

The right place...at just the right time

The news report in The Advertiser said it all for Ottoway wine bottling and storage company Portavin SA, for whom Port Adelaide's redevelopment has come at an ideal time.

Portavin SA's Managing Director Tony Royal explained how the domestic side of his business would grow with the new expressway and bridges expanding the road and rail transport hub.

"These major pieces of infrastructure will make this whole precinct just fire," Tony said. "We should be able to shuttle a semi-trailer from Ottoway to Outer Harbour in 15 minutes. That's one of the main reasons we have located ourselves here.

"Our aim is to win back to Adelaide some of the three million cases of SA-made wine that is bottled each year in Victoria."

Portavin SA completed its \$11 million contract wine bottling facility in October 2004, which is capable of bottling 2.4 million cases of wine a year, and is already building a second warehouse, two years ahead of plans, to cope with export growth.

"Of particular relevance in the search for a suitable site and premises was the consideration of access to market for our customers," Tony said. "Cost efficient freight, both rail and sea services, is essential to ensure that Portavin SA maintains a capability to offer competitive 'access to market' transport cost options - particularly for export products.

"The proximity of our purpose built 9000m² site to the Port Adelaide Expressway, harbour and rail services provides Portavin SA with a unique competitive advantage. By enabling our customers to get finished goods as close to water and rail as possible, we are able to offer significant cost and time savings for transport of finished goods to market."

Portavin SA is also a fast-growing local employer, currently with around 23 permanent and 15 casual staff, many of whom live locally. This number is expected to increase to 35 and 30 respectively by June 2006.

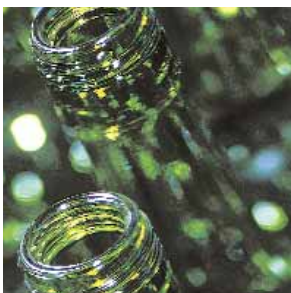
Business Development Manager Karen Ross explained that because Portavin SA had chosen not to locate in a traditional wine growing region, they had to train local workers in new skills – and were doing so in conjunction with the Port Adelaide Training and Development Centre.

"It has enabled us to take on a number of long term unemployed people and migrants, along with local residents and even some employees who have moved into the area to be closer to work," Karen said.

Along with the Port River Expressway and the proposed bridges, there are significant 'drivers of change' that will underpin the future development and upgrading of the Port Centre, including the \$1.2 billion Port Waterfront development and the Navy's \$6 billion shipbuilding contract at Osborne.

"Port Adelaide Enfield Council will work with the South Australian Government and the local community over the next year to develop a detailed design framework for the Port Centre," said Port Adelaide Enfield's Manager Strategic and Corporate Policy, Rosa Galletti.

"This will guide future development through appropriate planning policy changes and enable us to make sure residents get maximum benefits and the sort of community they want."



Right: Tony Royal
Left: bottles; machinery; and
packaging

