







REGIONAL INVESTMENT SHANGHAI MISSION'

¹ Unless otherwise indicated, all data in this document are for 2013-14 and are the latest available at the time of release.

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REGIONAL DEVELOPMENT AUSTRALIA WHYALLA AND EYRE PENINSULA Regional Development Australia Whyalla and Eyre Peninsula

(RDAWEP) is part of a national network of 55 regional development agencies established by the Australian Government in 2009.

RDAWEP was formed from the amalgamation of the Eyre Regional Development Board and Whyalla Economic Development Board. These Boards have a proven reputation of driving economic development in their communities over two decades. This experience, along with local intelligence, provides RDAWEP with substantial capability to facilitate strategic economic development into the future.

RDAWEP is an incorporated association operating as an independent autonomous body. The Board is comprised of highly skilled and experienced community, Local Government and industry representatives.

RDAWEP is supported through a cooperative arrangement with the Australian Government, South Australian Government, and the region's 11 Local Government Authorities (LGAs). While the three levels of government provide the core funding for RDAWEP operations, the Board attracts and leverages funding from a range of sources to deliver priority projects for the benefit of the region.



Ceduna

ÉgrePeninsula

Streaky Bay

Wudinna

Cummins

Elliston

Coffin Bay

Whyalla

Cowell

Kimba

Tumby Bay

Cleve

REGIONAL SNAPSHOT



TOTAL LAND AREA

232,000 km²

(23% of South Australia)
With 2,000< kms of coastline including 250 islands!



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ROAD DISTANCES

Whyalla to Adelaide 384kms

Port Lincoln to Adelaide 650kms

Ceduna to Adelaide 776kms

Whyalla to Port Lincoln266kms

Port Lincoln to Ceduna 405km

Ceduna to Whyalla 450kms



AIR TRAVEL TIME

Whyalla to Adelaide 45 min

Port Lincoln to Adelaide 45 min

Ceduna to Adelaide 90 min

Main Airports: Whyalla, Port Lincoln, Ceduna



TOTAL POPULATION

57,798

Aboriginal Population 3,225 (5.7% of the regional population)



MEDIAN AGE²

39 years

(South Australia 39, Australia 37)



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REGIONAL CENTRES

CITY OF WHYALLA

Population 22,754

CITY OF PORT LINCOLN

Population 14,888

CEDUNA

Population 3,696



LABOUR FORCE³

28,820

Unemployed³ 1,388

Unemployment Rate³ 5.1% (South Australia: 7.8%, Australia: 6.2%)



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GROSS REGIONAL PRODUCT

84.2 billion

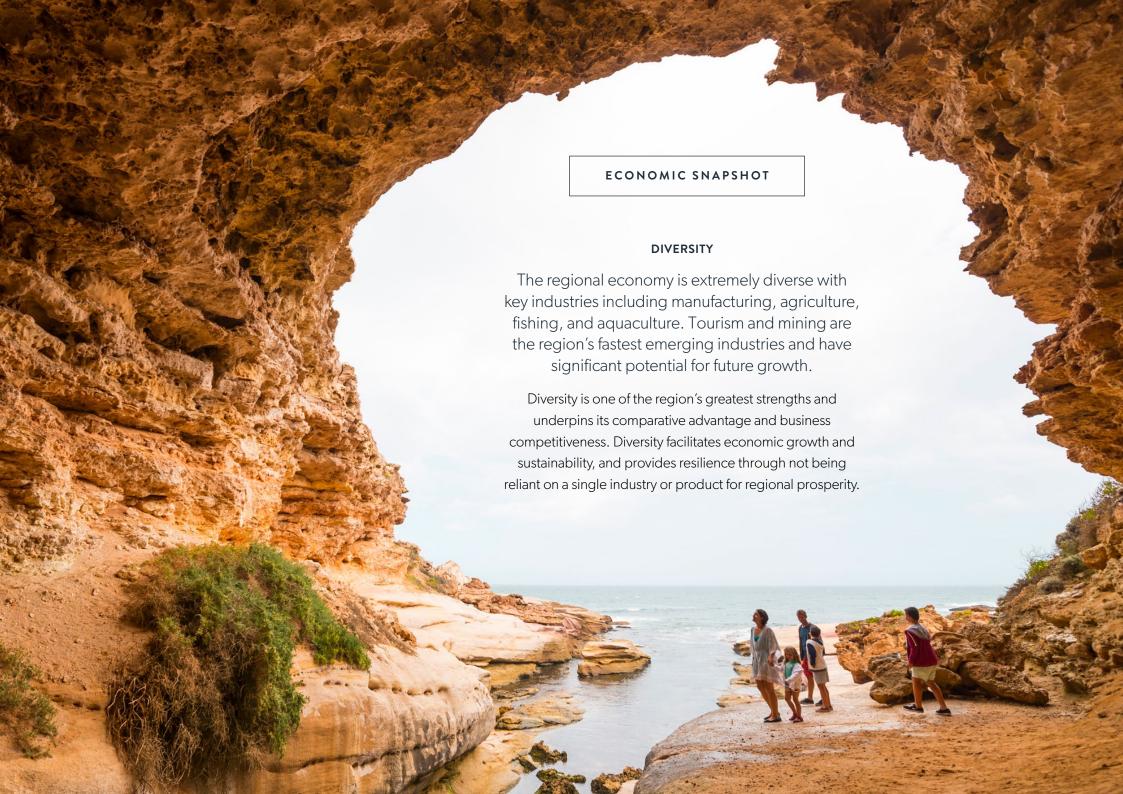
REGIONAL EXPORTS

84.1 billion



MAIN PORTS

Whyalla, Port Lincoln and Thevenard (at Ceduna)



GROSS REGIONAL PRODUCT

\$4.2 billion (approximately 4.3% of Gross State Product)

KEY INDUSTRY CONTRIBUTORS

- mining 29.2% (\$1.22 billion)
- agriculture 12.0% (\$502 million)
- construction 6.0% (\$251 million)
- health and community services 5.8% (\$241 million)

\$4.2 BILLION

REGIONAL EXPORTS

The region is highly export focussed, producing exports valued at \$4.14 billion.

MAIN EXPORT INDUSTRIES

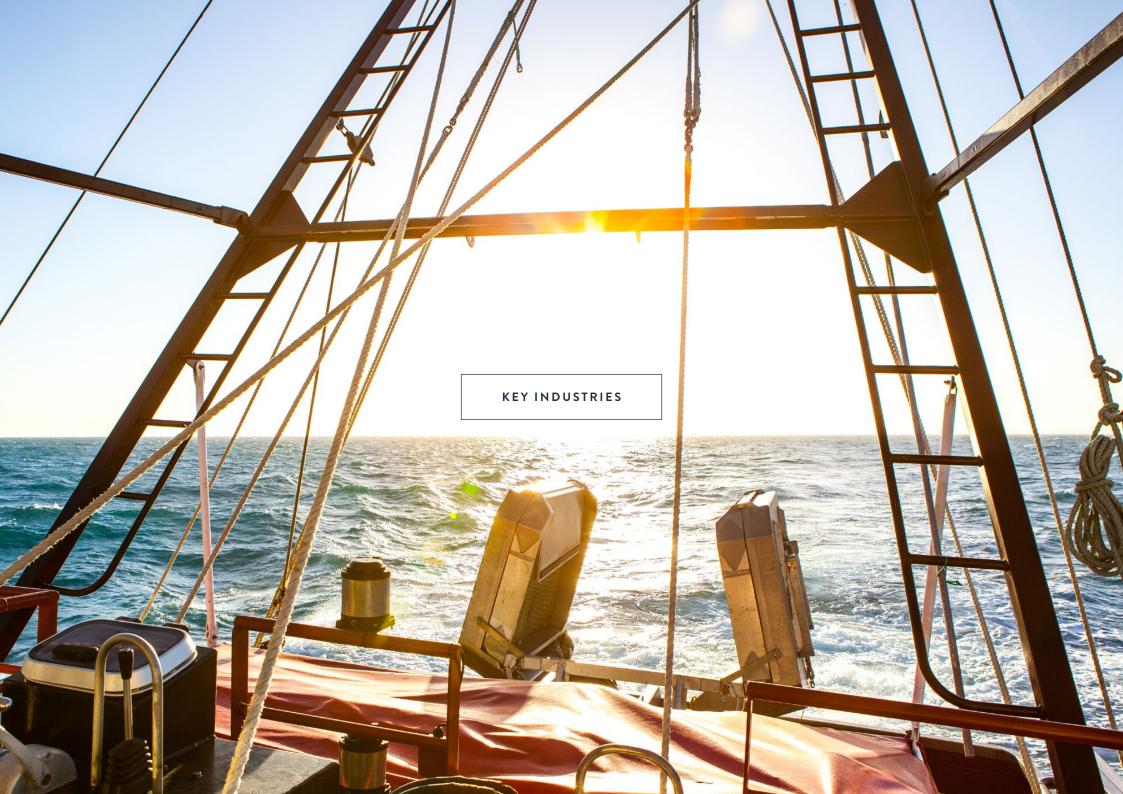
- + mining (\$1.26 billion)
- agriculture (\$882 million)
- + manufacturing (\$792 million)



	29.2%	MIning	\$1.22 billion
	12.0%	Agriculture	\$502 million
	6.0%	Construction	\$251 million
	5.8%	Health & Community Services	\$241 million
	5.5%	Manufacturing	\$229 million
	4.8%	Transport, Postal and Warehousing	\$202 million
	3.9%	Education and Training	\$162 million
	3.6%	Retail Trade	\$150 million
	3.6%	Financial and Insurance Services	\$150 million
	2.7%	Public Administration and Safety	\$113 million
	2.4%	Wholesale Trade	\$101 million
	2.2%	Accommodation and Food Services	\$91 million
	2.2%	Aquaculture	\$91 million
	1.8%	Professional, Scientific and Technical Services	\$76 million
	1.4%	Administrative and Support Services	\$57 million
	12.9%	Other Industries (includes Ownership of Dwellings)	

30.5%	Mining	\$1.263 billion
21.4%	Agriculture	\$882 million
19.1%	Manufacturing	\$792 million
6.3%	Construction	\$260 million
3.2%	Transport, Postal and Warehousing	\$136 million
3.1%	Aquaculture	\$129 million
2.6%	Retail Trade	\$107 million
2.4%	Accommodation and Food Services	\$97 million
2.1%	Financial and Insurance Services	\$88 million
1.1%	Fishing	\$46 million
1.1%	Wholesale Trade	\$46 million
0.9%	Education and Training	\$36 million
0.6%	Professional, Scientific and Technical Services	\$26 million
0.6%	Health and Community Services	\$23 million
0.4%	Rental, Hiring and Real Estate Services	\$15 million
0.2%	Administration and Support Services	\$7 million
4.4%	Other (Includes Ownership of Dwellings)	







AGRICULTURE

Agriculture is the region's third largest employer providing 2,910 (11.0%) of the region's jobs. The agriculture industry contributes approximately 12.0% of GRP, valued at \$502 million.

exports per annum

The region produces high quality lamb, beef and pork, and is renowned internationally for high quality and niche grains. On average, the region produces 40% of the State's wheat crop, 24% of the barley drop, and 22% of canola.

Approximately 97% of the region's grain crop is exported, and is valued at \$643 million. Total agricultural exports are valued at \$882 million per annum.

FISHING AND AQUACULTURE

The region is renowned domestically and internationally for its premium seafood, due to the marketing success of the trade marked brand: 'Eyre Peninsula – Australia's Seafood Frontier'.

In 2012-13, the region contributed most of the State's aquaculture production, comprising 100% of Southern Bluefin Tuna, 100% of marine finfish, 99% of oysters, 100% of mussels, and 52% of abalone.

In total, approximately 82% of South Australia's seafood product is exported from the RDAWEP region.

Fishing provides 685 jobs and exports valued at \$46 million. Aquaculture provides over 700 jobs and exports of \$129 million.





TOURISM

Tourism is a fast growing industry and has considerable growth potential. The region's pristine natural parks, coastal environment and Aboriginal tourism product are key attractions.

Visitors are able to enjoy unique nature-based experiences such as camping in National Parks, cage diving with Great White sharks, swimming with seals and cuttlefish, and whale watching at the Head of the Bight.

The abundance of diverse and premium seafood from the clean and green environment is a major attraction for culinary visitors and recreational fishers. The region has a developing food industry producing high quality meats, grains, honey,

wine and other product. Marketing strategies are being implemented interstate and overseas to showcase the region's food product and position the Eyre Peninsula as a culinary tourism destination.

Tourism contributes \$300 million to the regional economy (approximately 7.2% of GRP) and directly employs 1,530 people (5.3% of regional employment). Another 1,500 indirect jobs are also created through tourism activity; mainly in the food service, hospitality, accommodation and retail trade sectors.

The Eyre Peninsula is one of the fastest growing tourism regions in South Australia, providing about 4.6% of South Australia's tourism contribution.

the region's economy!

(approximately 7.2% of GRP)

MINING

Mining is the region's fastest growing industry, with a substantial 79.2% growth in employment during 2001-2011. This was the result of unprecedented mining exploration on the Eyre Peninsula.

The region incorporates the Gawler Craton and Eucla Basin provinces which are recognised as Australia's most promising mineral frontiers. The provinces have large resources of gypsum, iron ore, graphite, kaolin, and heavy minerals sands, as well as uranium and gold prospects.

The region presently has five operational and approved mines; ten developing mines, and twelve mining prospects. The magnetite, graphite, zircon and kaolin deposits have proven to be the finest world quality, and have high international demand. The region's large flake graphite is ideal for the production of graphene, which has growing international demand for new technology applications.

Mining is the region's seventh largest employer, providing over 1,500 jobs and 6.0% of regional employment.

The mining impact will grow substantially in forthcoming years as new ventures move from exploration to operation. This will create numerous opportunities to provide employment, diversify the economy, and develop community infrastructure and services in regional towns.





MANUFACTURING

Manufacturing is the region's second largest employing industry, providing 2,932 (11.3%) of the region's jobs. The industry has experienced modest employment growth of about 3.6% since 2001.

Iron and steel production is the main contributing sector, providing 3.2% of GRP valued at \$134 million, and 15.5% of regional exports, valued at \$641 million. Processed seafood products contribute 2.1% of manufacturing exports, valued at \$88 million.



HEALTH AND COMMUNITY SERVICES

The regional population is ageing. In 2011, people aged 65 years and over comprised 15.5% of the regional population, which is above the 14.0% rate for Australia, but below the rate of 16.2% for South Australia.

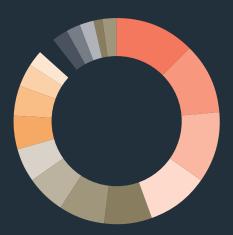
The 65 years and over cohort grew 1.2% from 2006, exceeding the growth rate of 0.8% for South Australia and 0.7% for Australia.

The health and community services industry is now the region's largest employer, providing 3,240 jobs or 12.5% of regional employment.

Due to increasing demand for aged care services, the health and community services industry is expected to grow markedly in future years. This will provide one of the best opportunities for future employment creation.

The Whyalla Disability and Aged Care Masterplan, initiated by RDAWEP, is a landmark project to ensure that appropriate services and infrastructure are provided in Whyalla to cater for the future needs of the aged and people with a disability. Initiatives are being pursued to apply the Masterplan findings region-wide.

REGIONAL EMPLOYMENT BY INDUSTRY 2014



12.5%	Health and Community Services
11.3%	Manufacturing
11%	Agriculture
9.8%	Retail Trade
7.4%	Construction
7.4%	Education and Training
5.9%	Mining
5.5%	Accommodation and Food Services
5.2%	Transport, Postal and Warehousing
4.6%	Public Administration and Safety
3.6%	Personal and Other Services
2.7%	Aquaculture
2.6%	Fishing
2.6%	Professional, Scientific and Technical Services
2.3%	Administration and Support Services
2.2%	Wholesale Trade
1.2%	Financial and Insurance Services
2.2%	Other industries





RENEWABLE ENERGY

Renewable energy has substantial development potential due to the region's natural assets of consistent wind resources, abundant sunshine and high wave action.

The region has an estimated 300 cloud free days per annum, making it ideal for large scale solar energy farms. The wave climate on the west coast of the Eyre Peninsula is the best available in South Australia for wave harnessing technologies.

There is potential to use wave and solar technologies for power generation, including the powering of water desalination plants at strategic coastal locations. RDAWEP is presently negotiating with a Canadian wave energy company which is interested in establishing a commercial demonstration plant on the Eyre Peninsula.

The Eyre Peninsula has a landscape suitable for large scale wind farms. Four zones have been identified with wind speeds above 8 metres per second and potential to produce more than 10,000MW of power generation. Two existing wind farms at Cathedral Rocks (near Port Lincoln) and Mt Millar (near Cowell) supplement the Eyre Peninsula power transmission network.

The potential of using wind-hydro technology for power generation has been investigated by Australian and Chinese companies, however these projects have yet to be progressed.

In July 2010, a consortium prepared a Green Grid feasibility study about wind energy generation and transmission potential on the Eyre Peninsula. The study supported a case for wind farm generation investment in two stages. The Stage 1 investment will deliver 2,000MW of generation worth approximately \$4.5 billion; and create 1,400 direct and 1,600 indirect jobs during construction, and about 5,000 FTE jobs over the first 20 years of operation. Stage 2 would provide two additional transmission lines providing up to 1,000MW each, bringing the total generation to 4,000MW. Stage 2 is estimated to cost an additional \$296 million for capex and \$6.6 million per annum for operations and maintenance.

This proposal may require substantial government investment, which has yet to be negotiated.

BIOFUEL PRODUCTION

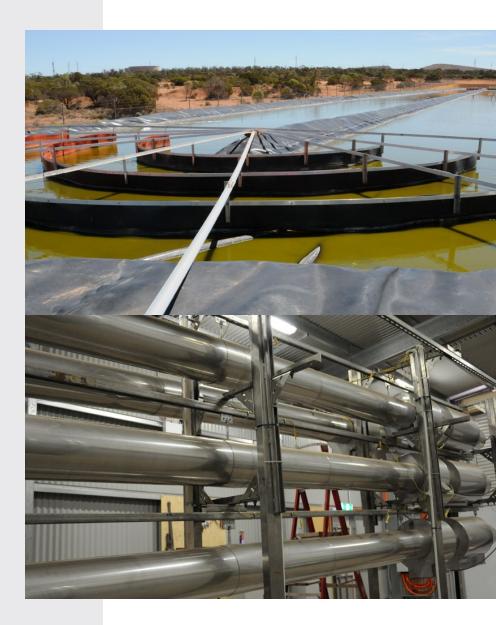
Australian company, Muradel, has developed a commercial scale demonstration site at Whyalla to produce sustainable biofuel from microalgae in saline water.

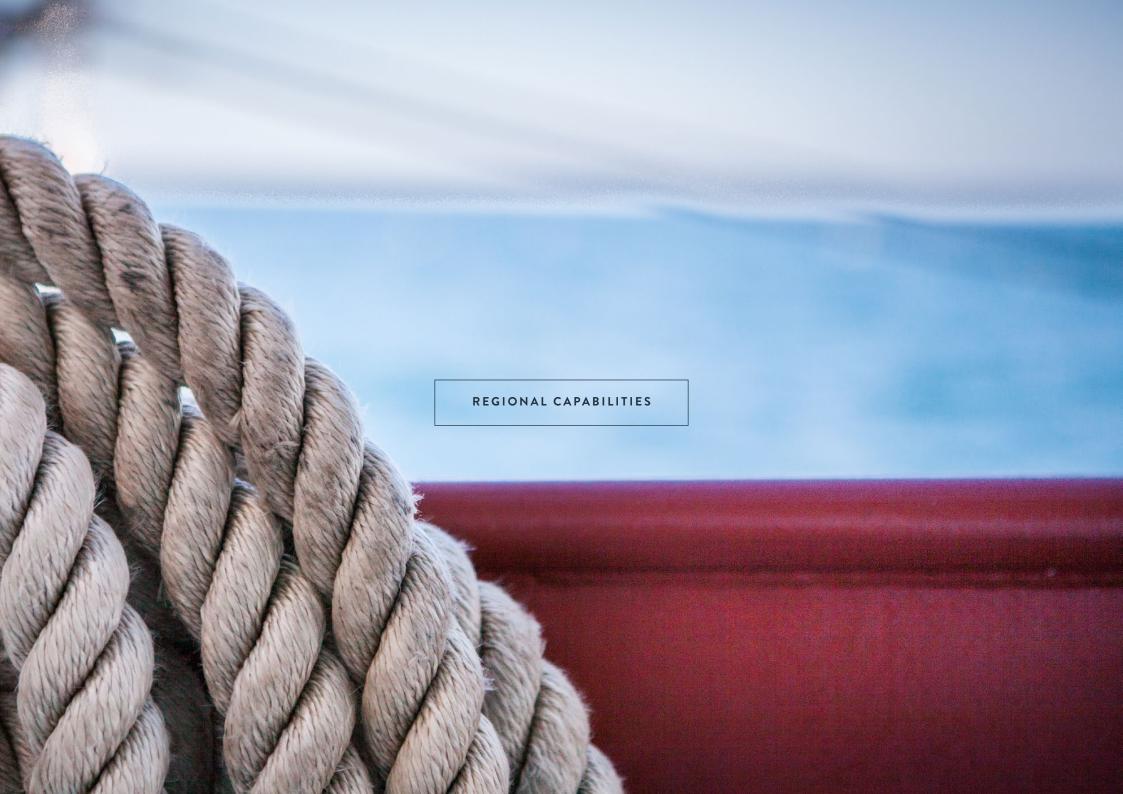
Muradel was formed from a joint research project by the University of Adelaide, Murdoch University and SQC Pty Ltd. The research project was funded by the Australian Government from 2009 to 2011 as part of the Asia-Pacific Partnership on Clean Development and Climate program.

Muradel has developed efficient, high recovery, and low energy harvesting technology which enables the sustainable production of green crude biodiesel from marine microalgae. The crude can potentially be refined to produce liquid fuel equivalent in engine performance to fossil-derived diesel, petrol or jet fuel.

RDAWEP has also been assisting the University of Adelaide, Centre of Excellence in Plant Cell Walls to investigate the use of alternate feed stocks (such as agave, wheat straw and weedy plants) for biofuel production. This project includes the integration of solar thermal energy in the production process. The proponents plan to establish agave and other trial sites in Whyalla. Stakeholder consultation has been undertaken with industry, however the project implementation has been hindered by uncertainty regarding Australian Government policy for renewable energy funding programs.

In March 2016, the Australian Government announced its intention to continue funding the Australian Renewable Energy Agency and the Clean Energy Finance Corporation. This will create opportunities to provide capex funding and investment to support renewable energy initiatives.







The airports at Port Lincoln, Whyalla and Ceduna have regular passenger transport (RPT) services, with two carriers (Qantas and

Rex) providing RPT at Port Lincoln and Whyalla. As well as servicing the regional community, the airports are important regional gateways for tourists and business travellers. The Port Lincoln Airport also provides an important overseas export hub for the fishing and aquaculture industries.

The Port Lincoln Airport is the busiest regional airport in South Australia, averaging over 190,000 passengers per annum. 40% of passengers are business travellers.

The Port Lincoln Airport was substantially upgraded in 2013 with a new terminal building and aligned infrastructure costing \$13.4 million. The Whyalla Airport was upgraded with a new \$3 million terminal in 2014. The Ceduna Airport is in the process of being upgraded to provide the infrastructure to support oil and gas exploration in the Great Australian Bight.

These aviation facilities have substantial potential for future growth, and all have strategic development plans in place to expand facilities and services.

Master planning is presently being undertaken for a major upgrade of the Wudinna Aerodrome to support mining operations. This includes the potential return of RPT services, which would provide a fly-in gateway to support tourism initiatives in the north of the region and Gawler Ranges National Park.

PORT INFRASTRUCTURE

Port Facilities at Thevenard, Port Lincoln and Whyalla provide the main domestic and international export hubs for regional product and commodities.

The Whyalla Port principally services the export of iron ore from Arrium. Port Lincoln is the main outlet for the export of grain from the lower Eyre Peninsula, and provides infrastructure to support fishing, aquaculture and cruise tourism operations.

Initiatives are presently being investigated to increase export capability and operations at Thevenard and Port Lincoln.

The option of constructing South Australia's first Cape Class export facility at Port Neill is being progressed as part of the mining approval process for Iron Road Limited's Central Eyre Iron Project (CEIP) at Warramboo. The CEIP was given major project development status by the State Government in August 2013, and major project facilitation status by the Australian Government in April 2014.

The CEIP is the biggest magnetite resource in Australia, estimated at 4 billion tonnes, and has a 25-30 year life based on the export of 21.5 million tonnes of high quality (67%) iron ore per annum.

The proposed port at Cape Hardy will accommodate Cape Class vessels and provide the region with its first export-import container infrastructure. The port is being designed for multi-commodity use, and will provide an important alternative export outlet for the grain industry, which will enhance its competitiveness.

The port will be serviced by the region's first standard gauge railway line. This will provide an opportunity for future connection to the national standard gauge rail network, and further enhance the export capability of the region.



TOURISM DEVELOPMENT

The tourism potential of the region is significant due to the combination of a pristine, nature environment, diversity of nature-based visitor experiences, and abundance of premium clean and green food product.

Tourism presently contributes \$300 million per annum to the regional economy. RDAWEP is the fastest growing tourism region in South Australia, and the State Government has projected that the region's tourism contribution may reach \$511 million by 2020. This will result from growing interstate and inbound markets (especially from Asia), attracted by the region's seafood and wildlife experiences.

RDAWEP provides an experienced and highly skilled Tourism Development Manager, Food Industry Development Officer, and a Marketing Coordinator to drive region-wide tourism and food development initiatives.

This team is working collectively to position the region as a culinary tourism destination, and has produced a range of industry-based digital marquee films to promote the virtues of the region.

The Tourism Development Manager's membership of key State Government boards – such as the South Australian Tourism Industry Council – ensures that RDAWEP regional development strategies will be endorsed by the South Australian Government.

BUSINESS SUPPORT SERVICES

Small to Medium sized Enterprises (SMEs) are the backbone of the regional economy providing goods and services to support the region's major industries.

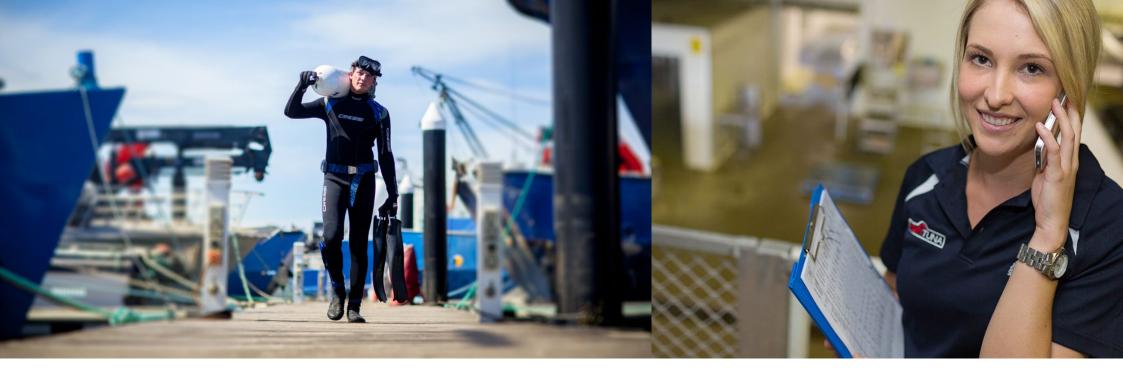
The region has 5,338 businesses, with the largest proportion (1,957, 36.7%) in the agricultural, fishing and aquaculture sectors. 85.2% of SMEs are micro-businesses employing less than 5 people.

The viability and growth of the SME sector is vital to the sustainability of the regional economy. RDAWEP has a Business Development Manager who provides a range of support services through the Eyre Peninsula (EP) Business Builder Program.

The program was designed and developed by RDAWEP and provides 19 specialised business short courses to support business owners and managers to deal with the challenges of the changing business environment. These courses are complemented with face-to-face mentoring, and a professional business plan writing service designed to help SMEs access credit.

The Eyre Peninsula Business Builder Program has been supported via an ANZ Bank Seeds of Renewal Grant.





WORKFORCE DEVELOPMENT SERVICES

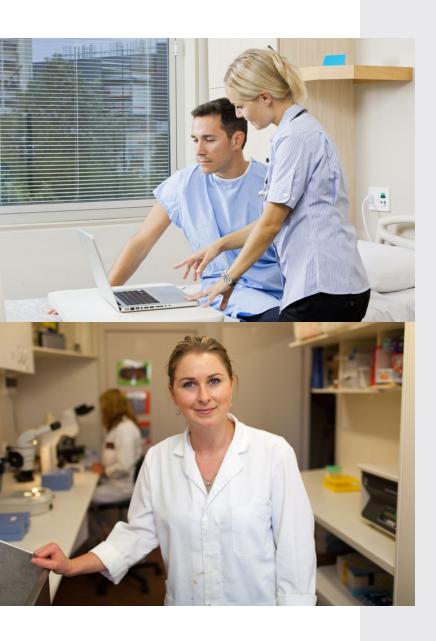
The region has a relatively low unemployment rate of 5.1% and a small pool of approximately 1,400 unemployed people. There is a need to improve the capability of the region's human capital for labour force participation, and provide the skills required for a future regional workforce.

RDAWEP has an Employment and Skills Development Manager who provides a range of training programs and support services through the EP Workforce Builder Program. These services are funded by the South Australian Government.

The EP Jobs component of the program aims to fill employment gaps by providing training to part-time, under-employed and seasonal

workers to improve their skill sets and gain the certificates and licences needed to get employment. A second component, Career Development Services, provides career advice and work-readiness training for the longer term unemployed. Career services are provided region-wide and via a shop-front at Whyalla.

Jobs and Skills Regional Networks, with participation from government and non-government agencies and service providers, have been established at Whyalla, Port Lincoln and Ceduna to support the EP Workforce Builder program. The networks provide intelligence about the labour force market and local issues, including the identification of labour force gaps, which assists RDAWEP with workforce development planning.



HEALTH AND COMMUNITY SERVICES

The health and community services industry provides a diverse range of facilities and services across the region.

Major hospitals are located in Whyalla, Port Lincoln and Ceduna. Eight smaller hospitals at Cummins, Elliston, Streaky Bay, Tumby Bay, Wudinna, Cleve, Cowell and Kimba provide a range of multi-purpose services, including residential aged care in some towns.

Aged Care facilities are provided throughout the region at Whyalla, Port Lincoln, Ceduna, Cleve, Cowell, Cummins, Elliston, Kimba, Tumby Bay, Streaky Bay, and Wudinna.

Due to the ageing of the regional population, a number of LGAs are investigating opportunities to extend aged care facilities and services provision.

EDUCATION AND TRAINING

The region has numerous education and specialised training centres, which offer a diverse range of courses and employment-related programs.

This includes 39 government and 5 private schools. 11 government secondary schools have Trade Training Centres which provide courses to address industry skills shortages in aquaculture, agriculture, cooking, and engineering.

Whyalla is the region's main tertiary education centre, offering the only university facility as well as specialised TAFE workshop facilities for trade and other programs.

Secondary Schools

CLEVE AREA SCHOOL

Sims Farm is a 400-hectare property specialising in dry land agricultural education for aspiring farmers. This is the largest school farm in regional South Australia and is managed commercially with a merino flock, prime lamb production and wheat, barley and oats enterprises. The school has boarding facilities and attracts students from across the Eyre Peninsula and rural South Australia.

COWELL AREA SCHOOL

A two-year aquaculture course trains students for direct entry into the oyster industry. The training uses a 2-hectare research and development oyster lease, and includes the purchase of spat and sale of on-grown oysters to market.

CUMMINS AREA SCHOOL

The school's Agriculture Trade Training Centre
offers programs in agricultural studies and provides students
with the opportunity to complete a
Certificate II in Agriculture.

Tertiary Education

UNIVERSITY OF SOUTH AUSTRALIA, WHYALLA CAMPUS

The university offers on-campus and on-line learning in various fields. The Centre for Regional Engagement has programs to meet the needs of regional Australia, in business, accounting, nursing, rural health, applied statistics, social work,community well-being, and foundation studies.

Associate and Full Degrees in Metallurgy and Mechanical Engineering are available to meet the needs of the mining and resources sector; and a Bachelor of Education provides primary teacher training.

The campus hosts two research centres. The Centre for Rural Health and Community Development conducts research into regional development, health and community-based studies. The Regional Sustainability Centre is researching innovative options for long term regional sustainability.

TAFE REGIONAL SA

TAFE SA Regional has main campuses in Whyalla,
Port Lincoln and Ceduna, and smaller facilities at Wudinna,
Cleve, and Kimba. Most of the training is delivered via
flexible external options supported by IT, and mobile
facilities are available to provide courses in smaller
townships. The Whyalla facilities have been substantially
upgraded to provide courses in
solar and other renewable energies in
collaboration with industry partners.

Tertiary Education

MINNIPA AGRICULTURE, MINNIPA.

The 1,200 hectare farm is operated by the South Australian Research and Development Institute. The facility conducts research and development cereal growing programs for low rainfall environments and investigates innovative best practice farm management.

LINCOLN MARINE SCIENCE CENTRE, PORT LINCOLN

The facility provides tertiary education in marine biology and ecology, oceanography and aquaculture. Post-graduate studies are available at Honours, MSc and PhD levels. The facility is a research centre for Flinders University, SARDI Aquatic Sciences and Biosecurity SA. Research activities are undertaken by resident and visiting specialists.

AUSTRALIAN MARITIME AND FISHERIES ACADEMY, PORT LINCOLN

The AMFA is the only industry owned and operated development and training organisation in the Southern Hemisphere. The Academy provides courses for the operation of coastal vessels, from elementary sea safety to skippering large commercial vessels. Industry-based training for senior secondary school students wanting a career in the commercial fishing, aquaculture and maritime industries are also provided.





Renewable Energy

The region is uniquely placed to drive renewable energy initiatives and meet growing power demand. The region has the land, sun, wave, and wind resources to facilitate different renewable energy options. The production of biofuel; and construction of solar, wind and wave powered desalination plants, provide the best commercial opportunities to meet regional needs.

The recent Australian Government commitment to continue the funding of renewable energy programs, provides an opportunity to secure loans and capex investment for key projects.



£Port infrastructure

The construction of the region's first multi-commodity Cape Class port will provide investment opportunities for third party importers and exporters. The provision of container infrastructure at Cape Hardy provides an opportunity to export high quality grains to niche overseas markets.

Similar opportunities are available with a wharf, industrial and housing development at Proper Bay in Port Lincoln.



Railway Infrastructure

The construction of the region's first standard gauge railway line to Cape Hardy provides investment opportunities for connection of the line to the national standard gauge railway network.

The opportunities will be magnified if the connection is made via Whyalla, as this will provide an export outlet for mining projects in the north of South Australia, as well as enhance export options for the steel manufacturing industry.



Mineral Resources

Growing international demand for high quality resources for new technology applications - such as large flake graphite for graphene; kaolin (at 80+ ISO) for paints and inks; and zircon for ceramic glazes - provides an opportunity to support niche mining projects at various locations across the region.

The availability of high quality magnetite (at 67% iron ore with few impurities) will accelerate steel smelting processes because pelletisation is not needed and atmospheric emissions will be reduced.

INVESTMENT OPPORTUNITIES



Anticipated growth of the tourism sector - notably the influx of tourists from China and India – creates opportunities to provide accommodation and related tourism infrastructure. The best opportunities are in the vicinity of the regional airports at Port Lincoln, Whyalla and Ceduna.

Substantial growth of the self-drive tourism sector, and increasing interest in Aboriginal tourism and whale watching at the head of the Great Australian Bight, creates opportunities for the provision of improved tourism infrastructure along the Nullarbor Plain.



Airports

Much of the land at the Port Lincoln, Whyalla and Ceduna Airports is under-utilised. Increasing numbers of tourism and business travellers, along with growing mining activity, will provide opportunities to establish business enterprises associated with aviation.

Investment opportunities will also be available for the expansion and development of airport infrastructure and services.



Fishing and Aquaculture

The construction of a fishing industry Marine Offloading Facility at Thevenard will start in 2016. The facility will support the sustainability of the Great Australian Bight Trawl Fishery and provide opportunities to harvest a larger variety of fish resources. Commercial opportunities exist for the development of on-shore fish processing and freezing enterprises to support fishing industry operations.

Similar opportunities will become available after 2017 with the planned development of similar fishing industry wharf infrastructure at Proper Bay in Port Lincoln.

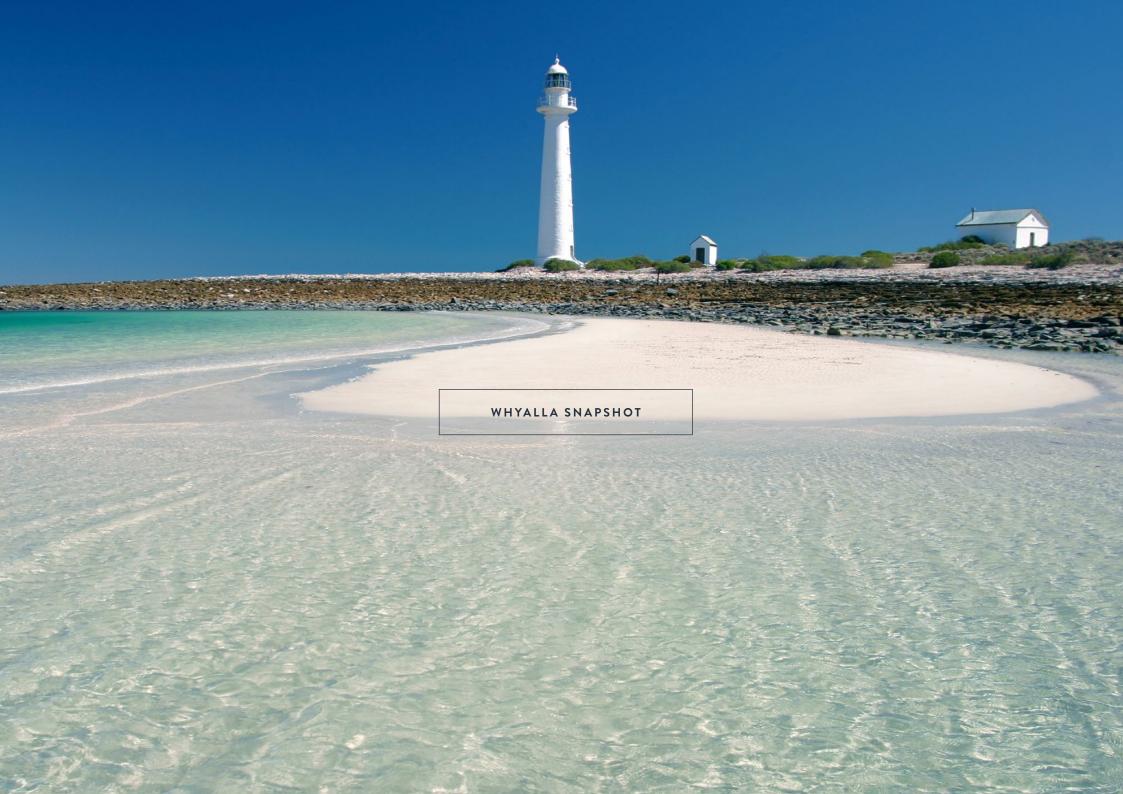


Aged Care Facilities

The ageing of the regional population will generate demand for additional and improved infrastructure and services for the aged sector. This will mainly occur in the larger regional centres of Whyalla, Port Lincoln and Ceduna. However, increasing demand for aged care facilities is anticipated in Cleve, Cummins, Wudinna, Tumby Bay and Streaky Bay.

Data indicate that retirement growth and facility demand will be magnified in coastal townships.

Even though size thresholds are critical to the commercial viability of aged care centres, there will be commercial opportunities for the construction of aged care facilities and provision of employment and other services.





Whyalla is the region's largest city and provides an important north-eastern road gateway to the Eyre Peninsula.

The city is located on the shores of the Upper Spencer Gulf and has panoramic views across the sea to the lower Flinders Ranges. Point Lowly Peninsula, to the north of Whyalla, is an important recreational area for local residents. Shack and holiday house settlements are located at two sites; along with four bush camping areas for visitors.

Whyalla is marketed as the town where the outback meets the sea, and Point Lowly has become a haven for increasing numbers of caravaners and RV travellers.

Whyalla has a population of 22,754 people, and is the main manufacturing, mining and retail shopping centre in the region. Whyalla is also the region's main education and training centre, providing campuses of the University of SA, and TAFE SA. The town was originally planned and built to support a population of 50,000, however the population peaked at 33,832 in 1976.

Whyalla has a proud industrial history. The town was founded in the mid 1800's as the export hub for iron ore being mined by Broken Hill Proprietary Limited (BHP) at Iron Knob.

A harbour and blast furnace were constructed in 1939 and marked the beginning of Whyalla's steel manufacturing and shipbuilding history. 64 ships were built in the shipyards from 1941, and a fully integrated factory for steel manufacturing was constructed during 1958-68. Closure of the shipyards in 1978 and the loss of 1,200 jobs, led to a period of industrial and population decline. This was exacerbated by the Australian steel industry crisis in 1982, which had an impact on Whyalla, Port Kembla, Newcastle and Kwinana, and led to the loss of a further 2,000 jobs from Whyalla's BHP workforce.

Whyalla's population stabilised in the late 1990's and has grown steadily since that time.





Mining and manufacturing underpin Whyalla's economy, and a large proportion of the workforce is employed by the mining and steel making arms of Arrium Limited (formerly BHP).

By employment, Whyalla's main industries are manufacturing (2,027 jobs), health and community services (1,297 jobs), mining (1,076), retail trade (941) and education and training (760 jobs).

Whyalla is the main exporting LGA in the region, with total exports in 2014 valued at \$2.14 billion. This was due to high export levels in mining (\$1.026) billion) and manufacturing (\$649 million); i.e. combined exports valued at \$1.675 billion. Whyalla is also the region's main contributor to GRP, providing 44.9% of GRP valued at \$1.89 billion. Most of this economic activity is generated by mining (\$958 million) and manufacturing (\$149 million).

Whyalla's reliance on mining and manufacturing makes its economy extremely vulnerable to fluctuating commodity prices. In 2013-14, the commodity price of iron ore was high at \$US152.76 per tonne. However, the iron ore price then declined, reaching \$US98.50 in May 2014 and \$US40.00 per tonne in 2015.

This had a severe impact on Whyalla's economy, with the loss of over 900 jobs from Arrium's employee and contract workforce, and flow-on losses of another 140 jobs in the broader business sector.

However, the Whyalla community is very passionate about the liveability of the regional city and, due to previous down-turn experiences, has developed resilience and is optimistic about the future. A number of strategies have been implemented to diversify Whyalla's economy, reduce dependence on mining and manufacturing, and make the town more appealing for residents and visitors.

A Greening of Whyalla project has maximised the use of recycled water to vegetate streetscapes and parks. This has improved the amenity and appearance of the town and provided a wetland feature for recreational use. The Whyalla Foreshore, Whyalla Leisure Centre and Whyalla Airport terminal have been substantially upgraded, providing new infrastructure and facilities to improve community and visitor amenity.



A tourism strategy is being developed to attract larger numbers of visitors and increase tourism expenditure.

This includes initiatives to upgrade recreational and tourism infrastructure and services at Point Lowly and the CBD. A Disability and Ageing Masterplan to improve services and facilities for the aged and people with a disability is in the process of being implemented. This includes a strategy to position Whyalla as a World Health Organisation aged friendly city.

The recent establishment of diesel fuel depot at Point Lowly will strengthen Whyalla's servicing capability to the mining sector; and the formation of a heavy industry cluster group with local companies will help to identify industrial synergies and strategies to reduce reliance on the manufacturing and mining industries. A masterplan is being prepared for significant development of the Whyalla marina precinct. This diversification project includes housing and visitor accommodation options, a major interpretive facility, and strategic links with the CBD and foreshore to drive economic growth.

A number of renewable energy initiatives are also being pursued. Muradel has established a commercial demonstration plant for the sustainable production of green crude from microalgae, and an aligned project for biofuel production from alternative feed stocks is being progressed with the University of Adelaide.

FUTURE DEVELOPMENT AND INVESTMENT **OPPORTUNITIES INCLUDE:**

- Implement initiatives with the private sector to develop the Whyalla marina precinct.
- Provide infrastructure and services to strengthen Whyalla's tourism appeal, and facilitate new tourism business enterprises.
- Develop business enterprises at the Whyalla Airport.
- Implement infrastructure and services to progress the Disability and Aged Care Masterplan.
- Develop renewable energy business initiatives.
- Implement initiatives to increase occupancy and use of the Whyalla Industrial Estate.





Port Lincoln is located on the shores of Boston Bay, and has one of the most picturesque road entranceways in South Australia.

The natural deep water port provides the export hub for the lower Eyre Peninsula grain industry, and is the operational base for the region's important fishing industry. Cruise ships have been visiting the port regularly since 2010. The cruise tourism strategy has been so successful that passenger and crew numbers have increased substantially, reaching 18,200 in 2015.

The City of Port Lincoln has a population of 14,888, and is the heart of the region's fishing, aquaculture and tourism industries. Port Lincoln is trademarked as the Seafood Capital of Australia.

All of the region's seafood processing jobs (288), most of the region's fishing jobs (76%), and 261 aguaculture jobs are provided in Port Lincoln. The local waters house mussel farms and growing farms for Southern Bluefin Tuna. 99% of the tuna is exported to Japan. Highly prized Coffin Bay Oysters are grown in aquaculture farms on the opposite side of the lower Eyre Peninsula.

Nearby Coffin Bay National Park and Lincoln National Park are very popular with local residents and tourists for camping, fishing, and bush walking. The islands of the Lincoln National Park and Sir loseph Banks Group Conservation Park provide a diverse range of boating, fishing and nature-based visitor experiences. The more brave hearted have opportunities to experience cage diving with Great White Sharks and swimming with seals. Tourism expenditure in Port Lincoln is estimated at \$89 million per annum.

The land near Port Lincoln has the highest rainfall on the Eyre Peninsula, recording 500mm per annum on average. This climate is ideal for the production of high quality foods including sheep, beef, pork, grains and grapes. A number of cottage industries have been established to produce niche market foods and condiments, and five local vineyards produce high quality red and white wines.

Port Lincoln has a growing hospitality sector, with a range of cafes, hotels and restaurants showcasing local food product; especially premium seafood.

Port Lincoln Airport, to the north of the city, is the busiest regional airport in South Australia. The airport is serviced by two airlines and averages 190,000 passengers per annum. The airport had a major \$13.4 million upgrade in 2013, providing high quality terminal facilities at the standard expected by interstate and overseas visitors. The airport provides an important regional gateway for tourists and is the export hub for much of the local seafood.

The airport is key infrastructure providing residents with timely access to health, cultural, education and other services in metropolitan Adelaide. The facility is also important for business operations and development, with over 40% of passengers being business travellers.

Much of the housing in Port Lincoln has panoramic sea and land views, which enhances amenity and the liveability of the city. Marina-based housing is available to the south of the CBD; which is being expanded to accommodate demand.

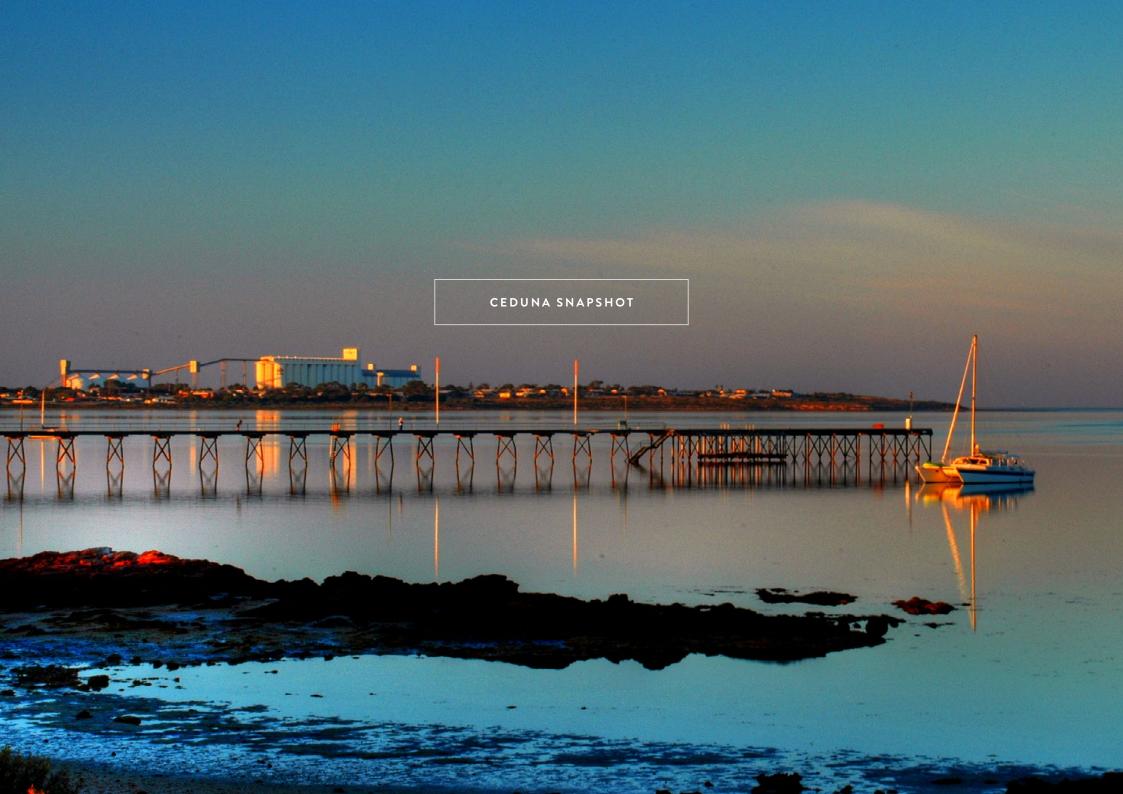
Port Lincoln has a thriving small business sector providing a diverse range of shopping experiences. The retail trade and construction industries are two of the largest employers in Port Lincoln, collectively providing over 1,600 jobs. The construction industry is Port Lincoln's biggest contributor to GRP, contributing \$84 million in 2014.

A major strategy is being pursued to resolve saline waste water issues at seafood processing plants and maximise the use of recycled stormwater. This includes initiatives to optimise the use of aquifers and wetlands to irrigate the Port Lincoln Racecourse and Golf Club.



FUTURE DEVELOPMENT AND INVESTMENT OPPORTUNITIES INCLUDE:

- † Implement value-adding initiatives and provide the infrastructure to grow the culinary and tourism sectors.
- + Expand facilities and services to enhance business capacity at Port Lincoln Airport.
- * Reconfigure and upgrade port infrastructure to improve operational efficiencies and enhance cruise tourism development.
- + Develop purpose-built infrastructure at Proper Bay to improve fishing and aquaculture industry operations.
- + Implement waste and stormwater infrastructure projects.





Ceduna is located in the far west of the region to the east of the Great Australian Bight, on the shores of Murat Bay.

The town is the western gateway to the region; and has an important strategic position on the Eyre Highway, the main road transit and tourist route between Sydney and Perth.

Ceduna is the principal centre for agricultural, government, educational and mining services on the far west coast. The town also has an important role as the retail and government service centre for the Aboriginal communities of Koonibba, Yalata and Oak Valley.

Ceduna has a population of 3,696 people and the largest proportion of Aboriginal people in the region, comprising approximately 25% of the Council population.

The Port of Thevenard, adjoining Ceduna, is the main export facility in the west of the region and provides key infrastructure for the export of grain, gypsum, salt, heavy mineral sands and general cargo. Export tonnages vary, and have fluctuated between 1,888,207 tonnes in 2007 to a record 3,005,828 tonnes in 2011.

The Gypsum Resources Australia mining lease near Penong, about 75kms west of Ceduna, has the largest deposit of gypsum in the Southern hemisphere. Gypsum is the main commodity exported through Thevenard Port; averaging about 1.6 million tonnes per annum since 2007.

The Iluka Resources mineral sands deposit at the Jacinth Ambrosia mine, about 300kms north-west of Ceduna, is the largest deposit of high quality zircon in the world. The export of minerals sands has varied over the years due to fluctuating commodity prices, but is expected to increase to over 800,000 tonnes per annum in favourable economic conditions.

Based on employment, the key industries in Ceduna are health and community services (providing 265 jobs), retail trade (202 jobs), mining (202), and agriculture (196). Mining is the biggest export industry providing 40% of exports from Ceduna, valued at \$107 million. Mining is also the greatest contributor to Council GRP at \$41 million in 2014; followed by agriculture (\$34 million), and the transport, postal and warehousing industry (\$32 million).



There is considerable potential to expand the mining and resources sector at Ceduna, due to exploration for oil and gas in the Great Australian Bight by BP Australia, Chevron, Murphy and Santos. Research and seismic exploration has largely been completed, and test drilling is scheduled to commence during 2017-18, subject to State and Australian Government environmental and mining approvals.

Ceduna is the regional base for the Great Australian Bight Trawl Fishery, with three fishing companies and five vessels operating from Thevenard. The economic impact of the fishing industry on Ceduna is substantial, with direct annual expenditure at local businesses estimated at over \$10 million. The sustainability of the fishing industry has been significantly enhanced by the provision of State and Australian Government funding for the construction of a purpose-built fishing offloading facility at Thevenard, which will commence during 2016.

Due to location on the Eyre Highway, tourism is a growing industry and has substantial development potential. Visitor numbers have averaged about 2,500 per month since 2002, and peaked at over 60,000 in 2011. The annual Oysterfest in October, which showcases local aquaculture, averages 6-8,000 visitors per annum. Ceduna also provides the regional base for whale watching at the head of the Great Australian Bight, which has growing popularity by overseas visitors.

Direct tourism expenditure in Ceduna is estimated at \$26 million, with most of this occurring in the retail trade, accommodation, and food and beverage service sectors.

Much of the housing at Ceduna and Thevenard has sea views over Murat Bay, which enhances amenity and liveability. A new housing estate, south-east of the town, provides coastal views over Decrees Bay and the allotments have been rapidly purchased by local residents.

FUTURE DEVELOPMENT AND INVESTMENT **OPPORTUNITIES INCLUDE:**

- Upgrade infrastructure at Thevenard Port to improve export capacity and capability.
- + Provide strategic infrastructure to develop Aboriginal and eco-tourism product at Ceduna, the Nullarbor Plain, and the Great Australian Bight.
- Develop onshore infrastructure and services to support minerals, oil and gas exploration and operations.
- Upgrade infrastructure and services at Ceduna Airport.
- Develop onshore processing factories at the Thevenard Marine Offloading Facility to enhance fishing industry operations in the Great Australian Bight.
- Implement stage 2 of the Thevenard Marine Offloading Facility to facilitate growth of the recreational boating, fishing, and cruise tourism sectors.







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