



MID NORTH REGIONAL
DEVELOPMENT BOARD INC.

"Fostering Economic Development in the Region"

STRATEGIC PLAN 2005 – 2008

ACTION PLAN 2007 – 2008

June 2007

Adopted by resolution of the Board 24th May 2007 381/07

The Mid North Regional Development Board seeks to promote Economic Development strategically and to facilitate the sustainable development of the region through;

- encouraging the growth of existing businesses and the establishment of new start up businesses.
- promoting the competitive advantages of the region as a place to invest, live, work and visit.
- plan for the provision of infrastructure, capital and labour to meet the future needs of industries and communities in the region.

The strategies and actions contained in this document have necessarily been based upon certain assumptions and judgements.

The assumptions are that:

- ◆ The information is accurate, current and complete; and that
- ◆ All of the information compiled from materials of Government Agencies, commercial, or professional organisations is accurate, current and presented in an unbiased manner.
- ◆ The Board as an organisation has the capacity both human and financial to realistically achieve the stated objectives
- ◆ There are no adverse or substantial changes within the Board or within the organisation's external environment.

- The Mid North is an extremely productive agricultural region covering an area of approximately 840,000 hectares. It is renowned for its cereal crops and merino wool, viticulture, dairy and beef cattle, pigs, poultry and tourism. The mining of slate as well as wind farm activity also contribute to the region's economy. Thirty percent of the workforce is involved in agricultural activity which produces commodities with a gross value of about \$200 million each year.
- The majority of the Mid North's 13,000 residents live in the major towns of Auburn, Mintaro, Burra, Clare, Eudunda, Hallett, Riverton, Saddleworth and Watervale. The regional centre, Clare, is just two hours drive north of Adelaide.
- The climate varies across the region, with temperate warm dry summers and cool wet winters in most of the Mid North, and semi-arid hot summers and cool winters in the plains to the east and west. Annual rainfall can vary from 250 millimetres in the east to more than 600 millimetres in the Clare-Watervale area.
- The region's pleasant and varied landscape – our mining heritage, the winemaking activities in the internationally recognised Clare Valley – support a strong tourism industry.

MAP OF THE MID NORTH REGION



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1 Introduction

This Strategic Plan has been developed by the MNRDB utilising a number of inputs, namely:

- SA State Plan workshop conducted in Clare on May 18th 2006
- Local Government Strategic Plans
- Revised South Australian Strategic Plan
- A workshop conducted with the MNRDB key staff held on Tuesday 8th May 2007.

2 Key Issues and Themes

There are a number of key issues and themes which were identified in the SA State Plan workshop. The participants identified what they believed were priority outcomes and significant outcomes. The following table demonstrates these outcomes;

Priority Outcomes

Infrastructure

Access to infrastructure
Renewed and improved infrastructure
Litigation – Barrier to economic development
Regional equity in education and health services
Triple A credit rating – Government over commitment

Significant Outcomes

New business development and new industries
Information and Communication Technology
Strategic Land Use
Employment – Training and Skills initiatives
Environment and Natural Advantages of Region
Standardisation of regions across Government Departments
Credibility and availability to current and meaningful statistics
Governance – Local government context
Population trends
Tourism
Housing and Aged care

3 Vision for Economic Development in the Mid North

The economic development vision for the Mid North Region is to build an economy which is:

- Sustainable
- Diverse
- Appropriate
- Providing a range of employment opportunities
- Increased profile of the region
- Growing
- Nationally competitive
- Increasing and positively growing what we currently have (services, population)

4 Goals

The five key goals which support the vision are:

1. Pursue, attract and facilitate appropriate, sustainable and diverse economic development
2. Improve competitiveness and sustainability of business
3. Foster inclusive access to employment and skills development programs that match employment opportunities in the Region's key industries
4. Increase the sustainable capacity, relevance and profile of the Board
5. Continually influence Local, State and Federal Government on the region's needs and opportunities

5 Functions

Detailed below are the functions of the Board:

- Facilitate economic development and infrastructure development
- Provide assistance to sustain and support local business
- Provide assistance to support industry retention, expansion and attract new enterprises
- Identify new opportunities for the expansion of employment
- Promotion of the region
- Monitor regional economic performance
- Collaborate with regional partners to develop programs, exchange etc.
- Influence and promote investment in the region

6 Goals and Strategies

Detailed below are the goals, strategies and priorities to support each objective.

Goals	% Resource Allocation	Strategies
1. Economic development Pursue, attract and facilitate appropriate, sustainable and diverse economic development	10	1. Develop and implement a regional marketing strategy
	50	2. Facilitate regional investment
	15	3. Identify and promote economic development opportunities
	25	4. Facilitate and support infrastructure development in the region
2. Business Sustainability Improve competitiveness and profitability of business	25	1. Implement business training and coaching for business and industry
	10	2. Establish a network of local businesses and continue to support via BDO position
	15	3. Support local business groups through pursuing funding for business support (individual and group)
	15	4. Maintain a regional business database to create ease of information dissemination
	20	5. Encourage increased business know-how to facilitate business competitiveness and long term sustainability
	15	6. Promote the use of cutting edge information technology

3. Employment	40	1. Rollover or develop employment and skills training programs, and utilise government training programs, that address skill shortages in the region
Foster inclusive access to employment and skills development programs which match employment opportunities in the region's key industries.	30	2. Utilise consultation, research and data to develop relevant training programs
	10	3. Address issues relating to skills and labour shortage issues
	20	4. Ensure the on-going viability of the Mid North ESF Network to provide strategic input into the ESF Strategic Plan
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4. MNRDB profile	20	1. Achieve 5 year resource agreement for 2008 - 2013
Increase the sustainable capacity, relevance and profile of the MNRDB	10	2. Increase the MNRDB operational funding to maintain quality service delivery
	50	3. Implement Strategic Plan in line with regional needs and KPIs
	10	4. Market and promote the Board & its quality service.
	10	5. Implement best practice governance and operation
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5. Influence Government	60	1. Undertake an information and advocacy role to all levels of Government and regional partners
Continually lobby & work with Local, State and Federal Government on the region's needs and opportunities	40	2. Undertake information exchange and advocacy at the local level
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7 Links to State and Local Government Strategic Plans

Detailed below are the links between the MNRDB goals and major objectives of each Council's Strategic Plan. Appendices 1 to 5 have more detail which expands on the information presented in the table below.

Goals	SA State Strategic Plan	Goyder	CGVC
1. Economic development Pursue, attract and facilitate appropriate, sustainable and diverse economic development	Objective 1 – Growing Prosperity	Goal 1 – Economy	Goal 1 – Prosperous Regional Centre
2. Business Sustainability Improve competitiveness and sustainability of business	Objective 1 – Growing Prosperity Objective 4 – Fostering Creativity	Goal 1 – Economy	Goal 1 – Prosperous Regional Centre
3. Employment Foster inclusive access to employment and skills development programs that match employment opportunities in the region's key industries	Objective 1 – Growing Prosperity Objective 3 – Attaining Sustainability Objective 5 – Building Communities	Goal 1 – Economy Goal 2 – Community	Goal 1 – Prosperous Regional Centre Goal 2 – Improved Quality of Life
4. Board profile Increase the sustainable capacity, relevance and profile of the Board	Objective 5 – Building Communities	Goal 10 – Governance	Goal 4 – Governance & Empowerment
5. Influence Government Continually influence Local, State and Federal Government on the region's needs and opportunities	Objective 5 – Building Communities		Goal 4 – Governance & Empowerment