CEDA - State of South Australia
Andrew Cole, CEO

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South Australia – what a great place to live

- Such a lovely state
- Great beaches, hills, parks and wineries
- Good schools and universities
- Open living and no traffic jams
- Affordable housing and choice
- .......
But, we are a small part of a large competitive world

- As a state we really only have two choices;

1. Leverage our natural resources and produce primary product

   AND / OR

2. Attract secondary / other businesses with a competitive offering
1). Leverage our natural resources and produce primary product

- We mostly rely on producing primary products, leveraging resources that can’t be ‘moved’. We generally don’t value-add!

Our shorter term opportunities;

- Work together across all sectors & government
- Build social awareness of our future needs
- Simplify and open land access across the state
- Develop infrastructure corridors and ‘share’
- Drive water and power prices down
1). Leverage our natural resources and produce primary product

People have lost trust in organisations
1). Leverage our natural resources and produce primary product

- We’re fighting amongst ourselves to ‘win’ land access
  - Each sector believes its more important than the other
  - Half the state is off-limits to mining

- We need to work together better
2). Attract secondary / other businesses with a competitive offering

- Jobs are created by successful companies

- Our longer term dilemma; “if companies have choice, why would they come to South Australia” when;
  - Taxes are average (too high)
  - Social pressure is generally against ‘companies’
  - Infrastructure is poor
  - Water and power are expensive
  - Access to global markets is expensive
  - Our labour market is small
2). Attract secondary / other businesses with a competitive offering

- Once we’ve solved the immediate opportunities, these will help address our much larger issue;

Australia: rich, but getting dumber

The Australian Financial Review 8th October 2019

- Harvard University released research that shows of 133 economies, Australia ranks 93rd and is falling.

- We have very low economic complexity as a result of our over reliance on primary product supply to the world with little (no) secondary or tertiary production.
South Australia – what a great place to live

- Our lifestyle is a key enabler and people like living here
- We have some good state and industry initiatives underway and we have the ingredients to be:
  - A carbon free state
  - A low-cost power state
  - A high-tech, R&D and start-up hub
  - A natural resource manufacturing centre
Workplaces and workforces of the future

- Educate our children about the future
- Teach kids to learn and find their passion
- Better integrate education through work
- Support boldness, courage and diversity
- Try new things and teach people to learn
- Developing environments that excite

- Companies are about people not just $$s