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## Critical to everyday life: new campaign showcases South Australia's natural resources

A state-wide community information campaign is currently being displayed on trams, buses, bus shelters and across social media to showcase the commodities mined and produced in South Australia.

Jointly launched by the South Australian Chamber of Mines and Energy and the State Government of South Australia, the [ResourcefulSA](#) campaign provides a greater understanding of the role that South Australia's resources play in our everyday lives.

From building our homes, to powering manufacturing and delivering lifesaving health care, South Australia has an abundance of mineral and energy resources critical for our modern economy.

The campaign highlights the many resources produced in our State including mineral sands, copper, gold, silver, uranium, iron ore, natural gas and zinc, showcasing how they contribute to our homes, our health, our economy and the technology that we use daily.

The 'ResourcefulSA' community information campaign can be seen by visiting [resourcefulsa.com.au](http://resourcefulsa.com.au) where facts about a range of vital commodities can be explored.

### Quotes attributable to SACOME CEO, Rebecca Knol:

"From zircon in bathroom ceramics, uranium in healthcare, copper in electric vehicles and natural gas refrigerating produce, SA has an abundance of mineral and energy resources required for modern living and to meet our net zero ambitions.

"SACOME is proud to join with the SA Government in exploring the impact of our natural resources in a new way and to bring home just how much we rely on our mining and energy sector,"

“The resources sector is a key pillar of the state’s economy supporting the employment of 1 in every 14 South Australians and contributing over \$10b annually to the State’s economy.”  
SACOME CEO Rebecca Knol said.

### **Quotes attributed to Hon Tom Koutsantonis, Minister for Energy & Mining**

“The State Government is pleased to partner with the South Australian Chamber of Mines and Energy to spread the word about the benefits of the resources sector.

“Mining helps create products used in all facets of our lives - whether it’s keeping your heart beating or repairing a broken arm.

“Mining also creates jobs, creates investment and is good for our economy.

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### **About SACOME**

The [South Australian Chamber of Mines and Energy](#) is the leading industry association representing companies with interests and connections to the South Australian resources and energy sector.