



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

Business Plan

01 July 2018 to 30 June 2019

Report to Our Region

Qtr1 2018

1 Introduction

Summary of Key Achievements and Learnings from the quarter

For the first quarter of 2018 the RDA Tasmanian Committee focussed on setting direction for the financial year by completing our annual business plan. The plan identifies a number of key activities. These include:

RDA Tasmania Activities 2018 -2019

Key areas of focus for the next twelve months include:

- Supporting industry cluster development in partnership with the Tasmanian Government and regional bodies of Councils
- Ongoing commitment to the bell bay manufacturing precinct sub-committee
- Realising benefit from an MOU with ERDA South West (WA) for collaboration on economic activities of mutual benefit
- Gaining a better understanding of local government infrastructure priorities
- Ongoing support for Beacon foundation activities, enhancing
- Contenting support for the Tasmanian Freight Logistics Committee
- Establishing a working relation to support the Australian Chinses Business Council (Tasmanian Division)
- Ongoing works with the Launceston and Hobart city Deals
- Activity supporting the Regional Employment Trials and Building Better Regions programs

3 Table of Outcomes, Activities and Performance Measures

OUTCOME THEME 1	Increased economic opportunities and investment in Your Region
OUTPUT i	Identify economic development opportunities that leverage private and public sector investment in Your Region.
What will we do?	<p>1.1. [LEAD] Understand potential sources of financial capital in our region (e.g. banks, private equity sources, peer to peer, crowd funding etc)</p> <p>1.2. [LEAD and SUPPORT] Improve the skills and leadership of the region’s current and future workforce</p> <p>1.2.1. <i>Implement findings of RDA Tasmania’s regional economic development workforce capability study</i></p> <p>1.2.2. <i>Continue to engage with Beacon Foundation’s business partnership initiatives</i></p> <p>1.2.3. <i>Engage with Skills Tasmania’s workforce development initiatives</i></p> <p>1.2.4. <i>Support NextGen and other school age education and career pathway activities across Tasmania</i></p> <p>1.3. [LEAD] Within each sub-region, undertake regular ongoing engagement with industry representatives to understand current and long term regional opportunities and challenges</p> <p>1.3.1. <i>Engage with industry bodies and chambers of commerce</i></p> <p>1.3.2. <i>Undertake targeted engagement with industry leaders within the Region and liaison with industry units in State Growth</i></p> <p>1.3.3. <i>Continue to support the RDA Tasmania Bell Bay Manufacturing Precinct Sub-Committee as the central point of contact for all proponents for the Bell Bay Precinct for investment opportunities</i></p>

OUTCOME THEME 1	Increased economic opportunities and investment in Your Region		
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	<p>1.4. [LEAD] Understand local and state government investment priorities required to support an expansion of the economy, Including:</p> <p>1.4.1. <i>Guidance and support for the implementation of the Freycinet Master Plan</i> 1.4.2. <i>Working with state growth to develop an Infrastructure register</i></p> <p>1.5 [LEAD] Establish a formal partnership with the University of Tasmania to identify and develop partnership opportunities (formal and informal) to build state-wide regional economic capability and productivity. Include</p> <p>1.4.3. <i>Industry cluster engagement and workforce development.</i> 1.4.4. <i>Linkages with TasTAFE</i> 1.4.5. <i>Quarterly meeting with University of Tasmania and TasTAFE executive teams</i></p>		
What did we do?	Result (numbers or \$s)	Measure (i.e. organisations, jobs, participants)	Lead/support role
Priority Performance Measures 1. Number of organisations or potential investors engaged with and investment opportunities created.	1.3.3 1 business engaged	1.3.3 85 FTE's jobs	1.3.3 Support Role
Additional Performance Measures 2. Regional analysis of investment and growth opportunities developed and promoted to	1.4.1 RDA Tasmania arranged a meeting on 24 July with TasWater and the	1.4.1 TasWater identified deficiencies in the modelling and scope of the sewerage solution in the draft Master Plan and State	Lead RDA Tasmania identified the need, made contact with the appropriate staff at Taswater

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generate interest in Your Region.	Freycinet Master Plan Steering Committee Chair to discuss infrastructure investment needs	Government Parks and Wildlife department allocated further funding for further design and engineering work to be completed.	and arranged the meeting.
3. Initiatives to grow social capital and workforce capability and participation in Your Region	1.2.1 The State-wide Economic Development Officer Network met in Devonport on September 6 th 2018	1.2 ii 12 representatives from around the state attended and Devonport City Council gave an overview and a tour of their Devonport Living City project that has been supported through Australian Government funding.	Support. RDA Tasmania is a member of the State-wide Economic Development Officer Network
	1.2 ii Engagement 120 Students attended these literacy classes	1.2 ii 5 classes of 30 students participated over a period of 2 weeks in financial literacy classes	Support. RDA Tasmania is a member of the Beacon Foundation Business Partnership program
How well did we do it?	1.2.1 The creation of a State-wide Economic Development Officer Network was a recommendation of RDA Tasmania's regional economic development workforce capability study. The network has ownership from practitioners from across the state driving and organising the events and communications.		
	1.2 ii Beacon Foundation has expanded its operation to include a number of regional high schools and colleges to engage in ongoing career development opportunities for North West students. 5 x financial literacy classes were delivered to 120 students at Hellyer college in July 2018 and one work readiness class of 32 students explaining key attributes for a good employee.		

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	<p>1.3 i</p> <p>RDA Tasmania is a member of the Devonport Chamber of Commerce and Industry Innovation Group. This group continues to act as a mechanism to regional industry representatives, local council and government to assist project development, identify regional constraints and share information on regional trends and data. Topical issues raised include a new investment prospectus for the greater Mersey Lyell region, improving job placements for industry, airport masterplan for Devonport (Tasports) and the Living City project progression.</p>
	<p>1.4.1</p> <p>RDA Tasmania identified that TasWater was a key potential stakeholder and source of expertise in sewerage and water that had not been involved in the discussions of a sewerage solution for the Freycinet Peninsula. RDA Tasmania identified the issue, arranged a meeting with TasWater and as a result State Government has allocated further resources to undertake the work suggested.</p>
	<p>1.3.3</p> <p>A meeting was set up with local Bell Bay engineering businesses and the Australian representative of a Malaysian Company that is setting up a Veneer Processing Plant in Bell Bay.</p>
Did it have an impact?	<p>1.2.1</p> <p>The impact of the State-wide Economic Development Officer Network is hard to measure after only 2 meetings, but the sharing amongst the attendees at the meetings and general feedback has been very positive.</p>
	<p>1.2</p> <p>Financial Literacy classes have been conducted for 6 years in conjunction with Beacon Foundation and Hellyer College. This program is endorsed as part of the mathematics and business curriculum for grade 11 students.</p>
	<p>1.4</p> <p>Ongoing activities with the Devonport Chamber of Commerce and Industry Innovation Group. RDA Tasmania has provided input into the Investment Prospectus for the Mersey Lyell region (ongoing) and</p>

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	potential skilling of job seekers through the Regional Employment Trials Program for Devonport industry sectors.
	<p>1.4.1</p> <p>The collaboration facilitated between TasWater and Freycinet Master Plan Steering Committee should make for a better result both in the design and effectiveness of the sewerage solution, but also if TasWater become responsible for the asset at any stage in the future.</p>
	<p>1.3.3</p> <p>The meeting resulted in five businesses in Bell Bay being identified to assist with the construction of the Vener Plant and providing on-going services as contractors after the completion of the construction phase.</p>
Social Media Usage	<p>Concentration has been aimed at lifting the profile of RDA Tasmania throughout the social media channels including increasing the profile of the RDA Tasmania’s website.</p> <p>A range of articles are featured in our monthly eNewsletter to subscribers. These articles are lead back to our website where the article in its entirety can be read, along with any relevant contact details and additional websites. A wide and varied selection of articles is featured across the social media platforms of Facebook, Twitter and LinkedIn.</p> <p>In line with our business plan objectives, seven targeted posts were made across these mediums which promoted growing social capital and workforce capital.</p> <p>Facebook was the most successful, reaching a total of 1,613 people, resulting in 2,370 impressions and 128 engaged users.</p> <p>LinkedIn had a total of 752 impressions, 7 clicks and 11 likes.</p>

OUTCOME THEME 2	Increased trade and jobs creation.
OUTPUT ii.	Connect Your Region with industry sectors, international trade partners, financial markets, regional entrepreneurs and business leaders to attract investors to explore new opportunities to grow local jobs in Your Region.
What will we do?	<p>2.1 [LEAD]</p> <p>Facilitate realisation of the benefits of cluster engagement by meeting with geographically co-located firms in similar sectors;</p> <ul style="list-style-type: none"> <i>i. Co-manage the Northern Tasmania Food Network in partnership with Northern Tasmania Development Corporation to drive food and beverage led economic development</i> <i>ii. Work with Cradle Coast businesses to develop a “prove the brand” strategy and support a better understanding of access to finance opportunities</i> <i>iii. Assist the Bell Bay Precinct businesses to identify any opportunities for growth of their business through collaborative tendering-projects</i> <i>iv. Investigate cluster opportunities in southern Tasmania particularly to support domestic and export market growth</i> <p>2.2 [LEAD]</p> <p>Establish a Sector based trade opportunities working group which will consider:</p> <ul style="list-style-type: none"> <i>i. Working with the Regional Development unit and Industry and Business Development activities in State Growth</i> <i>ii. Collaboration activities with RDA South West (Western Australia)?</i> <i>iii. Run a ‘Exporting for Tasmanian Businesses’ forum, In conjunction with AusTrade, State Growth and DFAT</i> <i>iv. Promote the work of Brand Tasmania to our stakeholder network in conjunction with AusTrade, AusIndustry, Advanced Manufacture Growth Centre, Food Innovation Australia Limited, METS Ignited and the Industry Growth Centres, sharing information on the latest government support programs and industry trends</i> <p>2.3 [SUPPORT]</p>

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	<p>Continue to provide secretariat support for activities of the Tasmanian Logistics Committee.</p> <p>2.4 [SUPPORT]</p> <p>Establish a working relationship with the Australia Chinese Business Council.</p> <p>2.5 [SUPPORT]</p> <p>Undertake workforce development programs that will consider:</p> <ul style="list-style-type: none"> v. <i>Increasing the working age population</i> vi. <i>Establishing a group training organisation Bell Bay manufacturing precinct</i> vii. <i>Supporting a Launceston City Deal apprenticeship pathways</i> viii. <i>Seasonal harvest workforce promotion</i> 		
What did we do?	Result (numbers or \$s)	Measure (i.e. organisations, jobs, participants)	Lead/support role
Priority Performance Measures	2.5 vi	2.5 vi	2.5 vi
1. Number of organisations assisted directly or indirectly and jobs opportunities created.	5 directly, 12 indirectly	3 FTE's	Lead role
2. Number of organisations, entrepreneurs and emerging business leaders connected with business support, investment and growth programs.	2.1.i 27 members including business, government and research representatives	2.1.i Members of the Northern Tasmania Food Network met for a networking event 1 August 2018	2.1.i Lead
	2.1 iv A group of 7 businesses	2.1 iv RDA Tasmania has met with local	2.1 iv Lead

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	in Southern Tasmania have expressed interest in developing a local waste to compost/energy solution.	representatives, southern waste industry experts, State government primary industries and development officers and potential funding may be available to support a feasibility study into possible solutions to taking the waste to landfill.	
3. Number of organisations connected with export opportunities or export readiness support.	2.4 RDA Tasmania signed an MOU with ACBC Tas in September 2018	2.4 The MOU has been signed and accepted by both parties and RDA Tas attended the ACBC National staff meeting in Melbourne on October 12	2.4 Support
How well did we do it?	2.3 The National Freight and Supply Chain Draft strategy will be delivered in 2019 and will include considerations on behalf of Tasmania in the national context. This process is ongoing and the input of the Tasmanian Logistics Committee during the initial consultations will form part of the final strategy document. Furthermore any ongoing national industry reference group (resulting from this process) will potentially include a member of the Tasmanian Logistics Committee.		
	2.3 The Deputy Prime Minister received a briefing on the Coastal Shipping Revitalisation Act 2017 for consideration that highlighted the views of the Tasmanian Logistics Committee members. This input has been received and used in deliberations in the parliament on behalf of the Nationals and will form further considerations in the Senate.		

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	<p>2.1.i</p> <p>The Northern Tasmania Food Network event was attended by 27 members. A follow up survey was emailed and the feedback indicated that overall the Food Network Launch was well received. Highest Priority issues to be addressed by the Food Network included: 1. Introductions to Interstate Distributors, 2. Identifying new markets for produce, 3. Potential to share equipment or assets. Other suggestions for future work included; supply-chain automation and traceability, food safety packaging, maximising waste, and connecting primary producers with potential food manufacturers to add-value to the process. Finally, the feedback is we need to manage balance of food businesses vs the food ‘supporters’.</p>
	<p>2.5 vi</p> <p>RDA Tasmania has worked with local Bell Bay Businesses to submit a Workforce Planning Grant Application to Skills Tasmania for \$200,000 to assist in the formation of a Group Training Organisation in George Town.</p>
Did it have an impact?	<p>2.4</p> <p>The Coastal Shipping Revitalisation Act 2017 has progressed through the lower house of Parliament and will now be considered in the Senate. Senator Martin has been also briefed on the views of the Tasmanian Logistics Committee on the final bill.</p>
	<p>2.1.i</p> <p>Members of the <i>Northern Tasmania Food Network</i> have expressed that they see advantages to supporting the network; because once people have formed a relationship they are happy to share information. Tasmania can be a hard place to run a business and success can be determined by people sharing their knowledge. Businesses are interested in being vertically integrated and using the network to find other people to be part of the value chain. Businesses are keen to hear from other businesses, rather than from Universities, government programs or from vendors or people selling services. Our expectation for the future is to arrange one or two large events a year with sporadic networking as opportunities arise. The knowledge gained from <i>Northern Tasmania Food Network</i> is informing a Tasmanian Government</p>

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	application to the Australian Government's SME Export Hub program.
	<p>2.5 vi</p> <p>RDA Tasmania has been successful in moving to the second stage of the Workforce Planning Grant and now need to prepare a project plan for the Group Training Organisation.</p>
Social Media Usage	<p>Concentration has been aimed at lifting the profile of RDA Tasmania throughout the social media channels including increasing the profile of the RDA Tasmania's website.</p> <p>A range of articles are featured in our monthly eNewsletter to subscribers. These articles are lead back to our website where the article in its entirety can be read, along with any relevant contact details and additional websites. A wide and varied selection of articles is also featured across the social media platforms of Facebook, Twitter and LinkedIn.</p> <p>In line with our business plan objectives, 2 targeted posts were made across these mediums supporting increased trade and job creation.</p> <p>Facebook was the most successful, reaching a total of 110 people, resulting in 161 impressions and 7 engaged users.</p> <p>LinkedIn gained 118 impressions, 4 clicks on the stories and 2 likes.</p>

OUTCOME THEME 3	Cooperative effort with local government.
OUTPUT iii.	Develop and maintain positive working relationships with the local government bodies in Your Region.
What will we do?	<p>3.1 [LEAD and SUPPORT]</p> <p>Assist local governments to develop their economic development capability (i.e. strategic development, research, engagement, project management, grant writing, investment attraction);</p> <ul style="list-style-type: none"> <i>i. Continue to engage with LGAT through the RDA Committee meetings and other forums;</i> <i>ii. Maintain regular one-on-one engagement with councils and other peak bodies;</i> <i>iii. Participate in, and broker where necessary, stakeholder meetings that deliver on joint aims or projects (including the Peak Bodies Collaboration Group and State-wide Economic Development Officer Network); and</i> <i>iv. Advocate for high quality regional data for Tasmania, with in-depth analysis in relation to emerging issues and common methods of performance measurement.</i> <p>3.2 [SUPPORT]</p> <p>Work with stakeholders in every local government area to develop evidence-based project proposals;</p> <p>3.3 [LEAD]</p> <p>Actively use the Bell Bay Manufacturing Precinct Project Officer initiative as a case study to demonstrate how an Industry lead initiative, supported by local and State government can drive economic development; and</p> <p>3.4 [LEAD and SUPPORT]</p> <p>Continue engagement with the regional bodies of councils</p> <ul style="list-style-type: none"> <i>i. Regular engagement in Cradle Coast Authority's Regional Futures Plan reference group, regional workforce and employment pathways plan and industry engagement activities;</i> <i>ii. Participate in Northern Tasmania Development Corporation's Regional Economic Development Plan and cluster initiatives; and</i> <i>iii. Work with southern Tasmania council's collective organisations on regional economic</i>

OUTCOME THEME 3	Cooperative effort with local government.		
OUTPUT iii.	Develop and maintain positive working relationships with the local government bodies in Your Region.		
	<i>development activities.</i>		
What did we do?	Result (numbers or \$s)	Measure (i.e. organisations, jobs, participants)	Lead/support role
Priority Performance Measure 1. Number and nature of working groups/projects/partnerships with local government and regional development outcomes resulting from this.	3.2 One working group	3.2 Membership of the working group to develop a world class mountain bike destination with the George Town Council. This will be a 65Km, \$3M project if developed.	3.2 Support
Additional Performance Measures 2. Number of requests from local government to participate in strategy development and regional development projects and outcomes from input provided.	3.2 One project team	3.2 Part of the project team for the investment attraction strategy with Northern Midlands Council for the Translink industrial precinct	3.2 Lead
	3.4 i Working with Cradle Coast Regional Futures Plan process as member of reference group to help shape and prepare the final regional strategy 8 reference group members attended	3.4i Attended 5 reference group meetings with Cradle Coast Authority reference group, representatives of government and educators as a member of the steering committee to oversee the development of this strategy	3.4i RDA Tasmania continues to support this process as a consultative strategy on behalf of the 9 cradle coast councils, industry and community sectors.
3. Region investment prospectus or economic development plans collaboratively developed.	3.4 iii RDA Tasmania provided a response to Hobart City Council's Draft Transport Strategy	3.4 iii The submission was formally acknowledged.	3.4 iii Support

OUTCOME THEME 3	Cooperative effort with local government.		
OUTPUT iii.	Develop and maintain positive working relationships with the local government bodies in Your Region.		
4. Number of cross-local government projects/initiatives assisted.	3.2 One meeting	3.2 On behalf of Paddle Tasmania organised and chaired the key stakeholder meeting to investigate the feasibility of infrastructure investment to grow white water sports, including the creation of standing river waves.	3.2 Lead
How well did we do it?	3.1 .ii Continue to work collaboratively with nine local councils in the Cradle Coast region, the Cradle Coast Authority and other peak bodies including the TCCI, DCCI – Innovation Group, University of Tasmania, Tasmanian Logistics Committee including the Tasmanian Agricultural Producers Group and Tasmanian Transport Association.		
	3.1 .ii Ongoing developments of the Cradle Coast Region Futures Plan with the Cradle Coast Authority and the TFES Case Study document. The Cradle Coast Regional Futures plan will be delivered in December 2018 and RDA Tasmania has assisted in developing the strategy with key stakeholders and testing the available research to support the initiatives suggested. Regarding the TFES Case Study document, this has been well received by all levels of government and has helped to influence a further extension of the TFES scheme to 2021.		
	3.2 RDA Tasmania were able to share information from our involvement with the development of the successful Blue Derby mountain bike trails, the Bay of Fires Descent and the St Helens Stacked Loops park, as well as general guidance on project planning an investment attraction		
	3.2 RDA Tasmania applied its knowledge of project planning and management to ensure the Translink investment strategy report was delivered within time and scope and of a high quality. 67 business interviews were conducted, revealing targets for investment attraction in: Manufacturing; Wholesale Trade; Transport, Postal and Warehousing.		

OUTCOME THEME 3	Cooperative effort with local government.
OUTPUT iii.	Develop and maintain positive working relationships with the local government bodies in Your Region.
	<p>3.3</p> <p>RDA Tasmania used its networks to ensure a representative of all key stakeholders met with Paddle Tasmania. The meeting was designed to identify issues and options and was facilitated to encourage stakeholders to speak openly about their concerns.</p>
	<p>3.2</p> <p>RDA Tasmania met with the Tasmanian Government Parliamentary Secretary for Regional Development, Mr Mark Shelton MP, to discuss how best to support and work with local government to develop a register of strategic local government priority projects</p>
	<p>3.2</p> <p>George Town Council is continuing to develop a mountain bike proposal that will be in the vicinity of 65km and \$3 million. They are aware that they need to carefully plan for how George Town can capture value from the project.</p>
	<p>3.2</p> <p>The project report was received by Northern Midland Council in August who is now using the information in a project to attract funding for significant infrastructure improvements including a new multi-million rail spur and intermodal hub. In addition, the project motivated the several of the businesses at Translink to collectively purchase better fibre optical connections to the NBN. The project had intended to generate leads for potential developers to invest at Translink, while no individual developers were identified, several specific types of businesses were which gives Northern Midland Councils a clear target audience to now engage.</p>
	<p>3.2</p> <p>Paddle Tasmania has been asked by Hydro Tasmania to submit a request to create a standing river wave on Brumby Creek in the Northern Midlands. This will help establish a pathway forward and set a framework for all other future developments.</p>
	<p>3.2</p> <p>The subsequent activity after the meeting with Tasmanian Government Parliamentary Secretary for Regional Development was a follow up meeting with the Senior Advisor to the State Infrastructure Minister</p>

OUTCOME THEME 3	Cooperative effort with local government.
OUTPUT iii.	Develop and maintain positive working relationships with the local government bodies in Your Region.
	and a letter to the Minister for Local Government to establish an agreed approach for identifying a pipeline projects list.
Social Media Usage	<p>Concentration has been aimed at lifting the profile of RDA Tasmania throughout the social media channels including increasing the profile of the RDA Tasmania’s website.</p> <p>A range of articles are featured in our monthly eNewsletter to subscribers. These articles are lead back to our website where the article in its entirety can be read, along with any relevant contact details and additional websites. A wide and varied selection of articles is also featured across the social media platforms of Facebook, Twitter and LinkedIn.</p> <p>In line with our business plan objectives, 2 targeted posts were made across these mediums to cooperate with all levels of government, industry, community and regional stakeholders to address identified gaps or needs in economic development activity.</p> <p>Facebook was the most successful, reaching a total of 386 people, resulting in 578 impressions and 46 engaged users.</p> <p>LinkedIn’s impressions sat at 350, had 18 clicks and 10 likes on these stories featured for outcome 3.</p>

OUTCOME THEME 4	Achieve Government program objectives.		
OUTPUT iv.	Assist in the delivery of Australian Government programs including public and private sector decentralisation.		
What will we do?	<p>4.1 [LEAD] Publish a report that contextualises the Tasmanian content of the inquiry into Regional Development and Decentralisation and identifies opportunities for Tasmania;</p> <p>4.2 [SUPPORT] Continue to participate in Smart Cities and City Deal objectives for our region; <i>i. Continue participation in the implementation of the Launceston City Deal; and</i> <i>ii. Engage in the development of the framework for a Hobart City Deal</i> <i>iii. Establish a DFAT Smart Cities event(s)</i></p> <p>4.3 [LEAD] Advocate for support for Tasmanian Logistics Committee to continue work on Coastal Shipping Reform, <i>i. Provide input into the review of the Tasmanian Integrated Freight Strategy</i> <i>ii. Further reporting – National Freight & Supply Chain Strategy</i></p> <p>4.4 [LEAD] Play an active role in the Regional Employment Trial program for Tasmania</p> <p>4.5 [LEAD] Establish case studies on the impact of Government regional development policies reflected in the success of projects</p>		
What did we do?	Result (numbers or \$s)	Measure (i.e. organisations, jobs, participants)	Lead/support role

OUTCOME THEME 4	Achieve Government program objectives.		
OUTPUT iv.	Assist in the delivery of Australian Government programs including public and private sector decentralisation.		
Priority Performance Measures			
1. Evidence of identification of decentralisation opportunities and facilitation undertaken to deliver these.			
2. Number and description of initiatives to assist in the delivery of Australian Government programs.			
Additional Performance Measures	4.3i	4.3i	4.3i
3. Number of evidence based assessments of benefits to region of Australian Government programs	The National Freight and Supply Chain strategy consultation process was attended by RDA Tasmania through the Tasmanian Logistics Committee	This consultation helps shape Tasmania's role in the National Freight and Supply Strategy through the Department of Infrastructure (Canberra)	The RDA Tasmania committee supports these activities through the secretariat support for the Tasmanian Logistics Committee
4. Evidence of participation in the Australian Government's Smart City and City Deal initiatives in Your Region.			

OUTCOME THEME 4	Achieve Government program objectives.
OUTPUT iv.	Assist in the delivery of Australian Government programs including public and private sector decentralisation.
How well did we do it?	<p>4.3</p> <p>The National Freight and Supply chain strategy is an extensive undertaking by the Department of Infrastructure to provide a long term strategy for Australia. This process is the first of its type and the input of the Tasmanian Logistics Committee has received favourably as it represents an impartial view on behalf of industry involved in freight and logistics in Tasmania.</p>
	<p>4.4</p> <p>RDA Tasmania has embraced the opportunity to be involved in the Regional Employment Trials. Activities to date have been working closely with the Department of Jobs and Small Business to established a good understanding of the programs objectives and communicating the program to our stakeholder list.</p>
Did it have an impact?	<p>4.3</p> <p>The Department of Infrastructure made a request for the Tasmanian Logistics Committee to attend the consultations in developing the National Freight and Supply Chain Strategy. At this time it is too early to confirm the acceptance of the viewpoints provided until the strategy is released however the feedback from the meeting was favourable.</p>
Social Media Usage	<p>Concentration has been aimed at lifting the profile of RDA Tasmania throughout the social media channels including increasing the profile of the RDA Tasmania's website.</p> <p>A range of articles are featured in our monthly eNewsletter to subscribers. These articles are lead back to our website where the article in its entirety can be read, along with any relevant contact details and additional websites. A wide and varied selection of articles is also featured across the social media platforms of Facebook, Twitter and LinkedIn.</p> <p>In line with our business plan objectives, five targeted posts were made across these mediums to assist in the delivery of Australian Government program objectives.</p> <p>Facebook was the most successful, reaching a total of 454 people, resulting in 687 impressions and 39</p>

OUTCOME THEME 4	Achieve Government program objectives.
OUTPUT iv.	Assist in the delivery of Australian Government programs including public and private sector decentralisation.
	engaged users. LinkedIn achieved 488 impressions, had 16 clicks and 10 likes on the articles.

OUTCOME THEME 5	Maximise access to Government programs and grants.
OUTPUT v.	Promote and disseminate information on Australian Government policies and grant programs and support community stakeholders in Your Region to develop project proposals to access funding.
What will we do?	<p>5.1 [LEAD] Promote Government grants and programs relevant to our region;</p> <p>5.2 [SUPPORT] Provide support to applicants of Government grants and programs to strengthen and enhance the quality of applications particularly through the use of local data and evidence;</p> <p>5.3 [SUPPORT] Assist in the delivery of Australian Government programs by agencies based or active in the region, including; AusIndustry, AusTrade, Jobs and Small Business Delivery Engagement Group, the Local Government, Mainland Territories and Regional Development Australia Branch, Major Project Facilitation Agency, and the City Deals Division;</p> <p>5.4 [LEAD] Undertake two community based grant writing workshops in each sub-region to enhance local community organisations grant writing capability and promote government programs</p> <p>5.5 [SUPPORT] Continue to work with the Tasmanian Government including the Department of State Growth, Skills Tasmania, Office of the Coordinator-General, Infrastructure Tasmania and other stakeholders to support the creation of a more strategic focus on policy and projects that leverage economic growth.</p>

OUTCOME THEME 5	Maximise access to Government programs and grants.		
OUTPUT v.	Promote and disseminate information on Australian Government policies and grant programs and support community stakeholders in Your Region to develop project proposals to access funding.		
What did we do?	Result (numbers or \$s)	Measure (i.e. organisations, jobs, participants)	Lead/support role
Priority Performance Measures	5.1	5.1	5.1
1. Number of enquiries received/generated and proposals assisted with.	1 project	10 participating business in Bell Bay	Lead
2. Number of successful proposals.	5.3 1 project	5.3 Pilot being funded by the Department of Jobs and Small Business (Bell Bay businesses).	5.3 Support
3. Number of organisations assisted to connect with government programs.	5.1 1 project	5.1 One initially in the pilot stage (Bell Bay businesses).	5.1 Lead
Additional Performance Measures			
4. Number of promotional channels/events.			
5. Number of Tasmanian Government agencies connected to Australian Government programs and grants.			

OUTCOME THEME 5	Maximise access to Government programs and grants.
OUTPUT v.	Promote and disseminate information on Australian Government policies and grant programs and support community stakeholders in Your Region to develop project proposals to access funding.
How well did we do it?	<p>5.1</p> <p>RDA Tasmania connected the Department of Jobs and Small and all the George Town Job Actives to pilot a project with an Engineering firm to try and get some unemployed people into fulltime work.</p>
Did it have an impact?	<p>5.1</p> <p>The project with Bell Bay businesses is currently underway and performance measures will be available in the next reporting period.</p>
Social Media Usage	<p>Concentration has been aimed at lifting the profile of RDA Tasmania throughout the social media channels including increasing the profile of the RDA Tasmania's website.</p> <p>A range of articles are featured in our monthly eNewsletter to subscribers. These articles are lead back to our website where the article in its entirety can be read, along with any relevant contact details and additional websites. A wide and varied selection of articles is also featured across the social media platforms of Facebook, Twitter and LinkedIn.</p> <p>In line with our business plan objectives, eight targeted posts were made across these mediums to maximise access to Government programs and grants. These were by far the most engaging posts across all social media platforms.</p> <p>Facebook was the most successful, reaching a total of 2,639 people, resulting in 4,554 impressions and 157 engaged users.</p> <p>LinkedIn received a lot of interest in this information, achieving 885 impressions, 27 clicks and 9 likes.</p>

OUTCOME THEME 6	Advice supports development outcomes.		
OUTPUT vi	For Your Region: <ul style="list-style-type: none"> • Provide evidence-based advice to the Australian Government on critical regional development issues; and • Provide information on regional activities and competitive advantages to all levels of government, industry, business and community sectors. 		
What will we do?	<p>6.1 [SUPPORT] Provide reports, commentary and presentations as required on regional economic development and critical issues in Tasmania;</p> <p>6.2 [LEAD] Incorporate site visits and guest speakers to the meetings of the RDA Tasmania Committee;</p> <p>6.3 [SUPPORT] Respond to parliamentary Inquiries and requests for feedback on draft policies by providing evidence based information on regional issues and perspectives; and</p> <p>6.4 [LEAD] Publish a document that informs Commonwealth and State investment opportunities</p>		
What did we do?	Result (numbers or \$s)	Measure (i.e. organisations s, jobs, participants)	Lead/support role
Priority Performance Measures			
1. Number of reports or submissions to the Australian Government about critical regional development issues.			
2. Effectiveness of communication			

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of regional activities and competitive advantages to regional stakeholders.			
Additional Performance Measures 3. Number of Government consultation sessions/surveys/inquiries/advisory groups the RDA provided input to/hosted.	6.1 30 people attended	6.1 Facilitated a Regional Development and Infrastructure Forum for the Assistant Minister to the Deputy Prime Minister in Launceston	6.1 Support
	6.1 7 Stakeholder sessions	6.1 Facilitated a regional stakeholder visit for representatives from the Department of Treasury	6.1 Support
4. Number and nature of activities resulting in promotion/recognition of regional activities (e.g. presenting at conferences, regional/industry awards judging panels).			

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5. Identified public sector infrastructure investment priorities to support long term jobs and economic growth in the region.			
6. Total annual investment in Your Region collated.			
How well did we do it?	6.1 The forum on Regional Development and Infrastructure Forum for the Assistant Minister to the Deputy Prime Minister in Launceston was attended by 30 people from around Tasmania. Representatives from local and State government, private and community sector attended. Senator Steve Martin and Senator Matt Canavan also attended the forum.		
	6.1 Representatives from the Department of Treasury visited Northern Tasmania in September. The RDA Tasmania Committee arranged 7 stakeholder meetings with representatives from education, State government, local government, private sector, university, community sectors and business associations to discuss the needs, challenges and opportunities in Northern Tasmania.		

OUTCOME THEME 6	Advice supports development outcomes.
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	<p>6.2</p> <p>RDA Tasmania has held two Committee meetings. The July meeting was primarily a business planning meeting, however, TasRail were able to provide an overview of their current activities and infrastructure needs (namely the need for significant investment in a Shiploader for the Burnie Port, which they wish the Australian Government to support). At the October Committee meeting, Glenorchy City Council provided an overview of their current infrastructure projects, including a major street scape upgrade which has previously been a project for the Building Better Regions Funds). The State president of the Australian China Business Council also joined for the meeting.</p>
How well did we do it?	<p>6.1</p> <p>Feedback Regional Development and Infrastructure Forum indicated that it was valuable for both the Assistant Minister and the participants</p>
Did it have an impact?	<p>6.1</p> <p>Following the Treasury Stakeholder visit, RDA Tasmania received advice that the visit and the stakeholders meetings were very informative and provided a good overview of the current environment in northern Tasmania.</p>
Social Media Usage	<p>Concentration has been aimed at lifting the profile of RDA Tasmania throughout the social media channels including increasing the profile of the RDA Tasmania's website.</p> <p>A range of articles are featured in our monthly eNewsletter to subscribers. These articles are lead back to our website where the article in its entirety can be read, along with any relevant contact details and additional websites. A wide and varied selection of articles is also featured across the social media platforms of Facebook, Twitter and LinkedIn.</p> <p>In line with our business plan objectives, one targeted post was made across these mediums to support</p>

OUTCOME THEME 6	Advice supports development outcomes.
OUTPUT vi	<p>For Your Region:</p> <ul style="list-style-type: none"> • Provide evidence-based advice to the Australian Government on critical regional development issues; and • Provide information on regional activities and competitive advantages to all levels of government, industry, business and community sectors.
	<p>development outcomes.</p> <p>Facebook was the most successful, reaching a total of 94 people, resulting in 121 impressions and 4 engaged users.</p> <p>LinkedIn had 97 impressions, 1 click and 1 like of this post.</p>