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RIVERINA



COUNTRY CHANGE

Refreshing the Country Change experience: Launch of the magazine

FOR IMMEDIATE RELEASE

15 February 2024

Regional Development Australia (RDA) Riverina is excited to announce the launch of the latest edition of the Country Change magazine featuring a major rebrand. The branding update brings an expanded fresh new look and feel to the program. Additionally, a new redeveloped Country Change website with updated branding, expanded features and enhanced user experience is set to launch soon.

The Country Change campaign, jointly funded by RDA Riverina and partnering members, continues to be a vital initiative in attracting new residents and businesses to the Riverina. The program has recently extended its reach to include the Murray region, in partnership with RDA Murray. This expansion has been made possible through funding as part of Transgrid and RDA Riverina's \$1.5 million Workforce Development Strategic Partnership. This Strategic Partnership also supports the Jobs Riverina Murray platform, a perfect complement to the Country Change program, helping newcomers find employment opportunities.

The Country Change program has long been a cornerstone of our efforts to promote the Riverina region as an ideal destination for families and businesses seeking a change of pace, with new opportunities now extending to include the Murray region. With its updated branding and coming website, we aim to continue facilitating connections between newcomers and the vibrant communities of the Riverina and Murray.

"We are thrilled to launch latest edition of Country Change Magazine featuring the new branding," says Rachel Whiting, Director of Regional Development and CEO of RDA Riverina. "This refreshed brand resonates deeply with our regional identity, incorporating a palette that reflects the vibrant colours of the Riverina Murray region, seamlessly complementing the essence of our region and key message that the Riverina Murray region is a great place to call home."

The refreshed branding and magazine will be launched today at [Griffith Connection](#), a social networking collective that welcomes new workers to town and keeps them updated on what's happening in Griffith. Griffith Connection is a proud partnership of Griffith City Council, Griffith Business Chamber and The Griffith Welcome Experience, a pilot program funded by the Department of Regional NSW. At its core, the Griffith [Welcome Experience](#) provides essential government workers and their families with the support they need to move into regional communities, settle in and become one of the locals. Marg Couch, our dedicated Local Connector based in Griffith, is ready help with any questions you have about life in the region.

For those interested in exploring the possibilities of a Country Change, we invite you to follow us on social media though our [Instagram](#), [LinkedIn](#), [Facebook](#) and [YouTube](#) channels. Discover the stories of families who have made the move and learn more about the vibrant communities that await you in the Riverina Murray. Watch this space for news of the website launch.

We look forward to welcoming you to our region.

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MEDIA NOTE: Read the latest Country Change Magazine [here](#).

Country Change 2023-2024 is pleased to have the support of:

- Bland Shire Council
- Coolamon Shire Council
- Cootamundra-Gundagai Regional Council
- Greater Hume Shire Council
- Griffith City Council
- Junee Shire Council
- Leeton Shire Council
- Murrumbidgee Council
- Snowy Valleys Council
- Temora Shire Council
- Committee4Wagga

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