

# Food boss believes lifestyle will attract workers

# Take me home, country roads



Darren Thomas, of Thomas Foods, believes people will be attracted to a lifestyle more than just a job. Picture: Brad Fleet

### MICHAEL MCGUIRE

A RE-EVALUATION of what's important in life in a post-COVID-19 world could result in people flocking to regional South Australia seeking a simpler, more relaxed lifestyle, according to Thomas Foods International chief executive Darren Thomas.

Mr Thomas said he would start advertising this year for workers at Thomas Foods' new \$300m meatworks, near Murray Bridge, which will open in 2022.

The campaign for staff will focus on offering more than just a job.

"What we are going to be promoting is a lifestyle and a job," Mr Thomas said.

"We are certainly going to be looking at some of the new

**DARREN THOMAS IS ONE OF THE ADVERTISER & SUNDAY MAIL'S 21 AGENDA-SETTERS FOR 2021**

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ways where we can attract people to what is essentially a regional area.

"It won't be just a job, it will be looking at the attraction to, and promoting of, the regional community of Murray Bridge and areas nearby."

The Advertiser spoke to Mr Thomas as part of its new

Agenda-Setters series, which will profile people making a difference to our state and canvass ideas to make it an even better place to live, work and do business.

Mr Thomas said for some people it "has taken a pandemic to maybe rethink what is important to them in life".

"Is it the excitement of living abroad and solely 100 per cent career-focused?" he asked.

"Or do they want to try and get some balance between a good career and a lifestyle and living as opposed to the hustle and bustle that you may see overseas."

Thomas Foods' new facility, about 10km out of Murray Bridge, will employ 500 people in its first stage and as many as 2000 when fully operational.

The abattoir will replace the Thomas Foods plant that was destroyed by fire in January 2018.

Murray Bridge Mayor Brenton Lewis said the council would work with Thomas Foods to attract new people.

"There is a real resurgence in young people wanting to

raise their living environmen

"We have good reasons to come here a

Premier said the attraction it was "the safest nation a plethora of

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