



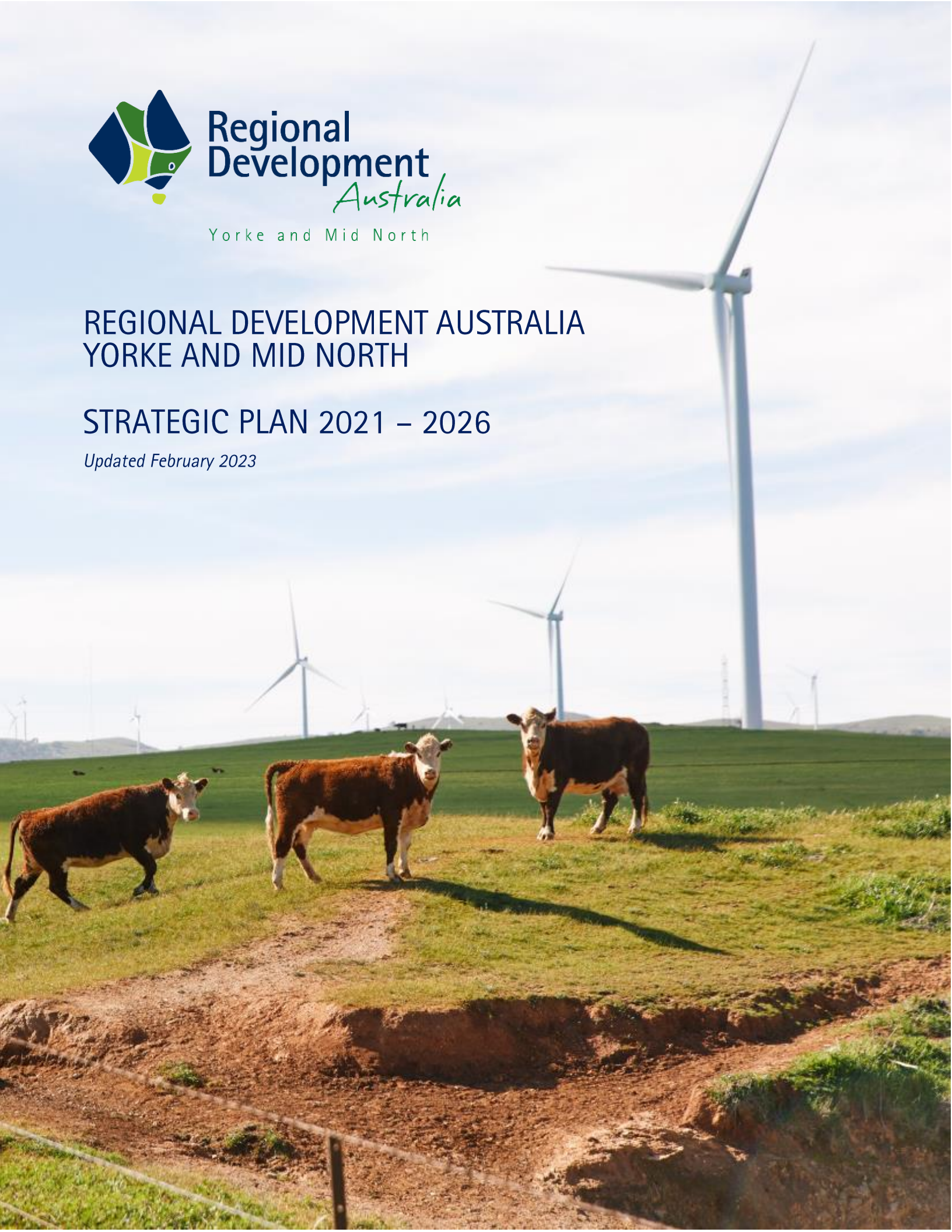
**Regional
Development**
Australia

Yorke and Mid North

REGIONAL DEVELOPMENT AUSTRALIA YORKE AND MID NORTH

STRATEGIC PLAN 2021 – 2026

Updated February 2023



Our Funding Partners

Regional Development Australia Yorke and Mid North is a unique partnership of the three levels of government, and we acknowledge our core funding partners.

- Commonwealth Government of Australia
- South Australian Government
- Clare & Gilbert Valleys Council
- Barunga West Council
- Copper Coast Council
- District Council of Mount Remarkable
- District Council of Orroroo Carrieton
- District Council of Peterborough
- Northern Areas Council
- Port Pirie Regional Council
- Regional Council of Goyder
- Wakefield Regional Council
- Yorke Peninsula Council



Our Traditional Owners

The Ngadjuri, Narungga, Nukunu and Kurna and people are the Traditional custodians of the Yorke and Mid North region. We acknowledge and respect the Aboriginal peoples as the State's first peoples and nations and recognise their spiritual, social, cultural and economic practices come from their traditional lands and waters; and they maintain their cultural and heritage beliefs, languages and laws which are of ongoing importance.



Message from the Chair

Regional Development Australia Yorke and Mid North (RDAYMN) is the primary economic development agency for the Yorke and Mid North region that is home to more than 78,000 people and over 7,500 businesses, generating more than \$4.14 billion in gross regional product per annum.

Our region operates within the context of the State economy of South Australia, led by metropolitan Adelaide. The Yorke and Mid North is one of the eight regions that makes up the rest of the state economy.

To significantly make a difference to our economic future in the Yorke and Mid North and progress our Vision we must leverage our regional advantages to deliver and grow a resilient, attractive and secure future.

In this context we have developed our Strategic Plan 2021 - 2026 with a focus on connecting business with opportunities. We recognise the need for a healthy, vibrant community as well as the need for business opportunities – these two attributes are directly linked and dependent on each other.

The RDA Charter at Federal level calls for strong, confident and vibrant regions. RDA Yorke and Mid North will work towards this by focusing on four regional focus areas that form the basis of this strategic plan.

For the businesses and residents that make up our community, this Strategic Plan highlights the benefits our region offers now, and how we will build on current strengths to make our region even better. We invite all the Yorke and Mid North community to embrace this Strategic Plan and work with us to deliver and grow a resilient, attractive and secure future.

Bill Vandeppeer

Chair

Board Members



Chair
Bill Vandeppeer



Deputy Chair
Brenton Vanstone



Treasurer
Paul Thomas AM



Secretary
Gail Bartel



Board Member
Lyndsey Jackson



Board Member
Deputy Mayor Malcolm May



Board Member
James Black



Board Member
Dr Helen Macdonald



Board Member
Lindsay Crouch



Board Member
Dr Ann Alder



Board Member
Vivienne Lambert



Board Member
Tom Rosewarne



Board Member
Mayor Phillip Heaslip



Board Member
Peter Ackland

Strategic Challenges and our response

Yorke and Mid North is a region of many opportunities, a fantastic place to live and work and has a \$11.3 billion pipeline of projects planned over the next five years which the RDA Yorke and Mid North Board is committing to assisting to bring to fruition.

However, there are many strategic challenges facing the Yorke and Mid North. In common with most regions across Australia the demographics of our community has changed significantly over the last 20 years. We have seen an outflow of school age children, young workforce participants and parents/homebuilders and an inflow of older workers, retirees, seniors and elderly aged. This results in a reduced pool of available labor for local business. Employment has declined in our traditional industries of agriculture, manufacturing and retail and increased in service industries such as Health Care, Social Services and Education.

We also share common challenge with the rest of Australia in dealing with the enduring legacy of the COVID-19 pandemic. There can be no doubt that the pandemic caused great disruption to life and work in our region, but it has also served to highlight the potential and real benefits of living in a regional area such as YMN. This can be seen in the rise of remote working combined with the relatively low cost of real estate compared to major cities convincing a new cohort to consider moving to the regions. The enduring legacy of COVID-19 continues as the disease has become endemic, strengthening the need for RDAYMN to focus our efforts and to provide support for businesses, government and community groups to align their priorities and efforts to gain better economic and social outcomes for everyone in our region.

To guide our regional development activities, we have established our Vision:

“Leverage our regional advantages to deliver and grow a resilient, attractive and secure future”.

Our role in delivering this Vision is to be the facilitator of business opportunities in the region.

Our research has identified four regional focus areas that our region needs to underpin this Vision. These are:

- Great Infrastructure and Technology.
- Economy built on Value Adding and Innovation.
- People with the Skills to Get the Job Done.
- Growing a Diverse Population.

Strategic Themes

Great Infrastructure and Technology

What we want to achieve:

- > All business, education and health will have access to technology in the region in line with Adelaide CBD.
- > All businesses and new proponents will have access to freight infrastructure and input enablers to facilitate industrial growth.

Economy Built on Innovation and Value Adding

What we want to achieve:

- > Extend our lead in our growth industries of renewable energy, tourism and primary production.
- > Develop existing and new entrepreneurs in the region.

People with the Capabilities to get the Job done

What we want to achieve:

- > Skill our businesses to be employers of choice.
- > Work with industry to grow our labour force through targeted skills and training programs.

Growing a Diverse Population

What we want to achieve:

- > Attract and retain a diverse working population to underpin industry needs.
- > Position the liveability and amenity of the region to reflect the regions strengths.

The Strategic Plan will take a focused approach to these regional focus areas by establishing priorities and initiatives to deliver and grow a resilient, attractive, and secure future.

The challenges faced are varied, and while we cannot control what the future will hold, we are confident that focusing on infrastructure and technology, innovation and industry diversity, a capable and skilled workforce and a diverse and connected population will mitigate the challenges and build on our Vision.

We will respond to these challenges with our community, our partners, and our team.

The Yorke and Mid North region have the attributes to be one of the most livable regions in the nation, and also one of the safest. It is a time to be confident, focused, and bold.

Who We Are

RDAYMN is a not-for-profit organisation that acts as a conduit between all levels of government and the Yorke and Mid North community to optimise the economic future of our region.

Our role is to facilitate the efforts of all levels of government and the Yorke and Mid North business and residential communities to maximise economic opportunities.

Our long-term Vision for the region encapsulates the economic and social goals we believe will best serve the region.

To fulfil our role we will deliver advocacy, facilitation, and funded services to work closely with our stakeholders in government, industry, not for profits and community groups working in our region.

Building alliances with many of the other organisations who are also seeking to improve the economic and social outcomes for the region will be a key factor in how effectively and efficiently we can progress our Vision.

Our Partners

Maximising the impact of those efforts that will make the most difference to the lives and businesses of people in our region is a shared focus amongst a number of organisations.

To achieve greater resource effectiveness and efficiency we will work closely with those other leadership organisations to achieve the best for our region.

These include:

- Local Government partners.
- Community groups.
- Federal government agencies.
- State government agencies.

The Regional Development Australia network in South Australia is unique in that it is a genuine partnership between Federal, State and Local Governments.

We work in a unified manner across all levels of Government, supporting and advocating for strong economic development strategies and policies for the regions. The role of our Board to assist in this facilitation is critical. Their knowledge and experience, and the fact that our Board are deeply embedded into our regional communities, with the trust, credibility, and capability to bring together all of the key stakeholders to work in a unified way drives success.

Who this Plan is for

The Strategic Plan has been prepared for three audiences:

- RDAYMN executive and staff to provide a touchstone and guide their activities;
- businesses large, small, and just starting out either operating in the region or looking to come to the region; and
- current and prospective residents with an interest and investment in the quality of life provided by the region into the future.

Community groups, government agencies and interested citizens are also important regional partners who can benefit from and contribute to implementation of the Strategic Plan.

We invite all the region's stakeholders to join us in our commitment to the Strategic Plan and the priorities and strategies it sets out in pursuit of our Vision. At the same time, we are open to feedback on progress as the Strategic Plan is implemented, and ideas to improve and enhance our approach in the future.

The setting of our Annual Business Plan will be underpinned by our Strategic Plan and will provide the operational detail of projects and priorities, together with the requirements of our key funding partners.

Snapshot of the Region

Regional Overview

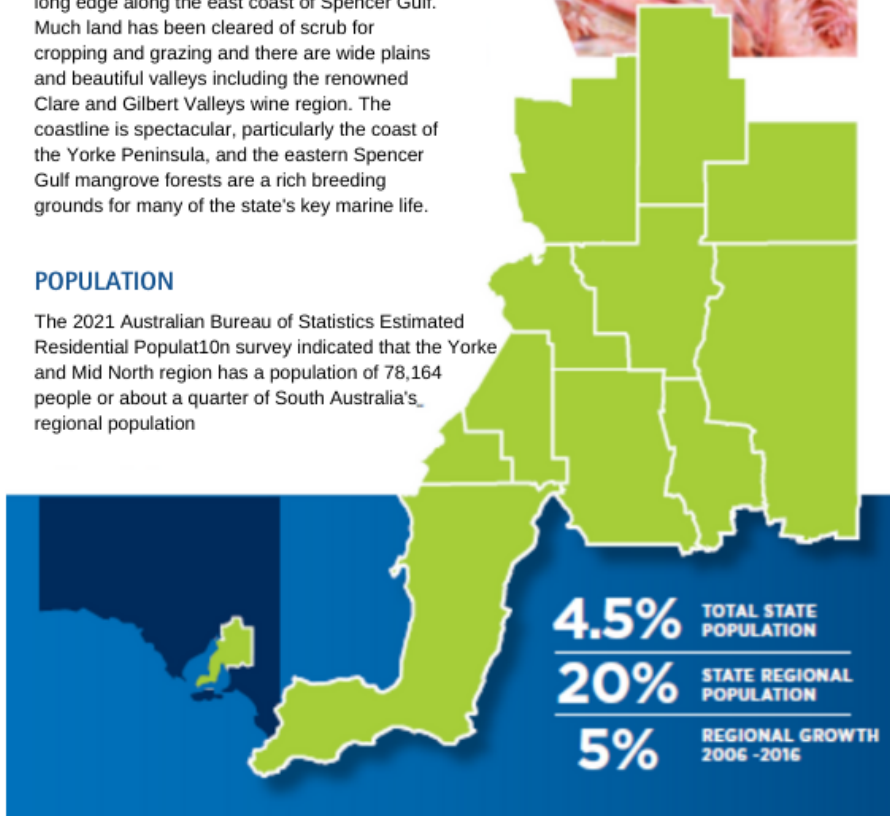
GEOGRAPHY

The Yorke and Mid North covers an area of 34,883 square kms. The arid North is delineated from the more fertile South-East of our region by Goyder's Line (first surveyed in the 1860s, and has proven to be a remarkably accurate Northern boundary), marking where sustainable agriculture can be carried out.

The ancient Flinders Ranges impose on our landscape, rising at Crystal Brook and form a long edge along the east coast of Spencer Gulf. Much land has been cleared of scrub for cropping and grazing and there are wide plains and beautiful valleys including the renowned Clare and Gilbert Valleys wine region. The coastline is spectacular, particularly the coast of the Yorke Peninsula, and the eastern Spencer Gulf mangrove forests are a rich breeding grounds for many of the state's key marine life.

POPULATION

The 2021 Australian Bureau of Statistics Estimated Residential Population survey indicated that the Yorke and Mid North region has a population of 78,164 people or about a quarter of South Australia's regional population



Economy 2020-21

33,201

EMPLOYED PEOPLE

7,570

BUSINESSES

\$4.145B

GROSS REGIONAL PRODUCT

\$882M

MANUFACTURING OUTPUT

18%

SA'S AGRICULTURE, FORESTRY AND FISHING OUTPUT

57.1%

SA'S INSTALLED WIND GENERATION

40.6%

SA'S GRAIN OUTPUT

INDUSTRY GRP

\$4.145B

YEAR END JUNE 2021 GROSS REGIONAL PRODUCT



REGIONAL ADVANTAGES

- ✓ Proximity to Adelaide and international airport
- ✓ Extensive transportation system including roads, rail and five active ports
- ✓ Rich agricultural land
- ✓ Regionally based manufacturers with innovative capability
- ✓ Focus on renewable energy
- ✓ Regional hubs with diverse industrial, commercial, and retail offerings and opportunities
- ✓ Affordable land and office space and to suit small to large scale enterprises
- ✓ Internet connectivity



REGIONAL STRENGTHS

- ✓ Proximity to the state capital of Adelaide and international airport
- ✓ Five active ports
- ✓ Connected to national highways, transport corridors, rail network and transport hubs
- ✓ Telecommunication connectivity
- ✓ Regionally based manufacturing operations to support for your venture
- ✓ Affordable locations to establish businesses and raise families
- ✓ Rich agricultural land and value-added industries thriving
- ✓ Pristine waters and untouched National Parks with unique native species
- ✓ Diverse tourism offerings



COMPETITIVE ADVANTAGES

- ✓ Proximity to Adelaide and international airport
- ✓ Industrial land availability
- ✓ Affordable and attractive locations of choice for business, industry and families
- ✓ Extensive transportation networks and capability - road, rail, ports and air
- ✓ Assistance for business and industry to navigate government regulations and connect with key government officials and innovative networks
- ✓ Safe - low crime rates and no COVID-19



LIFESTYLE BENEFITS

- ✓ Purchasing, building, or renting in the region - % range cheaper than metro?
- ✓ Access to private and public schools
- ✓ Access to private and public health systems
- ✓ Pristine beaches
- ✓ Access to contemporary sport and recreation facilities
- ✓ Less commuting time to work and home and no traffic congestion
- ✓ Towns where children still walk and or ride their bikes to school
- ✓ Safe and community minded townships - very low crime rates and no COVID-19

Vision

We leverage our regional advantages to deliver and grow a resilient, attractive, and secure future.

We achieve this by facilitating business opportunities

We intend for this Vision to guide all activities undertaken to benefit the region. We believe in this Vision and see it as the legacy we will leave for future generations who will inherit the lifestyle and assets we create on our journey.

We acknowledge that achieving our Vision will require the successful execution of more than one Strategic Plan.

Our vision is built on the key strengths of RDAYMN and the region, and is forward looking as it states the desired future for the region focusing on the key themes of:

- Leverage.
- Regional Advantages.
- Resilience.
- Attractiveness.
- Security.

Leverage - using something to maximum advantage is a powerful word to describe RDAYMN's work. Through its extensive connections, knowledge base and expertise, RDAYMN can deliver key economic and regional development outcomes to a level beyond the reach of other organisations.

Regional advantages - having a keen awareness of what our strengths are as an organisation and what the region's strengths are and exploiting them for the benefit of all.

Resilience – being able to withstand or recover quickly from difficult conditions – whether this is drought, bushfires, market access issues or pandemics, we need to foster a region that can cope with these external shocks.

Attractiveness – creating a business and community environment where people want to work, live, and enjoy therefore supporting a strong and diverse population base.

Security - the notion of security has become more prevalent with COVID19 impacting people's health, wellbeing, and financial security. The uncertainty that this pandemic has caused in our business community cannot be underestimated, and security is now a sought-after attribute rather than a given in our society moving forward.

Our Values

Our values provide the context for how we work together with others. They are the standard against which we hold ourselves and others accountable. We are committed to building a high performing, inclusive and sustainable workplace for the future that is based on these values and are integral to our culture.

Professionalism – acting with integrity and transparency.

Respect – showing commitment to the organisation and all stakeholders.

Innovation – continually challenging and improving what we do.

Determination – being tenacious and enthusiastic in achieving our goals.

Effective Leadership – by being progressive, supportive, and focused.

Planning for the Future

This Strategic Plan guides RDAYMN's activities over the next five years in delivering the vision to leverage our regional advantages to deliver and grow a resilient, attractive and secure future.

RDAYMN will develop an Annual Business Plan detailing projects and budgets to translate the vision into actions, including delivery over the next five years.

During this time, RDAYMN will regularly assess and review its progress to ensure that desired outcomes are achieved.

Consultation

During 2020 RDAYMN engaged with a wide variety of people who live, work, study and do business in the region. The aim of this engagement was to ensure that the community's views helped to shape the future of the region. Our consultation culminated in an industry forum held in Port Pirie on November 5th 2020, where key industry and government stakeholders shared insights, priorities and feedback on our Strategic direction.

The overwhelming feedback from our consultation reinforced the relevance of our four regional focus areas with a heavy weighting towards having the people with the skills to get the job done. Access to a skilled labor force is a significant barrier to growth for many of our industry sectors.

The lack of awareness of our region both within and outside of the region in order to attract a diverse population to meet the workforce needs was another key issue. All agree that the Yorke and Mid North has so much to offer but people just don't know about us.

Some additional insights that resulted from our consultation included:

- Ensuring access to affordable and quality education at all levels.
- Understanding marketing opportunities.
- Addressing the skilled labour shortage.
- Improved engagement between industry and local schools.
- Leveraging migration opportunities to address skills gap.
- Addressing the need for additional childcare to support workforce.
- Youth and young adult retention initiatives to stem the under 30 age group leaving region.
- Having adequate Infrastructure across all areas.
- Communicating our region's attributes internally to create a sense of pride and externally to attract new residents.

Regional Focus Area 1: Great Infrastructure and Technology

The ability of businesses, industries, and communities to thrive in their locations is directly reliant on accessing reliable, built-for-purpose and forward-thinking infrastructure. When it comes to regional development, infrastructure can be categorized into 3 key areas:

- Freight and logistics infrastructure.
- Enabling infrastructure.
- Technology infrastructure.

Freight and logistics infrastructure support our industry supply chains and is critical to ensuring market access for our products and services. Ports, rail, and road infrastructure are the key enablers. This is not just for outbound transport – the state of our roads is a fundamental issue to attracting visitors to our region in the case of tourism.

Enabling infrastructure is the fundamental essential services our industries and community's need to operate efficiently and effectively. Access to affordable power and water at competitive pricing is a priority along with adequate base load power provision to meet the needs of industry.

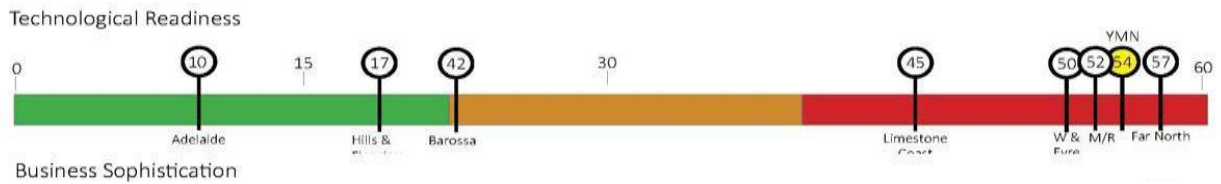
Technology and technological infrastructure are changing the way we farm, learn, do business, connect with the world, and generate new ideas. Developing and embracing new technologies requires an innovative culture, a supportive business environment and accessible, fast and reliable connectivity infrastructure that can meet future needs.

What we want to achieve:

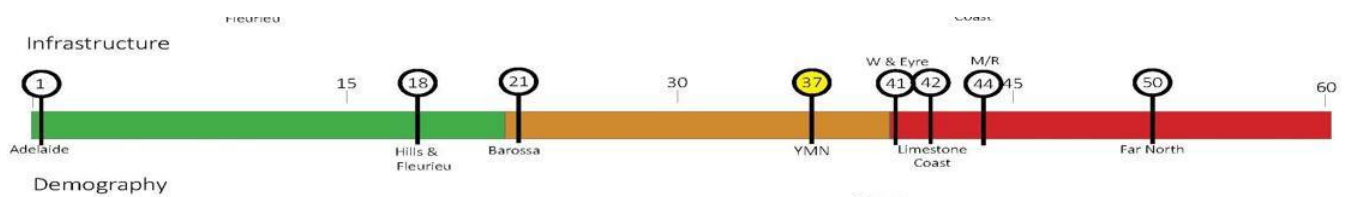
- All businesses, education and health will have access to technology in the region in line with Adelaide CBD.
- All businesses and new proponents will have access to freight infrastructure and input enablers to facilitate industrial growth.

Regional Success Indicators:

- Currently 68.8% of households in Yorke and Mid North have internet connectivity compared to 70.9% regionally.
 - Improve the number of households connected to terrestrial broadband by 5% representing a new target of 73.8% connectivity.
- 250 of businesses engaged in the adoption of new technology over 5 years.
- Currently Yorke and Mid North is ranked at 54 out of 60 regions across South Australia in relation to Technical Readiness according to the Regional Australia Institute.
 - Improve the ranking of the Yorke and Mid North region by 5 places over 5 years to be ranked at least in the top 40 of regions.



- Currently RDA Yorke and Mid North ranks at 37 out of 60 regions in relation to Infrastructure which is fit for purpose:
 - Raise the Infrastructure Rating of Yorke and Mid North to the top half of all Australian regions (i.e. above 35)



RDAYMN Key Performance Indicators:

- 250 of businesses engaged in the adoption of new technology over 5 years.
- 5 additional telecommunications infrastructure projects achieved.
- RDAYMN contributes towards business cases for an additional 10 key pieces of infrastructure in regions including planning for the upgrade of 5 key infrastructure routes.

Our Contribution:

- Promote our repository of information on available regional infrastructure and technology to inform business decision making and government priorities.
- Have industry demand profiles for electricity and gas on hand to support advocacy activities.
- Run a technology professional development series in region to position technology at the centre of what businesses do, encourage collaboration, and build RDAYMN's profile.

Regional Focus Area 2: Economy Build on innovation and adding value

Innovation relies on strong partnerships and connection. By bringing together our entrepreneurs and business leaders with similar business issues from different industry sectors together with thought leaders outside of the region and supporting collective thinking we will foster innovation in the region.

With the existence of a nationally significant agricultural sector, the Yorke and Mid North region contains some of the richest agricultural production land in the country. Whilst some areas of the sector are mature, others are fledgling and require support and investment to thrive. When the spread of agricultural enterprises is plotted onto a map, it is easy to extract the clusters which form due to factors including environmental opportunity, access to markets and access to labor.

With numerous farming enterprises diversifying from the traditional grains and stock outputs to more sophisticated multi-enterprise concerns, the sector has both diversified in terms of the breadths of inputs and outputs, whilst the size and ownership of farms has consolidated in recent years.

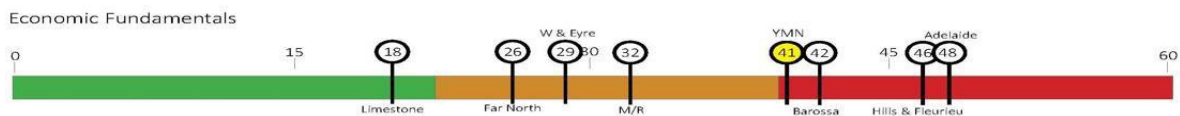
Value-adding techniques have shown to drive growth and create expanded markets for agricultural inputs and outputs. From milling flour from grain, processing chick-peas into canned goods, turning lentils into beer, the agricultural sector is seeking new ways to use existing outputs, and to bring diversified products directly to market.

What we want to achieve:

- Extend our lead in our growth industries of renewable energy, tourism and primary production.
- Develop existing and new entrepreneurs in the region.

Regional Success Indicators:

- GDP & GRP growth
 - Current GRP \$3.73B, grow by 5% to \$3.81B
 - Target over 5 years of \$0.18B in additional growth
- Ranking against other South Australian regions (RAI data)
 - Current ranking of 41 out of 60 regions.
 - Improve our comparative ranking to 35 out of 60 regions in 5 years.



- Investment Pipeline
 - Current investment pipeline of \$7.9B.
 - Regional Conversion of 20% of investment potential equalling \$1.58B over 5 years
- Diversity of Industry Base
 - Currently Agricultural Output accounts for 24.2% of overall GRP.
 - As the overall GDP grows the aim would be to continue the value of GRP at \$1.61B but reduce the overall dependence by 2% points to 22.5% of overall GRP;

- If value adding is to grow one of the key indicators would be a growth in manufacturing which is currently 17.7% and reflective of a desired growth in tourism a comparative growth in Accommodation and Food Services from 2.5% to 4.5%
- Encourage and support 184 new business entrants (new nett figure)
 - Increase the number of business entrants by 2.5% from 7364 to 7548 across Yorke and Mid North.

RDAYMN Key Performance Indicators:

- \$50M of additional investment over 5 years directly influenced by RDA Yorke and Mid North.
- 1500 businesses of organisations or potential investors engaged and/ or assisted with investment opportunities.
- 70 organisations, entrepreneurs and emerging business leaders connected with business support, investment, and growth programs.

Strategic Projects:

- Convene an annual “best in class” economic forum for Yorke and Mid North.
- Profile, work with and promote the top 20% of growth businesses in the region.
- Attract entrepreneurial programs into the region to service growing skills needs.
- Continue to facilitate business opportunities through providing connections to potential investors and maintaining a current Investment Prospectus.
- Convene annual Small Business Awards programs throughout the region to celebrate success and build RDAYMN’s profile.
- Establish the business advisory groups with geographical representation across the region to input into RDAYMN economic growth and innovation initiatives.

Regional Focus Area 3: People with the capabilities to get the job done

The development of education, knowledge and skills is a key driver for innovation and change. A suitably skilled and productive workforce will provide the ‘people-power’ to embrace new opportunities, generate economic growth and provide flow-on effects to local communities through the generation and spending of income.

People who live in Australia’s regions are resourceful, adaptive and collaborative, lending a hand to those in need and ‘getting their hands dirty’ when work needs to be done. The region stands on the brink of numerous expanding opportunities such as the rollout of the NDIS, renewable energy initiatives, a revival of the mining sector and a flourishing domestic and international tourism sector.

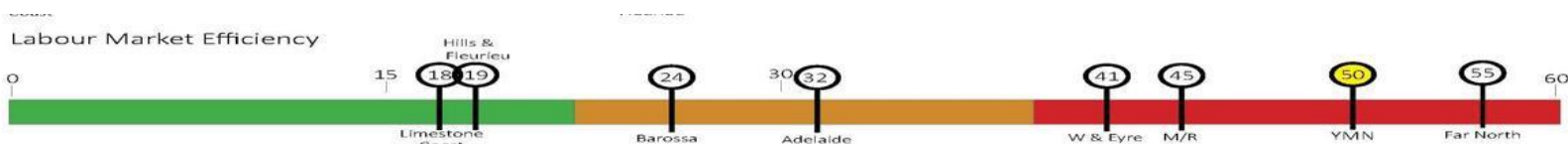
A key growth factor for taking advantage of these opportunities is having the right skill mix and available workforce to fulfill vacancies within emerging industries. Access to education, particularly tertiary, is key to developing the region’s ‘human capital’ and ensuring those in the community are capable of contributing to the region’s productivity.

What we want to achieve:

- Skill our businesses to be employers of choice.
- Work with industry to grow our labour force through targeted skills and training programs.

Regional Success Indicators:

- Number of people undertaking vocational education to bridge the gap between state averages so that we raise number of individuals who hold qualifications from 39.3% to 45% (against a State average of 49.3%) over five years.
- Currently ranked 50 out of 60 regions in Labor Market Efficiency
 - Outcomes that we raise our labor market efficiency by 5 places over 5 years (noting that is a structurally low factor in Yorke and Mid North) to 45 out of 60 regions.



RDA Key Performance Indicators:

- 750 participants in workforce programs that RDA Yorke and Mid North design with industry.
- 300 employment positions facilitated through workforce and training programs.
- 10 initiatives to grow social capital and workforce capability and participation in the region designed and delivered in the Yorke and Mid North developed with industry.

Strategic Projects:

- Develop an Employer Quality Framework built on best practice to provide a suite of resources and workshops to support employers with HR principles and practices.

- Build programs in partnership with others including our highly successful Job Match program, to attract skills in trades, disability and community services, retail and hospitality.
- Develop and promote a yearly workforce analysis to equip our industry with the data they need to support the workforce development.

Regional Focus Area 4: Growing a diverse population

Vibrant communities are the heart of this region. Whether small or large, vibrant and growing communities drive local character and prosperity. A growing residential and working population is vital to support opportunities for employment, education and investment. Communities are vibrant when they can offer diverse choices in lifestyle options, employment options, social and community opportunities and services. A community that is connected and drives local initiatives creates a point of difference that attracts others to visit, live or work in the region.

During strategy development workshops held by the RDAYMN board in 2020 population diversity, or rather a lack of diversity, was identified as an impediment to regional growth and prosperity. The rationale is that for the region to grow and prosper a diverse range of skills and experience needs to exist within the community for business to call upon. Over the life of this strategic plan, it is only likely that we will be able to begin this process by attracting people from other regions within Australia to relocate to YMN. For residents of other regions to make that decision they will need to perceive YMN as an attractive place to work and live.

Our focus will be on growing a diverse working age population and reflects these key statistics:

- Total regional population of 75,036 of which only 8.8% were born overseas (Australia – 26.3%).
- Between 2001 and 2016 there has been a strong outflow of school age people (-2565), young workforce participants (-409) and parents/homebuilders (-3109) and a strong inflow of older workers, retirees, seniors and elderly aged (+9669).
- Couples with children represent 20.5% of the regional population (Australia 30.3%).
- 30.7% of people living in the region have completed Year 12 or equivalent (Australia 51.9%).
- 8.3% of regional residents hold a Bachelor or Higher degree (Australia 22%) whilst 22.2% hold a Vocational qualification (Australia 18.8%).
- Between 2006 and 2016 the largest sectoral contractions of employment occurred in Agriculture (-627), Manufacturing (-231), Retail trade and Financial and Insurance services (-88) whilst the largest increases were in Health Care and Social Assistance (+592), Education and Training (+291), Construction (+270) and Mining (+199).

This data shows patterns that are consistent with many other regional communities, particularly the loss of young people and families to metropolitan areas where employment, education, health, childcare and recreational facilities are perceived as more readily accessible. It also clearly points to the fact that the region is seen as an attractive destination for older Australians. This demographic shift results in fewer working age residents being available to the business community and an increased burden on health and allied care services.

What we want to achieve:

- Attract and retain a diverse working population to underpin industry needs;
- Position the liveability and amenity of the region to reflect the regions strengths.

Regional Success Indicators:

- Achieve a higher than trend population growth:
 - The current population is 75,036 and a targeted population growth of 2.5% pto 76,911 residents being an increase of 1875 persons living in Yorke and Mid North over five years.

- Grow our employed population by an above trend 5%:
 - Currently 32,669 are employed in Yorke and Mid North, the regional target will be an additional 1633 employed persons in Yorke and Mid North.

RDAYMN Key Performance Indicators:

- Support community infrastructure through building 30 business cases for funding bids of five years with 15 of these being successful in being funded.

Strategic Projects:

- Develop a communication strategy that builds on our strengths and reduces negative perceptions.
- Advocate to State and Federal Governments for increases in regional health, education and other facilities to cater for future population/workforce growth.
- Develop and regularly review a Regional Infrastructure Adequacy Framework that sets priorities and rankings.
- Support community infrastructure through building the business cases for funding bids.