

oneOutback Prospectus



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Welcome to Outback South Australia.

The Outback is clean, clear, and big.
Really, really big.

Whilst there is no shortage of wide-open, uninterrupted space, the Outback is really not that far from Australia's greatest concentration of population - the southeast.

We are open for business and we have the vision.

Our four keystones of mining, pastoralism, agriculture and tourism are growing.

We want you to join us in future-proofing the Outback economy through investment in diversification.

We embrace the challenges facing the Outback by working to grow emerging industries, build confidence, and create jobs.

This prospectus contains innovative investment opportunities which are economically sound and community verified.

Come on the journey with us - to Grow our Economy, Grow our Community, and to Grow our Influence - because a thriving Outback is critical to a thriving economy, and a thriving state.

Cecilia Woolford
Chair - Outback Communities Authority

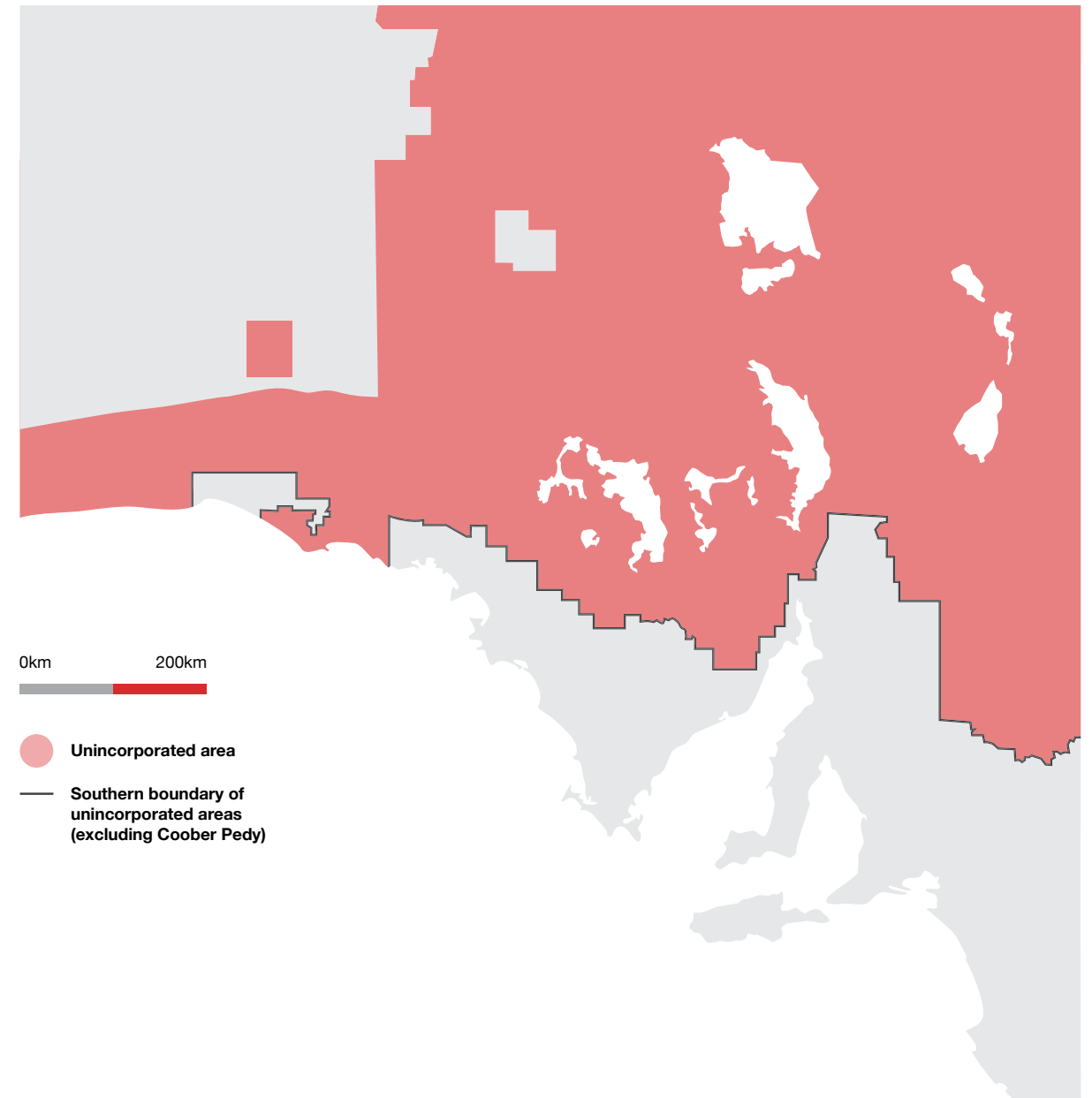
A REGION OF CHOICE, A PLACE OF OPPORTUNITY

Outback South Australia is big, about 625,000 square kilometres or around two-thirds of the State of South Australia. For comparison, this is an area as large as France and 2½ times bigger than the United Kingdom, but with a population of just four- and-a-half thousand.

The size of the Outback makes the idea of traditional 'local government' impracticable so the Outback Communities Authority (OCA) is a hybrid between local government and community self-management by the people who proudly call the Outback home.

The OCA represents - and advocates for - the interests of these people and their families. Following extensive consultation in the communities, coupled with rigorous socio-economic research and analysis, this oneOutback Prospectus articulates the region's critical investment priorities.

Building on the work of the OCA and its partner, Regional Development Australia Far North (RDA Far North), this prospectus articulates the necessary catalysts for real economic outcomes that have been prioritised by the Outback Community. It provides strategic direction to invest in the factors that will facilitate the resilience, competitiveness and the success of existing and potential new businesses.



Andamooka Beltana
BLINMAN Coorabie Copley
Eastern Districts **Fowlers**
Bay **GAWLER RANGES**
Glendambo Innamincka **Iron**
Knob Kingoonya **LEIGH CREEK**
Lyndhurst **Manna Hill** Marla
MARREE Olary **Oodnadatta**
Parachilna **PENONG** Pimba
Woomera **William Creek** **YUNTA**
#oneOutback

DIVERSIFICATION TO 'FUTURE- PROOF' THE OUTBACK ECONOMY

The Outback is blessed with a strong natural resource base which has served it well over many generations and across a number of industries.

The region includes small towns and settlements which grew out of the need to serve the mining industry such as Coober Pedy, Leigh Creek, Iron Knob, Andamooka and Roxby Downs, other settlements built on the defence industry, namely Woomera, and a number of smaller 'satellite' communities including William Creek, Marree, Glendambo, Penong, Fowlers Bay, Yunta, Beltana, Parachilna, Manna Hill, Coorabie, Lyndhurst, Olary, Blinman, Innamincka, Marla, Pimba, and Oodnadatta all of whom were established to support regional expansion around transport and primary production.

These communities will benefit from the Outback's capacity to leverage its natural assets, its resources and its knowledge, promoting new business investment to diversify and future-proof the Outback economy against economic peaks and troughs.

community values raise the Outback's profile achieve innovative solutions for essential services **build infrastructure to encourage regional self-sufficiency** leverage the tourism dollar **promote cultural assets and their significance in Australia's history** highlight the Outback's role in South Australia's economy and identity **retain and educate our youth** preserve our unique history **tackle climate change** empower our communities to have their say **improvements to healthcare service delivery** safe, well-managed road network **connected communities** sustainable health outcomes **community safety and wellbeing** share the holistic Outback lifestyle **put Outback South Australia on the map** Welcome the World.



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A REGION RISING TO THE CHALLENGE

The Outback has come through a period of unprecedented change and adjustment following the resources sector slowdown and the resulting reduction and cessation of mining in the Far North Region, where the bulk of South Australia's mining activity is located.

The challenges associated with the Outback's heavy reliance on one industry and the fact that a large proportion of the wealth generated by mining is captured outside the region are exacerbated by the Outback's remoteness.

This highlights the importance of investment in the critical strategic infrastructure and services that underpin the Outback's economic development and its connections with the markets it serves, throughout Australia and overseas.

THE OUTBACK: A PILLAR OF SOUTH AUSTRALIA'S ECONOMY

Despite the challenges associated with being a remote region, the Outback is presented with strong prospects for economic growth based on the region's comparative and competitive advantages and opportunities to diversify economic activity.

The Outback generates substantial wealth that flows through the South Australian economy and beyond. The Gross Regional Product (GRP) of the Outback is estimated at \$1.7 billion, which is 54% of the wider Far North Region's GRP and approximately 2% of South Australia's Gross State Product (GSP). GRP per capita in the Outback is \$392,000. This compares to South Australia's GSP per capita of \$58,300.

“the Outback is presented with strong prospects for economic growth”

Mining is the Outback's principal economic driver, accounting for by far the largest share of the region's industry output, jobs and exports. Mining remains the anchor of the Outback economy and will continue to be a significant employer and economic contributor into the future.

Pastoralism & Agriculture are traditional mainstay industries of the Outback, based on sheep, grains and beef cattle production. The Outback's agricultural sector is a vital industry given its notable contribution to industry value-added, employment and regional exports, coupled with strong local linkages throughout the Outback economy.

Tourism is an emerging industry with a solid base and potential for growth as national and international market trends support opportunities to capitalise on demand for Outback experiences. Tourism in the Outback employs local residents across a diversity of sectors including accommodation and food services, arts and recreation services, retail trade and transport. The tourism sector presents an exciting opportunity for economic diversification in the Outback.

Services around the construction and utilities sectors also display all of the attributes of 'driver' industries and for this reason, they also present opportunities to diversify and grow the Outback economy.

“the Outback would be a better place to live, work and play ... if communications and infrastructure were improved”

INVESTING IN THE FOUNDATIONS FOR A PROSPEROUS FUTURE

To take advantage of the Outback’s evolving and emerging industry opportunities, investment in critical infrastructure and services that facilitate new investment and which promote the region as a location of choice for Outback living, is essential.

This has been recognised in the *Outback Communities Authority Region Economic Growth & Investment Strategy*, a key planning document that is informed by rigorous economic analysis, and which provides a pathway to prosperity for the Outback.

The Outback’s priorities are also informed by the OCA’s program of continual consultation and engagement with businesses, landholders and communities throughout the region.

CULTIVATING REGIONAL PARTNERSHIPS FOR POSITIVE OUTCOMES

A strong commitment to facilitate economic growth and investment in the Outback is defined by collaborative partnerships. The Outback Communities Authority and RDA Far North are taking the lead, working together with other stakeholders – including the South Australian Arid Lands NRM Board, local Councils, industry and the communities - to address opportunities for investment that support the region’s long-term growth.

Informed by the *Outback Communities Authority Region Economic Growth & Investment Strategy* and ongoing community consultation and engagement, priority investment needs include strategic infrastructure, particularly roads and communications as well as energy and water.

The appeal of the Outback’s lifestyle and its ‘liveability’ is key to successful investment attraction and efforts to beautify the region’s towns and to ensure all communities are afforded quality health and community services is paramount.

Industry diversification, which capitalises on existing comparative and competitive advantages, will drive the Outback’s economic development. Investment in infrastructure and services that support the growth and development of agriculture and Outback tourism will underpin the Outback’s pathway to prosperity. The Outback’s priorities for investment reflect this.

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THE OUTBACK'S PRIORITIES FOR INVESTMENT

The *Outback Communities Authority Region Economic Growth & Investment Strategy* identifies short-term actions for the OCA and RDA Far North to address in their capacity as promoters and facilitators of economic development, and these form the basis of the organisations' current work plans.

Other informed and strategic priorities for investment in the Outback, which require the support and commitment of government, concern the enablers of economic development, that is, the critical infrastructure items that will support the appeal and capacity of the Outback as a place to do business.

PRIORITY ONE

Sealing the Strzelecki Track

Tourism is one of the Outback's largest employers, accounting for 5 per cent of jobs located in the region and employment numbers in the Outback's tourism sector are higher than in its other service industries. Outback tourism is growing rapidly with the region's natural landscape the major drawcard.

Regions elsewhere in Australia are taking full advantage of the growth in demand for drive tourism experiences by promoting touring routes and providing the facilities and services that visitors seek. Many opportunities are created to grow business enterprises in hospitality and unique offerings such as Indigenous art.

The Strzelecki Track, which extends from Lyndhurst in the south to Innamincka in the north, is largely unsealed and, if upgraded, would present opportunities not only for tourism in the Outback but also for improved intra-regional links to support mining and related industrial activity throughout the Far North. The OCA and RDA Far North are committed to collaborating with the State and Federal Governments to seal the Strzelecki Track to serve the growing drive tourism market.

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PRIORITY TWO

Committing to Co-ordinated Outback Tourism Destination Management and Marketing

To effectively capitalise on opportunities to grow the Outback’s emerging tourism industry, a concerted approach to branding and promotion, which taps into wider State and national tourism networks is essential.

The OCA and RDA Far North are committed to collaborative and co-ordinated Outback tourism destination management and marketing. This will require significant State and Federal Government investment to ensure success.

In the short-to-medium-term, the design and implementation of a regional wayfinding strategy, with an emphasis on consistent, branded signage throughout the Outback and the wider Far North Region, is a priority.

PRIORITY THREE

Investing in Cross-loading facilities at Port Augusta to Grow the Outback’s Agricultural Industry

Freight transport infrastructure is of strategic importance to primary industries, facilitating improved efficiencies which drive economic development and job creation. Quality roads are crucial for the Outback’s pastoral industry to access supply chain nodes.

A major impediment to the industry’s timely, safe and effective access to markets is the absence of cross-loading facilities at Port Augusta to transfer cattle from road trains to trucks. This part of the journey would be accomplished far more safely and efficiently with the construction of cross-load facilities. The OCA and RDAFN are committed to collaborating with industry stakeholders, Port Augusta City Council and the Government of South Australia to progress the need for investment in cross-loading facilities at Port Augusta.

PRIORITY FOUR

Rolling out the NBN for Greater Digital Connectivity and Improving Mobile Phone Coverage

The Outback currently lacks high-speed broadband infrastructure, limiting the capacity of businesses and individuals to interact with the global economy. The rollout of the National Broadband Network (NBN) is therefore of critical importance and a priority for government investment.

The potential for the tourism and agricultural sectors to utilise digital technologies and communications to diversify and grow also presents an opportunity to extend mobile and satellite phone coverage throughout the Outback with the support of the Blackspots Program.

These key investments will be complemented with the use of State and Federal government programs to build the capability of businesses and communities in the Outback to better utilise digital technology.

“The Outback has for many years been an integral component of the South Australian economy, underpinned by its wealth of natural resources and the strength of its agricultural sector.”

**“With an ever-evolving
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“the Outback’s lifestyle and its ‘liveability’ is key to successful investment attraction and efforts to beautify the region’s towns and to ensure all communities are afforded quality health and community services is paramount.”

INVESTING IN THE FUTURE

The Outback has for many years been an integral component of the South Australian economy, underpinned by its wealth of natural resources and the strength of its agricultural sector.

With an ever-evolving global economy comes new opportunities for growth and development, through diversification of existing industries and the emergence of new areas of growth such as tourism.

With a strategic framework in place and a shared commitment to capitalise the Outback’s natural comparative advantages, its competitive strengths and emerging opportunities for industry diversification and sustainable growth, now is the time to invest in the foundations for prosperity – for the benefit of the Outback and for the economy of South Australia.

Find out more about oneOutback opportunities at oca.sa.gov.au/oneoutback or oca@sa.gov.au

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