

CASE STUDIES

Regional Development Australia
SOUTH AUSTRALIA

2017



Regional Development
SOUTH AUSTRALIA



**Regional
Development**
Australia



Regional Development
SOUTH AUSTRALIA



**Regional
Development**
Australia



Australian Government



**Government of
South Australia**



**Local Government Association
of South Australia**

Regional Development bodies in South Australia are uniquely funded by the Commonwealth Government, Government of South Australia and 54 local government bodies- we acknowledge that our work would not be possible without their continuing support.

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Foreword

On behalf of Regional Development South Australia and our eight member RDAs, I am pleased to present these case studies – a snapshot of our work, illustrating the immense value that RDAs bring to our regions and our state.

Our projects are diverse. From connecting international investors with producers, to supporting a funding bid for a skate park – from regional tourism branding initiatives to establishing a heavy industry cluster – from mentoring new entrepreneurs to training an expanding food sector workforce in collaboration with industry.

These stories are a mere glimpse of our work – most RDAs run more than 40 projects every year. That's on top of our core business of encouraging, mentoring and trouble-shooting with regional enterprises.

The RDA boards, made up of business and community leaders from each region, along with the dedicated and talented staff, are passionate advocates for their region. Active and well-connected, they have their finger on the pulse of each region's development needs.

Regional Development South Australia

Over 25 years, the eight South Australian RDAs have evolved into key economic development agencies in their regions. They are well-regarded as key sources of regional intelligence and advocates for economic development, investment and business opportunity.

The South Australian RDAs have earned a reputation for delivering exceptional outcomes through productive partnerships. Regional Development bodies in South Australia are uniquely funded by the Commonwealth Government, Government of South Australia and 54 local government bodies - we acknowledge that our work would not be possible without their continuing support.

Under the peak body Regional Development South Australia (RDSA), the RDAs come together to collaborate closely on cross-regional issues and projects that are fundamental to the future and wellbeing of South Australia.

In 2016/ 2017 RDA's supported over 3500 individual regional businesses with personalised knowledge and assisted in facilitating over \$185M in investment into Regional South Australia.

Each RDA works tirelessly to address those needs, and to create, connect and support economic opportunity. As a connector, each RDA plays an important role in pulling community and business together across the region, across industries, and across the value chain.

A connected region is one that sparks ideas, fuels partnerships, and enables growth.

A connected region becomes more vibrant, resilient and positive. It becomes a destination of choice to visit, live, work and invest.

Regional Development South Australia is striving for every region in South Australia to have both an enviable lifestyle and a productive economy.

RDAs make a unique contribution to this aim. They know what's going on in their region and where the gaps are, and advocate for investment or deliver projects to fill those gaps.

These case studies shed light on the breadth of RDA contributions to South Australia. I trust they will also inspire all levels of government, industry bodies and business to deepen their engagement with us.

Rob Kerin

Chair

Regional Development South Australia



Open for Business

1. Open for Business

RDA Barossa – Business to Business Framework

RDA Barossa's business to business framework is helping regional business people to connect with clients and collaborate with peers. The framework fosters a flourishing small business economy, which underpins the region's investment and growth proposition.

The framework aims to encourage small businesses to connect with and engage local service providers, rather than trying to do everything in-house. To achieve this, RDA Barossa facilitates supported interventions, hosts training workshops and an annual conference, and runs a monthly business breakfast series.

RDA Barossa connects businesses with the right service provider to help them solve a problem, activate an opportunity or accelerate growth. Services are provided by local businesses at a subsidised rate. They include digital marketing, export readiness, dealing with China, intellectual property audits, energy audits, accounting and cash flow advice, business strategy development and business coaching and mentoring.

In 2017, 126 businesses were supported with transformative business support. A \$50 co-payment was introduced in 2016, and negotiations are in progress to expand the service into a neighbouring RDA. Service providers have created 16 highly skilled jobs since the program started.

Responding to a gap in region-wide networking opportunities, RDA Barossa established monthly breakfast meetings in 2016. The series has grown and evolved into a strongly supported network, with regular meetings in Gawler and Nuriootpa attracting 30 to 50 people.

Attendees receive technical information from quality speakers, practice introducing their business, and network with existing and potential business clients. Businesses that work together are more likely to innovate, solve common problems, and collaborate on shared opportunities.

RDA Barossa designed and initiated the breakfast series, and continues to manage and host the breakfasts, including sourcing speakers, attracting new members and supporting continued discussion on social media. For RDA and its stakeholders, the breakfasts are a golden opportunity to consult and inform about government programs, grants and workforce development issues.

Bringing businesses together pays dividends for the local economy, enabling collaboration, inspiration, information sharing and acceleration of business growth.

RDA Murraylands & Riverland – Producers in Residence

For three weeks in July 2017, food producers from the Murraylands & Riverland region showcased their wares at the Producers in Residence stall at Adelaide's Central Markets, which 100,000 people attend every week.

The stall provided an inexpensive, low-risk and high visibility platform for thirty small businesses to test a retail space in Adelaide. Producers offered tastings of their produce and received direct feedback from consumers, as well as speaking with retailers and distributors about ongoing opportunities for supply.

To complement the stall, chefs from Monarto Zoo, Thomas Farms Kitchen and Loxton Hotel featured local produce at the market's Demonstration Kitchen each Saturday. During the school holidays, the Central Market Kids Club was provided with

fruit samples and regional maps. A showcase event was held for stakeholders to learn about the project, while enjoying a light lunch created from stall produce.

An RDAMR consultant coordinated the stall, including ordering, rotating and pricing stock, and scheduling tastings and rosters. RDAMR developed a regional food and wine brand for the event, 'Put the Murray on Your Table', and distributed collateral like a printed map with contact details of participating producers.

The project received ongoing support from the Central Markets, which used their advertising channels to promote the stall, including a 5AA radio interview.

Feedback has been positive from consumers and producers, with a noted increase in social media and website hits, and constructive comments on taste, packaging and branding.

Participating producers have already seen great returns, with an independent supermarket in Murray Bridge now stocking some of the featured products, and a distributor to Queensland recruiting five producers to send ongoing regular shipments to shops and venues in that state.



RDA Barossa – Connecting Business Migrants with Regional Opportunities

Over the last three years, 600 high-net-worth Chinese business people have successfully applied to migrate to South Australia. A condition of their entry and ongoing residency is that they engage in minimum dollar amounts of trade or investment in South Australia. To encourage migrants to look beyond the capital cities, investment thresholds are lower in the regions.

Unfortunately, it has proven difficult for migrants to find relevant, reliable and willing South Australian business partners. RDA Barossa was approached by Sky Migration, one of the largest Chinese migration agencies, to help overcome this barrier.

In June 2017, during an exploratory trade delegation of potential business migrants, RDA Barossa organised an exhibition of regional food and wine at a newly refurbished local venue, Vine Inn. Fifteen investment-ready local businesses were invited to present their premium food and wine at the event.

The Mayor welcomed a delegation of 25 business migrants, and each business was introduced in Mandarin. South Australian Government agencies greeted businesses and delegates, and gave assurances that they would provide full support in building business relationships.

Before the event, RDA Barossa assisted businesses to translate marketing materials and hone their offering to appeal to the visiting delegates, and connected businesses with a TradeStart advisor for further exporting assistance.

Events like this one are a good test bed for businesses looking to expand by engaging with the China market. RDA Barossa gave them the chance to prepare for and take part in a trade expo in a supported environment. The success of this trial has inspired a larger-scale event for potential business migrants from four Chinese provinces.

RDA Barossa – China Ready, China Connected

China is South Australia's number one export market, our largest source of international students, our most valuable tourism market, a major source of foreign direct investment, and our largest agricultural goods market.

To leverage this opportunity, RDA Barossa is supporting local businesses to get export ready. RDA Barossa is also ensuring the region is on the global map as a premium tourism and education destination, premium food and wine producer, and investor's destination of choice.

In 2017, RDA Barossa was very active in implementing its China Engagement Strategy. Forty-two local businesses were showcased to inbound delegations that RDA hosted or supported. Two inbound government delegations were hosted in the region, to identify opportunities for investment in agriculture and research. Sixteen producers and four investment projects from the region were vetted and supported on the SACHina Connect portal.

RDA Barossa is establishing economic cooperation relationships with China at the local government level. This helps local businesses to be accepted and supported in the China market, and open doors to new opportunities and resources. This year, RDA Barossa signed MOUs on two outbound missions – one on economic cooperation between the cities of Penglai, Barossa, Light and Gawler, and the other on wine and spirits industry collaboration between the cities of Luzhou and Barossa.

RDA Barossa is taking on a hub role, connecting regional businesses with potential trade and investment opportunities, and offering both direct support and referrals. This includes connecting business with government agencies and programs, like TradeStart and EFIC financing, providing valuable information and coaching on trade missions, international exhibitions and events, and making connections with agents to assist with marketing, freight and logistics.

As a result of the RDA's strategic efforts, the number of Barossa businesses taking part in trade missions and exhibitions has increased, as has the number of businesses exporting. More businesses are considering whether export is the right avenue for them, with some choosing to redesign their products and services to better suit the market. One local success story, a winery, has signed a deal with a Chinese distributor with an \$8 million sales target in the first year.

RDA Yorke & Mid North – Agricultural Common Purpose Group

The Agricultural Common Purpose Group was initiated by RDA Yorke & Mid North in June 2016 to drive economies of scale across the agricultural sector, promote opportunities for value-adding, and to investigate key opportunities for growth or expansion through existing industries.

The region produces more than 20 percent of South Australia's agricultural output, including almost half of the state's grain output, a quarter of pig production and more than a third of poultry production.

Through the common purpose group, RDA Yorke & Mid North uses a case management approach to support growth of individual businesses and across the sector. Stakeholders have been approached, briefed and involved, including local and state government agencies like PIRSA and Investment Attraction SA, primary industry associations, agricultural advisors, banks, and individual agribusinesses.

Aims of the group include: mapping the region's current and potential primary industry supply capabilities; identifying high-value and value-adding growth opportunities aligned with regional competitive advantages and emerging demand trends; mapping existing infrastructure that supports value-adding; identifying future growth enablers like infrastructure, collaborative structures, research and education; providing information and insights to help match up industry supply and demand and minimise waste; and activating growth opportunities and attracting new investors.

The group has moved quickly, with early assessments of current and expanding opportunities and industry gaps already complete. All significant and supporting assets have been mapped in detail across the region. More than 70 growth opportunities have been identified, including both up and down stream value-adding expansions involving waste processing, feed mills and crushing plants. This intelligence has been shared with stakeholders to kickstart action.

RDA Adelaide – SAYES Mentoring

SAYES is Business SA's long-running South Australian Young Entrepreneur Scheme, a 12-month program for 18 to 35 year olds who have a business idea or are in business, and are looking for support to reach the next level.

Participants attend monthly workshops on the fundamentals of running a business, produce a robust business plan, and are mentored throughout the program.

RDA Adelaide was engaged by Business SA in 2016-17 to review and enhance the capabilities of SAYES mentors, thereby increasing the quality of participant outcomes.

Through mentor surveys, one-on-one interviews with mentors and a review of participant feedback, RDA Adelaide ascertained the level of confidence and competence of the SAYES mentor cohort. Areas requiring support were identified, and ongoing professional development opportunities planned. An ongoing professional development program for mentors was developed and established, including an improved recruitment and induction process, a mentor reference group, LinkedIn group and buddy system, an annual mentor survey, and annual mentor service awards.

Mentoring skill gaps were also identified. Fifteen new mentors were recruited to address gaps in the availability of mentors with experience in high-demand industries.

Workshops are now held twice yearly to address core skills and development opportunities, such as critical thinking, technology trends, framing questions, and mentoring vs. counselling.

In August 2016, RDA Adelaide presented the inaugural Mentor of the Year award at the SAYES graduation ceremony.



Transforming Economies

2. Transforming Economies

RDA Whyalla & Eyre Peninsula – Heavy Industry Cluster

Industry clusters are a well-regarded tool for enabling economic development. The Whyalla & Eyre Peninsula Heavy Industry Cluster was established by RDA Whyalla & Eyre Peninsula (RDAWEP) in mid-2015 after a fall in commodity prices, to support the sustainability of heavy industry and associated supply chains in the region. The cluster aims to identify regional constraints to business growth, sustainability and competitiveness, and to develop feasible solutions to address them.

The cluster is industry-led, with government and RDA support. There is a core leadership group of CEOs from nine major regional businesses, Whyalla Council, RDAWEP and the Department of State Development. Additional ongoing engagement is undertaken with 52 supply chain companies, largely based in Whyalla.

Business confidence in the region was shaken in April 2016, when Arrium Ltd went into voluntary administration with debts of \$2.8 billion, much of which was owed to local businesses. The ripple effect through the regional economy caused many businesses to rationalise operations, downsize workforces, or close.

Although Arrium was sold in July 2017, the circumstances leading to its failure highlighted the vulnerability of the region's economy and the importance of initiatives developed by the Heavy Industry Cluster.

Specific focus areas are in increasing regional capabilities, enabling vertical integration and joint bids on new opportunities, and diversifying and accelerating growth in the defence, mining, metal recycling and production, engineering and renewable energy sectors.

Initiatives progressed this year include: a feasibility study of Defence asset reprocessing in Whyalla; engagement to increase regional servicing of Defence acquisitions; strengthened government engagement and advocacy; establishment of a multi-trade vocational training program; workshops and forums to enhance collaborative bidding capabilities; and a project that will connect businesses to UniSA's ultra-high-speed broadband network.

RDA Yorke & Mid North – Port Pirie Growth Strategy

RDA Yorke & Mid North (RDAYMN), Port Pirie Regional Council and the Member for Frome Geoff Brock MP have jointly formed the Port Pirie Planning Group, which meets regularly to improve collaboration and discuss development opportunities within the region.

The Planning Group has identified opportunities for addressing long-term growth and structural change, which are fundamental to the future prosperity of the region. These opportunities cover skills, infrastructure, community facilities and industry development.

The Planning Group has prepared a consolidated Growth Strategy to guide pursuit of these opportunities. The Growth Strategy celebrates joint achievements in attracting investment to the region to date, and sets out priorities for the next three years. It aims to diversify the region's industrial base and to provide growth opportunities for current and future generations.

The Growth Strategy complements RDAYMN's Regional Roadmap and Council's various plans and strategies for the region. It has been refined with community input, sought at two community meetings.

RDA Adelaide Hills, Fleurieu & Kangaroo Island – Investment Attraction

Direct foreign investment can bridge the gap between available regional savings and growth aspirations. To this end, RDA Adelaide Hills, Fleurieu and Kangaroo Island (RDA AHFKI) supports regional businesses to develop compelling investment propositions and connect with potential investors.

RDA AHFKI undertook a study on the potential of South East Asian markets for regional businesses in 2017, which identified Singapore and Malaysia as priority markets. The RDA also updated the region's Socio-Economic Profile to provide up-to-date evidence that supports the investment proposition.

This year, RDA AHFKI's investment attraction program included two outbound missions to China and one to Singapore, and supporting a number of inward missions.

Between the first and second outbound China missions, RDA worked with businesses to refine their investment proposals. These were sent to China in advance for business matching, prior to arranging meetings. The investment proposals included a hotel development, a winery bottling plant, an environmental management program, and a horticultural development.

As the result of the visits, RDA is following up on a horticultural joint venture in China, bio ethanol plants in western China, and international educational opportunities both here and China.

RDA Murraylands & Riverland – Exporting Premium Food & Wine to the World

The Murraylands & Riverland region already produces more than half of South Australia's food, wine, and other agriproducts. To generate more economic development for this sector, RDA Murraylands & Riverland (RDAMR) drives priority activities to spur exports and value-adding from the strong commodity-led base.

RDAMR provides regional leadership on agricultural export development, including by implementing its China Engagement Strategy. The core of this strategy is to actively promote the region as an investment and trade destination of choice, and to lift regional capabilities to respond to export opportunities.

RDAMR again participated in the Invest in SA Expo, showcasing regional businesses to Chinese and Malaysian investors. Three new regional businesses joined this year, with one starting investment negotiations as a result.

Early in 2017, a pilot Export Development Program was run for premium food and wine producers seeking practical guidance to enter the Chinese market. There is now a strong group of regional businesses with the capacity to successfully negotiate with Chinese buyers. A participating business has since made significant changes to their business strategy and is negotiating a scalable supply contract.

When a delegation of the Asian Productivity Organisation visited Australia for a week-long study mission in November 2016, RDAMR arranged to host them in Murray Bridge. The 22 delegates – including senior government trade, agriculture, science and policy officials and industry representatives from 20 countries – gained insights into South Australia's innovative agricultural industry. RDAMR also hosted a lunch so that delegates could experience premium food and wine from the region.

A number of RDAMR programs supported value-adding in the sector. The Experts in Residence Program has kicked off at the Loxton Research Centre, with 55 businesses taking part in a Functional Luxury Food & Innovation Forum, and 17 businesses participating in a BioEnergy Forum. RDAMR has actively pursued opportunities to fight food waste, including supporting a CRC funding bid and partnering with PIRSA to map the most profitable value-adding opportunities for the 200,000+ tonnes of food waste in the region.

RDA Barossa – Barossa Partnership

After successfully establishing a regional peak industry body for wine, RDA Barossa identified the need for greater collaboration between the regional food and wine, arts and culture, tourism and local government sectors.

The Barossa Partnership was established in response. The partnership recognises that for Barossa wine to resonate globally, additional attributes of food and culture need to be elevated. And for the Barossa to fully benefit from this international interest, relationships between industry and local government need to be developed. RDA has close relationships with all parties, but closer collaboration was needed on key operational matters.

The partnership aims to find common operational ground through cluster analysis, value chain mapping, rate limiter identification and targeted project development.

As a neutral regional body, RDA Barossa is well-placed to lead the partnership. RDA Barossa coordinates meetings and workshops, leads the discussion to keep focus on a common agenda and aspirations, and develops discussion papers on key strategic topics.

The partnership has an ongoing agenda and workplan, which has secured financial support from the South Australian Government. This has only been possible through the coordinated and cohesive approach the partnership has taken in its targeted funding proposals.

Benefits for the region could be exceptional, as there is now a common platform to reach consensus and pursue action on matters like planning and development, major events, international engagement, China tourism and export, water resources, creatives working with business and tourism, and recognition of culinary excellence.



RDA Far North – Regional Advocacy

This year, RDA Far North has taken an active role contributing to relevant State, Parliamentary and Senate Inquiries. These efforts present a united front on regional priorities, and represent the voices of regional businesses, residents and organisations.

Written submissions have been provided on seven inquiries, with RDA Far North approached to represent on four regional panels as a result.

RDA Far North made a written submission and presentation on the Telecommunications Universal Service Obligations (TUSO). The submissions highlighted the profound potential impacts to remote areas wholly dependent on landlines, if TUSO is removed after the NBN rollout as planned. Telstra responded with written confirmation they would not support any changes that would leave regional, rural or remote customers with inferior voice services.

RDA Far North also compiled a panel of key stakeholders and was invited to present at the Senate hearing on the NBN Rollout, reflecting both positive and negative experiences of businesses and residents in their dealings with NBN Co and service providers.

During the inquiry on the Impact of Defence Activities and Facilities on Rural and Regional Communities, RDA Far North assembled and chaired a panel of key regional businesses for the Senate hearing in Port Augusta. The submission sought greater communication from the Department of Defence on upcoming activities and construction, so that regional businesses could prepare and submit tenders.

RDA Far North was invited to take part in a national roundtable in Darwin on a Draft Indigenous Business Strategy. Key points of the submission included the need for continuous communication between support agencies, the need for ongoing monitoring of programs and policies like the Indigenous Procurement Policy, a request to establish a Business Hub in Port Augusta, and advocacy for connecting technologies to enable remote communication.

For the Independent Review of the Extreme Weather Event in South Australia, RDA Far North surveyed regional businesses and residents to canvas how the power outage affected them – some were without power for up to 144 hours, without phone communication for up to 72 hours, and suffered hundreds of thousands of dollars in losses. Most analysis submitted to the review looked only at metropolitan Adelaide.

Other submissions were made on: the inquiry into Transitioning Regional Economies, focusing on under-representation of regions in policy intervention, funding and project delivery; and on the inquiry into the Location of Commonwealth Entities, focusing on equity of service delivery and regional job creation.



Skills and Capabilities

3. Skills and Capabilities

RDA Murraylands & Riverland – MFA Jobs 4 Murraylands

An innovative partnership to prepare job seekers for employment in the food industry has had life-changing results for more than 50 participants, 70 percent of whom have moved into sustainable employment.

MFA Jobs 4 Murraylands is tailored specifically to the needs of both participants and partner employers. Going beyond upskilling, the program focuses on overcoming individual employment barriers, raising confidence, preparing physically for labour-intensive work, and building resilience and motivation.

The program was created in partnership between RDA Murraylands & Riverland (RDAMR) and the Murraylands Food Alliance, and is supported by the Department of State Development under the WorkReady program.

The idea behind the program was to address the disconnect between high unemployment levels in the region, and the high demand for suitably skilled and motivated workers. It aims to expand the pool of these workers in the Murraylands region by increasing workforce participation, and to support food sector business growth in the region by preparing workers to jump straight into new food industry roles.

Participants undertake accredited training in skillsets identified by the industry. Beforehand, participants are assisted to overcome employment barriers, and undertake workshops and mentoring to address self-esteem, attitudes, goal setting, and employer expectations. They also receive a gym membership to prepare them for the physical demands of the industry.

Importantly, there is a direct connection between participants and employers. Employers commit to considering program graduates when they recruit, and maintain a presence to demonstrate that commitment. They talk about recruitment processes, and run industry tours to demystify the job. Participants can see the goal of their training, and quickly get a feel for the industry and whether they are a good fit.

The program's outstanding outcomes were recognised this year with three training industry awards. It won the Industry Collaboration Award in the 2017 South Australian Training Awards, and took home Learning Program of the Year and Adult Educator of the Year at the South Australian Adult Learners' Week awards.

RDA Limestone Coast – Attracting the Union Dairy Company

The Midfield Group purchased the old potato processing factory Safries near Penola in December 2014, and have set about refurbishing and upgrading the plant for storage of fresh and frozen product and for construction of a milk processing plant, which has been named the Union Dairy Company (UDC).

The plant has already created more than 40 direct ongoing jobs and significant indirect jobs, and presents a new opportunity for regional dairy farmers to supply raw milk for processing.

Recognising the regional benefits of this development, RDA Limestone Coast stepped in and successfully supported UDC to recruit and train workers so they could commence production on time in July 2017.

RDA Limestone Coast worked with UDC to understand their workforce recruitment and training requirements, and develop an employment plan. The RDA then coordinated recruitment, screening and training arrangements for new employees, engaging regional employment and training organisations in the process.

RDA Limestone Coast helped to finalise position descriptions, wrote and publicised job ads, coordinated employment providers to source applicants, and received, reviewed and shortlisted applicants.

Once UDC had interviewed the shortlisted applicants and made their selections, the RDA assisted with pre-employment training. They assessed training needs with all prospective employees and coordinated the required training with regional providers. Through the South Australian Government funded project, training subsidies were offered for eligible employees.

According to a letter of support from UDC, “RDALC were instrumental in attracting The Midfield Group to the region and as the company is new to the region, it is relying heavily on RDALC’s local networks and support.”

RDA Yorke & Mid North – Career Services

The Career Services program provides support to people who are recently unemployed, working part-time or studying, and wish to work more hours or advance in their current field, or to secure new employment.

Career development practitioners develop individualised career plans with clients, including assessing their current and future needs and goals, and identifying opportunities for training, up-skilling, work experience and recruitment. Once the plan is in place, practitioners provide tailored assistance for clients to achieve their goals. Services include career counselling, resume writing, arranging work experience and training, structured mentoring, and case management to overcome employment barriers.

Practitioners also work closely with local employers on their current and future workforce needs, and refer suitably skilled clients to fill vacancies and realise growth plans. Clients have secured employment with numerous regional businesses, like Protech, Caring Choice, Primo Smallgoods, Nyrstar and Wallaroo Ale House.

RDA Yorke & Mid North (RDAYMN) was contracted by the South Australian Government to deliver two six-month career services and brokerage projects in 2017. Because KPIs for both programs were exceeded, RDAYMN won a 12-month contract to continue these services over the coming year. This new contract means the highly qualified and connected practitioners can continue their important work connecting people to skills and jobs.

The employment outcomes target for 2017 was almost doubled, with 182 clients securing ongoing employment as a result of using RDAYMN’s career services.



RDA Adelaide – Grant Writer Workshops

There are four Business Enterprise Centres (BECs) in the Adelaide region, which provide low cost business advisory services to existing and planned small businesses. Starting in 2015, RDA Adelaide and BEC Australia have partnered to deliver Grant Writer workshops to the local BEC network.

The program aims to increase the chances of grant applications being favourably considered. Successful grants mean more funding coming to the Adelaide region, and more job creation.

To date, ten workshops have been held, attracting over 120 organisations. Clients include local government, small to medium enterprises and not-for-profits. To be eligible, organisations must deliver economic benefits to the Adelaide region and have the resources to fulfil any grant obligations. One third of attendees indicated they intend to hire more staff or commit to capital expenditure should their applications be successful.

Since the workshops commenced, they have been continuously evaluated and refined. Current best practice involves one-on-one mentoring beyond the workshops, which has seen both the participation and success rate increase. Participants have a clear pathway from workshop attendance to successfully securing grant funding. Participants have reported that they are now more comfortable with grant and tender processes, and more likely to apply.

RDA Barossa – Transforming Business through Online Branding

RDA Barossa identified a need to work with business and industry to anticipate and seize opportunities presented by digital and business model disruption.

After consulting with business professionals to determine the best response, RDA Barossa developed and delivered a major networking and knowledge development event.

A follow-up to 2015's 'Transforming Business: Dinosaur or Unicorn', the 2016 Transforming Business event explored the critical role of brand in an online world. It covered what brand means, its relationship with the culture and values of an organisation, and how working with a regional brand creates collective impact in a global market.

The event attracted 150 local businesses, some of which reported a transformative impact. Feedback indicated that the content and the opportunity to connect were exceptionally well-received by speakers and delegates alike. The event also showcased a regional conference venue, bringing many people into it for the first time.

RDA Barossa brought a program to the region that would normally only be found in a capital city, while minimising participation costs. RDA insights into local business barriers and opportunities underpin these events, guaranteeing their relevance. Importantly, the events recognise government as a regional partner and an active participant in regional development initiatives.

RDA Limestone Coast – NDIS Disability Workforce Hub

The National Disability Insurance Scheme (NDIS) is a fundamental reform to disability care delivery. The scheme's model of customer-directed care purchasing is being progressively implemented in South Australia, with full rollout by 2019-20.


Demand for disability services in the Limestone Coast is expected to double under the NDIS, to around 1,300 participants. To meet regional demand for services, the local workforce is expected to increase from 175 FTE workers to around 450 FTE workers by 2018-19. The number of skilled people needed to fill this employment gap is expected to be even higher due to the dominance of casual and part-time arrangements in the sector.

RDA Limestone Coast is one of four RDAs across South Australia that were approached and funded to act as NDIS Disability Workforce Hubs. The others are Murraylands & Riverland, Whyalla & Eyre Peninsula, and Yorke & Mid North. The Hub was officially launched in September 2017. It will build workforce capability and capacity, with the aim of securing a sufficiently sized, skilled and diverse workforce as the region moves towards full implementation. The hub will operate as a one stop shop for organisations, workers and jobseekers across the disability sector.

The Hub will connect disability employers with suitable job seekers, including through intermediaries like employment service providers and higher education and vocational training providers. RDA Limestone Coast's Career Development Practitioners will also be supported to provide specialised career guidance for the disability sector.

The Hub will work closely with local employers to identify and address their workforce development needs to support service delivery under the NDIS. It will assist also small to medium enterprises and sole traders to understand and establish service delivery under the NDIS.





JOIN THE CONVERSATION ON BIOMASS AND BIOENERGY

LOXTON RESEARCH CENTRE
WEDNESDAY 21ST JUNE 2017
9.30AM - 3.00PM

WELCOME

Jo Podoliak
Regional Development Australia
Murraylands Riverland

Future Industries
and Infrastructure

4. Future Industries and Infrastructure

RDA Murraylands & Riverland – Capturing Value from Food Waste

In Australia, food waste and loss has been estimated at 40 percent, costing \$20 billion per year. The Australian Government is preparing the first National Food Waste Strategy to halve food waste by 2030, and RDA Murraylands & Riverland (RDAMR) is planning a regional response that will capture value from food waste throughout the production and supply chain.

RDAMR's ambition is to position the region as a leader in the fight against food waste in Australia, and to add credence to the region's reputation for sustainable food production. To date, RDAMR has supported the Fight Food Waste & Fraud CRC bid, with a financial contribution to create the Bid Lead Team, been a project partner on the Transforming Food Loss and Industry Waste into Profit project, and is researching infrastructure for industry to create revenue streams from food waste and emerging markets for investment attraction.

Transforming Food Loss and Industry Waste into Profit was a 14-month, \$630,000 research project led by PIRSA, with partners including RDAMR and a number of businesses operating in the Riverland and Murraylands region. It aimed to map and determine the most profitable value-add options for the 200,000+ tonnes of undervalued lost food and industry waste generated in the region each year. The study has the potential to trigger new business and product development, to further support the region's environmental credentials, and to enhance regional capabilities, investment and employment. RDAMR will pursue recommendations from the final report, released this year, to activate investment in food waste infrastructure and emerging market access.

RDAMR partnered with Renewables SA and Green Industries SA to deliver a forum on Biomass and Bioenergy in June 2017. More than 50 attendees tapped into the latest thinking on how to transform regional waste products into heat, energy and value-added products. During the session, industry experts spoke about the latest bioenergy production technologies, and gave examples of local businesses using slow pyrolysis, combustion and anaerobic digestion. Participants learned how to apply for South Australian Government funding to assess the feasibility of biomass and bioenergy projects.

RDA Far North – NBN Rollout Support

RDA Far North (RDAFN) has actively supported the NBN rollout since 2012, when NBN Co first announced it was coming to the region.

In partnership with RDA Yorke & Mid North, RDAFN secured \$50,000 to maximise the benefits of an NBN-enabled digital economy, by developing localised websites and roadshows.

The websites were central hubs for NBN information and resources, which featured educational and instructional videos, NBN service provider directories and registration forms, news, local stories and case studies, online tools and software, and a roadshow calendar and registration. Websites were created for each township to be connected. They proved very popular, encouraging service providers to offer their most up-to-date information.

Roadshows were held in partnership with NBN Co and website developer Stellar Digital, at Coober Pedy, Roxy Downs, Port Augusta, Port Pirie, Kadina and Clare. Attendance rates were high, with locals jumping at the chance to ask questions of NBN Co staff in the early stages of the rollout, and to better understand how digital capabilities could improve their business.

RDAFN has continued to facilitate opportunities for regional businesses and residents to connect directly with NBN Co throughout the rollout.

RDAFN is also working with the Polaris Centre to run a series of Digital Growth workshops across the region. These workshops assist businesses to realise the potential of the NBN for digital growth in their business.

This long-term program has been a priority because of the importance of communication in our remote and sparsely populated region. The outcomes have been positive, with RDAFN becoming the key point of contact for NBN Co in the region, and the key source of information for regional businesses on building our digital economy.

RDA Whyalla & Eyre Peninsula – Cape Hardy Port Development Support

Iron Road Ltd is proposing to construct and operate a major new export facility at Cape Hardy, on the east coast of the Eyre Peninsula. The proposed deep-water bulk commodity port would be the first in South Australia to support Cape Class vessels.

The port's primary purpose is to export product from Iron Road's Central Eyre Iron Project via standard gauge rail. If connected to the national rail network, the port would unlock a cargo catchment a quarter the size of the Australian landmass.

With this in mind, Iron Road wished to seek non-binding expressions of preliminary interest (EOPI) from other parties in constructing, operating and using the proposed port facilities. To do so, they sought out the expertise and networks of RDA Whyalla & Eyre Peninsula (RDAWEP).

RDAWEP issued the EOPI invitation on behalf of Iron Road, with the call open from December 2016 to March 2017. The call went out on all Iron Road and RDAWEP digital platforms, in The Advertiser, The Australian, stock and business journals, and Port Lincoln Times, and to RDAWEP's stakeholder and network database of over 2,800 entities. Along with brochures and websites in both English and Mandarin, RDAWEP implemented a suite of promotional tools, including direct emails, telephone calls, media interviews and over 40 public and private meetings across Australia, China and Singapore.

Regional service providers for general port operations and port construction were encouraged to take up the invitation.

In total, 54 businesses lodged EOPIs, including international companies with shipping and grain backgrounds. Companies expressed an interest in construction, supply of tugboats, locomotives, industrial machinery, navigation, fuel bunkering and port operations.

The submitted EOPIs, along with the CRM database recording all correspondence throughout the process, is being used by Iron Road as it finalises approvals.

This project will help ensure the international success of Cape Hardy, and leverage the largest possible economic advantage for the Whyalla & Eyre Peninsula region.

RDA Whyalla & Eyre Peninsula – Energy Solutions for Eyre Peninsula

The Eyre Peninsula is at the end of the National Electricity Market. The state-wide blackout in September 2016 saw parts of region without power for over three days. In an RDA Whyalla and Eyre Peninsula (RDAWEP) survey about the impact of blackouts, 320 business and community respondents highlighted regular blackouts and voltage variations, which damaged equipment and caused financial losses.

In January 2017, RDAWEP presented in person to the South Australian Energy Minister and Leader of the Opposition about potential energy solutions for the Eyre Peninsula. The Minister subsequently asked the Essential Services Commission of South Australia (ESCOSA) to conduct an inquiry into the Reliability and Quality of Electricity Supply on the Eyre Peninsula, and appointed RDAWEP as the central contact.

RDAWEP is continuing to negotiate with SA Power Networks, ESCOSA and private contractors to progress power solutions for the region. One potential solution is a smart mini-grid for the tuna industry in Port Lincoln, which would see new technology set up to enable businesses to share solar power and reduce power costs. Another is an integrated renewable energy solution for Kimba that would increase supply reliability and reduce power prices for the community.

There are further opportunities for innovation, such as battery storage, black start capacity, voltage regulation and grid support services.

The pursuit of energy solutions is ongoing and extensive. RDAWEP has made representations for the region to the Eyre Peninsula Minerals and Energy Resources Community Development Taskforce, to the SA Economic Development Board, to ElectraNet's public consultation on Eyre Peninsula Electricity Supply Options, on the Independent Review into the Future Security of the National Energy Market, and to state and federal politicians. In Wudinna, RDAWEP facilitated negotiations to develop fair and equitable lease conditions for a large-scale grid solar farm.

Through continued advocacy, research and sharing of energy information, RDAWEP has established itself as the lead agency for pursuing energy solutions across the Eyre Peninsula. RDAWEP has consequently been appointed to the SA Power Networks Renewables Reference Group to provide valuable insights into the practicalities of connecting renewables into the grid.



RDA Limestone Coast – Bioenergy Roadmap Program

In November 2015, the South Australian Government announced a Bioenergy Roadmap Program for South Australia. In its current phase, the government is laying the groundwork for new bioenergy projects in hot-spot areas across the state.

RDA Limestone Coast has worked closely with the government to enable bioenergy investments in South Australia. In our pilot program, the RDA mentored a major regional food processor through a full feasibility assessment of converting its food waste into energy. The company is now working towards establishing this bioenergy facility. As a result of that successful pilot, the South Australian Government engaged RDA Limestone Coast to administer the Bioenergy Roadmap Program state-wide on their behalf.

The program is a \$150,000 initiative, and involves funding for feasibility and pre-feasibility studies, as well as mentoring and information sharing through regional points of contact.

Successful applicants are connected with an approved bioenergy mentor, to guide them through the conceptual stages of developing a project. The mentor develops a high-estimation of the benefits of the bioenergy technology to the business, and defines the value proposition for the applicant in the form of a pre-feasibility report which is fully subsidised through the program.

Applicants with positive pre-feasibility reports can then pursue funding towards a detailed feasibility assessment for a bioenergy project, on a dollar-for-dollar basis.

To date, 13 businesses across regional South Australia have participated in the pre-feasibility exercise. It is expected that a number of these businesses will follow the lead of our pilot into full feasibility studies.

RDA Limestone Coast – Infrastructure Advocacy

Infrastructure development remains a critical focus for RDA Limestone Coast. All South Australian RDAs collaborate on a Priority List of Infrastructure Projects for Regional South Australia – the list guides Regional Development South Australia's infrastructure investment advocacy efforts.

Three projects worth more than \$58 million were identified by RDA Limestone Coast and successfully included on the Priority List – the Green Triangle Freight Action Plan (GTFAP), the Limestone Coast Road-Bridge Network, and the Mount Gambier Airport upgrade. All three projects progressed in 2017, with support from both Regional Development South Australia and RDA Limestone Coast.

The South Australian Freight Council are currently reviewing their 2012 Moving Freight Plan, with RDA Limestone Coast participating in the consultation phase to promote regional priorities like the GTFAP and the Limestone Coast Road-Bridge network.

The GTFAP Committee is also updating its priorities. RDA Limestone Coast is working closely with the Department of Planning, Transport and Infrastructure to inform on the region's current needs. RDA Limestone Coast also assisted the District Council of Grant to progress their critical refurbishment of the regionally significant Mount Gambier Airport.

Further priorities will be established in 2018, with RDA Limestone Coast commissioning an audit of current and future infrastructure needs for the region.



Vibrant Communities

5. Vibrant Communities

RDA Far North – Quorn Skate Park

The Quorn community, in particular the youth, have been lobbying to build a skate park in the community since 2009. A Skate Park Committee was formed by school students, under the guidance of the Flinders Ranges Council. Demonstrating their passion for the project, the committee started a venture which raised \$25,000 in five years.

RDA Far North (RDAFN) has stepped in to help get this key piece of community infrastructure built. Assistance provided by RDAFN to the Council and committee includes preparing a comprehensive business case, seeking quotes for design and construction, seeking letters of support, identifying four relevant grant programs, and providing extensive assistance to prepare applications for those programs.

The application to the State and Local Government Infrastructure Partnerships fund was successful, securing \$64,000 in funding towards the \$320,000 project. This major step forward saw Council commit to the facility's construction in the coming year.

RDAFN plays a key role in identifying and pursuing funding and grant opportunities for the region, and this is just one example of that service. RDAFN is committed to going above and beyond to support regional programs and projects that contribute to regional social and economic development.

RDA Murraylands & Riverland – One Murray River Approach

The SA Murray River Alliance is a collective of regional stakeholders seeking to drive the concept of a One Murray River Approach. The Alliance includes the Murraylands & Riverland Local Government Association, the SA Murray-Darling Basin Natural Resources Management Board, and RDA Murraylands & Riverland (RDAMR).

The idea of the One Murray River Approach is to holistically coordinate and manage key planning, decision-making and regulation along the natural economic corridor of the River Murray. The approach is proposed to strengthen links between businesses, government, universities and other research institutions, to support strategic river-related growth industries, and to enhance leadership and innovation capabilities in the region.

In November 2016, the Alliance hosted a workshop entitled Driving a Murray River Economy, where diverse stakeholders from across the region met to discuss identified issues and barriers along the river in South Australia, and the potential opportunities and economic benefits in creating a single approach for the Murray River to support growth into the future.

RDAMR and the Murraylands & Riverland Local Government Association has commissioned a report that details various potential governance models for such an approach.

Other actions being pursued by the Alliance include harmonising waterway management zones and rules, adopting consistent terminology across stakeholder groups regarding high water events, reconsidering barriers to development like Crown Lands and the 1956 floodline, and encouraging a coordinated tourism vision and strategy.

RDA Adelaide Hills, Fleurieu & Kangaroo Island – Tapping the Demographic Dividend

Tapping the Demographic Dividend aims to match an improved understanding of how older Australians enjoy their retirement years with potential social and economic gains arising from that understanding.

We know the Southern Fleurieu attracts older people who are healthy and can afford the lifestyle opportunities in the region.

Through the program, RDA Adelaide Hills, Fleurieu & Kangaroo Island (RDA AHFKI) is working with hotels and other accommodation providers to ensure they are able to meet the needs and demands of this demographic. RDA AHFKI is also working with restaurants and other takeaway food vendors to create dishes suitable to this group.

In partnership with Victor Harbor Council, RDA AHFKI is identifying the potential economic and commercial opportunities from developing a new cultural centre in that region.

The program findings are expected to facilitate wider engagement with all residents in the target communities.

RDA Yorke & Mid North – Community Capacity in the Upper Spencer Gulf

The Building Community Capacity Project sought to identify, measure and enhance community assets across the Upper Spencer Gulf cities of Port Augusta, Port Pirie and Whyalla, with the aim of addressing the region's determinants of employability.

Regional Development Australia Yorke & Mid North (RDAYMN) was contracted to undertake the project in close consultation with the Upper Spencer Gulf Common Purpose Group, as well as the Department of Health and Aging and the Department of State Development, which also provided the funding. It was an extension of the work those agencies completed in 2014 to map community health and wellbeing in the region.

First, RDAYMN undertook a literature review to understand the scope and methodology of the project. A consultant was then engaged to consult with stakeholders in accordance with an agreed methodology.

The project evolved with the rapidly changing economic circumstances in the region in early 2016. The literature review identified no evidence of improved health outcomes from the 2014 asset mapping process. There was also a general resistance from stakeholders during consultation, and it was recognised that a comprehensive mapping process would require substantial additional resources.

Consequently, the scope of the review was refined. The outcome was a background paper to inform more integrated social and economic planning, with a focus on disadvantage, education and employability, especially for young people. The report, which is publicly available online, explores different asset mapping methods applied against local infrastructure. It also provides nine recommendations for continuing these efforts.

RDA Whyalla & Eyre Peninsula – Regional Governance & Strategic Planning

RDA Whyalla & Eyre Peninsula (RDAWEP), the Eyre Peninsula Local Government Association, and the Eyre Peninsula Natural Resources Management Board are collaborating to drive the formation of a single regional governance body to plan, lobby, and speak on behalf of the 58,000 people living in the region.

The need for a regional body was identified during the preparation of a Regional Economic Development Plan. The South Australian Centre for Economic Studies (SACES) at Adelaide University developed the plan, releasing a draft this year. The plan notes that Councils with small populations in regional areas tend to lack the critical mass and policy leverage to influence government decision-making. The consequence is that regional aspirations are often not heard and regional development needs not met.

Three governance models were proposed, and a preferred model identified in the draft plan. The proposed model is similar to the Joint Planning Boards (JPBs) proposed by the South Australian Government to streamline landuse and development planning across the state.

The proposed body would be based on closer collaborative partnerships, including with the South Australian Government, and a stronger strategic regional planning role to develop economic, community and natural resources. To support establishing such a body, the proposed governance arrangements were released for public consultation in June 2017.

The body would be guided by a Regional Strategic Plan, a draft of which was developed for consultation along with the proposed model. The draft plan presents high level strategies, their rationale, and key actions for implementation. These strategies were derived by aligning the priorities in the lead planning documents of the three partner organisations. Those priorities were determined through extensive stakeholder engagement processes, providing a sound basis for a regional plan.

The plan will be supported by a comprehensive Regional Analysis to provide the evidence base for the region's development needs. The analysis is currently in draft form and will be finalised when expanded 2016 census data has been released.

This project is a nation-leading pilot of alternative regional governance. The proposed body will provide the means to advocate with a single voice and to better exploit regional comparative advantages to achieve more effective and longer-term regional development outcomes.

RDA Barossa – Extraordinary Everyday Barossa

When people consider the Barossa region as a place to live, to invest or establish a new business, they want to understand in a real and tangible way what makes the Barossa a strong and resilient rural community.

RDA Barossa identified that these people needed an insight into the region and how it operates, based on a collection of stories that reveal local knowledge and experiences of local people and their journeys to help build the local economy.

A series of Extraordinary Everyday Barossa podcasts were developed to achieve this. Each podcast is unique, telling the story of a local who has started a business. They cover food, wine, culture, horticulture, tourism and artisan trades. The podcasts are a powerful tool to understand how new businesses can become successful by linking into regional social and cultural capital. For government, the series provides a better understanding of local networks, how innovation spreads, and how the region responds to change. The stories also reinforce place identity to local residents and businesses.

RDA Barossa initiated, coordinated and delivered the project in partnership with Totally Locally. RDA Barossa's role included curating people from across its extensive network to be interviewed, assisting with interviews and collecting images, and sharing and promotion.

The collection of video stories, extended podcasts and photo imagery offers a broad suite of content for marketing and communications. This material will be used in the regional investment prospectus, RDA website and in cooperative marketing with Tourism Barossa and the Barossa Grape and Wine Association.

Extraordinary Everyday Barossa has revealed genuine people with genuine stories that show passion, emotion and sentiment that commercial marketing can only fabricate. The grassroots stories are getting cut-through and finding a strong following, especially on social media.

The stories are proving to be a powerful engagement tool with potential international investors. They also provide a visual context for refreshing the regional brand story. One business has used its story to sell their business, and others are using their story to promote the origin of their products to their export market.

The project was a feature exhibit at the 2017 Barossa Vintage Festival, following its Best Promotion & Marketing Campaign win at the 2016 Economic Development Australia Awards.





Destination of Choice

6. Destination of Choice

RDA Yorke & Mid North – Clare Valley, Breathe it in

This year, the Clare Valley Alliance worked with the South Australian Tourism Commission (SATC) to re-brand the Clare Valley Tourism Region.

A new brand would provide a single communication platform for the region, to positively differentiate the Clare Valley as a tourist destination, wine appellation and source of farm produce.

RDA Yorke & Mid North (RDAYMN) led the project as a member of the Clare Valley Alliance. This included commissioning the research to identify target traveller types and existing tourism infrastructure and experiences that appeal to those types, and to identify investment opportunities to address any gaps in the market. RDAYMN also briefed the marketing agency, workshopped potential brand positioning statements with stakeholders, and presented the concepts for adoption by all industry segments and sub-regions.

The resulting new brand is 'Clare Valley, Breathe it in'. This short, sharp positioning statement can be interpreted in different ways, from wine lovers literally breathing in wines, to a Mintaro visitor metaphorically breathing in history. The accompanying brand strategy summaries Clare Valley's diverse experiences, including premium wine, diverse food and dining offerings, art, history and the opportunity to travel to the edge of the outback. The research identified that no other region offers this mix, creating the quintessential Australian experience.

The new visual brand captures the complexity of the region's offerings in a simple cohesive theme. The wool stencilling typeface was inspired by the authentic Australian personalities from the region, along with the colour and material palette of its landscapes.

The new brand provides for consistent communication, whether applied to signage, websites, social media, advertising, or regional advocacy. The terms and reference, style guide and brand information are available from RDAYMN.

The next steps are a social medial launch, updating existing marketing collateral, and creating new material to reflect the new brand and target key markets.



RDA Barossa – International Student Exchange

One of the three priorities of RDA Barossa's Regional Education Strategy is internationalisation. This means the region should incorporate global best practice and research, meet international education standards, and be open for international students wanting to study in Australia.

RDA Barossa identified that a previously popular school exchange program with Japan had fallen away. The problem was a lack of regional homestay families. The RDA launched an initiative called 'Open Barossa to the World', using its networks and communication channels to identify and encourage families to host international exchange students. Twelve suitable families volunteered.

Meanwhile, RDA Barossa supported local public schools to establish an exchange with the region's sister province in South Korea. RDA Barossa took part in an International Education Department information session in Nuriootpa, and met Korean agents and school staff. Having the host families secured gave schools the confidence to progress. Three schools, Angaston Primary, Nuriootpa Primary and Nuriootpa High, welcomed 13 Korean students in July 2017. Students stayed in the Barossa for three weeks, and a reciprocal visit in January 2018 will be funded by the Korean Government.

RDA Barossa has since been approached to help with homestays for Japanese students coming to Gawler and District College, and has had a request from a Chinese family seeking study experiences for their children and to bring over a group of Chinese school students for an exchange. As well as these opportunities, RDA Barossa is pursuing potential exchange programs with other countries in Europe and North America.

International student exchanges bring a slice of a different culture to the Barossa. They also create new global ambassadors for the region, generating opportunities in education, trade and investment. To support the Korean exchange, RDA Barossa hosted a workshop about North Asian markets for local businesses, and developed cultural connections to underpin future trade.

RDA Murraylands & Riverland – High River Communication Strategy

The Murray River's high flow event from October 2016 to January 2017 called for a swift and united response from tourism industry operators, government and other agencies.

These were the highest flows in 23 years and, combined with a rapid recession of water, posed a number of logistical and public perception challenges for our tourism industry.

The Murray River, Lakes and Coorong Tourism Alliance joined forces with Destination Riverland and RDA Murraylands & Riverland (RDAMR) to develop and implement a communication strategy that would minimise the negative public perceptions and resulting impacts to tourism operators that have accompanied past high flow events. This project achieved consistent, positive messages in all media, and an encouraging number of consumers continued to make the most of river destinations.

RDAMR presented a keynote presentation at the State Tourism Conference, sharing insights on the mitigation process and how this approach could be applied to other environmental crises.

RDA Whyalla & Eyre Peninsula – Desert to Sea, Experience Far West South Australia

A Far West Aboriginal Tourism Strategic Plan has been developed to provide direction and support to current and emerging Aboriginal tourism enterprises. The strategy also supports mainstream tourism ventures that employ Aboriginal people.

The target area includes the land between Ceduna and the Western Australian border, including the Maralinga Tjarutja Lands. Key features in this region include the Nullarbor Plain, the coastline of the Great Australian Bight, regional nature reserves, and southern parts of the Great Victoria Desert.

Aboriginal businesses in South Australia often focus on tourism activities. These include arts and crafts, occasional performing arts, and limited nature-based experiences. The nature-based experiences help visitors to better understand the relationship Aboriginal people have with the land and the sea.

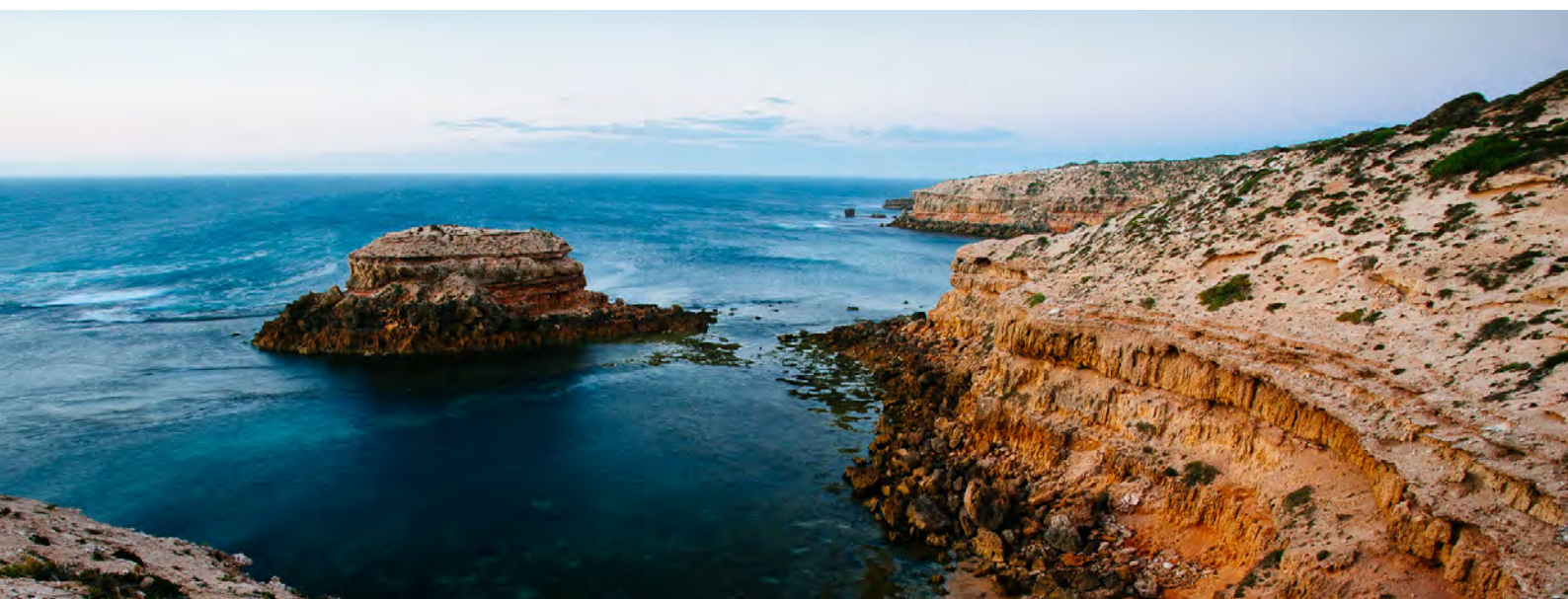
Development of the strategy included over 70 consultation events between August 2016 and March 2017. These involved Aboriginal communities, the five major Aboriginal organisations with tourism-related enterprises (Oak Valley/ Maralinga, Yalata, Scotdesco, Koonibba and Ceduna Aboriginal Corporation), the Aboriginal Lands Trust, Alinytjara Wilurara Natural Resource Management Board, and government agencies.

The stakeholders agreed on a logo and slogan to brand the Far West region. The slogan, 'Desert to Sea, Experience Far West South Australia', is supported by decals in the Aboriginal Flag colours. This branding will apply to all marketing materials, including websites, presentations, brochures, signage and staff uniforms.

The Department of the Prime Minister and Cabinet contracted RDA Whyalla and Eyre Peninsula (RDAWEP) to prepare and launch the strategy. The scope of works included reviewing and updating business plans for the key Aboriginal organisations, to improve the governance, operations and viability of their tourism enterprises.

Initiatives planned for implementation include: establishing a community and tourism-related store at Koonibba; upgrading and improving the Ceduna Art, Cultural and Language Centre; establishing a viable caravan park in Yalata; expanding accommodation facilities at Scotdesco to cater for conferences and meetings; expanding the tourism product and improving infrastructure and operations at Maralinga Village; and developing a new wildlife sanctuary in Ceduna, called Sleepy Lizard Park.

The collective planning approach will create a critical mass of Aboriginal tourism product, enabling the Far West to be branded as a distinctive tourism subregion. This value-adds to tourism marketing for the Eyre Peninsula as a whole, and provides a focal point for the Indigenous Tourism Trail that was established in 2012-13.



RDA Yorke & Mid North – Port Pirie, Come See Change

‘Port Pirie, Come See Change’ is an awareness campaign designed to rebrand and promote Port Pirie, signifying both to locals and the rest of the state that there are major positive changes in and around the city.

The catalyst was a \$516 million investment by Nyrstar to build a world-leading polymetallic processing plant, securing Port Pirie’s future and launching the city onto the global stage. With a proud and united community supported by a proactive council, Port Pirie will be promoted as a city that has changed, and that is open for business.

Visual changes played a big role in the campaign, and included investment in a CBD redevelopment and foreshore upgrade, as well as new signage, trees and public spaces. Aims of the campaign also include attraction of new businesses like ALDI, renovating existing businesses such as Flinders on Main, Sportsman’s Tavern, Federal Hotel, as well as optimising the impact of the Sporting Precinct Upgrade.

RDA Yorke & Mid North (RDAYMN) helped to set up the steering committee for the campaign, and acts as the committee’s treasurer. RDAYMN developed the brief for the marketing agency, and delivered a number of the marketing activities.

To date, marketing collateral has included branded truck tarps for a local transport company, branded coffee cups and bumper stickers for distribution to the community, branded flags at city entrances and around the city, and a cover for the port construction site fence that will display stories and photos from the campaign.

Woven into this campaign is ‘Many Stories One Future’. This series of televised short stories and a commercial was inspired by the Nyrstar history arts exhibition, and has provided momentum for the city to embrace and capitalise on this unique opportunity.

The campaign was officially launched with a business dinner in February 2017, and activities will continue through to December 2018. Port Pirie, Come See Change is a public-private partnership, with investors including Nyrstar, Port Pirie Regional Council, Port Pirie Chamber of Commerce and RDAYMN.

