

RDAWEP'S VISION

An innovative, competitive and sustainable region that offers opportunity and a quality lifestyle.

**How do we ensure that our
community has choices?**

Creating and growing a culture that provides genuine choices for meaningful decision making about our economic, social and environmental futures must, in my view, be a measure for healthy democracies and accountable economic development

“We must continually strive to ensure that our economic prosperity and enviable lifestyle progress together.”

His Excellency the Governor Hieu Van Le

Improving Your Odds for Capitalising on Local Opportunities.

In keeping with the conference theme of “Moving Forward – Councils of the Future” and in the context of this first session I have chosen to focus on “Improving Your Odds for Capitalising on Local Opportunities”. How do we ensure that our EPLGA region is or will be ready and able to capitalise on opportunities as and when they arise, *especially* within an increasingly competitive fiscal and regulatory environment.

Selecting the best opportunity to match prevailing conditions to create the best odds can end up like this ...



Or like this ...



Choice has consequence (and in this case ... if you choose to wear Lycra this will happen to you).

I am really pumped! Because yesterday the EPLGA, in its wisdom, adopted something that Tony Irvine and our teams have been working towards for some time. A Regional Economic Development Policy for the EPLGA in partnership with our RDA.

Why are we so excited? Because it is another *tangible* sign that local government, the EPLGA and RDAWEP understand that for communities and industry within the region to successfully *compete* for new projects, programs, opportunities and funding, we must work together and *align* our planning and actions to increase each other's capability and capacity.

Within this region, economic strategies should and can complement each other rather than compete. The vast amount of external competition for the same opportunities and funds should compel those within the region towards team work and strategies that complement each other's objectives rather than competing against each other.



A win for one of us is a win for all of us. Fewer horses in the race will improve your odds of winning and growth in one part of the region contributes to the growth of all of the region. Just like our community – the region’s economy is interconnected and dependent upon each of its parts.



We have just had the Tour Down Under, and in cycling terms Member Councils of the EPLGA through shared planning, procurement and effort can be the coordinated team with shared priorities that protects the chosen rider to get them first across the line or at least to keep the team in the race. This is done in the knowledge that when it's your turn to compete, the team will assist you across the line.

The following is a list of industries and projects that you are all well aware of, which present great opportunities right across the region. Quality is the fast emerging common theme connecting resources, commodities, tourism, people and organisation across the region. To underpin quality of opportunity *we must ensure* that the courage of our leadership and breadth of our vision, governance and service matches the quality of our region.

Industries

Oil & Gas	BP, Chevron, Murphy Santos, Muradel
Mining	Iron Ore, Mineral Sands, Gypsum, Salt, Graphite
Manufacturing	Steel, Seafood processing, Food manufacturing, Stock Feed, Clothing
Food	Grains, Livestock, Seafood, Salt, Flour, Wine, Boutique
Tourism	Experiences, Accommodation, Events, Natural Assets
Renewable Energy	Solar, Wind, Hydro

Traditionally RDAWEP supports these opportunities through our managers in economic development, workforce and training development, business development, tourism development, etc. These areas will be expanded upon during the RDAWEP session tomorrow, which will focus on a strategic approach to regional development.

**How do we align our planning
and effort to increase your
odds of winning opportunity?**

Uncertainty is difficult to manage. But the pause in mining development may be a blessing in disguise for our Councils if the time is *used* prudently to undertake the strategic planning and preparation to ensure that mining and energy opportunities are proactively managed to ensure that our communities have choices in the process and can extract the maximum benefit locally with the least social and environmental cost.

It is therefore critical that the Eyre Peninsula Mineral and Energy Community Development Taskforce, established by the LGA, EPLGA and RDAWEP, takes the time to prepare now with Councils, government and industry. This group may also be useful for other special or major projects. The last thing we want is a “like it or lump it” scenario imposed upon us because we were asleep at the wheel.

We've got a taskforce with Ministerial level representation in place and a Regional Economic Development Policy in place ... so what else are we doing to improve our odds?

I cannot over emphasise the increasingly critical importance to Councils of ensuring that economic development projects are captured within our Regional Plans to be in the running for serious consideration by government and other funding agencies.

To help you achieve this we have devised a Project Tracking Template, which has now been introduced to each Council and is gaining traction. The project tracker is a valuable tool that will further improve your odds by aligning your projects with:

- **key government economic determinants and strategic priorities;**
- **grant funding programs; and**
- **assesses project development progress for grant funding readiness.**

Where possible and appropriate we also assist the with provision, assistance of facilitation of business cases.

In addition the EPLGA and RDAWEP have been collaborating on much more, including the development of a *Regional Strategic Plan Framework*.

Regional Strategic Plan Framework

AUSTRALIAN GOVERNMENT: KEY DETERMINANTS OF REGIONAL GROWTH	SOUTH AUSTRALIAN GOVERNMENT PRIORITIES	LOCAL GOVERNMENT, NRM, RDAWEP, EPLGA and Other PLANNING PRIORITIES	KEY PROJECTS OF STAKEHOLDER ORGANISATIONS
Human Capital Development	7 Strategic Priorities	Priorities from Stakeholder Strategic Plans	Projects Aligned with Key Determinants
Sustainable Economic Growth	10 Economic Priorities	Aligned with Australian and State Government Priorities	Projects Aligned with Grant Funding Programs
Sustainable Environmental Growth	South Australian Strategic Plan Targets		Project Progress Assessed for Grant Funding Readiness
Sustainable Social Growth	Aligned with Australian Government Priorities		
Access to Markets			
Comparative Advantage and Business Competitiveness			

This framework will link Local Government, EPNRM, EPLGA and RDAWEP plans with Australian Government key determinants of regional growth (recognised by COAG), and with the State Government's strategic and economic priorities, and SA Strategic Plan targets.

The framework will lead to a high level *Regional Strategic Plan*, which will strengthen and improve your odds by ensuring the community desires and local priorities are aligned with State and Australian Government regional development priorities.

A lot of this planning work has already been done by RDAWEP in existing documents, eg Regional Plan and Regional Resource, and some of this work is already contained in existing Strategic and Business Plans of Councils and other organisations. The good thing is that you do not have to change your local planning practices, you will still have complete responsibility but RDAWEP will do the planning alignment for you, saving you time and money.

The Regional Strategic Plan will be supported by a Regional Statement. This is a high level, evidence based summary of facts designed and written to provide an economic snapshot of each Council and the region as a whole. The statement is an advocacy tool for all of us, which will provide a consistent and united message to any level of government and industry. This will assist with procuring funding and secure political support for projects and programs within the region.

The evidence to support the Regional Statement is contained in a detailed statistical analysis pack for the region and each LGA that was commissioned by RDAWEP and the EPLGA and developed by EconSearch.

- **These data are provided at a 78-industry level, which will assist Councils with their economic development planning.**
- **These data will be updated annually to enable longitudinal trend analysis, and the packs presented to each Council in the very near future, and annually thereafter.**

All of these documents will be further supported by a Regional Marketing Plan, which will grow the Regional Brand and improve its relevance across a wider industry sector.

The ability to capture new initiatives within regional documents based upon superior evidence, matched to relevant government economic priorities, policy documents and funding programs will dramatically improve your odds.

So, what's missing?

Plans, policies and processes require a supportive *culture* to make them successful.

The CEOs of your Councils and the EPLGA have agreed to dedicate significant time at the CEO's meetings to local and regional economic planning and development.

These sessions led by my team and other initiatives will grow the awareness and culture of economic development within the region

Relevant Council staff and other organisations will also be invited to attend as appropriate.

Tony Irvine and I will be conducting joint presentations at Council workshops with elected members and staff, the first of which was recently undertaken at the District Council of Tumby Bay and the variety of questions from staff and elected members was beneficial to all parties.

The City of Whyalla has a great CEO in Peter Peppin, who has a wonderful belief and message to industry ... *Whyalla is open for business.*

Our strategic planning and culture must reflect and project that message.

This region's doors are not only open for business, but they are marked by branding in big letters stating "*enter here if you want the best*".

In summary, RDAWEP is fostering a collaborative environment, providing strategic tools, framework and planning, plus growing the economic leadership and organisational culture required to improve your odds for capitalising on opportunities.

These initiatives are based on a solid foundation of irrefutable facts and evidence based research to build, market and advocate successful business cases with a united voice to place you at the front of the field and improve your odds for successfully providing meaningful choices for this and future generations.



Leadership

Collaboration

Alignment

Thank you,

**Dion Dorward
Chief Executive Officer**