

Limestone Coast Update

Inside this issue:

Skilled Migration	2
The "Majecweigh"	2
Young Professionals Network	2
Export Update	3
About the LCRDB	4
LCRDB Services	4

Disclaimer

This newsletter is produced six monthly, as a guide to services provided by the LCRDB and to highlight other regional initiatives. The material is correct to the best of our knowledge as at October 2005. We allow reproduction of material in this newsletter provided acknowledgement of the Limestone Coast Update is given.

New Board appointments...

The Limestone Coast Regional Development Board is pleased to welcome prominent South East businessman Mr Dale Baker (pictured right) to the position of Chairman for the next three years. Mr Baker takes over from Mr Bill Hender who has completed a three year term.

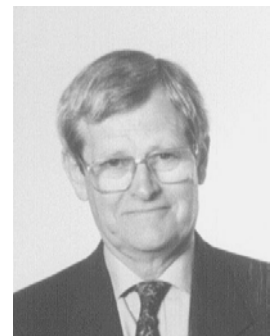
Chief Executive Officer of the Board, Grant King said "the Board is delighted to be able to appoint Dale to this position. His commitment to the region, wide ranging experience and background, together with his drive and passion for getting things done will further assist the Board in meeting our regional development objectives".

At the Board's Annual General Meeting held in Mount

Gambier in August Board CEO Mr Grant King paid tribute to outgoing Chair Bill Hender for his dedication, time and commitment to the Board during his term. We wish Bill, Rhonda and family well in their future endeavours.

The Board also acknowledges the volunteer efforts of other retiring Board Members in Dale Lewis, Jim Osborne, James Yates and Andrew Lawrie. Their commitment to the Board during their respective terms has been appreciated by Members and Staff, in particular Dale and Jim who have served as Members of the Board for 10 and 11 years respectively.

It is with great pleasure that we also welcome other new appointments to the Board,



Mr Glen Schultz, who has been appointed for a three year term as a Community Representative and Mr Andrew Smith who takes on the role of tourism representative.

Glen resides in Naracoorte and has a business background as well as a strong knowledge of the agricultural sector. Whilst Andrew is in the accommodation industry and operates Robe House and Victoria Cottage in Robe with his wife Sally.

Quick View...

Board Members and Staff are involved in a host of activities and projects, including :-

- Presentation to House of Representatives Inquiry into the integration of regional rail and road freight transport and their interface with ports.
- \$370,000 received from the South Australia Works in the Regions program.

- Secured a \$150,000 grant for pre-apprenticeship training under the "Global Horizons—Local Initiatives" program.
- Obtained \$25,000 from Multicultural SA to implement initiatives to foster a society that is welcoming of migrants to the LC region.
- Co-hosted a regional International Business Week

event, "Upskilling your entry into the Global Marketplace", in conjunction with UniSA.

- Establishment of a Home Based Business Network and associated "shopfront" pilot project.

For further information please do not hesitate to contact the Board Office.



Ms Linda Polomka
Regional Skilled Migration Officer

Regional Skilled Migration...

Limestone Coast communities continue to welcome skilled migrants in increasing number to locations around the region. With the Board's Regional Skilled Migration Project assistance, at least four more families are expected before Christmas. In addition, many more families and individuals already here are expected to gain their permanent residency in the near future.

The project, now entering its third year has a focus on assisting employers but is increasingly called upon to support and assist newly arrived migrants with their transition, an equally important part of

settlement and retention. Recently obtained funding from Multicultural SA will soon see the Board partner with local community groups to promote the Limestone Coast as a 'migrant friendly' region.

Businesses who would like to know more about how they can employ and/or sponsor a skilled migrant should contact the Project Officer, Linda Polomka at the Mount Gambier office or by email – linda@lcrdb.com.

The LCRDB's Regional Skilled Migration Project, in conjunction with Board's covering the

Barossa, Light, Mid North and Yorke regions and along with Immigration SA, will participate in a promotional visit to South Africa and the UK in mid to late October. 12 presentations in three cities in South Africa and attendance at two migration fairs in London will provide an excellent opportunity to promote the region as a destination to skilled migrants. A selection of local employers have been invited to 'lodge' their vacancies with the project, providing an extra avenue for recruitment for hard to fill positions. Look out for a full report in an upcoming edition of the newsletter.

Small Business Answers Service Weighs in...

Innovative Naracoorte Engineer Chris Haynes has developed a portable weighing platform in response to a costly problem identified by local viticulturalists.

Growers were concerned that under new national safety legislation they, as well as trucking companies, would be legally liable for any overloading of trucks that carry their produce. This meant that they needed to accurately weigh their grape bins at point of loading during vintage or risk hefty fines.

After various prototypes and modifications, Chris came up with "Majecweigh" a solution to the growers and truckies problem, not just in the local viticulture industry but potentially in horticulture, agriculture, aquaculture, transport and other

industries right across Australia.

As Chris said, "Making it was one thing, but that opened the proverbial can of worms when it came to protecting Majecweigh from competitors? On top of this I wasn't sure as to how to commercialise or distribute and market the product and I was losing a lot of sleep over what to do next".

Chris contacted Rob Forgan, Small Business Field Officer at the LCRDB and was fast tracked through the process of applying for a provisional patent so that he could go public and test the market.

The potential of Chris' Majecweigh also suggested that it might attract the support of AusIndustry's Commercializing

Emerging Technology (COMET) program. An application for COMET assistance was prepared and AusIndustry approved funding weighing in with a grant of \$37,000 to further develop and commercialise Majecweigh.

The unit has already won plaudits and endorsement from the Department of Transport Compliance unit and attracted national interest from primary producers and distributors. Majecweigh is now out in the market place and Chris and his team are probably now working on yet another innovation!

For further information on Intellectual Property issues and funding support for small business contact Rob Forgan on 87231057.



The "Majecweigh"

Young Professionals Network (YPN)....

The YPN has been established as a social and support network in Mount Gambier, particularly for those who have relocated for employment/career purposes and have no family connections to rely upon.

It is aimed at assisting young professionals feel welcome, increasing the likelihood of them staying or at the very

least, enabling them to act as great advocates for the region because of their positive experiences.

A YPN Introductory Function held in August 2005 resulted in an attendance of approx 60 persons and since that time, over 100 persons have registered on the YPN email distribution data base.

The YPN Committee:

- has established a regular weekly social venue;
- has established sub-groups that will pursue the development of a calendar of periodic events and functions;
- is developing marketing material to promote the existence of YPN, particularly to employers.

For further YPN information:

Kylie Climie

PH: 87212526 OR
[ypn@mountgambier.](mailto:ypn@mountgambier.sa.gov.au)

sa.gov.au

Export Update...

Assistance Programs

Growing the State's exports has been identified by the Economic Development Board (EDB) as one of the State's key priorities and it has recommended a target of tripling South Australia's exports by 2013 to \$25 billion.

To assist South Australian companies to achieve this goal, the Government has established two export assistance programs under the guidance of the Export Council. These are the Market Access Program (MAP) and the South Australia Promotion Program (SAPP). Broadly, these two programs assist SME's to develop export capability, understand market dynamics, build relationships and establish sales in overseas target markets.

Put simply, if companies (as SA exporters) are spending less than \$20,000 on export promotion per year *and* they are not claiming or eligible for EMDG, then they may apply for MAP (up to \$5,000 - \$2,000 of which can be used towards travel/accommodation). If, on the other hand, an SA exporter is taking part in major international promotional activities (such as trade shows etc, they are eligible for SAPP (up to \$3,000 per company, dollar for dollar – not including airfares/accommodation).

Obtain and read the guidelines (including the FAQ's) from the Export SA website (www.exportsa.sa.gov.au).

Opportunities in the US Agriculture Sector

As an adjunct to the Aus/US Free Trade Agreement Austrade has produced a comprehensive US Agriculture Strategy. The US team will focus on five key events throughout 2006 at which

innovative Australian agribusiness will exhibit as part of the strategy for entry to the lucrative US market.

Recently the US Austrade Agri Team Leader, Ian Smith, accompanied by Kansas District Manager Randy Tosh, conducted a seminar for interested agribusiness companies in the Limestone Coast region. Regional Export Advisor, Bruce Rodda, will now work with these companies to prepare for entry into the US market.

Austrade has a dedicated agri team of five Austraders located in Chicago, Kansas City, San Francisco and Phoenix. This new initiative brings Austrade's presence in the US to 19 locations.

US Fast Facts

- GDP of US \$11 trillion (1/4 of global GDP)
- Largest importer in the world - \$US 1.3 trillion
- Largest investor in the world - \$US 2.0 trillion
- Largest consumer of goods and services in the world
- Existing connectivity
 - 7,350 successful Australian exporters
 - 9,000 Australian visitors per week
- High Disposable Income (US\$39,922) – Takes just 40 days for the average American to earn enough money to pay for a year's food supply
- Lets "Take Out" – More than 50% of all meals are consumed outside the home (900,000 restaurants)
- Fast Food Fetish – Americans eat approx 100 acres of Pizza each day (That's 350 slices per second!)

The US Ag Industry

- Over 2 million farms with an average size of 487 acres
- Value of US farm production US\$270.5billion—2004
- 51% of farms are classified as small (less than 99 acres)

- Family farms dominate in number but not production

Key Drivers

- Increasing concentration in US agriculture – 2% of farms produce 50% of sales
- No. of farms is decreasing but size increasing. No. small farms with off farm income is increasing (retiree/hobby)
- US farms tend to be specialised rather than diversified – 50% produce only 1 commodity (majority small)
- Farmland rental is extensive and central to the way agriculture operates
- US agriculture remains heavily subsidised with around US\$20 billion in direct subsidies

Opportunities

- World's largest exporter and importer of farm products
- Imports rising twice as fast as exports!
- Total US agri imports = A\$67.5billion—2004
- Total Aust. agriculture exports to US = A\$2.65 billion—2004 (Ranked 4th behind EU, Canada and Mexico)
- Farm production expenditure in 2004 was US \$210.7 billion or average of US \$99,983 per farm.

Target Sectors

1. *Agricultural Technology*
Wine technology, precision agriculture, monitoring/traceability, software
2. *Non-food Products*
Equine, animal genetics, ornamental horticulture, seed
3. *Agricultural Equipment*
Machinery, irrigation, spraying
4. *Services to Agriculture*
Training, management systems, veterinary, nutrition, publications

For Export info or advice contact
Bruce Rodda
LCRDB Export Advisor
bruce@lcrdb.com



Bruce Rodda
Export Advisor



LCRDB 2004/05 Annual Report out now!

www.lcrdb.com/publications

OR phone 8723 1057



(South East, South Australia)

“Helping to grow the region’s economy”

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Mr Grant King
Chief Executive Officer

The Limestone Coast Regional Development Board is one of thirteen regional boards established in South Australia and funded in partnership between the South Australian Government and Regional Local Government.

Our aim is to grow the economic base of the Limestone Coast Region through the delivery of a range of services and other activities associated with economic development including:-

- Employment creation and/or retention
- Industry attraction
- Infrastructure development
- Business assistance and expansion
- Capital investment attraction
- Regional promotion
- Community development
- New business start-up advice and assistance
- Education and training
- Community leadership
- Support for entrepreneurial activities.

The Board is made up of Members representing business, industry, community and local government from across the whole region.

Board Membership

- Mr Dale Baker, *Chairman*
- Mr Grant King, *CEO/Secretary*
- Mrs Gwenda Lawlor, *Deputy Chair/Community*
- Mrs Helen Strickland, *Education & Training*
- Mr Max Arney, *Wine Industry Rep*
- Mr Andrew Smith, *Tourism Rep*
- Mr Tim Flint, *SE SAFF Committee Rep*
- TBA, *Environment & Natural Resources Rep*
- Mr Dean Coclonis, *Small Business Rep*
- Mrs Louise Stock, *Community Rep*
- Mr Glen Schultz, *Community Rep*
- Cr Frank Boylan, *SELGA Rep*
- Cr Simon Cox, *SELGA Rep*
- Cr Tony Pasin, *SELGA Rep*
- Mr Don Basso, *Ministers Rep (ex officio)*

How can Board programs assist your business?

The Limestone Coast Regional Development Board offers a variety of FREE services to the Limestone Coast business community

Roger Babolka manages the Board’s Small Business Advisory Service and can provide you with advice and assistance in relation to understanding cashflows, business planning, business licence information, human resources etc.

Rob Forgan operates the Small Business Answers Program for the Board, in conjunction with the Australian Government, which is a referral and support service for business. Rob can provide advice on accessing Australian and other Government funding programs, as well as pointing

you in the right direction for your other business needs.

Bruce Rodda through a joint venture with Aus-trade and the State Government, provides export assistance services to new and potential exporters, along with assisting companies to achieve success in their first overseas market.

Linda Polomka is a regional project officer, assisting businesses access the Australian Government’s regional sponsored migration scheme. If you are unable to fill a skilled vacancy in your business, give Linda a call.

Helen Strickland coordinates the Limestone Coast Regions at Work program. Regions at Work is a State Govern-

ment initiative which enables skills development and employment programs to be delivered to individuals and businesses throughout the Limestone Coast.

Michaela Bell’s role is to assist the development of the food industry across the region, through a joint agreement between the Board, Food SA and the Limestone Coast Food Group.

Chief Executive Officer of the Board Mr Grant King says “the Board’s dedicated and professional staff are available to assist businesses, investors and industry groups across the Limestone Coast region at a place and time convenient to you.”