



An Australian Government Initiative



Regional
Development
Australia



RDA BARWON SOUTH WEST

Achievements

2020-24

January 2024



An Australian Government Initiative



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Contents

We acknowledge the Traditional Owners of the lands and waters on which we live and work, and pay our respects to their Elders past, present and emerging.

We acknowledge that we are on traditional lands, including those lands of the Eastern Maar, Gunditjmara, and Wadawurrung people and Wotjobaluk, Jaadwa, Jadawadjali, Wergaia and Jupgalk Nations as well as other Traditional Owner groups in Victoria who are not formally recognised.

We acknowledge the diversity of Aboriginal Victorians, their communities and cultures, the intrinsic connection to Country, the contribution and interest of Aboriginal people and organisations in developing a prosperous region.

From the Chair	4
Local people creating local opportunities	6
Network activation	8
Geelong City Deal	10
Tourism and the visitor economy	12
Agriculture and food	14
Advanced manufacturing	16
Renewable energy	18
Workforce strength	20
Transport and logistics	22
Aboriginal self-determination	24
The RDA Barwon South West Committee	26
How to get involved	27
Contact us	28

EARLIER ACHIEVEMENTS

Early planning for the **GROW G21 Region Opportunities for Work** project, now a sought-after program that continues to be rolled out across other regions in Victoria.

The **Avalon Airport Master Plan**, which resulted in the recognition of Victoria's second international airport, and the continued advocacy to the Commonwealth Government to enable international air travel.

The establishment of the **Great Ocean Road Coast and Parks Authority**, a long-standing RDA BSW priority to simplify the previously complex and fragmented Great Ocean Road management arrangements.

Implementation of the Shipwreck Coast Master Plan and ensuring the region saw the benefit in including the Shipwreck Coast Master Plan in the Geelong City Deal.

Securing **\$370 million for the Geelong City Deal**, a ten year investment framework and partnership across three levels of government, with the investment now at over half a billion dollars.

From the Chair

The RDA Barwon South West Committee proudly contributes to the prosperity, livability and sustainability of Victoria's South West

Regional Development Australia (RDA) is a national network of committees made up of local leaders who work across government, business and community to support economic development.

In Victoria, there are six RDA Committees covering all areas of the state. The network shares information and collaborates to develop innovations and solutions that can be adapted across Victoria and Australia.

In the Barwon South West region, we are fortunate to have committee members who are passionate and dedicated local leaders. They bring a broad range of experiences from local government, the private sector, the community and not-for-profit sectors to support and advocate for our local industry, businesses, and communities.

Our focus areas are long-term and aim to diversify and strengthen our economic foundations by leveraging the region's comparative advantages and latent potential.

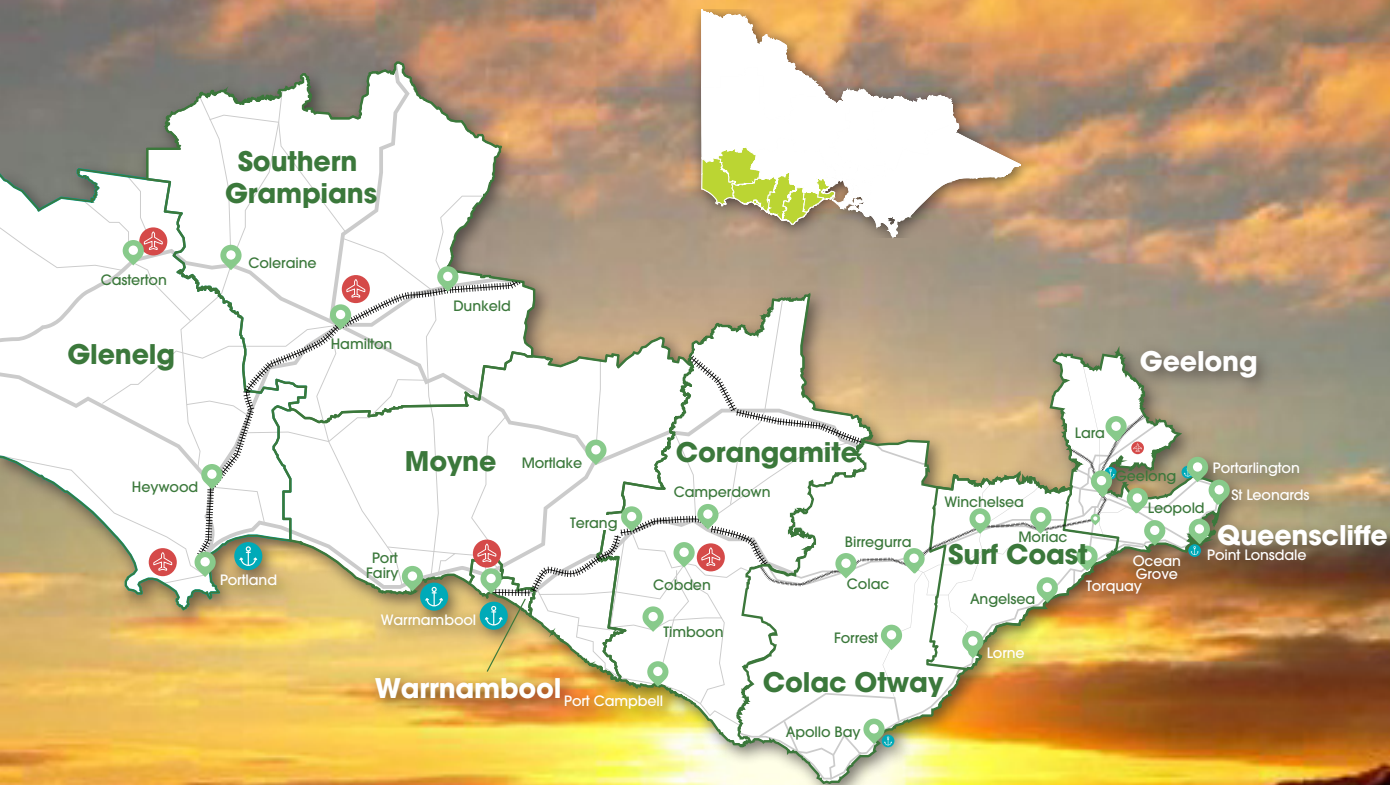
Over the past three years, RDA Barwon South West has delivered great outcomes by helping our industries adapt to changing business environments and consumer demands.

We have collaborated to address growth barriers such as workforce and skills shortages, housing supply and infrastructure gaps to realise opportunities in advanced manufacturing, high-value agriculture, sustainable and cultural tourism, green hydrogen and renewable energy.

On behalf of the past and current members of the RDA Barwon South West Committee, I am proud to present this account of our recent achievements. The outcomes demonstrate that with a unified purpose and voice, great things can be achieved. We look forward to continuing the journey together.

Grant Sutherland

Acting Chair, RDA Barwon South West



\$914.8m

IN BUSINESS INVESTMENT

1074

NEW REGIONAL JOBS

\$57.4m

IN EXPORT OPPORTUNITIES

2020 – 2023



Local people creating local opportunities

We connect business, industry and community organisations to local, state and national government support and investment opportunities in our region

RDA Barwon South West collaborate with all levels of government, regional leaders and businesses to identify opportunities for leveraging Australian Government programs that will increase economic activity in our region. We work closely with proponents whose projects align with our objectives and, where possible, advocate for fast-tracked approval and delivery of projects.

Our strategic priorities are informed by evidence and information including the Regional Economic Development Strategies of the **Barwon and Great South Coast Regional Partnerships**.

We collaborate with regional leaders to seek input on submissions and advice provided to the Australian Government. We have strong working relationships with local government leaders and participate in working groups involving local stakeholders, including those featured on this page.

Our long-term strategic focus areas reflect the region's comparative advantages to drive economic growth:

Add value and diversify within the agri-food supply chain - diversify agricultural commodities and invest in advanced manufacturing capabilities.

Accelerate the transition to new and high value manufacturing opportunities - build capabilities and leverage supply chains to drive new opportunities.

Realise the potential of our visitor economy - leverage our region's world-renowned natural and cultural assets to build high-value economic return.

Grow and equip the workforce to enable future economic opportunities - build a strong pipeline of skilled people to meet industry demand.

Switch on Clean Energy and Green Collar Jobs - demonstrate clean energy applications for a low emission economy.



IMPROVING LIVES IN VICTORIA'S SOUTH WEST

To achieve our regional ambitions, we also collaborate to address barriers and challenges that are impacting our growth potential.

Key interventions in recent years have included addressing:

Affordable housing for key workers

Value-add opportunities in agriculture and raw commodities

Immediate skill and workforce shortages

Digital access and capability gaps

Community education for green hydrogen opportunities

Supply chain interruptions and freight logistics.

Network Activation

Providing information, evidence, connections and opportunity



Avalon Airshow networking



THE ISSUES

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Darryl Mohr & Peter Dorling



Mary-Ann Brown & Anita Rank



Grant Sutherland & Keith Baillie



Elaine Carbines

Geelong City Deal

Enabling infrastructure for Geelong
and the Great Ocean Road





THE ISSUES

Known for its manufacturing past, Geelong has evolved into one of Australia's **fastest-growing cities** and is the gateway to the Shipwreck Coast and Great Ocean Road, whose diverse natural beauty attracts **over five million tourists** each year. Significant infrastructure and facility gaps were making it difficult to capitalise on the economic potential of the visitor economy and were hampering the successful transition to a **diversified and thriving economy**.



THE APPROACH

Working in collaboration with stakeholders from Geelong and the Great Ocean Road region, the **RDA Barwon South West committee** campaigned for a Geelong City Deal to facilitate **new private investment** that would allow the region to benefit from its natural assets, and encourage visitors to spend more time in the region. After this dedicated advocacy effort, the City Deal was secured to deliver **\$370 million of new investment** in the Geelong and Great Ocean Road economy, building on around **\$500 million in upgrades** and planning for rail, road and air transport infrastructure across the region.



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Redevelopment of Queenscliff Ferry Terminal



Wave attenuator, Geelong Waterfront

Tourism & Visitor Economy

Increasing sustainability
and visitor yield



Twelve Apostles Visitor Experience Centre



THE ISSUES

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Agriculture & Food

Unlocking value in the
Great South Coast





THE ISSUES

A substantial portion of the Great South Coast (GSC) region’s output is traded in its raw unprocessed form.

This represents a missed opportunity for the GSC to add value to its products within the region, ultimately strengthening its economic prosperity.

Adding to this, the historical foundation of many Australian food and fibre industries, including those within the GSC, has been built upon the production of low-cost commodity goods for the global export market.



THE APPROACH

Industry consultations were undertaken with dairy, (red) meat and timber products industry stakeholders operating in the GSC region as well as local and regional government personnel. These findings were consolidated, analysed and then explored in a regional workshop (supported by GSC Regional Partnership). The intention of the workshop was to validate and further explore the consultation’s findings, while engaging key stakeholders in the issue.



THE OUTCOMES

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Advanced Manufacturing

Building capability and leveraging supply chains

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Renewable Energy

Powering our future with wind,
green hydrogen and waste recovery



THE ISSUES

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Workforce strength

Housing, accommodation and training
to attract and retain a skilled workforce



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THE ISSUES

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Transport & Logistics

**A transformative opportunity
for the Barwon South West**

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THE APPROACH

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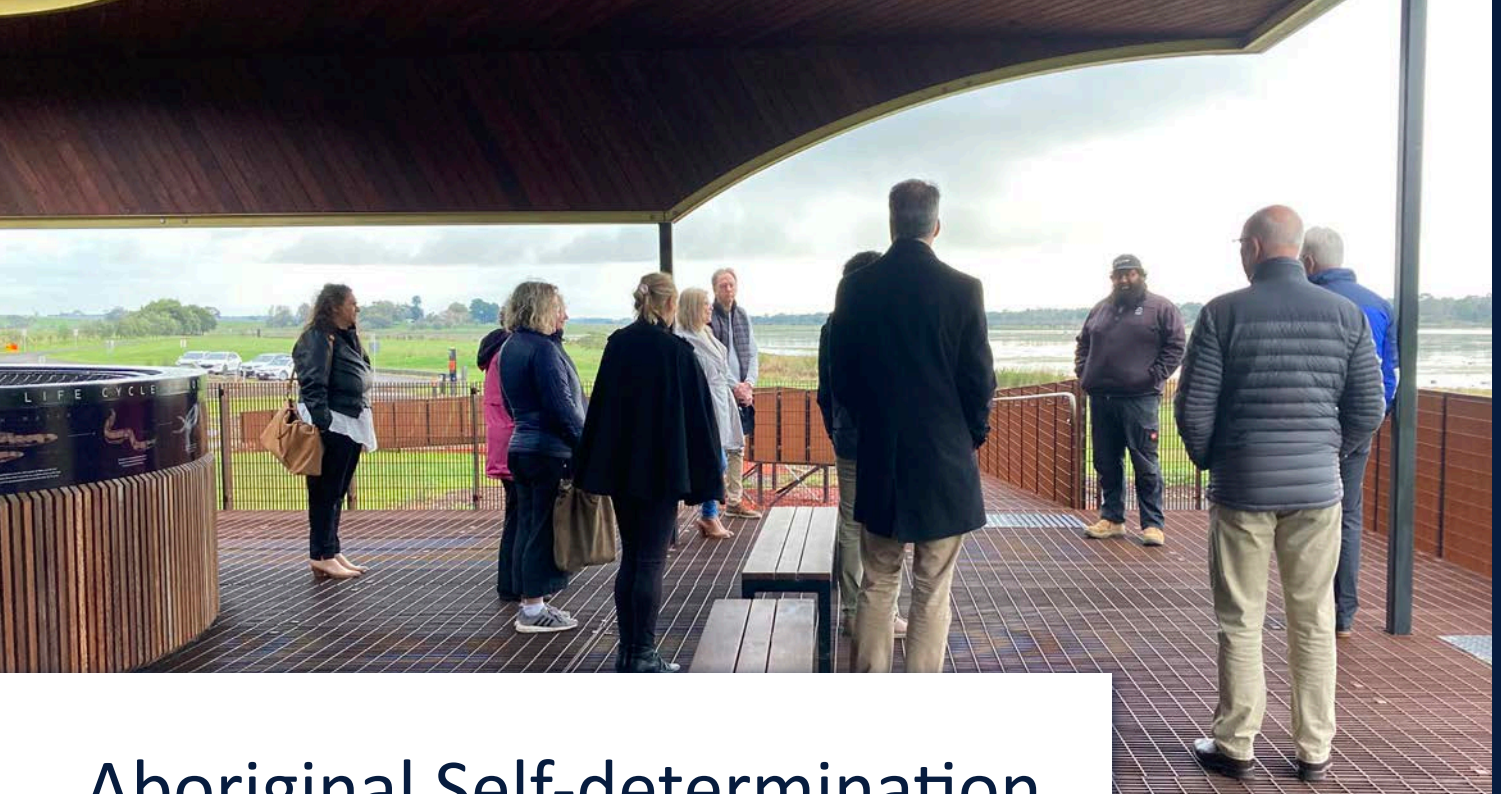


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Spirit of Tasmania Quay, North Geelong



Aboriginal Self-determination

Listening and learning to enable economic opportunities for Traditional Owners

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The RDA Barwon South West Committee



Grant Sutherland
Chair (Acting)



Liz Price
Deputy Chair



Keith Baillie



Mary-Ann Brown



Peter Dorling



Anne Howard



Alison McLeod



Darryl Mohr



Clive Pugh



David Spear



Brett Ince
*Director Regional
Development*



Meg Bullen
*Manager, Strategy
Development and
Regional Planning*



Nada Malinac
*Regional Development
Project Officer, RDA*

RDA Barwon South West committee members are selected for their business expertise in the region's key economic areas. The team has global, national and local experience in advanced manufacturing, digital capability, agriculture, education, tourism and energy. The executive support team highlights competitive advantages and encourages relocation and investment opportunities.

EXECUTIVE SUPPORT TEAM



GET INVOLVED!

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An Australian Government Initiative



Regional Development Australia



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