9	10	11	12	13	14	
	15	16	17	18	19	20	21	
	22	23	24	25	26	27	28	
FEBRUARY								Key event dates: Nov 5-9 – China 3: Shandong engagement/ China International Import Expo in Shanghai Nov 16-24 – North East Asia: Japan, Republic of Korea and Taiwan
	1	2	3	4	5	6	7	
	8	9	10	11	12	13	14	
	15	16	17	18	19	20	21	
	22	23	24	25	26	27	28	
MARCH								Key event dates: Nov 28-30 – MAST IndoAsia 2018
	1	2	3	4	5	6	7	
	8	9	10	11	12	13	14	
	15	16	17	18	19	20	21	
	22	23	24	25	26	27	28	
APRIL								Key event dates: Nov 28-30 – MAST IndoAsia 2018
	1	2	3	4	5	6	7	
	8	9	10	11	12	13	14	
	15	16	17	18	19	20	21	
	22	23	24	25	26	27	28	
MAY								Key event dates: Nov 28-30 – MAST IndoAsia 2018
	1	2	3	4	5	6	7	
	8	9	10	11	12	13	14	
	15	16	17	18	19	20	21	
	22	23	24	25	26	27	28	
JUNE								Key event dates: Nov 28-30 – MAST IndoAsia 2018
	1	2	3	4	5	6	7	
	8	9	10	11	12	13	14	
	15	16	17	18	19	20	21	
	22	23	24	25	26	27	28	
JULY								Key event dates: Nov 28-30 – MAST IndoAsia 2018
	1	2	3	4	5	6	7	
	8	9	10	11	12	13	14	
	15	16	17	18	19	20	21	
	22	23	24	25	26	27	28	
AUGUST								Key event dates: Nov 28-30 – MAST IndoAsia 2018
	1	2	3	4	5	6	7	
	8	9	10	11	12	13	14	
	15	16	17	18	19	20	21	
	22	23	24	25	26	27	28	
SEPTEMBER								Key event dates: Nov 28-30 – MAST IndoAsia 2018
	1	2	3	4	5	6	7	
	8	9	10	11	12	13	14	
	15	16	17	18	19	20	21	
	22	23	24	25	26	27	28	
OCTOBER								Key event dates: Nov 28-30 – MAST IndoAsia 2018
	1	2	3	4	5	6	7	
	8	9	10	11	12	13	14	
	15	16	17	18	19	20	21	
	22	23	24	25	26	27	28	
NOVEMBER								Key event dates: Nov 28-30 – MAST IndoAsia 2018
	1	2	3	4	5	6	7	
	8	9	10	11	12	13	14	
	15	16	17	18	19	20	21	
	22	23	24	25	26	27	28	
DECEMBER								Key event dates: Nov 28-30 – MAST IndoAsia 2018
	1	2	3	4	5	6	7	
	8	9	10	11	12	13	14	
	15	16	17	18	19	20	21	
	22	23	24	25	26	27	28	

Find out more

South Australia's ongoing economic prosperity relies on the state's businesses continuing to forge successful national and international relationships.

The state is rich with opportunities, open and ready to do business and to increase its international engagement and connections.

Contact the Department of State Development for further information about becoming export ready and learning about trade and investment opportunities.

Department of State Development

Level 9, 131 Grenfell Street
Adelaide, South Australia 5000

GPO Box 320
Adelaide, South Australia 5000

T: 08 8303 2400
E: dsd.missions@sa.gov.au

www.statedevelopment.sa.gov.au

Contact Investment Attraction South Australia for further information on how the agency attracts and supports business investment within the state.

Investment Attraction South Australia

Level 9, 131 Grenfell Street
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GPO Box 320
Adelaide, South Australia 5000

T: 08 8303 2432
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www.invest.sa.gov.au

Defence SA can provide support to defence-related companies looking to expand or invest in South Australia.

Defence SA

Level 4, 151 Pirie Street
Adelaide, South Australia 5000

PO Box 3643 Rundle Mall
Adelaide, South Australia 5000

T: 08 8463 7140
E: enquiries@defencesa.com

www.defencesa.com

Health Industries SA can provide advice on regulations, government grants and help with access to land in South Australia.

Health Industries SA

Level 9, 131 Grenfell Street
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T: 08 8463 6191
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