

**Regional Development
Australia Yorke and Mid
North Strategic Plan
2010-2013**

Introduction to Regional Development Australia Yorke and Mid North

Regional Development Australia Yorke and Mid North (RDAYMN) covers the local government districts of Barunga West, Clare & Gilbert Valleys, Copper Coast, Goyder, Mount Remarkable, Northern Areas, Orroroo Carrieton, Peterborough, Port Pirie, Wakefield and Yorke Peninsula.

The Board has a commitment and a responsibility for developing the region's economic social and cultural capital as well as ensuring regional sustainability.

Board members bring a wide and varying cross section of skills and attributes from both private and government backgrounds.

The activities of the Board are funded by grants provided under contract by the Australian Government, South Australian Government and the Councils within the Yorke and Mid North region. The Board also bids for complementing grants for service delivery in related areas such as training and employment, infrastructure development and business advisory services.

Regional Development Australia Yorke and Mid North was formed through the amalgamation of Southern Flinders Ranges Development Board, Yorke Regional Development Board and Mid North Regional Development Board on 1 February 2010.

Board Members

The inaugural Board Members of the Regional Development Australia Yorke and Mid North are:

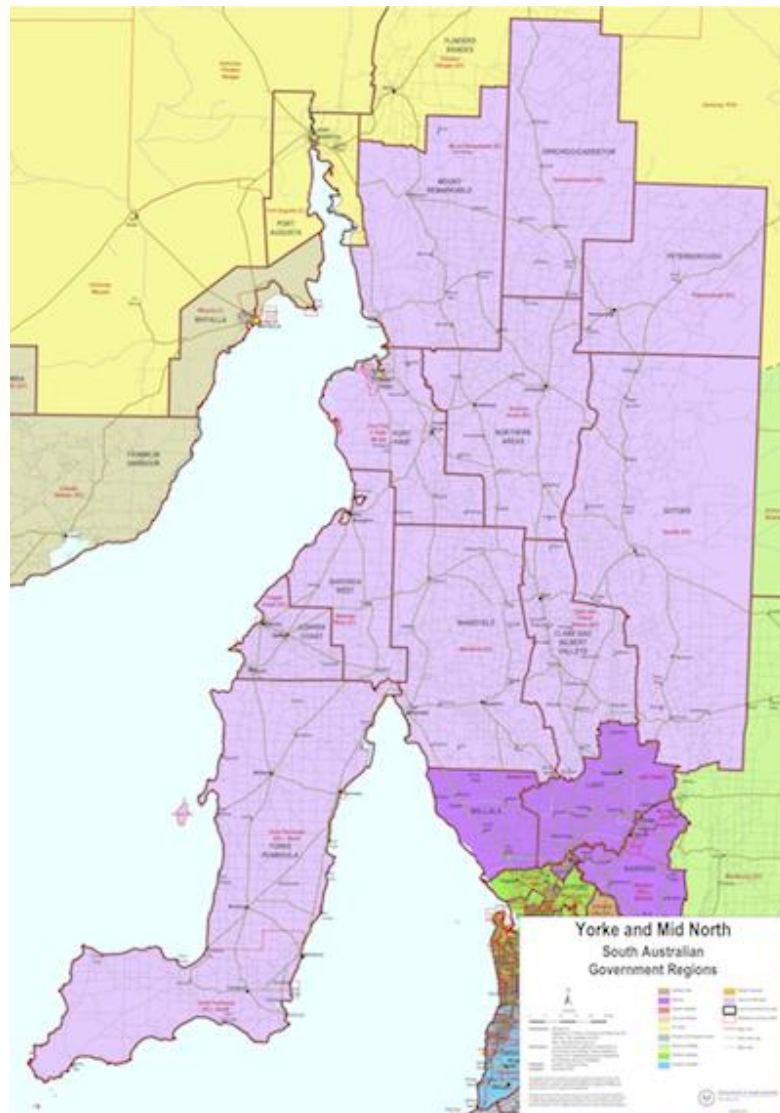
- Mike Pearce (Chairperson);
- John Banfield (Deputy Chairperson and Secretary);
- Jillian Woods (Treasurer);
- Phil Barry;
- Ricki Bruhn;
- Jodie Gregg-Smith;
- Ian Henderson;
- Neil Jericho;
- Dr Andrew Johnson;
- Warren Luckcraft;
- Kay Matthias;
- Bill Vandepeer;

Structure of Organisation

Regional Development Australia Yorke and Mid North's organisation is made up of three business units plus a corporate unit:

- Economic Development Unit;
- Business Development Unit;
- Workforce Development Unit;
- Corporate Unit

Map of Yorke and Mid North Region



Regional Snapshot

The population of the Yorke and Mid North Region has been steadily increasing since 2001 and currently sits at just under 80,000 (77,259).

Based on assumptions about fertility, mortality and migration rates, the Australian Bureau of Statistics (2009) projects the population to continue its slight upward trend through to 2021.

The bulk of the population is in the regional centre of Port Pirie (13,206), with the townships of Kadina (4,026), Moonta (3,350), Clare (3,063) and Wallaroo (3,053) forming the next distinctive tier of population concentration.

Towns such as Peterborough, Balaklava, Crystal Brook, Jamestown, Ardrossan and Maitland are other service hubs with populations between one and two thousand people.

By far however, the bulk of the Region's population – some 26,076 people - are located outside of main service centres, in smaller communities of under one thousand.

A further 3,233 are based rurally outside of any defined township.

The highly dispersed nature of the population base in the Region presents its own challenges, but also opportunities.

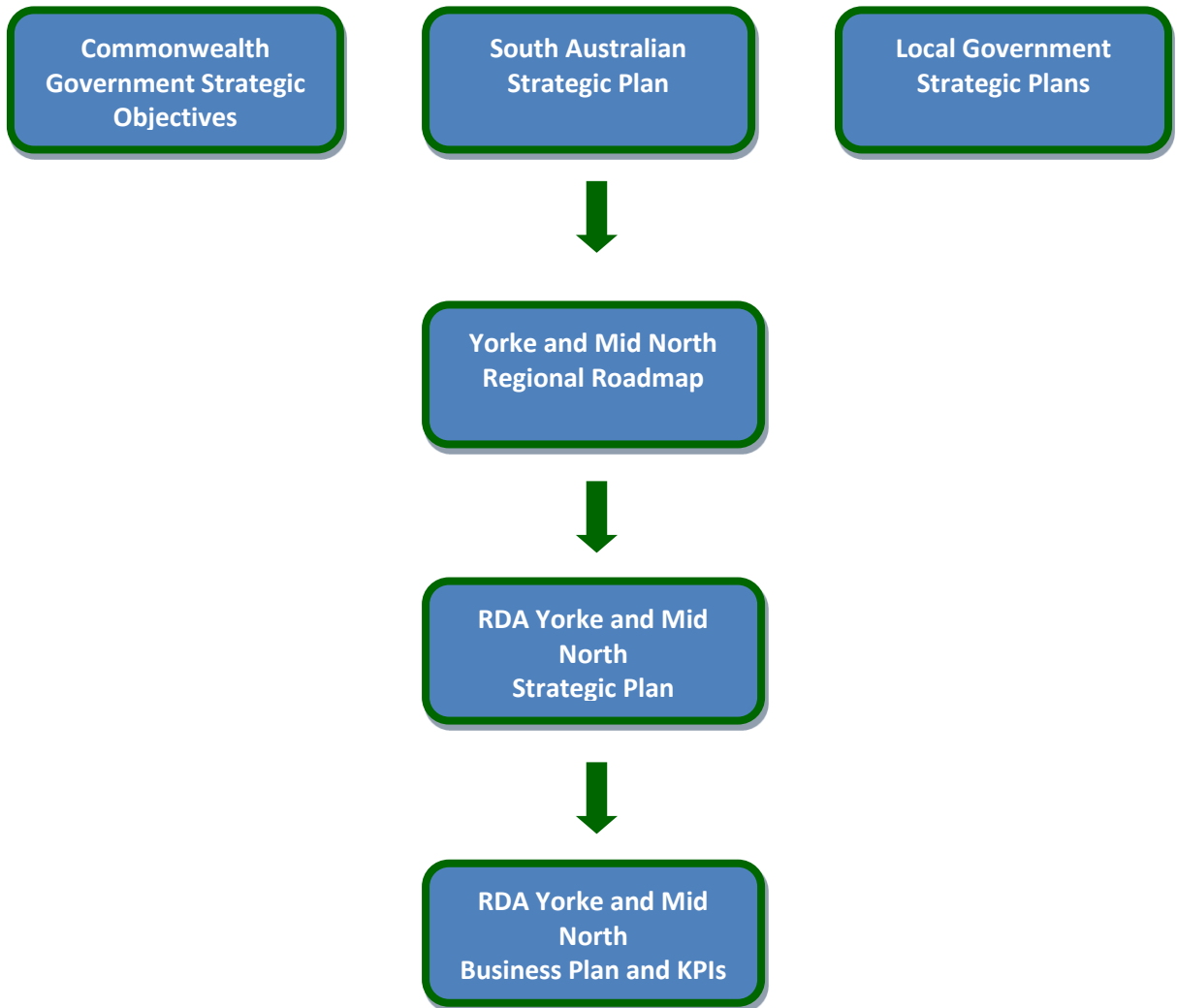
The Yorke and Mid North Region has a diverse industry base, largely underpinned by agriculture.

Agriculture, forestry and fishing make up the most significant portion of gross regional product, followed by manufacturing, property investment. Health and community services, wholesale and retail, building and construction, education, property and business services and tourism and transport also contribute significantly.

There are opportunities in the region for growth in the mining, cultural and recreational services, communications, personal services, public administration and defence sectors, which are currently minimal contributors to the regional economy.

About this Plan

The Strategic Plan for Regional Development Australia Yorke and Mid North (RDAYMN) will form the nucleus of how RDAYMN delivers economic, social and environmental outcomes to the Yorke and Mid North region.



Vision

Growing our Region- shaping a positive future

Mission

Lead and facilitate regional development through partnerships with local communities, business and government

Values

- ❖ **P**rofessionalism- acting with integrity and transparency;
- ❖ **R**espect- showing commitment to the organisation and all stakeholder;
- ❖ **I**nnovation- continually challenging and improving what we do;
- ❖ **D**etermination- being tenacious and enthusiastic in achieving our goals;
- ❖ **E**ffective Leadership- by being progressive, supportive and focused.

Key Result Areas

Regional Development Australia has identified the following Key Result Areas as the framework for outcomes in their Strategic Plan:

1. Regional Business Growth;
2. Community Development;
3. Infrastructure Development;
4. Workforce Development;
5. Governance and Organisation.

Triple Bottom Line

When identifying the Key Result Areas, Strategic Directions and Outcomes in planning Regional Development Australia Yorke and Mid North has identified that all activities should include consideration of environment, social, and economic considerations. Regional Development Australia Yorke and Mid North support opportunities for all community members to reach their full social and economic potential through fairness, equity and respect.

Key Result Area 1- Regional Business Growth

Outcome

1.1 Growth of business investment by new and existing businesses:

South Australian Strategic Plan Target

Strategic Direction

- 1.1.1 Attract new investment in business development to the region;
- 1.1.2 Assist in the growth of export initiatives in the region;
- 1.1.3 Build best practice business skills through continuous improvement;
- 1.1.4 Support existing businesses in the region;
- 1.1.5 Encourage industry collaboration across the region, state and nationally to address growth and barriers to investment.

Outcome

1.2 Employment and growth attraction:

South Australian Strategic Plan Target

Strategic Direction

- 1.2.1 Maximise employment opportunities for current and new businesses
- 1.2.2 Identify growth opportunities and barriers for current and new businesses (including climate change);
- 1.2.3 Increase the level of business innovation through new product and process development in the region.

Key Result Area 2- Community Development

Outcome

- 2.1 Viable regional population (contribution and participation by maximum percent of population):

South Australian Strategic Plan Target

Strategic Direction

- 2.1.1 Pursue population growth in line with South Australian population growth rate;
- 2.1.2 Support and facilitate initiatives in community, education and employment that retain youth in the region;
- 2.1.3 Support the development of strategic and community infrastructure.

Outcome

- 2.2 Build and harness community capacity to grow and develop the Yorke and Mid North Region:

South Australian Strategic Plan Target

Strategic Direction

- 2.2.1 Develop the region's leadership and civic skills;
- 2.2.2 Provide leadership and support to community and industry during emergencies and natural disasters;
- 2.2.3 Support Strategic Government Initiatives in communities that constructively improve opportunities for Aboriginal People;
- 2.2.4 Work in partnership with Government and other stakeholders to harness opportunities for leadership for social inclusion outcomes in the region.

Key Result Area 3- Infrastructure Development

Outcome

- 3.1 Collaborative approach to short, medium and long term regional infrastructure planning:

South Australian Strategic Plan Target

Strategic Direction

- 3.1.1 Collaborate with regional partners existing and future industry needs for infrastructure development;
- 3.1.2 Facilitate the integration of Government and regional planning and funding processes with industry needs.
- 3.1.3 Identify community needs for environmental infrastructure planning.

Outcome

- 3.2 Essential infrastructure investment that supports industry, business and community development:

South Australian Strategic Plan Target

Strategic Direction

- 3.2.1 Facilitate private infrastructure investment;
- 3.2.2 Facilitate public infrastructure investment.

Key Result Area 4- Workforce Development

Outcome

4.1 Increased labor force participation:

South Australian Strategic Plan Target

Strategic Direction

- 4.1.1 Develop opportunities to facilitate workforce skills, labor supply and training to the needs of industry;
- 4.1.2 Raise the profile of highly skilled workforce development across the region;
- 4.1.3 Support new and existing businesses with workforce development and retention;
- 4.1.4 Target unemployed and underemployed potential workforce participants.

Outcome

4.2 Attract skilled workers to the region:

South Australian Strategic Plan Target

Strategic Direction

- 4.2.1 Attract skilled migrants to fill skills needs in the region.

Key Result Area 5- Governance and Organisation

Outcome

- 5.1 Good governance and leadership:
 - 5.1.1 Ensure governance policies, procedures and activities align with legislative requirements and best practice;
 - 5.1.2 Provide leadership on regional development through partnerships with local communities, business and government;
 - 5.1.3 Represent and promote the Board at regional, State and Commonwealth forums;
 - 5.1.4 Ensure effective communication, consultation and engagement with the Board's stakeholders.
- 5.2 Effective strategic and business planning:
 - 5.2.1 Develop, implement and report on the Board's strategic and business/action plans;
 - 5.2.2 Plan for, and manage the Board's strategic and operational risks.
- 5.3 Professional and motivated staff in a safe and supportive environment:
 - 5.3.1 Ensure Human Resource planning, policies and procedures support effective and safe service delivery;
 - 5.3.2 Create a culture of team work, creativity and self empowerment.
- 5.4 Effective and efficient administrative services:
 - 5.4.1 Ensure compliance of relevant Board policies and procedures with legislative and organisational requirements;
 - 5.4.2 Provide professional administrative services to support Board operations and services.

5.5 Financial sustainability and accountability for performance:

- 5.5.1 Provide financial services to support cost effective Board operations and service delivery;
- 5.5.2 Actively pursue funding opportunities aligned to the Board's business/action plan and strategic priorities;
- 5.5.3 Ensure the effective monitoring and reporting of performance for planning and funding acquittal purposes.