

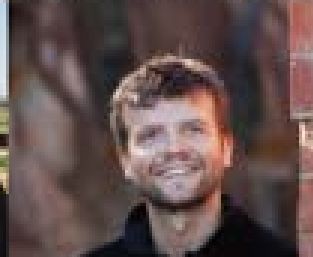
Who



Is



Next?



# ANNUAL REPORT

**2020 - 2021**



**Regional  
Development  
Australia**

BAROSSA • GAWLER • LIGHT • ADELAIDE PLAINS



*A Year's Overview*

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*Rolf Binder*

# CHAIRMAN'S REPORT



It is almost now an overused term in our current world, but we have had a year that could be described as challenging, but in many ways, it is a year of abundant opportunities. As an intelligent, progressive region, we are well shaped to embrace what the future has installed for us. It has been a year where the RDA Barossa Gawler Light Adelaide Plains has shone brightly due to our deep resourcefulness and pursuit of making our region a better place.

The ability to work with all levels of government gives us insight into their desired outcomes and work for the common goal of economic growth and community resilience. All communities face unanticipated shocks. To build and maintain vibrancy, communities must build resources and systems for resilience. A resilient community is distinguished by the way it can respond to profound stresses and abrupt shocks.

A community such as this is:

- **AWARE:** possessing knowledge of strengths and assets, liabilities and vulnerabilities, and threats and risks
- **DIVERSE:** leveraging different sources of capacity so the community can successfully operate even when elements of that capacity are challenged, drawing upon a range of capabilities, ideas, information sources, technical elements, people, or groups
- **INTEGRATED:** coordinating functions and actions across systems – including the abilities to bring together disparate ideas and elements, work collaboratively across elements, develop cohesive solutions, and coordinate actions
- **SELF-REGULATING:** operating in a way that it is “safe to fail,” where cascading disruptions do not result when the entity suffers a severe dysfunction (and most importantly)
- **ADAPTIVE:** adjusting to changing circumstances and applying existing resources to new purposes or for one element to take on multiple roles

To take our current learnings: our priorities as a region must be such that we can adapt and change quickly. The lifeblood of any regional area is the local community, it is the glue and the barometer of what is going on. Local businesses are custodians of the region, and their success and energy will flow through to all levels.

The upskilling and empowerment of these businesses helps to create a smarter community which builds confidence at all levels. RDA through its B2B program has the express goal of facilitating this.

*Rolf Binder*

# CHAIRMAN'S REPORT



Our overall strategy is simple: create strong regional competitive advantage, be innovative, value add but most of all realise and enhance our most valued asset, our people. I will add a word of concern here and that is we need a shift in thinking to sustain this and achieve our potential. "People have been indoctrinated to believe that government is the answer for certain things and community building is one of them. Until they change this belief, they'll be stuck. That's why the first order of business for community leaders is changing the conversation. The goal is to help our society to understand, This is our community. We, the people, are responsible for its well-being. This mindset shift is the first and most important step. Every action will flow from the sense of ownership it creates." (Quint Studer, 2018) I see RDA playing a very important role in the leadership of our region in developing resilience.

Our current RDA priorities lie in the following;

Water – to seek an effective reuse of recycled water ensuring its delivery is efficient and tailored to the future capacities that will be required;

The enhancement of Wine, Food and Tourism value chains to maximise value adding through investment, technologies, education and research. The ultimate goal being to take these learnings and broaden them amongst other industries to seek maximum results across our region.

Brand and Destination development to leverage our valued brand, enhance our visitor experiences to make them memorable, whilst strengthening the fabric of all our community. A unified voice is called for to allow all parts of our region to be part of a total offering.

The Creative Economy will not only diversify our economy but develop innovative capacity in our community, our workforce and all our businesses. Creativity and the discipline of design combine to add value to all industries. Successful equine businesses, particularly associated with thoroughbred racing have been part of our economic patchwork since the 1960s. They continue to create valued, diverse jobs and opportunity for research excellence through the Equine Health and Performance Centre at Roseworthy Campus of Adelaide University.

The critical importance of a health and aged care workforce for the future has been building over a number of years but has now assumed critical importance and rounds off our regional priorities with growing opportunities for jobs and services.

*Rolf Binder*

# CHAIRMAN'S REPORT



In our future priorities I will make sure that RDA is seen as a forward thinker and problem solver for the region. From a personal point of view my particular interest are in areas of deeper thought to enable positive outcomes for the following:

- Climate Change Action and ensuring that our rural producers along with suppliers and services are well equipped and able to manage the demands of distributors and customers in relation to the movement towards carbon neutrality and a reverse push for a total chain carbon neutrality.
- Adaptive Industry Outcomes. The goal of most strategies in this area is to build an enduring competitive advantage by establishing clever market positioning through either dominant scale or an attractive niche. The overriding importance is powerful industry clusters that are responsive and collective action driven.
- Matching the future growth in housing with local jobs which in turn builds a successful community. RDA has a large future role to play in this space through our 'town discussions' which we have started in the last year and will continue. The outcomes and actions already achieved by bringing a community together to explore its opportunities have been very satisfying. Simple things such as involving the community in how they see their main streets or their open spaces strengthens a collective sense of purpose.
- Finally, to focus on the partnerships that sustain RDA as an organisation and enable us to enable our business to work in achieving a high level of improvement every day.

My current personal highlights thus far during my short term as chair are the continued growth of Barossa Campus, the exciting times ahead for our four councils who are all growing rapidly and helping them to create great communities, the positiveness of our region and the sense of cooperation that we all have.

To conclude: Can I thank the previous chair Ivan Venning for his stewardship and leadership of the organisation over many years. His service has been greatly respected along with his unquestioned devoted service to the community.

I must also extend special thanks to the tireless work of our CEO Anne Moroney, whose knowledge, insight and deep thinking is a constant source of inspiration. To the Staff, who ensure that all runs smoothly behind the scenes and are a truly professional voice for the organisation. Finally, to my board, thank you for your dedication, valued resources, all you contribute and the great harmony with which we all tirelessly work in developing not just a good but a great region.

## WHAT IS RDA?

# STRONG, CONFIDENT AND VIBRANT REGIONS

# REGIONAL DEVELOPMENT

# AUSTRALIA CHARTER

Regional Development Australia (RDA) is a national network of Committees made up of local leaders who work with all levels of government, business and community to support the economic development of their regions. RDA Committees have an active and facilitative role in their communities with a clear focus on growing strong and confident regional economies that harness their competitive advantages, seize economic opportunities and attract investment.

Collaborating with other RDA Committees, all levels of government, and the private sector, RDA Committees will:

- a) Facilitate regional economic development outcomes, investment, local procurement and jobs.
- b) Promote greater regional awareness of and engagement with Australian Government policies, grant programs and research.
- c) Improve Commonwealth regional policy making by providing intelligence and evidence-based advice to the Australian Government on regional development issues.
- d) Co-ordinate the development of a strategic regional plan, or work with suitable existing regional plans that will align with the Commonwealth's regional priorities.



# WHAT DO WE DO?

RDA Barossa Gawler Light Adelaide Plains works across the region with community and business to attract business investment and to support the conditions, services and capabilities that enable businesses to grow, employ, invest and export.

We analyse data and trends, identify new opportunities and challenge barriers to economic growth and wellbeing.

Our objective is to increase scale and scope in the local economy and “put oxygen in the water” that helps businesses thrive, grow and employ.

Our goal is to develop economic resilience and regional competitive advantage.



# RDA BOARD



**Rolf Binder**  
**Chairman**  
Wine Industry/  
The Arts



**Tony Clark**  
**Deputy Chair**  
Horticulture & Family  
Business



**Henry Inat**  
Planning & Local  
Government



**Andrew Morphett**  
Agriculture & Tourism



**Amanda Longworth**  
Wine Marketing  
Strategy



**Martin McCarthy**  
Finance & Local  
Government



**Stephen Balch**  
Tourism &  
Management



**Darren Starr**  
Place Management &  
Local Government



**Rachel Brdanovic**  
Environment &  
Sustainability



**Kieren Chappell**  
Infrastructure &  
Local Government

# RDA STAFF



**Anne Moroney**  
Chief Executive and  
Director of Regional  
Development



**Trevor Taylor**  
Entrepreneurship,  
Business Growth



**Zac McCrindle**  
Investment and Value  
Creation



**Sue Merry**  
Manager of Finance and  
Office Operations



**Caroline McInnes**  
B2B Support and Events



**Angie Kruger**  
Barossa Campus  
Student Support  
Coordinator



**Mark  
McNamara**  
Food Projects and  
Workforce



**Jade Yu Liu**  
Chinese Export and  
Office Operations



**Rhia Daniel**  
Marketing and  
Communications



**Graeme Crook**  
Project Management  
Agri-Food

# REGIONAL SNAPSHOT

The Barossa Gawler Light Adelaide Plains region is a region of rapid population growth.

## Overview of the RDA BGLAP Region

Region	Area (Hectares)	Population (30 June 2020)	Gross Regional Product (Million Dollars) (2016)	Number of Jobs (30 June 2018)	Median Total Income (30 June 2018)	Number of Businesses (30 June 2020)*	Labour Force (2016 Census)	Residents Employed (2016 Census)	Number of Residents Unemployed (2016 Census)	Unemployment Rate Percentage (2016 Census)	Number of Working Age Population (30 June 2019)	Working Age Population Percentage (30 June 2019)
Adelaide Plains Council	93 249.1	9 441	323	6 822	50 125	760	4 410	4 106	304	6.9	6 080	66.5
Light Regional Council	127 684.5	15 501	792	11 712	51 011	1 387	7 721	7 309	412	5.3	10 022	65.3
The Barossa Council	89 354.2	25 245	1 542	19 105	49 383	2 277	11 700	11 167	533	4.6	15 288	61.1
Town of Gawler	4 113.8	24 718	756	16 876	50 344	1 282	10 748	9847	901	8.4	15 198	62.2
RDA BGLAP	314 401.6	74 905	3 413	54 515	50 130	5 705	34 579	32 429	2 150	6.2	46 588	63.0

At the end of the 17/18 financial year, there were 27 812 jobs in the RDA BGLAP region with 37 692 residents employed. The unemployment rate is 6.2%. 63.0% of the population are between the working age of 15 to 64. The largest employing industries are manufacturing, health care and social assistance and retail trade. At the time of the 2016 Census, 39.0% of the population aged 15 and above completed year 12 and 54.8% had received a non-school qualification. Local employers have identified a shortage in skilled workers who are relocating to Adelaide and interstate.

The distribution of business sizes across the region as of June 30, 2020, are listed in the table below:

Statistics on population growth are presented in the table below:<sup>1314</sup>

Region	2016 Population	2036 Projected Population	2016 Population 65+	2036 Projected Population 65+	2016 Percentage Population 65+	2036 Percentage Projected Population 65+	2036 Percentage Projected Population Growth
Adelaide Plains Council	8 912	9 924	1 153	2 499	12.9	25.1	11.3
Light Regional Council	15 041	19 276	2 075	4 327	13.8	22.4	28.2
The Barossa Council	24 210	28 428	4 605	7 463	19.0	26.3	17.4
Town of Gawler	23 352	37 246	4 300	8 890	18.4	23.9	59.5
RDA BGLAP	70 795	94 874	13 133	23 179	18.6	24.4	34.0
South Australia	1 712 843	1 986 477	303 117	464 126	17.7	23.4	16.0

## Number of Employee Jobs (30 June 2018)<sup>22</sup>

Industry	Adelaide Plains Council	Light Regional Council	The Barossa Council	Town of Gawler	RDA BGLAP
Manufacturing	508	1 233	2 971	1 314	6 026
Health care and social assistance	564	1 057	1 356	1 987	4 964
Retail trade	510	985	1 536	1 681	4 712
Administrative and support services	729	765	1 339	1 428	4 261
Education and training	338	871	1 464	1 374	4 047
Public administration and safety	351	731	788	1 164	3 034
Accommodation and food services	260	615	1 200	900	2 975
Construction	484	592	816	1 034	2 926
Transport, postal and warehousing	475	513	592	704	2 284
Agriculture, forestry and fishing	310	593	1 016	299	2 218
Wholesale trade	333	380	502	687	1 902
Professional, scientific and technical services	214	412	585	656	1 867
Other services	157	266	390	479	1 292
Finance and insurance services	162	201	349	479	1 191
Rental, hiring and real estate services	71	111	202	264	648
Arts and recreation services	54	138	231	184	607
Mining	66	101	161	121	449
Electricity, gas water and waste services	61	69	118	111	359
Information media and telecommunications	24	56	106	82	268

# REGIONAL SNAPSHOT

## Agriculture base to our economy

The RDA BGLAP region is predominately agricultural, totalling 80.96% of the land mass, equalling 254 516 hectares.

45.19% of the region's land is used for dryland cropping, representing 55.82% of agricultural land use. The development of a food processing and packaging facility will support local food producers and attract "paddock to plate" logistics investment.

**Land Use in the RDA BGLAP Region<sup>25</sup>**

Region	Agricultural Land (ha)	Percentage of Agricultural land	Non-agricultural land (ha)	Percentage of Non-agricultural Land	Dryland Cropping (ha)	Percentage of Dryland Cropping
Adelaide Plains Council	73 818	79.17	19 423	20.83	54 848	58.82
Light Regional Council	114 229	89.46	13 455	10.54	78 005	61.09
The Barossa Council	65 194	72.96	24 157	27.04	8 652	9.68
Town of Gawler	1 275	30.99	2 840	69.01	576	14.01
RDA BGLAP	254 516	80.96	59 875	19.04	142 081	45.19

## Freight Routes

The RDA BGLAP region features South Australia's major northern transport corridor for interstate freight. Transport access is critical for rapid manufacturing and processing, hence further development is necessary to leverage the existing corridor for local business.

## Public Transport

The region is one of South Australia's internationally acclaimed wine and tourist destinations with an estimated population growth of 34.0% by 2036. The region presently has a limited public transport network, hence enhancements to public transport are necessary to support local population and job growth, boosting the economy.

## Infrastructure to Retain and Attract Youth

As the region's population is ageing, rapid development of soft and hard infrastructure is required to attract young talent to the area to live, work and play.

# REGIONAL SNAPSHOT

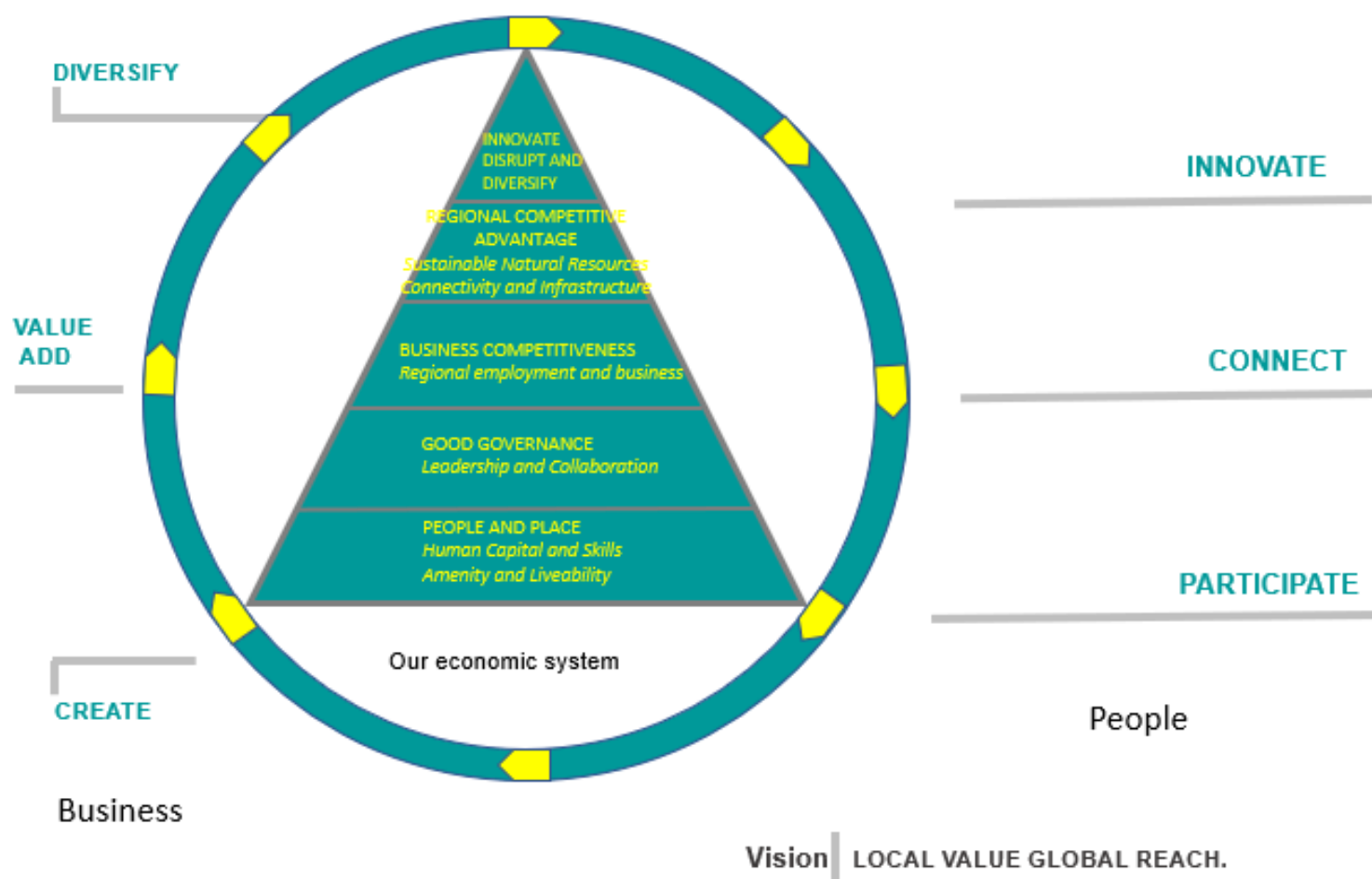
## Investment Priorities

The RDA BGLAP region is an attractive investment landscape for both overseas and domestic investors. Opportunities for investment in the wine industry and tourism are promoted through Adelaide's recent recognition as part of the Great Wine Capitals Global Network.

**Economic Value Added by Industry Sector - 19/20 Financial Year<sup>28</sup>**

Industry	Million Dollars	Percentage of Value Added	South Australian Value Add Average
Manufacturing	484.5	19.3	7.4
Agriculture, Forestry and Fishing	227.3	11.0	5.2
Health Care and Social Assistance	245.6	9.8	12.3
Construction	231.6	9.2	8.1
Retail Trade	205.1	8.2	5.7
Education and Training	203.8	8.1	6.9
Financial and Insurance Services	126.8	5.0	9.0
Administrative and Support Services	93.4	3.7	3.3
Professional, Scientific and Technical Services	92.2	3.7	6.2
Accommodation and Food Services	87.6	3.5	2.7
Transport, Postal and Warehousing	85.8	3.4	4.5
Public Administration and Safety	75.1	3.0	7.2
Wholesale Trade	69.7	2.8	4.8
Other Services	60.5	2.4	2.3
Electricity, Gas, Water and Waste Services	56.1	2.2	4.3
Rental, Hiring and Real Estate Services	47.1	1.9	2.8
Mining	32.5	1.3	4.3
Information Media and Telecommunications	26.7	1.1	2.2
Arts and Recreation Services	14.5	0.6	0.8
Total Industries	2 515.9	100.0	100.0

# REGIONAL STRATEGY





# REGIONAL PRIORITIES

- WATER
- BRAND AND DESTINATION
- SUSTAINABILITY AND VALUE CREATION IN
  - FOOD AND WINE
  - CREATIVE ECONOMY
  - EQUINE INDUSTRY
  - HEALTH AND ALLIED HEALTH WORKFORCE

IMPLEMENTATION: RDA BGLAP COMPLEMENTS AND COORDINATES LOCAL STATE AND FEDERAL ACTION TOWARDS DESIRED OUTCOMES THROUGH:





# OUTCOMES IN BRIEF

## Key outcome summary RDA BGLAP in 2020-2021:

Our regional strategy recognises the co-dependence of all parts of the economy and the role of interventions in strengthening the economic (innovation and entrepreneurial) ecosystem to provide the best landing pad to attract strategic place based private investment. Critical inputs by local state and federal governments include delivery of infrastructure and market policy to support the flow of business and investment.

### Regional priorities



# RDA BAROSSA GAWLER LIGHT ADELAIDE PLAINS 2020–2021 IN REVIEW

## Advancing Regional Priorities

**Water:** RDA has championed sustainable water since 1996 with the publication of Vision 2045 in that year, an update, Revision 2045 in 2010, an Adaptation Plan for Water in 2015 and since then a focus on the potential of recycled water, fit for purpose and cost effective, to sustain regional agriculture without reliance on the volatile and often over-subscribed resources of the Murray River. After several submissions to Infrastructure Australia on the need for infrastructure to deliver the treated wastewater to agriculture, in the past year both South Australian and Australian Governments have initiated business case development for the delivery of further water to in-need regional centres including Eden Valley. With the commencement of these studies, the role of RDA has been to participate and contribute to the studies and associated consultations and to continue to advocate for public investment in the enabling infrastructure.

**Brand and Destination Development:** There have been essentially four key activities to advance this priority: Working with Barossa Grape & Wine and Tourism Barossa through the Barossa Partnership Forum to contribute to brand salience and brand development initiatives; contribute to the development of the Northern Adelaide Plains Food cluster to build partnerships for brand and identity with a target of region wide branding; through the B2B program assist businesses to understand brand essentials and how they relate to individual businesses and finally, our township workshops to develop capability and identity of individual towns and their own brand of place within the relevant regional branding.

# RDA BAROSSA GAWLER LIGHT ADELAIDE PLAINS 2020–2021 IN REVIEW

## Advancing Regional Priorities contd.

It is Priority 3 that has a weight of resources and new activity:  
Value Creation and Sustainability in Food, Wine, Tourism, Creative  
Economy, Equine & Health & Aged Care Workforce

- Working collaboratively with the regional peak body for the Wine Industry, our role is to bring our stakeholder and regional community perspectives to industry opportunities and challenges. We support stronger more interconnected value chains between wine, tourism and food and stronger skills development through Barossa Campus and future workforce development. Importantly, our B2B program not only offers business development for wine businesses but we can assist all small businesses in the Barossa to understand and align themselves with regional brand and develop and leverage brand salience for collective benefit.
- Tourism is a sector with enormous growth potential, strongly leveraging our wine assets and global reputation, our particular history and village culture, our distinctive regional food, natural assets including forests and international shorebirds and coastal trails, historic townships of Gawler and Kapunda and the cycle and walking routes that connect them all and other regional centres. In particular, the Great Australian Wine Trail and potential overlay of the World Heritage bid offer outstanding investment and tourism opportunity. Workforce development in food and hospitality is a priority. This past year has seen a surge in tourism investment seeded by regional development and tourism industry development funds. RDA assists applicants with refining and aligning their grant applications to government priorities for funding.

# RDA BAROSSA GAWLER LIGHT ADELAIDE PLAINS 2020–2021 IN REVIEW

## Advancing Regional Priorities contd.

- Food and agricultural production account for the majority of regional output with population services such as health, retail and education developed to support the worker population in food and agriculture. Thus Food production has become a primary focus for RDA resources. Our purpose is to assist business and collectives of business to develop new markets and opportunities for the region's rich food production. Value adding through product enhancement, brand, traceability and packaging, supported by sustainable production credentials and new markets are outcomes that we pursue. The inclusion of chef Mark McNamara in our team, well supported by project management and business development expertise within from team members is enabling new opportunities. The Northern Adelaide Plains Food cluster of industries is becoming a force of leverage for the region and its food production.
- The Creative Economy offers new thinking, new sources of jobs and income as well as community enablement and innovative capacity. RDA's work in this sector over a number of years is bearing fruit with several industry led initiatives delivering significant value to the region. The Jam Factory Contemporary Craft and Design centre as a hero facility has helped cement regional credentials in the creative sector. New Infrastructure planned by The Barossa Council will support community driven initiatives and offer facilities for commercial production. RDA's primary role in this sector is to assist creatives with relevant and appropriate business capability development, connections and partnerships to grow the commercial opportunities for creatives, including musicians.



# RDA BAROSSA GAWLER LIGHT ADELAIDE PLAINS 2020–2021 IN REVIEW

## Advancing Regional Priorities contd.

- Equine is a well established regional industry. Our research has indicated that additional facilities will open up new industry training, research and investment, in partnership with the University of Adelaide's Roseworthy Campus Equine Health and Performance Centre. COVID has interrupted plans for business case development for such facilities but we hope this can be re-ignited in the near future. Meanwhile, workforce development and training is our focus.
- The Health and Allied Health, especially aged care, workforce is another development priority. Through Barossa Campus and industry partners and care networks, we are seeking to motivate careers and eliminate barriers to employment in aged care and health. With the region's over 65 population growing at a rate higher than the state average this sector is a reliable source of jobs – and we need people to want to fill them.



# **RDA BAROSSA GAWLER LIGHT ADELAIDE PLAINS 2020–2021 IN REVIEW**

## **Headline activities in 2020–2021:**

### **1. Reflect COVID impacts in regional planning and strategy documents:**

Embarking on a comprehensive state of play and future directions report that brings into focus regional opportunity with catalyst projects and action on local government and industry priorities.

### **2. Business and Infrastructure Investment:**

Support businesses to be investment ready with their capital projects. Identify priority infrastructure gaps, with partnerships and advocacy. Assisting businesses to successfully apply for investment grant funding. 38 Grant applicants assisted to improve their grant application and align it with government priorities, and a Pipeline of Regional Investment identified at \$2.2 Billion.

### **3. Business Services & Growth of Professional services jobs:**

B2B Business Capability Network that supports growth in professional jobs creation: networks, B2B services and business hubs networked in hub and spoke model. 293 Business assistance services delivered. 160 professional services interventions, 638 participants at business capability development sessions.

### **4. Barossa Campus:**

Growing the student cohort and campus culture. With 250 students now registered. Stronger connections with Universities and industry; students in business and community; build skills bank. Encouraging and supporting students through COVID-19. Engaging students in community events and issues. Partnerships with Universities enabling industry relevant degrees including in health, viticulture and oenology.

### **5. Workforce Development:**

In 2020–21, in response to worker shortages, particularly in seasonal agriculture and also felt in hospitality, tourism and aged care, the Government of South Australia contracted RDAs to deliver workforce projects to support business find workers and assist workers to find relevant jobs. RDAs also developed an analysis and recommendations paper for future work to address systemic issues in workforce. Through this project we delivered a number of training programs collaboratively with employers for work ready employees. This work continues.

# RDA BAROSSA GAWLER LIGHT ADELAIDE PLAINS 2020–2021 IN REVIEW

## Headline activities in 2020–2021 contd:

### 6. Cross-Regional Collaborations and projects:

Always cooperative, in 2020–2021 a new strength in state-wide regional development collaboration with South Australian RDAs, leveraged shared knowledge and skills, common agendas and insights, pooled thinking and collective problem-solving. We also worked collaboratively with Legatus Group when relevant. Effective collaboration has become critical to addressing disruption and within the region the Barossa Partnership of industry, local government and RDA has also benefited from shared knowledge and problem-solving. The Northern Adelaide Plains Food Cluster is setting out to develop such functional cooperation and benefit across agri-sectors outside the Barossa wine area.

### 7. Regional Workforce Project:

PIRSA responded to the acute challenges in workforce structure movements by engaging RDAs to undertake targeted regional and statewide projects and initiatives to help close the gap on regional workforce shortages; we have been identifying pain points and opportunities for immediate and long term interventions and promoting value in local opportunities and careers. We have helped job seekers find the jobs and employers find workers.

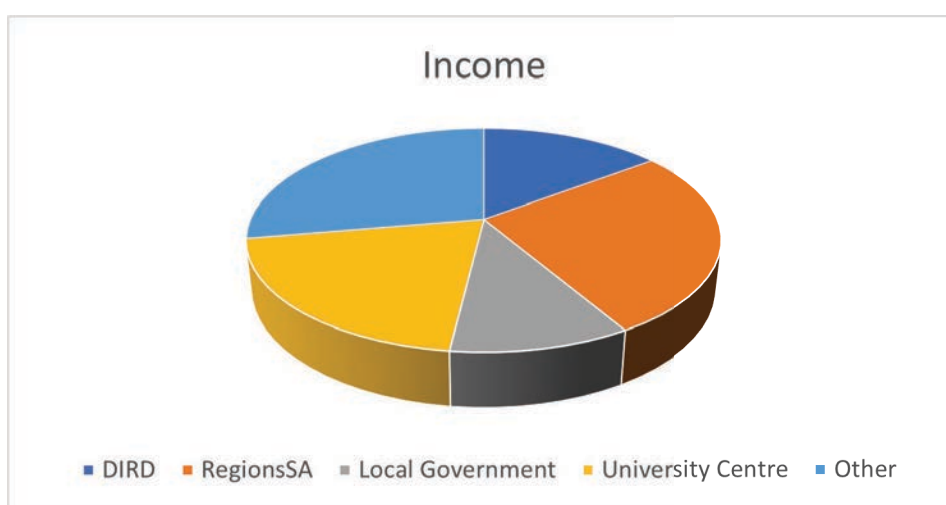
### 8. Food Business Development:

We continue working with the food and hospitality sectors to identify barriers and opportunities to unlock further investment and income in the food sector. This work has intensified to maximise the value and jobs in our agri-sectors. An important initiative has been to connect Adelaide Plains growers with, reputation building, high-value markets; promote food export opportunities; identify produce with brand development and premium potential and work with the value chains to make it happen.



# FINANCIAL PARAMETERS 2020 – 2021

## Financial overview for the year 2020–2021





# EVENTS

**OUR TOWN WORKSHOPS**  
Gawler

Our towns are the heartbeat of our communities and their businesses critical for jobs and services.

RDA, in collaboration with your town group, will hold a workshop facilitated by Maz McGann to help each township identify, plan and implement their version of sustainable vibrancy.

RDA will continue working with active town groups and their communities to progress opportunities that help towns to become the vibrant communities they want to be.

**MAINTAINING A POSITIVE OUTLOOK**

**Unemployment Blues?**

Build confidence and learn healthy mental habits to maintain a positive, proactive approach and attitude to job seeking during unemployment

**Tuesday 11th September 2018**  
10.30am - 2.30pm  
Cafe Nova, Gawler  
\$10 includes Lunch

Register at: [www.barossa.org.au](http://www.barossa.org.au) or 08 8563 3603

**B2B BUSINESS BREAKFAST EVENT**  
"How can the Industry Advocate support your business?"  
Ben Hegarty

Learn about Connecting with Business program and why it has become such a successful part of the business and industry engagement strategy run by the Office of the Industry Advocate. The role of the Industry Advocate is to make it easier for local businesses to connect with government contacts.

The role of the Office of the Industry Advocate is to make it easier for local businesses to connect with government contacts.

West 28th August 2021  
7.30 - 8.30am  
Cafe Nova  
19 Murray St, Gawler

Register for this free networking event

**Conversations That Matter**  
Food as a Tourism Offering

Featuring guests Kylie Monfield (The Louise & Tourism Barossa) and Sam Smith (Exec. Chef Fino Seppeltsfeld Australia) with input from Penny Rafferty (Luxury Lodges & Tourism Australia)

**Appellation at The Louise**  
Tuesday 2 February  
6.00 pm - 7.30 pm

**Conversations That Matter**  
**Food, Waste & Sustainability**

Guest speakers Steve Lapin (Food Waste CRC), Prue Healy (Stobart in discussing food sustainability issues in the Barossa).

To attend, with wine available for purchase (BYO plate of food to share)

**Monday, 30th November 2020**  
4pm - 5pm  
Gawler Civic Centre or Via Zoom

**BAROSSACAMPUS**  
**VINTAGE FESTIVAL PARADE FLOAT PLANNING MEETING**

LET'S CREATE THE ULTIMATE FLOAT

This vintage festival, Barossa Campus will be entering a float for the parade. We would love your ideas and input.

**JOIN THE PLANNING PARTY**

**FEB 15 2021**  
2:00 - 2:45PM  
@BAROSSA CAMPUS  
REVP: INFO@BAROSSACAMPUS.COM.AU

**TRAINING OPPORTUNITY BUILDING CUSTOMER RELATIONSHIPS**

DELIVERED ACROSS TWO DAYS YOUR TEAM WILL BE UP SKILLED IN PROVIDING QUALITY CUSTOMER SERVICE AND LEADERSHIP

VIRGINIA HORTICULTURAL CENTRE  
TUESDAY NOVEMBER 10 AND 17  
9:00 AM TO 12:00 PM

Register via RDBAGLAP Eventbrite

**HORTON FOOD CLUSTER**

**B2B BUSINESS BREAKFAST EVENT**  
The importance of content marketing in your marketing strategy

Chanelle Le Roux is a Digital Marketing Specialist and Content Marketer who specialises in the tourism, tourism improvement, lifestyle and marketing industries.

Chanelle has worked on large publishing and advertising agencies around the world and now resides in Adelaide where she runs her business content marketing agency. Chanelle helps businesses build relationships with their customers through content that connects and converts.

Attend this breakfast event to help you identify which digital marketing strategies apply to your business and your employees.

**B2B BUSINESS BREAKFAST EVENT**  
How Collaborative Law can Assist You with Ronald Bellman

Ron has practised as a lawyer for 20+ years and is the Principal of Johnson Lawyers. He is an experienced construction lawyer with a demonstrated history of working in commercial construction projects in Australia and internationally. Over the years, Ron has developed an interest in collaborative law as an effective means of achieving settlement between two parties.

In this free-to-attend breakfast event Ron will take you through collaborative law as a better method of addressing community and corporate needs.

West 30th June 2021  
7.30 - 8.30am  
Cafe Nova  
19 Murray St, Gawler

Register for this free networking event below

**GAWLER PRESENTATION**  
**Understanding Apprenticeships, Traineeships, Employer Incentives, Subsidies**

Find out about: Employer incentives and subsidies associated with Apprentices and traineeships. Demystify the process. Ask your questions.

**Monday, 30th November 2020**  
4pm - 5pm  
Gawler Civic Centre or Via Zoom

**BAROSSA GAWLER LIGHT ADELAIDE PLAINS**  
**Innovating your Business Model**

19th October 2021

"We cannot solve problems by using the same kind of thinking we used when we created them." - Albert Einstein.

Transforming Business 2021 is brought to you by RDA Barossa Gawler Light Adelaide Plains.

RDA brings together regional business, government, community and research to find levers of scale and sources of energy in our regional economy.

**Kodo swapp**  
Business Computer Support

**CONVERSATIONS THAT MATTER**  
TIME: 6:00pm - 7:00pm  
LOCATION: 2 Wines

This conversation will take the form of a Q&A style panel forum discussing the intersection of the Barossa's food, wine and art communities. Guest panelists will include Emily Hay, Grant Dickson and Debra Edwards

08 8563 3603  
Register Here: [www.eventbrite.com.au/e/conversations-that-matter-tickets-127628160469](http://www.eventbrite.com.au/e/conversations-that-matter-tickets-127628160469)

**Studying nursing?**

Barossa Campus would like to offer students of an undergraduate nursing program the opportunity to find local employment as an Assistant in Nursing.

To be eligible, you must be currently enrolled in your 2nd or 3rd year of nursing studies.

Combining work and study can provide an opportunity to enhance your employability, get paid to apply your skills, and practical learning whilst increasing knowledge of diversity within health care.

If this sounds like an opportunity that may interest you, please join in and meet Matt our passionate advocate who is experienced in all facets of health care and management. Matt can provide a knowledgeable insight to this industry, including the hours, pay, expectations and opportunities. For more information register your interest below and join in the discussion.

**Free via Zoom**  
Mon, 16 Aug 2021  
From 3:30 PM

**RECRUITING EVENT**  
**Are you an EMPLOYER looking for staff**  
OR  
**JOBSEEKER looking for hospitality work**

**Monday 16th November**  
3pm - 4pm

We are bringing EMPLOYERS and JOBSEEKERS together for a streamlined "meet and greet" with the aim of matching job seekers and employers for the best mutual outcomes, why not let us introduce you?

For Employers you have the chance to meet new talent and join the team.

For Jobseekers this is your moment to make an impression, jump off the resume and show what you're all about.

**OUR TOWN WORKSHOPS**  
Eden Valley

Our towns are the heartbeat of our communities and their businesses critical for jobs and services.

RDA, in collaboration with Southern Barossa Alliance Group & Lyndoch Community Committee, will hold a workshop facilitated by Maz McGann to help each township identify, plan and implement their version of sustainable vibrancy.

RDA will continue working with active town groups and their communities to progress opportunities that help towns to become the vibrant communities they want to be.

Come join us and share your ideas. To register for this free event, click [here](#)  
**TUESDAY NOVEMBER 24TH**  
6:30PM - 7PM

**CONVERSATIONS THAT MATTER**  
TIME: 6:00pm - 7:00pm  
LOCATION: 2 Wines

This conversation will take the form of a Q&A style panel forum discussing the intersection of the Barossa's food, wine and art communities. Guest panelists will include Emily Hay, Grant Dickson and Debra Edwards

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**OUR TOWN WORKSHOPS**  
Lyndoch

Our towns are the heartbeat of our communities and their businesses critical for jobs and services.

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RDA will continue working with active town groups and their communities to progress opportunities that help towns to become the vibrant communities they want to be.

Come join us and share your ideas. To register for this free event, click [here](#)  
**TUESDAY NOVEMBER 24TH**  
6:30PM - 7PM



# CASE STUDIES

To give context to its reporting, RDA produces a number of brief case studies, which outline individual projects and initiatives. These are representative and only showcase a fraction of our work. They serve to communicate how we work and the different ways that work has an impact and makes a difference to business and industry outcomes.

- Pandemic Business Response
- The Northern Adelaide Plains Food Cluster
- Conceptualising A Barossa Beef Brand
- Connecting Barossa Chefs to the Adelaide Plains Growers
- Connecting Business Owners and Advocates
- Addressing Workforce Shortages in Hospitality
- Raising Awareness of Barossa Campus through Community Connection
- Engaging Jobseekers & Connecting them with Jobs & Employers
- Re-Examining Local Tourism



## PANDEMIC BUSINESS SUPPORT

The B2B program is extremely important in RDA BGLAP's implementation of its strategy and supports SMEs in our 4 Council areas. The objective of this program is to grow and strengthen regional businesses and increase employment opportunities through supporting regional entrepreneurs in a rapidly changing economic environment.

### ISSUE

Under the COVID-19 restrictions, support networks for businesses are extremely important. Local networking events and peer collaboration supports innovation and peer-to-peer mentoring. Crisis assistance was required and our B2B program was a valuable vehicle, ready for action.

### RESPONSE

The B2B program facilitated and delivered several business events online and in-person where possible, targeting issues relevant to the COVID business crisis. This valuable networking allows business owners to connect with peers, learn and update their business skills. We also kept in contact through a B2B group chat on WhatsApp for instant connection and support. The events were designed to target critical thinking skills and issues relevant to COVID-19 disruption and complemented the 1-1 services and supports available through our B2B network of professional service providers.

### OUTCOMES

Number	Events	Total attendees
7	Business breakfasts	257
2	Webinars	25
8	Workshops	371
		653



279 B2B Service appointments in the 2021 Financial Year.



35 new jobs created and 4 companies took on Apprentices.



## THE NORTHERN ADELAIDE PLAINS FOOD CLUSTER

The Northern Adelaide Plains Food Cluster (NAPFC) was formed as an industry-led organisation to drive the strategic direction for the Northern Adelaide Plains with a focus on increasing profitability and sustainability for local businesses.

### ISSUE

THE NAPFC was established in 2019 through growers collaborating with industry, industry associations, government representatives, universities and training organisations. This included the development of a collaborative plan to prioritise issues and opportunities. Whilst this plan laid the foundation, the disruption of COVID and a lack of dedicated resources to deliver on initiatives, resulted in a gradual decline in meeting attendance and a lack of actions. Applying for grants was difficult without an incorporated structure.

### RESPONSE

RDA BGLAP and representatives from City of Playford and producers stepped up as the key stakeholders to help bring momentum back to the NAPFC.

Some of these key actions included assisting the organisation to incorporate, the identification, writing and submission of applications for several government grants, funding and recruitment of dedicated NAPFC employees, and identification of several project opportunities aligned to the collaborative plan, including delivery of a workforce project. RDA also connected growers to opportunities with the Barossa Farmers Market for diversification of distribution and opportunities for brand development.

### OUTCOMES



A dedicated Cluster Manager and Strategist have been employed.



RDA remains in close contact with the NAPFC to help identify and support project development and delivery to maintain momentum.

Grant outcomes pending for a local jobs training program with local RTOs, a workforce program and transport options to the regions such as Gawler.



## CONCEPTUALISING A BAROSSA BEEF BRAND

While the Barossa is a world leader in wine production and gastronomic tourism, despite boasting a healthy meat production sector that features substantive interests in beef cattle, there is no scalable production and distribution of beef for the local tourism, hospitality, and retail markets.

### ISSUE

Most local beef farmers run their farms based on a commodity cycle that incurs minimal cost inputs. Ideally cows are inseminated, drop their progeny where they feed on their mother until they are weaned. This coincides with increasing shortages of feed as crops brown off and these “weaners” are sold onto the major meat companies (TFI, TEYS etc) for fattening in the Southeast of South Australia. At this point their provenance becomes lost in aggregated herds and they are sold as branded Coonawarra or Limestone coast beef (Pure Angus, 36 South) through wholesalers to end users.

### RESPONSE

Working with Farmers, Industry bodies (BIGG) veterinary scientists (Uni South Australia) meat processors, butchers (Menzel’s & Mt Pleasant butcher) and end users (restaurants, pubs, bakers, cafes, supermarkets) we have worked through costings, supply chain issues and challenges to take this from initial concept through to an initial trial phase.

### OUTCOMES

As of June 2021, we had 6 beef farmers confirmed as participants and aiming to grow cattle out to approx. 420 kg. following agreed protocols and QA levels. Our slaughter/processing/ butchery element has been secured locally and we have a dozen end users who have indicated their interest in taking part in the assessment of quality and costs for trial phase A (by the end of October 2021). Once this data has been evaluated, we will proceed to trial phase B to correct any assumptions with the aim to start commercial weekly distribution in early 2022.



## CONNECTING BAROSSA CHEFS TO THE ADELAIDE PLAINS GROWERS

RDA took celebrated Barossa Chefs to meet the producers of the fertile Adelaide Plains Food bowl and created new opportunities for showcasing and connection with high value markets.

### ISSUE

The Barossa is a leading destination for fine food but the connection between producer and end-user is not as strong as it could be, with many food service businesses not aware of some of the scope and quality produced in our region.

### RESPONSE

RDA liaised with the local industry group “Chefs of Barossa”, locally-based primary producers at the Barossa and Adelaide Farmers Market and with the Northern Adelaide Plains Food Cluster to find interested parties. The result was a day long field trip for 18 chefs with plans to visit 6 producers ranging from free range venison, permaculture garden, modern and traditional hydroponic farms, a cohort of 20 small independent growers and a commercial mushroom production plant.

### OUTCOMES



A local providore has linked with many of the producers with to supply direct to 12+ restaurants.



Ongoing negotiations to bring growers from the Adelaide Plains to the Barossa Farmers Market.

Proposed trials to grow in-demand crops for the Barossa food service industry, yielding higher prices for local growers and keeping the economic benefits in the region.





## CONNECTING BUSINESS OWNERS AND ADVOCATES

In 2021, Got A Bug, a family-run, environmentally friendly, pest-control service, moved to a larger premise in the main street of Kapunda and employed 5 staff.

### ISSUE

Business proprietor Barry sought RDA support in processing a local government tender procurement for his business. At the same time, he was working on an Innovative Wild Pig Baiting trap that he had manufactured in Kapunda and required some grant writing support for “Future Drought Fund-drought resilience Innovation Expression of Interest and Grant Program”.

### RESPONSE

Through RDA, Barry was connected to the Industry Advocate Phillip Dowsett at a B2B Breakfast, where Dowsett was presenting. Through the B2B Program, he was then assisted by a grant writer to support him in completing the Future Drought Fund Application which if successful will provide funding to support the manufacturing of the new innovative Pig Bait Traps.

### OUTCOMES

- Industry advocate Phillip Dowsett connected Barry with PIRSA procurement contacts, now interested in Barry’s products.
- Barry completed his Future Drought Fund Application and waits to hear the outcome.



## ADDRESSING WORKFORCE SHORTAGES IN HOSPITALITY

As the Barossa started to emerge from the first wave of COVID lockdowns, hospitality/tourism employers advised the sector had lost a large number of experienced front of house employees.

### ISSUE

The aim was to help back fill basic hospitality front line service positions allowing for more flexibility in teams with experienced staff able to move into more critical roles and providing career launch points for a new cohort of hospitality workers.

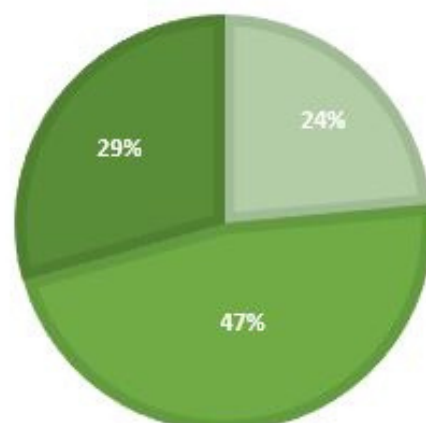
### RESPONSE

We invited school leavers, long term unemployed and career changers to apply for an intensive two week training course that combined both accredited and non-accredited modules including basic core studies, set and serve restaurant, basic knife skills and kitchen processes and barista skills. Training was conducted by an RTO and other trainers in a range of community settings including the Barossa Campus.

### OUTCOMES

An intake of 24 persons (included 8 already employed but requiring up-skilling) From the 16 “new starters” all completed training satisfactorily with 10 finding immediate positions in time for peak festive and tourist season trade.

■ Up-skilled ■ Completed training ■ Employed immediately





## RAISING AWARENESS OF BAROSSA CAMPUS THROUGH COMMUNITY CONNECTION

The Barossa Vintage Festival is a community tradition and celebration since 1947 and now one of Australia's longest running regional festivals. The 2021 Vintage Festival Parade will go down in history as the first community parade/pageant in Australia, since the COVID 19 pandemic.

### ISSUE

Broadening exposure and awareness of Barossa Campus and its benefits for higher education students to the regional community and to provide opportunities to registered students to build networks and be involved in community projects.

### RESPONSE

A working group of students and staff generated ideas and offers of resources. Students were regularly updated on the progress and the opportunities to be involved (ie volunteering for the parade). To build awareness, promotional merchandise and information brochures were organised to give out on the day.

### OUTCOMES

- The float showcased the opportunity to live and study locally.
- All promotional materials were distributed and we had lots of questions asked and had community members actively seek further information about the centre.
- Estimated over 7000 people watched the Parade from Tanunda to Nuriootpa.





## ENGAGING JOBSEEKERS & CONNECTING THEM WITH JOBS AND EMPLOYERS

A Workforce project funded by PIRSA aimed to fill hard-to-fill jobs and move jobseekers into in-demand roles.

### ISSUE

RDA BGLAP was contacted by multiple businesses seeking staff, largely from hospitality businesses. Regional unemployment has risen during the COVID pandemic. In December 2019, unemployment in the region was at 4.2%. 12 months later, in December 2020, this had risen to 5.4%. In September 2021, this now stands at 6.3% yet employees have unfilled jobs.

### RESPONSE

RDA re-activated our website and Facebook channels which enabled free posting of local jobs and a "one-stop-shop" for Barossa Gawler Light Adelaide Plains job vacancies. It also hosted useful information for job seekers. We fielded inquiries and made referrals between jobseekers and employers and contacted registrants on PIRSA's database to connect them with regional opportunities.

We developed a situational analysis of available jobs in our area in agriculture, aged care, hospitality and retail while actively marketing job opportunities on social media.

### OUTCOMES



21 new members on the Barossa & Plains Jobs website in the first month of the Facebook page being live.



103 people were reached per post on the linked Facebook page, between April 30th - June 30th.



Average of 3 clicks per post on the Facebook page between April 30th - June 30th.



## RE-EXAMINING LOCAL TOURISM

Be A Tourist in Your Own Backyard was initially a Facebook campaign created to inspire intrastate tourism. This idea behind it was that local people could share their knowledge and enjoyment of local “secrets” for residents and visitors alike to share.

### ISSUE

With the COVID-19 pandemic outbreak and ensuing travel restrictions, intra-state travel has become increasingly popular. We needed to promote the whole of our region, not just the well-known Barossa region but to showcase visitor assets in Light, Gawler and the Adelaide Plains.

### RESPONSE

Be A Tourist In Your Own Backyard was reinvigorated to remind or inspire people in the Barossa, Gawler, Light and Adelaide Plains to visit local attractions and to share this knowledge with visitors from all over.

As a more visual platform, a connected Instagram page was created. An emphasis on the Adelaide Plains region was a priority, as an underrated tourism destination. In December 2020, a social media campaign on local producers and shops began called the “12 Days of Christmas”, in order to help local businesses. This improved engagement with local businesses and the community, achieved 112 likes. A campaign focused on day-trips across the four council regions titled “A Day Out In” was also aimed to inspire local tourism during the January holidays.

### OUTCOMES

Facebook Page reach is up 121.2% from the previous year, at 741 people reached. During the 2020 year, the Facebook reached new 335 people. The connected Instagram page is also up by 100%, at 264 people reached.

We continue to refresh content with some photos taken by staff and associates, and have included photographs from the “Extraordinary Everyday” stories by Chris Sands.

There has been warm local response to this as people enjoy seeing ‘their patch’ celebrated.







# Regional Development *Australia*

**BAROSSA • GAWLER • LIGHT • ADELAIDE PLAINS**



**An Australian Government Initiative**



**Government of South Australia**

Department of Primary Industries  
and Regions



**Gawler**

