

5. OUTCOMES, ACTIVITIES AND KEY PERFORMANCE AREAS – Report for September-October 2015

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.	Skills and workforce development consultations were held 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 identify 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 registered with the EP Jobs and Career Development programs.	Employers have a greater understanding of the programs on offer by RDAWEP.
	Participated in an Economic Development Board regional visit, workshop and forum at Port Lincoln.	Contributed to development of list of Economic Development Priorities for the region. Provided a joint presentation with Juanita Walker (CEO Whyalla Aged Care Inc.) about Whyalla's Masterplan for disability and ageing, the issue of Whyalla's ageing population and wider implications for regional SA.	There was subsequent follow up with DSD to provide additional information and a copy of the plan. These communications are ongoing. The EDB Chair highlighted Whyalla's plan and opportunities at a State forum with the Local Government Association.
Facilitate industry-based Advisory Groups to provide planning advice.	A regional Local Government Tourism Advisory Group was established to identify common priorities and maximise opportunities.	8 Councils attended the first meeting and regular quarterly meetings have been scheduled. The next meeting is scheduled for 1 st Week Dec	Priorities have been identified and actions will be ongoing.
	Established an international 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. Actions are ongoing
	A meeting was held 21 September with the Chair of the Agricultural Advisory Group regarding a number of agricultural industry issues on the Eyre Peninsula.		
Document regional intelligence and address key issues in regional planning.	Identified the need to develop a Statewide drive strategy to ensure that Eyre Peninsula continues to meet consumer expectations.	Issue was identified and support garnered from similar tourism regions. Support is now being sought from the SATC prior to a project proposal being developed.	Support for this initiative was gained from the Flinders and Outback, Limestone Coast, and Murraylands and Riverland tourism regions.
	The Jobs and Skills Regional Networks held bi-annually in Whyalla, Port Lincoln and Ceduna, are used to great effect to gather regional intelligence on workforce development issues, including regional training needs. Key and emerging issues are specifically noted when they have relevance for regional plans.	Key issues arising from the three bi-annual meetings are discussed and documented. The minutes of meetings are stored in the RDAWEP research library for processing into future regional planning documents.	The impact of the information being collected is that it 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</i> , <i>Regional Resource</i> , <i>Regional Plan</i> , and <i>Project Tracker</i> . All current programs and outcomes have been articulated to the network members so that they can

		assess their suitability for future programs.
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Review the Board vision, regional priorities, and strategic planning annually.			
Collate research data about the region.	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.	Awaiting input from the SATC and the SA Regional Tourism Review before the impact can be assessed.
	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.	2 new business have signed up to the program.
Review and provide input into the planning of other agencies to align key issues in strategic reports.	Represented and advocated for regional South Australia and Eyre Peninsula as a Board Member of the South Australian Tourism Industry Council.	Ensured that the priorities of regional South Australia are reflected in SATIC's plans and operations, and that SATIC provides an effective platform for its regional tourism members.	The importance of regional tourism is strongly recognised in the SATIC Strategic Plan and commitment was gained for more activity in regional areas and greater collaboration with Regional Tourism Organisations (RTO's).
	Represented and advocated for Eyre Peninsula as a member of the South Australian Regional Tourism Network.	Attend bi-monthly meetings representing the Eyre Peninsula Tourism Industry, RDAWEP and EPLGA. Provided regular input into <ul style="list-style-type: none"> • Eyre Peninsula Destination Action Plan • SA Nature Based Tourism Strategy • SA Heritage Tourism Discussion Paper • SATC Marketing Plan • Destination Development Department • Regional Events SA 	Ongoing.
	Represented and advocated for Eyre Peninsula tourism in the development of the DEWNR/SATC Nature Based Tourism Strategy.	Opportunities for tourism development were identified in Eyre Peninsula National Parks and Crown Lands.	Ongoing.
	Represented and advocated for Eyre Peninsula tourism in the development of the EPNRM Strategic Plan.	Attended an NRM strategic planning workshop to ensure that regional tourism priorities were identified and recognised in the planning process.	Awaiting release of the strategic plan.

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Review and provide input into the planning of other agencies to align key issues in strategic reports (Cont'd).	There are two Industry Leaders Group (ILG) facilitated by DSD that meet in Port Lincoln and Whyalla, with representation from local industry and RDAWEP. The meetings provide an additional forum for communicating key issues for employers, government policy and programs, and a mechanism for aligning these issues in the development of strategy.	The Eyre ILG discussed the collective top economic priorities, identifying impediments to action and opportunities that have the greatest capacity to accelerate change within the region. Many of these opportunities require a partnership between the region and State Government to be effective.	<p>The impact of the following regional priorities will be pursued with DSD:</p> <p>Infrastructure Development</p> <ul style="list-style-type: none"> Develop a port facility, with container capability to support mining projects and enhance the export competitiveness of primary industries. <p>Economic Development Planning</p> <ul style="list-style-type: none"> Develop economic plan for the region – whole of government approach. Single regional strategic and economic development plan. <p>Business Development</p> <ul style="list-style-type: none"> Over-regulation and compliance costs: water, oyster industry. Cost of regulation to oyster industry. Over-regulation of fishing industry currently ESCOSA – cost of compliance.
Distribute Regional Plans to key stakeholders for feedback.			
Consult with Local Government about regional priorities.	RDAWEP provided the independent Chair for an enterprise bargaining agreement meeting on 25 th September with staff representatives and the CEOs of the City of Port Lincoln, DC Lower Eyre Peninsula and DC Tumby Bay.	The aim is to determine a single bargaining agreement across the three Councils to provide the platform for joint initiatives by the three Councils. This includes options for utilising staff from any of the three Councils on joint project.	The process had been underway for about 18 months but concerns had been expressed by staff reps about the facilitation independence of the previous Chair. RDAWEP involvement as an independent entity was welcomed and many positive outcomes emerged from the meeting. A final meeting is scheduled for November.
	Assistance was provided to DC Lower Eyre Peninsula with the development of a discussion paper concerning residential expansion at Coffin Bay.	RDAWEP is value-adding to the planning paper through the inclusion of relevant information about the economic and community benefits to DCLEP and the region as a whole. The paper is being supported with economic data commissioned by RDAWEP and the EPLGA.	The impact cannot be assessed until the paper is completed and distributed.
	Ensure that all Councils have an adequate understanding of the visitor economy and provided advice and expertise about tourism related activities.	<p>Meet regularly with Local Government</p> <ul style="list-style-type: none"> Deputation to DC Tumby Bay 4th Oct DC Streaky Bay Tourism Manager 14th Oct Deputation to EPLGA 4th Sept DC Cleve Tourism Manager 9th Oct DC Kimba 22nd Oct DC Cleve 26th Oct City Port Lincoln 16th Oct 	

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Provide regular information to Local Government including active promotion of RDAWEP plans.	A Regional Newsletter article was prepared on 27 th October about the appointment of the SA Centre of Economic Studies to undertake the regional and Local Council economic development planning project.	The article was prepared in a manner to inform local Councils and the general community.	
	Ensured all councils have an adequate understanding of the visitor economy and provide advice and expertise into tourism related activities.	Meet regularly with Local Government <ul style="list-style-type: none"> • Deputation to DC Tumby Bay 4th Oct • DC Streaky Bay Tourism Manager 14th Oct • Deputation to EPLGA 4th Sept • DC Cleve Tourism Manager 9th Oct • DC Kimba 22nd Oct • DC Cleve 26th Oct • City Port Lincoln 16th Oct 	
	Regular communication is held with the City of Whyalla including monthly meetings with senior management staff and Chair of the Economic and Social Committee, Mayor and other elected members.		Knowledge and understanding of WCC/RDAWEP activity, projects, collaboration on projects and initiatives continues to improve.
Maintain a database of regional stakeholders.	194 changes were made to the database.	At 31 st October, the database listed 3,951 contacts.	
	Provided support in reviewing and entering RDAWEP's database.	The database listing is reviewed regularly.	
	The Jobs and Skills Regional Networks and the ILG's have 170 people on the stakeholder database. This is maintained regularly to reflect movements of members.	This stakeholder database is maintained by administration staff who attend meetings and keep abreast of member's movements. The database is in the process of being moved into the ACT system, which will assist staff with database maintenance.	The impact of transferring data into the ACT system is to ensure that it is current and relevant, and that members are well informed about activities and events. This will provide members with the opportunity to attend any or all meetings dependent on individual circumstances.
Prepare an annual Business Plan and Operational Plan.			

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.	Provide leadership and represent the Eyre Peninsula tourism industry at intergovernmental and interagency meetings.	Provided tourism representation and expertise at; <ul style="list-style-type: none"> • Economic Development Board visit 2nd Sept. • SATIC Board Meeting 16th Sept, 21st Oct • EPLGA Meeting 4th Sept • ARTN Convention 20-22 Oct 	
	On 2-3 September, RDAWEP hosted a visit and meetings by the State Government Economic Development Board (EDB) in Port Lincoln.	This included RDAWEP attendance at the EDB meeting on 3 September, and a presentation of relevant economic data and strategies for the region. The EDB inspected various projects and businesses on the lower Eyre Peninsula as part of its itinerary.	The EDB established a subcommittee for the region comprising Rob Chapman, Rob Kerin, and Terry Burgess. The subcommittee expressed considerable interest in the RDAWEP/EPLGA project to develop a Regional Economic Development Plan; and in procuring greater levels of State funding for tourism in the region. The EDB recognised that regional tourism was being underfunded by the SATC, given the importance of the industry and the level of output being achieved.
	RDSA meetings were held on 4 September and 29 October.	Topics in September included: Port Lincoln as the preferred venue for the RDSA 2016 Conference; the Australian Government priorities for cross-regional projects and the need to address disadvantage in rural communities; the DPTI 90-day transport project; a new investment arm in State Government; and an actions and directions document being produced as a result of Minister Brock's Roadshows across the State. These matters were further pursued in October. The formation of an Advisory Group for Minister Truss was also discussed.	Additional meetings were held with the CEOs of the 7 RDAs. A follow-up meeting was held on 24 September to progress planning for the 2016 RDSA Conference at Port Lincoln.
	Meetings were held with the SATC on 7 September, including the SATC CEO, Chair, and the Minister for Tourism, Leon Bignell.		
	Meetings were held with PIRSA and SAOGA on 10 September about strategies to develop a Rock Oyster industry in the region.	Developed an economic impact paper for stakeholders	Ongoing – Challenge test funding is required for licence adoption to commence
	RDAWEP Business Development Advisor met with the Department of State Development to discuss the Small Business Advisory Program.	The benefits of this meeting have yet to be determined and negotiations are ongoing.	

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Participate in intergovernmental and interagency meetings (Cont'd).	<p>As part of the EP Workforce Builder program, <i>Jobs and Skills Regional Network</i> bi monthly meetings were held in Whyalla, Port Lincoln and Ceduna. Network membership is 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; 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 downturn in the commodity prices continues to impact on the workforce, particularly in Whyalla. BCG has retrenched approx. 240 workers in the past month and Alinta retrenchments being much larger than that. The closure of Leigh Creek has been brought forward.</p> <p>Valence has also laid off approximately 15 people which is half of its workforce.</p> <p>Retrenchments/layoffs are primarily in Whyalla, however it is impacting the whole of the region. The impact on RDAWEP is significant and attempts are being made to help the retrenched.</p> <p>Network members are encouraged to provide intelligence on trends which may impact on these developments.</p> <p>It has also been identified that the focus of the WorkReady program may allow for an emphasis on assisting employers through hard times to enable them to maintain or increase employment levels.</p>	<p>With the introduction of WorkReady, RDAWEP will be able to add value to the current intelligence gathered with the intention to develop initiatives to maintain or increase workforce levels. This work will go beyond the traditional focus of the EP Workforce Builder program such as:</p> <ul style="list-style-type: none"> • Providing employment and skills training in areas of identified industry need, including cross-industry strategies to resolve seasonal employment issues. • Providing Career Development Services to support long term employed and disadvantaged people with skills and work readiness training. <p>The impact of the Networks has been to shift focus from training for the un/underemployed to the needs of the employer to grow or at least maintain workforce levels.</p>
	<p>A meeting was held with representatives of DSD (regional project manager, cluster project manager) to discuss SA Cluster projects.</p>	<p>Funding for the proposed Whyalla Heavy Industry Cluster project, processes for capability mapping, and opportunities for collaboration with other regional mapping projects were discussed in detail.</p>	<p>DSD has indicated that it is highly supportive of the project. However DSD has also advised that although funding has been made available for a range of industry clusters operating in Adelaide and South Eastern SA (including food, wine, music and defence) funds are not available for establishment of a Cluster of Heavy Industry manufacturing businesses in the USG. Some limited information was provided about capability mapping which was subsequently incorporated into an in-house methodology developed with the assistance of Prof Goran Roos.</p>
	<p>Monthly meetings were held with the Chair of the Whyalla Council Economic and Social Committee for the purpose of sharing intelligence and fostering collaboration.</p>	<p>Discussion has included current RDA economic development projects, Whyalla Council economic development projects and initiatives for Whyalla, and the potential for joint projects.</p>	<p>Discussion has included progress updates about the Northern Coastline project; engagement with Centacare on the disability and ageing plan; employment and changing patterns of employment in Whyalla. A Whyalla business confidence survey was also progressed.</p>

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Participate in intergovernmental and interagency meetings (Cont'd).	The CEO met with DSD on several occasions to progress cross-State business, training and employment development initiatives.	This included meetings on 14 and 17 September in relation to new DSD employment and training programs; and a meeting on 28 September about proposed new programs for 2016-18.	
	A meeting of the Upper Spencer Gulf Taskforce was held 17 September regarding the Alinta power station closure and the identification of impacted companies and potential job prospects of Alinta employees.		
	A teleconference was with the Executive Director of Regions SA held on 17 September in conjunction with other RDAs.		Other meetings were held with Regions SA on 4 September.
	Meetings were held with Red Cross 15-16 September about emergency response on the EP plus related emergency matters.		
	A meeting was held 25 September with the Member for Flinders, Peter Treloar, and the State Shadow Minister for Sustainability, Environment and Conservation, Michelle Lensink, on a range of matters.		
Pursue opportunities for collaborative projects.	A meeting was held with the DC Cleve CEO on 25 September about a project to develop additional leisure accommodation in the township of Cleve.	The township of Cleve has limited accommodation for contract workers and tourists, and there are issues with the quality and availability of the existing accommodation. DC Cleve wants to undertake a feasibility study into the economic and other benefits that might be derived from providing an additional accommodation mix. It was agreed that RDAWEP would prepare a consultant brief and manage the project development.	The draft project brief was approved by DC Cleve on 5 October. The brief was issued to a select list of 9 local, Adelaide-based and interstate consultants on 27 th October. The impact will be assessed when the submissions have been received.
	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.	
	A monthly meeting has been scheduled with Whyalla Council Mayor and the Whyalla Chamber of Commerce for the purpose of sharing intelligence and fostering collaboration.	The program of regular meetings has been ongoing.	Communication regarding the Regional High Performance Network, a Whyalla Business Confidence Survey, improving communications between RDAWEP business adviser, business programs and the WCCI, opportunities and council plans for scheduling events in Whyalla (sporting/Music Festivals) to be discussed further with the Council Tourism Manager.

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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>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>The ILC and IBA meetings primarily concern 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> <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>	A business plan was presented to the IBA to obtain marketing support for an Indigenous business initiative in Port Lincoln. The outcomes have yet to be advised.
Pursue a whole-of-government approach to workforce development.	<p>A homelands housing and tenancy model is being developed for homelands in the Ceduna area.</p> <p>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>	<p>RDAWEP provided lead agency preparation of the new model for Aboriginal housing maintenance and development, including aligned Aboriginal employment and training opportunities.</p> <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, SkillSmart/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, SkillSmart/Career Services, Complete Personnel, and SANFL Far West Program. 	<p>The project is being developed in partnership with Housing SA, 10 Homeland groups, Ceduna Aboriginal Corporation, the RDAWEP Workforce Builder program, Complete Personnel, and TAFE.</p> <p>The networks encompass a geographical spread across the breadth of the region, with a focus on the main population centres.</p> <p>The impact of these networks with a wide geographical spread 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>

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Pursue a whole-of-government approach to workforce development (Cont'd).	The CEO had a meeting on 14 September with a consultant regarding employment development programs.		
Engage with the EPLGA and Local Government on regional development issues.	Ongoing meetings were held with the EPLGA about progressing the development of a Regional Strategic Plan and Economic Development Plans for the region and each of the 11 EPLGA member Councils.	The draft Regional Plan framework was reviewed and further refined. Consultation with the Outback Communities Authority identified the need to incorporate some planning elements from RDA Far North and the SA Arid Lands NRM Board, due to mutual planning interest in the Gawler Ranges National Park. The Park is just outside the northern RDAWEP region boundary (in the RDA Far North and SA Arid Lands area) but is the subject of planning by DC Kimba and Wudinna DC.	To support the Strategic Plan development, a customised map was prepared by RDAWEP showing the land area relationship of RDAWEP; the 11 EPLGA member Councils; RDA Far North; the Outback Communities Authority; and the AW, EP and SA Arid Lands NRM Boards. The copyright map was distributed to RDAWEP Project Managers for information and use in other RDAWEP plans.
	RDAWEP met with the EPLGA on 1 October to review the consultant submissions for the Regional and Council Economic Development Planning project.	Due to the high quality of two of the three submissions, it was agreed that a detailed benefit matrix should be prepared to assist the analysis of the submissions.	The matrix was reviewed on 9 October and the successful tenderer was determined. The project was awarded to SA Centre of Economic Studies (SACES). Meetings were held with SACES on 20 and 22 October to progress the project commencement.
	Provide 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"> EPLGA Meeting Council Deputations Council Staff Meetings City of Port Lincoln Visitor Services Whyalla Tourism Strategy Whyalla Northern Coastline Masterplan Costal Access and Off-road Vehicle Strategy 	
	The EP Business Builder program was promoted across RDAWEP through the EPLGA and District Councils.	These negotiations are ongoing and aim to deliver a range of cross-regional programs	
	A monthly meeting has been scheduled with Whyalla City Council Group Manager – City Development and Delivery/Planning and Development, and the 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 activity, projects, collaboration on projects and initiatives has improved.
	The CEO met with Local Government and industry on 18 September about the preparation of a resource development protocol and a potential communication protocol for EP.		

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Engage with the EPLGA and Local Government on regional development issues (Cont'd).	A meeting was held with the City of Port Lincoln CEO, EO of the EPLGA and a consultant on 25 September about regional strategic planning.		
	The CEO attended economic development briefings and a workshop in Adelaide on 28 October, including the City of Adelaide Mayor's Job Summit Analysis.		

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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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 has doubled its attendance.	Having a sustainable Jobs and Skills Regional Network has impacted greatly on members ability to understand the need for intelligence about the labour force market and local issues, including the identification of labour force gaps, which assists RDAWEP with workforce development planning. With the recent trend of rising unemployment and the impact that one centre's difficulties has on the others is better understood with the flow on effects this has on the whole of EP.
Maintain career development services.	RDAWEP has applied to DSD to secure CDS funding to June 2016.	The CDS application has been successful with KPI's of 114 participants and 46 employment outcomes.	The impact of securing funding for continued CDS is to be able to assist the number of retrenched works particularly in the Whyalla area.
Deliver targeted projects to support workforce development and participation.	For the 2014/2015 year, the EP Workforce Builder program is being delivered by RDAWEP as the lead agency. The program has 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. For the 2015/2016 year, EP Jobs will continue in a similar manner with DSD KPI's being proportionate to 2014/2015.	To date project ATOM has recruited 80 participants - 17 more than contracted. To date EP Jobs project has recruited 297 participants - 7 fewer than contracted. To date the CDS has recruited 302 participants - 38 more than contracted. Project ATOM will not be repeated in 2015/2016.	Impact to date is that project ATOM has been responsible for 12 people getting a job. Impact to date is that EP jobs has been responsible for 47 people getting a job. Impact to date is that the CDS has been responsible for 34 people getting a job.

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Human Capital - REGIONAL PRIORITY: <i>Develop and retain a skilled workforce.</i>			
Provide complementary services to support human capital programs.	RDAWEP is assisting retrenched workers who qualify for funding assistance to retrain.	Two information sessions were held to advise affected employees about the program and other 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.	A recently retrenched couple have been successful in the acquisition of a Tackle World franchise in Port Lincoln. Other impacts are difficult to quantify at this early stage.

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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>			
Deliver targeted projects to support the disadvantaged to participate in the labour market.	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. This policy priority will remain for the 2015/2016 year.	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.	At October 31 st 2015, the impact of this project has been that 80 people have been engaged in the project, with 12 of these having gained some work and 42 having achieved a qualification and 26 a skill set or cluster.
Support skills training opportunities to increase Aboriginal participation in the labour force.	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.
	Progress was achieved to complete the Wanilla Forest Training Facility being developed 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.
	The Sleepy Lizard Park development at Ceduna was progressed.	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.

Outcome 3: Priority activities			
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>			
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. • To establish a Multi Combination truck driving training program for between 3 and 6 Aboriginal people to satisfy the demand for drivers for the Iluka mine project. <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.</p> <p>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>	Job outcome data has yet to be analysed, due to the large number of Aboriginal employment initiatives currently being progressed.
Pursue solutions to improve small businesses viability.	The CEO met with a potential provider about the development of a regional on-line business directory for the EP.	Additional meetings were held in Port Lincoln on 14 October.	The website developer was invited to provide a presentation about the initiative at the EPLGA CEO meeting in December.
	Provided leadership, advice and support to the tourism industry to grow tourism.	<ul style="list-style-type: none"> • General assistance provided including seeking \$150k funding for road sealing • General assistance provided to Port Lincoln Golf Club to identify future growth opportunities • Assisted Popes Honey diversify into tourism • Facilitated a Buy Local campaign strategy meeting in Kimba • Provided assistance to Helifarm regarding diversifying into tourism. 	Ongoing, awaiting feedback from State Government on road funding.
	Provide business development and quality training opportunities to the tourism industry	Facilitated a marine tourism training workshop on 1 st Sept in conjunction with Department of State Development, Flinders University and South Cross University	40 people attended and the workshop received very positive feedback on the quality and high level of information provided.

Outcome 3: Priority activities			
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>			
Pursue solutions to improve small businesses viability (Cont'd).	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.
	Lead the Food and Beverage Ambassador program for local food businesses.	The purpose is to raise awareness of people, products and region with influential food stakeholders.	
	The University of Technology Sydney has developed a Management Skills development program specifically for business owners and managers operating businesses in regional Australia. The program is scheduled to run over an approximate 8 month period and includes approximately 10 groups from across regional Australia who will be undertaking the pilot program.	RDAWEP was approached by Regions SA to identify and co-ordinate a group of 8 participants, provide a facilitator and to use facilities for the sessions.	A pilot program has been secured for Whyalla and an initial participant group was confirmed. RDAWEP EDM attended a two day Facilitator Training program at UTS Sydney with 10 other trial site facilitators. A monthly meeting schedule was developed with the initial meeting facilitated in Whyalla on October 12.
	RDAWEP was approached by an accommodation provider in Whyalla to express concerns about the declining local economy.	A meeting was arranged to discuss current and future economic conditions and opportunities to attract more visitors to Whyalla.	The present circumstances are a result of economic factors outside Whyalla's control. Events in Whyalla are important and initiatives to grow the tourism/visitor numbers need to be pursued.

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: Environmental - REGIONAL PRIORITY: <i>Consider the environment when planning regional development.</i>			
Participate on the Eyre Peninsula Integrated Climate Change Agreement (EPICCA) Committee.	Steering and working group meetings were held with EPICCA on 15 September about the future of climate change initiatives for the region.		
Liaise with relevant agencies about solutions to address environmental issues.			

Outcome 3: Priority activities -			
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>			
Pursue solutions to provide sustainable water quality and quantity.	Meetings were held with various stakeholders on 28 September on strategies to waterproof the Eyre Peninsula.		
	A project development meeting was held with Colin Pitman on 29 September regarding the procurement of funding from the Storm Water Management Authority for the Waterproofing EP project.		
	A TV media interview was held on 10 September about wetlands development and regional water security.		
Support the development of waste management initiatives.	A meeting was held on 29 October with Colin Pitman and Peter Sheppard about trade waste, renewable energy and water initiatives.		
Support improved environmental infrastructure.	Support initiatives to improve environmental infrastructure in relation to tourism.	This included project management of the Eyre Peninsula Coastal Access and Off-road vehicle Strategy.	The inception meeting with the successful tenderer was held in September. Consultation Workshops are scheduled to commence in November.

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
Sustainable Communities and Population Growth: Social - REGIONAL PRIORITY: <i>Support development of social and community infrastructure and services to enhance liveability.</i>			
Support improved social and community infrastructure.	The CEO met with a consultant on 22 September about the need for an infrastructure development group at Whyalla.		
Support improved educational infrastructure.	A monthly meeting has been scheduled with UniSA regional manager and TAFE regional manager for the purpose of sharing intelligence and fostering collaboration.	The program of regular meetings has been ongoing.	Opportunities to develop formal links with the Heavy Industry Cluster are being pursued. Communications and collaboration with UDRH in regard to implement specific actions from the D&A Masterplan have been ongoing.
Support improved recreational infrastructure.	A meeting was held with Whyalla Golf club president following a request for assistance to identify grant funding opportunities.	The Golf club has developed a project to install an elevator at the facility to enable use of clubhouse/function rooms by disabled people. Membership is aging and increasing numbers have increasing difficulty using stairs. Lack of disability access reduces ability to cater for functions. A Recreation and Sport Grant had been lodged in 2013 but was not successful.	RDWEP/EDM reviewed the previous grant application and provided formal feedback on strengthening the application and further information about grant programs. A range of grants and their requirements were discussed a strategy for developing several funding applications application is under consideration.

Outcome 3: Priority activities -			
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: <i>Support development of social and community infrastructure and services to enhance liveability.</i>			
Support improved tourism infrastructure.	Assistance was provided to DC Cleve with the preparation of a project brief for the potential provision of additional tourism accommodation in the township of Cleve – see Pursue Opportunities for Collaborative Projects above for details.		
	Provided leadership, expert advice and support in relation to tourism infrastructure.	Provided the following assistance; <ul style="list-style-type: none"> • City of Whyalla – Point Lowly Cottages meeting 6th Oct • Lipson – Heritage Tourism 12th Oct • Cleve – Accommodation Project 26th Oct 	
Address health, aged and child care services and infrastructure in regional planning.			
Support the implementation of the Whyalla Masterplan for Disability and Ageing.	A meeting of the Implementation Leadership Group was held on 22 September with supporting documentation prepared and circulated.	The meeting included presentations by: <ul style="list-style-type: none"> • Professor Kurt Lushington, Head of School: Psychology, Social Work and Social Policy, University of South Australia regarding opportunities for collaboration with the university. • Jane Mussared, Chief Executive: Council of the Ageing (COTA) SA, regarding current and future skills and workforce development issues for the disability and aged sectors, and COTA opportunities for collaboration including the engagement of older people in the initiative. 	Strong support for the Leadership Group continues, evidenced by good meeting attendance and development of strong interest and linkages with UniSA and Council of the Ageing.
	The project implementation officer position was advertised and the recruitment process was underway in October.	A rolling three month action list was updated and work to progress actions is ongoing.	
	Correspondence was undertaken with CentaCare regarding membership of the D&A Plan implementation team.		CentaCare nominated a representative to join the Leadership Group.
	Communications with NDIA to support the implementation of the D&A Masterplan (and provision of grant funding) have been ongoing.		
	Collaboration was undertaken with UniSA to establish scholarship/internship projects.	Three internships and three community scholarships were advertised.	The selection process is underway with participant commencement expected during November.
A Multicultural SA, Stronger Families, Stronger Communities grant funding application was developed and lodged – see Assist Invest Attraction below.			

Outcome 3: Priority activities -			
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: <i>Support development of social and community infrastructure and services to enhance liveability.</i>			
Support coastal development planning initiatives.	A Skype meeting was held with the City of Whyalla 17 September to discuss options for the upgrade and use of cottages at Point Lowly adjacent to the lighthouse to enhance tourism development in the coastal area north of Whyalla.	Various options were discussed including an upgrade of the cottages for tourism accommodation and the possible inclusion of small retail facility.	It was agreed that the project should be investigated as part of the preparation of a masterplan for the northern Whyalla coastline, which will explore a broader context for recreation and tourism development in the area.
	Provided leadership, expert advice and support to Local Government in relation to the Whyalla Northern Coastline Masterplan.	This included the provision of support to the City of Whyalla and representing RDAWEP and regional tourism on the Whyalla Northern Coastal Masterplan project steering committee. Provided a regional and State tourism context to mandatory tender briefing on 8 th Oct in Whyalla.	The project tender process was underway.
	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.	The area has significant opportunity to be developed both for tourism and for further industrial development. The project had been identified as a priority by the Whyalla Target Team and a project brief and scope of work was prepared and submitted to WCC via the Economic and Social Committee.	Ongoing communications with council, RDAWEP participated in a project briefing and site visit for prospective tenderers Consultants are expected to be engaged during December (2015).

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
Access to International, National and Regional Markets - REGIONAL PRIORITY: <i>Promote investment to develop strategic infrastructure and foster globally competitive business.</i>			
Assist investment attraction.	A meeting was held with Country Arts SA CEO, Steve Saffell, to review and identify grant funding opportunities for the refurbishment of the Middleback Theatre at Whyalla. The project includes the potential establishment of an A Class art gallery.	This project is a longstanding development and several grant applications have been submitted to pursue the funding. Progress has been made on some aspects of the development, but significant funding for capital works expenditure is required.	The project is pending further interest and action by the Whyalla Council and Country Arts SA and the opening of appropriate grant funding programs.
	A Multicultural SA, Stronger Families, Stronger Communities grant funding application was prepared and lodged for the appointment of Service Improvement Coordinator aligned with the Disability and Ageing Masterplan project.	The application seeks \$155,500 for a Coordinator to develop information and communication tools for the city's ageing immigrant population. The position will provide information about the available services, and identify and address service gaps.	Another objective is to attract and train workers from diverse backgrounds into the Disability and Aged Care service industry. The grant application outcome is pending.

Outcome 3: Priority activities			
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: <i>Promote investment to develop strategic infrastructure and foster globally competitive business.</i>			
Assist investment attraction (Cont'd)	The CEO held a meeting with the LGA Economic Development Officer on 13 October about a range of economic development initiatives.		
Support utility and transport infrastructure development, including containerisation options.	A meeting was held on 16 September with a potential investor in port infrastructure.		
	The CEO had an on-site meeting at Lukin Quays, 18 September, with various parties regarding the progress of the industrial and residential development at Proper Bay.		Additional meetings with the Lukin Quays proponents were held on 9 October.
Pursue the development of purpose-built fishing industry infrastructure.	See Lukin Quays and Outcome 4 assistance with grant funding applications.		
Pursue the development of competitive grain supply chain infrastructure.	A meeting was held on 2 October with an international grain trader about wharf development in the region.		
Pursue the upgrade of the Port of Thevenard Port.	A Thevenard Port stakeholder meeting was held on 21 September to review the costs of upgrading infrastructure to enhance export capacity.	A follow-up meeting was held in Adelaide on 30 October with the Thevenard Port Masterplan Steering Group and AECOM, the consultant appointed to review the upgrade costings.	
Support the improvement of road infrastructure.	Ongoing discussions were held with the EPLGA about the progress of a regional transport strategy.		
Support export development initiatives.	An international 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 market opportunities. New family opportunities were also created.
	Provided in depth marketing advice to the Cummins Milling Company 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.	This new client will dramatically improve the cash flow of the business, replacing a customer who was buying 150 tonnes of flour a month, but was a very slow payer.
	The Cummins Milling Company is looking to relocate the mill and expand operations significantly. This will create approximately 10 and 20 new jobs in stage 1, and more in stage 2; largely due to increasing overseas demand for high quality flour. The Business Development Manager has met with the Mill owners to begin the business planning process.	Over the coming months, the Business Development Manager will be conducting meetings with the Mill owners, and regional District Councils to progress potential development plans. A supporting business plan will be prepared by the Business Development Manager; and RDAWEP will assist the project by preparing a business case to support grant funding applications. The Mill owners have indicated a preparedness to invest up to \$10K to for the production of the supporting documents.	The project goals are to achieve significant business growth through the relocation of the Mill to bigger premises, and to improve business and strategic planning to drive growth and employment opportunities. The results will be mapped against these goals over the next 12 months.

Outcome 3: Priority activities			
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: <i>Promote investment to develop strategic infrastructure and foster globally competitive business.</i>			
Support export development initiatives (Cont'd).	The Business development Manager assisted Popes Honey with the development of a business plan for a honey tour trail across the Lower Eyre Peninsula. The new tour business will value-add to the Eyre Peninsula tourism industry product, and act as a catalyst for the development of similar food-related tourism initiatives.	The Business Development Manager developed a strategic business plan framework to assist the business owners to write their own business plan.	
	RDAWEP supplied local Councils with English and translated seafood industry marketing collateral.	Councils have used the collateral to be more active in business development in the region.	This has contributed to the regional brand development.
	The CEO had meetings in Port Lincoln on 21 September with a delegation from Shanghai about a range of potential export and investment initiatives.		Another meeting was held a Shanghai Business Group delegation on 20 October.
Support the EP Mineral and Energy Resources Community Development Taskforce.	No Taskforce meetings were held during the reporting, however ongoing communications were undertaken between the Taskforce Coordinator, RDAWEP and the EPLGA.		
Improve the Regional Prospectus			

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 and develop the food industry.	The Food and Beverage Ambassador Program was delivered in the region to promote the food industry. RDAWEP conducted several inbound food industry tours by east coast food buyers, chefs and the media. Key participants included the Sydney-based Pendolino Group, and the Australian Pork Industry Marketing Manager, Mitch Edwards.	The program delivered detailed tours of local food operations, showcasing local food product.	The Pendolino Group is planning an Eyre Peninsula pork and wine promotion in its Sydney restaurants in March 2016.
	The CEO met with the PIRSA Food Innovation Team on 17 September regarding potential food projects for SA and the relevance to the region.		

Outcome 3: Priority activities			
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.	The EP Brand Marketing Plan was developed to provide strategic direction.	The Plan was completed and a budget was allocated to deliver the plan in the 15/16 FY.	This activity is ongoing.
	A sponsorship business proposal package with flyer was developed to support the showcasing of local seafood at the annual Port Lincoln Cup Race for 4 March 2016.	The proposal was issued to local banks and Qantas to seek sponsorship support.	The impact cannot be assessed until the outcomes are known.
	Advice was provided to Southern Ocean Express and Gavin Myers on the development of a brand and strategy for a portfolio of products.	Developed the MYERS brand and strategic plan.	Ongoing roll out of branding program.
	RDAWEP assisted Jason Stevenson with a Pork brand development project.	This has developed PORK LINCOLN and Boston Bay Smallgoods brands.	There is ongoing development of the local pork industry in liaison with the Australian pork industry marketing program; Porkstar.
	Collaboration with the Clare Valley Wine Growers Association for the 'Clare with Fresh Eyre' promotional campaign in the eastern States.	Clare with Fresh Eyre was a regional co-branding project to raise awareness for the Clare and RDAWEP regions by leveraging on their complementary strengths – i.e. Seafood and Riesling. Several tasting and masterclass events for media were held in Brisbane (Jellyfish), Sydney (Icebergs) and Adelaide (Electra House).	Significant mainstream and social media exposure was achieved during October for both regions and their complementary products. Additionally, ongoing promotional alliances between Clare wineries and EP seafood companies has continued beyond the campaign.
Provide strategic direction for product development and new markets by food industry stakeholders.	Advice was provided to Mark Andrews and SA Seafood on the development of a new processing facility for the production of cooked and retort packed products. The option of using this plant for the packaging of Tuna and other products is being investigated.	An RDF grant application being prepared for submission in 2016.	This is an ongoing project.
	Advice was provided to the EP pork industry on domestic market development. As part of this process, RDAWEP hosted and led the visit to the region by the Australian Pork industry Marketing Manager, Mitch Edwards.	This in-region visit expanded the buyer network for Jason Stevenson to include the Pendolino Group, Rockpool, and Press.	A regional pork promotional activity is underway with Pendolino. Additional sales with Rockpool and Press have been achieved.
Provide strategic direction for destination development by tourism stakeholders.	The CEO had meetings with the SATC Regional Chairs and a consultant in Adelaide on 15 October about the future of regional tourism.		
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 exploreyrepeninsula.com.au		During Sept 1 st –Oct 31 st the website achieved an increase of 11% for page views and 4.6% in viewing time.
	There was proactive marketing of the Nullarbor suite of platforms - including print, online and app.	Use of the online website and app was high during the reporting period.	This included an increase of 22% in website page views; 194 app downloads (apple only). Only 2,472 of the print documents remain.

Outcome 3: Priority activities			
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).	Market online publications including: <ul style="list-style-type: none"> Culinary Adventure Guide Corporate Planners Guide 		The was a 16% increase in website page views during Sept-October.
	Established a cooperative video project for Local Government.	Project briefs were collated and the production company was engaged.	5 Councils are participating in round 1. Production meetings now taking place
	Provided 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.	
	Provided 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.
	Provided 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. 	<p>Ongoing support is being provided to secure funding for regional events and to develop events in Whyalla.</p> <p>The development of Whyalla events is presently waiting Council decisions.</p> <p>Budget and project planning is underway for Tasting Australia.</p> <p>The RFDS event has been identified. The project feasibility and budget determination are due by Dec.</p> <p>The Port Lincoln Air Show development is presently awaiting Council decisions.</p>	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.
	Supported the regional famils and influencer program	<p>Media and trade opportunities were identified and prioritised, based on regional benefit.</p> <p>5-7th Oct Port Lincoln and West Coast. Hosted the owners of 4 premier Aussie Specialists travel agencies from the UK providing linkages to local businesses.</p>	<p><i>"Many thanks for the information. Rest assured that we will be doing our very best to sell your region to our clients. We were blown away by what we saw and experienced – and certainly to my mind your region has simply been hidden from view!"</i> Owner, Luxury More Travel, UK</p> <p><i>"Many thanks for your hospitality. We all left with the impression that the Eyre Peninsula is a better option for our customers than Kangaroo Island. Hopefully we can all send plenty customers to you."</i> Owner, Westoe Travel, UK.</p>

Outcome 3: Priority activities			
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>			
Improve the collection and use of meaningful tourism data.	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 a best practice model.	Ongoing activity.
Support the development of the agricultural industry.	A meeting was held 21 September with the Chair of the Agricultural Advisory Group regarding a number of agricultural industry issues on the Eyre Peninsula.		
Support the development of the manufacturing industry.	<p>A meeting of the Heavy Industry Cluster Leadership group was organised and facilitated with supporting documentation prepared and circulated.</p> <p>Separate meetings held with Ministers Brock and Maher to enlist support and funding for the project.</p>	<p>Correspondence with DSD and Regions SA seeking a financial co-contribution to support the cluster establishment phase with strategic advice and deliver a series of Business Model Innovation workshops eg Goran Roos has not been supported and a letter of rejection was received.</p> <p>Communication with both departments has been ongoing. A meeting to discuss the project in more detail was held with Minister for Regional Development, Geoff Brock on 6 October. A meeting with Minister for Industry and Innovation, Kyam Maher was held on 15 October. Modifications to the proposal were suggested and will be discussed at the next meeting.</p> <p>Meetings and correspondence with office of the Economic Development Board, Prof Goran Roos, DSD and PIRSA has been ongoing.</p>	<p>Attendance was diminished due to a number of members overseas or with prior commitments.</p> <p>A list of actions with a rolling three month action plan was developed and updated and will be worked on over coming weeks.</p> <p>A capability mapping process has been developed and interviews with the companies and their supply chains is expected to commence in November/December.</p>
	The CEO held numerous meetings during October to assist manufacturing and heavy industry in Whyalla and the Upper Spencer Gulf region.	These meetings included:	<ul style="list-style-type: none"> • An interview with ABC radio on 6 October about job losses in Whyalla, • Meetings at Whyalla on 7 October with Minister Brock, member for Giles, Member for Grey and the Whyalla Chamber of Commerce about job losses and heavy industry viability, • A Whyalla heavy industry cluster meeting and a meeting with the GM of Arrium on 12 October, • A meeting with the Minister for Industry and Innovation, Kyam Maher, on 15 October. • A meeting with the Leigh Creek Energy

		Company in Adelaide on 13 October.	
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Outcome 3: Priority activities			
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 the mining industry.	A meeting was held in Adelaide on 11 September, hosted by SACOME, to sign an MOU between RDAWEP, EPLGA, EPNRM, EPICCA and Iron Road Limited to progress the Central Eyre Iron Project near Warrambo.	The signing of the MOU was approved by the Iron Road Board at its meeting on 28 th August.	This activity included an additional meeting with the Treasurer and Minister for Resources, Tom Koutsantonis.
	The CEO participated in meetings at Port Augusta on 8 October about the State Government Copper Strategy, with The cities of Port Augusta, Whyalla and Port Pirie.		
	A meeting was held with SACOME in Adelaide on 16 October about the progress of projects by Iron Road Limited and BP.		
Support the development of the transport industry.	Transport industry issues are being pursued on a State-wide basis via RDSA.		
Support the development of the health care and social assistance industry.	A Community Services Advisory Group meeting has been scheduled for November via teleconference.	The use of teleconferencing is being tested to see if this increases Advisory Group participation.	
Support the development of renewable energy projects.	Options for increased use of renewable energy are being pursued as an ongoing activity.		
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.	
	Development of the 'Introduction to the Seafood Industry' training.	The training is scheduled for delivery on 24th November.	Ongoing
	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.
	Assistance was provided to the City of Whyalla about the development and distribution of a business survey with a focus on employment.		The CEO held a meeting with Minister Truss's advisor on 16 September regarding assistance for development at Whyalla.
	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 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 sales funnel policy at Miller's Kitchens aims to enhance businesses capacity to increase turnover. This has led to EPBB being engaged to further consult around HR policy and practices for the business, which commenced in September/October.

Outcome 3: Priority activities			
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 business innovation, skills development and sustainability (Cont'd).	<p>The EP Business Builder Program:</p> <ul style="list-style-type: none"> Delivered 5 training sessions across the region (YTD - 10) Provided intensive one on one mentoring support to business clients applying for a Tackle World franchise in Port Lincoln (Business Planning / Business planning for credit) Provided intensive one on one mentoring support to Popes Honey (Business Planning) 	<p>The EP Business Builder Program:</p> <ul style="list-style-type: none"> Delivered 13 one on one free one hour consults to business clients (YTD - 25) Assisted Popes Honey with the preparation of a business plan 'in concept' document. Business Planning mentoring / consultancy YTD - 3 (Millers Kitchens, Tackle World Port Lincoln, Popes Honey) Assisted Tackle World business owners with writing the business plan for both the brand franchise and to obtain credit. 	<p>The Tackle World Port Lincoln business owners attended the EP Business Builder 'Business Planning Package' and also received one on one mentoring support around business planning courtesy of the ANZ seeds of Renewal Grant (10K funding to EP Business Builder from ANZ Bank).</p> <p>The clients were subsequently successful in being granted a Tackle World Brand franchise to be only the 4th 'new business start-up' in Australia to be granted a franchise. This was achieved on the back of the business plan - See Case study Tackle World Port Lincoln.</p> <p>The business owners were also successful in obtaining bank finance from the ANZ bank, again on the strength of the business plan.</p>

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.	RDAWEP assisted DC Tumby Bay by facilitating the provision of a consultant to prepare a business case for stormwater initiatives at Tumby Bay to support broader township development.	B&J Consultants was provided with examples and the format of RDAWEP prepared business cases to ensure that qualitative consistency in these documents is maintained.	
	Assisted Little Islands Caravan Park to identify and apply for funding to reseal entrance road infrastructure.	Specific meetings with SATC and other stakeholders	Awaiting outcomes
	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.	The application is for the establishment of an activity centre at Akenta Incorporated to improve community health and meeting functioning.	
	RDF grant application compilation assistance to SA Seafoods	The application was unsuccessful but will be updated and refined for lodgement in later RDF rounds.	

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 three new clients in China for the supply of lobster, crab meat and tuna

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.	A system has been implemented to ensure that all compliance obligations are being met, with submission dates and other reminders being automatically issued to the CEO and relevant projects managers.		
Review and refine policies, procedures, planning and reporting documents.	A staff workshop was held, 15 September about the new format for staff bi-monthly reports.	The explanatory documents were distributed with examples from the Annual Report on Outcomes 2014-15 to help staff with the report preparation.	A reporting schedule was prepared and issued to Project Managers.
	A staff training workshop was held 28 September about the SA-based Student Training Enrolment Logistics Application (STELA), which is an online application used by training providers to support workforce development initiatives.	As part of RDAWEP workforce development programs, the organisation is considering to become a provider of non-accredited training. The use of STELA is essential to record student statistical data, and the training was provided in preparation for implementing this initiative.	
Develop marketing, communications and media plans.	The 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 draft report was received and in the process of being approved.	The Annual report will be completed by end of November.
	Corporate Website upgrade.	The website was rebuilt, revitalised and modernised to better reflect RDAWEP activities and achievements. The upgrade was developed by Momentum Design. Two design concepts were provided and reviewed.	The revised concepts were provided 30 October and are in the process of being approved.
	RDAWEP Media Gallery upgrade.	Momentum Design provided training to three staff on the management of the media gallery in October.	The new Media Gallery will be launched in November.

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).	Corporate Newsletter production.	The design of the newsletter format is linked with the upgrade of the Corporate Website and will not be finalised until the website is fully developed.	
	Created and distributed 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.
	<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>	The RDAWEP Regional Newsletters for September and October were distributed on 29 th September and 2 nd November.
Improve financial and IT systems.			
Implement best practice HR initiatives.			