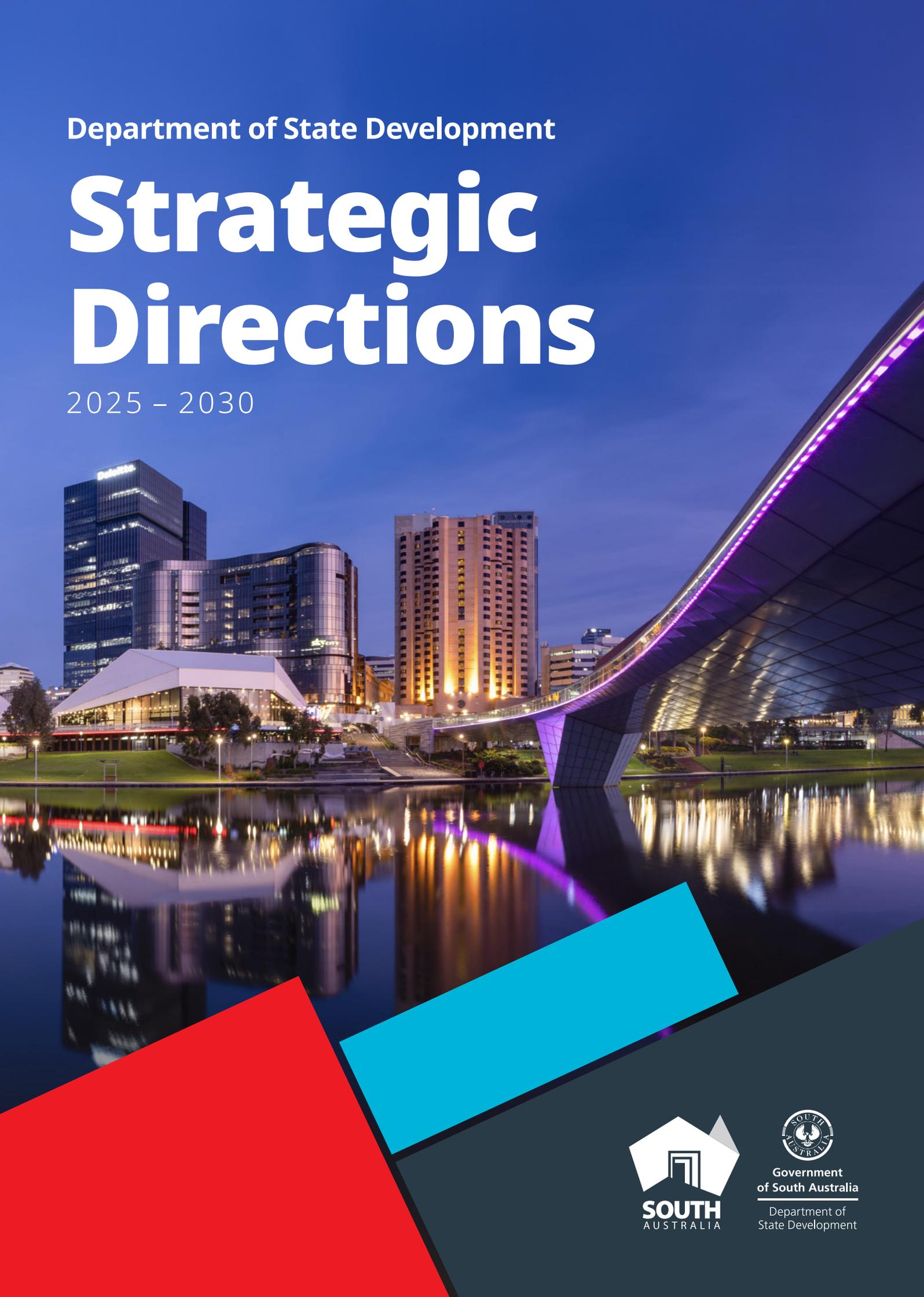


Department of State Development

Strategic Directions

2025 – 2030



Government
of South Australia

Department of
State Development

Acknowledgement of Country

The Department of State Development acknowledges and respects Aboriginal people as the state's first people and Nations.

We recognise Aboriginal people as the traditional owners and occupants of South Australian land and waters.

We acknowledge that the spiritual, social, cultural, and economic practices of Aboriginal people come from the traditional lands and waters, and that Aboriginal people maintain cultural and heritage beliefs, languages and laws which are of ongoing importance today.

We value the unique and irreplaceable contributions Aboriginal peoples continue to make to the state of South Australia.



Message from the Chief Executive

The Department of State Development (DSD) is central to the Government of South Australia's economic agenda. We help to deliver sustainable economic growth and a productive, resilient economy underpinned by science, technology and enterprise.

Our purpose is to help the government build a better future for all South Australians by enabling an increase in South Australia's economic growth above the national growth rate.

DSD develops comprehensive policy advice and delivers targeted programs, projects and services that enable industries and businesses to succeed in the global environment. We have responsibility for developing and executing South Australia's value proposition for domestic and priority international markets across key industry sectors, which contributes directly to economic growth and jobs.

Australia's strategic circumstances continue to evolve, resulting in increasing uncertainty, competition and complexity. Technological, environmental and geo-strategic factors are transforming industry and influencing investment decisions. Decisions made by individuals, including students, workers and skilled migrants which drive participation and population are also being impacted. South Australian Universities, Vocational Education and Training Providers, businesses, industry and communities continue to respond to the impacts of economic adjustments and natural disasters. Now, more than ever, our policy advice, programs and services must be ambitious and innovative.

DSD will continue to integrate domestic, international, economic and strategic perspectives to shape our domestic policy development and international economic engagement to support economic prosperity.

People and businesses are at the centre of our policy and program design, and delivery. We work closely with other South Australian government agencies, the Commonwealth Government, industry, academia and other stakeholders to inform and deliver our work.

Productivity is a driver of economic growth, real wages, and overall living standards. Our support for businesses and industries focuses on increasing productivity, including through research, technology adoption, increasing skills, attracting investment and exporting value added products to key global markets.

The Department's Strategic Directions 2025 to 2030 builds on our demonstrated track record and reputation for delivery and commitment to excellence. It is focused under four key strategies:

- **Successfully compete globally for people, business, investment and export;**
- **Identify and work with the organisations that will drive productivity, and create growth, jobs and exports;**
- **Develop necessary industrial and workforce capability to increase productivity, participation and knowledge intensive, value-added activity in SA;**
- **Target strategic opportunities and projects that will have a disproportionate positive impact on the state's economy.**

Central to our success is clarity of purpose, a commitment to excellence and a sharp focus on the impact that our policy advice, programs, projects and services will have on the South Australian economy and community. The way we work across portfolios will ensure that our solutions are the best they can be.

We will create and maintain an environment for our people that enables them to perform at their best and realise their full potential. Together we will create a high-performance workplace culture that values ideas and creativity and embraces diversity as we continue to look forward for our people and the department.

The opportunity we have in front of us to shape the state's economy and build a better future for all South Australians is both a privilege and a huge responsibility. I look forward to collaborating across government, and with business and the community to continue delivering the government's ambitious economic agenda and in doing so, achieving positive impacts for all South Australians.

Adam Reid
Chief Executive



DSD's Purpose

To increase South Australia's economic growth above the national growth rate.

Our Strategies

At DSD, we help the government build a better future for all South Australians by enabling an increase in South Australia's economic growth above the national growth rate, through the following Strategies:



Successfully compete globally for people, business, investment and export.



Identify and work with the organisations that will drive productivity, and create growth, jobs and exports.



Develop necessary industrial and workforce capability to increase productivity, participation and knowledge intensive, value-added activity in SA.



Target strategic opportunities and projects that will have a disproportionate positive impact on the state's economy.

Enablers

Successfully delivering on DSD's Purpose and Strategies requires:



Trusted partner and reputation:

We are connected with our networks, stakeholders, and partners – they have confidence to work with us.



Decisive enterprise leadership:

We are clear on our desired impact, focus, priorities and coordination of work.



Aligned and purpose focussed:

We are aligned and purpose-driven, from shaping policy and developing projects, to delivering outcomes through our networks and partnerships. We influence outcomes and drive meaningful impact.



Capable and connected people:

Our people are highly skilled and motivated, supported in their development, well informed, and strongly aligned with our purpose.



Successfully compete globally for people, business, investment and export.

Our Focus

- Ambitious migration policy and settings which aim to boost productivity, fill skill shortages, connect international students to work, and strengthen communities.
- Promoting South Australia's unique strengths and capabilities to the world.
- Supporting exporters in the markets and sectors where South Australia has the greatest competitive advantage.
- Missions, activations and promotions that showcase South Australia as an education, research and industry connected destination.
- Targeting and attracting high impact investments through tailored promotion and partnership.
- Developing businesses and organisations with the greatest potential for growth, innovation, and training and employment outcomes.
- Building enduring and productive relationships through targeted engagement and consistently delivering value.

The Impact

- SA is globally recognised and is a trusted and reliable partner.
- SA has a highly skilled workforce and a more balanced demographic profile which strengthens the state's economic and social standing.
- Regions in SA are sustainable and prosperous.
- Businesses and industry are more resilient, with increased revenue, profitability and innovation.
- New income and investment flow into both the state and the nation.
- SA attracts more international students, large-scale businesses, and capital, enhancing global recognition and economic growth.



OUR STRATEGIES



Identify and work with the businesses that will drive productivity, and create growth, jobs and exports.

Our Focus

- Strategically targeting partners in high growth and emerging sectors or industries.
- Drivers of productivity and economic growth in high growth and emerging sectors or industries.
- Targeting delivery partners leading and navigating technology adoption and scaling to drive business transformation.
- Leveraging our networks and partnerships to help businesses drive productivity, growth, export.
- Connecting businesses to innovation and development opportunities and services to facilitate growth.

The Impact

- More career opportunities and higher value jobs are created and exist.
- SA businesses are global leaders in their field and supporting global supply chains.
- There are sustainable and high-quality education and training providers in SA.
- There is a skills and workforce participation uplift in the SA economy.
- There is increased business investment in R&D in SA.
- There are more medium sized businesses continuing to operate in SA.
- SA's share of national export increases.





Develop necessary industrial and workforce capability to increase productivity, participation, and knowledge intensive, value-added activity in SA.

Our Focus

- Commercialisation outcomes through connection of R&I with government, industry, education sectors.
- Targeting strategic investments in industrial and workforce capability.
- Skills investment planning to target skills aligned to strategic economic priorities, and cohorts who experience low workforce participation.
- Targeting industries that have competitive advantage.
- Targeting specific investors or finance for specific industries/opportunities across more diverse markets.
- Our investment approach is strategic, targeted, ambitious and aligned for maximum impact, across the economic sectors.
- Our skilled migration program responds to industry need.

The Impact

- Manufacturing's share of GSP is increased to 10%.
- SA increases on the economic complexity index.
- SA has increased its value-added exports.
- More research is translated into commercial outcomes.
- SA's proportion of higher skilled workers is increased to at least the national average.
- SA increases its development and retention of a skilled workforce.
- More local opportunities are contributing to major industrial activity (e.g.: AUKUS).
- SA attracts a greater proportion of research funding.





Target strategic opportunities and projects that will have a disproportionate positive impact on the state's economy.

Our Focus

- Strategic opportunities or projects with economic outcomes that have a significant positive impact on SA's economy and community.
- Industry sectors with robust growth strategies and opportunities arising from emerging markets and global trends.
- Influencing Whole of Government (incl. Commonwealth) strategic decision making for opportunities and/or funding in high growth and emerging sectors.
- Allocating and prioritising our resources to the projects that are going to have the most disproportionate positive impact.
- Partnering with industry to have a better understanding of the project, their requirements, and having a bigger impact.

The Impact

- SA's share of the National Economy increases.
- Sustainable growth and prosperity is created for future generations.
- There are more people in well paid, secure work, including an increase of priority cohorts in that workforce.
- SA becomes more resilient to economic shocks, and is well positioned to navigate an insecure world.
- The Australian Government's confidence to invest in SA is increased based on relevance to the national economy.





Government
of South Australia

Department of
State Development