

South Australian State Election 2014

February 2014

The South Australian Labor Government was first elected in 2002. Following the 2010 election, Labor secured 48.4 per cent of the two-party preferred vote and 26 of the state’s 47 lower house electoral districts. Now led by the Hon Jay Weatherill MP, Labor is aiming to win a fourth consecutive term at the 2014 election.

The South Australian State Election will be held on March 15 2014. This Election Brief provides an overview of the South Australian electoral system and information about the parties, their leaders and the key issues of the 2014 state election.

On February 15 2014 South Australian Labor announced its election policy plan *Let’s keep building South Australia*. The plan outlines Labor’s policy over a range of areas, including jobs, transport, infrastructure and community safety and builds on the policies announced by the State Government over the past six months as part of its *Building a stronger South Australia* policy platform.

The Hawker Britton Occasional Paper on forthcoming elections is available [here](#).

The Hawker Britton Occasional Paper on Labor’s policy plan, *Let’s keep building South Australia*, is available [here](#).

Current composition	2
House of Assembly.....	2
Legislative Council.....	2
Key seats	2
Party leaders	3
South Australian Labor Party	3
South Australian Liberals	4
Key issues	4
Jobs and auto-manufacturing	4
Labor’s Election Plan	5

Current composition

House of Assembly

In the 2010 state election, of the 47 total lower house seats, the ALP won 26 and the Liberal Party won 18. Three seats were won by independents, Don Pegler (Mount Gambier), Geoff Brock (Frome) and Bob Such (Fisher). The South Australian Greens and the Family First Party hold no seats in the lower House but achieved significant votes in 2010.

A Port Adelaide by-election and a Ramsay by-election were held on 11 February 2012. Labor retained both seats.

Party	Votes	%	Swing	Seats	Change
Liberal Party of Australia	408 482	41.7	+7.7	18	+4
Australian Labor Party	367 480	37.5	-7.8	26	-2
SA Greens	79 535	8.1	+1.6	0	0
Family First Party	52 769	5.4	-0.5	0	0
Nationals SA	10 279	1.0	-1.0	0	-1
Independent	46 108	4.7	+3.3	3	-1
Other	16 016	1.6	-3.3	0	0
Total	980 669			47	
Australian Labor Party		48.4	-8.4	26	-2
Liberal Party of Australia		51.6	+8.4	18	+4

Legislative Council

The ALP currently holds seven upper house seats and the Liberal Party holds seven. The South Australian Greens, the Family First Party, and Xenophon (No Pokies) Party all hold two seats each. Dignity for Disability holds one seat and there is one independent.

Key seats

The Liberal Party needs to gain six seats in the 2014 election in order to form a majority. Following the redistribution conducted since the last state election, the Liberal party requires a notional state-wide 2.6 per cent swing to win government.

The ALP has five seats on margins of less than 2.5 per cent, and eleven seats held by less than 5 per cent. Most of these seats are within the Adelaide and its surrounding suburbs.

Hartley is the most marginal Labor seat in the state, with a margin estimated at 0.1 per cent for the ALP by Antony Green, a cut from 2.4 per cent at the 2010 election.

The other four of the five most marginal seats, Ashford, Bright, Elder and Mitchell, are all located in the southern suburbs of Adelaide. Most of the sitting ALP MPs in these seats are recontesting, except for Patrick Conlon who is stepping down as Member for Elder.

The further six Labor electorates with margins of less than 5 per cent include three in the north-east of Adelaide: Florey, Newland and Wright. The other three are seats are Colton to the west of Adelaide, Mawson at the southern end of Adelaide and Light on the northern fringe of Adelaide.

Labor Marginal Seats		
Seat name	Sitting Member	Margin
Bright	Chloe Fox	-0.1%
Hartley	Grace Portolesi	0.5%
Ashford	Stephanie Key	1.5%
Elder	Pat Conlon	1.7%
Mitchell	Alan Sibbons	2.4%
Newland	Tom Kenyon	2.7%
Florey	Frances Bedford	3.6%
Colton	Paul Caica	3.9%
Light	Tony Piccolo	4.2%
Wright	Jennifer Rankine	4.7%
Mawson	Leon Bignell	4.9%

Liberal Marginal Seats		
Seat name	Sitting Member	Margin
Morialta	John Gardner	2.9%
Adelaide	Rachel Sanderson	3.9%
Norwood	Steven Marshall	4.9%

Independent Seats (v Liberal)		
Seat name	Sitting Member	Margin
Mt Gambier	Don Pegler	0.4%
Frome	Geoff Brock	7.5%
Fisher	Bob Such	16.6%

Party leaders

South Australian Labor Party

Premier the Hon Jay Weatherill MP

Jay Weatherill has represented the electoral district of Cheltenham in the South Australian House of Assembly as a member of the Australian Labor Party since the 2002 election. In late 2011, following the resignation of the Hon Mike Rann MP as Premier, and Jay Weatherill became South Australian Premier.

Jay Weatherill has held a range of portfolios including Environment and Conservation, Aboriginal Affairs and Reconciliation, Minister Assisting the Premier in Cabinet Business and Public Sector Management, Families and Communities, Housing, Ageing, Disability, Urban Development and Planning, Administrative Services, Local Government and Gambling.

Deputy Premier the Hon John Rau MP

John Rau currently serves as Deputy Premier and Attorney-General and holds the ministerial portfolios of planning, industrial relations and business services and consumers. Prior to entering politics, John was a partner at an Adelaide law firm. John served as an Adviser to the Hawke Government from 1985-1988 and has been a Barrister since 1997. John is a former member of the ALP National Executive and has been a member of various Parliamentary Committees.

South Australian Liberals

Steven Marshall MP (Leader)

In January 2013, Isobel Redmond MP was replaced as Leader of the Opposition by Steven Marshall MP. Steven also holds the position of Shadow Minister for Aboriginal Affairs and Reconciliation, the Arts, State Development and Veterans' Affairs. Prior to entering politics, Steven was involved in the manufacturing industry.

Vickie Chapman MP (Deputy Leader)

Vickie Chapman was elected Member for Bragg in 2002. Following the Liberals' defeat in 2006, she was elected to the Leadership and served until a spill in 2009. Vickie was re-elected as Deputy Leader in 2013.

Key issues

Jobs and auto-manufacturing

On 11 December 2013 General Motors Holden announced it would cease production in Australia by the end of 2017. Economic modelling estimates that 13 200 jobs will be lost in South Australia because of GM Holden's closure. This includes the 1 700 workers currently employed by GM Holden, approximately 4 000 workers in the automotive supply chain and approximately 7 500 across the state's economy.

On 21 January 2014 Premier Weatherill released *Our Jobs Plan*, the State Government's response to the closure of General Motors Holden's Elizabeth plant in 2017. The State Government committed \$60 million over four years towards fourteen initiatives within the Plan to assist South Australian workers and industry. These include:

- new training and support for workers;
- Regional Community Building Initiatives;
- restructuring of the South Australian Automotive Industry;
- government assistance for firms to accelerate to advanced manufacturing;
- plans for creating new jobs; and
- government acceleration of planned infrastructure projects.

On 10 February 2014, car-maker Toyota announced that it will stop making cars in Australia in 2017, bringing an end to Australia's car manufacturing sector. It is estimated that the decision will impact around 2 500 Toyota jobs.

In South Australia the decision will directly affect 14 businesses, with about 700 workers. More broadly, the decision will impact hundreds of workers in the supply chains.

On 10 February 2014 Premier Weatherill announced that the South Australian Government's *Our Jobs Plan* had taken into account the likelihood of Toyota closing and argued that the decision makes the implementation of the plan and increased Federal support even more important.

The Hawker Britton Occasional Paper on *Our Jobs Plan* is available [here](#).

The Hawker Britton Occasional Paper on the announcement and background of GM's decision to cease manufacturing operations in Australia is available [here](#).

The Premier's media release following the announcement of Toyota's decision to cease manufacturing in 2017 is available [here](#).

Labor's Election Plan

On 15 February 2014 South Australian Labor released its election plan *Let's keep building South Australia*. The plan details Labor's policies for the next four years of government.

The Hawker Britton Occasional Paper on the plan is available [here](#).

Policies the ALP has highlighted that are of particular interest to business include:

- **Cheaper WorkCover premiums** — the Labor Government has introduced the most significant workers' compensation reform in the past 25 years, predicted to save registered businesses in South Australia around \$180 million per year. Under the scheme, a small business with 10 employees, currently paying around \$12 500 annually on their WorkCover premium, could expect to save about \$5 000. For a larger business with around 200 employees, currently paying around \$300 000 annually, savings could be in excess of \$120 000.
- **Payroll tax relief** — in the 2013–14 State Budget, the Labor Government halved the payroll tax rate for small businesses with a taxable payroll of less than \$1 million, providing a saving of up to \$9 800 per business. Labor will continue the payroll tax rate cut in 2014–15 of 2.45 per cent for taxable payrolls up to \$1 million, with the concession phasing out for payrolls between \$1 million and \$1.2 million.
- **More opportunities to win government work** — the Labor government has created an independent Industry Participation Advocate to help local businesses and industries to win more work. Labor also introduced a requirement that at least one local quote is sought on contracts up to \$220 000. For contracts over \$5 million (or \$3 million in regional areas) and below \$10 million, a local supplier commitment is built in to create more local work. If re-elected, Labor has committed to the gap between these thresholds.
- **Support to innovate and diversify** — Labor has established The South Australian Health and Medical Research Institute, the Mawson Research Institute, the Wine Innovation Cluster, the National Collaborative Research Infrastructure Strategy, the Premier's Science and Research Fund, the Royal Institution Australia (RiAus), Marine Innovation SA and the Australian Centre for Plant Functional Genomics to support investment in science, research and innovation.

- **Microfinance for entrepreneurs** — *Our Jobs Plan* included support for entrepreneurs through a Micro Finance Fund and additional support for ANZ’s Innovyz Program. The Government also partnered with UniSA and HP to create an Innovation and Collaboration Centre at the UniSA City West campus. If re-elected, Labor will build on this further by providing funds to Majoran Distillery to support it to run industry-led skills training programs and build connections between South Australia’s startup community and those around the nation.
- **An entrepreneur on South Australia’s Economic Development Board** — Labor has encouraged entrepreneurs to advise government advising government on the Economic Development, including the Chair of the Economic Development Board, Raymond Spencer. If re-elected, Labor will also appoint a young entrepreneur to the Board who has recently started a successful new business in South Australia.

Further information

The Hawker Britton Occasional Paper on forthcoming elections is available [here](#).

The Hawker Britton Occasional Paper on Labor’s policy plan, *Let’s keep building South Australia*, is available [here](#).