



An Australian Government Initiative



Regional
Development
Australia

Business Plan

RDA Orana 2023-24

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Building the region together rdaorana.org.au

RDA Charter

Local people creating local opportunities

A new charter is being developed to reflect the Government's policy focus areas for regional development as outlined in the Regional Investment Framework.

- Investing in services
- Investing in people
- Investing in places
- Investing in industries and local economies

As representatives of their regional communities, and the Australian Government, RDAs:

- focus on delivery of the RIF, including investment in people, places, services, and industries and local economies
- build the evidence for economic development in their regions
- operate with integrity and transparency, and
- coordinate across governments to make investments work better for regions.



Regional Plans

- Australian Government Regions 2020 - Unlocking Opportunity
- Australia's 2022 Critical Minerals Strategy

- NSW Government Premiers Priorities
- NSW Government 20 Year Vision for Regional NSW
- NSW Government Making it Happen in the Regions: Regional Development Framework
- NSW Government Invest Regional NSW Prospectus
- NSW Government's Electricity Strategy and Electricity Infrastructure Roadmap
- NSW Government Central West Orana Regional Plan 2036
- Critical Minerals and High-Tech Metals Strategy
- NSW Government Regional Economic Development Strategies: MidWestern, Orana & Far West
- NSW Government Food and Beverage Manufacturing Industry Development Strategy 2019

- Local Gov Economic Development Plans

RDA Orana Overview

Vision

To be the region's primary source of information for regional economic development: inspiring innovation, collaboration and sustainability

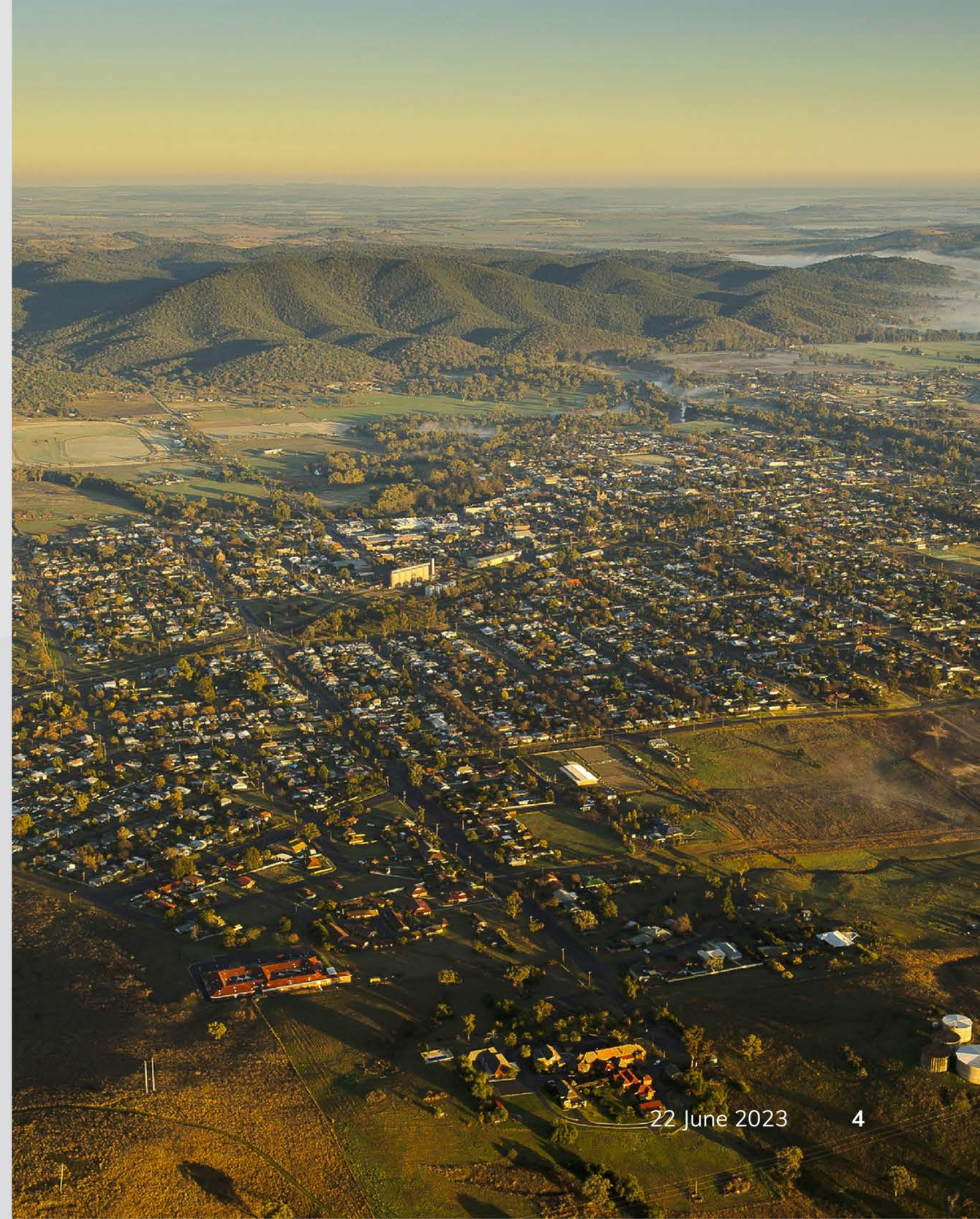
Mission

To support the positive change in the Orana region by

- leading change
- providing regional intelligence and advocacy
- facilitating collaborations
- inspiring innovation
- supporting relocations and investment

Our Motto

Building the region together

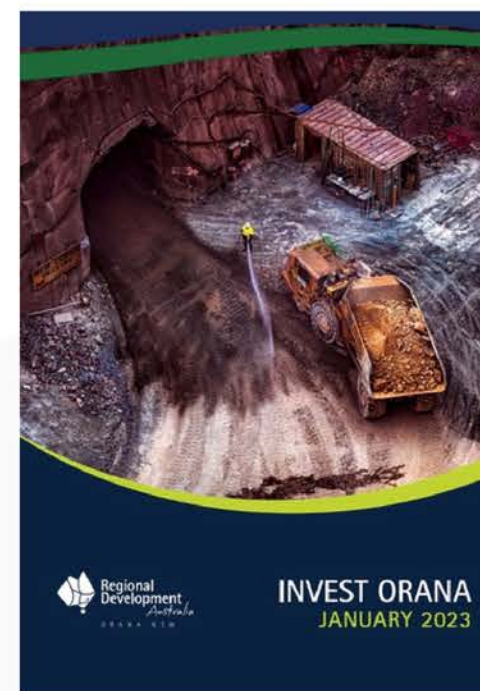
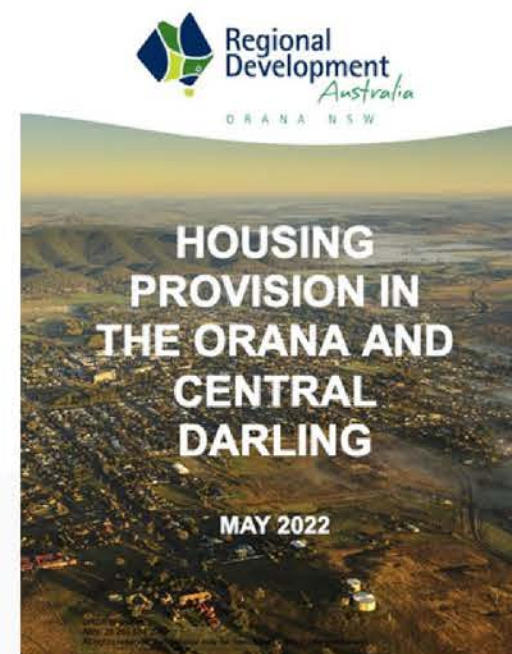


Our initiatives



ORANA DAMA

- Skilled migration
- Regional intel to Government
- Research and advocacy
- Grant support
- Submissions on behalf of the region



Regional issues

Regional issues

- United voice on key issues
- Uncertainty over Inland rail
- Regional differentiation (coast v inland areas)
- Supply chain management
- Supply chain access to major projects in the region (Aboriginal businesses, green credentials)
- Digital inclusion / mobile internet connectivity (access and knowledge)
- Affordable housing
- Water security
- Change management support - climate action, future demand and digital adoption

Business issues

- **Finding staff and workers**
- Worker accommodation
- Supply chain inflation & delays
- Rising costs
- Rising interest rates
- Red tape

Regional issues

Trends heading our way

- Universal labour and skills shortage
- Onshore manufacturing
- Food production and manufacturing
- Resilience disaster management
- Climate action
- Better working conditions
- Renewable energy
- Cost of living/inflation
- Wages growth
- Housing
- Aging population
- Research, innovation and technology
- Olympics in Brisbane?

Community needs

- Housing
- Education
- Health services
- Connectivity - transport and telecommunications
- Cost of living support/advocacy (inland disadvantage)

Regional opportunities

- Renewable energy zone: supply chain development
- Critical minerals hub
- Zero/low emissions supply chain solutions
- Accommodation solutions - visitor and worker
- Supply to investment in the region (public and private)
- Aging in place support (facilities and jobs)
- Expansion of private education sector

S
(Strengths)

- O2N (established)
- RDA Orana reputation
- Our land
- Our resources
- Resilient economy
- Networks, transport infrastructure and connectivity (road, rail, air)
- Natural assets
- Population growth in Mudgee and Dubbo
- Regional entrepreneurs

W
(Weaknesses)

- Funding for project delivery
- Labour and skills shortages
- Housing shortages
- Access to quality education
- Little value-adding
- Higher cost to operate in the western part of the region (energy and telecoms)
- Lack of water security
- No digital innovation/smart strategy
- Reliance on migrants to fill skills shortages
- No clear regional brand.

O
(Opportunities)

- Build INGA to primary brand
- Workforce activation: youth, women and migrants
- Increased manufacturing/value-adding
- Royalties for rejuvenation
- Leadership and entrepreneurial capacity
- Inland rail
- Recycling and renewables
- Renewable energy zone
- Supply to projects - local purchasing
- Strategic partnerships for service delivery
- Domestic tourism

T
(Threats)

- Funding cycles
- Policy development without consultation
- Lag in delivery of projects like REZ and Inland rail
- Resources to deliver projects
- Legislation changes (migration & water)
- Inequitable energy costs
- Out of region SAPs
- Public perception of region
- Fragmented planning
- Reduction in VET and tertiary education services
- Inflation
- Weather
- Supply chain delays

2023/24 Priorities

P1 Workforce

Businesses in the region have access to the workforce required to support growth



P2 Information

Businesses and governments have access to economic information, credible research and insights



P3 Leadership

Influence all levels of Government as a respected, apolitical and reliable advocate for the Orana region.



P4 Sustainable region

Orana region recognised as a net-zero emissions region



Key business activities

	P1 Workforce	P2 Information	P3 Leadership	P4 Sustainable Region
Business activity	491 Assessments for the NSW Government	Grants Hub published	Implement IGS Feb 2024	Support the Zero Hub Business Case
Business activity	DAMA and 494 Assessments	Data collection and analysis	Deliver Orana Outlook: Dubbo Nov 23 Mudgee March 24	Investigate Arena funding to support supply chain adoption
Business activity	Implement IGS Youth Forum April 24	Participate in regional consultations	Publish success stories to build regional and employer confidence	Investigate PPA Group Buy facilitation for regional Councils and businesses
Business activity	DAMA Variation submitted	Newsletter published weekly	Finalise the Orana Hunter Transport Study	Support REIF 2023/24

Our commitment to communicate

The charge: to build confidence in our region



BUILD THE BRAND

Support and promote RDAO activity in a way that results in brand awareness, stakeholder enquiry and increased revenue

- RDAO website and social media channels
- RDAO monthly newsletter
- Regular press releases
- Regular contact with key stakeholders



EXTEND REACH

Become a recognised regional voice that creates awareness of the region's capabilities and needs

- Research projects
- Submission work
- Capability and investment directories
- Regular engagement with key policy makers



ENGAGE & COLLABORATE

Create genuine opportunities for RDA Orana to collaborate and partner in projects with stakeholders

- Inland growth summit
- Establish O2N
- Established advisory committees
- Project development and implementation support



ATTRACT TALENT & INVESTMENT

Support and promote the region to support the attraction of workforce and public and private investment.

- Labour and skills shortage work
- Regional jobs board
- Stat and project monitoring and reporting
- Project profiles
- Success stories



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