



KD Singh

A fresh vision for our party

Liberal Preselection Candidate for
the Legislative Council

A bit About Me

My Pitch 03

Family is my Foundation 04

Entrepreneur 05

What People are Saying 07

Advocacy 09

Bridge Builder 11

Policy Priorities 13

My Campaign Plan 14

The Australian-Indian
Opportunity 15

**"I am ready to play my part, to
serve our Party and our state,
and to turn that vision into
results."**



My pitch

This preselection is vital for the future success of the Liberal Party in South Australia. I bring a unique combination of business success, grassroots community leadership, and the ability to broaden our base by connecting with new voters while staying true to our values.

I believe I am the best candidate to strengthen our Legislative Council team because:

I am an Entrepreneur. From arriving in Australia from India with little more than determination, I built an award-winning finance firm, created jobs through multiple small businesses, and invested in ventures that support both metropolitan and regional economies.

I am an Advocate. As a family man, business owner, and school council member, I champion family values, small business, quality education, and common-sense economic reform - priorities shaped by lived experience.

I am a Bridge-builder. Through my work founding a multicultural initiative, serving in Rotary, and volunteering across South Australia, I have built strong connections with diverse communities, brought new members into the Party and am constantly bringing more.

Your vote in this preselection will help select a champion who can energise our base, broaden our appeal, and strengthen our campaign for Government.

I am ready to be that champion.



KD Singh

Liberal Preselection Candidate for
Legislative Council

Family is my Foundation

When my wife, Aarti, and I moved to South Australia, we brought with us the same hopes shared by so many migrants - the desire to work hard, build a secure future, and give our children the best opportunities in life. We started from scratch, taking any work we could find, and slowly built a life we are proud of.

Aarti is a qualified chef and small business owner whose own journey reflects our shared values of resilience, hard work, and service to others. Together, we have raised our children here in Adelaide, surrounded by a community that has welcomed and supported us.



Raising a family here has shaped my priorities. I know the importance of safe streets, strong schools, affordable living, and a healthy economy that rewards effort. These are not abstract ideas, they are the real concerns of families like mine.



I will always stand for policies that strengthen families, invest in education, and make South Australia a place where every parent can feel confident about their children's future.

Entrepreneur

Creating opportunity through enterprise

When I first arrived in South Australia, I had no networks, no capital and no safety net, only determination and the belief that hard work would open doors. From those beginnings, I built a career in finance that today spans more than 15 years, culminating in the founding of Money Merchants, an award-winning firm that has helped hundreds of families achieve the dream of home ownership and guided dozens of entrepreneurs to launch or expand their businesses.

Award-winning business leadership

My commitment to enterprise goes beyond finance. I purchased and restored a heritage lodge in the Clare Valley, which now operates as a highly sought-after regional tourism venture. The lodge has earned a 4.5-star rating and is recognised as a popular destination for weddings and events, drawing visitors from across South Australia and interstate. This project created jobs, preserved part of our state's history, and attracts thousands of people each year to one of South Australia's great wine regions. I have also invested in property development, working on housing projects that provide homes for families and strengthen communities.



My Vision

- A South Australia where enterprise and initiative are rewarded.
- An economy driven by small business, innovation and investment.
- Strong regional industries that create jobs and sustain communities.

My Mission

- Champion small and medium businesses by reducing taxes and cutting red tape.
- Back entrepreneurs with access to finance, skills and support.
- Invest in regional tourism, housing and development to grow local economies.
- Use real-world business experience to guide responsible economic reform.

Beyond Finance

"I know what it's like to sign the front of a paycheck. In Parliament, I will fight for policies that reward hard work and make South Australia open for business."

Investing in South Australia's prosperity

Beyond business success, my focus has always been on building South Australia's future prosperity. I know the burden of high taxes, the drag of unnecessary red tape, and the urgent need for skills and infrastructure. These are lessons I have learned firsthand through business, and they drive my belief that Parliament must do more to back enterprise, create opportunity, and support families to get ahead.

Lessons that matter in public office

These ventures taught me invaluable lessons in leadership, risk management and innovation – the same qualities we need in Parliament. I know the burden of high taxes, the drag of unnecessary red tape, and the urgent need for skills and infrastructure.



What I've done

- Built Money Merchants into an award-winning finance firm.
- Helped hundreds of South Australians achieve home ownership.
- Supported dozens of entrepreneurs to grow their businesses.
- Restored a Clare Valley heritage lodge into a regional tourism venture.
- Created jobs and invested in projects that strengthen local communities.

What People are Saying



"I believe in KD Singh. Over the time I have known him, I have seen the way he listens, the way he serves, and the way he lifts others up. He is exactly the kind of person we need in Parliament: hardworking, genuine and committed to his community.

He does not just talk about values; he lives them every day. I know he will bring that same determination and compassion into the Legislative Council, and that is why I am proud to support him."

Hon Michelle Lensink MLC, Shadow Minister

"I believe in KD Singh. As someone who has spent decades helping organisations and communities navigate risk, compliance and governance, I know what leadership looks like and KD embodies it. I've seen how he builds trust, listens deeply, and leads with humility. His entrepreneurial success, his community engagement, and his principled character make him exactly the kind of representative our state needs in Parliament. I'm proud to support his campaign."

Timothy Hender, Principal, Hender Commercial Advisory – Risk, Compliance & Governance



"KD Singh brings energy, focus and experience to everything he does. His record as a business leader and community champion speaks for itself, and I know he will work tirelessly to serve our state. KD understands the pressures facing families and small businesses, and he has the skills and character to turn those concerns into real outcomes. I strongly support his nomination and commend him to my colleagues."

Josh Teague MP, Deputy Leader of the Opposition



"KD Singh is a tremendously impressive individual who would be an asset to the Liberal team. His broad appeal and strong reputation in the community will help us win seats in the campaign. His business smarts and strategic mind will add value to the Parliamentary team and help us govern well.

Ever since coming to Australia KD Singh has served our community well, and since joining the Party he has served us well too. I know that if given the chance to serve in the Parliament, he will serve our state well too."

Hon John Gardner MP, Member for Morialta

"KD Singh has an impressive record of building trust across diverse communities by listening, acting with humility and putting the interests of others first. KD's professional success and commitment to community is to his great credit. He would make a valuable contribution to our Liberal team."

Andrew McLachlan CSC, Senator for South Australia



Members of the community

Advocacy

Standing up for families, education and enterprise

As a husband, father, school council member and business owner, I know the real pressures South Australians face. These experiences guide my priorities - strengthening families, improving schools, supporting small business, and ensuring common-sense reform.

Family Values

- 1 Strong families are the backbone of society. I'll fight for safe neighbourhoods and parental choice in education.

Education

- 2 As a member of Adelaide High's Governing Council, I've worked to lift standards and strengthen community involvement in schools.

Small business

- 3 I understand the struggles of business owners and will push to reduce taxes, cut red tape and back entrepreneurs.

Economic reform

- 4 With a finance background, I will be a voice for fiscal responsibility and long-term growth.



"I will always stand up for the people who work hard, play by the rules, and contribute to their communities."

- Mentor to young professionals and entrepreneurs.
- Volunteer in Rotary and local community groups.
- Hands-on experience helping families navigate cost-of-living pressures.

Delivering Results

Advocacy isn't just about speeches in Parliament. It's about rolling up your sleeves and delivering real outcomes in the community. Whether it is mentoring a young person, serving on a school council, or assisting someone through my work as a Justice of the Peace, I've always believed in action over words.

Key areas of Advocacy

Over the years, I've learned that real change often starts with small, practical steps. By staying engaged with families, schools, businesses, and community groups, I have been able to turn conversations into action, making sure people know their concerns matter and that their voice is represented.



Additional Advocacy

- Serve as a Justice of the Peace, assisting people every week.
- Volunteer with multicultural groups and community festivals.
- Contribute to community initiatives through Rotary and MILAAP.

1

Parents and families

Supporting parents with safe, supportive neighbourhoods and schools that give every child the chance to succeed.

2

Students and schools

Promoting strong standards, pathways into trades and professions, and skills training that matches the jobs of tomorrow.

3

Business and jobs

Championing small and medium enterprises, the backbone of our economy, to help them grow, employ and invest.

4

Community voices

Engaging with multicultural groups, service organisations, and grassroots networks to ensure our Party listens and responds.

Bridge Builder

"Every conversation is an opportunity to listen, learn, and bring someone closer to our cause."

Community impact

I have dedicated years to bringing people together across South Australia, building bridges between communities and showing that diversity strengthens our Party and our state.

Highlights of My Work

Countless hours spent volunteering as a Justice of the Peace, helping South Australians every week.

Strong networks built through community festivals, multicultural initiatives and grassroots groups.



Dozens of events attended, organised or supported to ensure the Liberal Party has a visible presence.

Many new members engaged from diverse communities through my work with MILAAP and other initiatives.



Hands on Leadership



My Solutions

Multicultural leadership: Founder of MILAAP, which celebrates and empowers diverse communities, strengthening their voice in our state.

Community service: Active Rotary member, organising fundraisers, food drives, and charity events to support those in need.

Youth engagement: Mentor to young South Australians, encouraging them to lead in business, community service, and politics.

Practical advocacy: Serving as a Justice of the Peace, volunteering countless hours to assist South Australians from all walks of life.

Practical leadership in the community.

I believe leadership is proven by action. From cultural festivals to service clubs, I've worked shoulder-to-shoulder with people to solve problems, support families, and strengthen our state. My approach has always been to listen first, understand people's concerns, and then deliver practical outcomes.

Additional Impact

Representation

Ensuring the Liberal Party is present at cultural festivals, community meetings, and grassroots events.

Networks of Trust

Building lasting relationships with leaders from Indian, Chinese, Middle Eastern, African and other communities.

Grassroots Action

Rolling up my sleeves for local projects, from tree-planting days to small business expos.

Policy Priorities

"I will stand firmly on our Liberal values and fight for policies that strengthen families, support small business, and build a stronger South Australia."



Our Values, Our Future

Family values

Policies that strengthen families and community life - safe neighbourhoods, real choice in education, and support for parents.

Small business and enterprise

Reducing taxes and red tape, backing entrepreneurs, and ensuring affordable and reliable energy.

Quality education

Raising standards in schools, involving local communities in governance, and investing in skills training.

Economic reform

Responsible budgeting, lowering waste, cutting debt, and embracing innovation to grow our economy.

Community harmony and safety

Promoting respect across cultures, supporting new Australians, and ensuring safe, cohesive communities.

Strengthening Families

Safer neighbourhoods and better schools that give parents confidence.

Backing Business

Cutting red tape and lowering taxes so small businesses can thrive.

Investing in the Future

Skills training, innovation, and reform to secure prosperity for generations.

My Campaign Plan

"From day one of preselection, I will be out listening to voters, attending community functions, and spreading our Liberal message across South Australia."

Backing the Whole Team

Winning an Upper House seat is not just about personal success - it's about boosting the whole Party. I will work with candidates across South Australia to lift our team's vote and return us to government.



Grassroots Network

I have the trust of multicultural community leaders who can open doors to thousands of new Liberal voters. These networks will help us broaden our base and grow support where it matters most.



Business and Community Support

I have mentors and friends in the business community who are ready to back our campaign ideas, and volunteers who know my work ethic. Together, we will run a campaign that reaches every corner of our state.

The Indian-Australian Opportunity

The Challenge

Polling from RedBridge Group Australia, published in The Indian Sun (August 2025), shows that despite their strong alignment with Liberal values, the overwhelming majority of Indian-Australians are voting Labor. Nationally, 85% of voters from the Indian Subcontinent community supported Labor at the last federal election.

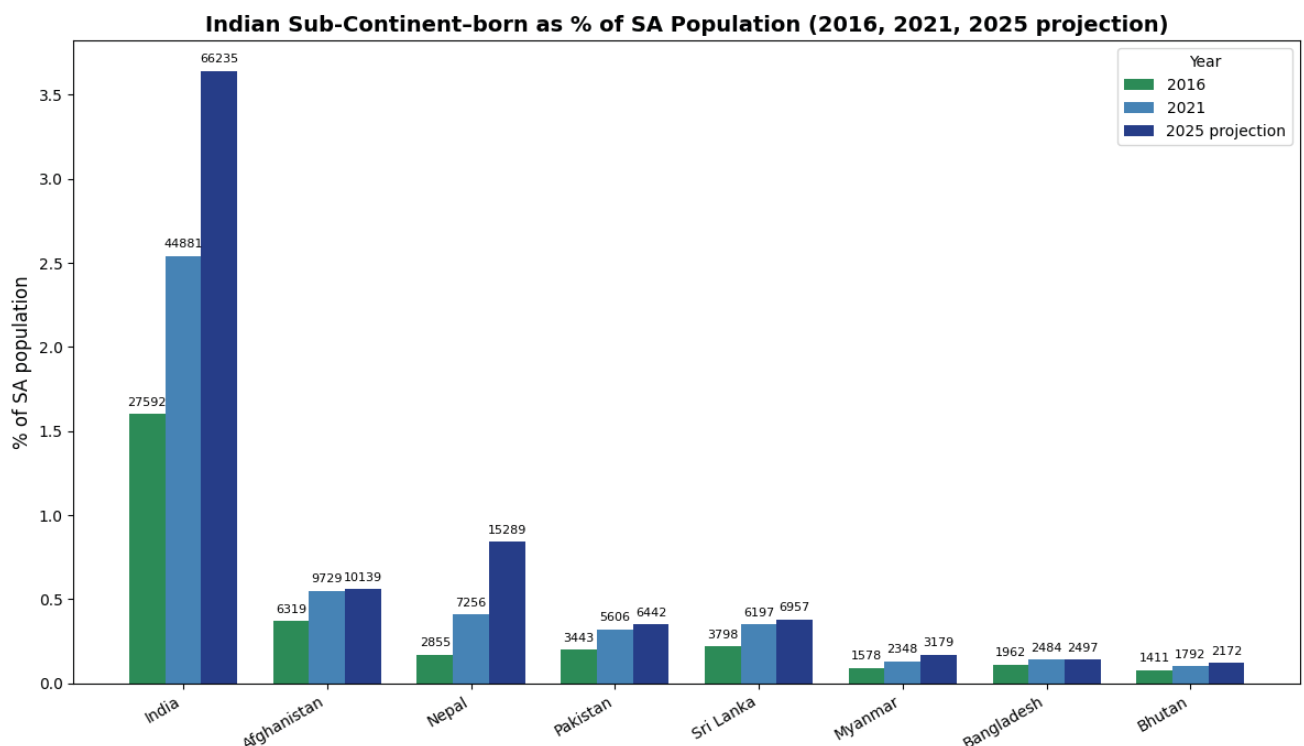
This is not because they oppose enterprise, family or opportunity, values they strongly share with us, but because too many feel taken for granted or unwelcome. The warning from pollster Kos Samaras is clear: "They are socially conservative, aspirational, small business entrepreneurs, and yet they vote Labor. They told us: 'They don't like us.'"

The Opportunity for South Australia

The growth of the Indian Subcontinent community in South Australia is striking. The data tells the story: in just a decade, the Indian-born population alone has more than doubled, with strong growth also from Nepal, Pakistan, Sri Lanka, and other countries across the region.

These are families who are building small businesses, raising children with a focus on education, and investing in South Australia's future. They are exactly the kind of voters the Liberal Party should be winning over, but only if we make the effort to engage, respect, and include them.

This is not simply about adding votes. It is about broadening our base, reconnecting with communities who share our values, and ensuring the Liberal Party reflects the South Australia of today and tomorrow.



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**"I've built businesses,
advocated for families, and
united communities.**

**Now I'm ready to take that
experience into Parliament
and work for a stronger
South Australia."**



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