

Development Brief

October 2005

From the Chief Executive Officer



Warwick Welsh
Chief Executive Officer

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

Each edition is intended to keep our various stakeholders in the region, and around the State, abreast of important issues within our Region, as well as the work being undertaken by the Board's staff to develop and enhance our economy in a sustainable way.

The Yorke Region continues to drive ahead with significant developments underway or being proposed. We can only hope that this success continues into the future as we see the region grow and change.

I trust this edition of *Development Brief* will keep you informed, and I encourage anyone to contact the Board for more information on any issue.

Regional Population Forum Success!

James Stevens
Project Officer

The recent Population Forum held in Balaklava proved to be an enormous success, with the unquestionable highlight of the day being our keynote speaker Rhonda Parker, Executive Director of the Positive Ageing Foundation.

Rhonda combined with presenters from State & Federal Government, as well as local employment providers and experienced industry representatives to canvass issues of population growth within the Yorke Region, the challenges ahead, and the opportunities we can pursue by harnessing regional strengths to their maximum advantage.

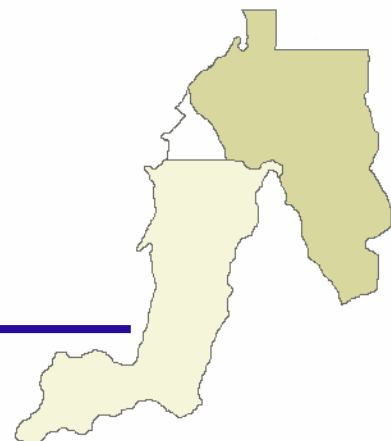
The days proceedings also provided many opportunities for interactive feedback from participants, as well as a bus tour around Port Wakefield and Bowmans, and a food and wine tasting of various produce from around the Adelaide Plains region.

Feedback from those in attendance was very positive, with much encouragement to pursue similar forums on other important issues that we face in the future.



Particular thanks must go to all presenters for their thorough and stimulating presentations, as well as sponsors; Wakefield Spoke, the State Government and the Yorke Regional Development Board.

Yorke Regional Development Board



Yorke Peninsula Food Showcased in Adelaide

Bridget Sara
Food Industry Development Officer

Three Yorke Peninsula food businesses showcased their food products on Friday 19th of August as part of Taste! SA Regional Food Trail at the Adelaide Central Markets. Eight regional food groups from across the State converged on the Adelaide Central Markets for the Trail to offer tasting and sales of locally produced regional products to Adelaide consumers. The all day event also allowed food producers to make contact and network with other Market stall holders to gain new stockists.

The event was organised by Food SA and the Adelaide Central Markets with the Yorke Regional Food Development Officer, Bridget Sara, coordinating Grund's from Stansbury, White Flint Olive Grove from Maitland and Lyntle's Gourmet Kitchen from Port Broughton to attend and represent the Yorke Peninsula.

Kaye and Lyall Grund displayed their unique handcrafted Grund's gourmet sauces, chutneys and dip for the first time in Adelaide. After overwhelming public response to their products at the Stansbury Seaside Markets, Kaye and Lyall have decided to share their delicious products with other lovers of fine foods and from contacts made on Friday, hope to have stockists in Adelaide in the future.

It was also the first showcase of the Lyntle's Gourmet Kitchen range of products in Adelaide. Lyn Little's scrumptious variety of almond breads, dukkah, truffles, chocolate dipped dried fruits, antipastos and marinated fetta products are lovingly made and packaged by hand in Port Broughton. Lyn received great feedback about her variety of dukkahs selling out of the five flavours and also has potential Adelaide stockist through contacts made on the day.

Nick and Lindi Hoskin planted olive trees in Maitland in 1999 and named their brand White Flint Olive Grove after the native name for Maitland

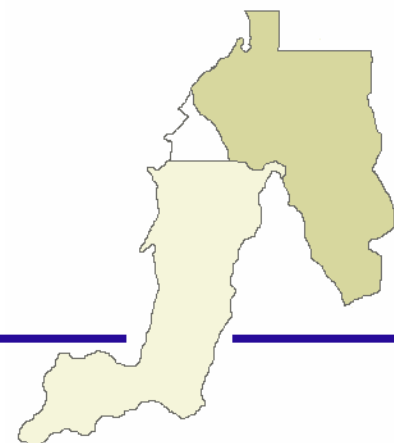
“Madi Waltu” meaning “White Flint”. As the olive trees have matured the grove is now producing large quantities of superior quality olive oil and it is sold in many outlets through out the Peninsula. White Flint Olive Grove products are currently stocked in the Central Markets and the event allowed Lindi to showcase her Peninsula Grown Extra Virgin Olive Oil to the Adelaide consumers and she received keen interest from other gourmet retail outlets from across Adelaide to stock her olive oil.

Local consumers wanting to sample regional food should come to the Grant Pavilion at the Yorke Peninsula Field Days as Grund's, White Flint Olive



Grove and Lyntle's Gourmet Kitchen will be offering tastings and sales of their products along with other regional food businesses.

The Central Markets showcase was part of the many market development activities for food businesses coordinated by the Food Development Officer, Bridget Sara. Any other food businesses looking to participate in similar events in the future or wanting to find out more about the services delivered by Bridget, should call the Yorke Regional Development Board.



Yorke Peninsula Water Update

Peter Stockings
Economic Development Officer

The Ardrossan Industrial Park will now be able to go ahead as a dry allotment. Negotiations with SA Water to try and obtain a new main to Ardrossan were not able to be fulfilled due to cost restrictions. The exercise goes to show we need more innovative ways to obtain water at a realistic cost.

There are now ongoing negotiations with SA Water and I am confident that a solution is near as to how more housing can be given water through innovative methods. The negotiations are not just for Ardrossan but for all of the YP area as this is one of the major impediments to growth.

The new rainwater initiative announced by the Premier Mike Rann that all new housing must

have at least 1000 litres of rainwater collection is an example of water conservation measures that can be adopted on a small scale, but have a large scale impact.

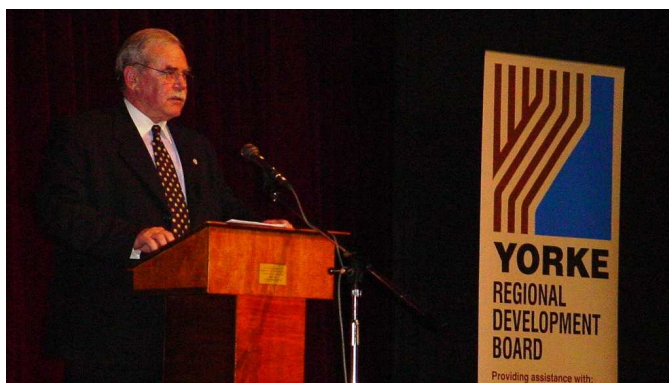
The Yorke Peninsula Council's requirement of rainwater tanks attached to every new home reflects this sentiment and will provide tangible benefits in water conservation across the Peninsula.

Another recent development has been the formation of Region 8 of the Murray Darling Association. Region 8 encompasses: Woomera, Whyalla, Pt Augusta, Mt Remarkable, Pt Pirie, Barunga, Mallala, Wakefield, Copper Coast and Yorke Peninsula Council's. Councillor Rodney Button from the Yorke Peninsula Council is the first chair for the region. This now gives the end users of the Murray Darling system a voice with the MDA.

Commerce Dinner with Mitsubishi CEO Tom Phillips

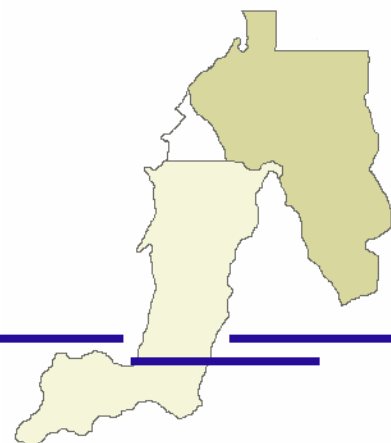
David Cowell
Business Adviser

In conjunction with the Population Forum, the Yorke Regional Development Board held a Commerce Dinner on the evening of the Forum in the Balaklava Town Hall.



Guest Speaker Tom Phillips covered a variety of issues, particularly his efforts to turn around the current performance of Mitsubishi with the upcoming launch of their new model in October and the "Better built, better backed" advertising campaign.

Local business operators from around the region were in attendance, as well as Wakefield Council Mayor James Maitland, Yorke Peninsula Mayor Robert Schulz, Mallala Council Chairperson Margaret Gameau, and Federal MP David Fawcett.



Balaklava Cup 2005

Simon Millcock
Economic Development Officer

The 2005 Balaklava Cup has shown the continual growth of the importance for doing business in the Adelaide Plains. With a further record crowd and record corporate marquee the day was full of meetings with politicians, state industry leaders and local government. The Yorke Regional Development Board through their partnerships with Adelaide Plains Marketing were able to host a number of industry leaders and whilst the profiling of the region was high on the agenda, so was the face to face meetings and contacts arranged through the day.

This support will flow through to the 2nd Adelaide Plains Cup which will be a feature of the 2006 Adelaide Plains Cup Festival to be held 3-5 March and work is underway to progress this event.

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Home Based Business Workshops

David Cowell
Business Adviser

Over the last month, the Yorke Regional Development Board has been holding home based business workshops around the region. The feature of this series will be a full day seminar to be held in Port Wakefield on Tuesday 11th October.

The seminar, to be held in conjunction with small business week, will explore issues such as Tax,



Business planning, Marketing, Exporting and E-Commerce. The two feature speakers of the day will be Steven Smith, Director of

United Focus, Adelaide and Tracy Browning of Constantine Quilts located at Agery, as well as staff from the Board.

These seminars are a must for anyone with an interest in small business. They provide a great opportunity to learn more about business related issues and network with other small business people in the area.

The seminars provide interested parties with information on issues such as taxation, business planning, regulations, Government support and funding, information technology and other services provided by the Yorke Regional Development Board in assisting with business start up and expansion. Seminars will be held in Two Wells and Port Wakefield in the coming months.

