



Handout Notes

Regional Colloquium



An Australian Government Initiative

Keynote Speaker:

Name	Company	Email
Rob Kerin	Chairman RDA South Australia	robkerin@ymail.com

Biographies

Rob Kerin

Chairman – RDA South Australia

Pre- Parliamentary Employment: Managing Director : Kerin Agencies P/L, and Director Kerin Lange Rural.(Agribusiness)

Currently: Consultant, Executive Chair of Primary Producers SA, Chairman of Regional Development S.A., Director of South Australian National Football League, Deputy Chair S.A. Community Football Board, Deputy Chair Australian Country Football Council, Chair of Advisory Board Newtreat P/L., Chair of AHE Board, Member of S.A. Agribusiness Council, Ambassador Adelaide Football Club, Number One ticket holder West Adelaide Football Club.

Completed Major Consultancies: Restructure of Regional Development Boards to RDA's in S.A. 2009-10, Review of 2010-11 Grain Harvest Operations and Recommend Operational Changes for Viterra Grain Handling System, Restructure of Primary Producer representation in SA. Until recently Member of Federal Ministerial Advisory Committee on Regional Australia.

SEGRA Conference



Coffs Harbour, NSW

16-18 October 2013

- Regional Development Colloquium

ROB KERIN

- Chairman

- Regional Development South Australia

1st Session

- **Federalism - an asset or barrier for Regional Economic development?**
- Will consider best practice models to advance Regional Australia through the alignment of government policies and practice in on ground delivery of economic development.

- Regional Development
- It is about delivering to the Regions
- It is about delivering jobs and economic and social development to the people who live in the regions

- Traditionally has suffered from lack of good structure - too much about the agendas of the 3 levels of Government
- Duplication, waste, lack of co-ordination
- My opinion - has failed to deliver to the extent to which it should have
- Not enough about Localism
- Ministerial Council experience

- Regional people will be best served if all \$\$'s and effort of the 3 levels are co-ordinated and aimed at outcomes
- 3 levels of Government all have very important roles
- It is a long way from Canberra to Ceduna
- Hence structure is absolutely vital
- Structure must involve the 3 levels - should not be just devolved locally

- Traditional structures need to be challenged and modernised
- Structures must better serve regional people
- My experiences
 - Closure of SA Farmers Federation
 - Restructure of SA Grain Handling system

Regional Development in South Australia



A unique partnership between
the 3 Levels of Government

Background

- History of Regional Development Boards
 - 13 Boards pre - RDA
- These were State - Local Govt Partnership
- 4 Federal Area Consultative Committees
- Clients confused

Opportunity

- Creation of RDA offered opportunity to bring the 3 levels of Government together
- Impediments
 - - Required Boards to agree to new boundaries (13 Boards to 7)
 - - Required agreement of the Local Councils

Need for True Partnership

- The “hiccup”
- Central Government not acknowledging the true importance of Local Government
- Too dictatorial
- True partnership needed
- The “too hard” issue
- True Localism

The Transition

- Transition team of Myself as Chair, Federal, State, LGA and Regional LG representatives.
- Negotiations with the 13 Boards and all Regional Local Government.
- Agreements reached on way ahead.
- 7 regional RDA formalised in an MOU between Federal, State Governments and L.G.A. On behalf of 57 Local Councils

Local Government

- Local Government a key partner
- Many had been instrumental in formation of RDB's in 1980's.
- Traditionally strong funding contribution and co-operation.
- Strong Board presence on RDB's.
- Negotiated Board positions on RDA as all Regional Councils agreed to contribute.

RDA Presence

- 7 Regional RDA plus Adelaide Metro.
- 13 Regional Offices (1-3 per RDA)
- Good coverage of Regional S.A.

Regional S.A. Population

- Sparse compared to Eastern States
- Lack of Cities over 20,000 people
- Difficult to service – distance and population density
- RDA's have historically evolved around servicing the regional community
- 13 offices and around 100 staff located to cover Regional S.A.

Funding

Federal - as per all RDA's

State - Were the major funders but new deal as per last July - hopefully will be restored

Local Government - varies, but between 25% and 40% of the total funding

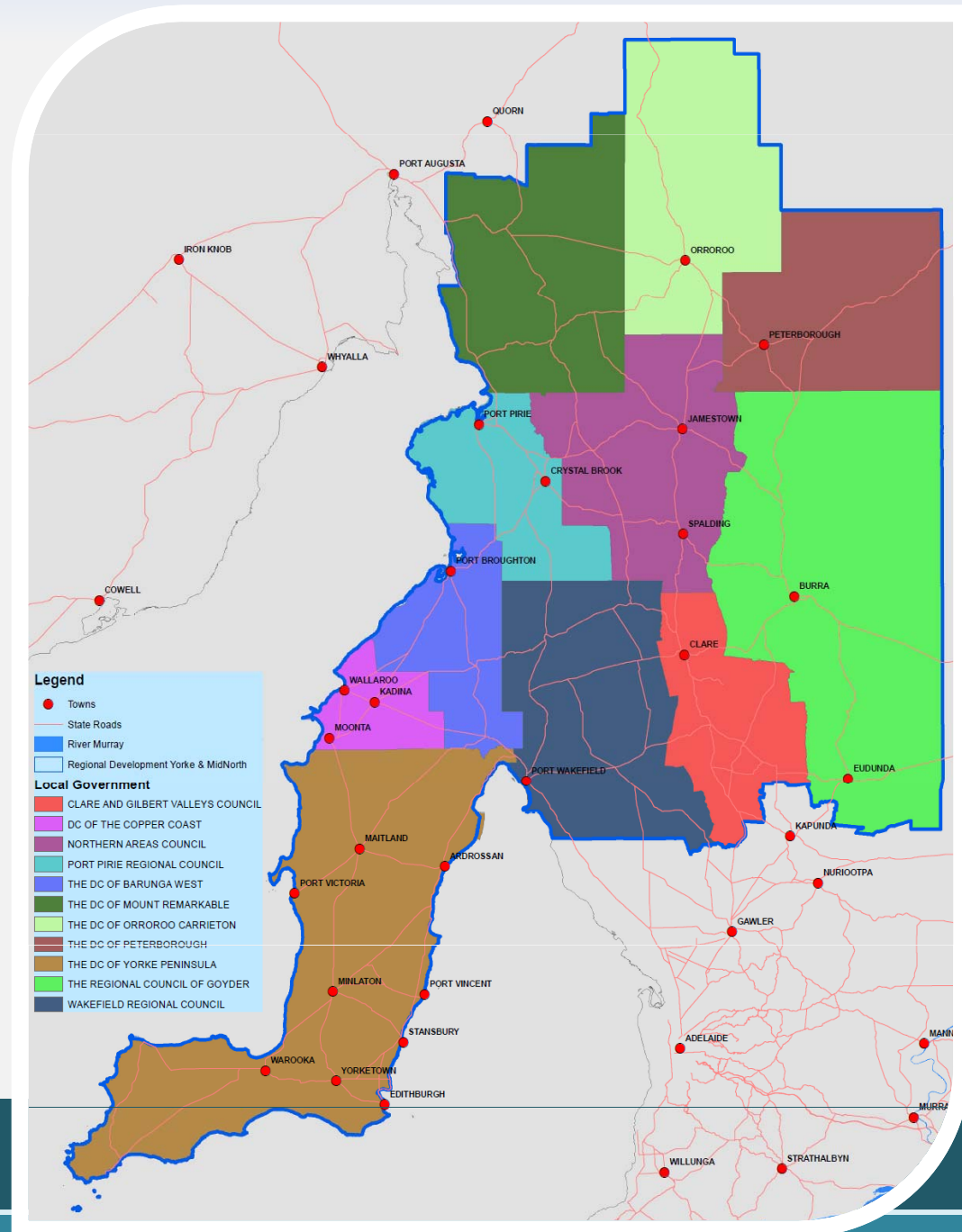
Staffing Example

- RDA Yorke and Mid North
- CEO
- Economic Development Officers x 3
- Community Development Officers x 2
- Workforce Development Officer x 3
- Tourism Development Officer
- Tourism Project Officer
- Corporate Unit x 3

Total = 14 Staff Members

Our Region

- ❖ The Yorke and Mid North region encompasses 11 local government regions
- ❖ Collective population of 77,259 representing 2.9% of South Australia's population



RDA Links to Federal Departments

- DRALGAS
- DEEWR
- FHCSIA
- Ausindustry
- Australian Taxation Office
- ACCC
- Austrade
- Dept of Immigration and Citizenship

RDA links to S.A. Govt. Depts.

- Primary Industries and Regions
- Housing SA
- Further Education Employment Science and Technology
- Planning Transport and Infrastructure
- Environment and Natural Resources
- Tourism Commission
- Immigration SA
- Manufacturing Industry and Trade
- Recreation and Sport
- Country Health
- Education and Childhood Development

Combined KPI's 09/10 +10/11

- Investment
- Businesses assisted 2870
- Business contacts 6581
- Investment facilitated \$450m
- Businesses assisted to participate in major projects 72
- Value of local content of above \$123m

Combined KPI's

- SKILLS

- Skills programs identified 144
- Participants in Skills SA 3442
- Employment outcomes 1213
- Hrs accredited training delivered 182,073

Combined KPI's 09/10 + 10/11

- Number of FTE jobs created 1355
- Exporters assisted 315
- Businesses assisted with new product 93
- Businesses assisted with new process 170

Advantages of the Model

- Critical Mass
- Gives Government partners access to experienced staff who know their Region
A local presence for Government partners
- Provides a vehicle for delivery of broad range of services in Regions
- Provides good coverage of Regional S.A.

Regional Development SA

- An Incorporated Body
- Members are the 7 Regional RDA's and Metro Adelaide RDA
- Chairs and CEO's meet at least 4 times a year
- CEO's meet at least 8 times a year
- Annual Conference held - this year a 2 day focus on Regional Infrastructure

Benefits

- Information Sharing
- Resource sharing
- Joint briefings with Federal and State officials and other stake holders
- Joint voice to Federal and State Govt.
- Joint commissioning of Reports and consultancy work
- Extends beyond lines on maps

Metro Adelaide RDA

- Has become an integral member
- Has helped co-ordinate “like” projects across RDA’s
- Patient Village to help fight against Leukemia - for regional people
- Intermodal Freight Terminal
- Energy storage project - co-ordinating with RDA’s in and beyond SA

2nd Session

- Evidence from the Front line : what works for practitioners?
- Case Study
- A Place Based Approach
- Upper Spencer Gulf Strategy for Regional Transformation

Upper Spencer Gulf Strategy

- 3 cities with economies at risk due to concentration of a few industries
- Key industries under threat
- Enormous potential opportunities from Mining “boom” and renewable energy
- Need to build capacity to capitalise on those opportunities
- 3 Local councils and in 3 RDA's

The Cities

- Whyalla, population 22,000, steelmaker Arium employs 2890, it is a heavy industry and transport hub
- Port Augusta, population 14,000, coal fired power stations and transport hub
- Port Pirie, population 1300, major employer is Nyrstar lead and zinc smelter built in 1889

Intergovernmental Partnerships

- Commonwealth, SA Government and LGA on behalf of Councils signed an MOU on 25 September, 2012
- MOU is fostering the economic and broader development of the USG
- MOU provides the opportunity to support greater levels of co-ordinated activity in the Upper Spencer Gulf

Governance

- MOU established 3 bodies
- Upper Spencer Gulf Alliance - Commonwealth and State Ministers, LGA President and the 3 Mayors
- USG Working Group - Officials of the 3 levels of Government, RDA's and myself.
- Supporting Commonwealth and State Departmental Reference Groups

USG Working Group

- Action plans developed, progressed and updated
- Balances key existing initiatives with emerging projects
- Prioritised by the working group
- A work in progress changing daily as new information comes to hand

What has worked in USG

- Local communities encouraged to think regionally and act co-operatively
- The building of a common vision
- Local Focus and involvement of key stakeholders in the decision making bodies.
- Role of RDA's in co-ordinating
- Work plans holding parties accountable

Local Priority Setting

- Too often the regions throw a stack of funding asks at Canberra and expect them to be able to choose the projects which will achieve best R.D. Outcome!
- USG strategy prioritised and distilled the asks to really address the major needs
- Credit to Council CEO's - overcame parochialism and got results

Key Messages

- Fostering local support, engagement and co-operation is critical - **co-operation NOT competition**
- Working together allows Regions to decide and communicate priorities
- RDA's have a critical role in fostering co-operation and providing co-ordination at the local and regional level

Remember

- Regional Development is not something that Governments do to the Regions
- Regional Development has got to be a shared goal!!
- Do our current structures achieve the best outcomes?????

- THANK YOU

Session 1:

Federalism: an asset or barrier for regional economic development

Couch participants and the audience will be kept on their toes, answering questions and addressing the paradox's around issues such as: engaging with multiple spheres of government, collaboration is doing what governments wants you to do, who is talking to whom and why it matters, what works for mega regions, so clusters lead to co-operation and the models for a national regional network.

Participants:

Name	Company	Email
Peter Tregilgas	Executive Officer RDA Mid North Coast	petert@rdamidnorthcoast.org.au
Rob Kerin	Chairman RDA South Australia	robkerin@ymail.com
John Sargent	Board Member RDA Sunshine Coast	Jps19462000@yahoo.com
Dr. Petra Behrens	Board Member RDA Brisbane	petraBehrens@aol.com
Felicity Taylor Edwards	Chief Executive Officer RDA Orana	felicity@rdaorana.org.au

Biographies

Rob Kerin

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John Sargent

Board Member – RDA Sunshine Coast

John Sargent is an economist, specialising in economic and business development for more than 35 years. He has been an official of the Australian Treasury and the World Bank, and has worked as a consultant with Australia's Agency for International Development, UN agencies, and Asian Development Bank. John has a Masters Degree from Harvard University and a Bachelor of Economics (Honours). John has been a committee member of RDA Sunshine Coast since 2011.

Dr. Petra Behrens

Committee Member – Regional Development Australia Brisbane

Petra is an economist with broad knowledge and experience in a diverse range of disciplines covering many aspects of regional economics and development. Over the past years she has worked in consulting, providing economic and financial advice to private and government clients. She has developed and implemented regional development strategies as well as undertaking extensive academic research in regional economics and policy. Petra holds a Master of Economics and a Master of Political Economy as well as a PhD in Economics and Social Science.

Felicity Taylor-Edwards

Chief Executive Officer – RDA Orana

Felicity is currently the CEO of RDA Orana, based in Dubbo NSW. The Orana is a large area comprising 25% of the landmass of NSW and covers 13 LGAs.

Felicity leads a team in the Orana with a focus on economic development and innovative and collaborative practice in all of RDAs work.

She has lived and worked in the Central West of NSW for the past 10 years with both NSW State and the Federal Government and NGOs, primarily in Community Development and Policy roles with a focus on Indigenous Affairs and skills development. Felicity also spent many years living and working in Cape York and the Gulf of Carpentaria in north Qld and Arnhem Land NT. Having lived and worked in Asia in the early years, Felicity holds a BA from Griffith University (Sociology) in Modern Asian Studies.

After 30+ years in the field and policy, she has formed the view that without complimentary economic development, and a genuine cross sector, partnered approach, community development is unachievable.

Collaboration, genuine structured partnerships and coordination of services and skills, modelled into an economic framework is what Felicity's focus is now set on.

She is passionate about regional Australia, its contribution to the economy of the State and Nation and the need to regain some equilibrium and accountability for outcomes of social investment balanced with the need for

infrastructure and economic development. She is particularly interested in the need for economic investment to drive economies where people want to live and work, local decision making and accountability to community all being high on her agenda.

Felicity likes to work “outside the square” and naturally innovates and brings collaboration and a partnered approach to all projects. She believes strongly in the need for regional leadership and is prepared to put RDA up to facilitate that.

Questions

Rob Kerin

Chairman – RDA South Australia

- You emphasized your thoughts on Local Government involvement been vital - how in SA do they get involved and how are the LG reps on the RDAs decided?
 - How do you see local priority setting and local input to decision making been improved in relation to Federal and State decisions on Regional Development funding?
 - What are some examples of projects that RDAs in SA get involved in?
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John Sargent

Board Member – RDA Sunshine Coast

- Accepting that COAG has been dysfunctional in recent years, if things improve, would it be possible that COAG, along with ALGA, could develop a common model and Agreement on Regional Development? This might address political issues, eg until the recent change of Federal Government, the LNP Government in Queensland had no political interest in supporting RDAs or the programs – hopefully now, this will change.
 - Is it reasonable to expect agreement on a common RD model across jurisdictions? The current RDA models differ substantially across and even with States.
 - In some States, there is a long history of State Government supporting financially etc the establishment and operations of broad based RDOs – eg Queensland since the 1980s. These can be in competition with RDAs. How would a new national model address this?
 - Governments have a role, but if Economic and Social Development are the major goals, how do we ensure maximum direct involvement of the business sector and community groups? Some RDA Committees have minimal membership from such sectors.
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Petra Behrens

Committee Member – Regional Development Australia Brisbane

- How can local government become a more equal partner in the 3 tiers government alliance?
 - look at the roles of all 3 tiers of government
 - best practice structure has to be flexible, include local leadership
 - obligations have to align with income streams

 - Is it the new emphasis on infrastructure provision that weakens local government's position in the federal structure?
 - infrastructure provision is necessary in cities as well as regional area to support development, however it is very costly. Local governments may not be able to fund it, their needs become part of the state/federal priority list
 - a partnership with industry has to be initiated, example, private airport near Toowoomba by business man John Wagner, (Wellcamp Airport)

 - Cross regional linkages are important to create a climate of development and growth, how can linkages be enhanced?
 - collaboration between all tiers of government as well as industry
 - another example, the South East Queensland Regional Development Initiative
 - 7 QLD RDAs (Brisbane, Darling and South West, Gold Coast, Logan and Redlands, Moreton Bay, Sunshine Coast, Ipswich and West Moreton) 1 NSW RDA (northern New South Wales), the report released end of the month
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Felicity Taylor-Edwards
Chief Executive Officer – RDA Orana

- If not RDA what agency is better equipped to exercise /facilitate/lead collaboration across the 3 levels of Gvt and Corporate for Regional Development?
 - What skills do you think are necessary to achieve an effective cross sector partnered approach to regional /community issues?
 - What is the opportunity for regional/local design/modelling and decision making of well facilitated collaborative effort?
 - How best is that leveraged to fit various sector interests?
 - What policy, planning and process modification is necessary to support regionally facilitated collaboration across Government sectors?
 - How does collaborative effort quantify and evaluate the sum of its parts being greater than individual effort?
 - How do you foster genuine regional and remote collaboration with agencies that are all centrally based
 - What's in it for them? – to work horizontally and not vertically?
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Session 2:

Evidence from the Front Line: what works for practitioners

Evidence based is the grant and outcome mantra. This session will explore the importance of data in telling a story that makes for a compelling argument. Government's rich vein of data is only just being mined by non-academics and it needs entrepreneurs and the private sector to provide accessibility to this vast resource. On the couch participants will be challenged to show us how regions can build their story while the audience can question "lies, lies and damn statistics".

Participants:

Name	Company	Email
Peter Tregilgas	Executive Officer RDA Mid North Coast	petert@rdamidnorthcoast.org.au
Julie Wilson	Research Manager Regional Australia Institute	Julie.wilson@regionalaustralia.org.au
Lisa Moutzouris	Aust. Bureau of Statistics	Lisa.moutzouris@abs.gov.au
Matthew Nichol	Director & Economist REMPAN	matthew@remplan.com.au
Lucy Williams	Regions Research Bureau of Infrastructure, Transport and Regional Economics Department of Infrastructure and Regional Development	Lucy.williams@infrastructure.gov.au
Nigel Smith	Director Business Research Roy Morgan Research	Nigel.Smith@roymorgan.com

Biographies

Julie Wilson

Research Manager – Regional Australia Institute

Julie has an extensive background in the regional development and economic field. Her practical experience comes from many years in Government working at the local, State and Federal level in a variety of sectors. Julie was born in Bendigo and has lived in a number of small rural and regional towns making her connection to regional Australia both personal and professional.

Lisa Moutzouris

Position – Australia Bureau of Statistics

Lisa Moutzouris is Assistant Director of the ABS' Rural and Regional Statistics National Centre and is based in Adelaide. The key objective of the Rural and Regional Statistics program is to lead and develop ABS products and services to address client demand for regional and geospatial statistics.

Matthew Nichol

Director & Principal Economist – REMPLAN

Matthew has been working in regional economics since his work with Ian Pinge developing and supporting early versions of REMPLAN and associated research and consulting commissions. Matthew specialises in applied research and consulting, new product and service development (Tourism Module, Gap Module, Workforce Module, Public Access Online Economic Profile), training and education.

Matthew is currently working on projects that integrate regional economic development with strategic planning at a municipal level.

Lucy Williams
Regions Research
Bureau of Infrastructure, Transport and Regional Economics
Department of Infrastructure and Regional Development

Lucy Williams works in the Regions Research team in the Bureau of Infrastructure, Transport and Regional Economics (BITRE). BITRE is the economic analysis and research arm of the Department of Infrastructure and Regional Development.

The Regions Research team carries out spatially-based research, usually drawing from existing data, such as census or administrative data. Its early work included creating and interpreting regional databases, as required for our research.

A major project involved extensive fieldwork across Australia's regions to investigate how the cost and availability of goods and services vary by remoteness. The Regions Research team's current project examines the long-term evolution (since 1911) of Australia's towns, and the mechanisms underlying the change. This project also draws on fieldwork to consider the importance of goods and services delivery (and other factors) in determining the growth or decline of towns.

Nigel Smith
Director Business Research – Roy Morgan Research

Nigel Smith has run Roy Morgan Research's business research program since 2010; before this he was the principle analyst behind Roy Morgan's major economic and financial research publications, such as the State of the Nation report (particularly around the time of the GFC). Before joining Roy Morgan as financial services research specialist, he also worked as a financial services technology journalist for the Lafferty Group in London.

He studied Economics, Sociology and Psychology at the University of Melbourne, and is currently developing a range of business research products across topics including entrepreneurship, telecommunications technology, business and economic conditions and expectations, and business marketing expenditure.

Questions

Julie Wilson

Research Manager – Regional Australia Institute

- Does research show whether the Australia experience of regional development is similar to the international experience?
- What factors should economic development managers look at as they aim to 'develop' or 'grow' their regions?
- Is the research showing what the key drivers of economic development are for regions?
- Human capital is a key driver of economic development what indicators could economic development managers explore when they consider this area ?

Lisa Moutzouris

Position – Australia Bureau of Statistics

- What are some of the new data opportunities ABS is seeking?
 - What are some of issues that users should be aware of when using data that is collected for other purposes ?
 - How do I make my own data available to users?
 - How can I get the most out of my data holdings?
 - How do I assess data for its suitability?
 - How do I assess data for its quality?
 - Things to consider when making comparisons over time?
 - How can I bring together a 'patchwork' of data to tell a story?
-

Matthew Nichol

Director & Principal Economist – REMPLAN

- Why is there a role for something like REMPLAN? Doesn't the ABS and other government agencies provide all the data anyone would require?
- What can local governments and economic development agencies do to facilitate and promote trade with our major trading partners?
- REMPLAN is known for its economic models, does the company develop other resources?
- When it comes to data and analysis where does the credibility come from?
- When it comes to 'evidence based' decision making is the evidence subjective?
- Is the issue too much or too little data?
- What are investors and service providers looking for?
- How do you define a sector like tourism?

Lucy Williams

Regions Research

Bureau of Infrastructure, Transport and Regional Economics

Department of Infrastructure and Regional Development

- What are some of the traps for new players using regional data?
 - What are some of the key issues for regions that we don't have data for?
 - Are the processes of regional change economically rational?
 - To what degree is the growth of towns and regions impacted by local events compared with large, fundamental changes?
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Nigel Smith

Director Business Research – Roy Morgan Research

- How can regional areas measure the success or failure of their development strategies objectively?
 - Is it better to have highly localised measure specific to a particular development need, or a broadly based and more general measure of success?
 - Who to target? How do you identify the kind of traveller you want to attract, and measure success or failure with that group specifically?
 - Is it enough to measure travellers?
 - How do you measure the success or failure of the local impact of the strategy?
 - Do local businesses benefit?
 - Broad-based, independent research that provides the level of depth needed to measure success in a nuanced way is expensive – how do fund this kind of research?
-