



An Australian Government Initiative



Regional
Development
Australia



RDA BARWON SOUTH WEST

Business Plan 2024-25



Acknowledgment of Country

We acknowledge the traditional custodians of the land on which we live. We recognise their continuing connection to land, waters and culture and pay our respects to their Elders past, present and emerging.

We support initiatives that encourage greater unity, knowledge, cultural awareness and respect for the first occupants of our land.

We work with the Wadawurrung Traditional Owners Aboriginal Corporation, Eastern Maar Aboriginal Corporation and Gunditj Mirring Traditional Owners Aboriginal Corporation to encourage stronger community links and local representation.



GUNDITJ MIRRORING
Traditional Owners
Aboriginal Corporation



Wadawurrung
Traditional Owners
Aboriginal Corporation



Message from the Chair

The 2023-24 year has been rewarding for our committee as we delivered strong outcomes across our region. Our continued support and advocacy for local industry, businesses, and communities have been positive. By prioritising regional collaboration and information sharing, we have ensured our efforts are aligned with the needs of our region.

Our established partnerships with local government, the Barwon and Great South Coast Regional Partnerships and our stakeholders have been influential in advancing key projects such as the *Great South Coast Economic Futures* and the *Great South Coast Social Futures* projects to drive economic diversity, high-value economic outcomes, and improved economic participation outcomes.

The Barwon South West region is focused on continued growth and development in the coming year. We want to continue to support the region to capitalise on Federal Government programs such as the *National Reconstruction Fund*, *Regional Precincts and Partnerships Program*, *Growing Regions Program*, and the new *Housing Support Program*.

We will continue our collaboration with the Victorian Government to deliver the comprehensive *\$2 billion Regional Package*. This partnership is essential as we work together to maximise regional development and investment opportunities.

The Committee's strategic priorities for the coming year are:

- Add value to and diversify within the agri-food supply chain
- Accelerate the transition to new and high-value manufacturing
- Realise the potential of the visitor economy
- Improve workforce participation, skills development and growth
- Build a sustainable and climate-resilient economy.

I thank long-term member Anita Rank for her years of dedication. Anita served on the Committee since 2015 and as Chair since 2020. To all of the Members, thank you for your ongoing commitment and dedication. Yours and the region's commitment and collaboration is the pathway to building long-term success.

As we look to the future, we are confident in our region's potential and are committed to working collaboratively with stakeholders to capture opportunities, address challenges and achieve lasting success for the Barwon South West region.

Liz Price

Chair, RDA Barwon South West

Strategic Context

The RDA Barwon South West Committee focuses on maximising Commonwealth assets for and in our region.

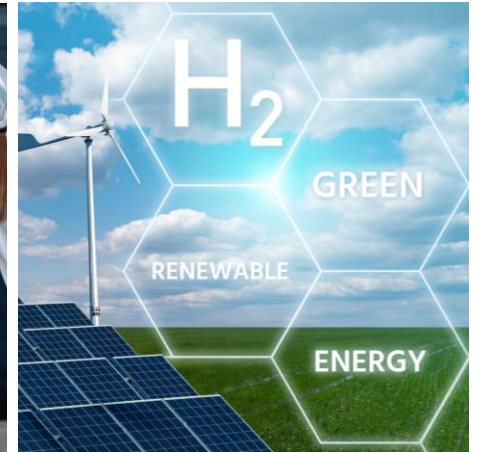
Our strategic priorities for the upcoming year are informed by evidence from the Victorian Government's Regional Economic Development Strategies (REDS) for the Barwon and Great South Coast regions, underpinned by alignment with the RDA Charter. Examples of the application of our business activities follow throughout this plan.

Top 5 Strategic Priorities for the upcoming year

- Add value to and diversify within the **agri-food** supply chain.
- Accelerate the transition to new and **high-value manufacturing**.
- Realise the potential of the **visitor economy**.
- Improve **workforce** participation, skills development and growth.
- Build a **sustainable and climate-resilient** economy.

Top 5 Business Activities for the upcoming year

- Invest in and facilitate regional initiatives that enable economic growth and diversification.
- Drive strategic collaboration to advance shared priorities.
- Promote and support government funding programs.
- Facilitate the sharing of information and opportunities.
- Connect stakeholders to identified regional economic opportunities and recommendations.



Regional Development Australia Charter

- Focus activities and strategy on the delivery of the **Regional Investment Framework (RIF)**, including investment in people, places, services, and industries and local economies.
- Support regional stakeholders, including local government and the not-for-profit-sector, to seek **grant opportunities** that advance strategic regional priorities.
- Support **decarbonisation** efforts and the transformation to a **net zero economy** and enable regional linkages between sectors to achieve these aims.
- Build the **evidence** for economic development, including **innovation and diversification** strategies.
- **Facilitate meaningful engagement** across the three levels of government to ensure investments deliver better outcomes for regions.
- Contribute relevant **data and local intelligence** to support the evidence base to inform regional development strategies, program design and policy responses.

ANTICIPATED OUTCOME 1

Facilitate regional economic development outcomes, through investment in: Skills and local leadership, Opportunities for First Nations People, Infrastructure, Connectivity, Decarbonisation, and/or Industry growth.

WHAT WILL WE DO?	RDA ROLE	WHEN	STRATEGIC ALIGNMENTS	ANTICIPATED OUTCOMES
STRATEGIC PRIORITY 1: Add value to and diversify within the agri-food supply chain				
1.1 Address supply chain opportunities and improve freight logistics	Lead and Contribute	July 2024 – June 2025	Barwon REDS – Build a sustainable and climate-resilient economy. Accelerate the transition to new and high-value manufacturing opportunities.	Opportunities are realised by connecting businesses and building relationships in South-West Victoria. Export and investment opportunities are increased through delegate hosting and trade representation working closely with AusTrade, Invest Victoria and participating in trade shows such as evokeAG.
1.2 Identify and support value-add opportunities in agriculture	Lead and Contribute	July 2024 – June 2025	GSC REDS - Add value to and diversify within the agri-food supply chain. Capture the greater potential of the 'Green Triangle' cross-border economic zone.	
STRATEGIC PRIORITY 2: Accelerate the transition to new and high-value manufacturing				
2.1 Innovation and diversification strategies for economic development	Lead and Contribute	July 2024 – June 2025	Barwon REDS – Accelerate the transition to new and high-value manufacturing opportunities.	High-value opportunities are realised such as those presented by ManuFutures, Avalon Airshow 2025, Hanwha, LandForces 2024 International Land Defence Exposition, Barwon Health and the Avalon Master Plan. High-value manufacturing opportunities are identified in collaboration with the Geelong Manufacturing Council. Better support systems are available for current and potential industry players.
2.2 Explore and support investment into high-value manufacturing opportunities	Lead and Contribute	July 2024 – June 2025	GSC REDS - Add value to and diversify within the agri-food supply chain. Maximise the potential of the region's energy resources.	
STRATEGIC PRIORITY 3: Realise the potential of the visitor economy				
3.1 Expand existing strengths in cultural and nature-based visitation	Lead and Contribute	July 2024 – June 2025	Barwon REDS – Realise the potential of the visitor economy. Build a sustainable and climate-resilient economy.	Advocacy support accelerates the implementation of the Twelve Apostles project. Opportunities are identified to leverage the establishment of the Nyaal Banyul Geelong Convention Centre. Budj Bim Stage 2 is implemented.
3.2 Innovate to increase tourism sustainability and yield	Lead and Contribute	July 2024 – June 2025	GSC REDS - Expand existing strengths in cultural and nature-based visitation. Grow and equip the workforce needed to enable future economic opportunities.	
STRATEGIC PRIORITY 4: Improve workforce participation, skills development and growth				
4.1 Increase the availability of affordable housing	Lead and Contribute	July 2024 – June 2025	Barwon REDS – Further the innovation and skills ecosystem. Maximise the economic benefit from expanding service-based sectors.	Advocacy support accelerates the supply of affordable housing. Skills development pathways are supported for First Nations people and women. Social procurement initiatives and practices are supported.
4.2 Improve skills development pathways for areas of need and emerging sectors	Lead and Contribute	July 2024 – June 2025	GSC REDS - Grow and equip the workforce needed to enable future economic opportunities.	
STRATEGIC PRIORITY 5: Build a sustainable and climate-resilient economy				
5.1 Maximise the potential of the region's renewable energy resources	Lead and Contribute	July 2024 – June 2025	Barwon REDS – Accelerate the transition to new and high-value manufacturing opportunities. Build a sustainable and climate-resilient economy.	Barwon South West's clean economy profile has been raised. A prospectus has attracted investment for green hydrogen development initiatives.
5.2 Support green hydrogen development initiatives	Lead and Contribute	July 2024 – June 2025	GSC REDS - Maximise the potential of the region's energy resources. Grow and equip the workforce needed to enable future economic opportunities.	

ANTICIPATED OUTCOME 2

Support regional stakeholders, including local government and the not-for-profit-sector, to seek grant opportunities that advance strategic regional priorities.

WHAT WILL WE DO?

To achieve Outcome 2 and address the performance indicators we will:

Draft applications, write letters to support applications, review submissions, provide advice about application submissions, provide guidance about application processes and/or provide information and advice to stakeholders.

Performance indicators for Outcome 2 require providing details of where you have:

- *Supported awareness-raising and/or engagement with grant opportunities*
- *Supported the preparation of grant applications.*

ANTICIPATED OUTCOME 3

Contribute to, and where appropriate, drive local economic development planning and strategy development.

WHAT WILL WE DO?

To achieve Outcome 3 and address the performance indicators we will:

Contribute to the development of local plans and strategies and specify the lead stakeholders, provide evidence to support regional economic development, facilitate (or be a member of) local leadership groups and forums, and/or provide other assistance.

Performance indicators for Outcome 3 are:

- *Contributing to the development of local plans and strategies, and specify the lead stakeholders*
- *Providing evidence to support regional economic development*
- *Facilitating or being a member of local leadership groups/forums and/or*
- *Providing other assistance.*

ANTICIPATED OUTCOME 4

Contribute relevant data and local intelligence to support the evidence base to inform regional development strategies, program design and policy responses.

WHAT WILL WE DO?

To achieve Outcome 4 and address the performance indicators we will:

Provide online or in-person briefings to the relevant Minister and/or Government, meet with Members of Parliament to discuss regional matters, make submissions to Parliamentary enquiries, participate in departmental surveys and submissions, make additional contributions of local information as appropriate, and provide other support to Government as required.

Performance indicators for Outcome 4 are:

- *Outline instances where you have provided intelligence and evidence-based advice and local intelligence to the Australian Government.*

ANTICIPATED OUTCOME 5

Complete activities that will contribute to the achievement of identified state and local government outcomes and output requirements.

WHAT WILL WE DO?

To achieve Outcome 5 and address the performance indicators we will:

Contribute to achieving outcomes and performance indicators being sought by state and local governments, support activities that will contribute to the achievement of common outcomes and performance indicators and activities that will contribute to the achievement of state and local government specific outcomes and outputs.

Performance indicators for Outcome 5 are:

- *Outline instances where you have contributed to the achievement of identified state and local government outcomes and output requirements.*



Regional Economic Development Strategies (REDS)

The Victorian Government has developed Regional Economic Development Strategies (REDS) for the Barwon and Great South Coast regions, which identify strategic directions for future economic development based on a strong evidence base. The REDS have informed the identification of the strategic focus areas for our Committee.

The REDS also identify four key factors that are critical to enabling economic growth in the region – digital connectivity, transport connectivity, workforce and housing.

In addition to providing a consistent evidence base and the strategic framing of economic opportunities to coordinate investment and activity, the REDS also identify opportunities for Aboriginal economic development.

Regional profile

Demographic, social and economic indicators

 66 to 72
Australian Digital Inclusion Index Score in Great South Coast in 2022
 (Victorian Average: 74)

 63.2%
Local workforce in Great South Coast was employed in skilled occupations in 2021
 (Reg Vic 62.2%, Melbourne 67.3%)

 18.1%
Residents with a bachelor's degree or higher in 2021
 (Reg Vic 20.8%, Melbourne 36.8%)

 4.1
Overall access to roads and public transport in Barwon South West RDA region
 (Reg Vic 3.2 and Victoria 4)

 0.8%
Average rental property vacancy rate in 12 months leading up to December 2023
 (Compared to benchmark of 2.5%)

 34.8%
Increase in median rent in Barwon South West RDA region from 2019 to 2023
 (Victoria 25.0%, Reg Vic 42.6%)

Policy insights

Review of existing policies and local plans, informed by stakeholder engagement

Comparative advantage

Analysis of the region's strengths and areas of emerging specialisation


 70 to 76
Australian Digital Inclusion Index Score in Barwon in 2022
 (Victorian Average: 74)

 61.7%
Local workforce in Great South Coast was employed in skilled occupations in 2021
 (Reg Vic 62.2%, Melbourne 67.3%)

 27.6%
Residents with a bachelor's degree or higher in 2021
 (Reg Vic 20.8%, Melbourne 36.8%)

Strategic directions

Medium- to long-term priorities for future economic development

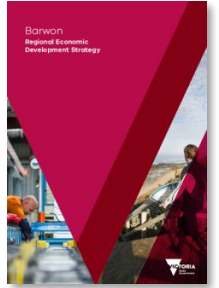
 4.1
Overall access to roads and public transport in Barwon South West RDA region
 (Reg Vic 3.2 and Victoria 4)

 1.7%
Average rental property vacancy rate in 12 months leading up to December 2023
 (Compared to benchmark of 2.5%)

 34.8%
Increase in median rent in Barwon South West RDA region from 2019 to 2023
 (Victoria 25.0%, Reg Vic 42.6%)

Barwon Regional Economic Development Strategic Priorities

Barwon’s five strategic directions have been identified using an evidence base that considers the region’s unique attributes, existing and emerging industries, and socioeconomic context.



- **Developing future-focused products and advanced manufacturing capabilities** will, along with existing supply chains and transport infrastructure, drive new and high-value manufacturing opportunities.
- Existing innovation hubs and significant local research expertise will contribute to business incubation, productivity growth and a **future-focused education and training sector**.
- The **diverse range of tourism offerings**, including natural landscapes, creative industries, Aboriginal heritage and emerging agritourism, strongly positions the region to take advantage of changing domestic visitor trends.
- Strong population growth and changing demographics have driven **service-based sectors** with a skilled workforce – cultivating these sectors is an opportunity for long-term growth and wider economic benefits.
- **Renewable energy generation**, including rooftop and large-scale solar, wind and renewable hydrogen, complement strong community interest in resource recovery and recycling to drive sustainability in the region.

347,600
Population
(2023)

23.8%
Population growth
(2014-23)

\$21.2B
Gross regional product
(2022)



Barwon Regional Economic Development Strategy Strategic directions

- Accelerate the transition to new and high-value **manufacturing** opportunities
- Further the **innovation** and **skills** ecosystem
- Realise the potential of the **visitor economy**
- Maximise the economic benefit from expanding **service-based sectors**
- Build a **sustainable** and **climate-resilient** economy

Employment	Barwon % (Dec 2023)	Regional Victoria % (Mar 2024)	Metro Melbourne % (Mar 2024)
Unemployment rate*	3.4	3.7	4.5
Average annual employment growth (2021-21)	1.2	0.1	0.2

Top employing sectors (2022)	
Health Care and Social Assistance	28,500
Construction	19,500
Retail Trade	17,600
Education and Training	15,400
Manufacturing	12,900
Public Administration and Safety	12,500

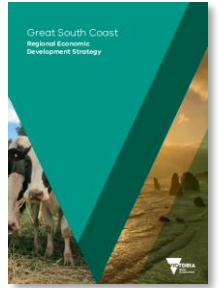
Top sectors by gross value add (2022)	
Health Care and Social Assistance	\$2.5B
Construction	\$2.4B
Manufacturing	\$1.6B
Education and Training	\$1.3B
Retail Trade	\$1.3B
Public Administration and Safety	\$1.2B

Please note: Regional Partnership unemployment data lags the state release.

- Diversification of the region’s **agricultural commodities**, investment in advanced manufacturing capabilities and an increase in local value-add will ensure the region is adaptive and responsive to new opportunities.
- Local wind, solar and bioenergy generation capabilities, and the associated skilled workforce, position the region to harness other **renewable energy** opportunities (including hydrogen); there are also new opportunities in natural gas exploration and production.
- Specialised research and skills, harnessing technological change, inclusive employment and stimulating migration will ensure a **workforce** able to both capitalise on growth opportunities and meet the needs of an ageing population.
- **Investment in agritourism**, ‘hero experiences’, natural attractions and Aboriginal heritage such as the Budj Bim Cultural Landscape will allow the region to encourage longer stays and take advantage of changing visitation trends towards domestic travel.
- Improving cross-border collaboration and the flow of goods, services and people will bolster the region’s economic potential. The existing forestry supply chain positions the region to capitalise on increasing global demand for wood fibre and to grow into a **world-leading sustainable forestry hub**.

Great South Coast Regional Economic Development Strategic Priorities

Great South Coast’s five strategic directions have been identified using an evidence base that considers the region’s unique attributes, existing and emerging industries, and socioeconomic context.



106,000
Population
(2023)

3.3%
Population growth
(2014-23)

\$6.8B
Gross regional product
(2022)



Great South Coast Regional Economic Development Strategy Strategic directions

- Add value to and diversify within the **agri-food supply chain**
- Maximise the potential of the region’s **energy resources**
- Grow and equip the **workforce** needed to enable future economic opportunities
- Expand existing strengths in **cultural and nature-based visitation**
- Capture the greater potential of the ‘**Green Triangle**’ cross-border economic zone

Employment	GSC % (Dec 2023)	Regional Victoria % (Mar 2024)	Metro Melbourne % (Mar 2024)
Unemployment rate*	1.9	3.7	4.5
Annual Unemployment Rate Change (% pts)	0.1	0.1	0.2

Top employing sectors (2022)	
Agriculture, Forestry and Fishing	8,500
Health Care and Social Assistance	8,100
Retail Trade	4,700
Manufacturing	4,600
Education and Training	4,300
Construction	4,100

Top sectors by gross value add (2022)	
Agriculture, Forestry and Fishing	\$1.7B
Health Care and Social Assistance	\$644M
Manufacturing	\$519M
Construction	\$418M
Education and Training	\$298M
Retail Trade	\$276M

Please note: Regional Partnership unemployment data lags the state release.

Statement of Collaboration

To amplify opportunities for collaboration and increase high-value outcomes for the region, RDA Barwon South West Committee, Barwon Regional Partnership and Great South Coast Regional Partnership will endeavour to coordinate their respective activities.

We will leverage Regional Development Victoria's representation in all three groups to coordinate high-value communications with the Victorian Government and the Australian Government.

We will use RDV's regional resources and skills to ensure our key projects and priorities are supported by:



SHARED EVIDENCE	DATA ANALYSIS	UNITED VOICE	JOINED-UP PRIORITIES	CITY CONNECTIONS
Improve advocacy outcomes through use of consistent, shared evidence in BSW region business cases, projects and policies	Strengthen regional business cases by leveraging digital and business analysis skills of the centralised RDV team	Use consistent messaging and advocacy collateral to create a confident and united voice for the region	Identify aligned priorities and coordinate activities, resources and messaging to reduce duplication and improve outcomes	Engage RDA networks to advocate for regional issues, influence state capitals and inform city-based businesses on regional opportunities

RDA Barwon South West has a direct link to the Australian Government through Minister McBain



The Hon Kristy McBain MP
Minister for Regional Development, Local Government and Territories



Regional Partnerships have a direct link to the Victorian Government through Minister Tierney



The Hon Gayle Tierney MP
Minister for Regional Development
Minister for Skills and TAFE
State Member for Western Victoria

Regional Economic Development focus

Regional Investment Framework Priorities

RDA Barwon South West Committee was established by the Australian Government and is supported by the Victorian Government through RDV. Chair is endorsed by both Ministers.

RDA Barwon South West Committee members include: Industry and business members with global, national and local experience in advanced manufacturing, agriculture, education, tourism and energy, supported by the Regional Director of RDV Barwon South West.

Social, Economic and Environmental focus

Barwon Regional Partnership and Great South Coast Regional Partnership were established by the Victorian Government and are supported through RDV. Regional Partnerships' members include: Business and community members, the CEOs of our Local Government Areas, the RDA Barwon South West Committee member, the Regional Director of RDV Barwon South West and a senior officer (Dep Sec) from the Victorian Government.

RDV Barwon South West
Regional Director and officers coordinate and connect the activities of the RDA and both Regional Partnerships

BARWON SOUTH WEST REGIONAL STAKEHOLDERS



Wadawurrung Traditional Owners Aboriginal Corporation • Eastern Maar Aboriginal Corporation
Gunditj Mirring Traditional Owners Aboriginal Corporation • Deakin University • Avalon Airport
GeelongPort • Port of Portland • Committee for Geelong • Committee for Portland
Major employers • Peak industry bodies • Local business incubators
Tourism Greater Geelong and the Bellarine • Great Ocean Road Regional Tourism
Grampians Tourism • Discovery Coast • Great Ocean Road Coast and Parks Authority
Geelong Chamber of Commerce • Geelong Manufacturing Council
Gordon TAFE • South West TAFE • Local Learning and Employment Networks • Hycel
Barwon Health • Barwon Water • Wannon Water • Food + Fibre Great South Coast



LOCAL GOVERNMENT

Regional Development Victoria (RDV)

Serving all 6 RDA Committees and all 9 Regional Partnerships with:

Shared evidence • Data analysis • United voice • Joined-up priorities • Capital city connections • Coordination • Pathways to government

Annual Work Plan and Engagement Plan Details

JULY 2024 – DECEMBER 2024

	July 2024	August 2024	September 2024	October 2024	November 2024	December 2024
Committee Meetings			Southern Grampians Shire		Surf Coast Shire	
Chair/Deputy Chair Engagement	Consultation Transport & Infrastructure Net Zero Roadmap webinar	RDA Chairs' Network	RDA Executive RDA, GSC, BRP Chairs and Deputies	RDA National Forum - WA	SEGRA National Conference - WA RDA Chairs' Network RDA Executive	
Committee Member Engagement	GSC Economic Futures PSG BSW Renewable Hydrogen Prospectus PSG National Emergency Management Agency (NEMA) briefing	RAI Regions Rising National Summit - Canberra GORRT 2024 Regional Tourism Conference	Food + Fibre Great South Coast Regional Showcase SC Economic Futures PSG BSW Renewable Hydrogen Prospectus PSG	RDA National Forum – WA RDA BSW & Tasmania network G21 Regional Forum	SEGRA National Conference - WA GSC Economic Futures PSG BSW Renewable Hydrogen Prospectus PSG	
Partnership Meetings	Great South Coast Regional Partnership	Barwon Regional Partnership	Great South Coast Regional Partnership	Barwon Regional Partnership	Great South Coast Regional Partnership	Barwon Regional Partnership
Brown Bag Briefing Sessions	RIAP session	session in August		sessions in October		
Ministerial Online Briefings & Roundtables			Quarterly Online Briefing with Minister			Quarterly Online Briefing with Minister
Projects / Reports Due	Annual Business Plan		Annual Report on Outcomes			BSW Renewable Hydrogen Prospectus - completion
Communications	Priority projects collateral development and advocacy plan				Local Government post-election engagement campaign Coordinated advocacy campaign in the lead-up to the Federal election	

Annual Work Plan and Engagement Plan Details

JANUARY 2025 – JUNE 2025

	January 2025	February 2025	March 2025	April 2025	May 2025	June 2025
Committee Meetings		Melbourne		Glenelg Shire	Business Planning Review - online	Warrnambool
Chair/Deputy Chair Engagement		RDA BSW Executive RDA Chairs' Network	RDA, GSC, BRP Chairs and Deputies	RDA Executive	RDA Chairs' Network	RDA BSW Executive RDA, GSC, BRP Chairs and Deputies
Committee Member Engagement	GSC Economic Futures PSG		GSC Economic Futures PSG		GSC Economic Futures PSG	CEDA update webinar
Partnership Meetings		Barwon Regional Partnership	Great South Coast Regional Partnership	Barwon Regional Partnership	Great South Coast Regional Partnership	
Brown Bag Briefing Sessions					2 sessions in May	
Ministerial Online Briefings & Roundtables			Quarterly Online Briefing with Minister			Quarterly Online Briefing with Minister
Projects / Reports Due					GSC Economic Futures Project – Stage 2 completion	
Communications	Coordinated advocacy campaign in the lead-up to the Federal election					

RDA Barwon South West Committee 2024-25

The RDA Barwon South West Committee consists of local business experts who are dedicated to developing and implementing local solutions for regional issues. They collaborate with government, businesses, and community groups to support the region's growth and development.

Acting as facilitators, they focus on building strong and confident regional economies by leveraging competitive advantages, seizing economic opportunities, and attracting investments.

The committee comprises experienced individuals with global, national, and local expertise in advanced manufacturing, digital capability, agriculture, education, tourism, and energy. Led by Chair Liz Price, the team brings valuable political and industry experience to their endeavours.

Executive support

The Regional Director, Barwon South West (Executive Officer) provides strategic and operational leadership to our Committee and the executive support team.

The team promotes the region's activities to all levels of government, industry, business and community, highlighting competitive advantages and encouraging opportunities for decentralisation and relocation. They oversee RDA projects, report on activities, and manage and monitor the Commonwealth and State grants programs.

RDV Barwon South West has executive support offices located in Geelong, Warrnambool and Portland.

Committee Members



Liz Price
Chair



Grant Sutherland
Deputy Chair



Keith Baillie



Mary-Ann Brown



Peter Dorling



Anne Howard



Alison McLeod



Darryl Mohr



Clive Pugh



David Spear

Executive Support Team



Brett Ince
*Regional Director,
Barwon South West
(Executive Officer)*



Nada Malinac
*RDA Coordinator,
Barwon South West*



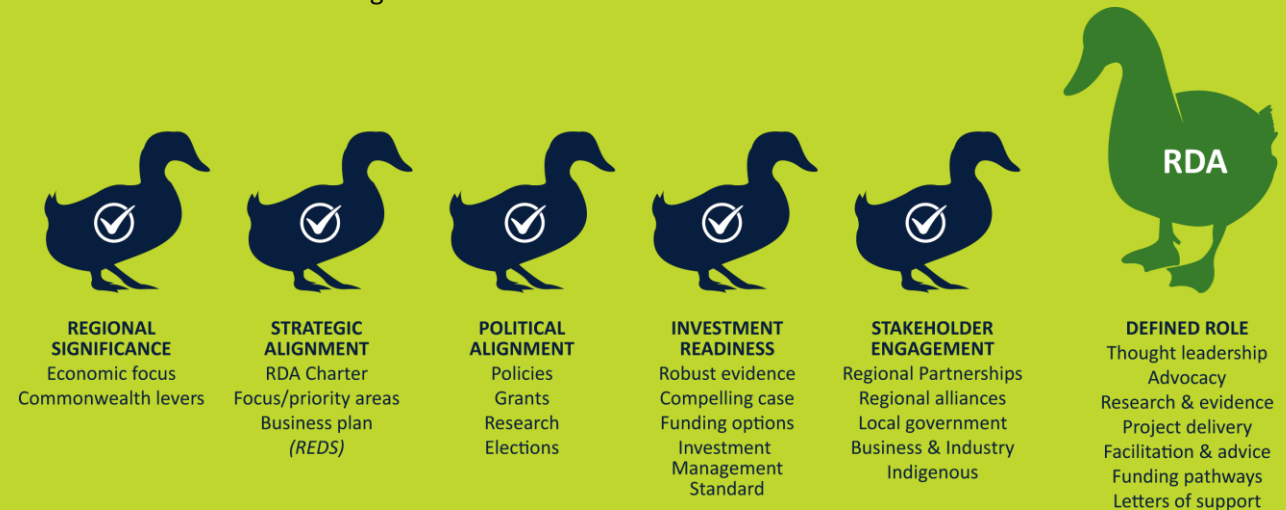
Prioritising our activities

The Barwon South West is renowned for the strength of its collaborative network of government, community and industry organisations. With nine independent local councils, two regional alliances, two Regional Partnerships and a diversity of peak industry bodies and authorities all contributing, a common evidence base and collaboration mechanisms reduce duplication of effort and improve consistency of messaging and advocacy outcomes.

RDA Barwon South West acts as a conduit across government, industry and the community to support the sustainable growth of the region. As real-time advisers to the Australian Government on critical local issues, opportunities and challenges, we provide advice that informs government policy, regional programs, information campaigns and grant funding opportunities.

Working closely with the Barwon and Great South Coast Regional Partnerships, we identify Australian and Victorian programs and strategies that allow our stakeholder network to address regional priorities in an informed, efficient and effective way.

Our role as a facilitator in implementing regional activities is based on alignment with the Australian Government's Regional Investment Framework priorities, the RDA Charter and our assessment of the following criteria:





Communications

The overarching aim of RDA communication products and activities is to encourage community support for and regional stakeholder engagement with RDA Barwon South West.

The objectives of communications activities are to:

- Increase understanding and awareness of the benefits RDA Barwon South West offers to regional communities.
- Promote the achievements of RDA Barwon South West.
- Encourage Australian Government agencies to consider utilising regional intelligence.
- Provide advice on Australian Government program design.
- Support the Australian Government to deliver programs in our region.
- Encourage and promote joint government, business and stakeholder collaborations.

Communication activities are included in the RDA Barwon South West 2024-25 Annual Work Plan. *(refer to pages 11 & 12)*

RDA Barwon South West uses several communication channels and regional stakeholders' group assets including:

- Direct email
- Promotional videos
- Social media
- Workshops
- Websites
- Stakeholder meetings
- Site visits
- Newsletters
- Regional forums
- Reports
- Regional delegations
- Submissions
- Brown Bag Briefings
- E-books and printed booklets



An Australian Government Initiative



Contacts

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