

# South Australia 南澳大利亚

INVEST. GROW. THRIVE.

投资 增长 繁荣





# A bright future

South Australia is a model for successfully transitioning away from automotive manufacturing towards services, innovation and knowledge-intensive industries.

We've built the precincts and infrastructure that future-focused companies need across, health, advanced manufacturing, computing and innovation:

- 10 Gigabit Adelaide (network speed)
- Adelaide BioMed City
- Lot Fourteen
- Tonsley Innovation District.

Our collaboration with companies like Technicolor, ensure they can access the talented graduates they need to succeed in Adelaide. We are leading in future industries like renewable energy, photonics, NewSpace and machine learning.

Our state has the perfect fusion of people, policies and partners for your company to thrive.

# 光明的未来

南澳大利亚是成功从汽车制造业转向服务业、创新和知识密集型产业的典范。

我们建立了面向未来的园区和基础设施，满足公司在医疗、高级制造业、计算和创新等各方面的需求：

- 10千兆位的阿德莱德（网络速度）
- 阿德莱德生物医学城（BioMed City）
- 14号创新园区（Lot Fourteen）
- 汤斯利（Tonsley）创新区。

我们与特艺集团（Technicolor）等公司合作，确保他们能够招聘到才华横溢的毕业生，帮助其业务在阿德莱德取得成功。我们在未来产业发展方面处于领先地位，如可再生能源、光子学、新太空和机器学习等领域。

南澳实现了人才、政策和合作伙伴的完美融合，具备促进公司蓬勃发展的条件。

## Traditional strengths

- Creative industries
- Education
- Food and beverage
- Health
- Manufacturing
- Mining
- Tourism

## Technology-driven future

- Aerospace
- Advanced manufacturing
- Agtech
- NewSpace
- Digital infrastructure
- Health and medical technology
- Machine learning
- Modelling, simulation and big data
- Renewable energy
- VFX, VR and AR.

## 传统优势

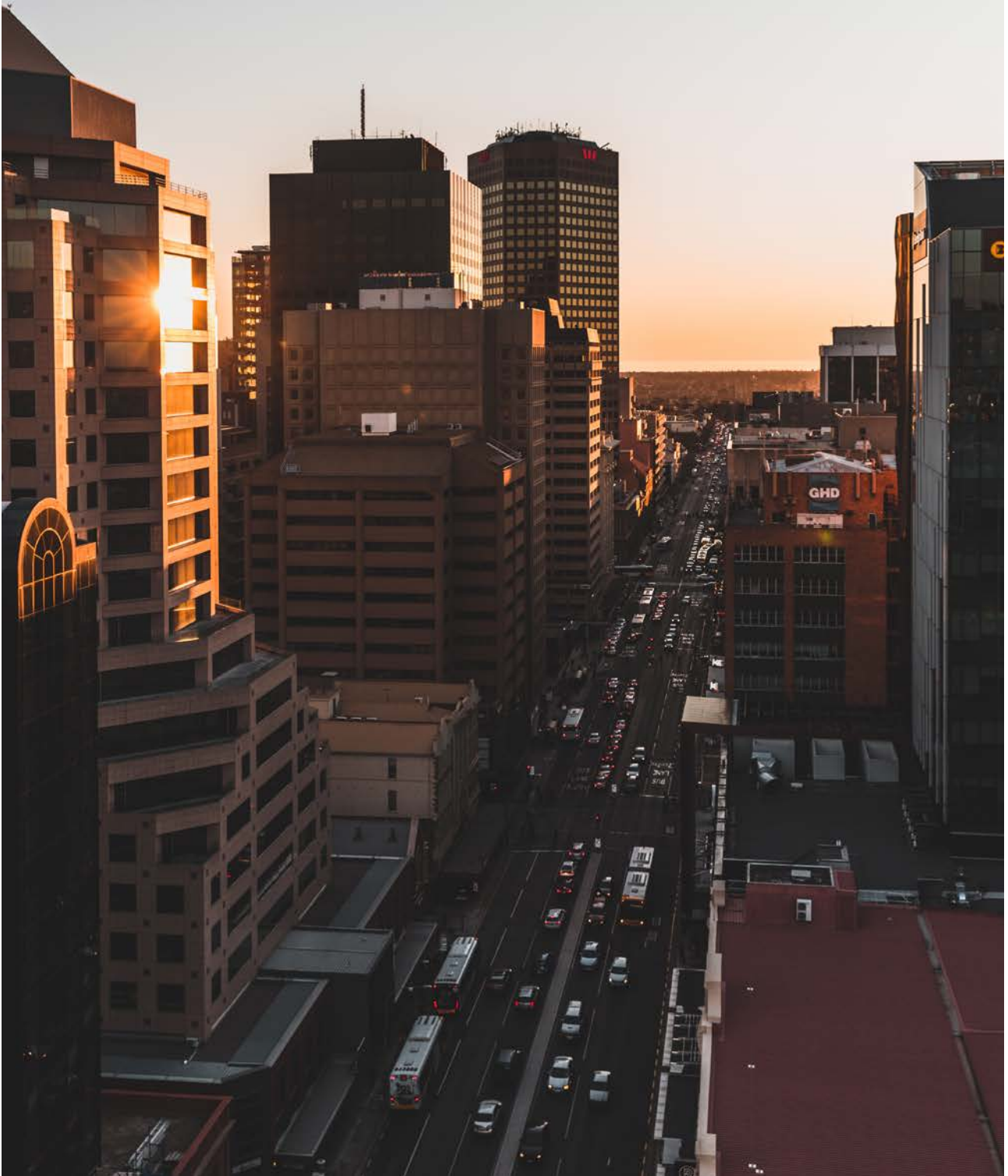
- 创意产业
- 教育
- 食品与饮料
- 健康
- 制造业
- 采矿
- 旅游业

## 技术驱动的未来

- 航空航天
- 高级制造业
- 农业技术
- 新太空
- 数字基础设施
- 健康和医疗技术
- 机器学习
- 建模、模拟和大数据
- 再生能源
- VFX、VR和AR。

**Labour costs  
10.8% below  
the Australian  
average**

**劳动力成本  
比澳大利亚平均  
水平低10.8%**



# Better for your business

South Australia offers you a highly competitive environment and an enviable ease of doing business.

Full-time private sector labour costs in South Australia are 10.8 per cent below the Australian average, making our state a great place to expand your workforce. Adelaide continues to be one of the most cost-competitive markets for setting up business and leasing office space, and the regions are even more affordable.

A new Industry Assistance Framework is available to support proposals that have broad benefits for an industry sector or a number of businesses. Three main funds include:

- \$100 million **Economic and Business Growth Fund**
- \$150 million **Regional Growth Fund**
- \$27.9 million **Research, Commercialisation and Start Up Fund.**

Adelaide is ideally placed for your business to access not only the Australian market but also the fast-growing markets of China, India and South East Asia.

## 更有利于企业发展

南澳大利亚一方面拥有极具竞争力的环境, 另一方面又提供了令人羡慕的经商便利性。

南澳大利亚的私营部门全职劳动力成本比澳大利亚平均水平低10.8%, 非常有利于企业壮大员工队伍。阿德莱德仍然是建立企业和租赁办公空间的最具成本竞争力的市场, 而且在南澳偏远地区的费用更加低廉。

南澳建立了一个新的产业援助框架, 可用于资助为某个产业部门或多家企业带来广泛利益的商业提案。主要包括以下三项政府基金:

- 1亿澳元的**经济和商业增长基金**
- 1.5亿澳元的**偏远地区增长基金**
- 2790万澳元的**研究、商业化和初创基金。**

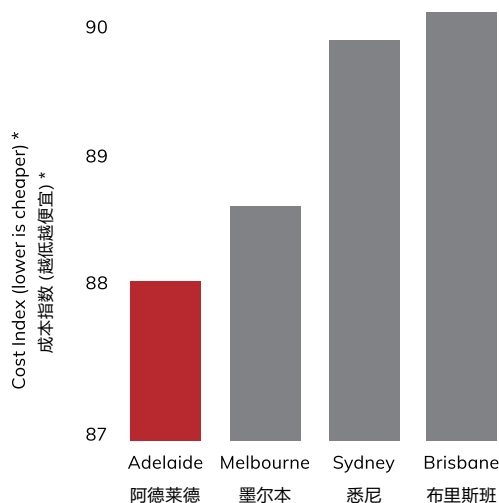
阿德莱德地理位置优越, 使企业不仅可以进入澳洲市场, 还可以进入中国、印度和东南亚等快速增长的市场。

## We're more cost-effective 南澳更具成本效益

\* Business costs are expressed as a percentage index, with the United States being assigned a baseline index of 100.

\* 商业成本以百分比指数表示, 美国的基线指数为100。

Source: KPMG 2016  
资料来源: 《毕马威2016年报告》



**Note:** Unless otherwise stated, all figures are quoted in Australian dollars.

**注:** 除非另有说明, 否则所有数字均为澳元。



**We offer  
a 10%  
uncapped  
PDV rebate  
for VFX**

为视觉特效  
(VFX) 提供  
10%的后期、数字  
和视效 (PDV) 返  
款, 额度无上限

## Our strengths

- VFX and animation
- Games
- AR, VR and MR.

## 我们的优势

- 视觉特效 (VFX) 与动画制作
- 游戏
- AR、VR和MR。

# Creative industries

A culture of creativity and innovation is helping to generate new enterprises and bring leading companies to South Australia.

In the visual effects sector (VFX) we are home to world-renowned production houses of Mill Films (Technicolor) and Rising Sun Pictures. To support the growth of this industry South Australia offers you a 10 per cent uncapped PDV rebate for VFX work undertaken in our state. When combined with the Federal Government's PDV incentive this equates to a 40 per cent rebate.

There is also a growing independent games industry with Odd Games, Mighty Kingdom, Team Cherry and Team Fractal Alligator having an international impact in mobile and PC gaming. Monkeystack, a leader in serious games, is currently expanding across Australia from its Adelaide headquarters.

Adelaide is also home to a growing augmented, virtual and mixed reality ecosystem, including the development of augmented reality applications by global defence company SAAB Australia, Microsoft's first Australian enterprise partner for its HoloLens augmented/mixed reality technology.

## 创意产业

创意和创新文化有助于激励新企业的创立, 并将知名公司吸引到南澳来。

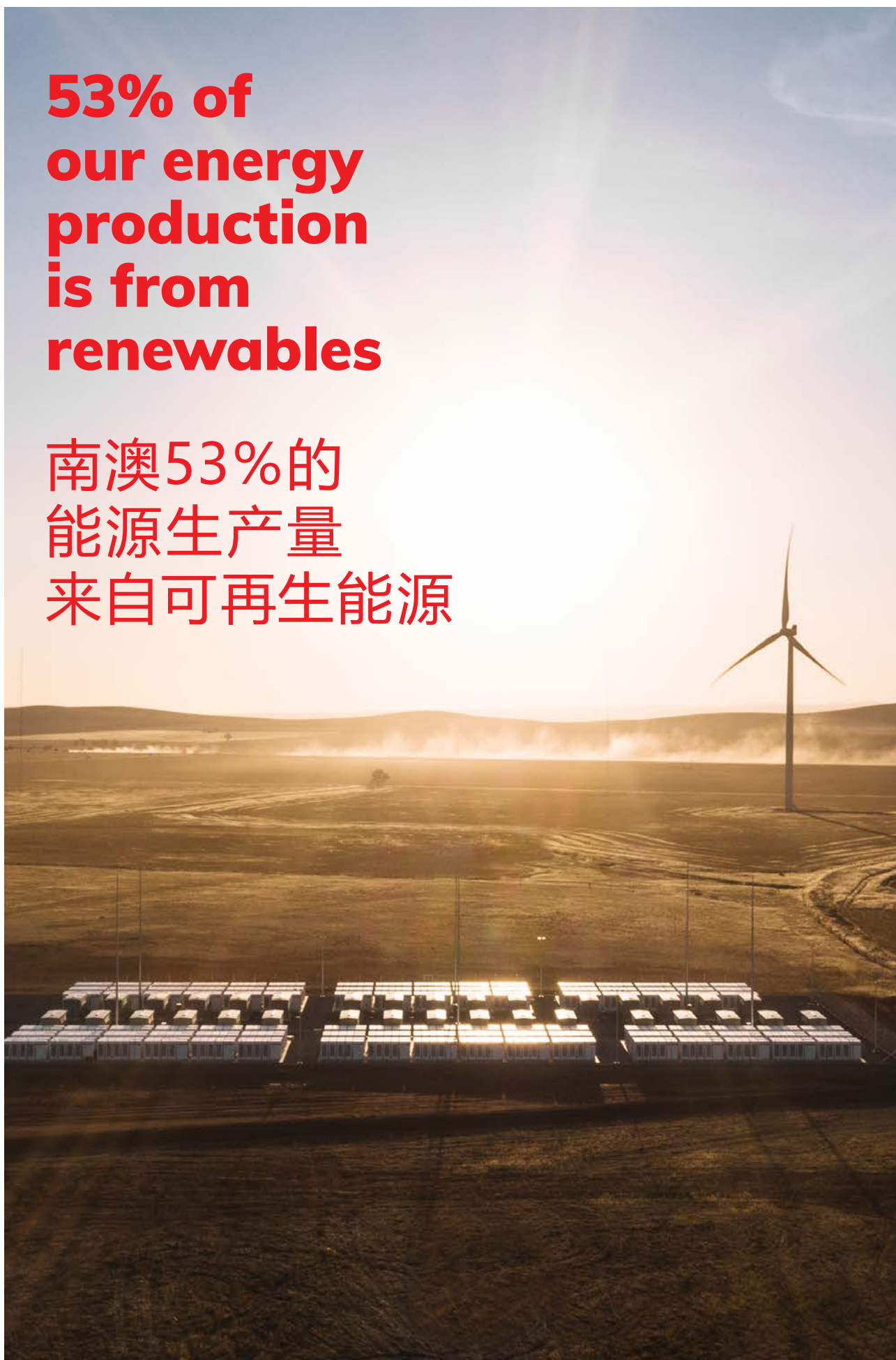
在视觉特效领域 (VFX), 这里有世界著名的米尔影业 (Mill Films) (特艺集团) 和旭日影业 (Rising Sun Pictures)。为了支持影视行业的发展, 南澳政府为在南澳开展的视觉特效工作提供10%的后期、数字、视效 (PDV) 返款, 额度无上限。再加上联邦政府的PDV激励返款, 共相当于40%的返款。

南澳的独立游戏产业也在不断发展, Odd Games、Mighty Kingdom、Team Cherry和Team Fractal Alligator等公司在手游和PC游戏领域均具有国际影响力。Monkeystack是严肃游戏的领先者, 其总部就设在阿德莱德, 目前正在全澳扩展业务。

另外, 阿德莱德的增强虚拟和混合现实生态系统也在不断增长, 包括全球国防制造企业澳洲萨博 (SAAB) 公司开发的增强现实应用程序, 该公司是微软首个澳大利亚HoloLens增强/混合现实技术合作伙伴。

**53% of  
our energy  
production  
is from  
renewables**

**南澳53%的  
能源生产量  
来自可再生能源**



## Our strengths

- Resources
- Renewables
- Hydrogen
- Clean water technology.

## 我们的优势

- 资源
- 可再生能源
- 氢气
- 清洁水技术。

# Energy and minerals

Blessed with rich natural assets headlined by significant deposits of copper, gold, iron ore, graphite, and petroleum, South Australia is broadening its energy sector into batteries, thermal storage, hydrogen storage and pumped water storage in disused mine pits.

South Australia is leading the nation in the uptake of renewable energy. Currently, 53 per cent of our energy production comes from renewable sources. This commitment to clean energy has resulted in more than \$7 billion invested in renewable energy projects.

We've become a leader in home battery development on the back of the South Australian Government's Home Battery Scheme – which has resulted in investments from leading global solar and home battery developers including sonnen and Eguana Technologies.

South Australia has also become a world-leader in water treatment and reuse technologies.

## 能源和矿物

南澳拥有丰富的自然资产，铜、金、铁矿石、石墨和石油储量都非常惊人。南澳正在扩展能源部门，发展蓄电池、蓄热、氢气储存和废弃矿坑泵水蓄水。

南澳的可再生能源发展规模领先全澳。目前，我们的能源生产有53%来自可再生能源。由于我们致力于发展清洁能源，已经吸引了70亿澳元投资于可再生能源项目。

在南澳政府家用蓄电池计划的支持下，我们已成为世界家用蓄电池开发的佼佼者——吸引了全球知名太阳能和家用蓄电池开发公司前来投资，包括sonnen和Eguana 技术等公司。

南澳在水处理和再利用技术领域的也达到了世界领先地位。

**South Australia  
produces 80%  
of the nation's  
premium wine  
exports**

南澳生产的  
葡萄酒占  
澳洲高档葡萄酒  
出口总量的80%



## Our strengths

- Premium wine
- Premium fresh food
- Value-added food
- Agtech.

## 我们的优势

- 高档葡萄酒
- 优质新鲜食品
- 附加价值食品
- 农业技术。

# Food and agribusiness

South Australia's clean, green food and beverages and our commitment to innovation is attracting investment interest from international food and beverage companies seeking global expansion.

South Australia is a leading agricultural region producing premium quality food and wine for global consumers. We produce more than 65 per cent of Australia's wine exports, including 80 per cent of the nation's premium wine and 19 per cent of Australia's wheat, barley and canola.

With a reputation for producing high quality produce and experience at value-adding through one of the world's best wine industries, South Australia has the know-how and clean green produce to feed demand for differentiated food from Asia and other global markets.

South Australia's entrepreneurial ecosystem has seen the development of innovative agricultural technology (agtech) products that are adding value to the food sector right around the world.

## 食品和农业 综合企业

南澳大利亚出产清洁绿色的食品和饮料, 加上我们对创新的投入, 吸引了众多力求实现全球发展的国际食品和饮料公司前来投资。

南澳大利亚是一个领先的农业产区, 生产优质的食品和葡萄酒, 出口到世界各地。我州生产的葡萄酒占澳大利亚葡萄酒出口总量的65%以上, 高档葡萄酒出口总量的80%, 小麦、大麦和油菜籽的出口量占全国出口总量的19%。

南澳出产的农产品以其质优而著称, 这里的葡萄酒产业世界一流, 为本地区带来了可观的附加价值。南澳拥有相关的专业知识和清洁绿色的产品, 可以满足亚洲和其他全球市场的差异化食品需求。

南澳的创业生态系统推动了创新农业技术 (agtech) 产品的开发, 正在为全世界的食品部门增加价值。

An aerial photograph of Adelaide BioMed City at sunset. The image shows a large, modern, circular building with a textured facade, surrounded by other buildings and green spaces. The sun is low on the horizon, casting a warm, golden glow over the entire scene. The text "Adelaide BioMed City supports 2,000 biomedical researchers" is overlaid in white on the bottom left.

**Adelaide  
BioMed City  
supports 2,000  
biomedical  
researchers**

**阿德莱德生物  
医学城，容纳  
2000位生物  
医学研究人员**

## Our strengths

- Medtech and digital health
- Pharmaceuticals and biotech
- Nutraceuticals and Chinese medicine.

## 我们的优势

- 医疗技术和数字健康
- 制药和生物技术
- 营养保健品与中药。

# Health and medical sciences

Adelaide is the ideal location for life sciences research and investment with a focus on pharmaceuticals, medical devices, clinical trials, nutraceuticals and digital healthcare.

Global health companies are now choosing Adelaide as their destination for research and development, with companies able to access up to 43.5 per cent cashback for clinical trials, analytics, study drug manufacture, and prototype manufacture.

Adelaide is fast developing a reputation as a hub for medical innovation thanks to its diverse ecosystem of health and life science research and development.

Adelaide BioMed City provides the centrepiece of this ecosystem brings together research, education, clinical care and business development in one location.


## 健康与医学科学

阿德莱德是理想的生命科学研究和投资地, 专注于发展制药、医疗器械、临床试验、营养保健品和数字医疗保健等产业。

全球的健康公司现在都选择阿德莱德从事研究与开发, 在临床试验、分析、研究药物制造和原型制造等领域, 公司能够获得最高43.5%的现金返还。

阿德莱德拥有多样化的健康与生命科学研发的生态系统, 正在快速建立起其医疗创新中心的声誉。

阿德莱德生物医学城集研究、教育、临床护理和商业发展为一身, 是这个生态系统的核心区域。



**Ten Gigabit  
Adelaide provides  
a revolutionary  
high-speed, high-  
performance fibre  
optic data network**

10千兆位的  
阿德莱德，  
提供了革命性的  
高速、高性能  
光纤数据网络

## Our strengths

- Automation
- AI and data
- Cyber security.

## 我们的优势

- 自动化
- AI和数据
- 网络安全。

# High technology

South Australia has a deep automotive and defence manufacturing history which is providing a solid platform for new and existing manufacturers to transition into more advanced industries including automation, defence, photonics and frontier materials.

Adelaide also offers you a sophisticated ecosystem for cyber security development. We are Australia's centre for cyber security and defence technology research and the headquarters of Australia's cyber and electronic capabilities and research programs.

Adelaide researchers are leading the way in using data analytics to shape future planning decisions, with the city being home to the Australian Institute for Machine Learning at Lot Fourteen.

Adelaide's growing connectivity, including the GigCity Adelaide network, is enabling the export of financial technology services from South Australia. Both the University of Adelaide and University of South Australia also have trading training labs for fintech developments.

## 高科技

南澳拥有较长的汽车和国防制造业历史, 为新的和现有制造商转型提供了坚实的平台, 以过渡到更先进的产业, 包括自动化、国防、光子学和前沿材料。

阿德莱德还提供了成熟的网络安全开发生态系统。南澳是澳大利亚的网络安全和国防技术研究中心, 也是澳大利亚的网络和电子能力与研究计划的总部。

阿德莱德的研究人员在利用数据分析方法制定未来规划决策方面处于行业领先地位, 澳大利亚机器学习研究所即设在阿德莱德的14号创新园区。

阿德莱德的网速也不断提高, 包括阿德莱德GigCity网络在内的高速网络设施, 正在推动南澳的金融技术服务出口。阿德莱德大学和南澳大利亚大学均设有交易培训实验室, 用于金融科技开发。

A man with dark hair, wearing a brown leather jacket over a camouflage t-shirt, is focused on a task. He is standing in a laboratory or workshop, with a large red robotic arm positioned above him. The arm's gripper is holding a small red object. On the table in front of him are several small colored blocks (blue, black, and white). The background is slightly blurred, showing more of the lab environment.

**242%  
increase in  
international  
students  
since 2002**

自2002年以来，  
国际学生  
增加了242%

## Our strengths

- Universities
- Higher education
- Vocational training
- Career outcomes.

## 我们的优势

- 多所大学
- 高等教育
- 职业培训
- 职业发展。

# International education

International education is South Australia's largest services export. Since 2002, there has been a 242 per cent increase in international student enrolments in South Australia to 38,000 in 2018.

South Australia has long been known as Australia's education state with three highly-regarded local public universities and campuses of Carnegie Mellon University and Torrens University Australia, as well as many private specialist training institutions.

With a focus on the industries of the future, South Australia's education system is provides pathways to exciting careers for international students in one of the most liveable and safe cities in the world.

The South Australian Government is committed to growing the international education industry by investing more than ever before and delivering programs and strategies to forge stronger engagement between international students and local businesses to deliver great career outcomes for students.

## 国际教育

国际教育在南澳大利亚最大的出口服务行业。自2002年以来, 南澳的国际学生人数增加了242%, 2018年达到3.8万人。

长期以来, 南澳一直被称为澳大利亚的教育之州, 拥有三所备受推崇的当地公立大学, 还有卡内基梅隆大学和澳大利亚托伦斯大学校区、以及许多私人专业培训机构。

南澳大利亚的教育系统侧重于面向未来产业, 为国际学生开创精彩的职业生涯铺路搭桥, 而且其所在城市阿德莱德是世界上最宜居、最安全的城市之一。

南澳大利亚州政府致力于发展国际教育产业, 投资比以往任何时候都多, 并提供了一些项目和战略, 以更好地加强国际学生与当地企业之间的接触, 为学生带来良好的职业发展机会。

A satellite with large solar panels and a parabolic dish antenna is shown in orbit above the Earth's horizon. The Earth's surface is visible as a curved line with blue oceans and white clouds, set against a dark, star-filled space background. The satellite is positioned in the upper right quadrant of the image.

**Adelaide is home to  
Australia's national  
space agency**

**阿德莱德是  
澳大利亚国家  
宇航局的所在地**

## Our strengths

- Design engineering
- Space mining
- Satellite manufacturing
- Launch.

## 我们的优势

- 设计工程
- 太空采矿
- 卫星制造
- 发射。

# Space industries

We're Australia's space capital, home to the country's national space agency and over 70 space-related organisations working within a wide spectrum of areas.

Inovor Technologies, Sitael and BAE Systems Australia specialise in small satellite development, while companies such as Nova Systems and Neumann Space continue their efforts in the fields of future satellite communication, infrastructure and propulsion technologies.

Southern Launch are advancing in launch facilitation for the delivery of small satellites into polar and sun-synchronous orbit.

Other local success stories Fleet Space Technologies and Myriota have made strides in Internet of Things solutions for industry.


## 航天工业

南澳是澳大利亚的太空之都, 是国家宇航局的所在地, 有70多家与太空有关的机构设在南澳, 涉及的领域非常广泛。

Inovor技术公司、Sitael和澳大利亚BAE系统公司专业从事小型卫星研发, 而Nova系统和纽曼空间等公司则继续致力于未来卫星通信、基础设施和推进技术等领域。

南方发射公司正在改进发射技术, 旨在帮助将小型卫星推送至两极和太阳同步轨道。

其他本地成功案例包括Fleet太空技术公司和Myriota公司, 他们在为产业界提供物联网解决方案方面取得了长足进步。

A person is seen from behind, paddling an orange kayak in clear, shallow blue water. The water is so clear that the sandy bottom and some rocks are visible. In the background, there is a large, forested hill or mountain under a clear sky. The overall scene is peaceful and scenic, representing a typical tourist activity.

**\$8 billion  
tourism industry  
by 2020**

到2020年，  
旅游业将达到  
80亿澳元

# Tourism

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South Australia's tourism industry is experiencing a substantial boost in air and cruise access.

This, together with unprecedented public and private infrastructure spending, will see South Australia realise its full potential as a truly remarkable international destination.

The National Visitor Survey released in 2018 showed the tourism expenditure in South Australia was \$6.8 billion, indicating we are well on our way to achieving the government's goal of \$8 billion by 2020.

The South Australian Tourism Commission works with investors and operators to facilitate sustainable tourism developments and experiences that support our natural environment and build on the state's key strengths.

## 旅游业

随着航班和游轮服务的不断增加,南澳大利亚的旅游业正在蓬勃发展。

此外,南澳在公共和私人基础设施方面进行了前所未有的投资,将充分发挥其潜力,成为一个真正非凡的国际旅游目的地。

2018年发布的全国游客调查显示,在南澳的旅游支出是68亿澳元,这表明,我们正在实现政府制定的到2020年达到80亿澳元的目标。

南澳大利亚旅游局与投资者和运营商合作,以促进可持续的旅游开发和旅游体验,维护我们的自然环境,发挥南澳的主要优势。

**In the top 10  
most liveable  
cities in  
the world**

**位居世界  
最宜居城市  
前10名**



# Lifestyle

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Adelaide's great destination appeal continues to draw global praise, rated as Australia's safest capital city and consistently ranked in the top 10 most liveable cities in the world.

It's a place where people can afford to do more with their money, having been ranked as the most affordable city to live in Australia by Mercer in their global Cost of Living Survey.

Thousands of miles of pristine white beaches, hundreds of festivals, a great climate for outdoor lifestyles, rolling hills, vineyards, ancient mountain ranges, and outback deserts all make South Australia an experience to savour.

With warm, sunny summers and mild winters, stunning beaches and picturesque hills, South Australia offers a relaxed lifestyle. On weekends, it takes 20 minutes to travel from the city to the metropolitan beaches or the Adelaide Hills.

## 生活方式

阿德莱德作为绝佳旅游目的地, 魅力无穷, 不断获得全球赞誉, 被评为澳大利亚最安全的首府城市, 而且连续多年保持着世界最宜居城市前十位的地位。

在这里, 人们用同样的资金, 可以做更多的事情。在美世咨询公司《全球生活成本调查》中, 阿德莱德被评为澳大利亚生活成本最低的城市。

数千英里的原始白色海滩、数百个节日、适合户外生活方式的宜人气候、连绵起伏的山峦、大大小小的葡萄园、古老的山脉和内陆沙漠, 这一切, 让南澳成为人们可以尽情享受的地方。

温暖而阳光明媚的夏天和温和舒适的冬天、迷人的海滩和风景如画的山峦, 南澳提供了一种轻松的生活方式。周末, 开车只需20分钟就可以从市区来到都市海滩或阿德莱德山。

## Let's talk

In the first instance,  
we want to understand your  
needs, so please contact:

**The Department for Trade,  
Tourism and Investment**

P: +61 (8) 8303 2400

E: [dtti.reception@sa.gov.au](mailto:dtti.reception@sa.gov.au)

## 联系我们

首先,  
我们想了解您的  
需求, 请联系:

**贸易、旅游与投资部**

电话: +61 (8) 8303 2400

电邮: [dtti.reception@sa.gov.au](mailto:dtti.reception@sa.gov.au)

# SOUTH AUSTRALIA

# 南 澳大利亚

Flinders Ranges  
弗林德斯山脉

Riverland  
河地

Clare Valley  
克莱尔谷

The Barossa  
巴罗莎

**ADELAIDE**  
阿德莱德

Flurieu Peninsula  
菲尔半岛

Murray River,  
Lakes and Coorong  
墨累河、湖和库龙

Limestone Coast  
石灰岩海岸

Eyre Peninsula  
艾尔半岛

Yorke  
Peninsula  
约克半岛

Kangaroo Island  
袋鼠岛



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May 2019

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2019年5月



Government  
of South Australia