

‘REGIONAL GROWTH’ FUNDING SUCCESS

Regional Development Australia (RDA) Riverina has been successful in its bid for funding from the NSW State Government’s Regional Growth – Marketing and Promotion Fund.

Partnering with seven regional councils, RDA Riverina will use the funds to support its ‘Riverina Country Change Campaign’, a program of activities designed to increase investment in the Riverina by attracting new residents and businesses.

RDA Riverina Chair Diana Gibbs said the organisation is delighted with the success of the bid.

“The Regional Growth – Marketing and Promotion Fund is a new \$1 million program that aims to promote the benefits for businesses, investors and skilled workers of setting up, investing or moving to regional NSW.

“The State Government investment of almost \$50,000 adds to the financial contributions of both RDA Riverina and the partnering councils to strategically market the Riverina as a place to live, work and invest.”

The Riverina Country Change Campaign comprises four main activities designed to raise the profile of the Riverina:

- A promotional campaign in metropolitan areas
- Development of a Riverina Investment Prospectus
- Updating and refreshing the Country Change website (www.countrychange.com.au)
- Hosting a two-day Country Change Expo in Temora in September to showcase surrounding shires to those considering relocating from metropolitan areas.

Ms Gibbs said the success of this funding bid is a real testament to the positive impact of collaboration across the region.

“We thank each of the seven Riverina councils for supporting RDA Riverina in this application. I would also like to thank Temora Shire Council who worked closely with us on the application.

“This is a positive news story for the Riverina and we look forward to delivering the project with and for our partners in the months ahead.”

- Ends -

MEDIA NOTE: For more information, contact RDA Riverina Executive Officer Rachel Whiting on 0429 444 213.

Local Government Areas currently supporting the program include:

- Coolamon Shire Council
- Cootamundra-Gundagai Regional Council
- Junee Shire Council
- Lockhart Shire Council
- Murrumbidgee Shire Council
- Snowy Valleys Shire Council
- Temora Shire Council

Temora Shire Council will host the first Country Change Expo with partner councils Coolamon Shire Council, Cootamundra-Gundagai Regional Council and Junee Shire Council. These four councils contributed further funds for the Country Change Expo.