

# EYRE HUB LTD

BUSINESS CASE

Revised 2025



## **ACKNOWLEDGEMENTS**

Career Embassy Pty Limited, trading as Business Embassy, has produced this Business case for developing Eyre Hub's new trucking, logistics, agriculture, and services precinct in Kimba, SA. They would like to acknowledge and thank the Eyre Hub Board and members, stakeholders, Federal, State and Local government representatives and elected members, government departmental and agency staff, residents, community members, industry experts, industry associations, and the public who provided valuable input into this project.

Eyre Hub Ltd and the writers acknowledge the Barngarla people as the land's traditional owners in this area.

## **DISCLAIMER**

Business Embassy developed this Business Case on behalf of Eyre Hub Ltd. The recommendations in this report are based on Eyre Hub's financial and operational information, research into industry best practices, and case studies of operations at similar organisations.

This Business Case is supplied in good faith and reflects the knowledge, expertise, and experience of the consultants involved in providing it. The matters dealt with in this Business Case are limited to those requested by the client that the Business Embassy considered relevant.

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## BUSINESS AND CONTACT DETAILS

### BUSINESS DETAILS

Business Name: Eyre Hub Ltd  
Business Location: Kimba, South Australia 5641  
Business Structure: Australian Public Company, Limited by Guarantee



Incorporated: Eyre Hub Ltd is registered with not-for-profit status.  
A.B.N: 35 642 050 851  
A.B.N Status: Active since 25 June 2020  
A.C.N: 642 050 851

### CONTACT DETAILS

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Website: <https://www.eyrehub.com.au>

### BOARD MEMBERS

As at June 2025:

- Lachlan Yates – Chairperson
- David Coyner – Secretary and Treasurer
- Trevor Cliff
- Robyn Harris
- Tom Parton
- Wez Schmidt
- Susie Williams

### IMPORTANT

This document and information within are 'commercial in confidence' requiring Board approval for external use.

## EXECUTIVE SUMMARY

Strategically located on Australia's A1 national highway at Kimba, South Australia, Eyre Hub will deliver an important multi-use precinct with shared services and infrastructure for the heavy haulage industry, grain producers, commercial and research users, and the community.

Eyre Hub is a community-driven project that aligns with federal, state, and local government priorities to build regional infrastructure that drives solid economic growth, overdue efficiency improvements, and 'value addition' to essential industry supply chains.

Due to its location, a well-serviced rest stop located at Kimba would support the heavy haulage industry servicing East-West routes to comply with fatigue management requirements under Heavy Vehicle National Law. Driver fatigue is a significant national road safety issue and Eyre Hub is part of the solution.

The site is also well situated to provide receipt, storage and processing facilities for the grain industry, providing improved pathways to market and significantly reducing transport challenges for Eyre Peninsula growers, with a number of flow-on benefits to the local community.

The Eyre Hub team is working with all tiers of government, commercial operators and community to design and deliver an important precinct with a model of collaboration between government, industry and community that will become a blueprint for innovative solutions for the survival of regional towns across Australia and for the care of our truck and heavy vehicle operators.

With extensive stakeholder input from all levels of Government, senior industry representatives and the community, the Eyre Hub precinct is designed to realise opportunities to address critical needs and priorities for a better future.

The business case in support of Eyre Hub was initially developed in 2021 and reviewed and refreshed in 2024. Importantly, the original project drivers, including heavy haulage compliance and road safety, diverse and competitive grain markets, and sustainable rural economies, have shown to be even more critical three years on.

## WHAT IS EYRE HUB AND WHY KIMBA?

Eyre Hub will combine strategically located, quality rest and fatigue management facilities for heavy haulage operators, grain receival and storage, a freight transit depot, and fuel and mechanical services.

Eyre Hub would include:

- Quality rest and fatigue management amenities for heavy haulage operators.
- Road train de-coupling and assembly area.
- 24-hour automated public weighbridge and truck fuel services.
- Equitable, inclusive and hygienic rest and recreation facilities.
- A national research centre dedicated to improving rural road safety.
- Integrated design and services to support the decarbonisation of regional road transport.
- Livestock spelling yards to improve animal welfare outcomes.
- Grain receival and storage facilities to improve pathways to market for grain producers.
- A freight distribution centre to improve network productivity across the Eyre Peninsula.
- A renewable energy microgrid to power the precinct, with potential to also power the Kimba township.
- Facilities for meetings, education and training.
- Future stages of development allow for the co-location of light industry and small businesses at the site.

Kimba is located at the halfway point between the East and West coasts of Australia and at the upper edge of the Eyre Peninsula grain growing region, making it uniquely situated to meet the needs of a number of stakeholders.

The case for delivering the Eyre Hub precinct is compelling.

The project would:

- **Provide Significant Benefits to the Heavy Haulage Industry to Meet Mandated Fatigue Management Requirements.**

Eyre Hub would provide purpose-built, comfortable amenities to keep drivers recharged and safe on the road, including female-friendly facilities, supporting the heavy haulage industry to comply with fatigue management requirements under Heavy Vehicle National Law, improving road safety, driver comfort and the efficiency of East-West transport routes.

A purpose-built fatigue management facility located at Kimba would be ideally and uniquely placed for solo drivers to take mandatory stationary rest periods on routes from Adelaide, Melbourne, and Brisbane to Perth and vice versa. For two-up drivers with loads travelling Melbourne/Sydney to Perth and return, Kimba marks the ideal location to uncouple, swap trailers and then return to their home base for the mandated rest periods as described in the Business Plan Figures 33 and 34. Currently the nearest major stops to Kimba are at Port Augusta and Ceduna, well in excess of the recommended 100 kilometre minimum between major rest stops, and heavy vehicle drivers are frequently using the side of the busy highway to sleep. Surveys of heavy haulage drivers indicated a preference for an appropriate rest stop in Kimba.

- **Enhance rural road safety in the immediate and the longer term.**

The fatigue management measures described above, applying the Australian Road Guidelines for the Provision of Heavy Vehicle Rest Areas, would have a direct impact on road safety on the East-West freight route.

Additionally, the development of a Heavy Vehicle, Safety and Accident Research Centre at Eyre Hub, in partnership with Monash University Accident Research Centre and the University of Adelaide Centre for Automotive Safety Research, would help to enable long-term benefits to rural road safety across the country.

For several reasons, Eyre Hub is an ideal location for such a facility (see Business Plan Section 8 for further detail), and a research centre of this nature would support road safety enhancements into the future.

- **Incorporate transitioning to a decarbonised road transport industry.**

With guidance from the government and our university partners, the design for Eyre Hub will embrace elements and features to future-proof the infrastructure and support the decarbonisation of the road transport industry. The initial concept plans for the Eyre Hub precinct include wide traffic flow pathways and dedicated charging stations to accommodate the electrification of trucks, hydrogen fuelling services and the Research Centre for data collection for targets set under the Net Zero 2050 program (see Business Plan Section 8 for further detail).

Eyre Hub will be a model for delivering the much-needed regional infrastructure to support the transition of the regional road transport industry and reduce carbon emissions.

- **Provide enhanced animal welfare outcomes.**

Development of a livestock spelling facility at a nearby site where stock would be unloaded, fed, watered, rested and checked for a 24-to-36 hour period, in compliance with land transport of livestock standards, with access to biosecurity pest control and quarantine processes, before continuing their journey.

The welfare of livestock is topical at present and Eyre Hub represents a solution to the challenges of safely and humanely transporting stock from East to West and vice versa.

- **Deliver positive benefits for the local community.**

The construction and operation of Eyre Hub would create a significant number of jobs, injecting \$77.5 million into the district during the five years of construction alone, increasing economic resilience and helping to reverse population decline.

Once operational, Eyre Hub would connect the local business community to some 150,000 additional customers per annum who could 'stop and shop' for local products and services.

The precinct may also provide options for local businesses and households to substantially reduce carbon emissions and running costs associated with electricity usage via a renewable energy microgrid.

Road safety will also be improved with the addition of much-needed turn-in lanes situated opposite T Ports and a connection to Tola Road.



## A STAGED APPROACH

With a staged approach and ongoing revenue growth potential, Eyre Hub represents a solid commercial opportunity and an attractive location for essential public infrastructure. (See Business Plan Figure 1 for further detail).

Stage 1, with a total estimated cost of \$40 million over a five-year timeframe, has been defined with three core phases, 1A, 1B, and 1C, summarised in the table below. The stages have been developed for flexibility and agility and can be delivered concurrently or chronologically.

Stages 1A and 1B incorporate planning and civil works, construction of shared facilities and basic services, and development of a heavy vehicle rest area, road train assembly area, fatigue management services centre, and weighbridge. Stage 1C will include grain storage and processing facilities, a freight transit depot, automated fuel services and vehicle services.

**FIGURE 1 - SUMMARY OF CONSTRUCTION COSTS (EXCLUDING MICROGRID AND SPELLING YARDS)**

STAGE	Facility/Element	External Investment (construction phase)
MUST HAVES STAGE 1A \$13m	Land, use change and plans	\$3,500,000
	Road turn in/slip lanes	\$8,000,000
	Shared services and basic infrastructure	\$1,500,000
MINIMUM STAGE 1B \$12m	Heavy Vehicle Rest Area/Road Train Assembly Area	\$6,250,000
	Weighbridge (automated)	\$1,000,000
	Fatigue Management Services Centre (including retail infrastructure, research centre, recreation areas)	\$3,000,000
	Project Management, Precinct Development	\$1,750,000
VALUE ADD STAGE 1C - est \$15m (to be funded by private investors)	Grain Storage and Processing	\$8,000,000
	Freight Transit Depot	\$3,000,000
	Vehicle Services: Retail/Mechanical etc	\$3,000,000
	Fuel Services (automated)	\$1,000,000

Eyre Hub Ltd. would initially own the entirety of the site as a commercial subdivision and would engage a developer via subcontract, partnership, or joint venture to undertake project management and civil works required for the base site infrastructure and subdivision, as well as manage sales or leasing arrangements for allotments.

The majority of allotments will be leased or sold to individual commercial parties via a subdivision/strata arrangement. Eyre Hub Ltd. would continue to own areas not sold as commercial allotments and outsource the management of those areas.

While Eyre Hub Ltd owns the precinct, it will charge tenants/owners a strata levy for maintenance and a contribution to the strata sinking fund for future infrastructure replacement.

Looking ahead, the long-term ownership and maintenance of the precinct's infrastructure, including roads, services, and public buildings, will be a key focus. We plan to engage with the local council and State Government during the next planning stage to ensure the sustainability and longevity of these assets.

## **MULTI-FACETED FUNDING STRATEGY**

As an Australian Charities and Not-for-profits Commission (ACNC) registered entity, the Eyre Hub Limited Board seeks a mix of private and public funding, bolstered by community contributions and philanthropy, plus revenue from sales and lease of allotments.

The Board will seek seed funding via the Federal Regional Precincts and Partnerships Program to fund Stages 1A and 1B, allocated explicitly for regional initiatives created in collaboration with Government, community and private industry to improve regional growth and sustainability.

It is our intention that the bulk of Stage 1C would be funded by private commercial investors who would develop their respective sub-lots and facilities at the precinct.

We seek to partner with like-minded commercial investors who are passionate about regional business, streamlined supply chains and smart innovation, and as such have conducted a lengthy process of stakeholder engagement with private entities which recognise that Eyre Hub represents a demand-driven, ready-made customer base with direct access to growth industries such as transport and logistics, mining and niche grain marketing.

## SUMMARY

The community-led Eyre Hub is an inspiring project for South Australia and the Eyre Peninsula region. Eyre Hub is building and providing a significant, multi-use, light industrial precinct in Kimba on the Eyre Peninsula in South Australia. Strategically located, the Project offers co-located shared services and infrastructure for commercial tenants and owners. It provides a low capital expenditure investment opportunity for attracting new industries and businesses to Kimba to support and service the agribusiness, freight, transport, and logistics markets.

Eyre Hub aligns with the core priorities identified and planned in several nation-critical programs driven by the Federal Government, including future-proofing local economy, creating jobs, 'value-add' production for more prosperous regions, safer roads and more efficient freight supply chains across the country.

The Eyre Hub project directly addresses the South Australian State Government's strategic plans for rural and regional growth and additional exports through increased 'value add', increased production and better efficiency from the Eyre Peninsula agricultural sector.

Locally, Eyre Hub brings alive several of the specific initiatives outlined in the current Kimba and Community and Economic Development Strategy.<sup>118</sup> In particular, the Eyre Hub precinct aids to address the critical issues of the reversal of population decline, economic sustainability, business diversity and rural road safety.

In summary, Eyre Hub is an exciting and needed regional project that will add value to produce, reduce distribution costs, and increase revenue to the Eyre Peninsula agricultural sector. Eyre Hub will also provide efficiency, improved safety, and services for the growing road freight and transport industry. Led by an astute Board, Eyre Hub is a valid and much-needed infrastructure project with strong community and industry support. It aligns with the strategic direction set for Australia. It will provide economic, social, and productivity benefits to stakeholders, customers, and end-users by re-engineering and streamlining core aspects of critical agricultural and road freight supply chains.

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<sup>118</sup> (PETER KENYON OAM, 2019)

