

5. OUTCOMES, ACTIVITIES AND KEY PERFORMANCE AREAS.

Outcome 1: Regional Plan - A current three to five-year plan that focusses on economic development of the RDA region taking into account Commonwealth, state, territory and local government plans.			
What will you do? Activities	What did we do? Outputs	How well did we do it? Quality of outputs	Did it have an impact? Value-add of outputs
Maintain RDAWEP participation on the regional consultation network.	CEO Stakeholder Engagement: Over 120 high level meetings were held with government and private sector agencies to facilitate major project developments, including: Upper Spencer Gulf Common Purpose Group, Regional Employment Network, the EPLGA and 11 member Councils, Eyre Peninsula Integrated Climate Change Agreement Committee (EPICCA), EP Water Security Reference Group, AgriFood, RDSA, PIRSA, Regions SA, DIRD, DSD, SATC, SA Water, and the EPNRM Board, along with regional industries and community networks.	Key CEO industry consultations include: Iron Road Limited (Central Eyre Iron Project); Valence Industries (Uley Graphite Mine); Port Lincoln Proper Pty Ltd (Lukin Quays development); Mitsubishi (Port Bonython fuel terminal); Muradel (biofuel project); Free Eyre (grain export opportunities); Flinders Ports, GRA and allied companies (ports infrastructure development); and various companies doing seismic exploration for oil and gas in the Great Australian Bight. In order to achieve efficiencies in monthly performance reporting, the CEO consultations are not individually documented but have been averaged; based on activity tracking since July 2015. This indicates that the CEO conducts a minimum of 60 agency network consultations per month.	This engagement has a substantial impact as it provides critical regional intelligence to progress project developments and inform RDAWEP regional planning. The establishment of collaborative project partnerships is a key outcome from this engagement.
	RDAWEP Staff Engagement included:		
	Participation in a <i>Regions in Focus</i> strategic planning workshop facilitated by PIRSA and Regions SA.	Assisted the development of a list of economic development priorities for the region.	Regions SA is collating these data to inform development of future regional policy.
	Participation in the Global Maintenance USG annual resource conference in order to gather intelligence and keep up to date with regional projects, industry developments and economic conditions.	The conference had a subdued atmosphere in contrast to previous years. Common themes included: cost reduction, workforce reduction, and lifting productivity. Private investment in infrastructure is at a 20 year low.	Cyclical commodity markets were thought to have bottomed out, but may be 2-3 years from an economic upswing. Businesses need to be prepared to weather the storm until conditions improve.
	Skills and workforce development consultations with approximately 35 employment-related agencies and service providers. This is an ongoing strategy under the EP Workforce Builder program.	In most instances RDAWEP staff and contractors “door knocked” employers for face to face consultations to establish workforce development needs and trends. An important outcome of these consultations was to establish a list of employers with vacancies, which could be matched with clients who are already registered with the EP Jobs and Career Development programs.	Employers have a greater understanding of the programs on offer to them.
	The Career Development Centre has been working with the local job service providers, disability providers, community groups, and some local employers who have retrenched workers.	The workshop participants bonded as a group and provided mutual support. Good feedback was received from the workshop and assisted clients with future training and career pathways.	The participants are now thinking about the next step, which is accredited training in the areas to benefit their future career.

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Facilitate industry-based Advisory Groups to provide planning advice.	Arrangements were made to conduct future Community Services Advisory Group meetings via Skype and teleconferencing.	The availability of Advisory Group members was assessed to determine the best date for the meeting.	The meeting is scheduled for Friday 20 th November.
	Established a Local Government tourism advisory group to identify common priorities and maximise opportunities.	8 Councils attended first meeting and regular quarterly meetings have been scheduled.	Priorities have been identified and actions will be ongoing.
	Established an international tourism marketing advisory group to identify common priorities and maximise opportunities.	6 international-ready operators attended the first meeting and regular quarterly meetings have been scheduled.	Greater alignment and efficiencies have been created by collaborating on opportunities. New family opportunities have also been created.
Document regional intelligence and address key issues in regional planning.	The Jobs and Skills Regional Network meetings are held bi-annually in the centres of Whyalla, Port Lincoln and Ceduna. The meetings are used to great effect to gather regional intelligence on workforce development issues, including regional training needs.	Key issues arising from the three bi-annual meetings are discussed, and documented when they have relevance for regional plans. The minutes of meetings are stored in the RDAWEP research library for processing into future regional planning documents.	The information collected value-adds to regional analysis and increases understanding of regional needs and project benefits. The details are incorporated, where applicable, in updates of the RDAWEP <i>Operational Plan, Regional Resource, Regional Plan</i> , and Project Tracker.
	EP Workforce Builder has created a data base to keep a log of job losses in the region.	This will be a useful resource to use in argument to negotiate for added services from other agencies.	The impact cannot be assessed as information is still being collated.
Review the Board vision, regional priorities, and strategic planning annually.	This activity completed prior to the reporting period.		
Collate research data about the region.	A meeting was held with the Port Lincoln Airport Manager 4 th August about strategies to collate data about product exports from the region via air transport.	Port Lincoln Airport is a gateway infrastructure for the export of regional product to interstate and overseas markets, notably the export of seafood. While RDAWEP has data on the total value of exports from the region, the amount and value of export via the airport is unknown. The Airport Manager is best placed to collect these data from exporters, and a procedure was determined to activate this process.	These data need to be collected for business cases about the economic benefits being generated by the airport. The business cases will be required to support future grant applications for the upgrade of airport infrastructure. It was agreed that these data need to be collected annually, so that export trends can be monitored and analysed.
	Regular tourism statistics are collated, interpreted and distributed.	Data distributed via direct email and the regional newsletter included; <ul style="list-style-type: none"> • TRA Local Government Profiles • IVS/NVS Data • Regional Tourism Satellite Accounts 	Data identified strong overall growth in tourism which was welcomed by all stakeholders.
	A campaign has been established to get local accommodation providers signed up with STR Global, which will allow for regional benchmarking.	Information is distributed via regional newsletter and direct email to the accommodation sector.	4 new tourism business have joined the program.

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Collate research data about the region (Cont'd).	Implemented a standardised approach to the collation of visitor data at Visitor Information Centres (VIC's)	Support has been gained from local government and regional VIC's. SATC has been asked to identify best practice model.	This activity is ongoing, and awaiting input from the SATC.
Review and provide input into the planning of other agencies to align key issues in strategic reports.	Attended an NRM strategic planning workshop 22 July to ensure that regional tourism priorities were identified and recognised in the planning process.	This participation has strengthened the RDAWEP and NRM working relationship.	Awaiting the release of the NRM strategic plan to assess the impact.
	CEO attended an EPA Regional Summit on 30 June to 1 July.	The purpose was to ensure that regional issues are addressed in EPA strategic planning.	
	CEO attended Upper Spencer Gulf Common Purpose Group strategic review workshops 23-4 July.	The workshops were held to update the USGCPG strategic plan, and discuss the need for redirecting the leadership of the group.	The benefits of having an independent Chair were investigated. It was resolved that an independent Chair be appointed and this matter is being pursued.
	CEO attended the PIRSA, Regions SA, <i>Region in Focus</i> Roadshow workshop with Minister Brock on 12 August.	A number of key development activities were identified for future implementation by RDAWEP in partnership with the State Government.	The strategic projects will be implemented over three-years.
	CEO attended the national RDA forum in Canberra 19-21 August.	The forum discussed and identified common regional priorities across Australia that need to be addressed.	
	CEO participated in an Upper Spencer Gulf Common Purpose Group renewable energy strategic planning workshop on 25 August.	The workshop identified potential renewable energy development options for the region.	
	There are two Industry Leaders Groups (ILG) facilitated by DSD; which meet in Port Lincoln and Whyalla. There is representation from local industry and RDAWEP. Meetings provide an additional forum for communicating key workforce development issues for employers, government policy and programs, and a mechanism for aligning these issues in the development of strategy.	The ILG has been successful in communicating to DSD and RDAWEP the shortfalls in available skills to fill vacancies. This problem is exacerbated by the shortage of qualified trainers to service the region's training needs.	This forum has given RDAWEP the evidence needed to develop training programs to meet skills shortages, but just as importantly, the intelligence needed to establish a train the trainer (TAE) program whereby local skilled people will be qualified to deliver training to others in their area of expertise.
	Attended the South Australian Tourism Industry Council (SATIC) meeting.	RDAWEP Board membership of SATIC ensures that the tourism priorities of the Eyre Peninsula and regional South Australia are reflected in SATIC plans and operations.	Regions have now been appropriately recognised in the SATIC Strategic Plan. A key outcome is that a Local Government Engagement Manger has been employed by SATIC to enhance communications with regional areas.
	Attended the bi-monthly SATC Regional Managers Forum.	Meeting attendance represents the interests of the Eyre Peninsula tourism industry, RDAWEP and EPLGA, and provides regular input into: <ul style="list-style-type: none"> • Eyre Peninsula Destination Action Plan • SA Nature Based Tourism Strategy • Great White Shark expansion proposal • SATC Marketing Plan • Destination Development Department • Regional Events SA 	This is an ongoing activity that strengthens regional input into broader tourism development planning.

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Review and provide input into the planning of other agencies to align key issues in strategic reports (Cont'd)	Enhanced Local Government capability for tourism planning.	Provided regular information and advice on regional tourism to Local Government to ensure tourism is recognised in individual Council strategic plans and tourism plans where applicable.	<ul style="list-style-type: none"> This has assisted the strategic development of the Port Lincoln VIC. The Whyalla Strategic Tourism Plan was adopted by the City of Whyalla Council.
Distribute Regional Plans to key stakeholders for feedback.	The RDAWEP Regional Plan 2014-16 is available on the RDAWEP website.		
Consult with Local Government about regional priorities.	RDAWEP and the EPLGA gave a presentation to DC Cleve on 14 July.	This was one of a series of ongoing presentations that are being given to the 11 EPLGA member Councils in the region.	These presentations have enhance and strengthened the RDAWEP relationship with Local Councils and the EPLGA.
	A meeting was held with the City of Whyalla on 29 July to discuss options for progressing the Whyalla Marina precinct for strategic and economic development purposes.	The Marina project is critical to proposed strategies to develop a world-class interpretive facility at Whyalla. The relationship of the various project elements was analysed during the discussion.	The project discussions were continued via a Skype meeting on 21 August with additional City of Whyalla staff. The project development is being progressed.
	A meeting was held with the CEO of the District Council of Elliston 19 th August about a pending project to construct a groyne at Anxious Bay to support aquaculture and tourism development.	Elliston-based company Ocean Abalone Australia is planning to expand its aquaculture enterprise. Upgraded launching facilities are necessary to support this initiative. The facility will also help to attract recreational tourism.	DC Elliston is seeking future assistance from RDAWEP to prepare a business case for the project. It is anticipated that the Ocean Abalone business expansion will provide 10-15 new FTE jobs.
	A regional Local Government Tourism Group was established by RDAWEP.	The consultation group was established for collective planning between Councils to maximise tourism opportunities.	<ul style="list-style-type: none"> Priorities have been identified and actions will be ongoing. Regular meetings will occur quarterly.
	RDAWEP facilitated SATIC consultations with Local Government.	SATIC's Local Government Engagement Manager visited 9 of the 11 EPLGA Councils to identify priorities in relation to tourism growth.	<ul style="list-style-type: none"> SATIC, LGASA and SATC are now meeting regularly to ensure alignment in activities. 3 Councils are now members of SATIC and receiving direct membership benefits.
	RDAWEP participated in the Qantaslink Whyalla Forum.	Expertise and input was provided at the forum to review operations and identify future priorities.	Fly/drive packages are currently under development.
	RDAWEP participated in the Whyalla Tourism Planning Forum.	Expertise and input was provided into the review draft tourism strategies and identification of future priorities to ensure alignment with regional and state based plans.	The Whyalla Tourism Strategy was adopted by Whyalla Council.
	Provided assistance to City of Port Lincoln tourism development initiatives.	Provided expertise, input and support to the City of Port Lincoln Visitor Services review and operations.	This activity is ongoing

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Consult with Local Government about regional priorities (Cont'd).	The Food Industry Development Program provided advice to Port Lincoln Mayor Bruce Green for the Premier's mission to China. Bruce was provided with translated collateral for presentation to Chinese delegates on behalf of the EP Seafood industry	<ul style="list-style-type: none"> Translated collateral was distributed to key delegates in China. Several key relationships were established. The translated Seafood marquee film was played to the delegates from China. 	<ul style="list-style-type: none"> Several trade groups have come to Port Lincoln. The Seafood trade website has had an increase in trade enquiries from China.
Provide regular information to Local Government including active promotion of RDAWEP plans.	Regional tourism data for 2012-13 was provided to the City of Whyalla on 30 th July to assist the preparation of grant funding applications.		
	A Council deputation was given to DC Lower Eyre Peninsula including a presentation of new regional tourism data.		
	RDAWEP has supplied local Councils with English and translated seafood industry marketing collateral.	Councils have used the collateral to be more active in business development for the region.	This has contributed to the regional brand development.
Maintain a database of regional stakeholders.	Support was provided to review and repopulate the RDAWEP database.	The database is reviewed and updated on an ongoing basis.	
	477 changes were made to the database in July and August.	At 30 th August, the database listed 3,914 contacts.	
	The Jobs and Skills Regional Networks and ILG's have 170 people on the stakeholder database. This is maintained regularly to reflect the movement of members.	This stakeholder database is maintained by administration staff who attend meetings and keep abreast of member movements. The database will be moved into the ACT system in the near future, which will assist staff with information maintenance – see Outcome 6: Improve IT Systems for details.	The Network database has been merged from three smaller databases. A single database is now used to ensure that all members across the Eyre Peninsula are well informed of activities and events. This has provided members with the opportunity to attend any or all meetings, depending on their individual circumstances.
Prepare an annual Business Plan and Operational Plan.	The 2015-16 Business Plan was completed and lodged with DIRD on 14 th July 2015.	In order to prepare the Business Plan, the RDAWEP Operational Plan was reviewed and updated in June 2015. Repetitive activities were removed from the plan; and activity descriptions were streamlined to enhance performance reporting.	The Business Plan approval was pending at the time of completing this report.

Outcome 2: Critical issues - Advice to the Government on critical issues affecting the RDA region.

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<p>Participate in intergovernmental and interagency meetings.</p>	<p>RDAWEP Project Managers participated in Minister Brock's <i>Region in Focus</i> roadshow facilitated by Regions SA at Port Lincoln on 12th August.</p>	<p>Project participation has enhanced the RDAWEP relationship with Regions SA and Minister Brock.</p>	<p>A number of key development activities were identified for future implementation by RDAWEP in partnership with the State Government.</p>
	<p>The Eyre Peninsula Workforce Builder program continues to better address the needs of under and unemployed people, and meet the priorities and requirements of the major funder, DSD.</p> <p>As part of this program, a <i>Jobs and Skills Regional Network</i> have been established with meeting centres in Whyalla, Port Lincoln and Ceduna. Membership from a range of Government and not-for-profit employment-related agencies and training service providers.</p> <p>Key agencies involved with workforce development initiatives include:</p> <p>TAFE SA; Allied Programs; Interwork; Jobs Statewide; Whyalla City Council; Complete Personnel; Advancing Whyalla; United Care Wesley Country SA; Department of State Development (DSD); Rexco; Career Employment Group; department of Education and Child Development; Innovative Community Action Network; West Coast Home Care; Department of Human Services; AgriFood; SkillSmart/Career Services; West Coast Youth & Community Support Inc.; Eyre Futures Inc.; Port Lincoln Community House; City of Port Lincoln; Baptist Care; Australian Work for the Dole Services, Department of Employment; Community Bridging Services; DSD Industry Leaders Group; Job Services Australia; Eyre Career Development Service, and SANFL Far West Program.</p>	<p>The region continues to have pockets of entrenched unemployment and a growing Aboriginal population with low labour force participation. In the December quarter of 2014, the region's unemployment rate was 7.6%, largely due to 10% unemployment in Whyalla. In 2011, the Aboriginal unemployment rate was 20.0%. There is also a growing number of under-employed people, due to the seasonal nature of some jobs, notably those in primary production industries – e.g. the fishing and grain sectors.</p> <p>The pool of unemployed people in Whyalla grew substantially in 2015, due to the impact of the declining commodity price for iron ore.</p> <p>These sectors of the population are relatively small, however support is being provided through the EP Workforce Builder and Career Development Services to enhance work readiness and provide the skills for meaningful employment.</p> <p>RDAWEP research indicates that pending Baby Boomer retirements will see about 11,000 workers (40% of the regional labour force) leave their jobs within 20 years if they retire at 65 years of age. Regional migration patterns, notably the movement of young people to Adelaide for study and employment, indicate that the region does not have the population to replace the Baby Boomer retirees. It is estimated that about 3,800 workers need to be attracted to the region by 2020 to provide the labour force to meet predicted employment demand.</p>	<p>RDAWEP has developed a <i>Prospectus</i> and digital marketing materials to build a future workforce by attracting workers and their families to the region. Other workforce development initiatives include:</p> <ul style="list-style-type: none"> • The RDAWEP Eyre Peninsula Workforce Builder program is providing employment and skills training in areas of identified industry need, including cross-industry strategies to resolve seasonal employment issues. • RDAWEP Career Development Services are being provided region-wide to support long term employed and disadvantaged people with skills and work readiness training. • RDAWEP has held two information sessions to date in Whyalla to ensure that entrenched workers are informed of the State and Australian Government support programs available. Attendees have also been made aware of the Career Development Services offered by RDAWEP. RDAWEP has accepted the responsibility from DSD of registering entrenched people from BGC Contracting Pty Ltd to make them eligible for a \$1,000 training assistance grant. • Strategies are being pursued to improve Aboriginal labour force participation. <p>These initiatives were activated in 2014-15 and will continue during 2015-16.</p>
	<p>RDAWEP Business Development Advisor met with the Department of State Development to discuss the Small Business Advisory Program.</p>	<p>The benefits of this meeting have yet to be determined and negotiations are ongoing.</p>	

Outcome 2: Critical issues - Advice to the Government on critical issues affecting the RDA region.			
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Participate in intergovernmental and interagency meetings (Cont'd).	A monthly meeting has been scheduled with the Chair of the Whyalla Council Economic and Social Committee for the purpose of sharing intelligence and fostering collaboration.	Discussion concerned current RDA economic development projects and initiatives for Whyalla.	The concept for a retirement living village in Whyalla was explored, including the location, the requirement for facilities and external investors. The plan is to submit a proposal to the WCC Economic and Social Committee for consideration about establishing Whyalla as a WHO Age Friendly city.
	RDAWEP Tourism Development Manager attended the SATC Regional Managers Forum and monthly SATIC Board meetings.	The two day Regional Tourism Managers Forum was held in Clare, with the RDAWEP Manager representing the Eyre Peninsula.	
	A meeting was held with Senator Alex Gallacher who had expressed concerns and interest about the impact of the mining commodity downturn on Whyalla and the regional economy.	Local and regional unemployment, NSRF, opportunities, and State Government regional support were discussed. An overview of the RDAWEP response and current projects was provided.	Sen Gallacher has asked RDAWEP to request support via his office which may help to produce a positive project outcome.
Pursue opportunities for collaborative projects.	Options to progress the Whyalla Marina and interpretive centre development in partnership with the City of Whyalla were discussed at meetings on 29 July and 21 August.	The progression of the project is pending. Further meetings are anticipated, but there is agreement that the project should be developed as an RDAWEP/City of Whyalla collaboration.	
	A monthly meeting has been scheduled with the Mayor of Whyalla and Whyalla Chamber of Commerce for the purpose of sharing intelligence and fostering collaboration.	Discussion was held regarding the current economic downturn and responses, including opportunities for scheduling Major events in Whyalla (e.g. sporting and music festivals).	
	A meeting was held with DSD about a proposal that the RDAWEP EP Business Builder program be used by DSD as the small business training platform across the region.	Remains to be seen at this point. Early days, but at least DSD is now aware of RDAWEP's increasing capacity to deliver small business training.	
Maintain current position as a member of Indigenous panels.	<p>RDAWEP is a member of three Indigenous panels established by the Dept. of Prime Minister and Cabinet (DPMC):</p> <ul style="list-style-type: none"> • Indigenous Land Corporation (ILC), • Indigenous Business Australia (IBA), • Ceduna Service Reform Group. <p>The ILC and IBA panels are primarily concerned with Indigenous employment initiatives. The Ceduna Service Reform Group was established in November 2014 to maximise the delivery of services for vulnerable people affected by drug and alcohol abuse, and reduce the risk of self-harm by people that are homeless.</p>	<p>The ILC and IBA meetings primarily concerned the provision of RDAWEP support services for business mentoring, pre-employment training, and submission writing. These services are being provided to Aboriginal people and organisations on an ongoing basis with the projects detailed in this report.</p> <p>The Ceduna Service Reform Group appointed RDAWEP to the Justice Reform Working Group which will review and identify issues and make recommendations regarding the release of prisoners and other justice matters.</p>	

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Maintain current position as a member of Indigenous panels (Cont'd).	<p>Panel meetings were held with:</p> <ul style="list-style-type: none"> Ceduna Service Reform Group on 16 July and 20 August, and ILC and IBA on 13 August. <p>A business plan was presented to the IBA to obtain marketing support for an Indigenous business initiative in Port Lincoln.</p>	<p>The Ceduna Service Reform Group also approved the establishment of a labour hire initiative to provide casual employees with jobs related to drug, alcohol and homeless impacted clients.</p> <p>The ILC meetings addressed support for the development of the Wanilla Forest Training Centre, at Port Lincoln, and a proposal to develop a sand extraction venture at Ceduna.</p>	
Pursue a whole-of-government approach to workforce development.	A homelands housing and tenancy model is being developed for homelands in the Ceduna area.	RDAWEP provided lead agency preparation of the new model for Aboriginal housing maintenance and development, including aligned Aboriginal employment and training opportunities, in partnership with Housing SA, 10 Homeland groups, Ceduna Aboriginal Corporation, the RDAWEP Workforce Builder program, Complete Personnel, and TAFE.	
	The Eyre Peninsula Workforce Builder program has been developed in liaison with DSD. This included the establishment of <i>Jobs and Skills Regional Network with centres</i> at Whyalla, Port Lincoln and Ceduna, with participation from numerous Government and non-Government agencies and service providers.	<p>The Regional Network is comprised as follows:</p> <ul style="list-style-type: none"> Whyalla Centre - RDAWEP, TAFE SA, Allied Programs, Interwork, Jobs Statewide, Whyalla City Council, Complete Personnel, Advancing Whyalla, UCWCSA, DSD and Rexco. Port Lincoln Centre - RDAWEP, Career Employment Group, TAFE SA, DSD, DECD/ICAN, West Coast Home Care, Department of Human Services, SkillsSmart/Career Services, West Coast Youth & Community Support Inc., Eyre Futures Inc., Port Lincoln Community House, Interwork, Complete Personnel, Baptist Care, Australian Work for the Dole Services, Department of Employment, and Community Bridging Services. Ceduna Centre - TAFE SA, DSD, SkillsSmart/Career Services, Complete Personnel, and SANFL Far West Program. 	<p>The networks encompass a geographical spread across the breadth of the region, with a focus on the main population centres.</p> <p>The network provides intelligence about the labour force market and local issues, including the identification of labour force gaps, which assists RDAWEP with workforce development planning.</p> <p>This arrangement ensures that a thorough and comprehensive approach is being taken to workforce development.</p>
	The CEO held several meetings with DSD about training programs, employment initiatives and business development.	This has helped to reinforce DSD awareness about RDAWEP capacity to deliver workforce and small business development programs.	
	The CEO held several meetings RDSA about cross-regional initiatives to progress training programs, employment initiatives and business development.	These negotiations are ongoing and aim to deliver a range of cross-regional programs.	

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Engage with the EPLGA and Local Government on regional development issues.	RDAWEP and the EPLGA attended governance meetings with DC Franklin Harbor and interested parties.	The purpose was to investigate options to improve governance in DC Franklin Harbor.	The negotiations are ongoing and have yet to be resolved.
	Ongoing meetings were held with the EPLGA about progressing the Regional Strategic Plan.	The draft Regional Plan framework was reviewed and refined.	Research and preparation of the Plan is scheduled for September-December 2015.
	Ongoing meetings were held with LGASA on a range of regional development matters.	The meetings predominantly concerned mining development, communication protocols, economic development, and the role of Local Government regarding these matters.	
	A monthly meeting has been scheduled with Whyalla City Council Group Manager - City Development and Delivery/Planning and the Development and Tourism Development Manager, for the purpose of sharing intelligence and fostering collaboration.	Two meetings were facilitated during the reporting period.	Knowledge and understanding of WCC/RDAWEP activities, projects, and collaborative initiatives has improved.
	Leadership, expert advice and support was provided to Local Government in relation to tourism development and marketing.	Attended various meetings, workshops and other opportunities including; <ul style="list-style-type: none"> Local Government Tourism Group EPLGA Meetings Council Deputations City of Port Lincoln Visitor Services Whyalla Tourism Strategy Whyalla Northern Coastline Masterplan. 	
	The EP Business Builder program was promoted across RDAWEP through the EPLGA and District Councils.	The EPBB brand is gaining traction across the region as an important platform to support business development.	

Outcome 3: Priority activities - Advice on priority activities that will drive regional economic development, on future economic opportunities and on the RDA region's comparative advantages, based on consultation and engagement with community leaders. <i>(Priority activities are those with an economic focus where the RDA takes a lead or supporting role. RDAs should identify if they are taking a lead or supporting role.</i>			
What will you do? Activities	What did we do? Outputs	How well did we do it? Quality of outputs	Did it have an impact? Value-add of outputs
Human Capital - REGIONAL PRIORITY: <i>Develop and retain a skilled workforce.</i>			
Develop sustainable employment networks.	The <i>Jobs and Skills Regional Network</i> centres are established at Whyalla, Port Lincoln and Ceduna to support the EP Workforce Builder program, with participation from numerous Government and non-Government agencies and service providers.	Each network centre meets bi-annually. The Whyalla and Port Lincoln centres are well attended and the Ceduna centre is in the process of further development.	<p>The network provides intelligence about the labour force market and local issues, including the identification of labour force gaps, which assists RDAWEP with workforce development planning.</p> <p>Labour force gaps have been fairly consistent over the past few years, with the exception of the aged care and high risk cross-industry sectors which have increased skills shortages. These are being addressed in the EP Workforce Builder program.</p>

Outcome 3: Priority activities - Advice on priority activities that will drive regional economic development, on future economic opportunities and on the RDA region's comparative advantages, based on consultation and engagement with community leaders. *(Priority activities are those with an economic focus where the RDA takes a lead or supporting role. RDAs should identify if they are taking a lead or supporting role.*

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Maintain career development services.	In 2014/2015 CDS were provided as part of the EP Workforce Builder program via a coordinator based in the RDAWEP Whyalla Office, and a contract with SkillsSmart for the rest of the region. The 2015/2016 year will continue the work in a similar manner with DSD KPI's being proportionate to 2014/2015.	The DSD KPI target is to get 264 participants and 106 job outcomes from across the region by 30 December 2015. 190 participants were registered by 30 June, with 18 job outcomes.	An additional 32 participants were undertaking further education by 30st August.
Deliver targeted projects to support workforce development and participation.	<p>In 2014/2015 the EP Workforce Builder program was being delivered by RDAWEP as the lead agency. The program had 2 components: EP Jobs and Project ATOM. (Accredited Training Optimised Mentoring). EP Jobs aims to fill employment gaps by providing training to part-time, underemployed and seasonal workers to improve their skill sets and gain the certificates and licences needed to get employment. Project ATOM aims to increase skills and work readiness through individual case management and structured mentoring.</p> <p>For 2015/2016, EP Jobs will continue in a similar manner with DSD KPI's being proportionate to 2014/2015.</p> <p>Project ATOM will not be repeated in 2015/2016.</p>	EP Jobs and Project ATOM have a collective KPI target of 358 participants and 180 job outcomes by 30 December 2015. 165 participants were registered by 31 st August June, with 23 job outcomes.	<p>An additional 13 participants were undertaking further education by 31st August.</p> <p>It should be noted that DSD funded employment programs have a calendar year timeframe. RDAWEP employment program experience over many years indicates that the first 6 months is spent on recruiting participants and establishing training programs, and that very few job outcomes are achieved during this period. It is consequently expected that the job outcome rate will increase substantially in the second half of 2015, and that the job targets will be achieved.</p>
Provide complementary services to support human capital programs.	<p>RDAWEP assisted Arrium Mining in Whyalla through the provision of support to help redundant workers transition into new roles or new jobs. This service was expanded to include Arrium sub-contractors and other underemployed people.</p> <p>Recently, Valence Industries (graphite mine near Port Lincoln) retrenched 15 workers and the provision of support will be offered in a similar fashion.</p>	Two information sessions were held in Whyalla to advise affected employees of their options for assistance provided by RDAWEP, DSD, and Centrelink. Mentoring was also provided through the EP Business Builder program to assist workers wishing to establish small business enterprises. This was moderately successful.	<p>At the 31st August, 10 people had received some assistance from the CDS with 2 of these gaining employment as a result.</p> <p>The Valence Industries retrenchments are very recent and there are no measurable impacts to date.</p>

Outcome 3: Priority activities - Advice on priority activities that will drive regional economic development, on future economic opportunities and on the RDA region's comparative advantages, based on consultation and engagement with community leaders. <i>(Priority activities are those with an economic focus where the RDA takes a lead or supporting role. RDAs should identify if they are taking a lead or supporting role.</i>			
What will you do? Activities	What did we do? Outputs	How well did we do it? Quality of outputs	Did it have an impact? Value-add of outputs
Sustainable Communities and Population Growth: Economic - REGIONAL PRIORITY: <i>Build the capacity of the community to grow the regional economy.</i>			
Deliver targeted projects to support the disadvantaged to participate in the labour market.	<p>These activities were determined by RDAWEP for the 2014-15 Business Plan. At the time, DSD funded employment programs were required to provide specialised support activities to improve the work readiness of disadvantaged people. However, DSD changed the focus of its programs for 2015, and put the emphasis on achieving job outcomes. The provision of training and other support for disadvantaged people is no longer the priority.</p> <p>This will remain the case for the 2015/2016 year.</p>	<p>Project ATOM, which targets skills and work readiness development through individual case management and mentoring, is a one-off transitional program to assist the more disadvantaged, but this will cease in December 2015.</p>	<p>At August 31st 2015, 80 people had been engaged in the project, with 11 of these gaining some work and 26 achieving a qualification.</p>
Support skills training opportunities to increase Aboriginal participation in the labour force.	<p>The participation of Aboriginal job seekers is encouraged in the EP Workforce Builder and RDAWEP Indigenous Economic Development Programs. A case study of the Sleepy Lizard Park project at Ceduna is provided on the next page. Other Aboriginal employment initiatives include:</p> <ul style="list-style-type: none"> • Establishment of a laundry at Koonibba in partnership with Complete Personnel and the Far West Traditional Lands Association. • Development of an up-market camping area in liaison with Ceduna Aboriginal Corporation, Work Skills, and DPMC. • Completion of the Wanilla Forest Training Facility by the Port Lincoln Aboriginal Community Council. <p>NB: Whilst these initiatives are the responsibility of the Indigenous Economic Development Officer they are partly funded out of EP Workforce Builder.</p>	<p>For the 2014/2015 year, the DSD KPI target is to get 80 Aboriginal participants from across the region into training programs by 30 December 2015. 40 participants were registered by 30 June, which is ahead of expectations. In 2015/2016 expectations are proportionate to the funding and time allocated.</p> <p>The common thread with these projects is that Aboriginal skills training and employment is a compulsory component of both the construction and operational phases. Aboriginal job seekers are registered with employment programs - e.g. EP Workforce Builder - which enables training to be provided and funded. The participation of training organisations enables projects to be registered in the DPMC Remote Jobs and Communities Program, providing equipment, safety clothing and the services of work supervisors.</p> <p>This combination provides Aboriginal people with accredited training in a safe environment to obtain the skills, tickets and licences needed for ongoing employment.</p>	<p>Job outcome data has yet to be analysed, due to the large number of Aboriginal employment initiatives currently being progressed.</p>

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What will you do? Activities	What did we do? Outputs	How well did we do it? Quality of outputs	Did it have an impact? Value-add of outputs
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Sustainable Communities and Population Growth: Economic - REGIONAL PRIORITY: Build the capacity of the community to grow the regional economy.

Support skills training opportunities to increase Aboriginal participation in the labour force (cont'd).	Assisted the establishment of a laundry at Koonibba in partnership with Complete Personnel and the Far West Traditional Lands Association (FWTLA).	The project entails the refurbishment of an existing but defunct community laundry in Koonibba.	Funding of \$50,000 was approved by the FWTLA for the development of the project. A contract has been agreed to launder clothing etc. for the Iluka Resources mine at Jacinth Ambrosia. However, there are some concerns with the ability to meet provision deadlines and arrangements are being pursued to appoint a laundry manager to enhance this provision.
	Completion of the Wanilla Forest Training Facility by the Port Lincoln Aboriginal Community Council.	New quotations were obtained for the sewerage system, the fire risk mitigation infrastructure, and mains power connection.	The quotation for the mains power connection was much higher than expected and alternative options are being pursued.
	Sleepy Lizard Park development.	The perimeter fencing crank was completed (to keep predator animals out of the compound). The business case was upgraded with improved cost details and is being further developed.	The 8 employees completed their training and obtained accreditation tickets with skid steer, front end loader and power tool handling. OHWS certification was also obtained.
Pursue solutions to improve small businesses viability.	Business plans for two Indigenous business initiatives were completed.	Both businesses are at a formative stage. Both are registered with ABNs and have commenced operation with income being received.	The development of the enterprises is being monitored and support is being provided by RDAWEP as required. The business plans are being used to seek funding support from respective Native Title Groups.
	The University of Technology Sydney has developed a Management Skills development program specifically for business owners and managers in regional Australia. The program is scheduled to run over an 8 month period and includes approximately 10 groups from across regional Australia which will undertake the pilot program.	RDAWEP was approached by Regions SA to identify and co-ordinate a group of 8 participants, and provide a facilitator and facilities for the sessions.	A pilot program has been secured for Whyalla and an initial group has been established. There has been significant interest in this project. The pilot program is fully subscribed with potential for additional groups to be established and undertake the program if the pilot is successful.
	A meeting was held with the President of Whyalla Ratepayers Association. The observation is that a number of small businesses are closing or leaving Whyalla, with reasons largely unknown.	A suggestion to establish a formal exit interview process was discussed.	Appropriate processes, implementation and practical difficulties were discussed. Correspondence was subsequently sent to WCC requesting that if Council becomes aware of a business that is leaving, about to leave or experiencing difficulty, they should be referred to RDAWEP and/or provide their contact details for follow up action.

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Sustainable Communities and Population Growth: Economic - REGIONAL PRIORITY: <i>Build the capacity of the community to grow the regional economy.</i>			
Pursue solutions to improve small businesses viability (Cont'd).	Leadership, advice and support was provided to grow the tourism industry.	<p>This assistance included:</p> <ul style="list-style-type: none"> • A letter submission to SATC seeking \$150k funding for road sealing to a tourism enterprise development at Streaky Bay, • General assistance to Port Lincoln Golf Club to identify future growth opportunities. • The facilitation of a stakeholders workshop in Whyalla to review operations and impact, • Support to Popes Honey with a development application to diversify into tourism, • A staff training and information session at the Port Lincoln Hotel, and • Marketing planning support to Goin off Safaris to assist accessing the Asian market. 	Tourism business development support is ongoing. Awaiting feedback from State Government about the road funding submission.
	An RDF grant application was compiled with the assistance of RDAWEP for SA Seafood Pty Ltd to build a multi-species/purpose processing facility for shellfish. This includes retort and cooked packaging equipment.	The application is pending – but will provide economy of scale benefits to mussel, oysters and cockle producers. The larger facility will enable more product to be processed in Port Lincoln rather than be sent to Adelaide.	Pending.

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What will you do? Activities	What did we do? Outputs	How well did we do it? Quality of outputs	Did it have an impact? Value-add of outputs
Sustainable Communities and Population Growth: Environmental - REGIONAL PRIORITY: <i>Consider the environment when planning regional development.</i>			
Participate on the Eyre Peninsula Integrated Climate Change Agreement (EPICCA) Committee.	The CEO attended an EPICCA workshop to discuss the future of the Sector Agreement and direction of the Committee.	At the closure of the reporting period, the Agreement to continue EPICCAA to June 2017 was being considered by the State Government.	The impact will not be known until the State Government decision on the agreement has been determined.
Liaise with relevant agencies about solutions to address environmental issues.	The CEO attended the EPNRM strategic planning workshop on 22 July – see Outcome 1: input in the planning of other agencies for detail.		

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Sustainable Communities and Population Growth: Environmental - REGIONAL PRIORITY: Consider the environment when planning regional development.

Liaise with relevant agencies about solutions to address environmental issues (Cont'd)	RDAWEP attended a BP Australia environmental plan workshop on 1 July regarding the progress of oil and gas exploration in the Great Australian Bight.	Negotiations about the potential environmental impacts of drilling in the GAB are ongoing.	
Pursue solutions to provide sustainable water quality and quantity.	RDAWEP as the lead agency, facilitated a major water initiative at Port Lincoln to find a sustainable solution for several projects with water issues. The project began as an investigation of options to reduce the discharge of saline waste water from Port Lincoln fish processing factories.	It has been proposed that the trade waste and storm water could be diverted to a wetland filtration system near the Racecourse, and potentially be pumped into a tertiary aquifer not currently accessed by others. This is a similar model to the world-acclaimed wetlands system at Salisbury Council.	Subsequent meetings have been held with the Port Lincoln Golf Club about water related issues, and there might be potential to provide water to the club as part of this project.
Support the development of waste management initiatives.	<p>During the course of the investigation RDAWEP was approached for assistance by the Port Lincoln Racing Club about options to irrigate the racecourse and reduce mains water costs. It was also identified that some stormwater catchment areas pose considerable flood risk to parts of Port Lincoln.</p> <p>The stakeholder group agreed that joint consideration of these issues provide a more efficient and sustainable solution than if treating the projects in isolation.</p>	During July August, an application was lodged with the Stormwater Management Authority (SMA) for funding for a consultant to investigate the viability of the wetland solution. The outcome is pending.	<p>Additional meetings were held with a viticulturist to assess the potential use of recycled water for wine and food production.</p> <p>This project will be reassessed when the outcome of the submission to the SMA is known.</p>
Support improved environmental infrastructure.	Support was provided for the development of improved environmental infrastructure in relation to tourism.	<p>This included:</p> <ul style="list-style-type: none"> Project Management of the Eyre Peninsula Coastal Access and Off-road vehicle Strategy, and Support to the City of Whyalla on the Whyalla Northern Coastal Masterplan project steering committee. 	<p>The successful tenderer for the Coastal Access Strategy was selected, and the inception meeting held. Stakeholder engagement is planned to commence in November.</p> <p>The project brief for the Northern Coastal Masterplan was finalised.</p>

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Sustainable Communities and Population Growth: Social - REGIONAL PRIORITY: Support development of social and community infrastructure and services to enhance liveability.

Support improved social and community infrastructure.	Assistance was provided to the District Council of Lower Eyre Peninsula during July to update the business case to reseal the Port Lincoln Airport runway – see Outcome 4: Project Proposals.		
	A meeting was facilitated between UniSA and Housing SA, Department for Communities and Social Inclusion.	Discussion concerned the establishment of accommodation to help Aboriginal people from remote areas re-locate to Whyalla for study or work purposes. Housing SA is proposing to build accommodation for up to 8 families in Whyalla.	UniSA is very interested in supporting the DCSI project to address educational needs for relocated individuals or families in Whyalla.
Support improved educational infrastructure.	A monthly meeting has been scheduled with the UniSA regional manager and TAFE regional manager for the purpose of sharing intelligence and fostering collaboration.	Discussion included UniSA representation on the USGCPG, the heavy industry cluster, and the Disability and Ageing Masterplan	UniSA corresponded with USGCPG and subsequently lodged an application for membership.
Support improved recreational infrastructure.	A meeting was held with the Whyalla Golf Club president following a request for assistance to identify grant funding opportunities.	The project will install an elevator to enable use of clubhouse function rooms by disabled people. Club membership is ageing and increasing numbers have difficulty using the stairs. The lack of disability access reduces ability to cater for functions. A Recreation and Sport Grant had been lodged in 2013 but was not successful.	RDAWEP was provided with a copy of the previous application and supporting documentation for review and assessment of eligibility, competitiveness and other grant funding opportunities. A strategy to update and re-submit the application is under consideration.
	A meeting was held with the WCC Manager Community Services and the Community and Recreation Field officer regarding sport infrastructure.	WCC is engaging a consultant to review and update Whyalla's Sporting Infrastructure Masterplan. It is envisaged that the development of a sporting precinct at Bennett Oval will become a priority in an updated plan.	It will be important for RDAWEP to coordinate this document with future regional plans and infrastructure project lists.
Support improved tourism infrastructure.	Assistance was provided to the District Council of Lower Eyre Peninsula during July to update the business case to reseal the Port Lincoln Airport runway – see Outcome 4: Project Proposals.		
	Assistance was provided to the District Council of Cleve during August with a project to provide additional accommodation at Cleve to support tourism and business development.	The contact details of an appropriate consultant were provided to assist with the development of a feasibility assessment for the project.	DC Cleve contacted the consultant and project negotiations have commenced.

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Sustainable Communities and Population Growth: Social - REGIONAL PRIORITY: Support development of social and community infrastructure and services to enhance liveability.

Support improved tourism infrastructure (Cont'd).	WCC invited RDAWEP to a workshop to review the city's draft tourism strategy.	<p>RDAWEP participated in the workshop to assist with a strategic approach to development of the tourism industry, including a range of long and short term strategies to grow tourism businesses in and around Whyalla and incorporate with other tourism projects across the wider EP region.</p> <p>Feedback about specific strategies included events and conference product development, the need to refresh/re-brand the city's brand as a Smart city, moving away from the dated "Outback meets the sea" theme.</p>	The strategy was subsequently finalised and approved by the Council.
Address health, aged and child care services and infrastructure in regional planning.	A meeting was held on 21 st August between the RDAWEP CEO and Special Projects staff about options to apply the Whyalla Aged and Disability Masterplan recommendations region wide.	A discussion paper identifying the key masterplan recommendations was tabled at the meeting. The paper analysed the role that might be played by RDAWEP, and identified strategic partners that should be involved in the project.	The project will be progressed in October when the key RDAWEP officer returns from overseas leave.
Support the implementation of the Whyalla Masterplan for Disability and Ageing.	Correspondence was sent to the Whyalla Special School Principal regarding membership of the D&A Plan implementation team.		
	Correspondence was sent to the COTA CEO regarding collaboration, a visit to Whyalla, and a presentation to the implementation LG meeting.		
	Whyalla Rotary requested information about Whyalla's Masterplan for disability and ageing.	A presentation was provided about the Masterplan implementation and current status.	The presentation generated significant discussion, and assisted to raise awareness about ageing and disability in Whyalla.
	A subgroup meeting was facilitated with WCC, Whyalla Agenda Care and UniSA.	A disability and ageing action list was reviewed to identify projects that could be scholarship or internship projects.	Potential projects were identified; and arrangements relating to management of students and links with the community were discussed and agreed. Positions are to be advertised during September.
	Two meetings of the Implementation Leadership Group were organised and facilitated with supporting documentation prepared and circulated.	The Leadership Group has strong support, evidenced by good meeting attendance and development of interest and linkages with UniSA.	The Masterplan was reviewed with priority actions identified. KPI's for the group were determined and agreed.

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What will you do? Activities	What did we do? Outputs	How well did we do it? Quality of outputs	Did it have an impact? Value-add of outputs
Sustainable Communities and Population Growth: Social - REGIONAL PRIORITY: Support development of social and community infrastructure and services to enhance liveability.			
Support the implementation of the Whyalla Masterplan for Disability and Ageing (Cont'd).	A project summary, including an expression of interest, was developed and submitted to a NDIA grant funding program. The submission was for \$100,000 over two years to support the implementation of disability related actions from the Masterplan.	A job and person specification for a project implementation officer was finalised. The position is to be advertised during September.	<ul style="list-style-type: none"> \$50,000 in funding was secured from WCC for implementation. A rolling three month action list was developed. Collaboration was determined with UniSA to establish scholarship/internship projects and work on 8 actions from the Masterplan. Further action is currently pending review and response from NDIA.
Support coastal development planning initiatives.	RDAWEP initiated a collaborative project with Whyalla council to engage a consultant and undertake a planning process for the area of coastline extending northwards from Whyalla.	This area has significant potential to be developed for tourism and industrial purposes. The project had been identified as a priority by the Whyalla Target Team and a project brief was prepared and submitted to WCC via the Economic and Social Committee.	Ongoing communications with Council over several years resulted in establishment of a joint steering committee consisting of RDAWEP and WCC staff. The committee met several times during the reporting period to review and finalise the project brief. A process for engaging consultants was agreed. A timeline for the project was also established with consultants expected to be engaged during October.
	Project management of the Eyre Peninsula Coastal Access and Off-road vehicle Strategy was provided by RDAWEP.	The successful tenderer for the Coastal Access Strategy was selected, and the inception meeting held.	Stakeholder engagement is planned to commence in November.

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What will you do? Activities	What did we do? Outputs	How well did we do it? Quality of outputs	Did it have an impact? Value-add of outputs
Access to International, National and Regional Markets - REGIONAL PRIORITY: Promote investment to develop strategic infrastructure and foster globally competitive business.			
Assist investment attraction.	A request was received from a local real estate firm for information about Whyalla businesses, projects, and business environment to respond to a commercial real estate proposal.	RDAWEP corresponded with the firm and provided relevant information.	The project development is pending further interest and action by the proponent.
	A meeting was held with Troy Saville who has been communicating with WCC about the establishment of a dolphin research and marine wildlife rescue facility at the Marina in Whyalla.	Funding requirements, options, grants and application processes, were discussed.	The project is pending further interest and action by the proponent.

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Access to International, National and Regional Markets - REGIONAL PRIORITY: *Promote investment to develop strategic infrastructure and foster globally competitive business.*

Assist investment attraction (Cont'd).	A meeting was held with the Muradel CEO and Business Development Manager to discuss development and commercialisation of various aspects of the company's technology.	Specific information was provided to the company about a range of grant and tax incentive programs that the company may be able to access. Eligibility, funding requirements, options, grants and application processes, were discussed. Program guidelines were provided for applicable grant programs.	A strategy for development of a commercialisation project applicable to one aspect of their technology was developed. The company is currently considering development of an AusIndustry Entrepreneurs Program (Accelerating Commercialisation) grant funding application. The company may seek further assistance pending a decision to proceed with an application.
	RDAWEP Food Industry Development Program facilitated the production of corporate films for Natural Oysters, Mori Seafood, Kinkawooka mussels, Fresh Fish Place, and the Prawn Industry Association.	All films can be viewed on the Seafood Frontier YouTube channel.	Companies are using the films as investment attraction and product marketing tools.
	Further meetings were held with Robert Cai, CEO of the Shanghai SME Centre For International Cooperation, about building relationships and mutual business opportunities for food and tourism industry investment.	This included opportunities for regional businesses in China; primarily for the agriculture, seafood, aquaculture and tourism sectors.	These negotiations are ongoing.
Support utility and transport infrastructure development, including containerisation options.	The region's infrastructure needs were identified as a high priority issues at Minister Brock's <i>Region in Focus</i> roadshow facilitated by Regions SA on 12 th August.	This information was to be forwarded through Regions SA to the Regional Infrastructure Taskforce (RIT) established by the State Government to investigate and progress the State's infrastructure needs.	The RIT Business Case recommendations were pending at the time of preparing this report.
	The CEO had numerous power supply meetings with a range of government agencies about the potential employment and other impacts from the pending closure of Alinta power stations.	These negotiations are ongoing, pending announcements about the power closure dates and cessation of coal mining at Leigh Creek.	
	Assistance was provided to the District Council of Lower Eyre Peninsula during July to update the business case to reseal the Port Lincoln Airport runway - see Outcome 4: Project Proposals.		
	Assistance was provided to the District Council of Cleve during July and August with a grant application to the Remote Aviation Program for the reseal of the Cleve Aerodrome runway - see Outcome 4: Project Proposals.		

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Access to International, National and Regional Markets - REGIONAL PRIORITY: <i>Promote investment to develop strategic infrastructure and foster globally competitive business.</i>			
Pursue the development of purpose-built fishing industry infrastructure.	Assistance was provided to the District Council of Ceduna in July with the revision of the business case for Thevenard Marine Offloading Facility to support an application to the NSRF - see Outcome 4: Project Proposals. The CEO held discussions with an international grain trader and port builder about wharf development at Lukin Quays in Port Lincoln.	These negotiations are ongoing.	
Pursue the development of competitive grain supply chain infrastructure.	The discussions with an international grain trader regarding wharf development at Lukin Quays included options for grain export. The CEO had a site visit on 6 August at the Lucky Bay Harbour export facility which is under construction. In addition to the export of minerals commodities, the facility is proposing to barge grain via the transshipment process.	These discussions are ongoing. Discussions were held with the site manager about the progress of the construction phase.	Grain trader <i>Free Eyre</i> has held negotiations with Sea Transport about grain export from Lucky Bay. Concerns have been raised about the feasibility of exporting grain via the transshipment process. Under current quarantine regulations for food exports, vessels need to be moored at a land-based dock to enable quarantine inspections, which is not possible with the transshipment barging process. This matter is under further consideration.
Pursue the upgrade of the Port of Thevenard Port.	Consultancy firm AECOM has been appointed to review and update the 2009 Ports Masterplan recommendations and their application to current circumstances at the Thevenard Port.	The pursuit of funds to undertake the project is progressing, with commitments received from some key port users. Additional funding is being pursued.	It is anticipated that the project will progress as soon as the necessary funding has been secured.
Support the improvement of road infrastructure.	Assistance was provided to the District Council of Cleve during July and August with a grant application to the Bridges for Renewal Program for the upgrade of the Cleve/Verran Road - see Outcome 4: Project Proposals. Assistance was provided to The City of Port Lincoln in August with a grant application to the Bridges for Renewal Program for the replacement of the London Street Bridge - see Outcome 4: Project Proposals.		
Support export development initiatives.	A meeting was held with Port Lincoln Airport Manager 4 th August about strategies to collate data about product exports from the region via air transport - see Outcome 1: Regional Plan.		

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Access to International, National and Regional Markets - REGIONAL PRIORITY: <i>Promote investment to develop strategic infrastructure and foster globally competitive business.</i>			
Support export development initiatives (Cont'd).	An international tourism marketing advisory group was established to identify common priorities and maximise opportunities.	6 international ready operators attended the first meeting and regular quarterly meetings have been scheduled.	Greater alignment and efficiencies have been created by collaborating on opportunities. New famil opportunities have also been created.
	Provided in depth marketing advice to the Cummins Mill in establishing terms of trade and advising how to negotiate new supply terms with a Chinese importer.	The negotiation was successful for the supply of 200 tonnes of flour a month to the Chinese client. Payment terms are cash in advance at \$500 a ton.	This new client will dramatically improve the cash flow of the business, replacing a customer which was buying 150 tonnes of flour a month, but was a very slow payer.
	The Food Industry Development Program supported Austrade by distributing flyers for export grant assistance program. Also distributed export opportunity 'leads' that come through the Seafood Frontier website to respective food businesses.		
Support the EP Mineral and Energy Resources Community Development Taskforce.	No EP Taskforce meetings were held during the reporting period. The CEO nevertheless held meetings with the Taskforce Coordinator about the progress of identified actions.	This included a pilot project for the Local Government communication protocol; and meetings with various mining companies regarding mine developments and related issues, such as employment, training and infrastructure.	
Improve the Regional Prospectus	The Prospectus was not progressed during the reporting period.		

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What will you do? Activities	What did we do? Outputs	How well did we do it? Quality of outputs	Did it have an impact? Value-add of outputs
Comparative Advantage and Regional Competitiveness - REGIONAL PRIORITY: <i>Strengthen, foster and promote the region's business and product diversity.</i>			
Support and develop the food industry.	<ul style="list-style-type: none"> Assisted the compilation of an RDF grant for a new processing facility by SA Seafood Pty Ltd. Develop a suite of corporate films. Developed a digital sustainability statement for the industry. Developed a marquee industry film for the industry. Conducted chef missions in the region monthly. Hosted a group of wholesalers in the region 9th and 10th April 2015. 	<ul style="list-style-type: none"> Pending RDF application decision. All films can be viewed on the Seafood Frontier YouTube channel. 	Wholesale purchases increased after the wholesaler visit with participating seafood companies.

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What will you do? Activities	What did we do? Outputs	How well did we do it? Quality of outputs	Did it have an impact? Value-add of outputs
Comparative Advantage and Regional Competitiveness - REGIONAL PRIORITY: <i>Strengthen, foster and promote the region's business and product diversity.</i>			
Provide strategic direction for provincial brand marketing by food industry stakeholders.	Developed a discussion paper for the Tuna industry about 'Retail Ready Products'.	This document outlined trends in the Asian market around the needs and wants of consumers for retail products of EP seafood. The document suggests product development is key to entering the 'fast pace, low space' Asian market.	Dinko Tuna is developing a lion product for the China market.
	The EP Brand Marketing Plan was developed to provide strategic direction.	Plan was completed and budget was allocated to deliver the plan in the 15/16 FY.	This activity is ongoing.
Provide strategic direction for product development and new markets by food industry stakeholders.	In addition to the Tuna industry discussion paper above, which also supports new product development, assistance was provided to SA Seafoods with and RDF application for a new processing facility. This included the introduction of retort and cooking retort machinery for mussels, oysters, cockles.	The outcome of the RDF application is pending.	On Friday 28 August, RDAWEP was awarded the Seafood Promotion Award at the SA Seafood Industry Awards for the marketing of the regional brand <i>Eyre Peninsula - Australia's Seafood Frontier</i> . This is the first time that a regional umbrella brand has won the award for many years. RDAWEP has also been nominated for the national seafood award, which will be announced at the Gala Dinner and Award Presentations in Perth during October.
Provide strategic direction for destination development by tourism stakeholders.	Assistance is being provided to improve regional access via the Port Lincoln, Ceduna and Whyalla airports.		
	Meetings were held in Adelaide between the CEO of SATC and RDAWEP Tourism Advisory Chair.	RDAWEP CEO, Dion Dorward, is now the Chair of the Tourism Advisory Group. This places RDAWEP in a strong position to ensure that regional interests will be taken into consideration in State Government tourism planning.	
Provide strategic direction for <i>Eyre Peninsula - Australia's Seafood Frontier</i> brand planning and marketing by tourism stakeholders.	The Eyre Peninsula Brand Program marketing plan was developed and implemented. Specific actions included:		
	Refresh and include additional social media integration to the home page of www.exploreyrepeninsula.com.au		July1-31 st August 9,156 Page Views with average session time of 2.20 minutes
	Market the Nullarbor suite of platforms including print, online and app.	Use of the online website and app was high during the reporting period.	July1-31 st August Web - 23,173 Page Views with average session time of 4.24 minutes App - 230 Downloads (apple only) Print - 10,000 remaining
	Market online publications including: <ul style="list-style-type: none"> Culinary Adventure Guide Corporate Planners Guide 		July1-31 st August 4700 Page Views with average session time of 3.46 minutes

Outcome 3: Priority activities - Advice on priority activities that will drive regional economic development, on future economic opportunities and on the RDA region's comparative advantages, based on consultation and engagement with community leaders. *(Priority activities are those with an economic focus where the RDA takes a lead or supporting role. RDAs should identify if they are taking a lead or supporting role.*

What will you do? Activities	What did we do? Outputs	How well did we do it? Quality of outputs	Did it have an impact? Value-add of outputs
Comparative Advantage and Regional Competitiveness - REGIONAL PRIORITY: <i>Strengthen, foster and promote the region's business and product diversity.</i>			
Provide strategic direction for <i>Eyre Peninsula – Australia's Seafood Frontier</i> brand planning and marketing by tourism stakeholders (Cont'd).	Grow social media reach.		At August 31 st social media recorded: Facebook 2,271 Likes (+48) Instagram 555 follower (+56) Twitter 169 followers
	Establish a cooperative video project for Local Government.	Project briefs were collated and the production company was engaged.	5 Councils are participating in round 1. Filming is scheduled to occur in Oct.
	Provide advice and support to the SATC and HWR media to develop the Eyre Peninsula Visitor Guide.	Editorial support was provided, including extensive regional consultation on information.	
	Provide leadership and assistance to the SATC in relation to marketing and distribution.	Assistance was provided for development of the Fairfax Campaign, Best Backyards Campaign, Famils, SATC Corporate and Destination PR, and SATC Digital.	This assistance is an ongoing activity.
	Provide leadership and assistance in development, facilitation and marketing of regional events. Specific activities included: <ul style="list-style-type: none"> • Support the development of a Whyalla Events Strategy • Project manage the regions offering and ancillary events for Tasting Australia • Work with the RFDS to develop a new iconic regional event • Work with DCELP and associated stakeholders on the development of the Port Lincoln Air Show • Assist all stakeholders to secure funding for regional events. 	Ongoing support is being provided to secure funding for regional events and to develop events in Whyalla. The development of Whyalla events is presently waiting Council decisions. Budget and project planning is underway for Tasting Australia. The RFDS event has been identified. The project feasibility and budget determination are due by Dec. The Port Lincoln Air Show development is presently awaiting Council decisions.	The impact cannot be assessed until the event planning outcomes are known.
	The EP Brand Marketing Plan was developed to provide strategic direction.	Plan was completed and budget was allocated to deliver the plan in the 15/16 FY.	This activity is ongoing.
Improve the collection and use of meaningful tourism data.	Implement a standardised approach to the collation of visitor data at Visitor Information Centres (VICs).	Support has been gained from local government and regional VICs. SATC have been asked to identify best practice model.	This activity is ongoing.

Outcome 3: Priority activities - Advice on priority activities that will drive regional economic development, on future economic opportunities and on the RDA region's comparative advantages, based on consultation and engagement with community leaders. *(Priority activities are those with an economic focus where the RDA takes a lead or supporting role. RDAs should identify if they are taking a lead or supporting role.*

What will you do? Activities	What did we do? Outputs	How well did we do it? Quality of outputs	Did it have an impact? Value-add of outputs
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Comparative Advantage and Regional Competitiveness - REGIONAL PRIORITY: *Strengthen, foster and promote the region's business and product diversity.*

Support the development of the agricultural industry.	Regular meetings were held with the agriculture sector to progress competitive post-farm-gate infrastructure and enhance exports; as well as to address the progression of education and research needs.		
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	The CEO held meetings with grain traders, and the CEO and Chair of Grain Producers SA, about rail, road, and other transport constraints.	This included meetings with relevant State and Australian Government politicians to ensure that these issues remain high on the political agenda.	
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Support the development of the manufacturing industry.	<p>Heavy industry, consisting of businesses largely associated with mining infrastructure and steel manufacture, is the third largest employing industry in the region. It is by far the largest in Whyalla, employing almost a quarter of the city's workforce. Inclusion of mining employment increases this figure to almost one third of all employment in Whyalla.</p> <p>During 2015 it became evident that this industry was experiencing significant difficulty evidenced by major downsizing of operations and workforces.</p> <p>Industry clusters are a well-established tool for economic development. RDAWEP initiated and developed a project to establish a group of business leaders from heavy industry businesses and their supply chains to form an industry cluster. The group will function to identify constraints to business growth, sustainability and competitiveness while developing actionable solutions to accelerate growth, identify and capture new opportunities for heavy industry in the region.</p> <p>The group will be facilitated by RDAWEP staff. A key role will be to provide information and advice to the RDAWEP board about industry problems and solutions. This will assist RDAWEP to develop and implement initiatives and projects to address identified issues.</p>	<p>Meetings and correspondence were conducted with the office of the Economic Development Board regarding establishment of a Heavy Industry Cluster in Whyalla and enlisting a manufacturing industry expert (Prof Goran Roos) to collaborate and advise on the project. Prof Roos is a member of the State Economic Development Board and provides a strong link to this organisation which advises the government on industry policy.</p> <p>Correspondence was exchanged with DSD about a Business Model Innovation program that would apply to this group.</p> <p>Actions included meeting coordination and agenda correspondence with group members, and preparation of a site visit itinerary for Prof Roos at member businesses. RDAWEP also facilitated the initial meeting of the Leadership Group with supporting documentation.</p> <p>A priorities and action list was determined as part of this process.</p> <p>Multiple meetings and correspondence was conducted with DSD and PIRSA to showcase the project and work being undertaken. A formal request for funding was prepared and submitted to Industry Minister K Maher and Regions Minister G Brock.</p>	<p>The meeting was well attended with one apology due to overseas travel. Attendees included CEO level representatives from member companies, Prof Goran Roos, DSD and Regions SA. A list of actions was developed and prioritised.</p>
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Comparative Advantage and Regional Competitiveness - REGIONAL PRIORITY: *Strengthen, foster and promote the region's business and product diversity.*

Support the development of the mining industry.	The CEO had discussions with the 3 graphite miners (Valence Industries, Archer Exploration and Lincoln Minerals) about mine development progress, transport logistics, and their employment and training needs.	The discussion included the potential of establishing a graphite processing plant in the region to process the product from the three mines.	There have been substantial developments in the use high quality graphite for processing graphene and using the material for battery power and storage. This presents an opportunity to utilise graphite to support the development of renewable energy projects in the region.
	The CEO had several meetings with Iron Road Limited about the progress of the Central Eyre Iron Project (CEIP) at Warrambo. These meetings are part of an ongoing process by RDAWEP of advocating the project, and assisting Iron Road in dealing with State Government departments.	The meeting discussions included: <ul style="list-style-type: none"> • Progress of the MOU between Iron Road, the EPLGA, EPNRM, EPICCA and RDAWEP, and • The provision of strategic advice about infrastructure development, community consultation, and political engagement. 	
Support the development of the transport industry.	The CEO held several meetings with grain traders about rail, road, and other transport constraints that are impacting the grain industry sector.	These negotiations are ongoing.	
	Assistance was provided to The City of Port Lincoln in August regarding the replacement of the London Street Bridge.	The bridge replacement will bring transport efficiencies and productivity benefits to the heavy vehicle sector - see Outcome 4: Project Proposals.	
Support the development of the health care and social assistance industry.	A meeting was held on 21 st August between the RDAWEP CEO and Special Projects staff about options to apply the Whyalla Aged and Disability Masterplan recommendations region wide - see health, aged and child care services above for details.		
Support the development of renewable energy projects.	A meeting was held with DP Energy to explore opportunities for Whyalla to supply equipment, goods and human resources for the project.	DP Energy is working to develop a 300MW renewable energy power generation project, comprising 50% solar. Approvals processes are almost complete. Local capability for the manufacture and installation of towers, and supply of other materials were highlighted.	Discussed the potential for purchase of power by large industrial consumers. Provided a contact and introduction for the company to Arrium Ltd. A meeting with Arrium management was subsequently arranged by DP energy to directly discuss the potential for a Power Purchase Agreement.

Outcome 3: Priority activities - Advice on priority activities that will drive regional economic development, on future economic opportunities and on the RDA region's comparative advantages, based on consultation and engagement with community leaders. <i>(Priority activities are those with an economic focus where the RDA takes a lead or supporting role. RDAs should identify if they are taking a lead or supporting role.</i>			
What will you do? Activities	What did we do? Outputs	How well did we do it? Quality of outputs	Did it have an impact? Value-add of outputs
Comparative Advantage and Regional Competitiveness - REGIONAL PRIORITY: <i>Strengthen, foster and promote the region's business and product diversity.</i>			
Support the development of renewable energy projects (Cont'd).	Correspondence with Sustainable Power Partners in regard to sourcing local suppliers for their proposed project to establish a 5MW and 30MW solar farm in Whyalla.	The company had asked RDAWEP to provide details of local suppliers which could undertake specific project tasks.	Prepared and provided the company with a list which included contact details for local suppliers of goods, services and human resources for the project establishment phase.
	A meeting was held with USGCPG members to review the Strategy for Development of the Renewable Energy Industry in the Upper Spencer Gulf.	RDAWEP had previously contributed to development of the strategy.	An USGCPG renewable energy strategy has been finalised. The strategy will enable RDAWEP to ensure project alignment, while also providing opportunities for regional collaboration and avoiding duplication.
	The potential use of graphite to support the development of renewable energy projects in the region was investigated by the CEO in liaison with the region's 3 graphite miners - see Mining Industry above for details.		
Increase Aboriginal participation in business enterprises.	Assistance was provided to Munda and Wanna Mar Aboriginal Corporation for the development of an abalone enterprise at Laura Bay (operating as A B Original Pty Ltd).	RDAWEP and the proponents met with the Aquaculture Tenure Allocation Board (ATAB) regarding the sustainability of the proposal.	The Board advised that it would recommend to the Minister of Primary Industries that the lease approval be given.
Support business innovation, skills development and sustainability.	Two Aboriginal enterprises were registered with the RDAWEP Workforce Builder program for business related training provision.	The proponents have yet to commence training.	
	Correspondence with Hexcyl Systems and AusIndustry regarding eligibility of project expenditure.	Guidelines and processes for claiming unbudgeted expenditure were clarified. Information was provided to the company.	Additional project expenditure was successfully claimed effectively reducing the cost of the project to the business.
	The EP Business Builder Program: <ul style="list-style-type: none"> Delivered 5 training sessions across the region. Provided business mentoring program to Miller's Kitchens (3 x 2 hour sessions) Delivered 12 one-on-one free one hour consults. 	The training was delivered to 22 participants from 18 individual businesses. The mentoring developed a 'sales funnel' policy and systems that led to immediate cash flow improvement at Miller's Kitchens.	The sales funnel policy at Miller's Kitchens enhance businesses capacity to increase turnover. This has led to EPBB being engaged to further consult around HR policy and practices for the business, to commence in September/October 2015.
	Rockpool on Boston - RDAWEP hosted all the head chefs from the Rockpool group on the EP. The chefs were introduced existing and new products and producers.	Neil Perry and the Rockpool group publically praised the quality of the tour and products. This has strengthened RDAWEP's relationship with the Rockpool group and Qantas.	Rockpool group has acquired several regional products for its restaurant menus; including Tuna, Pork and Kingfish. Qantas inflight service and lounge managers have requested to do the same tour in order to include EP products in their business.
Nino Zoccali and Pendolino Restaurant group were hosted on the EP and showcased existing and new products and producers.	RDAWEP has strengthened the strategic alliance between the Pendolino group and the regional brand.	Pendolino group will be running EP food promotions at their restaurants, including advertising in Gourmet Traveller Magazine.	

Outcome 4: Project proposals – Assistance to local community stakeholders in order for them to develop project proposals; and referral of stakeholders to appropriate public and/or private funding sources - including the \$1 billion National Stronger Regions Fund.

What will you do? Activities	What did we do? Outputs	How well did we do it? Quality of outputs	Did it have an impact? Value-add of outputs
Support stakeholders to access government programs through assistance with business cases and grant applications.	A grant application was prepared for a sand extraction initiative by Munda and Wanna Mar Aboriginal Corporation at Smoky Bay.	The application for a feasibility study for the proposal will be lodged with the ILC in September.	
	An application for Australian Government Stronger Communities Program funding was prepared for Akenta and lodged in August.	The application is for the establishment of an activity centre at Akenta Incorporated to improve community health and meeting functioning.	
	Assistance was provided to the District Council of Lower Eyre Peninsula (DCLEP) during July to update the business case to reseal the Port Lincoln Airport runway, and prepare components of a grant application to the National Stronger Regions Fund (NSRF).	<p>The business case assistance included:</p> <ul style="list-style-type: none"> • Document review and amendments, • Preparation of Executive Summary, • Preparation of the Projects Benefits section with new demographic and economic data concerning: <ul style="list-style-type: none"> ○ Direct employment, ○ Business development and indirect employment, ○ Tourism development benefits, ○ Mining industry benefits, and ○ Community benefits. <p>The grant application assistance included preparation of the selection criteria concerning:</p> <ul style="list-style-type: none"> ○ The project contribution to economic growth, and ○ The extent to which the project addresses disadvantage. 	DCLEP lodged the grant application in July 2015. The impact cannot be assessed until the outcomes of the grant submission are known.
	Assistance was provided to the District Council of Cleve during July and August with grant applications to the Bridges for Renewal Program for the upgrade of the Cleve/Verran Road; and the Remote Aviation Program for the reseal of the Cleve Aerodrome runway.	<p>Cleve/Verran Road: The DC Cleve draft application was reviewed and updated by RDAWEP with relevant data, project descriptions and new wording for the assessment criteria.</p> <p>Cleve Aerodrome runway reseal: The draft application was reviewed and updated with minor wording changes to enhance descriptions.</p>	The project impact cannot be assessed until the outcomes of the applications are known.
	Assistance was provided to The City of Port Lincoln in August with a grant application to the Bridges for Renewal Program for the replacement of the London Street Bridge.	The grant application was prepared for the City of Port Lincoln by Tonkin Consulting. RDAWEP added value to the application by providing text about the project alignment with regional and Australian and State Government priorities, along with data and text about the economic relevance of the project.	The project impact cannot be assessed until the outcome of the application is known.

Outcome 4: Project proposals – Assistance to local community stakeholders in order for them to develop project proposals; and referral of stakeholders to appropriate public and/or private funding sources - including the \$1 billion National Stronger Regions Fund.			
What will you do? Activities	What did we do? Outputs	How well did we do it? Quality of outputs	Did it have an impact? Value-add of outputs
Support stakeholders to access government programs through assistance with business cases and grant applications (Cont'd).	Assistance was provided to the District Council of Ceduna in July with the revision of the business case for the Thevenard Marine Offloading Facility to support an application to the NSRF.	The business case was initially prepared to support a grant application for the project to the NSRF in November 2014. The application was not successful; so a further application was prepared for lodgement in July 2015. Funding circumstances had changed in the interim; and the business case was amended with updated financial data and information about a funding contribution from a private sector partner.	The State Government provided written commitment of \$1.5 million in funding toward the project. However, the project impact cannot be assessed until the outcome of the July 2015 NSRF application is known.
	A meeting was held with Whyalla City Council Group Manager - City Development & Delivery/Planning and the Development and Tourism Development Manager to discuss council projects, priorities and Grant funding opportunities. A list of projects developed by RDAWEP had been provided to WCC for review, update and identification of priorities.	A range of projects, grant funding programs and application processes was discussed.	The project list was reviewed, updated by WCC and returned. Prioritisation of projects remains unclear. Communication is to be ongoing as grant funding programs become available.
	Assist Little Islands Caravan Park to identify and apply for fund for the resealing of road infrastructure.	Specific meetings with SATC and other stakeholders.	Awaiting outcomes.
	RDAWEP facilitated an RDF grant application for SA Seafood Pty Ltd for a new processing facility.	The grant application outcome is pending.	

Outcome 5: Promote Australian Government Programs - Increased awareness of Australian Government programs in the RDA's region.			
What will you do? Activities	What did we do? Outputs	How well did we do it? Quality of outputs	Did it have an impact? Value-add of outputs
Provide information about government programs to stakeholders.	Aboriginal stakeholders were advised about changes to ILC grant programs, and the availability of the Australian Government Stronger Communities Program.	The information was provided at meetings and by email.	
	Distributed Austrade export development program flyers to RDAWEP food industry program members, and provided export opportunity 'leads' that come through the Seafood frontier website to respective food businesses.	This activity has enhanced the RDAWEP profile as a point of information for export market development, and opened lines of communication between international importers and local exporters.	Mori Seafood has contracts with two new clients in China for the supply of lobster and crab meat.

Outcome 6: Continuous Improvement - improved operational practices to enhance RDA capacity.

What will you do? Activities	What did we do? Outputs	How well did we do it? Quality of outputs	Did it have an impact? Value-add of outputs
Comply with legislative, contractual and reporting requirements.	The Annual Report on Outcomes for the 2014-15 Business Plan was completed, and submitted to DIRD on the due date of 31 st August.	<p>The report was prepared in the new performance template required for the 2015-16 Business Plan, which was applied retrospectively to the 2014-15 Business Plan report.</p> <p>The retrospective application of the template substantially increased the time required for preparing the report because performance information for the previous year had been collected in the original 2014-15 format, which had a single focus on quantitative reporting.</p>	The process of completing the report identified the need for training staff about the new format, and a workshop was scheduled for this purpose.
Review and refine policies, procedures, planning and reporting documents.	Explanatory documents about the new format for staff monthly reports were prepared for a staff training workshop scheduled for September.	<p>The new format is a vast improvement because it requires the provision of quantitative, qualitative, and narrative data.</p> <p>The explanatory documents were prepared with examples from the Annual Report on Outcomes to guide staff.</p>	Due to the additional work required to complete reports in the new format, RDAWEP has determined that staff reports will be prepared bi-monthly during 2015-16. A reporting schedule was prepared and issued to Project Managers.
	A Reserves Policy, regarding the use of reserve funds, was prepared in draft.	<p>This policy was requested by the Board Finance Committee.</p> <p>Other policies and procedures are pending.</p>	When finalised, the policy will be tabled for Board endorsement.
Develop marketing, communications and media plans.	Corporate Marketing Plan was developed to provide strategic direction.	Plan was completed and budget was allocated to deliver the plan in the 15/16 FY.	This activity is ongoing.
	The format of the 2014-15 Annual Report was reviewed and refined.	The cover and page formatting were redesigned for consistent use in future reports. The report will be printed out-of-house.	Due to be complete by end of October.
	Corporate Website upgrade.	Rebuild and revitalise/modernise to accurately reflect what the organisation does.	Due to be complete by end of October.
	RDAWEP Media Gallery upgrade.	Developed a user friendly library of all RDAWEP digital assets, including film and photography. The Media Gallery has been designed initially for use by internal staff and selected stakeholders as required.	This activity will be ongoing for several months to bring the system to the required standard.
	Corporate Newsletter production.	A new format and template was in the process of being designed for more effective use.	
	Create and distribute content for RDAWEP Social Media applications.	Revitalised the existing RDAWEP Facebook page including the regular creation and distribution of content to meet target market needs.	This is an ongoing activity because the use of social media needs to be carefully monitored on a regular basis.

Outcome 6: Continuous Improvement - improved operational practices to enhance RDA capacity.

What will you do? Activities	What did we do? Outputs	How well did we do it? Quality of outputs	Did it have an impact? Value-add of outputs
Develop marketing, communications and media plans (Cont'd).	<p>The EP Brand Plan was developed to provide strategic direction. This included:</p> <ul style="list-style-type: none"> Maintain and develop EP Brand program's digital footage by effectively managing its social media and email marketing digital assets. Maintain and distribute existing Eyre Peninsula branded printed collateral - e.g. The Adventure Culinary Guide and the Seafood User Guide. 	<p>Plan was completed and budget was allocated to deliver the plan in the 15/16 FY.</p> <ul style="list-style-type: none"> The Eyre Peninsula – Australia's Seafood Frontier Facebook page was revitalised.). New content was created and distributed to meet target market needs. The YouTube channel was revitalised with updated content. New content was created to promote the brand program in the monthly RDAWEP newsletter. <p>Printed materials were distributed to all VICs and VIOs on Eyre Peninsula, including distribution to Adelaide VIC.</p>	<p>The RDAWEP Regional Newsletter for July was distributed on 30 July. The August Newsletter was distributed on 3rd September.</p>
	<p>The EP Workforce Builder Marketing Plan was developed to provide strategic direction.</p>	<p>Plan was completed and budget was allocated to deliver the plan in the 15/16 FY.</p>	
	<p>The EP Business Builder Marketing Plan was developed to provide strategic direction, and associated digital materials, including social media, were monitored on a regular basis.</p>	<p>Plan was completed and budget was allocated to deliver the plan in the 15/16 FY.</p>	
	<p>The CEO had multiple interviews with Fairfax Media during the reporting period.</p>	<p>This included a range of matters such as trade waste, water supply, employment, Local Government development and regional leadership.</p>	
<p>Improve financial and IT systems.</p>	<p>A new financial report was developed.</p>	<p>The report format is more streamlined and contains more relevant financial data. The new report format was requested by the Board Finance Committee.</p>	
	<p>The recommended IT system improvements have been implemented.</p>	<p>Download speeds remain an issue for some larger documents, but this is in the process of being resolved.</p>	
	<p>ACT Customer Relationship Management software (a database system) was installed.</p>	<p>The data transfer from the old database had been completed in readiness for staff training.</p>	
<p>Implement best practice HR initiatives.</p>	<p>HR contracts were signed-off by staff.</p>		