

## Department of the Premier and Cabinet

After seeing the unique graphic concept that On Creative devised for the SA Department of the Premier and Cabinet’s Economic Priorities Booklet, the Department realised that the simple picture-frame graphic had extraordinary ability to expand across a much greater variety of applications, allowing different pieces of communication to be linked in a singularly recognisable manner.

The consistent graphic of the frames – itself inspired by the South Australia branding – was adapted into press advertising, info-graphics, websites, and prospectus documents showcasing South Australia to various countries.

From there, it was also taken on for tactical purposes such as the France/South Australia Partnership, reflecting its easy customisation and far-reaching flexibility.

Campaign platform

# South Australia’s **ECONOMIC PRIORITIES**

Best place to do **BUSINESS** Adelaide, the heart of the **VIBRANT** state

Economic Priorities graphic framework



Policy overview document

Advertising, design, building meaningful brands.

## Department of the Premier and Cabinet



France/South Australia Prospectus



France/South Australia Prospectus Responsive Website

Advertising, design, building meaningful brands.

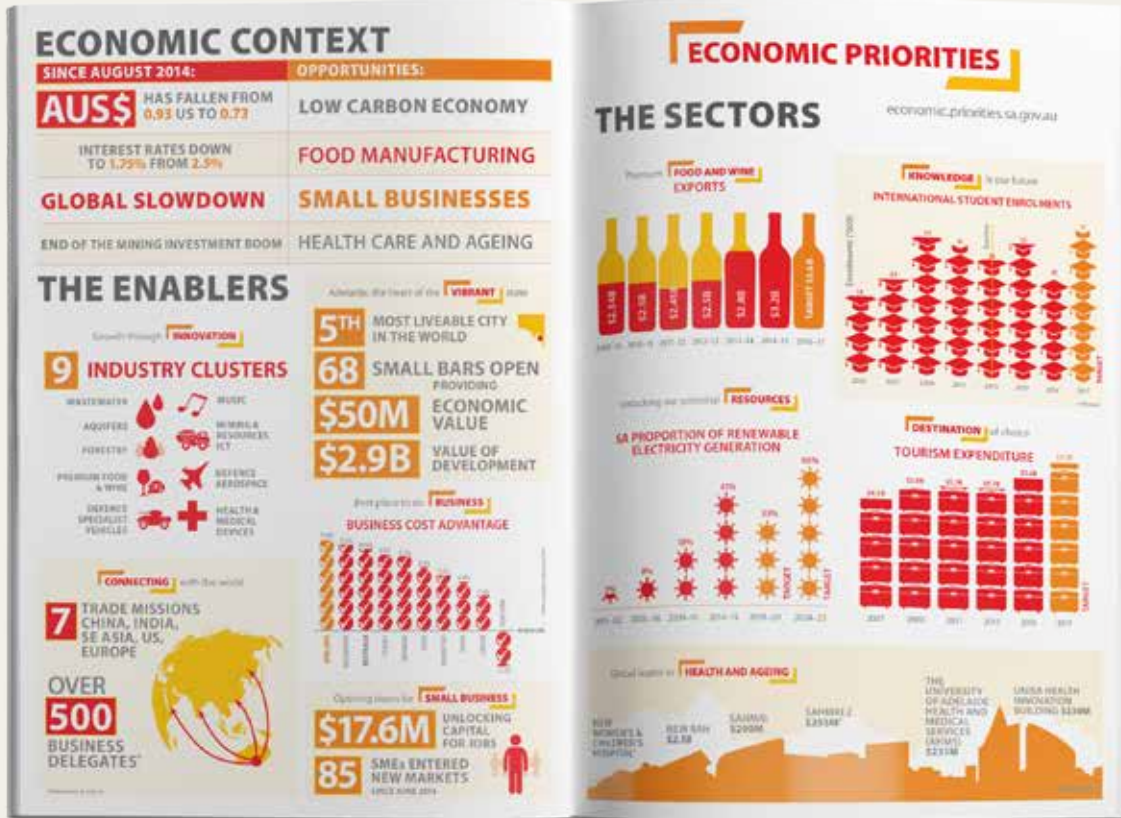
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South Australia Prospectus, translated into multiple languages.

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Infographics

Growth through **INNOVATION**

Innovation is central for the transition to South Australia's new economy with nine innovation clusters supporting key sectors. A review of our economic priorities confirms exports of sophisticated manufactures increased by \$203 million to \$4.23 billion in 2014-15.

**9 INDUSTRY CLUSTERS**

- WASTEWATER, AQUIFERS, FORESTRY, PREMIUM FOOD & WINE, DEFENCE SPECIALIST VEHICLES
- MUSIC, MINING & RESOURCES IOT, DEFENCE AEROSPACE, HEALTH & MEDICAL DEVICES

Department of State Development/Department of Premier and Cabinet Trade Database

**SOUTH AUSTRALIA** Government of South Australia

To find out more about our economic priorities go to: [economic.priorities.sa.gov.au](http://economic.priorities.sa.gov.au)

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Press ads

Premium **FOOD AND WINE**

South Australia is home to some of the world's premium food and wine regions with one in five workers employed through the sector's supply chain. A review of our economic priorities confirms early achievement of our 2016/7 \$3.2 billion food and wine export target, and we are now increasing it to \$3.6 billion.

Differentiated and processed food and wine grew by \$425 million over the last financial year to \$3.2 billion.

**ABS Trade Data, PIRSA Scorecard Categories**

Year	Exports (\$B)
2009-10	\$2.6B
2010-11	\$2.5B
2011-12	\$2.5B
2012-13	\$2.5B
2013-14	\$2.8B
2014-15	\$3.2B
2016-17	TARGET \$3.2B

**SOUTH AUSTRALIA** Government of South Australia

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