

# The Advertiser

SE **Business**

HD **More export success, we've got that licked**

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MANUFACTURERS with the best products directed at the right markets can defy the gloom and score success, the winner of the 2014 South Australian exporter of the Year has proven.

Kelly Engineering, from Booleroo Centre in the state's Mid North, received the accolade yesterday from **Business** SA at a celebration luncheon at the National **Wine** Centre.

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"We build farm machinery – low-volume, high-value products," said managing director Shane Kelly.

"We design, develop, refine, manufacture, market and service the products. "So, it's advanced manufacturing even though it's a low-tech product." Kelly Engineering was founded nearly 30 years ago by Shane's father Peter. The family brought their own farming experience to bear on creating better products.

The **company** took the plunge into exports in 2006 with its first **sale** into the US and this year it sent its 1000th machine to that market.

Kelly Engineering also won the manufacturing award, one of eight categories recognised by **Business** SA.

The award winners were praised by **Business** SA chief executive Nigel McBride for showing innovation, passion and courage to compete on the global stage.

"These people are job makers, not job takers and we need more of them in this state," he said. "They are the future." Mr McBride said it was not easy to run a **business** and it was especially hard to break into becoming an exporter.

"It's tough out there," he said. "This is not a champagne moment but it is an opportunity to say that even in hard times we are growing." Investment and Trade Minister Martin Hamilton-Smith said there were big challenges and opportunities for the South Australian economy.

"As a small state, export growth is, in my view, the single most important driver of economic prosperity," he said.

"To win, SA must become an even more outward-looking economy and begin to think like the major trading powers of Europe, the US and **China**.

"We must focus on increasing our knowledge, innovation and enterprise, bringing it together with entrepreneurship and seed funding venture capital – what I call a cocktail for success." Other winners at the awards included a strong showing from the food industry with Kangaroo Island seafood **company** Ferguson Australia, **dairy firm B**.-d. Farm Paris Creek and Blue Lake Milling acknowledged.

Ferguson Australia managing director Andrew Ferguson said their lobsters were the most expensive in **China** – but also the best quality.

However, he warned supply was an issue because “the State Government has thrown us a grenade with the no-take zones” in marine reforms.

Kelly Engineering’s two awards add to an already bulging trophy cabinet for the **business** which employs about 50 people.

Earlier this year, Kelly won the Ernst and Young central region entrepreneur’s award for technology.

In 2010, it was the SA Telstra **business** of the year and national winner of the Telstra regional **business** award.

Mr Kelly also won a scholarship from the Industry Leaders Fund to advance his managerial skills.

The Kelly chain harrow has been a market leader because it cuts fuel consumption for farmers and reduces the need for chemical control of weeds.

Mr Kelly said sustainability was a key factor for the **business**. It has rainwater collection at Booleroo Centre and through **solar** panels generates more electricity than it uses.

The eight category winners will go forward to the national awards hosted by AusIndustry and the Australian Chamber of Commerce and Industry.

THE WINNERS . . .

**BUSINESS** SA 2014 EXPORT AWARDS Ferguson Australia: Primary Industries and Regions SA Agribusiness Award Patch Theatre **Company**: Channel 7 Creative Industries Award **B**.-d Farm Paris Creek: Efic Environmental Solutions Award Soniclean: National **Wine** Centre Health and Biotechnology Award Avinet: Austrade Information and Com-munications Technology (ICT) Award Kelly Engineering: Department of State Development Manufacturing. StatewideSuper South Australian Exporter of the Year Award Blue Lake Milling: Primary Industries and Regions SA Regional Exporter Award Protect-IT Column Guards:Aus Industry Small **Business** Awards

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