

# Open for business



Regional  
Development  
*Australia*  
MURRAYLANDS & RIVERLAND INC.  
SOUTH AUSTRALIA

Trade and investment opportunities  
in the Murraylands and Riverland



Our home along South Australia's stretch of the beautiful, healthy and iconic Murray River, coupled with a warm Mediterranean climate, allows the Murraylands and Riverland to produce abundant high-quality, pest-free fruit and nuts, vegetables, grains, wine grapes, livestock and value-added food products.

Our region is renowned for its fresh, clean food and beverages, which are enjoyed throughout Australia and overseas, with growing export demand.

Covering over 36,000 square kilometres, the region sits between the Adelaide metropolitan area to the west and the Victorian border to the east.

The region is home to more than 70,000 people and some 6,100-plus businesses. The major economic output is primary production which generates 34% of all gross regional product (GRP), 20% of jobs and 15% of household incomes.





## Regional Experts

RDAMR CEO Jo Podoliak leads a team of 17, who work in partnership with key stakeholders including:

- ▶ The Australian Government's Austrade
- ▶ The South Australian Government agencies which oversee:
  - ▶ Primary Industries and Regions
  - ▶ Tourism, Trade and Investment
  - ▶ Industry and Skills
  - ▶ Planning, Transport and Infrastructure
  - ▶ Environment and Water

- ▶ The eight local governments (Councils) which constitute the area
- ▶ Industry associations and international chambers of commerce
- ▶ Private enterprise seeking to expand their export business
- ▶ Project proponents seeking investment

These partners value our extensive regional knowledge and networks and our ability to deliver services that exceed expectations.



Our region has South Australia's best proximity and access to the Murray River. Known as the 'food bowl' of SA, we are situated conveniently to major transport modes - rail, road and air. Our region has economical access to all Australian States and Territories and global markets via the ports of Adelaide, Melbourne and Sydney - and the Adelaide International Airport is less than 80 kilometres away.

If you are seeking premium wine, fruit, vegetables, processed food, grains and nuts, livestock or simply a unique tourism experience, you will find it all in the Murraylands and Riverland region of South Australia.

The Murraylands and Riverland is a prosperous place to live, work, play and conduct business. The region is remarkably resilient and capitalises on change, embraces economic development and provides a vibrant environment.

Our land offers exceptional economic value, whether it be for residential or commercial use. These factors, combined with our fertile, flat farm land, secure water supply and innovative production technologies, has made our region one of the most efficient agriculture and horticulture regions in the world.

Our leaders are experts in delivering creative opportunities to enable economic development. Our industries continue to increase our global exporting strengths through the region's ongoing investment and value-adding activity.

The economic development of the region is overseen by Regional Development Australia Murraylands and Riverland (RDAMR).



## Leading Industries

### Primary production: Livestock

- ▶ Beef, lamb, pork, poultry

### Primary production: Grain and fodder

- ▶ Wheat, barley, pulses, premium hay

### Primary production: Horticulture

- ▶ Wine grapes, table grapes, almonds, citrus, stone fruit, pome fruit, vegetables

### Tourism

- ▶ Food and wine sector, and nature-based/recreational experiences along the Murray River and internationally acclaimed Coorong

### Manufacturing: Premium food from our clean environment

- ▶ Largest cheese factory in South Australia
- ▶ Australia's largest lamb, mutton and beef exporter
- ▶ Produces 50% of Australia's meat chickens

The region is also growing emerging opportunities in industries including pistachios, jujubes, date palms, avocados and aquaculture.



## Regional Strengths

### Proximity and access to the Murray River

- ▶ Highly competitive primary production output
- ▶ A unique tourism destination, in particular the attractions of the Murray River, nature-based recreation and local food and wine experiences
- ▶ Attractive residential lifestyle
- ▶ Exceptional pre-retirement and retirement accommodation opportunities with flow on demand for health care, assistance services and other complementary services

### Competitive place to do business

- ▶ Exceptional value for money for residents aiding in attracting a local workforce
- ▶ Access to additional labour pool through the South Australian regional workforce agreement
- ▶ Less fixed capital requirements for commercial operators

### Fertile, flat farm land, stable climatic conditions and strong biosecurity

- ▶ Efficient farming (dry land cropping, horticulture, and animal production) evidenced by a strong lead in fruit and nut production
- ▶ Pest Free Area status of the Riverland providing quality produce for domestic and international markets

### Proximity to large markets

- ▶ Victoria's western Loddon Mallee and Grampians regions directly to the east which are home to some 317,000 and 272,000 people respectively
- ▶ Greater Adelaide which is home to some 1.1 million people to the west
- ▶ Economic access to domestic and international markets (via road, rail and air)
- ▶ Access to domestic and international tourists (via road and air)

### Skills and knowledge of farming

- ▶ Advanced farming practices and technology
- ▶ Understanding what crops and farming methods work best in our unique soils and climatic conditions
- ▶ Efficient primary production of specific crops/outputs (now and being passed on to next generation operating in the region)

### Commercial operations leveraging best practice techniques and technology

- ▶ Experience and innovation have made many industries highly competitive including water efficiency for primary production, energy efficiency, waste minimisation



## Competitive Advantages

### Access to Production of Export Quality

We have a low 'in region use' for our primary production products – most product is exported.

Business is only marginally impacted by domestic demand variations thus providing confidence in supply for export customers.

### Upgraded technology, workforce skills and business processes

Our primary production industries actively leverage technology to increase their competitiveness in areas such as water use efficiency, use of machinery, maximising transport logistics and sustainable land use practices.

### Access to Labour

Our central location and proximity to Adelaide means our industries and businesses can satisfy most of their labour needs from in region and through access to greater Adelaide labour.

### Profitability of local firms

Our region stands out as an attractive place to do business. Our flat, fertile farmland combined with access to water from the Murray River, gives a cost advantage to our primary producers, who can capitalise on these strengths.

### Level of efficiency and effectiveness of supporting industries

Our region is one of the most efficient users of water and has the highest investment in sustainable sources of energy despite high national costs of electricity and water.

### Regional specialisation

We are leaders in a number of primary production goods, where our output makes up a large proportion of South Australian totals. Specifically, these include fruits and nuts, vegetables, wine grapes, pigs, meat, and meat products.

### Logistics

Our region benefits from easy access to metropolitan centres and interstate markets along key transport routes:

- ▶ Major intra-region freight highways connecting our significant centres;
- ▶ Major freight highways to Adelaide, Melbourne and Sydney;
- ▶ Air, via the Adelaide International Airport to global markets, with direct flights to China, Malaysia, Singapore, UAE, Qatar, Hong Kong, Indonesia, New Zealand and Fiji.

## We are open for business

There are significant opportunities within the Murraylands and Riverland region. Our products and services are some of the best in the world, and there is no doubt there is substantial demand for them in expanding international markets.

We offer a supportive business environment, with advice and assistance on the development and investment processes, government grants and tax incentives, workforce planning and development and industry networks.

Our team works with investors to connect them with investment-ready businesses, to assess potential development locations and opportunities, and to coordinate government approvals.

**If you are considering importing product from our region or investing, contact us to maximise benefits to your business and to the region.**

## To find out more, contact us today!

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