

Development Brief

January 2006

From the Chief Executive Officer



Warwick Welsh
Chief Executive Officer

Welcome to another edition of the Yorke Regional Development Board's newsletter *Development Brief*.

The Board has been busy as usual over the past few months with a number of significant events covered in this edition. In particular, the workforce expansion being undertaken by Primo smallgoods is ground-breaking for our region with the use of skilled immigrants to address labour shortages in the Port Wakefield area.

The Board is also doing a major review of its strategic plan, with an emphasis on links with the State strategic plan and local government.

I hope that *Development Brief* continues to keep you informed of developments in our region as well as the work of the Board. I encourage anyone to contact the Board for more information on any issue.

Yorke Region is SA Great!

Simon Millcock
Economic Development Officer

This year's SA Great Regional Awards were comprehensively represented by our region with a number of significant winners from within the Yorke Region.

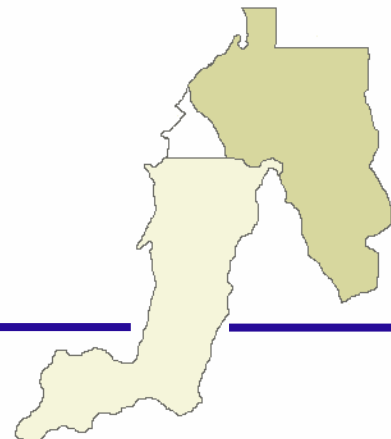
Adelaide Plains Marketing in their first year have set a high standard to follow with the announcement of their selection as the winner of the Community Group category for the SA Great Regional Award for the Mid North / Yorke and Southern Flinders Region.



Adelaide Plains Marketing were also joined on stage at Port Pirie's Keith Michell Theatre by overall regional business award winner Balco and the 2005 Balaklava Cup in the sporting category—both from the Adelaide Plains and corporate partners of Adelaide Plains Marketing.

From the Peninsula, Yorketown Quality Meats took out the business category, along with the District Council of Yorke Peninsula winning the innovation award for the broadband towers down the spine of the Peninsula.

Port Vincent Primary School won the science and environment award for their marine team, whilst Country Getaways won the tourism award.



Exciting progress in local meat works

Warwick Welsh
Chief Executive Officer

The Primo Abattoir at Port Wakefield will be expanding its workforce and operations using skilled migrants from China.

After an exhaustive search for employees from within South Australia, Primo has embarked on plans to sponsor 20 Chinese meat workers from various provinces around China to settle in Port Wakefield and join the abattoir's existing workforce of 300.

The new employees are expected to arrive in late January 2006.

Primo has found it near impossible to recruit locals to fuel their plans for expansion. After exhausting domestic options, these skilled migrants will contribute to the meat industry's boom in our area.

By solving this workforce shortage, Primo will have a secure future in Port Wakefield and allow for long term growth of the town and its surrounds.

Primo has been operating in Port Wakefield for over 6 years. They invested over \$28 million in initial capital constructions and are looking to expand with an \$8 million extension in the near future.

Primo is committed to this area and business is booming. They now have demand for their product far greater than envisaged when the abattoir was first built. In order to satisfy this demand and secure the long-term future of the operations, they need to take this step and build on their existing, highly motivated workforce with supplementation from skilled immigrants

due to shortages of such workers in this State.”

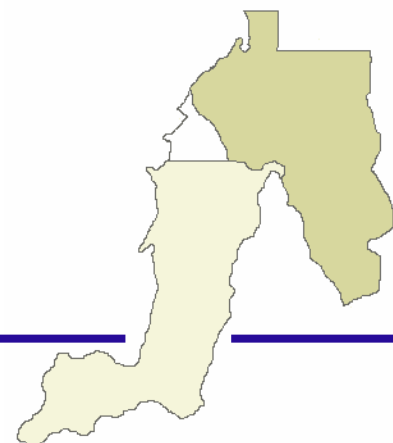
The Chinese workers will be additional to the existing workforce and no employees will be laid-off in place of the skilled migrants. The Chinese meat workers will be employed under the same wage and award conditions as existing employees.

Over the 2006 calendar year, Primo is seeking to employ another 150 workers in the Port



Wakefield Abattoir. It is anticipated that 70 of these new employees will be skilled migrants and the remainder will be sourced locally.

Over 150 skilled migrants have already come to meatworks across Australia to help address the drastic shortage of labour in the industry.



YRDB Strategic Planning Day

James Stevens
Project Officer

On Thursday 16th February, the Yorke Regional Development Board will be holding a community forum in Port Wakefield as part of a review of its Strategic Plan.

The 5 year Regional Economic Development Strategy will be developed in conjunction with Jeff Tryens, and will be linked closely to South Australia's Strategic Plan, at a regional level. The Strategy will provide a snapshot of the region, identify key economic development opportunities and constraints, and set out strategies to address them, together with an implementation framework over 5 years. The Strategy will cover business and industry development, training and

employment, and infrastructure.

The Board has engaged Indigo Consulting Group to undertake the work.

Indigo will be assisted at the community forum by Mr Jeff Tryens, the Executive Director of the State Strategic Plan's Community Connection initiative. Mr Tryens is a former director of the U.S State of Oregon's strategic plan, with an extensive background in public policy and administration in the United States.

The community forum will be held at the Port Wakefield Football Club on Thursday, 16th February from 1pm to 4pm to gather important community input. Interested parties should contact the Regional Development Board.

National Farmed Rabbits Field Day

David Cowell
Business Adviser

The National Field Day for the Farmed Rabbit Industries of Australia will be held on Saturday the 22nd of April 2006 at the Long Plains Sporting Club (via Mallala) – 60 km north of Adelaide.

This day will bring together Rabbit farmers from around the Australia to discuss the emerging changes to the Industry, The day is well suited for farmers that are interested in rabbit farming along with suppliers.

A range of products from the Rabbit industry will be on display and a workshop will follow on from the day to further improve rabbit meat markets. The day will be well catered for with local produce and rabbit on the lunch menu.

For further information log onto: www.fria.com.au or contact David Cowell, Business Adviser, Yorke Regional Development Board on 88322600 or 0419 817806 during business hours.



Farmed Rabbit Industries of Australia Ltd

FRIA's Vision: "To increase the supply of farmed rabbit meat to meet customer needs"



Murray Darling Association

On December 2nd last year, the new Region 8 of the Murray Darling Association met for the first time in Port Pirie. This new region will provide a voice for the mid-north/Yorke Peninsula region on issues pertaining to the Murray Darling Basin, as well as general water conservation issues.

The new organisation is heavily represented from our region with Councillor Rodney Button as Chairman. Region 8 will continue to meet on a quarterly basis with meetings rotating around the member local Councils.

With a strong direction, this organisation will provide a valuable addition to the issues surrounding water use and conservation throughout the region.

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Local Food Tourism Initiatives

Bridget Sara Food Industry Development Officer

The Yorke Regional Development Board and the Virginia Horticulture Centre are staging an open forum on Tuesday 31 January at 7.30pm at the Virginia Community Centre to discuss Food Tourism in the Adelaide Plains.

The past twelve months have seen the establishment of a number of new initiatives in the region based on the food industry and these include the Community Kitchen at Virginia, Taste the Adelaide Plains events, Central Market Food Trail, Adelaide Plains Marketing launched and the formation of the Adelaide Plains Olives Commodity Group and the Adelaide Plains Food Group.

The region boasts some of Australia's major food companies and has burgeoning smaller boutique food businesses and is a major region for the food industry of South Australia all in close proximity to a major national tourism route and the large local metropolitan tourism market."

The establishment of food tourism destinations in the Adelaide Plains would compliment the current tourism growth based on the Heartland Heritage Trail, international and national sporting facilities, the Samphire Coast and is part of the marketing plan for promoting the region via Adelaide Plains Marketing incorporated.

For further information or to RSVP please contact Bridget Sara on 08 88322600.

