

Media Release

Mr Tim Pallas MP

Treasurer

Minister for Industrial Relations

Minister for Economic Development

Minister for Trade



Monday, 1 August 2022

EXPORT SUCCESS BRINGS WATER TO INDIAN FARMS, JOBS TO SHEPPARTON

Victorian irrigation innovator Rubicon Water is maximising water use on farms from the Murray Darling to India and beyond, driving jobs growth at its key Shepparton base with the support of the Andrews Labor Government.

Founded in the Goulburn Valley, Rubicon Water has steadily expanded internationally with the Government's trade agency Global Victoria helping to open doors for the company to establish operations in 17 countries.

Minister for Trade Tim Pallas recently visited the manufacturer's Shepparton manufacturing site, where jobs have grown by about 25 to support contracts for water and agricultural technology in the Indian state of Karnataka.

The company generates around 70 per cent of its revenue from its growing international operations, with the total Victorian workforce topping 230 including 130 in Shepparton.

In Karnataka, the Rubicon Water system manages the water supply to more than 400,000 hectares of farmland through 1,250 kilometres of canals. The result is a much more efficient and sustainable delivery of water to farms in the agriculture-rich state – with some farms receiving canal water for the first time in decades.

Rubicon Water's automated irrigation systems use software, sensors and flow controllers to manage the supply of water, delivering water to farms in a controlled way.

Rubicon has expanded its operations in the United States, Latin America, Europe, Central Asia, China and Africa and is exploring opportunities in the Middle East with assistance from the Victorian Government's network of Trade and Investment offices.

The company has just signed on to its first project in Rwanda and a pilot project is continuing in Sudan, while its first network automation project is underway in northern Italy.

Most of these international projects are supported by the company's Shepperton manufacturing facility which produces gates and specialised flow measurement and control technology.

Victoria's network of 23 Trade and Investment offices is the largest of any Australian state and helps connect Victorian businesses with key international markets to achieve global success and grow local jobs.

Quotes attributable to Minister for Trade Tim Pallas

"We're supporting innovative exporters like Rubicon because their success overseas means jobs in Victoria."

"Our Trade and Investment offices around the world are really effective in helping Victorian businesses promote their products and services and connect with vital supply chains partners."

Quote attributable to Rubicon Water Commercial Operations General Manager Les Ganci

"The ongoing support from the Victorian Government has been valuable in propelling our projects forward and helping to secure our presence throughout our expanding international markets."