



2023 - 2024 Annual Business Plan



An Australian Government Initiative



Regional Development Australia Ipswich & West Moreton would like to acknowledge the traditional owners of our region.

Chair's Message



It's with great excitement that I introduce the Annual Business Plan for 2023-2024 on behalf of the committee at Regional Development Australia Ipswich & West Moreton (RDAIWM). This updated plan outlines our scheduled projects and activities for the upcoming financial year. It highlights vital developments within the Local Government Areas of Ipswich, Lockyer Valley, Scenic Rim, and Somerset.

Our business plan is directly aligned with our five-year Strategic Plan (2021-2025), following our Funding Agreement (January 2021 - June 2025) with The Commonwealth Department of Infrastructure, Transport, Regional Development, Communications and the Arts. This annual plan is an extension of our ongoing commitment to stimulate economic growth in our region.

In the 2022-2023 financial year, the Ipswich & West Moreton region showed resilience and strength as it continues to overcome the impacts of significant flooding events, the COVID-19 pandemic and other related trials that have led to a lasting effect on our connected region.

Despite these challenges, our region's combined Gross Regional Product climbed to an impressive \$17.64 billion, reported for 2021-2022 by the National Institute of Industry and Economic Research. Additionally, the region saw significant growth in local jobs, reaching 128,155 and more than 22,090 local businesses as the area continues to gain momentum.

As a member of a national organisation network, RDA Ipswich & West Moreton works alongside all tiers of Government, businesses, and the community to bolster economic growth and development in Australia's regions.

Our mission is to foster a thriving and dynamic economy in Ipswich & West Moreton that leverages its strengths with a competitive nature and, capitalises on economic opportunities and draws international investment and trade. We aim to link the Local Government Areas of Ipswich, Lockyer Valley, Scenic Rim and Somerset with Australian and global markets.

I want to express my thanks and appreciation to my fellow committee members and staff for their assistance and contributions to our region throughout the 2022-2023 financial year and ongoing.

Cr Janice Holstein

Chair

Regional Development Australia Ipswich & West Moreton Inc.

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Committee Overview

The Regional Development Australia Ipswich & West Moreton website provides up-to-date information on current committee members and staff. To view our list of current committee members or to view the committee member application process, we suggest visiting the website at: rdaiwm.org.au/committee

Chair and Deputy Chair

Committee Chairs and Deputy Chairs are members of the community committed to the development of their region and present the following benefits to Regional Development Australia boards:

- Knowledgeable about the region, including economic, social, cultural and environmental opportunities and challenges
- Strong advocates for their region
- Established regional networks for positive outcomes
- Bring together and present community views and interest, as well as skilled in financial management, governance and leadership.

There are two critical roles for the Chair of an RDA committee - to provide strategic direction and leadership to the committee and to develop and ensure continued adherence to sound governance arrangements.



Cr Janice Holstein

Chair



Mr Albert de Ruiter

Deputy Chair
Acting Secretary



Cr Sean Choat

Treasurer



Cr Duncan McInnes

Member



Cr Nicole Jonic

Member



Mr James Sturges

Member

Executive Summary

South East Queensland comprises eleven local government areas bounded to the east by the Pacific Ocean, to the south by the NSW border and to the west and northwest by the Darling Downs. Seven of SEQ's eleven local government areas occupy the coastal plain, while the remaining four lie inland.

These four - Ipswich, Lockyer Valley, Scenic Rim and Somerset - comprise the Ipswich & West Moreton region, which accounts for well over half the land area of SEQ (13,000 km² out of 22,300 km²) but a little less than 10% of its population (355,654 out of 3,904,543*).

Ipswich & West Moreton is a region of many ranges and several valleys. To the west, the ranges support the Darling Downs, while to the east, they form a formidable but discontinuous Coast Range. The valleys are flat and fertile. The Lockyer Valley has a nationwide reputation as a source of fresh vegetables, and the Brisbane, Fassifern and upper Logan valleys also support intensive agriculture.

From Ipswich, roads radiate to western Queensland via the Warrego Highway, to central and north Queensland via the Brisbane Valley and Burnett Highway, into NSW and Victoria via the Cunningham and New England Highway, or via the western NSW plains.

Not only have the people of Ipswich & West Moreton benefited from the growth of employment within their region, but they have also benefited from employment growth in adjacent regions and from recent transport investments which have improved the connections between Ipswich & West Moreton and the rest of SEQ.

Residential growth in the Ipswich & West Moreton region is at an all-time high, with thousands of people migrating from various cultural backgrounds boosting the region's thriving multiculturalism. Ipswich & West Moreton is a region of diversity and heritage, consisting of 355,654 residents with diverse skills and expertise.

Dwelling prices in Ipswich & West Moreton remain reasonable within Australia. However, they are high compared to the norms established in previous generations and when paired against young families' incomes. This issue has raised questions about housing affordability around income.

*** SEQ population sourced from Profile ID Community - The Population Experts**

Annual Workplan (2023 - 2024)

Regional Australia's opportunities, challenges and aspirations are varied and diverse, and government investments that support regional Australia - across multiple portfolios and jurisdictions - are equally broad to meet these needs.

The Regional Investment Framework is a new approach to how the Australian Government delivers regional investment that can be applied across different scales and types of investment across the whole Government. Designed to complement other Government frameworks, it assists in providing a common operating approach and guiding principles that embed local engagement, targeted solutions and collaboration into business as usual.

The Framework identifies four priority focus areas to support regional development - people, places, services and industries and local economies. These focus areas recognise that different types of investment are needed across regional Australia - from investing in the education and skills of regional Australians to driving industry diversification and attracting foreign investment across our regions.

In addition, several key Government priorities are relevant across these focus areas, particularly Closing the Gap and Priority Reforms - which change how governments work with First Nations people, supporting the transformation to a net zero economy, decarbonisation, and the commitment to achieving gender equality.

Investing in...

1

Services

2

People

3

Places

4

Industries &
Local Economies

Springfield Regional Jobs Committee

The Springfield Regional Jobs Committee is a Queensland State Government-funded program that intends to bring together local industry groups, regional training providers, local and central employers and councils to identify key employment growth areas and local skills training and workforce development needs.

The members of the Springfield Regional Jobs Committee provide strategic and operational leadership in establishing a place-based approach to skills investment. The committee has shown significant growth and has become a voice for place-based regional employment, launched in early 2018 and growing year-on-year.

The Springfield Regional Jobs Committee is Chaired by the RDA Ipswich & West Moreton Chief Executive Officer, Rees Banks. The program is auspice by RDA Ipswich & West Moreton, which has employed a full-time project officer to continue the growth and promotion of the successful regional employment group.

Measurable Outcomes

- Engagement with regional employers, small business and other industry stakeholders to ensure training and employment solutions are more accurately aligned with local skills needs and economic activity to support regional jobs growth.
- Regional industry advice to identify trends and opportunities in the local area.
- An opportunity for key local stakeholders to work together to align regional skills and workforce development with local industry and employer needs.
- Stronger links between schools, parents, industry and employers, and registered training organisations.



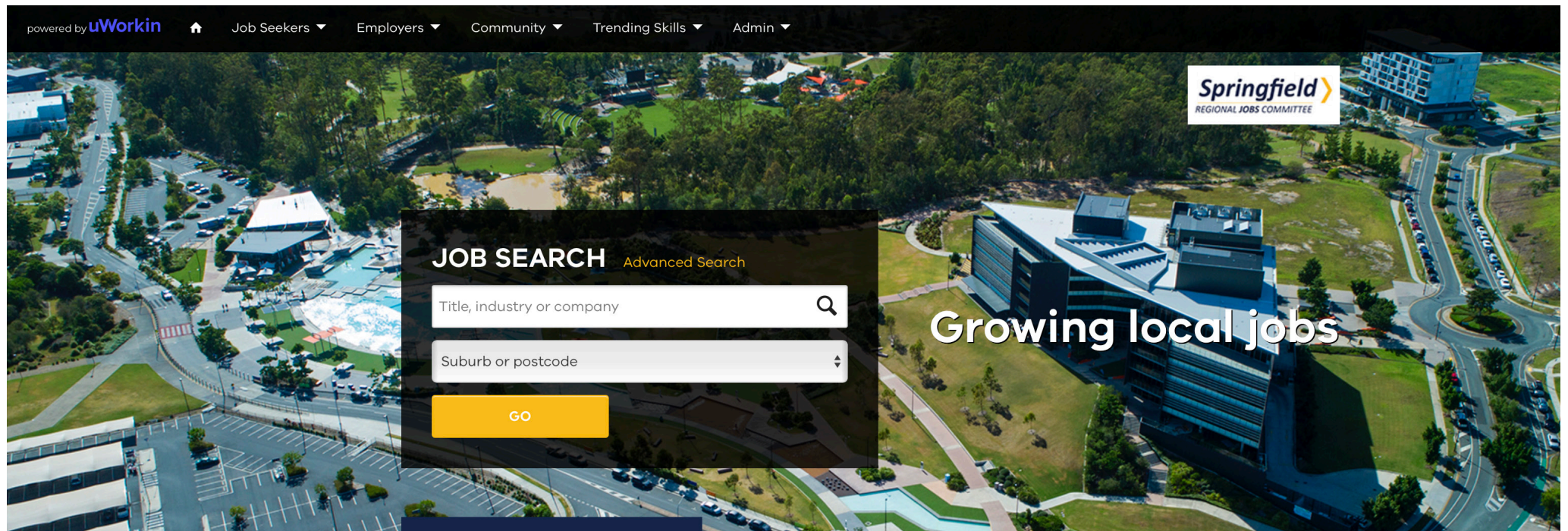
Springfieldjobs.com.au

Springfield Jobs is an online portal that brings the Springfield and surrounds working community together. The portal allows users and viewers alike to search for available job listings in the Springfield region. People that engage with the website are able to search for listings by specific job title, industry or even by specific companies.

The portal provides many other useful features entirely free to users, such as the 'Talent Pools' extension. Talent Pools allow prospective employers to view and source preferred candidates that meet their unique and tailored expectations. This feature is especially helpful for shortlisting potential employees that are suitable for the job opening(s).

Searching for regional job opportunities is made simple with our member dashboard, community noticeboard and user-assistive features that allow for the aggregation of hundreds of available job opportunities in Springfield and surrounds.

The portal is entirely free for all users, job searchers and employers to take advantage of, with the only prerequisite being that you must either be in need of or listing a job that is in the Springfield and surrounds area.



Community Energy Zones

A Community Energy Zone is an aggregation of renewable energy generation and distribution at a community level.

Advance Queensland, a State Government Agency under the Queensland Connects program, is about team-based project groups undertaking planning activities which might stimulate innovation and business development in renewable energy in the regions.

A local based team in the West Moreton Region was awarded Project Funding of \$30,000 to be managed by RDA Ipswich & West Moreton to develop a plan for Community Energy Zones. These zones will have an initial place-based focus in the Ipswich and Mt Tamborine areas. That team consists of a cross-section of skilled professionals who will be able to contribute to creating inertia to increase the take-up of renewable energy.

Community Energy Zones are modern-day power stations. They combine renewable energy generation, such as wind and solar, and storage, such as batteries, high voltage poles and wires to deliver energy to the homes, businesses and industries that need it. By connecting multiple generators and storage in the exact location, these energy zones capitalise on economies of scale to deliver cheap, reliable and clean electricity.



Local Jobs Program (Wivenhoe)

The Australian Government's Local Job Program (LJP) brings together expertise, resources and access to funding at the local level to accelerate reskilling, upskilling and employment pathways in the Wivenhoe Employment region.

The Local Jobs Program (Wivenhoe) recognises the importance of local knowledge in getting people back into employment faster by focusing on the following key elements:

- Local Employment Facilitator
- Local Jobs and Skills Taskforce
- Local Jobs Plan
- Local Recovery Fund to support small scale activities
- Access to the National Priority Funding Pool



Key Employment and Training Priorities

1. Negotiate and co-design pre-employment preparation programs to address the current mismatch between the job requirements of employers/industries with vacancies they are unable to fill and the skillsets, experience and work behaviours of people on the Wivenhoe Employment Services Provider caseloads.
2. Collaborate with all relevant levels of Government and private sector contractors to identify future major projects and ensure that associated social impact commitments are met through skills development in the current and future workforce. Mobilise the Employment Services Provider network and other stakeholders, including schools, to develop effective employment pathways that align with these major projects and emerging jobs in sectors such as advanced manufacturing.
3. Collaborate with key regional stakeholders, including the three levels of Government, to address barriers to employment resulting from lack of viable "transport to work" options within and across the region. This will include strategies around driver's licencing.
4. Promote the engagement and retention of Australian Apprenticeships (including Traineeships) to align with projected skills shortages, including areas of future demand in the region, and connect with appropriate sources of candidates including the Employment Services Providers and pathways from local high schools.

Ipswich, Lockyer Valley and Somerset Jobs

The Ipswich, Lockyer Valley and Somerset Jobs portal is a regional approach to providing and matching local job opportunities to local people through an online application.

Before the initiation of the project, RDAIWM understood the potential of the portal and identified the opportunity available to Ipswich, Lockyer Valley and Somerset regions to capitalise on a regional initiative that captures sustainable employment opportunities across the whole region.

Ipswich, Lockyer Valley and Somerset Jobs (iwmjobs.com.au) is an entirely free to use portal that connects job seekers and potential employers together through the link of opportunity. The platform not only boasts employment, but also exhibits employability boosting tools and resources.

Such resources include trending regional skills that align with future workforce requirements and the community noticeboard, which frequently provides updated postings to the community about regional employment issues, events and assistance.

Since the launch of the platform, there has been significant signs of success for regional employers and job seekers filling available roles. At the time of writing, the website is currently utilised by over 5,396 registered users and 115 regional employers. This does not include the ongoing traffic of unregistered users that browse the site freely to search for new job opportunities.

Job Portal Features and Tools

The Ipswich and West Moreton Jobs Portal boasts ease of access to regional employment opportunities and provides assistance with educational pathways through the use of trending skill data, which is heavily utilised by its users.

However, the portal has much more to offer such as:

- **AirCV** - This feature allows users to create a career snapshot, providing an efficient and more user friendly approach to traditional resumes, as well as becoming more easily exposed to potential employers and recruiters.
- **Talent Pools** - A place for employers to shortlist AirCV applications that they have determined suitable for their objectives.
- **Community Noticeboard** - An area of the portal dedicated to providing information relevant to job seekers and employers through the channels of the Australian Government, Queensland Government and our education partners.
- **Useful Links** - This area consists of regional education and skilling services, as well as local councils and active initiatives when available.
- **Trending Skills** - Our portal users are able to see the trending skills data for our region, which include helpful resources and information, such as: education pathways, industry growth, vacant positions, average earnings and the amount of people in that industry.

West Moreton Trade and Investment Group

The 'West Moreton Trade and Investment Group' (WMTIG) has been established to provide an opportunity to develop initiatives to support greater trade and investment outcomes and collaboration across the West Moreton region. This will be achieved by: sharing information, identifying priorities, pooling resources, increasing government and stakeholder connectivity and collaboration and shaping trade and investment projects.

Trade & Investment Queensland (TIQ), and the Chief Executive Officer of Regional Development Australia Ipswich & West Moreton (RDAIWM) will co-chair this reference group. TIQ, in collaboration with RDAIWM, will provide secretariat support.

The following priorities are associated with this group:

- Build on our strengths
- Further diversify our economy
- Target key markets
- Build export capabilities
- Foster export opportunities
- Facilitate investment
- Promote investment in infrastructure
- Pursue investment in innovation
- Support regional growth



Project Status Report January 2023 - December 2023

The Project Status Report is a regional resource that RDA Ipswich & West Moreton has produced since July 2017. The document is updated each release and shines a spotlight on the entire Ipswich and West Moreton region.

A key objective of the Project Status Report is to promote the investment, liveability and growth of the Ipswich and West Moreton region as a whole, by bringing the four local government areas of Ipswich, Lockyer Valley, Scenic Rim and Somerset together to provide a wholistic understanding of the region.

The Project Status report not only promotes investment, but also places a focus on our regional economic diversity, usage of significant roadways, industry development, telecommunications and general community information.

Project data utilised within this report is supplied by Cordell Connect (CoreLogic) to provide an overview of the investment in the region and local project status and details that may be interesting to stakeholders and residents.

The report also imparts analytical data and statistics sourced from the Australian Bureau of Statistics, as well as The Queensland Government's Statistician's Office in a multitude of areas that assist with conveying a better understanding of the Ipswich & West Moreton region.

The following priorities are associated with this group:

- Utilising local knowledge in the implementation of the Australian Government's policy and programs that relate to regional and remote Australia.
- Delivering the Australian Government's priorities for regional and remote Australia.



Agricultural Needs Analysis 2023 - 2025

The Agricultural Needs Analysis was originally developed in August 2018 and served as a foundation reference document for use by all levels of Government and other organisations.

This document was proven effective and will be receiving a revitalisation in the second half of 2023, aiming to continue to facilitate work towards a consolidated agreement and strengthen the prioritisation of individual projects and policies, to support funding requests for critical infrastructure in the region.

The updated Agricultural Needs Analysis intends on enhancing public understanding of the agricultural needs in the region, while providing debate on what needs to be actioned to advance the interests of Ipswich and West Moreton economically, socially and environmentally.

RDA Ipswich & West Moreton will push for the participation in a series of forums to bring together all organisations involved in water security projects to ensure a shared understanding of the state of investigations, progress to date and potential solutions. Aligned with this will also be to work with the region's Councils to ensure that all identified priority road infrastructure is appropriately captured in Department of Transport and Main Roads planning.

Partnerships will continue to be further strengthened with regional educational institutions on small-scale projects, placing a primary focus on the workings of the agricultural industry.

It is believed that capturing these opportunities will continue to boost the general appreciation of the region by mutually reinforcing the nature of relationship between the Ipswich and West Moreton region and Greater Brisbane.

The following priorities are associated with this group:

- Utilising local knowledge in the implementation of the Australian Government's policy and programs that relate to regional and remote Australia.
- Delivering the Australian Government's priorities for regional and remote Australia.



Outcomes and Performance Indicators 2023 - 2024

OUTCOME 1 (Facilitate regional economic development outcomes, investment, jobs and local procurement.)

Focus on regional economic development consistent with the Regional Investment Framework.

PERFORMANCE INDICATORS

1. Investing in Services.
2. Investing in People.
3. Investing in Places.
4. Investing in Industries and Local Economies.

PART I - FOR THE ANNUAL BUSINESS PLAN

WHAT WILL WE DO?

1. Springfield Regional Jobs Committee (Lead / Championed)
2. Springfieldjobs.com.au (Lead / Championed)
3. Community Energy Zones (Contribution / Auspice)
4. Local Jobs Program - Wivenhoe (Contribution)
5. Iwmjobs.com.au (Lead / Championed) [Council regions: Ipswich, Lockyer Valley, Somerset]
6. Trade and Investment Queensland West Moreton Group (Lead / Championed)

ACTIVITY 1 - SPRINGFIELD REGIONAL JOBS COMMITTEE

The Springfield Regional Jobs Committee is a Queensland Government funded program that intends to invest in people and services by bringing together local industry groups, training providers, local and major employers and local councils to identify key areas of employment growth and local training, skills and workforce needs.

- RDA Ipswich & West Moreton is a key contributor and has a high-level of involvement by Chairing this Committee.
- RDA Ipswich & West Moreton have contracted a skilled Project Officer to deliver the program and so far has seen success.
- The Springfield Regional Jobs Committee is currently funded by the Queensland State Government for a further six months with the potential for extension.
- This undertaken commitment strongly aligns with investing in services and investment in people as outlined in the Australian Government's Regional Investment Framework.

ACTIVITY 2 - SPRINGFIELD JOBS PORTAL

The Springfield Jobs Portal is a community employment portal provided by our resources entirely free to the end user, that promotes local job opportunities in a place-based approach for the Springfield region and surrounding suburbs. The portal acts as a resource hub that is not only beneficial to the job seeker, but also assists employers with talent pools and shortlisting.

- RDA Ipswich & West Moreton has lead this portal for multiple years now and the platform continues to grow and connect locals with much needed employment links. The joint project officially commenced 1 August 2021, however showed early signs of life as early as April 2021.
- The Springfield Jobs Portal strongly aligns with the investing in people, investing in services and investing in industries and local economies elements of the Australian Government's Regional Investment Framework.

ACTIVITY 3 - COMMUNITY ENERGY ZONES

Community Energy Zones are modern-day power stations. They combine renewable energy generation, such as wind and solar, and storage, such as batteries, high voltage poles and wires to deliver energy to the homes, businesses and industries that need it. A Community Energy Zone is an aggregation of renewable energy generation and distribution at a community level. A local team in the West Moreton region was awarded project funding of \$30,000 to be managed by RDA Ipswich & West Moreton to develop a plan for Community Energy Zones. These zones will have an initial place-based focus in the Ipswich and Mount Tamborine areas.

The team involved with these energy zones consists of a cross-section of skilled professionals who will be able to continue creating inertia to increase the take-up of renewable energy for time to come.

- Community Energy Zones strongly align with the Investing in Industries and Local Economies element of the Australian Government's Regional Investment Framework.

ACTIVITY 4 - WIVENHOE LOCAL JOBS TASKFORCE

The Australian Government's Local Jobs Program (LJP) continues to bring together expertise, resources and access to funding at the local level to accelerate reskilling, upskilling and employment pathways in the Wivenhoe region. Key employment and training priorities include:

- Negotiate and co-design pre-employment preparation programs to address the current mismatch between the job requirements of employers / industries with vacancies they are unable to fill, and the skillsets, experience and work behaviours of people on the Wivenhoe Employment Service Provider caseloads.
- Collaborate with all relevant levels of Government and private sector contractors to identify future major projects and ensure that associated social impact commitments are met through skills development in the current and future workforce.
- Collaborate with key regional stakeholders, including the three levels of Government, to address barriers to employment.
- Promote engagement and retention of Australian Apprenticeships (including Traineeships) to align with projected skills shortages.

ACTIVITY 5 - IWMJOBS.COM.AU (IPSWICH, LOCKYER VALLEY, SOMERSET JOBS)

RDA Ipswich & West Moreton facilitates the development of an Ipswich, Lockyer Valley and Somerset Jobs portal that brings together job opportunities in the Ipswich & West Moreton region. This portal from inception has drawn on information from local government authorities, government departments and educational institutions.

Ipswich, Lockyer Valley and Somerset Jobs (iwmjobs.com.au) is a free-to-use jobs portal that assists with investing in the regional job market by pairing local and surrounding people with regional job opportunities and numerous other employment-assisting resources on the portal.

- This portal undertaking strongly aligns with the investing in people, investing in places and investing in services aspects of the Australian Government's Regional Investment Framework.

ACTIVITY 6 - TRADE & INVESTMENT QUEENSLAND (TIQ) WEST MORETON TRADE AND INVESTMENT

The West Moreton Trade and Investment Group (WMTIG) has continued to provide opportunities to develop initiatives to support greater trade and investment outcomes and collaboration across the West Moreton region. This is ongoing and is achieved by sharing information, identifying regional priorities, pooling available resources, increasing government and stakeholder connectivity and collaboration, shaping trade and investment projects.

- Trade Investment Queensland (TIQ), and RDA Ipswich & West Moreton Chief Executive Officer, Rees Banks co-chair this reference group and provide secretariat support where required.
- This activity most strongly aligns with investing in industries and local economies and continues to show positive outcomes as activities progress.

PART II - FOR THE ANNUAL REPORT ON OUTCOMES

WHAT DID WE DO?

RDA Ipswich & West Moreton facilitated and assisted with the creation and sustainability of regional jobs, education pathways and investment opportunities. Our undertaken job initiatives and Ipswich & West Moreton Jobs portal have seen significant use during this financial year and continue to expand and evolve in terms of job postings and recurring job seekers.

We have met with key stakeholders surrounding employment issues and employability attributes, gathering insight and data on a regional level that is applicable to our region and its residents.

ACTIVITY 1 - SPRINGFIELD REGIONAL JOBS COMMITTEE

The Springfield Regional Jobs Committee sees frequent and ongoing website utilisation, primarily for our updated resource documents, such as our recently prepared 'Educate to Employ' report and tailored Anticipating Future Skills resources. These reports demonstrate key issues the region is facing for future employment pathways, and required skill sets for the upcoming labour force.

The 'Educate to Employ' publication associated with the Springfield Regional Jobs Committee outlook provides a snapshot of the pathways available from education through to employment in the Greater Springfield region.

Aside from the strong representation in professional publications, the Springfield Regional Jobs Committee proudly promoted and launched a successful Multicultural Jobs Forum, which paired local and major employers with job seekers - leading to positions being filled.

Springfield Regional Jobs Committee continues to support local schools through sourcing key industry locals to act as mentors and connect industries with students for existing and upcoming job opportunities that will align with the future skills anticipations over the next five years.

ACTIVITY 2 - SPRINGFIELD JOBS

The Springfield Jobs Portal has shown significant growth and continues to remain healthy as more residents discover its utility and offerings. The engagement and outcomes suggest the platform is frequently used as a driving tool to pair residents with employment. Below listed are some key takeaways from this financial year's analytics:

- **Jobs Advertised:** 1,513
- **Approved Employers:** 59
- **Registered Job Seekers:** 2,786
- **Job Listings Viewed:** 103,964
- **Jobs Applied:** 2,662

ACTIVITY 3 - COMMUNITY ENERGY ZONES

The Ipswich Community Energy Zone continues to seek out businesses that may be able to generate excess renewable energy via solar. Agreements with Ipswich Jets, Lions Richlands and Ipswich Turf Club are being explored, as information briefs, sign-up forms and requests for information are procured. Ipswich Jets / Ipswich Turf Club have received their agreements to gather information and have analyzed their energy usage.

The Mount Tamborine Community Energy Zone has progressed with information being sought from Energex regarding some existing policy opportunities.

Customer Relationship Management is underway with over 20 key businesses listed so far that have received crucial information surrounding the desired outcomes and an information brochure. Community information collateral has been developed by a sub-team and sent to project members for comment.

ACTIVITY 3 - COMMUNITY ENERGY ZONES (CONTINUED)

Initial discussions surrounding the project and desired outcomes have taken place with Ipswich City Council.

Several further meetings were held with the Ipswich City Council regarding our memorandum of understanding, which is being developed with them; a visit and briefing took place at Rheinmetall. They are building their solar capacity with a number of thousand panels being installed currently. A think-tank with 14 stakeholders was conducted at QUT regarding a possible ARENA Community Battery bid and members attended a briefing by the Queensland Chief Entrepreneur, discussing the topic of innovation.

Videoconferencing commenced with the Caravan Association to identify its needs as a Community Energy Zone.

ACTIVITY 4 - WIVENHOE LOCAL JOBS PROGRAM

The Wivenhoe Local Jobs Program is ongoing and shows valuable as completions continue to roll in. Throughout this year an increase in information sessions took place, intakes began and approved LRF projects progressed through to completion. Key updates of the Wivenhoe Local Jobs Program include:

- CSIA - Care Sector and Community Support project updated status to completed.
- Verifact Traffic Control latest intake started 21 November 2022.
- Recruitment solutions saw 15 places in the residential aged care sector.
- Komatsu approved for 10 places in metal and manufacturing industry training, along with intake two being scheduled for 23rd January, along with Weld Australia.
- 54 apprentices have been recruited for the 2023 intake, with 40% being female and 60% being male.
- Primo sees two participant completions with a further 43 more places during the 2023 intakes.

ACTIVITY 5 - IWMJOBS.COM.AU (IPSWICH, LOCKYER VALLEY, SOMERSET JOBS)

The Ipswich and West Moreton Jobs portal, now known as Ipswich, Lockyer Valley and Somerset Jobs, continues to prove itself as a valuable employment resource for job seekers and employers in the Ipswich and West Moreton region. Below listed are some key statistics from this financial year's analytics:

- **Jobs Advertised:** 9,173
- **Approved Employers:** 115
- **Registered Job Seekers:** 5290
- **Job Listings Viewed:** 80,104
- **Jobs Applied:** 739

ACTIVITY 6 - TRADE & INVESTMENT QUEENSLAND (TIQ) WEST MORETON TRADE AND INVESTMENT

RDA Ipswich & West Moreton on behalf of the West Moreton Trade and Investment Queensland Group made representation of the exporting opportunities in the region to both the Queensland Trade Commissioner for China, and the Queensland Trade Specialist for India.

RDA Ipswich & West Moreton Chief Executive Officer, Rees Banks, was an independent judge in both the Trade Investment Queensland 'Go Global' funding applications, and the Trade Investment Queensland 'New Market Program' grant. In total, there were 128 applications to be judged.

As part of the activation of the Queensland Trade and Investment Strategy (2022 - 2032), the New Market Program incorporates a key objective to diversify opportunities in new international markets.

OUTCOME 2 (Promote greater regional awareness of and engagement with Australian Government policies and programs.)

Delivering the Australian Government's priorities for regional and remote Australia.

PERFORMANCE INDICATORS

1. Investing in Services.
2. Investing in People.
3. Investing in Places.
4. Investing in Industries and Local Economies.

PART I - FOR THE ANNUAL BUSINESS PLAN

WHAT WILL WE DO?

1. Regional Funding Opportunities and Community News Updates
2. Free Regional Grants Portal for Funding Applications and Assistance
3. Social Media Expansion and Promotion of Relevant Materials

PART II - FOR THE ANNUAL REPORT ON OUTCOMES

WHAT DID WE DO?

RDA Ipswich & West Moreton committed to regular community newsletters to advocate and promote the region, as well as reinforce the Australian Government's regional priorities. This promotion in part came in the form of ongoing e-mail communications, website news archive promotion, complimented with social media postings to accurately strengthen the regional priorities in Ipswich and West Moreton.

Along with the above mentioned, a frequently updated funding archive of a variety of funding streams is promoted in a similar way, including community level funding, through to all levels of Government.

ACTIVITY 1 - REGIONAL FUNDING OPPORTUNITIES AND COMMUNITY NEWS UPDATES

Taking full advantage of our e-mail database that we have extended and improved with a targeted demographic of regional stakeholders, businesses, job seekers and aligning parties, we reached a combined figure in surplus of 104,982 emails for the financial year of 1 July 2022 through to 30 June 2023. A breakdown of the correspondence promoting the Australian Government's regional priorities is as follows:

- **Regional Funding Newsletters:** 39,571 targeted viewership.
- **Community Updates & Regional Events:** 65,411 targeted viewership.

ACTIVITY 2 - FREE REGIONAL GRANTS PORTAL AND ASSISTANCE

Through the use of our funding archive that places a focus on available grants and assistance in the Ipswich and West Moreton region, we were able to provide access to information for all viewers. Of this viewership, we assisted with the following key letters of support for funding applications:

- **Somerset Regional Council** - Australian Government Disaster Ready Fund (Proposed Dingyarra Street / Eskdale Road project)
- **Scenic Rim Regional Council** - Heavy Vehicle Safety and Productivity Program (Kerry Road, Beaudesert)
- **Scenic Rim Regional Council** - Bridges Renewal Program (Taylor Bridge, JR Todd Bridge and Ainsworth Bridge)

Other assisted regional businesses include: TAFE South West, Brookwater Golf Club, Core Supply Australia, Trade and Investment Queensland, DESBT, Queensland Community Achievement Awards, Australian Jobs and Skills Summit, Community Energy Zone, Ipswich Community Youth Service and Boonah Aviation.

ACTIVITY 3 - SOCIAL MEDIA EXPANSION AND PROMOTION

Social Media accelerates RDA Ipswich & West Moreton engagement as we continue to use it as one of our primary tools for regional exposure on a community-based level in a professional format. July 2022 through to June 2023 has seen healthy growth across all platforms and structures, being Facebook, LinkedIn, the RDA Ipswich & West Moreton website and to the lesser extent, Twitter. Here are the outcomes of our efforts:

- **Facebook (RDA Ipswich & West Moreton):** 199,514
- **Facebook (Ipswich, Lockery Valley and Somerset Jobs):** 149,172
- **RDA Ipswich & West Moreton website:** 13,783
- **Ipswich, Lockyer Valley and Somerset Jobs website:** 114,305

OUTCOME 3 (Contribute to Commonwealth regional policy making by providing intelligence and evidence-based advice.)

Summarise the deliverables expected from the Regional Development Australia Network

PERFORMANCE INDICATORS

1. Investing in Services.
2. Investing in People.
3. Investing in Places.
4. Investing in Industries and Local Economies.

PART I - FOR THE ANNUAL BUSINESS PLAN

WHAT WILL WE DO?

1. RDA Ipswich & West Moreton Strategic Plan (2021 - 2025)
2. 'This Is Our Region'
3. Regional Project Status Report

PART II - FOR THE ANNUAL REPORT ON OUTCOMES

WHAT DID WE DO?

RDA Ipswich & West Moreton reports on the deliverables and makes them prominent through a variety of outgoing correspondence, media and resource documents. The RDA Ipswich & West Moreton Strategic Plan (2021 - 2025) is a critical document designed to reflect the aspirations and the context of the communities it serves. A partnership between the three levels of Government articulates a diverse range of sustainable development objectives, projects, programs and policies, as does the regional Project Status Report.

This is Our Region is a strategy that partners with Chambers of Commerce, universities, Federal and State departments and agencies as well as local governments, to provide and raise awareness of Ipswich & West Moreton development and investment opportunities.

ACTIVITY 1 - RDA IPSWICH & WEST MORETON STRATEGIC PLAN (2021 - 2025)

Our Strategic Plan for 2021 - 2025 places importance on the Australian Government Regional Priorities and will be revised to be inclusive of the Regional Investment Framework throughout the 1 July 2023 - 30 June 2024 financial year. The document works cohesively, involving all three levels of Government, focusing on vitality and growth prospects of the Ipswich & West Moreton region.

RDA Ipswich & West Moreton conducted six weekly online surveys distributed to a variety of regional stakeholders and relevant organisations in our database. These surveys were aligned with the Australian Government's regional priorities at the time of writing.

- A total in excess of 400 surveys were accurately completed, expressing the views, challenges and ideas for the Ipswich and West Moreton region which are reflected in the 2021 - 2025 Strategic Plan.
- The Strategic Plan reinforces the critical roll of the three tiers of Government and their deliverables.

ACTIVITY 2 - THIS IS OUR REGION

This is Our Region, is an ongoing RDA Ipswich & West Moreton strategy that partners with regional Chambers of Commerce, universities, Federal and State departments and agencies, as well as local governments, that assists in the following activities:

- Inland Rail - Regular community meetings for open conversation and considerations.
- Scenic Rim Strategic Coordination Group - Assist with the delivery of available grant and funding information.
- Ipswich Youth Unemployment Summit - Identify the steps required to assist tackling the youth unemployment in the region.

Meetings have taken place with over 53 regional stakeholders, local businesses and key industry leaders. Some of which include Federal Ministers, State Government, Local Government, Jobs, Skills and Careers expo providers, and numerous community groups and training providers.

ACTIVITY 3 - REGIONAL PROJECT STATUS REPORT

The Ipswich & West Moreton Project Status Report is a document that was first released in July 2017 and has been frequently updated with new information ever since. It is widely appreciated by residents through to community stakeholders and Government. The document is designed in a way that anybody that uses it as a resource can benefit when wanting to discover information about the Ipswich & West Moreton region.

The research, development and design of this document for this edition commenced in December 2022 and was publicly released in February 2023. Since the release of this updated document, it has seen:

- **Website:** 361+ Digital downloads
- **Communications:** 12,482+ E-mail distributions

OUTCOME 4

Utilising local knowledge in the implementation of the Australian Government's policy and programs that relate to regional and remote Australia.

PERFORMANCE INDICATORS

1. Investing in Services.
2. Investing in People.
3. Investing in Places.
4. Investing in Industries and Local Economies.

PART I - FOR THE ANNUAL BUSINESS PLAN

WHAT WILL WE DO?

1. RDA Ipswich & West Moreton Strategic Plan (2021 - 2025)
2. Community Energy Zones

ACTIVITY 1 - RDA IPSWICH & WEST MORETON STRATEGIC PLAN (2021 - 2025)

The RDA Ipswich & West Moreton Strategic Plan (2021 - 2025) will be revitalised with further community support and input through the form of regional surveys to gauge the sentiment toward the Australian Government's policy and programs that relate to regional and remote Australia. In doing so, the result will be an updated, community-driven resource that utilises local knowledge to achieve the outcome of implementing the Australian Government's policy and programs as they are established.

Currently, the RDA Ipswich & West Moreton Strategic Plan (2021 - 2025) places a primary focus on the pillars of: Connectivity & Infrastructure, Human Capital & Skills, Regional Employment & Business, Leadership & Collaboration, Amenity & Liveability, along with Sustainable & Natural Resources. Moving forward in future releases, this publication will shift its focus to align with the Australia Government's Regional Investment Framework target areas.

ACTIVITY 2 - COMMUNITY ENERGY ZONES

The future plans of Community Energy Zones involve joining forces within our project team to establish a planning event alongside continuing the expansion of our business network of existing candidate energy suppliers. Once these issues are satisfactory we will embark on the development of our policy requirements to be raised for discussion. The project continues to engage with Ipswich City Council regarding our memorandum of understanding which is being developed with them.

The Ipswich Renewable Energy and Climate Forum 2023 will be opened by Queensland's Minister for Energy, Renewables and Hydrogen, Hon Mick de Brenni and include the following guest speakers of: Lance McCallum MP, Professor Bernadette McCabe and Joris Eerkens. Stakeholders with backgrounds in climate, renewables and sustainability will also be invited:

Bremer Catchment Association, Savour Soil Permaculture, Vast Solar, Ipswich City Council, Ripley Valley State Secondary College, Squirrel Energy, Klean Technologies and CPM Advisory.

Communications and Marketing Strategy

The Regional Engagement/Communication Framework's primary aim is to provide guidance to Committee Members and the Chief Executive Officer on inclusivity and 'when' and 'how' the organisation should engage with the regions (Ipswich & West Moreton) communities, associated stakeholders and clients. In an effort not to duplicate the RDAIWM Regional Communication/Engagement Framework will acknowledge existing engagement frameworks that demonstrate RDAIWM inclusivity principles. The cases where deficits are identified, RDAIWM will work closely with stakeholder alignments to maintain continuity of best practice benchmarks.

The RDAIWM Regional Engagement/Communication Framework objectives for establishing and maintaining a world's best practice level of regional communication and engagement include:

- Establish a credible Engagement/Communication strategy based on inclusivity and continuity;
- Information – provide web site content that is relevant to the region, with easily accessed, exact information on RDAIWM including current data that enables and enhances participation in sustainable regional development programs and initiatives;
- Advocate on behalf of local government frameworks to increase the level of stakeholder participation; and
- Encourage and support flexible methods of the involvement to 'all' stakeholders and clients.
- Establish a credible Communication & Engagement strategy based on inclusivity and continuity – To establish and maintain a reasonable, inclusive and consistent communication and engagement strategy. The RDAIWM Committee will work in collaboration and cooperation with all governments and existing local government frameworks.

The three (3) tier level of collective intelligence will provide the necessary level of assurance by the RDAIWM Committee to progress any subsequent recommendations.

Information – provide website content that is relevant to the region, with easily accessed, clear (reader-friendly) information on RDAIWM. This will include current data that enables and enhances participation in sustainable regional development programs and initiatives – The RDAIWM web site is designed with specific consideration to the various levels of Information and Communication Technology (ICT) capability across the region. The primary aim of the RDAIWM website will be to provide communities across the region with current information. **Regional Development Australia Ipswich & West Moreton will:**

- Inform the Government of the impact of policies and programs on business and the community;
- Provide constructive and regular feedback to Government on community development needs;
- Promote and disseminate information about Government priorities and programs;
- Provide a referral service to link their community with these initiatives; and
- Develop, Implement, Monitor and adjust the RDAIWM Engagement/Communication Framework

Communications and Marketing Strategy

Media

When dealing with the media, the RDAIWM will act to maintain the excellent reputation of the Australian Government. The Chair is the only spokesperson for the RDAIWM unless the Chair on a specific project delegates others.

Organisational Image/Profile

All promotional material and publications produced by the RDAIWM will acknowledge the financial and other support it receives from the Australian Government in the appropriate format, as stated in the operational contract.

Procedures

All communications with the media must be cleared through the Departmental Liaison Officer before releasing to the media. RDAIWM shall obtain agreement of the Liaison Officer before any launches or openings, or the release of any publicity materials. The RDAIWM will also emphasise the Australian Government's contribution to any project or initiative when promoting RDAIWM activities or projects.

The RDAIWM Marketing Strategy is a combination of communication and engagement mediums aimed at articulating the committee's priorities and focus for the 2023-2024 period.

Relevant marketing considerations include:

- Development and management of RDAIWM official website
- Development and management of Springfield Regional Jobs Committee website
- Development and management of the iwmjobs.com.au website
- Development and management of the springfieldjobs.com.au website
- Planned and anticipated media opportunities – radio, internet and print
- The development and dissemination of promotion material
- The development and distribution of regional fact sheets
- Monthly Newsletters – General Operation
- Monthly Newsletters – Funding Opportunities
- Federal and State media statement reporting
- Funding reports for Ipswich & West Moreton
- Relevant media releases

Goals and Expectations

Item	Description
RDAIWM Social Media	Increase Facebook reaches to 600,000 Increase LinkedIn reach to 60,000
RDAIWM Website	Add user-accessibility features and enhance the overall user experience for higher retention and less bounce rate.
Ipswich, Lockyer Valley and Somerset Jobs	General updates and maintenance. Make regular contributions to the community noticeboard.
Springfield Regional Jobs Committee Social Media	Increase Facebook reaches to 1,500,000. Successfully hit the milestone of 1,000,000!
Springfield Regional Jobs Committee Website	General maintenance and updates.
Springfield Jobs Website	General maintenance and updates. Inclusions provisioned for more job board usability.
Electronic Database	Ongoing maintenance and scrubbing of existing contacts to ensure an up-to-date mailing list.
RDAIWM Newsletters and Announcements	Newsletters and funding announcements developed and distributed to the ideal audience through our electronic database.
RDA National Newsletter	Periodic appearances in the RDA national newsletter.
Regional Field Trips	Community and council consultations and general visits throughout Ipswich & West Moreton for a deeper community understanding.
Promote via Established Regional Communication Channels	Regular media releases via mainstream and social media platforms.

Ipswich Region

The Ipswich region has sought after several rounds of funding and secured some great successes throughout the financial year. However, a large majority of the Ipswich Local Government Area is often ineligible for funding, which has placed the region in a unique situation where although it is regional and inland, it often falls behind other areas in Ipswich & West Moreton.

A large contributing factor to this ineligibility stems from boundaries of the Ipswich region being considered Greater Brisbane.

General and Funding Assistance:

Brookwater Golf Club

- Assist with eligible funding opportunities
- Gather and supply relevant information

Community Energy Zones

- Ipswich City Council
- The Ipswich Jets Leagues Club
- The Ipswich Turf Club

Ipswich Community Youth Service

- Assisted with funding for the operation and delivery of two rounds of 20 Certificate II in Community Services Early Childhood
- Placements are commencing / have commenced April 2023 and August 2023.
-

Australian Government Jobs and Skills Summit

- Submission lodged via Federal Member for Blair
- Special Government Roundtable Consultation - Jobs and Skills Australia



Lockyer Valley Region

The Lockyer Valley region has yet again strengthened and made an admirable effort at managing to secure Federal Government funding through this financial year.

Alongside the efforts of RDA Ipswich & West Moreton offering expertise and providing letters of support where necessary for prospective development projects, the Lockyer Valley region has secured the following:

General and Funding Assistance:

Bridges Renewal Program

- Lockyer Valley Regional Council granted \$4,994,387 through the Bridges Renewal Program for the Mahon bridge.

Laidley Disaster Ready Project (Flood)

- Received commonwealth awarded funding of \$2,070,092



Scenic Rim Region

Supporting and advocating for local development projects is the foundation of securing funding for the Scenic Rim region. With this support, and the strength of community members, stakeholders and investment leaders, numerous projects have had vocal and written support.

This support has assisted and lead to the successful outcomes of several funding applications in the Scenic Rim region.

General and Funding Assistance:

Disaster Ready Fund

- Detailed designed for the reconstruction of Duck Creek Road in Scenic Rim
- Setting an urban greening target for Scenic Rim

Community Energy Zones

- Mt Tamborine Chamber of Commerce
- Hampton Estate (Mt Tamborine)
- Cauldron Distillery



Somerset Region

Somerset continues its significant reception to funding of regional projects, with Somerset Regional Council being successful in a number of funding applications, and being provided with several letters of support to assist in the development and maintenance of existing regional facilities and construction of new projects.

General and Funding Assistance:

Disaster Ready Fund

- Toogoolawah (Dingyara Street) Flood mitigation project

Queensland Reconstruction Authority

- Murrumba Road granted \$563,206, with a total project cost of \$1,126,413





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