



Port Augusta Prospectus



Regional
Development
Australia
FAR NORTH

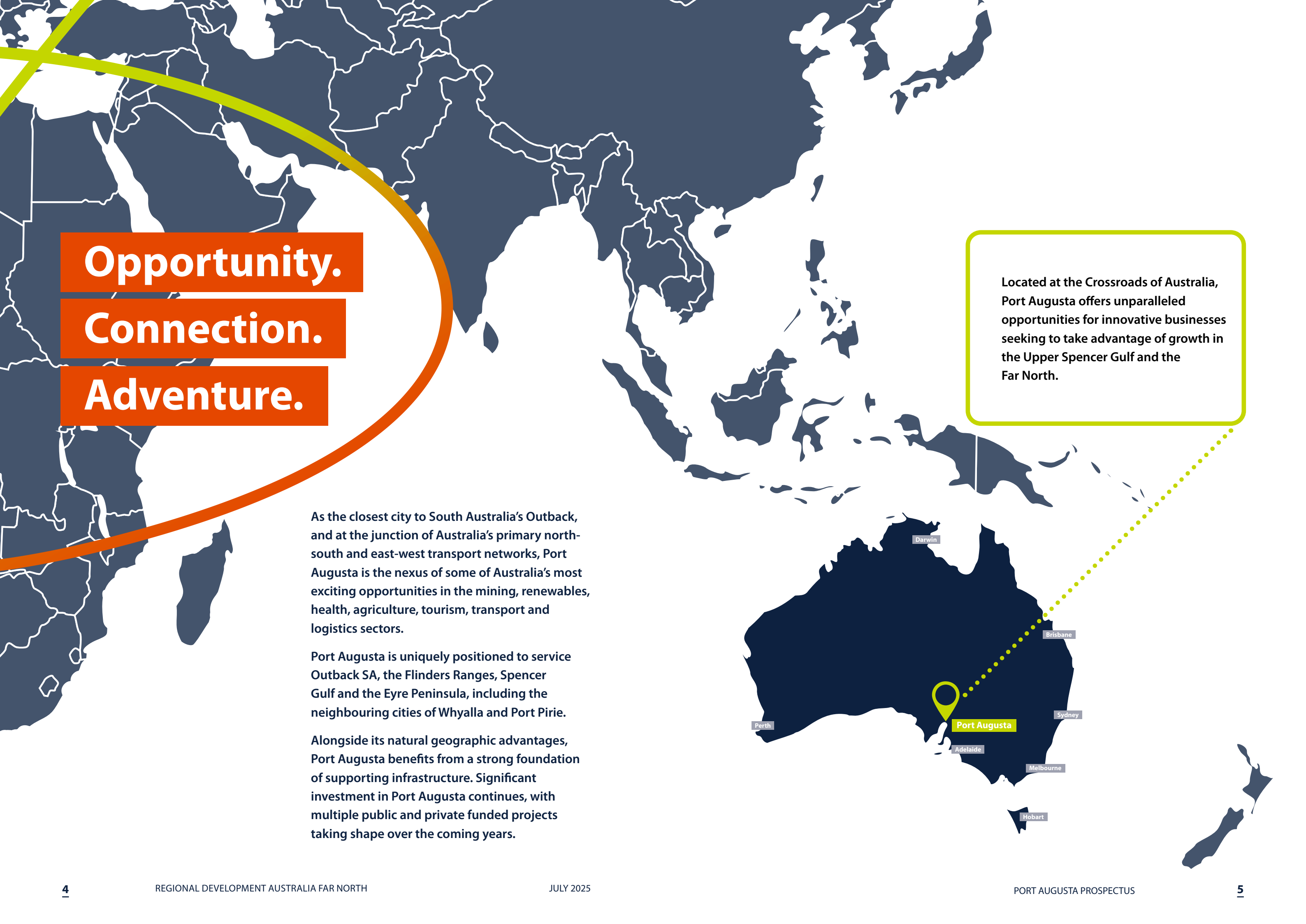


Port Augusta
CITY COUNCIL

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“Port Augusta is at the nexus of growth and opportunity in South Australia.”

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Opportunity.

Connection.

Adventure.

Located at the Crossroads of Australia, Port Augusta offers unparalleled opportunities for innovative businesses seeking to take advantage of growth in the Upper Spencer Gulf and the Far North.

As the closest city to South Australia's Outback, and at the junction of Australia's primary north-south and east-west transport networks, Port Augusta is the nexus of some of Australia's most exciting opportunities in the mining, renewables, health, agriculture, tourism, transport and logistics sectors.

Port Augusta is uniquely positioned to service Outback SA, the Flinders Ranges, Spencer Gulf and the Eyre Peninsula, including the neighbouring cities of Whyalla and Port Pirie.

Alongside its natural geographic advantages, Port Augusta benefits from a strong foundation of supporting infrastructure. Significant investment in Port Augusta continues, with multiple public and private funded projects taking shape over the coming years.



Port Augusta the heart of South Australia's rural and remote health services

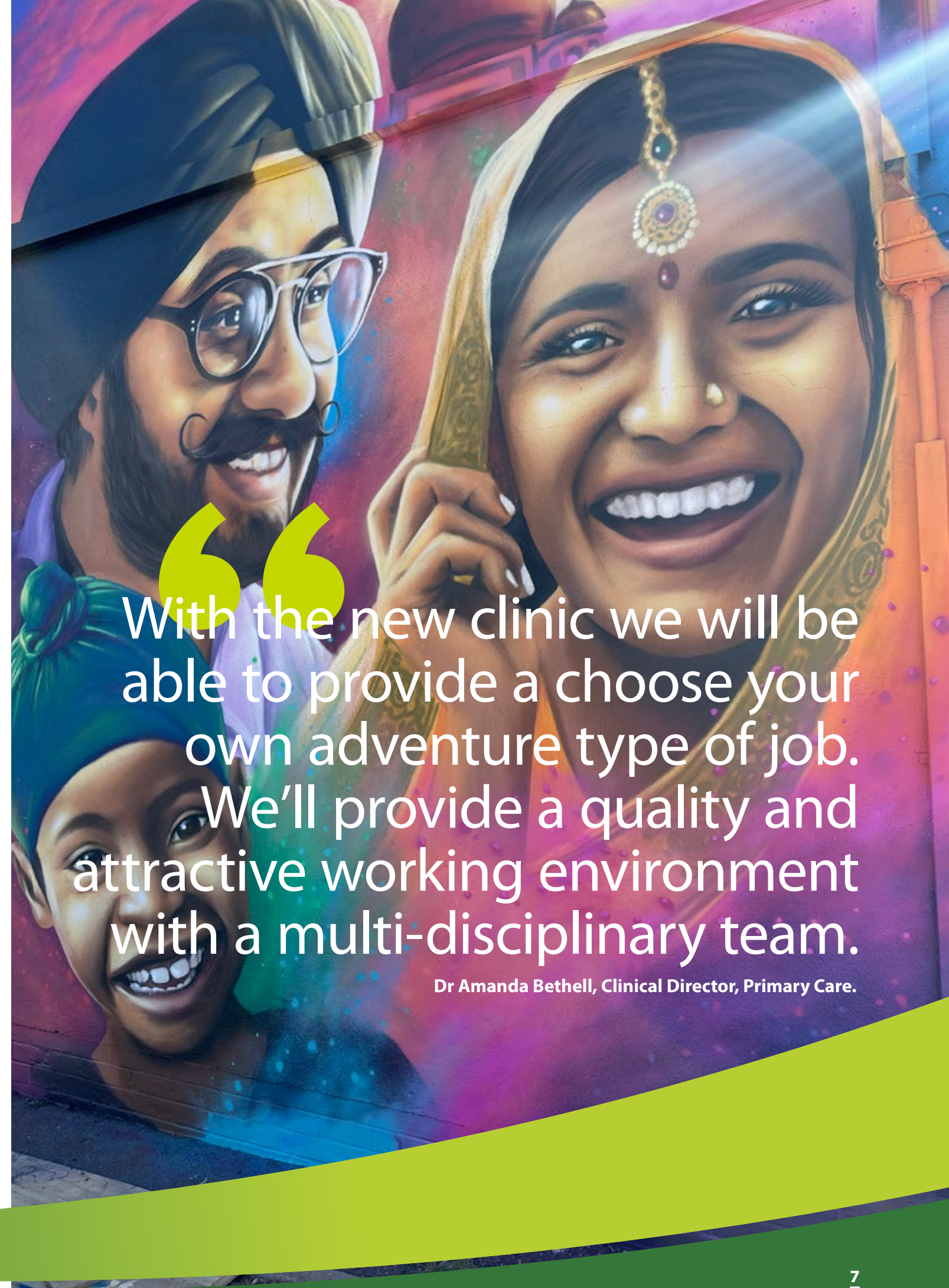


The Royal Flying Doctor Service (RFDS) boasts a state-of-the-art Operations Communications Centre located at Port Augusta, which serves as the headquarters for their Primary Health Care Service, servicing a vast area of 840,000 square kilometres.

In 2023, the RFDS chose Port Augusta as the home of Australia's first integrated Outback centre for health, research and education, providing exciting and diverse employment opportunities across a wide range of technical professions.

The new Outback centre for health, research and education, will lead the future for rural and remote health care and education across the nation. The \$21 million centre in Port Augusta, will provide:

- increased access to multi-disciplinary primary health care for the local community and for more than 1,600 existing RFDS patients who live remotely and visit Port Augusta regularly
- a clinic to support up to 25,000 patient consultations every year spanning General Practice, mental health, occupational therapy, chronic disease management, Aboriginal health, digital health, and oral health, and
- an education and training base, offering placements for Medical, Nursing and Allied Health students in partnership with education partners.



“With the new clinic we will be able to provide a choose your own adventure type of job. We'll provide a quality and attractive working environment with a multi-disciplinary team.”

Dr Amanda Bethell, Clinical Director, Primary Care.

Port Augusta

The smart place to invest

Location, lifestyle and capacity to grow

Port Augusta is the smart place to invest with its natural geographic advantages, location at the heart of multiple growing markets and industry sectors, strong investment in supporting infrastructure, and significant capacity to grow.

- ✓ Located at the Crossroads of Australia, offering unparalleled access to clients, business partners, major planned projects, logistics and supply chains.
- ✓ A regional hub and gateway to the mining, agriculture, health, renewables, defence and tourism sectors.
- ✓ Abundant fishing, boating, and water-based lifestyle opportunities in the Spencer Gulf.
- ✓ Extensive and ongoing investment in infrastructure, including fibre-to-the-premises, high-speed connections, highway upgrades, utilities and social services.
- ✓ An adventurous lifestyle where the Outback Meets The Sea.
- ✓ Access to a range of educational opportunities including public and private schools, vocational training and university degrees.
- ✓ A choice of cost effective and development-ready land options for new enterprises, with the space and support to grow.
- ✓ Located between the cities of Port Pirie and Whyalla, with the capacity to build partnerships across all three cities
- ✓ A range of business support services that include training, education, business resources and networking.



Innovation

Resilient and diverse

Port Augusta has a diverse economy that has proven to be innovative, resilient and adaptive to change over time.

Founded as a seaport hub for the pastoral industry, Port Augusta's economy evolved into a major rail hub with the construction of the Great Northern Railway, before becoming a key service centre for the mining sector and a generator of power for the State.

With the development of the renewable energy, health and social services, tourism and education sectors, Port Augusta's economy is now more diverse than ever before.



Renewable energy



Health and social services



Mining and mining support services



Agriculture and agri-business



Tourism and hospitality



Public safety and administration



Recreation, sport and leisure



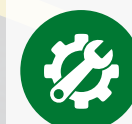
Professional services



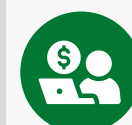
Transport and logistics



Education and training



Engineering, manufacturing and construction



Retail trade

Entrepreneurial spirit

Port Augusta's business community is innovative and entrepreneurial. It has a can-do attitude and history and experience in establishing partnerships, networks and support structures that help attract and grow enterprises.

Port Augusta's business community collaborates to foster training and career development opportunities that help attract and maintain a skilled workforce.

Some of Port Augusta's training, networking and support structures include:

- Conferences, career shows and trade expos, including the popular TACTIC Conference and Trade Expo.
- Business Port Augusta, providing a voice and networking opportunities for businesses.
- Uni Hub Spencer Gulf, which provides access to mentoring and university courses for the residents of Port Augusta.
- TAFE SA, providing vocational education and training in automotive, carpentry, electrical and renewable energy, education and childcare.
- The brand-new Port Augusta Technical College, providing pathways to apprenticeships, vocational training and employment.
- Access to business support services, assistance and programs.
- Advocacy via the Spencer Gulf Cities partnership, providing a strong, united voice for the Upper Spencer Gulf and partnerships across the three cities of Port Augusta, Port Pirie and Whyalla.



Location

A logical base for regional operations

Port Augusta's natural geographic advantages and connections means that it has always served as a significant regional hub, supporting various industry sectors across Outback SA, Flinders Ranges, Eyre Peninsula, Far North and Mid North.

Port Augusta is the logical base for regional industries providing goods or services to regional and remote South Australia in the mining, health and social services, agriculture, renewables and power transmission, tourism, defence, education and logistics sectors.

Some of the existing regional operations and strategic regional advantages are listed below.

- The closest regional city to nearly all of South Australia's mineral resources.
- Base for regional FIFO operations and support services for South Australia's mining sector.
- Equally located between the cities of Whyalla and Port Pirie, perfect for operations that service all three.
- A strong and growing base for health, allied health and social services for South Australia and beyond.
- Home of the Royal Flying Doctor Service Central Operations, which services South Australia, the Northern Territory and the Sunraysia region of Victoria.
- Intermodal operations coordinating road, rail, sea and air movement of goods and services.
- Starting point for Outback tourism adventures including supplies, fuel, accommodation, tours and support services.
- Home of the School of the Air.
- Centrally located in the S5 Renewable Energy Zone and at the heart of northern South Australia's power transmission network in one of the sunniest places on earth.
- Located close to Defence assets and the Cultana Training Area.

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Located at the heart of the S5 Renewable Energy Zone and in one of the sunniest places on earth.

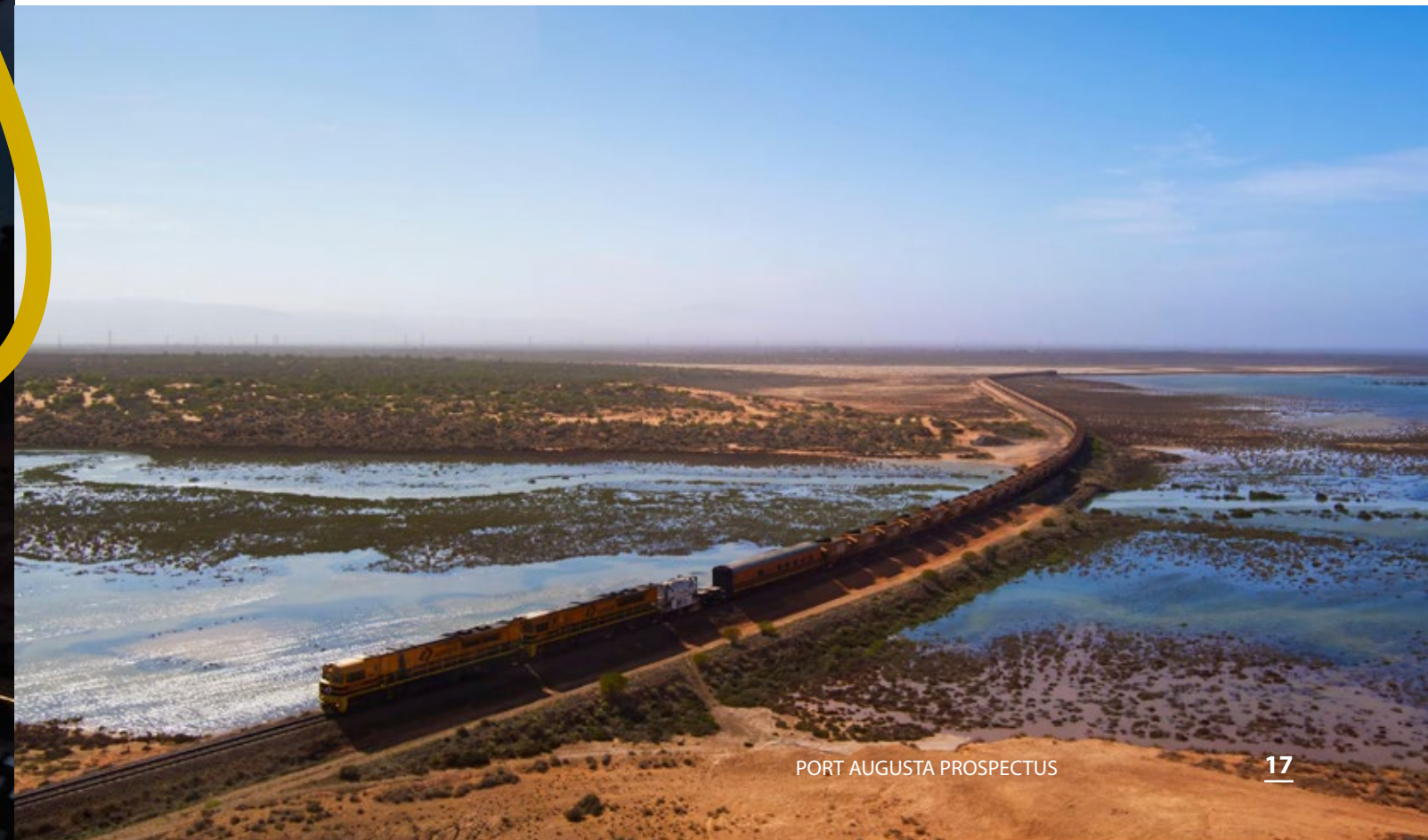




Strategically connected

There is a reason Port Augusta is known as the Crossroads of Australia. Nearly all of the road and rail transport across southern Australia passes through the city, connecting Sydney, Melbourne and Adelaide to Perth and Darwin.

- Direct connections to Adelaide, Perth, Melbourne and Sydney via the National Highway.
- Spencer Junction, the intersection of the Sydney-Brisbane-Adelaide and Melbourne-Perth-Adelaide-Darwin transcontinental rail network.
- Standard gauge rail yard and hard stand intermodal facility.
- Bus and passenger vehicle options within the city and connecting services to Adelaide and neighbouring cities.
- Port Paterson sea port.
- Port Augusta airport.



Liveability

Lifestyle and community

Port Augusta's location where the Outback Meets The Sea, together with its blend of cultural richness and community connection makes for a dynamic and active lifestyle that is perfect for families.

With a median house price lower than the State average, residents can also spend less time working and commuting, and more time doing the things they enjoy. Port Augusta's range of education opportunities, recreation, leisure and cultural experiences offer something for everyone.

- Quality public and private schools and access to tertiary education.
- A lifestyle of adventure – fishing, boating and swimming on the coast, and hiking, camping and cultural experiences in the Flinders Ranges and Outback SA.
- A rich indigenous culture and deep connection to the land and traditions.
- Annual Multicultural Festival, showcasing the city's multi-cultural and diverse community.
- Central Oval Community Sporting Hub, catering for various sports, major competitions, and large conferences.
- A central business district and variety of shops, supermarkets and retail outlets.
- A diverse range of dining and café options including barista coffee, local cuisine and international fare.
- Over 60 sporting and recreation clubs.
- Community events, festivals, gallery exhibitions, music concerts, and theatre shows.
- A range of community clubs, social events, programs and support services.
- Regular markets showcasing fresh produce, artisan crafts, and local goods.



A sense of adventure

Port Augusta is the Gateway to the Outback, and the stunning backdrop of the Flinders Ranges provides picturesque landscapes and gives arrivals a sense of adventure and expedition.

There are many reasons why visiting, living, working, and doing business in Port Augusta feels like an adventure:

- On the doorstep of Outback SA, Flinders Ranges and the Birdsville and Strzelecki tracks, picturesque landscapes and opportunities for hiking, camping and adventure.
- A total of 122 kilometres of beautiful coastline at the top of the Spencer Gulf, catering for fishing, boating, swimming and water sports.
- 7.8 kilometres of coastal shared use cycling and walking path.
- Boat launching facilities, yacht club, foreshore, jetty, coastal path, swimming pontoon and State heritage listed wharf.
- Route of the east-west transcontinental Indian Pacific and the Adelaide to Darwin The Ghan tourist rail services, two of the greatest rail journeys in the world.
- Western terminus for the Pichi Richi narrow-gauge heritage railway, which winds through the spectacular Flinders Ranges.
- Visitor experiences such as the Australian Arid Lands Botanic Garden, Yarta Purtli Cultural Centre and Art Gallery, and Wadlata Outback Centre.
- Accommodation options catering to different budgets and preferences for tourists and business visitors alike.
- Home of the Port Augusta Cup horse race.
- The scenic 18-hole Port Augusta Golf Course suitable for golfers of all levels.
- Swimming pool complex, featuring an Olympic-sized pool and amenities for swimmers of all ages.
- Sporting events and fixtures including AFLW pre-season and the 2025 Masters Games.



Growth

Major projects and investments

\$200m Joy Baluch AM Bridge duplication (complete)	\$3.7m Ambulance Centre expansion (complete)	\$40m Port Playford seaport upgrade Port Augusta Technical College
\$15m State heritage listed Port Augusta wharf upgrade	\$1.7m Laurie Wallis Airport runway strengthening	\$125m Hallett Green Cement Transformation Project
	\$1.7m Bunnings Warehouse	Port Augusta CBD Master Plan
\$1m Port Augusta Eastside Foreshore swimming pontoon	Port Augusta Hospital Emergency Upgrade	

Development options and space for growth

Port Augusta, situated at the northern tip of Spencer Gulf, serves as the economic hub and service centre for the Far North – an area of almost 800,000 square kilometres and about 1.2 times the size of France.

The Gross Regional Product for Port Augusta increased by 30.4% between 2016-2021 to \$976.915M and the city is integral to the ongoing economic growth of the Upper Spencer Gulf. Port Augusta boasts a diverse and resilient economy, demonstrating consistent and robust performance across a variety of economic sectors that continue to grow.





Renewables and transmission

Transport and logistics

Mining

Health and social services

Engineering, manufacturing and construction

Food production

Tourism and recreation

“Port Augusta has a diverse and resilient economy, with opportunities across a number of high-performing sectors

Hallett's Green Cement Transformation Project



Craig Cresp, Hallett Group

"The primary reason Hallett chose Port Augusta for this project is the ash dam, which is a legacy from the power station. That's the key piece of the puzzle. But then you couple that with the fact that you're at the crossroads of Australia – both in the road and rail network – then why wouldn't you link all those advantages together. And we can see our project being a catalyst to attract other projects into the region. There'll be jobs in rail logistics, hydrogen – it's a good story and people are looking at the Upper Spencer Gulf as a good place to get into."

The Hallett Green Cement Transformation Project is the most significant carbon reduction innovation project ever contemplated in the Australian cement and concrete industry.

Hallett Group is constructing a sovereign manufacturing capability to process and distribute two streams of Australian generated industrial waste by-products into low carbon green cement products utilising established renewable energy sources. As part of a \$125 million investment, the project will reduce Australian CO₂ emissions by 300,000 tonnes per annum immediately, growing to approximately 1 million tonnes per annum in years to come.

Health and social services

Port Augusta is critical to the efficient and effective operation of health services to regional and remote communities. Investment in Port Augusta's health care facilities and operations includes the RFDS' \$21 million Integrated Primary Health and Education Centre, which is anticipated to lead rural and remote health care and education across Australia, and upgrades to the Port Augusta Emergency Department.

These significant investments in health care will open up new opportunities associated with medical supplies and equipment, allied health care operations, digital health innovations, supporting transportation services, preventative care and wellness enterprises, and research and innovation.



Established hub for the provision of health and social services to regional and remote South Australia



Significant investment in health care services and infrastructure by public and not-for-profit organisations



Locally provided health care education and training opportunities



Geographically positioned to provide services to the Far North, Flinders Ranges, Upper Spencer Gulf, Mid North and Eyre Peninsula

Transport and logistics

From its early days as a seaport supporting the pastoral industry and as a nexus for national rail services, Port Augusta has always been a hub for transport and logistics and its strategic location ensures this will continue into the future.

Future opportunities for Port Augusta include logistics, warehousing, storage and distribution, growth in intermodal capacity, freight and supply chain operations, and maintenance and repair services.



At the Crossroads of Australia and on the A1 National Highway



At the intersection of the Sydney-Brisbane-Adelaide and Melbourne-Perth-Adelaide-Darwin transcontinental rail network



Regional hub for support services to Outback SA and Flinders Ranges



Intermodal capacity and space for growth



Airport and seaport with future plans for upgrades

Mining

Port Augusta is the closest regional city to most of South Australia's mineral resources, which include graphite, copper, uranium, magnetite iron ore and rare earth elements. South Australia is home to 82% of Australia's uranium, 68% of its copper, 67% of its graphite and 26% of its gold deposits (Department of State Development, 2025).

Port Augusta is already a base for regional FIFO operations and support services for South Australia's mining sector. The Port Augusta Airport provides direct flights and secure long-term car parking.

There are major opportunities to further expand Port Augusta's role in supporting the mining sector, particularly in relation to scientific and professional research, exploration services, engineering and surveying, plant and machinery maintenance and management, construction and logistics.

There are significant opportunities to optimise Port Augusta's position at the nexus of multi-modal transport networks to diversify routes to market that build efficiency, capacity and resilience. Planned investment in the Port Playford seaport is a significant element of this future capacity building.



Closest city to most of South Australia's mineral resources



On the A1 National Highway and national rail network with well-maintained connections to key mining areas



Airport providing direct connections to the mining sector



Seaport with future plans for upgrades



Renewables and transmission

Nestled within the Northern SA (S5) Renewable Energy Zone and at the crossroads of Australia, Port Augusta is strategically positioned to take advantage of the National Electricity Market. Much of the road and rail access to several other zones must also travel through Port Augusta.

These factors make Port Augusta the smart location to establish professional support services, logistics hubs, plant and machinery operations, parts manufacturing and repair services, maintenance and electrical engineering services, construction, and ongoing research and development.



One of the sunniest places on earth



Located within the Northern SA (S5) Renewable Energy Zone



Strategic road and rail connections to several other Renewable Energy Zones



At the intersection of power transmission infrastructure for the State



Strategically positioned with access to the National Electricity Market

Engineering, manufacturing and construction

Several industries continue to place a high demand on engineering, manufacturing and construction across the Upper Spencer Gulf, particularly in relation to mining, renewable energy and transmission, civil construction, residential and commercial building construction, the maintenance and repair of plant and machinery and medical equipment.



Located close to high demand industries such as mining and renewables



High demand for housing and commercial construction services



Strategically positioned to provide support to the cities of Whyalla and Port Pirie

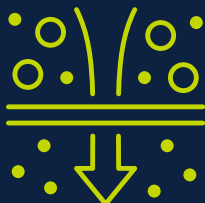
Food production

Port Augusta has long been an important service centre for the pastoral industry and this role continues today by providing a hub for essential services, health care, education, goods and transport and logistic networks for remote agricultural communities.

More recently, the success of horticulture in the region has highlighted the opportunities for innovative and sustainable food production in arid lands and there are significant opportunities associated with agricultural technology and innovation, auxiliary logistics, transportation, packaging services, and further investment in agri-business.



Strategically located as a hub for the Far North pastoral community



Demonstrated success in arid-land farming innovation using solar energy and desalination



Access to road, rail, air and sea transportation networks

Tourism and recreation

The Outback and Flinders tourism region generated a total of \$610 million in visitor spend in 2023. There were 761,000 overnight visitors, 4 million visitor nights, and 577 domestic day trips (Tourism SA, 2025). Tourism in the region supported 510 tourism businesses and 2,100 tourism employees.

As the Gateway to the Outback, Port Augusta is a key service centre for the tourism industry, with over half of all visitors to the Outback SA and Flinders Ranges visiting Port Augusta throughout their stay. A total of 115 tourism businesses were located in the city in 2019 and the city is home to key tourist attractions such as the Wadlata Outback Centre, the Arid Lands Botanic Garden and the fishing and boating opportunities offered by 122 kilometres of coastline.

There are opportunities to capitalise further on the city's role as Gateway to the Outback, particularly in relation to accommodation, food and beverage, entertainment, tours and attractions. In particular, the capacity of the airport to provide a base for tour operators and scenic flights is significant.



Located where the Outback Meets The Sea



Gateway to significant tourist regions including the Flinders Ranges, Outback SA, and Eyre Peninsula



Boat launching facilities, wharf, swimming pontoon and beach areas



Established attractions such as the Wadlata Outback Centre, Pichi Richi Heritage Railway and the Arid Lands Botanic Garden



Airport with capacity to provide expanded scenic flights and a base for Flinders Ranges and Outback tours



A range of accommodation with strong demand and capacity for growth



High visitation rates and strong demand for food and leisure, tours and attractions

“Looking to work, live or invest in regional South Australia? The adventure starts here.”



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Acknowledgement of Country

We acknowledge and respect the Barngala and Nukunu people as the Traditional Custodians of the ancestral lands. We pay respect to all Aboriginal cultural groups and individuals. As it has been in the past, Port Augusta continues to be a meeting place, with members of many different language groups living here.