



Government
of South Australia

South Australian Food Strategy 2010–2015 Snapshot as at December 2009

VISION

South Australian Food – beyond the expectations of consumers around the globe.

PRIORITIES

Priority	Industry Champion	Government Partner
Developing consumer insight & markets – understands and has the ability to capture opportunities in a wide variety of markets.	Steven Marafiote 0423 022 480 steven@australianqualityplus.com.au	Justin Ross 0401 715 910 justin.ross@sa.gov.au
Enhancing knowledge, collaboration & leadership – equipped with the technical skills and business knowledge and collaborates to manage change.	Nick Begakis 0403 253 263 nbegakis@bigbutton.com.au (Bronwen Gwynn-Jones) bronwen@jigsawmedia.com.au	Andrew Curtis 0401 121 903 andrew.curtis@sa.gov.au (Glenda Mather) glenda.mather@sa.gov.au
Enhancing capacity, productivity and efficiency – operates in a cost competitive business environment and is improving its productivity to encourage investment.	Kris Lloyd 0403 057 702 kris@cheesewrights.com.au (Nick Begakis) nbegakis@bigbutton.com.au	Andrew Pointon andrew.pointon@sa.gov.au (Annabel Mugford) annabel.mugford@sa.gov.au
Optimising environmental sustainability – practices sustainable management of its limited natural resources, optimising water, waste, energy and carbon.	Angelo Demasi 0417 835 340 angelode@adelaidemarkets.com.au	John Cornish 0401 121 910 john.cornish@sa.gov.au
Leading in food integrity and security – providing safe, secure and nutritious food to enhance consumer confidence.	Nigel Scott 0419 838 626 ncsscott@ozemail.com.au	Tim Rayner 0418 804 363 tim.rayner@sa.gov.au
Fostering regional and community development – captures regional and community development opportunities.	Kris Lloyd 0403 057 702 kris@cheesewrights.com.au (Bronwen Gwynn-Jones) bronwen@jigsawmedia.com.au	Glen Ingham 0488055148 glen.ingham@sa.gov.au (Simon Gierke) simon.gierke@sa.gov.au

FOOD IN SOUTH AUSTRALIA

Food is vital to the state's economy. The food industry contributed \$12.4 billion to the state's economy in 2008/09 – and accounts for 146 000 South Australian jobs.

The majority of South Australian food industry businesses are small to medium operators.

A PARTNERSHIP APPROACH

The South Australia food industry is faced with a number of challenges and opportunities. In order to respond to these, it is critical that industry and Government work together to maintain and grow the food industry.

Consultation with different parts of the food value chain led to the development of the vision and priorities.

THE OPERATIONAL PLAN

The Premier's Food Council Executive endorsed the South Australian Food Strategy 2010-2015 on 12 October 2009. The Council also endorsed the development of a five year (annually reviewed) Operational Plan to underpin the Strategy.

A number of Council members are acting as industry champions for one of the six priorities. The champions are partnered with government representatives to capture existing and develop new programs, and subsequent delivery models to achieve the Strategy and its priorities between November 2009 and February 2010.

It is expected the South Australian Food Strategy 2010-2015 and the Operational Plan will come into effect from 1 July 2010.

THE VALUE CHAIN FRAMEWORK

The Strategy aims to enhance international competitiveness of the South Australian food industry by providing a framework for industry and Government to work collaboratively. The key focus is for industry to adopt a value chain approach over the next five years to meet economic, productivity and environmental targets.

The industry must continue to meet consumer expectations by being sustainable, well managed and consumer driven. Food businesses must have skilled workers, excellent food safety systems, robust biosecurity systems and an efficient infrastructure.

CONTACT

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