



**Regional
Development**
Australia
T A S M A N I A

01 July 2023 to 30 June 2024

ACTIVATING TASMANIAN DEVELOPMENT

Annual Business Plan

Confirmation of Annual Business Plan:

Date: 30 June 2023

Chairs Forward

A key focus of the RDA Tasmanian Committee activity in 2022/23 was the finalisation of a Strategic Regional Plan for Tasmania consistent with requirements of the Ministerial Charter and associated guidance documents. We were pleased to see this launched in February 2023.

We have undertaken this task seeking strong collaboration and engagement with our key stakeholders across all levels of government and the community, and with a focus on our narrative of *Activating Tasmanian Development*.

2022/23 was a year of significant change for RDA Tasmania and we are looking forward to 2023/24 as we work hard at bringing the priorities of the Plan to life through an action plan to tackle key issues. This is currently being refined and will be woven into activities and priorities in the year ahead.

This annual business plan continues to recognise the importance of engaging with state and local government, particularly relating to a coordinated strategic regional plan. This engagement and development of stakeholder input will be built on as we support stakeholders with data analysis, grant application support and good project development.

RDA Tasmania looks forward to our continued working relationship with the Department and providing our regional perspective to the Ministers responsible for regional development.

Professor Sue Kilpatrick



Chair

Strategic Context and Regional Priorities

Tasmania's economy continues to outperform the nation, when comparing all states and territories.

Tasmania is once again the country's best performing economy, according to CommSec's State of the States report – a quarterly ranking of economic performance.

A strong job market and more new dwelling builds has put Tasmania back in the number one spot. It is the 11th time in three years that Tasmania has led the country as the best performing economy.¹

Hobart CPI for the period to March 2023 was 6.9%, higher than the national average. Although wages grew the most in Hobart (of all capital cities) at 4.1%², the growth rate was still well below CPI and Tasmania's average earnings remain the lowest in the nation. These factors have created significant challenges in the housing sector and cost of living pressures.²

Tasmania's population continues to grow, although this growth has slowed significantly over the past year and we continue to be an older population compared to the rest of Australia.⁴ Tasmania's unemployment rate in April 2023 was 3.4%, indicating a tight labour market. It is also noted that the participation rate is 60.2%⁵, the lowest in Australia.³

There is a significant amount of public infrastructure construction planned and a growing need for a skilled workforce to support the State's potential economic growth.⁴ This presents opportunities for ongoing investment in building workforce capability and providing new employment opportunities. Similarly, commitments to initiatives such as Project Marinus will give significant confidence for other investments in renewable energy such as pumped hydro, private sector windfarms and hydrogen, which can play a part in Tasmania's long term economic growth.

The RDA Tasmania Business Plan activities are focused on continuing to make sure that supporting economic growth within Tasmania as a key priority. We also recognize that as a small and well-connected State, coordinated activities with all levels of Government are essential as we seek to maintain sustainable growth in the face of economic uncertainty.

RDA Tasmania's activities emphasise working effectively with the Tasmanian agencies who maintain a strategic focus on policy and projects that leverage economic growth. The Local Government Association of Tasmania and the Department of State Growth have standing

¹ <https://www.commbank.com.au/articles/newsroom/2023/05/commsec-state-of-the-states-may-2023.html>

² [Wage Price Index, Australia, March 2023 | Australian Bureau of Statistics \(abs.gov.au\)](#)

³ [Estimated Resident Population | Tasmania | economy.id](#) and [Age-sex pyramid | State Growth Tasmania | Community profile](#)

⁴ [Labour Force, Australia, April 2022 | Australian Bureau of Statistics \(abs.gov.au\)](#)

invitations to attend RDA Tasmania Committee meetings and actively participate and contribute to the formulation of the Committee's business plan.

Annual Work Plan

As indicated in the *Chair's Forward*, the number one focus of the Committee in 2022 - 2023 was the delivery of a strategic regional plan. As this plan has developed, emerging themes have been identified and this has influenced the activities in 2023 - 2024 Annual Business Plan.

This annual business plan has a focus on housing, regional development, local projects, economic development, all levels of government, circular economy, workforce, regional collaboration, decarbonisation and net zero targets, and small business innovation.

The Committee and staff remain connected to our stakeholders through an active and facilitative role in our communities to support regional development outcomes and putting people at the heart of regional planning.

We continue to promote a greater regional awareness of, and engagement with, Australian Government programs and policies. And we remain committed to providing advice to the Commonwealth to improve Commonwealth regional policy making by providing intelligence and evidence-based advice on regional development issues.

RDA Tasmania, through its networks with industry, government (including state and local councils) and the community, will continue to collaborate and engage to understand key and emerging issues. Our ongoing activities include continued engagement with relevant committees and working groups throughout the State in areas such as freight, industrial precinct development, formal business networks, regional body strategic planning, and local council project development. All these activities assist with both the development of our region and our advice to Government.

The activities contained within the Business Plan reflect the outcomes of this broad level of engagement and support the Australian Government's regional priorities as set out in the Regional Ministerial Budget Statement October 2022-23:

- Providing high quality investments that create jobs, build resilience and unlock economic growth;
- Diversification and transformation of Australian industry and the economy;
- Supporting the economy's transition to net-zero emissions, and Australia's transformation to a renewable energy future;
- Equitable and fair access to funding for capital works for community and economic infrastructure across regions;
- Investing in partnerships to enhance livability and prosperity;
- Providing opportunities for First Nations people which Close the Gap between the experience of Indigenous and non-Indigenous Australians;
- Commitment to a strong partnership with local government to respond to the needs of regional Australia.

The Australian Government has provided further detail about their approach to delivering

regional investment through the Regional Investment Framework. The Priority Focus Areas of (1) Investing in People (2) Investing in Places (3) Investing in Services and (4) Investing in Industries and Local Economies, are reflected in this Business Plan.

PLANNED ACTIVITIES

Summary of top 5 strategic priorities for upcoming year:

1. Facilitate the implementation of the priorities identified in our Strategic Regional Plan and undertake a “light review” early in 2024
2. Strengthening our engagement with State and local government and the collaboration across all three levels of Government
3. Supporting Tasmania’s sustainable economic growth through facilitating investment attraction
4. Facilitate collaboration and leadership within our regions including supporting the development of sub-regional priorities
5. Lead local regional development thinking, networking and information sharing including data and insight leadership

Summary of key business activities for upcoming year:

1. Facilitating place based workforce development to match industry needs through collaboration with industry, skills, education and training providers including Regional Jobs Hubs, Skills Tasmania and the University of Tasmania
2. Facilitating practical solutions to the housing challenges and better understanding and documenting the implications and constraints for regional development within Tasmania.
3. Supporting economic opportunities associated with the carbon and circular economies including a close working relationship with the Federal CE policy unit and the Tasmanian Waste and Recovery Board.
4. Continue to facilitate and work with local government economic practitioners to facilitate regional Council collaboration and local government role in economic development.
5. Work with communities to help capture local benefit from major project investment.
6. Work with stakeholders to support improved connectivity (digital connectivity, transport links, and freight and supply chain infrastructure).

OUTCOME 1	Facilitate regional economic development outcomes, investment, jobs and local procurement.		
PERFORMANCE INDICATORS	<p>a. Strategic Regional Plan for Tasmania 2023</p> <ul style="list-style-type: none"> • Lead/champion – At least two multi-faceted strategic regional partnerships in regional Tasmania including at least \$3M State Funding. • Contributed to – The development of a major industrial precinct in Northern Tasmania with at least \$100m private investment committed. • Otherwise assisted – The development of at least two precincts in preparation for the Precincts and Partnerships Grant Process. <p>Examples of these levels of involvement are at item A.3.3 of your 2021-25 Funding Agreement.</p>		
PART 1 – FOR THE ANNUAL BUSINESS PLAN		PART 2 – FOR THE ANNUAL REPORT ON OUTCOMES	
<p>What will we do?</p> <p><i>As part of the business plan process, list the activities you plan to undertake to meet the outcome and address the performance indicators.</i></p> <p><i>It is important to identify if your RDA is taking a lead/champion role, contributing to or otherwise assisting level of involvement with each activity, the timeframes for the completion of the activity, and the expected outcomes.</i></p> <p><i>Please replicate the rows below for any additional activities – each activity must have its own section.</i></p>	<p><i>What did we do?</i></p> <p><i>Provide a description of the activity during the reporting period, including whether it was completed, was not completed, or is ongoing. Include details around how this activity contributed to your RDA's addressing of outcome 1.</i></p> <p><i>Please replicate the rows below for any additional activities for this outcome.</i></p>		
<p>1.1 HOUSING</p> <p>RDA Tasmania will Identify the leadership opportunity to facilitate action in relation to Tasmania's housing challenges and the implications and constraints for regional development within Tasmania.</p> <p>RDA Tasmania will collaborate with the newly formed Homes Tasmania to support the delivery of the Homes Tasmania Strategy for Tasmania with a particular focus on delivery models in more regional areas of the State. RDA Tasmania will support localized, bespoke solutions as possible delivery models and will provide intel to Homes Tasmania on the structure and outcomes of such solutions.</p>	<p><i>Description of work undertaken against the activity, and the actual outcomes</i></p> <p><i>Whether the activity is complete, not complete, or ongoing</i></p> <p><i>Explain how the work for this activity contributed to Outcome 1</i></p> <p><i>Were there any unexpected outcomes or impacts?</i></p>	<p><i>Investments (\$)</i></p> <p><i>Jobs (number)</i></p> <p><i>Local procurement (\$)</i></p> <p><i>Other regional development outcomes (\$ / number)</i></p> <p><i>Other facilitation activities</i></p>	

<p>1.2 REGIONAL DEVELOPMENT LEADERSHIP</p> <p>RDA Tasmania will provide leadership advice on regional development in Tasmania. We will do this by:</p> <ul style="list-style-type: none"> • Hosting at least one Economic Development Forum in conjunction with the 3 sub-regional EDO bodies that explores the key regional priorities identified within the Strategic Regional Plan. • Support the development of strategic overlay to Tasmania’s regional land use strategies or relevant sub-regional strategies. • Identifying local drivers of infrastructure investment and support business growth and the prosperity of regions. • Support a leadership model on community engagement to assist Government/ industry with their engagement on key projects • Identify additional actionable items from the regional priorities in the SRP. • Working with the Greater Hobart Capital City area to promote the role of the RDA Committee and enhance our stakeholder engagement. • Working with Government and industry to reduce barriers to workforce access for people marginalized across employment. 	<p><i>Description of work undertaken against the activity, and the actual outcomes</i></p>	<p><i>Investments (\$)</i></p>	
		<p><i>Jobs (number)</i></p>	
	<p><i>Whether the activity is complete, not complete, or ongoing</i></p>	<p><i>Local procurement (\$)</i></p>	
	<p><i>Explain how the work for this activity contributed to Outcome 1</i></p>	<p><i>Other regional development outcomes (\$ / number)</i></p>	
	<p><i>Were there any unexpected outcomes or impacts?</i></p>	<p><i>Other facilitation activities</i></p>	

<p>1.3 LOCAL PROJECTS</p> <p>RDA Tasmania will actively support communities develop local projects that enhance their region by:</p> <ul style="list-style-type: none"> • Work closely with proponents of projects that align with our Strategic Regional Plan to support project development, funding submissions and project implementation. • Provide support for Government, community and industry to access evidence and data to support projects and policy including economic modelling data from id profile. • Establish case studies on the impact of Government grant investment in projects to support regional development. • Continue to develop our internal systems and resources to provide grant information and support. 	<p><i>Description of work undertaken against the activity, and the actual outcomes</i></p> <p><i>Whether the activity is complete, not complete, or ongoing</i></p> <p><i>Explain how the work for this activity contributed to Outcome 1</i></p> <p><i>Were there any unexpected outcomes or impacts?</i></p>	<p><i>Investments (\$)</i></p>	
		<p><i>Jobs (number)</i></p>	
		<p><i>Local procurement (\$)</i></p>	
		<p><i>Other regional development outcomes (\$ / number)</i></p>	
		<p><i>Other facilitation activities</i></p>	
<p>1.4 ECONOMIC DEVELOPMENT</p> <p>RDA Tasmania will support economic prosperity by:</p> <ul style="list-style-type: none"> • Responding to industry and community enquiries and leads for economic development opportunities. • Support government and industry initiatives that increase off-island opportunities, nationally and internationally (SRP). • Advocating for art, culture and sport and their role in enhancing liveability and economy. • Support the further development of the knowledge economy in Tasmania • Support work of TCCI and Regional Chamber Alliance (and their members) in relation to business and industry growth opportunities, with a particular focus on startups and small businesses. 	<p><i>Description of work undertaken against the activity, and the actual outcomes</i></p> <p><i>Whether the activity is complete, not complete, or ongoing</i></p> <p><i>Explain how the work for this activity contributed to Outcome 1</i></p> <p><i>Were there any unexpected outcomes or impacts?</i></p>	<p><i>Investments (\$)</i></p>	
		<p><i>Jobs (number)</i></p>	
		<p><i>Local procurement (\$)</i></p>	
		<p><i>Other regional development outcomes (\$ / number)</i></p>	
		<p><i>Other facilitation activities</i></p>	

<p>1.5 LOCAL GOVERNMENT and their REGIONAL BODIES</p> <p>RDA Tasmania will proactively work with local government</p> <ul style="list-style-type: none"> • Work with Councils to develop evidence-based project proposals. • Continue to work with councils on regional priorities and collaboration. <p>Encourage Councils to address and respond to climate change challenges.</p> <ul style="list-style-type: none"> • Continue to lead and coordinate the state-wide Local Government Economic Development Network • Continue to participate in Smart Cities and City Deal related initiatives our region. • Continue engagement with regional bodies of councils. • Strengthen working relationship with the Local Government Association of Tasmania. 	<p><i>Description of work undertaken against the activity, and the actual outcomes</i></p> <p><i>Whether the activity is complete, not complete, or ongoing</i></p> <p><i>Explain how the work for this activity contributed to Outcome 1</i></p> <p><i>Were there any unexpected outcomes or impacts?</i></p>	Investments (\$)	
		Jobs (number)	
		Local procurement (\$)	
		Other regional development outcomes (\$ / number)	
		Other facilitation activities	
<p>1.6 DATA AND INSIGHT</p> <p>RDA Tasmania will lead the development of shared economic and insight modelling for the region.</p> <ul style="list-style-type: none"> • Provide public, web-based access to regional economic/community data and maintain an internal capacity to undertake economic modelling to support investment decisions including funding applications, economic profiles, evidence to support business cases, community profiles and regional planning data. • Support a greater number of successful funding applications through the Australian Government and other funding programs. • Substantial engagement with the region's 29 Local Government bodies. • Provide regional development insights to peak bodies and other key decision makers in the Tasmanian context. 	<p><i>Description of work undertaken against the activity, and the actual outcomes</i></p> <p><i>Whether the activity is complete, not complete, or ongoing</i></p> <p><i>Explain how the work for this activity contributed to Outcome 1</i></p> <p><i>Were there any unexpected outcomes or impacts?</i></p>	Investments (\$)	
		Jobs (number)	
		Local procurement (\$)	
		Other regional development outcomes (\$ / number)	
		Other facilitation activities	

<p>1.7 ANTARCTIC OPPORTUNITIES</p> <p>Recognising the strategic economic opportunity that Antarctic and Southern Ocean reach provides Tasmania:</p> <ul style="list-style-type: none"> RDA Tasmania will support the growth of economic opportunities by engaging with Federal and State Government stakeholders to identify opportunities to leverage Tasmania’s Antarctic Opportunity 	<p><i>Description of work undertaken against the activity, and the actual outcomes</i></p> <p><i>Whether the activity is complete, not complete, or ongoing</i></p> <p><i>Explain how the work for this activity contributed to Outcome 1</i></p> <p><i>Were there any unexpected outcomes or impacts?</i></p>	<p><i>Investments (\$)</i></p>	
<p>1.8 EMPLOYMENT AND SKILLS</p> <ul style="list-style-type: none"> RDA Tasmania will play an active role in the Local Employment Taskforces for Tasmania and other placed based Commonwealth employment programs that may emerge. We will advocate for and support regional workforce planning We will work with UTAS to transition skilled graduates into the regional workforce. This work will also have a focus on underemployed groups, in particular migrants, women, older Australians and people with disabilities. 	<p><i>Description of work undertaken against the activity, and the actual outcomes</i></p> <p><i>Whether the activity is complete, not complete, or ongoing</i></p> <p><i>Explain how the work for this activity contributed to Outcome 1</i></p> <p><i>Were there any unexpected outcomes or impacts?</i></p>	<p><i>Investments (\$)</i></p>	
		<p><i>Jobs (number)</i></p>	
		<p><i>Local procurement (\$)</i></p>	
		<p><i>Other regional development outcomes (\$ / number)</i></p>	
		<p><i>Other facilitation activities</i></p>	
		<p><i>Jobs (number)</i></p>	
		<p><i>Local procurement (\$)</i></p>	
		<p><i>Other regional development outcomes (\$ / number)</i></p>	
		<p><i>Other facilitation activities</i></p>	

<p>1.9 REGIONAL COLLABORATION</p> <p>RDA Tasmania will support regional leadership through</p> <ul style="list-style-type: none"> • Develop a formal MOU with the Cradle Coast Authority and the Northern Tasmanian Development Corporation to enhance sub-regional cooperation. • Continuing to advocate with the Tasmanian Logistics Committee on national freight and logistic policies. 	<p><i>Description of work undertaken against the activity, and the actual outcomes</i></p>	<p><i>Investments (\$)</i></p>	
		<p><i>Jobs (number)</i></p>	
		<p><i>Local procurement (\$)</i></p>	
<ul style="list-style-type: none"> • Support TMMEC establish a West Coast Industry body similar to BBAMZ. • Use RDA Committee meetings to engage more fully with the host community (eg forums, industry visits, Council updates). • Engage with local and national organisations and events that promote regional and economic development learning, collaboration, and networks. 	<p><i>Whether the activity is complete, not complete, or ongoing</i></p> <p><i>Explain how the work for this activity contributed to Outcome 1</i></p> <p><i>Were there any unexpected outcomes or impacts?</i></p>	<p><i>Other regional development outcomes (\$ / number)</i></p>	
		<p><i>Other facilitation activities</i></p>	
<p>1.10 BUSINESS AND INNOVATION ECOSYTEM</p> <ul style="list-style-type: none"> • RDA Tasmania will investigate a role to further support the tech/ start- up ecosystem in Tasmania. • Engagement with stakeholders including Beacon and the Department of Education in relation to career pathways and links to regional opportunities. • Support the social services industry to deliver innovative services which improve outcomes and contribute to economic growth. 	<p><i>Description of work undertaken against the activity, and the actual outcomes</i></p> <p><i>Whether the activity is complete, not complete, or ongoing</i></p> <p><i>Explain how the work for this activity contributed to Outcome 1</i></p> <p><i>Were there any unexpected outcomes or impacts?</i></p>	<p><i>Investments (\$)</i></p>	
		<p><i>Jobs (number)</i></p>	
		<p><i>Local procurement (\$)</i></p>	
		<p><i>Other regional development outcomes (\$ / number)</i></p>	
		<p><i>Other facilitation activities</i></p>	

<p>1.11 DECARBONISATION, CIRCULAR ECONOMY and NET ZERO</p> <ul style="list-style-type: none"> RDA Tasmania will support the State's target to be 200% carbon neutral by 2050 by leading a study into Tasmania's carbon neutrality and the opportunities for Brand Tasmania, industry and community and people. This may include: <ul style="list-style-type: none"> reviewing existing carbon strategies across sectors, to identify commonalities and opportunities for collaboration across sectors and to promote discussion. 	<i>Description of work undertaken against the activity, and the actual outcomes</i>	<i>Investments (\$)</i>	
	<i>Whether the activity is complete, not complete, or ongoing</i>	<i>Jobs (number)</i>	
	<i>Explain how the work for this activity contributed to Outcome 1</i>	<i>Local procurement (\$)</i>	
		<i>Other regional development outcomes (\$ / number)</i>	
<ul style="list-style-type: none"> Identify the growth potential for attracting new businesses to Tasmania because of our renewable energy capability. Developing principles for community engagement on key opportunities. RDA Tasmania will advocate for renewable energy development opportunities by government and private sector (lead), including identifying the benefits for Tasmania's industry and regional communities. RDA Tasmania will support the Circular Economy and investment in waste sector opportunities including recycling, FOGO, and projects that connect with the State Government Waste Strategy Work with the newly established State based Waste and Recovery Board to develop CE strategies and partnerships. Work with the Local Government Association of Tasmania to support Local Government CE policies. 	<i>Were there any unexpected outcomes or impacts?</i>	<i>Other facilitation activities</i>	

1.12 AGRICULTURE and AGRIFOOD <ul style="list-style-type: none"> • RDA Tasmania will support the growth of the agrifood industry in Tasmania by engaging with stakeholders to improve information sharing and provide leadership within the sector where there are gaps. • RDA Tasmania will support the development of emerging new industry clusters such as the Seaweed and Kelp industry in Tasmania. • Work with the leaders in the Agrifood sector to facilitate access to available grants and other sources of funds. • Promote innovation in the Agrifood sector and opportunities for start up support. 	<i>Description of work undertaken against the activity, and the actual outcomes</i> <i>Whether the activity is complete, not complete, or ongoing</i> <i>Explain how the work for this activity contributed to Outcome 1</i> <i>Were there any unexpected outcomes or impacts?</i>	<i>Investments (\$)</i>	
		<i>Jobs (number)</i>	
		<i>Local procurement (\$)</i>	
		<i>Other regional development outcomes (\$ / number)</i>	
		<i>Other facilitation activities</i>	

OUTCOME 2	Promote greater regional awareness of and engagement with Australian Government policies, grant programs and research.
PERFORMANCE INDICATORS	a. Provide details of where you have supported awareness raising and/or engagement b. Number of submissions supported.
SECTION 1 – FOR THE ANNUAL BUSINESS PLAN SECTION 2 – FOR THE ANNUAL REPORT ON OUTCOMES	
What will we do?	<i>What did we do?</i>
<p>As part of the business plan process, list the activities you plan to undertake to meet the outcome and address the performance indicators.</p> <p>In dot point form, outline the nature of the support you anticipate providing to stakeholders including (but not limited to) drafting submissions, actively supporting submissions, reviewing submissions, providing advice about submissions, providing guidance for submissions and or application processes, hosting webinars, seminars and or workshops, holding and attending meetings, and posting on social media.</p> <p>The activities described here should align with your communications plan.</p>	<p><i>Provide a description of the activity during the reporting period, and how this activity contributed to your RDA's addressing of outcome 2. In dot point form, outline the nature of the support you provided, including the number of stakeholders supported through activities including (but not limited to) submissions drafted / actively supported, advice provided about submissions, guidance provided about submissions / application processes / other, webinars and or seminars hosted, workshops and or meetings held, and social media and website updates posted..</i></p>
<ul style="list-style-type: none"> • Develop and implement RDA Tasmania Stakeholder and Communications Engagement Strategy (including updated RDA Tasmania website and branding) • Regular engagement on social media platforms • Lead the Local Government Economic Development Network, including hosting meetings • Identify gaps in economic development practice and work with the Councils to manage them • Work with Councils to develop evidence-based project proposals that can be supported by Australian government initiatives • Provide resources to strengthen and enhance the quality of applications for Government grants and programs through individual grant writing support and promoting or running grant workshops • Develop and deliver resources to showcase RDA work • Host and Chair a Southern Economic and Business Support network (SEBS) that includes all levels of government • Actively engage with the Tasmanian Government on their work on Sustainable Development Goals, and Strategic Regional Partnerships, and other programs which are aligned with the Strategic Regional Plan. • Play an active role in Australian Government place-based programs delivered by agencies based or active in the region (eg Jobs Taskforce) 	

BUDGET TABLES

GST exclusive amounts	RDA program funding (incl. all \$ in FA and schedules)	
	Budget 1 July 2023 to 30 June 2024	Actual to 30 June 2024
Income		
Surplus funding carried forward from previous financial year	100,309	
Funding for this period	724,104	
Interest on Commonwealth funds	4,000	
Supplementary funding (if any)	0	
Capital Cities Expo C/fwd	0	
SRP Funding support	0	
[Other category as required]		
Total RDA program income (A)	828,413	\$0
Expenditure - major budget items ^		
Employee salaries	503,758	
Employee entitlements	66,596	
Other employee expenses	50,500	
Office lease and outgoings	5,000	
Vehicle costs	78,000	
Operational	32,500	
Financial, legal and professional	19,200	
Marketing	9,500	
Asset acquisition		
Committee costs	16,100	
Supplementary funding (if any)		
[Other category as required]		
[Other category as required]		
[Other category as required]		
Total RDA program funding expenditure (B)	781,154	\$0
Surplus / Deficit of RDA program funding (A - B)	47,259	(2)
If surplus, percentage of RDA program funding unspent = (2) / (1) * 100 (See Note 1, below)		

Certification:

Annual Budget certified as correct by:

Name of authorised person: Sue Kilpatrick (Chair)
Signature: 
Date: 7 th September 2023

Communications Strategy

In 2018 - 2019, the RDA Tasmania Committee developed a communications strategy. This strategy will be reviewed as part of the 2023 - 2024 Business Plan.

The review will focus on enhancing our communication channels, audience and content, to strengthen our engagement with more contemporary and relevant messaging.

RDA Tasmania currently produce an *eNewsletter* once a month. The newsletter contains a summary of the news items posted on our website since the previous edition. The *eNewsletter* has a distribution list of 1529 people. These are stakeholders from Federal, State and local government (elected and officers), representatives from peak industry associations and the like, as well as people from the private sector, community sector and others generally interested regional development. It is an opt in subscription through our website.

We also have a separate email list for economic and community development practitioners in local government (this can include general managers through to dedicated economic development officers). This list has a distribution list of 96 subscribers.

The news items are also shared via our socials (Facebook, Instagram and LinkedIn). Each has a reasonable following which we intend to grow. News stories on our website are obtained through a variety of means and staff select items that we consider would be of value to our stakeholders.

Notwithstanding this, the Committee committed to enhancing our communication activities, celebrating our successes, and investing more in our stakeholder mapping and engagement.