

# 1.0 GROWING OUR ECONOMY



# 2036

**WILL MARK  
SOUTH AUSTRALIA'S  
BICENTENARY.**

Obviously, we have much to be proud of and grateful for, but I think most South Australians feel things could be a lot better. Where we once led the nation, we now follow. We need to reclaim our greatness.

2036 is more than just a date, it's a destination. A destination of hope and prosperity for South Australians, where we can have the life we want in the State we love. A destination where we can provide a better future for our children. A destination where our economy encourages opportunity and rewards effort and risk. A destination where possibility is available to all, not just a few.

That vision of 2036 inspires and excites me. However I'm not waiting until the election in 2018. Planning and delivering on the vision of 2036 must start now. And from our end it has.

In the lead up to the State election we will deliver a clear, consultative and responsible pathway to recovery and success.

This is the first step in our plan for a better South Australia. Please read it, talk about it with your friends and family.

Or, talk to me.

**I am Steven Marshall -  
Leader of the State Liberals.**

**2036 STARTS NOW.**



[marshall2036.com.au](http://marshall2036.com.au)

**SOUTH AUSTRALIA NEEDS A COMPETITIVE, DYNAMIC ECONOMY THAT PROVIDES NEW JOB OPPORTUNITIES, FOSTERS ENTREPRENEURIALISM AND STRENGTHENS THE FUTURE OF OUR STATE.**

# 1.0

## We Believe

- You deserve every opportunity to have a stable job in a growing economy
- Having a secure job or small business in a productive and competitive industry is key to our future confidence
- Growing South Australia's competitive advantage in a range of industries means new opportunities for growth and jobs
- We must foster and encourage South Australia's entrepreneurial spirit to ensure individuals and businesses benefit from innovation
- The prosperity of the State demands vibrant and productive regional communities
- Every individual and business should have the opportunity to improve their prosperity, regardless of size, physical location or their industry
- Government should support small business as the backbone of our economy
- The role of Government is to create the right environment to allow businesses to grow

## How we will achieve this together

- 1.1 Reducing the tax burden on South Australian businesses and households to ease employment costs and relieve household budgets
- 1.2 Cutting red tape and unnecessary regulation that inhibit growth, allowing businesses to focus on creating more jobs
- 1.3 Investing in programs to increase export potential of businesses to drive sales and opportunities
- 1.4 Fostering entrepreneurialism by supporting the efforts of individuals and businesses in taking up and commercialising new innovations and technologies
- 1.5 Investing in productive infrastructure that drives the expansion of existing industries and unlocks new opportunities in the industries of the future
- 1.6 Unlocking the resources and production of our regional areas and ensuring growth opportunities for regional businesses and industries

## 1.1 Grow jobs, relieve household budgets and reduce taxes

The State Liberals will take control of our State's economic future. We will reduce unnecessary taxes and government waste to put money back in your pocket and ensure that industry and businesses are encouraged to diversify and employ more people. We need South Australian industries free from unnecessary taxation so they can be empowered to create real, long term jobs.

As South Australians we all love our home state. We choose to live and raise our families here because the quality of life is better than other states in Australia. Our weak economy, however, is taking a heavy toll on our employment rate and driving jobs interstate – threatening the livelihood we have built in South Australia. None of us want to see our children leave South Australia because there are no jobs.

Small business is one of the biggest employers in the State and the engine room of our economy. We believe that by reducing the tax burden on business owners we will assist them to alleviate cost pressures, allowing them to grow, diversify and employ more people. Government should not stand in the way of small business. We will create the environment needed to help grow businesses and create jobs.

We will focus on reducing the taxes and levies which:

- Will enable employers to create more jobs
- Stop unfairly shifting costs from government to families and households
- Reduce the cost of transactions that discourage investment
- Support businesses investing in new innovation and expanding their capacity
- Enhance efficiencies in service delivery

While we all understand that revenue is necessary to fund services and build new infrastructure, excessive taxes can create a burden for businesses and the family budget. Poorly designed tax systems harm the economy, discourage workforce participation and drive jobs interstate.

Our changes to South Australia's tax system will improve the competitiveness of South Australian businesses and will encourage business owners and entrepreneurs to invest in new ideas and innovation. This will support the creation of new jobs and opportunities for South Australia's next generation of entrepreneurs and innovators, while also supporting our skilled workers in traditional industries. It will also encourage our talented young people to stay in South Australia and start their businesses here, rather than moving interstate or overseas.

Our reforms will also relieve the strain on family budgets by reducing key taxes and levies which impact households, putting money back in your pocket to spend in your local community or save for the future.

Government spending at all levels needs to be prudent and efficient to avoid the need to collect any more tax than necessary. Taxes should raise the necessary revenue to run our State in an efficient way without creating additional costs or burdens which impact upon our lives or our jobs.

We believe it is vital that government actively works with stakeholders to develop a comprehensive set of tax reforms to reduce the burden on businesses and households. By reducing the tax burden on South Australian businesses and families, we will be able to support job creation and bolster economic opportunities for everyone. One example of a tax we believe unfairly impacts families is the Emergency Services Levy, which is why we are committed to restoring the remission on this tax to reduce household cost pressures.

## 1.2 Cutting red tape and unnecessary regulation

Excessive red tape gets in the way of industry and business and is a disincentive for job creation. While we understand that legislation plays a vital role in our society, we also believe it is vital to actively reduce the impact of government red tape on our community. We believe that red tape reduction should be a key priority of government.

Much of the legislation and regulation imposed by governments exist for the purpose of achieving good public policy outcomes, like ensuring the safety of the public. However, legislation and regulation is increasingly becoming outdated, with the rate of change in technology and society often outpacing changes in legislation.

**“We believe that red tape reduction should be a key priority of government”**

We are committed to reversing the over-regulation and excessive red tape burden that reduces the ability of our businesses to grow and create jobs, as well as regulation which unfairly restricts our choice. This is why the State Liberals support the introduction of a state-based productivity commission to identify and remove unnecessary red tape which restricts the productivity of our economy.

Small businesses in particular have often borne the brunt of excessive regulations and bureaucratic paperwork requirements. We believe it is the government's role to ensure that small businesses are not overburdened with red tape, unnecessarily impacting their ability to operate, grow and create new jobs.

We are committed to working with stakeholders, the public service and those impacted by regulation, to ensure our approach delivers outcomes that are simple, fair and relevant.

We believe it is vital to undertake an extensive across-government review to identify and address regulation that is unnecessary, ineffective or inefficient. We will adopt a light-touch approach to regulation to ensure necessary outcomes can be achieved without adding unnecessary costs to businesses and families.

## 1.3 Investing in export capacity

South Australia is a first class producer when it comes to food and wine, manufacturing, defence products and services, international education, agriculture, fisheries and tourism. Our reputation internationally means we have the opportunity to reap the benefits of international markets – however we believe that more can be done to take advantage of our export potential.

In an increasingly globalised world there are many new opportunities for us to take advantage of sectors where South Australia has a competitive advantage, while also branching into new growth industries like financial services and biomedical science.

As Liberals, we understand that our State will not get rich selling to ourselves – we need to tap into new markets to grow our economy and create new jobs.

Our best chance to grow the South Australian economy is to sell more of our goods and services interstate and overseas.

In order to realise the potential value of our different industries, we need to fully utilise those new opportunities that exist in developing markets located interstate and internationally.

Export opportunities exist in all sectors of the South Australian economy, including our traditionally successful sectors such as primary production and manufacturing. Our international reputation as the source of premium, clean primary produce makes our products highly attractive to emerging international markets.

We believe the people best placed to benefit from the next wave of export opportunities are those prepared to innovate and seek new markets. We do not believe it is the role of government to ‘pick winners’, but to work with businesses and employers to help them take advantage of new innovations and to explore new markets. By assisting South Australian businesses to tap into new international and interstate markets, we will be helping the business community create jobs and grow our economic prosperity.

A stronger export market and a culture of innovation will also provide more opportunities for our young job seekers and entrepreneurs.

We need our small to medium enterprises to be export ready so they can capitalise on international and domestic markets and build strong relationships with our trading partners. This is why we are committed to assisting South Australian businesses to become export-ready by improving access to opportunities and businesses’ capacity to tap into globally competitive markets.

We believe there is substantial export potential in our education sector – international students who choose to study in South Australia’s schools, universities and training institutions not only inject much needed money into our economy, but they also act as ambassadors for our State when they return home. The relationships built during their time in our State can form the basis for future export and trading opportunities.

We believe that our defence sector has the potential to service more than just domestic markets, and we will work with the federal government and stakeholders to examine export opportunities internationally.

We are committed to working with stakeholders to develop a suite of policies that will:

- Provide access to growth markets by lobbying for new and high quality trade agreements
- Establish and foster key relationships to increase our physical presence in target markets
- Provide opportunities for regional and metropolitan firms to improve their export capacity through education and resourcing
- Implement effective trade promotion through the use of innovative strategies and partnerships

## 1.4 Fostering entrepreneurialism and innovation

Innovation and entrepreneurialism are essential features of the modern economy, with each new commercial or social phenomenon driven by a new innovation or way of doing things. We want South Australia to have an international reputation as a place where innovative businesses and start-ups grow to become world-leaders.

Entrepreneurialism has always been fundamental to the State Liberals' core beliefs, and recognising and supporting entrepreneurialism remains central to our vision for South Australia's future. The ability to commercialise new innovations and research is critical to the success of a modern economy, with the jobs and wealth that are created providing the key measures of success.

**“We want an economic environment where start-ups grow from fledgling businesses to the industries of the future”**

South Australia has a proud history of successfully commercialising a range of innovations, however opportunity beckons for a new wave of entrepreneurs to bring their innovations to the market, creating new jobs and opportunities for all South Australians.

Start-ups are an exciting part of a growing and vibrant business sector. We want to foster an economic environment where start-ups are able to grow from fledgling businesses to the industries of the future and major employers in a transitioning economy.

We will work with a range of stakeholders, including universities, businesses and entrepreneurs, to develop a set of policies that will foster entrepreneurialism and support the take-up and commercialisation of innovation, to make South Australia a world leader in this industry by 2036.

Key aspects of our plan for fostering entrepreneurialism include:

- Supporting collaboration between industry and organisations and universities undertaking R&D and scientific discovery to improve the quality of research outcomes and to increase the take up of new technology and innovation
- Recognising and supporting individual entrepreneurs' efforts and successes in bringing new products and innovations to market
- Encouraging innovation within government to deliver higher quality services and better value for taxpayers' money
- Simplifying commercialisation to make it easier for innovative new products to get to market

We believe that government support for entrepreneurialism and the commercialisation of innovations and R&D is critical for our businesses' ability to succeed in globally competitive markets. This is an area with substantial potential to support growth across sectors in South Australia, while also making our State a hub of new and exciting commercial opportunities.

# 1.5 Investing in productive infrastructure

Infrastructure is vital in assisting industry to export, invest, diversify and produce the world-class products and commodities that the market wants. South Australia needs the right kind of infrastructure, in the right places, to ensure that our diverse industries are able to create jobs and flourish towards 2036 and beyond.

The quality and type of infrastructure in South Australia is critical to the productivity of our economy, with an efficient, well-functioning infrastructure network providing the means by which our economy functions. We believe that South Australia has the potential to create more jobs and economic gains with productive infrastructure in place across our State.

**“An ongoing pipeline of infrastructure projects will enable South Australian contractors to create long term and short term construction jobs”**

The infrastructure we will need in the coming decades is significantly different to what we required 100 years ago, and we need to change our infrastructure approach to ensure we are poised to take advantage of a changing global economy. The industries of the future will be heavily reliant on the information economy and new digital technologies, and it is important that South Australia is equipped to grow these new markets locally.

By developing the infrastructure of the future we will also ensure an ongoing pipeline of infrastructure projects, now and towards 2036, that will enable South Australian contractors to create long term and short term construction jobs to grow the State.

In order to ensure our infrastructure supports the economic growth and way of life we want for our communities, significant investment needs to be made to address current inadequacies, unlock new economic activity and create jobs.

In making these investments, it is critical that we focus our investment in economically and socially productive infrastructure, with projects to be chosen based on robust and transparent assessments of proposals.

The mineral resources, energy, oil and gas industries are fundamental building blocks of the South Australian economy, but they are also vulnerable to the cyclical highs and lows of international commodity markets. We need to ensure that these vital industries have the infrastructure they need to take advantage of the boom times, while also being able to weather the lows. We must ensure that we assist these industries become as efficient as possible so that when commodity prices increase we are as well placed as possible to benefit immediately. By assisting the sector with the development of productive infrastructure, we will be able to ensure that industries retain as many jobs as possible while also having the potential to maximise job gains when international prices recover.

It is also important that we make use of a range of funding sources to ensure access to quality infrastructure. This requires a greater focus on building partnerships, including with the Federal Government and working with the private sector for our State’s best interests.

We will work to develop a series of measures that will ensure South Australians enjoy world-class infrastructure (both economic and social) while still achieving value for money on investments using taxpayers’ funds.

## 1.6 Unlocking the resources of our regional areas and ensuring growth in communities

Our regional areas are a major driver of our economy – from primary production and farming to the mining industry, we understand that South Australia needs its regional industries to thrive, create jobs and boost our economy. In 2036 we want a South Australia that is bolstered by strong regional production and vibrant regional communities.

We believe it is necessary to take a strategic long-range view when it comes to ensuring the growth of our regional industries and communities. Government should work closely with stakeholders to ensure that there is a long term strategy that reflects the needs of regional sectors and fosters growth in small business.

The families, primary producers and business owners who make their homes in our regional areas deserve to know that government has a long term plan for the sustainability of their communities. Growth in regional cities is vital to ensure that our local country communities are viable and have enough jobs to support their population.

### **“Our regional areas are a major driver of our economy”**

We believe that the economic and productive potential of the regions need to be unlocked. There are new food export markets opening up in Asia, which combined with new opportunities in food manufacturing have the ability to grow our market share. Our primary producers and food industries should be given the support they need to take full advantage of these potential growth markets.

There are many South Australians living and working in our regional areas and communities – from tourism to wine, and aquaculture to forestry, all of these people are contributing to vital South Australian industries. We believe in working with these communities to help foster a culture of innovation which will help elevate South Australian industries and boost recognition of our world-class regions, industries and primary producers.

Research, development and extension (RD&E) is vitally important to the State’s primary industries. It is through RD&E that advances in technology, manufacturing, farming practices and plant breeding are made. We believe it is vital to accelerate the momentum in this space, to allow our regional industries to gain a competitive advantage in domestic and international markets.

# THANK YOU FOR TAKING THE TIME TO READ OUR PLAN TO RECLAIM SOUTH AUSTRALIA'S GREATNESS.

Let me know your thoughts, stay connected,  
and let's take the first step toward 2036 together.

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