

5. OUTCOMES, ACTIVITIES AND KEY PERFORMANCE AREAS – July 2016.

Outcome 1: Regional Plan - A current three to five-year plan that focusses on economic development of the RDA region taking into account Commonwealth, state, territory and local government plans.			
What will you do? Activities	What did we do? Outputs	How well did we do it? Quality of outputs	Did it have an impact? Value-add of outputs
Maintain RDAWEP participation on the regional consultation network.	During May Deloitte Access Economics hosted a workshop to discuss the future of Whyalla under a range of different scenarios. The forum included representatives from a wide range of government agencies. Steel task force, Treasury, DSD, Economic Development Board, DIPTI, SA Health Upper Spencer Gulf Common Purpose Group, and Deloitte.	RDAWEP participated and provided input to the workshop. Highlighted opportunities in Whyalla and need to diversify the economy to reduce dependency on the steel manufacturing industry. Including strong heavy industry capability, manufacturing for defence projects, Whyalla as a centre of excellence in ageing and living well, renewable energy, education and training.	Pending follow up contact and action from Deloitte. Deloitte has been contacted several times as a follow up to this workshop without response to date. DSD advised that a report had been prepared for and submitted to the State Government. This was being kept in confidence and not available to those who attended and provided input to the meeting.
	RDAWEP participated in meetings with: <ul style="list-style-type: none"> Whyalla Disability Employment Service (DES) providers to create a Job Expo in November. South Australian Council of Social Services re: Positive Ageing Forum in Whyalla – 26th, 27th and 28th July. Australian Work for the Dole – Rebecca Gow – 25/07/2016. First Age-Friendly Communities Advisory Group meeting was held – 20/07/2016. First Disability Advisory Group meeting was held – 19/07/2016. UniSA – Meeting held with Kalpana Goel in regards to RDAWEP hosting a student for 500 hours of placement. University of South Australia – RDAWEP is hosting a fourth year Social Work Student until mid-November for student placement. Alex Robinson (student) will work within the Disability and Ageing Masterplan KPI's. Meeting held with Whyalla City Council to discuss the event planning for the Every Generation Festival – 28/07/2016. DSD – A meeting was held with DSD Regional Manager; Tim Coote to discuss the Project Proposal that was written and sent to them early June. A meeting will be held with Richard Horgan from TAFESA to discuss training requirements – early August. 	All meetings have been progressing well and in-line with the projections associated with the Living Well: Masterplan. RDAWEP will assist this group to plan the event which is to be held on 3 rd November 2016.	Positive associations with local service providers and community members is permitting RDAWEP to have a positive approach and outcomes towards all KPI's. Whyalla City Council is pleased with the output of work from RDAWEP in regards to the implementation of the Masterplan KPI's. RDAWEP Project Implementation Officer has been asked to give a speech at a Community Bridging Services networking breakfast – 29/08/2016.

Outcome 1: Regional Plan.			
What will you do? Activities	What did we do? Outputs	How well did we do it? Quality of outputs	Did it have an impact? Value-add of outputs
Maintain RDAWEP participation on the regional consultation network (Cont'd).	Communications with Office of Industry participation in regard to a new position and dedicated resource to communicate and co-ordinate access to Defence and other project work by Whyalla Heavy Industry and supply chain businesses.	A detailed job and person specification and project budget has been developed. RDAWEP has supported the proposal and committed funding. Co-funding is required to enable the project to proceed. This is being sought from DSD, Federal Government and Whyalla Council.	DSD Industry Capability network has offered a desk in its Adelaide office to enable the co-ordinator to spend time and work closely with ICN personnel who assist local procurement for multiple South Australian projects. Communication with government agencies in regard to co-funding for this position is ongoing.
	Multiple meetings and communications with DSD and other State Government agencies with regard to identification of key issues and projects to help address Whyalla's depressed economy, current and future challenges.	Provision of information regarding RDAWEP current and future RDAWEP plans, projects and resource requirements. In particular a market positioning statement relating to roll out of the NDIS in the Eyre region was considered. The report forecasts that the current disability services workforce will need to more than double in size (i.e. current 100-150 forecast requirement 350-450).	Communication is ongoing.
	As part of the WorkReady program, RDAWEP has entered into a two year agreement (2016 – 2018) to provide brokerage services to deliver skills and employment projects. This brokerage role will sit under the EPWB's umbrella to bring organisations together to broker partnerships and initiate projects to: <ul style="list-style-type: none"> Bring together our stakeholders such as local employers, industry, providers and service organisations to facilitate the development of partnership projects Assist project proponents to design skills and employment projects that meet the needs of employers and job seekers. Work with project proponents to include Aboriginal people, mature aged people, people with a disability and young Eyre Peninsula people. 	Proposed consultation is with the following sectors. <ul style="list-style-type: none"> Seafood* Agriculture Carers* Rail* * Denotes – discussions have commenced	EO of the Australian Southern Bluefin Tuna Industry Association's CE have resulted in positive interest in being part of the program. Carers sector discussions are leading in the direction of a cross regional project with Far North and Yorke and Mid North Regions. The rail upgrade of the Adelaide to Tarcoola line has been discussed with rail training RTO – "CertRail" who are likely to be the RTO involved in the project.
	7/07/2016 Ceduna Service Reform Group met other members included personnel from Department of Premier, Department of Prime Minister & Cabinet, Country Health, District Council of Ceduna, Aboriginal Heads of Community, DASSA, Correctional Services, SAPOL, Housing SA and Town Accommodation Centre.	Further discussions were held about the recruitment of the coordinator. It was also agreed that the next meeting would concentrate in policy issues and the reform group's role in providing "board" style support. An interim meeting is planned for the members associated with liquor/law enforcement group to implement a strategy relating to an anticipated increase in funding as a result of the taxation refunds.	It was also agreed that the coordinators role would include facilitating reform agendas. It was also agreed that communication with the State task force needs to be more direct, and that communication of the reform group's decisions needs to be relayed to other organisations.

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Maintain RDAWEP participation on the regional consultation network (Cont'd).	<p>The CDC provides an independent careers advice service in Whyalla. We can provide the services to the unemployed, under employed and workers facing retrenchment.</p> <p>We have seen 14 participant who have asked for extra support and guidance to enable them to enter the job market or seek new employment.</p> <p>We will be making contact with the local training and Job active providers over the next few weeks, giving them information on our services and how we can assist their clients/students.</p>	<p>We are providing a one on one service to assist participants with identifying what further training options are available to further their career, and support them through the process to gain employment.</p> <p>We can provide support and information with resumes, cover letters and careers advice through the career builder program. This is an in house program that assists clients to identify aspirations and career options.</p>	<p>We have seen 14 participants in the CDC so far</p> <p>Participants have been given support and information to assist in their job search process.</p>
Facilitate industry-based Advisory Groups to provide planning advice.	Established a local government tourism advisory group to identify common priorities and maximise opportunity.	<p>Regular quarterly meetings have been scheduled.</p> <p>Next meeting 21st September</p>	Major Priorities have been identified and actions will be ongoing.
	See below, regarding transport forum. This is an initiative that has resulted from priorities raised by CSAG.		
Document regional intelligence and address key issues in regional planning.	A research file on the Arrium crisis at Whyalla was maintained during the reporting period.	The file includes newspaper articles, press releases and other relevant materials concerning actions by the Arrium administrator, government initiatives, and related developments to improve Arrium operations and avert potential large employment losses at Whyalla.	<p>These documents are used to prepare RDAWEP reports, such as the City of Whyalla Economic Profile.</p> <p>Research files are also maintained on other companies and projects if relevant to regional economic development.</p>
	Identified the need to develop a Statewide drive strategy to ensure Eyre Peninsula continues to meet consumer expectations	<p>Issue was identified and support garnered from similar tourism regions. Support is now being sought from the SATC prior to a project proposal being developed</p> <p>Draft project brief has been completed for presentation to RDAWEP / EPLGA for a regional strategy.</p>	No support has been forthcoming from the SATC for the development of the strategy.
	Contacted external stakeholders by phone regarding their input into a community transport service providers' forum, to promote engagement across the spectrum of government funded, NGO and private services. Followed up with email background information and proposed dates. Forum scheduled for a date in September.	Individual contact and phone conversations have been worthwhile as have raised preliminary discussion and awareness of broader issues – rather than “cold call” email invitations.	To be determined by attendance and level of participation in up-coming forum.

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Document regional intelligence and address key issues in regional planning (Cont'd).	CDC has seen a number of small business stop trading in Whyalla, and is offering services to enable the staff to gain new employment.	Meetings were held with local providers to inform new staff members about the services CDC has to offer.	Training gaps and shortfalls were identified so that participants can be provided with relevant training for future employment.
	<p>2016 onwards - regional planning/negotiations have concluded with DSD. A decision on program implementation, KPI's and funding has been resolved as follows:</p> <ul style="list-style-type: none"> • Whyalla - CDS participants = 97, outcomes = 29 • Eyre - CDS participants = 50, outcomes = 15 • Whyalla - Brokerage = 3 applications, 50% success • Eyre - Brokerage = 3 applications, 50% success • Low level engagement = 140 total • High level engagement = 40 employers total <p>To commence this month.</p>	<p>Industry sectors to be targeted in the brokerage program are:</p> <p>Whyalla</p> <ul style="list-style-type: none"> • Civil • Engineering • Carers • Retail <p>Eyre</p> <ul style="list-style-type: none"> • Seafood • Agriculture • Carers • Rail 	
Review the Board vision, regional priorities, and strategic planning annually.			
Collate research data about the region.	A capability mapping exercise is ongoing for a range of Heavy Industry businesses with operations in and around the Whyalla area.	A process was developed to capture detailed information about capabilities of Heavy Industry businesses and their supply chains.	Interviews and reporting is in progress, but it was determined at the April meeting of the Heavy Industry Cluster that this was not a current high priority. The information will continue to be collected and collated and report prepared but this process will take longer than previously planned.
	<p>Ongoing communications were held with EconSearch about data discrepancies and the revision of economic data for 2014-15.</p> <p>The revised 2014-15 data were provided on 11 July and are in the process of being formatted for Local Government distribution.</p>	This included the provision of a covering statement about anomalies regarding employment by place of remuneration and usual place of residence. A caveat statement was provided by EconSearch to cover mining data in DC Franklin Harbour and fishing industry data in DC Ceduna.	
	A consolidated summary of the regional and Local Government economic profiles was prepared for inclusion as a supplement to the SACES Economic Development Plan.	The summary included employment, GRP and export pie charts for industries in each Council and the region using 2013-14 EconSearch industry economic data.	The intention is to expand the summary in a form more suitable to distribution to each of the 11 EPLGA member Councils.

Outcome 1: Regional Plan.			
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Collate research data about the region (Cont'd).	The draft Economic Development Plan by SACES was received and analysis of the various related reports was commenced.		Analysis of the documents will be completed in early August.
	Implement a standardised approach to the collation of visitor data at Visitor Information Centres (VIC's)	Regional VIC Network is being established.	Ongoing, awaiting input from the SATC
	Regular Tourism Statistics are collated, interpreted and distributed.	Ongoing	Ongoing
	Researched and developed data tables relating to low income housing, age and disability pensions and estimated resident population groups over 60 years for each local government area in the region.	This information will be critical in developing strategies and business cases for local councils to address the needs of their ageing populations.	Impact will be determined as RDAWEP work rolls out across councils.
Review and provide input into the planning of other agencies to align key issues in strategic reports.	Represent and advocate for regional South Australia and Eyre Peninsula as a board member of the South Australian Tourism Industry Council	Ensure the priorities of regional South Australia are reflected in SATIC's plans and operations and that SATIC provides an effective platform for its regional tourism members. Eyre Peninsula regional roadshow announced for late August 31 st	Ongoing
	Represent and advocate for Eyre Peninsula as a member of the South Australian Regional Tourism Network	Attend bi-monthly meetings representing the Eyre Peninsula Tourism Industry, RDAWEP and EPLGA.	Ongoing
	Represent and advocate for Eyre Peninsula tourism in the development of the DEWNR / SATC Nature Based Tourism Strategy (NBTS)	Opportunities identified in Eyre Peninsula National Parks and crown lands Meeting scheduled for late August with NREP	Ongoing Support was given by the steering committee to look at a regional implementation pilot study in the Port Lincoln area.
	Represent and advocate for Eyre Peninsula tourism in EPNRM	Ongoing	Ongoing
	Attended Australian Red Cross Zone Conference "Building on Strengths"	National and State directions, and summaries of local programs presented. It was noted that the provision of volunteer based community transport is a priority need in the region and will remain a core component of Aust Red Cross's business model going forward.	Information gained from this conference is very pertinent to the work of RDAWEP in relation to community transport. Networking was also very valuable in raising awareness of RDAWEP amongst this sector.
	There are two Industry Leaders Group (ILG) facilitated by DSD, One meets in Port Lincoln and the other in Whyalla. There is representation from local industry and RDAWEP. Meetings provide an additional forum for communicating key issues for employers, government policy and programs and a mechanism for aligning these issues in the development of strategy.		

Outcome 1: Regional Plan.			
What will you do? Activities	What did we do? Outputs	How well did we do it? Quality of outputs	Did it have an impact? Value-add of outputs
Distribute Regional Plans to key stakeholders for feedback.	Draft Economic Profiles for each of the 11 Councils were distributed for feedback, refinement and additional information. In some instances Council Project Trackers were distributed with the profiles to ensure that all relevant projects were being captured.	The drafts were modified based on the feedback provided. Project Trackers in the RDAWEP system were updated where required.	
Consult with Local Government about regional priorities.	A grant application was prepared for funding from the LGA Research and Development Scheme for the preparation of the Regional Strategic Plan. The application included diagrammatics of the plan structure and a Gantt chart detailing the proposed project schedule. Detailed costings were included for all components of the integrated project.	The draft application was reviewed in liaison with Skana Gallery from the LGA and the CE of the EPLGA, and modified to strengthen the argument for R&DS funding.	The outcome of the grant application will be determined by the LGA in September.
	Ensure all councils have an adequate understanding of the visitor economy and provide advice and expertise into tourism related activities.	Meet regularly with Local Government regarding tourism. <ul style="list-style-type: none"> 26th July - City of Whyalla 26th July - DC Cleve 	Ongoing
	Met with the Mayor of the Ceduna council to commence discussions of the way forward with the proposed sanctuary. The CEO of the Ceduna Aboriginal Corporation also attended this meeting.	It was agreed that a draft of the current position be developed and that a further meeting be facilitated to include other stakeholders.	The stakeholders include the Far West Native Title Group, EPNRM/AWNRM, DPMC, Community Heads Group.
	Participated in focus group with relevant CSAG members and Port Lincoln City Council project staff to provide input into PLCC Age and Dementia Friendly Plan.	Issues and opportunities relating to ageing in the community, benefits of attracting this demographic to the region, inter-agency collaboration, exploring new information platforms, improved community transport networks, future housing design and researching best practice models from around the world (e.g. dementia support in Holland) were discussed.	A greater depth of understanding and awareness of issues will assist PLCC to rate priorities, determine Council's role and allocate timeframes for proposed strategies. Secondary discussion between RDAWEP and PLCC in relation to developing a southern EP strategy was progressed, with offer from PLCC to include RDAWEP in a future meeting of the three council CEOs.
	Compiling background information and data for inclusion in District Council of Cleve Ageing Strategy feasibility study.	Received verbal indication that RDAWEP will be engaged to do this work. Awaiting formal notification and project brief.	To be determined.
Provide regular information to Local Government including active promotion of RDAWEP plans.	Regular communication including monthly meetings with Whyalla Council senior management, Chair of the Economic and Social Committee, Mayor and other elected members.	Scheduled meetings are ongoing.	Knowledge and understanding of WCC/RDAWEP activity, projects, collaboration on projects and initiatives has improved but requires further improvement.
	Ensure all councils have an adequate understanding of the visitor economy and provide advice and expertise into tourism related activities.	Ongoing	Ongoing

Outcome 1: Regional Plan.			
What will you do? Activities	What did we do? Outputs	How well did we do it? Quality of outputs	Did it have an impact? Value-add of outputs
Maintain a database of regional stakeholders.	Provide support in reviewing and entering RDAWEPs database.	Ongoing	Ongoing
	140 changes were made to the database in July.	At 5 th August 2016, the database listed 4,770 contacts.	The RDAWEP Regional Newsletter for July was distributed on 4 th July, 2016.
	The Jobs and Skills Regional Networks and the ILC's between them have 170 people on the stakeholder database. This is maintained regularly to reflect movements of members.	This stakeholder database is maintained by administration staff who attend meetings and keep abreast of members movements. This database is being moved into the ACT system in the near future which will assist staff in its maintenance.	
Prepare an annual Business Plan and Operational Plan.			

Outcome 2: Critical issues - Advice to the Government on critical issues affecting the RDA region.			
What will you do? Activities	What did we do? Outputs	How well did we do it? Quality of outputs	Did it have an impact? Value-add of outputs
Participate in intergovernmental and interagency meetings.	Multiple meetings with representatives from DSD, DefenceSA, Office of Industry Advocate, Defence Teaming Centre, Whyalla Chamber of Commerce and Whyalla council. To discuss and develop actions to improve access of local/regional suppliers to the Defence Supply chain.	Communications with office of Industry participation in regard to a new position and dedicated resource to communicate and co-ordinate access to Defence and other project work by Whyalla Heavy Industry and supply chain businesses.	A detailed job and person specification and project budget has been developed RDAWEP has supported the proposal and committed funding. Co-funding is required to enable the project to proceed. This is being sought from DSD, Federal Government and Whyalla Council. DSD Industry Capability network have offered a desk in their Adelaide office to enable the co-ordinator to spend time and work closely with ICN personnel who assist local procurement for multiple South Australian projects. Communication with government agencies in regard to co-funding for this position is ongoing.
	RDAWEP organised follow up meetings with Defence SA (Paul Bates) and the Defence Teaming Centre (Les Shearn)	Meetings aimed follow up on Defence asset reprocessing in Whyalla and opportunities to collaborate with the Defence Teaming Centre. Regular and ongoing engagement with these organisations is important to identify opportunities for Whyalla and EP businesses.	Plans to progress the Defence asset reprocessing were developed and a meeting with the Australian Military Sales office in Canberra to develop further is being scheduled. Current estimates are that approximately 20 ships would need disposal over the next 15 years with additional requirements to dispose of military vehicles and aircraft. DTC have commenced sending a list of defence project and tender opportunities on a weekly basis. This information is being circulated to approximately 70 businesses who have expressed interest in supplying goods and/or services to ADF.

Outcome 2: Critical issues			
What will you do? Activities	What did we do? Outputs	How well did we do it? Quality of outputs	Did it have an impact? Value-add of outputs
Participate in intergovernmental and interagency meetings (Cont'd).	Ongoing communications with DSD in regard to an Upper Spencer Gulf Economic transition plan.	DSD is working with the USG common purpose group to develop a forward looking plan to assist diversification of the economy of the USG region to new industries, less reliant on mature traditional mining, manufacturing and energy production industries and their supply chains.	Provided DSD with 13 external and 6 internal Whyalla specific reports and economic development plans which had been produced since 2010. The majority of external plans had no implementation to date. Conversely RDAWEP has been steadily acting to implement internally developed plans. Substantial progress has been made on many fronts. This highlights the weakness of producing plans and reports with no consideration, commitment or resources to implement them.
	Provide leadership and represent the Eyre Peninsula tourism industry at intergovernmental and interagency meetings	Provided tourism representation and expertise at: <ul style="list-style-type: none"> SATC RTM Meeting 29th July ARTN National RTO Advisory Meeting 28th July. 	Ongoing
	Whyalla is now an accredited age-friendly community after being accredited and endorsed by the World Health Organisation. Participated in meetings with: <ul style="list-style-type: none"> NDIA - continuing to work with NDIA local advisor Tanya Cumerlato in regards to organising a community forum to explain the NDIA rollout to our affected local community members. COTSA - to discuss further funding opportunities for the implementation of the Masterplan beyond November 2016. Whyalla Aged Care re: KPI's within the Disability and Ageing Masterplan. RDAWEP has been working closely with local disability sector stakeholders as we continue to have the conversation regarding a supported disability accommodation facility in Whyalla. 	RDAWEP engages with local service providers and agencies to ensure it is displaying leadership within the ageing and disability sectors. RDAWEP is continuing to work with the WCC to stay in-line with its strategic plans moving forward.	RDAWEP are having a positive impact and working relationship with local stakeholders. All are pleased with the output of work within the Living Well: Masterplan.
	6/07/2016 Discussed reporting requirements for Koonibba's CDP activity with DPMC, and addressed what needs to be included in the sub-contracting agreements to enable a reporting template to be developed.	Koonibba are on track with the provision of the CDP activity.	CDP activity is meeting the activities objectives.
	6/07/2016 Confirmed the new Indigenous Transport contract with DPMC.	The one way passenger transport service will continue as is until 30/06/2016	The number of passengers using the service is averaging 25 plus per week.

Outcome 2: Critical issues			
What will you do? Activities	What did we do? Outputs	How well did we do it? Quality of outputs	Did it have an impact? Value-add of outputs
Participate in intergovernmental and interagency meetings (Cont'd).	6/07/2016 Confirmed the provision of funds to continue with Indigenous Economic Development.	Contract varied request has been made to provide more assistance for Yalata.	
	See below, Collective Impact workshop.		
Pursue opportunities for collaborative projects.	A monthly meeting has been scheduled with the Whyalla Chamber of Commerce for the purpose of sharing intelligence and fostering collaboration.	The program of regular meetings has been ongoing.	Communication regarding Defence procurement, grants, Northern Coastline, business conditions and other projects is ongoing.
	Meeting and correspondence with TAFE in regard to development of a proposal to build the capability for defence industry projects through focussed vocational training and industry placement.	A project summary was developed as a basis for further discussion with State Government and Industry.	Ongoing work is required to develop this project to a more formal proposal and attract the resources required for implementation.
	<p>RDAWEP continues to work with the WCC on the Strategic Plan for Whyalla.</p> <p>RDAWEP along with NDIA will be working to bring together a representative group of Whyalla residents with disabilities and their families to discuss the roll-out of the NDIS program in Whyalla.</p> <p>RDAWEP is holding continual conversations with DSD in regards to the funding available to retrenched workers in Whyalla to see if these people would like to undertake training in Certificate III in Individual Support (Disability and Ageing).</p>		RDAWEP is assisting DES Providers and UniSA to plan a Job Expo on November 3 rd 2016.
	Applying for funding support from DPMC to develop the "Far West Aboriginal Tourism" Strategy - Aboriginal organisations include Aboriginal Lands Trust, Yalata, Scotdesco, Koonibba, Ceduna Aboriginal Corporation, Maralinga. State Government department (SATC)	<p>Support letter's obtained, SATC has committed \$10,000.00 towards plan.</p> <p>Still waiting for application outcome. Advice has been obtained connecting the tourism strategy to the "Breaking the Cycle" program. The Far West Native Title group are also interested in supporting the strategy.</p>	<p>DPMC advised that application has moved to the next stage of the assessment process.</p> <p>31/07/2016 Commenced developing strategy, ALT and Yalata support the strategy, however making contact is difficult.</p>
	21/07/2016 Met with Housing SA funding has been provided to 9 organisations for refurbishment of houses (on Ep (total 2.64 million) providing assistance with agreements. Met Housing SA Employment project officer and discussed model that includes Complete Personnel and Ceduna Aboriginal Corporation.	Activity will commence on October 3 rd . Housing SA are most keen to include employment in the project.	

Outcome 2: Critical issues			
What will you do? Activities	What did we do? Outputs	How well did we do it? Quality of outputs	Did it have an impact? Value-add of outputs
Pursue opportunities for collaborative projects.	27/07/2016 Met with Complete Personnel to connect them with the Housing SA refurbishment activity.	Complete Personnel are prepared to contribute to the housing refurbishment activity.	\$2.64 million to come into the region for construction.
	Participated in 2 day Collective Impact workshop conducted by Together SA, with a range of other government, NGO and service agencies.	This workshop was very timely as it can be applied to the work of RDAWEP in bringing together the community transport service providers – developing a shared vision for change and collectively developing solutions.	Collective Impact model will form the basis of a transport forum planned for September. Workshop group have commenced regular web based communication, using a platform “Basecamp”
	Have commenced application for the Commonwealths “Empowering Youth Initiative”. When round 2 opens and application may be lodged.	This has been held up presumably as a result of the upcoming Federal election (caretaker mode).	
Maintain current position as a member of Indigenous panels.	Membership of three panels continues. <ul style="list-style-type: none"> Indigenous Business Australia Indigenous Land Corporation Ceduna Service Reform Group. There have been a number of changes to the delivery of services recently.	The main change is the Department of Prime Minister and Cabinet is now the first point of contact for business ideas and loans. After assessment the concept is then referred to IBA. IBA has a larger involvement in investments.	IBA has advised RDAWEP that it is still an active provider of services, however it is moving away from the panel system.
Pursue a whole-of-government approach to workforce development.	As part of the WorkReady program, RDAWEP has entered into a two year agreement (2016 – 2018) to provide brokerage services to deliver skills and employment projects.		
Engage with the EPLGA and Local Government on regional development issues.	A monthly meeting has been scheduled with Whyalla City Council Group Manager – City Development & Delivery/Planning and Development and Tourism Development Manager, for the purpose of sharing intelligence and fostering collaboration. An additional regular meeting was scheduled with the Whyalla Council CEO to review economic development and other issues.	Scheduled monthly meetings were deferred due to other commitments.	Communication, knowledge and understanding of WCC/RDAWEP activity, projects, collaboration on projects and initiatives continues to improve,
	The EPLGA was consulted about appropriate performance measures and KPIs for the Regional Strategic Plan grant application to the LGA R&DS.	The final draft was supported by the CE of the EPLGA and included as an attachment to grant application.	
	Provide leadership and expert advice and support to local government in relation to tourism development and marketing.	Attended various meetings, workshops and other opportunities including; <ul style="list-style-type: none"> 26th July- DC Cleve, Cleve Accommodation Study 26th July City of Whyalla, Northern Coastline Master plan 	Ongoing
	RDAWEP has engaged with the Whyalla City Council to ensure that KPI’s for the Project Implementation Officers position are in-line with the WCC strategic plan.	A report was written and sent to Acting CEO Migelle Hiscock detailing the work that has already been completed through the Disability and Ageing Masterplan.	RDAWEP corresponds regularly with the WCC on KPI’s that are being met. As stated, there will be changes to the current KPI’s due to the changing strategic plan of the city council.

Outcome 2: Critical issues			
What will you do? Activities	What did we do? Outputs	How well did we do it? Quality of outputs	Did it have an impact? Value-add of outputs
Engage with the EPLGA and Local Government on regional development issues (Cont'd).	Had phone conversation with LGA SA's new Public Health Planning Implementation Officer to introduce RDAWEP and the role of the CSAG. Scheduled tentative follow up phone discussion with the PHPIO and Senior Policy Officer (Ageing).	Phone meeting was deferred – awaiting further contact from PHPIO.	To be determined
	EPLGA member councils are major employers on EP and will be included in the scope of employer consultation.		

Outcome 3: Priority activities - Advice on priority activities that will drive regional economic development, on future economic opportunities and on the RDA region's comparative advantages, based on consultation and engagement with community leaders. <i>(Priority activities are those with an economic focus where the RDA takes a lead or supporting role. RDAs should identify if they are taking a lead or supporting role.)</i>			
What will you do? Activities	What did we do? Outputs	How well did we do it? Quality of outputs	Did it have an impact? Value-add of outputs
Human Capital - REGIONAL PRIORITY: <i>Develop and retain a skilled workforce.</i>			
Develop sustainable employment networks.	Commenced brokerage program with discussions in the Carers, Rail and Seafood sectors.		
Maintain career development services.	CDS services provided in Whyalla (shop front) and the remainder of EP (mobile).	Career development services engaged 162 people in 2016/2017 with 54 of these gaining some level of work (employment outcome). In 2016/2017 CDS will continue to provide a major part in providing participants with valuable intelligence on workforce trends. Also preparing them for workforce restructure and readiness for new vocations.	The CDS sits under the EPWB umbrella. This service is again being funded by the Department of State Development's (DSD – SA Government) – in Eyre region until December 2016 and in Whyalla region until June 2017.
Deliver targeted projects to support workforce development and participation.	Industry sectors to be targeted in the brokerage program are: Whyalla: <ul style="list-style-type: none"> • Civil • Engineering • Carers • Retail Eyre: <ul style="list-style-type: none"> • Seafood • Agriculture • Carers • Rail 		
Provide complementary services to support human capital programs.			

Outcome 3: Priority activities			
What will you do? Activities	What did we do? Outputs	How well did we do it? Quality of outputs	Did it have an impact? Value-add of outputs
Sustainable Communities and Population Growth: Economic - REGIONAL PRIORITY: <i>Build the capacity of the community to grow the regional economy.</i>			
Deliver targeted projects to support the disadvantaged to participate in the labour market.	The 2016/2017 agreement with DSD focuses on "Jobs First" with some attention to support the disadvantaged in the workforce.		
Support skills training opportunities to increase Aboriginal participation in the labour force.	Promoted the support RDAWEP employment and skills training can provide for three projects - 1) Town Accommodation Centre upskilling for 6 potential employees, 2) Housing refurbishment program 4 - 6 potential employees, 3) Prisoner release scheme Port Lincoln 4 participants.	Additional meetings planned 10/08/2016	
	The new brokerage role sits under the EPWB's umbrella to bring organisations together to broker partnerships and initiate projects to include working Aboriginal people, mature aged people, people with a disability and young Eyre Peninsula people.		
Pursue solutions to improve small businesses viability.	University of Technology Sydney has developed a Management Skills development program specifically for business owners and managers operating businesses in regional Australia. The program is scheduled to run over an approximate 8 month period and includes approximately 10 groups from across regional Australia who will be undertaking the pilot program.	RDAWEP coordinated, hosted and facilitated this management skills development program which is specifically designed for managers of SME businesses that operate in regional Australia.	The project has concluded. Formal evaluation by UTS has commenced. Further action pending this report.
	Provide leadership, advice and support to the tourism industry to grow tourism.	General assistance provided including <ul style="list-style-type: none"> • Coffin Bay Eco Accommodation • Glamping Product • PLRC. 	
	Provide business development and quality training opportunities to the tourism industry	Ongoing communication with the SATC, SATIC and RDAWEP regarding specific workforce and training needs of the tourism industry.	Ongoing
	Completed loan application for Walga Mining Services to assist with obtaining funds to ease current financial position due to Arrium debt.	Loan approved, assisting with bank follow up.	Bank has completed the opening of an additional account, and has provided a "Deed of Priority"
	Assisting 6 Whyalla base clients with business plans including financial documents for new businesses. One Whyalla client has provided with assistance for a "commercialisation grant" application.	Two business plans written plus one cash flow and start-up costs completed.	
	Assisting one Port Lincoln based business including the development of a business plan.		

Outcome 3: Priority activities			
What will you do? Activities	What did we do? Outputs	How well did we do it? Quality of outputs	Did it have an impact? Value-add of outputs
Sustainable Communities and Population Growth: Environmental - REGIONAL PRIORITY: <i>Consider the environment when planning regional development.</i>			
Participate on the Eyre Peninsula Integrated Climate Change Agreement (EPICCA) Committee.			
Liaise with relevant agencies about solutions to address environmental issues.			
Pursue solutions to provide sustainable water quality and quantity.			
Support the development of waste management initiatives.			
Support improved environmental infrastructure.	Support improved environmental infrastructure in relation to tourism	<p>RDAWEP in partnership with EPNRM and the EPLGA are developing the Eyre Peninsula Coastal Access and Off-road Vehicle Strategy aimed at improving consistency in the planning, implementation and marketing of coastal management in Eyre Peninsula.</p> <p>Final Strategy has been sent for design and endorsement by NREP.</p>	

Outcome 3: Priority activities -			
What will you do? Activities	What did we do? Outputs	How well did we do it? Quality of outputs	Did it have an impact? Value-add of outputs
Sustainable Communities and Population Growth: Social - REGIONAL PRIORITY: <i>Support development of social and community infrastructure and services to enhance liveability.</i>			
Support improved social and community infrastructure.	<p>RDAWEP has set up a working party to establish some events for the Every Generation Festival in Whyalla. RDAWEP are working closely with the Whyalla City Council Events Planning Officer.</p> <p>RDAWEP continues to engage with local service providers and community members to establish the need for supported disability accommodation. Surveys have been distributed and the collection of responses will be occurring at the end of August. RDAWEP are working towards 300 – 400 surveys being completed.</p>		Despite some challenges that Whyalla is facing at present, RDAWEP can respond positively with a focus on encouraging the economic contribution from new service providers and the families that may become involved with these services.

Outcome 3: Priority activities			
What will you do? Activities	What did we do? Outputs	How well did we do it? Quality of outputs	Did it have an impact? Value-add of outputs
Support improved educational infrastructure.	<p>A monthly meeting has been scheduled with UniSA regional manager and TAFE regional manager for the purpose of sharing intelligence and fostering collaboration.</p> <p>Met as scheduled (with an apology from TAFE).</p>	<p>Opportunities to develop formal links with the Heavy Industry Cluster were discussed and are ongoing.</p> <p>Communications with ongoing discussion about opportunities for access to the University's AARNet high speed broadband by commercial businesses in Whyalla.</p> <p>Communications and collaboration with UDRH in regard to implement specific actions from the D&A Masterplan are ongoing.</p>	<p>RDAWEP is supervising a final year Social work student who will work on aspects of implementing the plan. 1) Establish and older persons advisory group 2) Disability and accommodation survey, data collection and collation, 3) Planning a community event for the every generation festival.</p> <p>RDAWEP has established a working group from industry, Whyalla council and UniSA to develop and action a plan for provisioning commercial access to AARNet very High speed broadband. RDAWEP developed a survey to determine demand for the service in Whyalla.</p>
Support improved recreational infrastructure.	<p>Bennett Oval Refurbishment. (Ongoing)</p> <p>In 2015 RDAWEP facilitated a project to develop a facilities and infrastructure Masterplan for Whyalla's Bennett Oval. The initial stage of this project was to apply to the Office of Recreation and sport for funding for a Category 1 Facility Planning Grant Application. The program is highly competitive with limited funds and the application was not supported in 2015. RDAWEP worked in collaboration with Whyalla council to revise and re-submit the application for approximately \$35,000 funding co-contribution which will be supplemented by cash contributions from Whyalla council, The Whyalla Football League and SA Cricket association.</p>	<p>Bennett Oval is Whyalla's primary Australian Rules football playing and training oval. If successful grant funding will enable an independent review of sport and spectator facilities at the site to develop a comprehensive Facilities and Infrastructure Masterplan. An experienced consulting firm would be engaged to fully investigate opportunities to; incorporate other, additional sports at the site, determine what new and/or upgraded infrastructure would be required to bring facilities up to current sporting standards, prepare concept plans, costings and a staged project plan for implementation.</p>	<p>The application was approved. The project will be managed by Whyalla council with support from RDAWEP as required.</p>
Support improved tourism infrastructure.	<p>Provide leadership, expert advice and support in relation to tourism infrastructure</p>	<p>Provided the following assistance;</p> <ul style="list-style-type: none"> • Port Lincoln Caravan Park Upgrade • Whyalla Tourism Infrastructure. 	<p>Ongoing</p>
Address health, aged and child care services and infrastructure in regional planning.	<p>RDAWEP participated in a Strategic Planning review workshop for Whyalla Aged care</p>	<p>Provided information and input to development of business strategy and the organisations 2016-2019 strategic plan.</p>	
	<p>See above, Community Transport Service Providers forum.</p>		
	<p>Researched Ageing Strategies developed in other regional areas, with particular interest in a major project conducted in the Wheat belt region of WA.</p>	<p>Contacted Wheat belt Development Commission to look into the methodology used and successes from their "Aged Friendly Communities in Small Towns" project. Accessed some of the resources used.</p>	<p>There are many similarities in some of the sub regions in the Wheat belt to RDAWEP region. Learnings and modelling on the work they have done may be applicable to RDAWEP region.</p>

Outcome 3: Priority activities			
What will you do? Activities	What did we do? Outputs	How well did we do it? Quality of outputs	Did it have an impact? Value-add of outputs
Address health, aged and child care services and infrastructure in regional planning (Cont'd).	<p>Update: RDAWEP is working with the University of South Australia on research grants. A Training, Development and Research Advisory group has now been established.</p> <p>RDAWEP have organised for ProjectAble to facilitate two workshops on the 10th August. These workshops are at no cost to RDAWEP and will be held at EJEHS.</p>		
Support the implementation of the Whyalla Masterplan for Disability and Ageing.	Work on specific actions of Whyalla's Masterplan for Disability and Ageing has been ongoing.	Work to progress and complete specific actions is ongoing with a focus on 12 priority actions which have been identified by the Leadership group	<p>Implementation work is ongoing. Communications with COTA CEO Jane Mussared in regard to establishing a COTA presence in Whyalla. Funding programs to enable continuation of the implementation of Whyalla's D&A Masterplan, also discussed. Government funding is difficult with no grant programs available to cover this type of project. Small funding amounts may be available for specific projects.</p> <p>Participated and provided input to a positive aging forum which aimed to collect information about aging in Whyalla.</p>
	<p>Work on specific actions of the Masterplan for Disability and Ageing is ongoing with some early successes in regards to services and future planning.</p> <p>All documents associated with the Disability and Ageing Leadership Team has been completed in a timely manner.</p>		
Support coastal development planning initiatives.	Masterplan for Whyalla's Northern Coastline.	RDAWEP has been working with Whyalla council and Fyfe consultants to undertake a planning process for the area of coastline extending northwards from Whyalla and develop a forward looking Masterplan for future development of the area.	Project work by the consultants is ongoing. RDAWEP reviewed and provided comments on the final draft and planned consultation process. Interview with ABC radio to provide information about the status of the project and promote the consultation sessions.
	Provide leadership and expert advice and support to local government in relation to the Whyalla Northern Coastline Masterplan	<p>Support City of Whyalla and represent RDAWEP and on the Whyalla Northern Coastal Masterplan project steering committee.</p> <p>Final report has been distributed for public consultation.</p>	Ongoing

Outcome 3: Priority activities			
What will you do? Activities	What did we do? Outputs	How well did we do it? Quality of outputs	Did it have an impact? Value-add of outputs
Access to International, National and Regional Markets - REGIONAL PRIORITY: <i>Promote investment to develop strategic infrastructure and foster globally competitive business.</i>			
Assist investment attraction.	RDAWEP was contacted by a company about construction of regional grain handling infrastructure.	Draft proposal reviewed and information provided about grants which may apply to the project.	
	Communications with Ananguku arts in regard to a project proposal to establish a sculpture workshop in Whyalla.	Reviewed project proposal and prepared a letter to support the project and funding application.	To be advised of funding proposal outcome
	Telephone discussions were held on 23 July with a potential investor interested in supporting renewable energy projects in the region.	The information and advice was forwarded to the CEO for follow-up and further negotiations.	A number of options are in the process of being pursued but cannot be named due to commercial confidentiality.
	Showcase the regions opportunities and competitive advantages.	Ongoing	Ongoing
Support utility and transport infrastructure development, including containerisation options.			
Pursue the development of purpose-built fishing industry infrastructure.			
Pursue the development of competitive grain supply chain infrastructure.			
Pursue the upgrade of the Port of Thevenard Port.	On 8 July, Ceduna Mayor Alan Suter was provided with historic feasibility and costing documents about the dredging of the Yalata Channel to improve port export capability.	Follow-up conversations about this matter were conducted by phone.	Issues concerning the veracity of the dredge costings prepared by AECOM are being investigated.
Support the improvement of road infrastructure.			
Support export development initiatives.	International Tourism Group	Ongoing	Ongoing
Support the EP Mineral and Energy Resources Community Development Taskforce.			
Improve the Regional Prospectus			

Outcome 3: Priority activities			
What will you do? Activities	What did we do? Outputs	How well did we do it? Quality of outputs	Did it have an impact? Value-add of outputs
Comparative Advantage and Regional Competitiveness - REGIONAL PRIORITY: <i>Strengthen, foster and promote the region's business and product diversity.</i>			
Support and develop the food industry.			
Provide strategic direction for provincial brand marketing by food industry stakeholders.	The EP Brand Marketing Plan was developed to provide strategic direction.	Plan was completed and budget was allocated to deliver the plan in the 15/16 FY.	This activity ongoing
Provide strategic direction for product development and new markets by food industry stakeholders.			
Provide strategic direction for destination development by tourism stakeholders.	Provide leadership, expert advice and support in relation to destination development	Provided tourism representation and expertise in key strategic plans related to destination development;	Ongoing
Provide strategic direction for <i>Eyre Peninsula – Australia's Seafood Frontier</i> brand planning and marketing by tourism stakeholders.	The Eyre Peninsula Brand Program marketing plan was developed and implemented.		
	Create and distribute content for Social Media applications in order to grow social media reach.	Share the regular creation and distribution of content to meet target market needs. <ul style="list-style-type: none"> Eyre Peninsula Instagram audience grew by 7% Eyre Peninsula Australia's Seafood Frontier Facebook audience grew by 2% eyrepeninsula.com increased page views by 2.6% seafoodfrontier.com.au decreased page views by 17% Nullarbor (digital version) increased page views by 32% 	This is an ongoing activity because the use of social media needs to be carefully monitored on a regular basis.
	The Eyre Peninsula Brand Program marketing plan was developed and implemented. Specific actions included:		
	Refresh and include additional social media integration to the home page of exploreeyrepeninsula.com.au	Digital marketing plan implemented	Ongoing
	Market the Nullarbor suite of platforms including print, online and app.	Use of the online website and app was high during the reporting period.	Ongoing
	Market online publications including: <ul style="list-style-type: none"> Culinary Adventure Guide Corporate Planners Guide 		Ongoing

Outcome 3: Priority activities			
What will you do? Activities	What did we do? Outputs	How well did we do it? Quality of outputs	Did it have an impact? Value-add of outputs
Provide strategic direction for <i>Eyre Peninsula – Australia’s Seafood Frontier</i> brand planning and marketing by tourism stakeholders (Cont’d).	Grow social media reach.		Ongoing
	Establish a cooperative video project for Local Government.	Project briefs were collated and the production company was engaged. Films are finalised.	Marketing and distribution plans are being compiled for release in August
	Develop and maintain a suite of print marketing collateral, including support to the SATC and HWR media to develop the Eyre Peninsula Visitor Guide.	HWR Media have been awarded the tender. Planning underway for delivery	Ongoing
	Provide leadership and assistance to the SATC in relation to marketing and distribution.	Ongoing	This assistance is an ongoing activity.
	Provide leadership and assistance in development, facilitation and marketing of regional events. Specific activities included:	Ongoing support is being provided to regional events.	Ongoing
	The EP Brand Marketing Plan was developed to provide strategic direction.	Ongoing	Ongoing.
	Support the regional famils and influencer program	Media and trade opportunities are identified and prioritised based on regional benefit.	Ongoing
Improve the collection and use of meaningful tourism data.	Implement a standardised approach to the collation of visitor data at Visitor Information Centres (VIC’s)	Ongoing	Ongoing
Comparative Advantage and Regional Competitiveness - REGIONAL PRIORITY: <i>Strengthen, foster and promote the region’s business and product diversity.</i>			
Support the development of the agricultural industry.			
Support the development of the manufacturing industry.	<p>RDAWEP facilitated two workshops with Whyalla businesses with the aim to improve businesses in the Upper Spencer Gulf access to opportunities and become established in supply chains across Defence and other Infrastructure projects.</p> <p>Corin McCarthy DSD/ Office of the Industry advocate, Gavin Asikas from the Industry Capability Network and Les Shearn, from the Defence Teaming Centre, presented information and advice about; supplying to Government, how to find opportunities and be ready to win contracts, advice and tips on local Defence projects including the Cultana Expansion works; the base supply contracts; how to make the most of your ICN profile and become part of the supply-chain for major projects.</p>	<p>Supplying government projects will become increasingly important for businesses in Whyalla and Eyre Peninsula. A recent assessment of Whyalla’s Heavy Industry capability to supply Defence projects undertaken by Defence SA found strong existing capability with potential to expand for future defence work. These projects include; development of infrastructure at Techport which is required for expanded Naval construction, manufacture of components and potentially modules for Offshore Patrol Vessels, Future Frigates, Land 400 Combat Reconnaissance Vehicles and Future Submarines</p>	<p>Other defence work on offer includes; development of the expanded Cultana Training Area with capital expenditure of approximately \$70 million expected, decommissioning HMAS Sydney, other ships and equipment and the ongoing supply of goods and services to Defence during training operations. These present large, real and long term opportunities for businesses in Whyalla and the Upper Spencer Gulf.</p>
	A capability mapping exercise for a range of Heavy Industry and supply chain businesses with operations in and around the Whyalla area is ongoing.	A process was developed to capture detailed information about capabilities of Heavy Industry businesses and their supply chain.	Interviews and reporting is in progress.

Outcome 3: Priority activities			
What will you do? Activities	What did we do? Outputs	How well did we do it? Quality of outputs	Did it have an impact? Value-add of outputs
Support the development of the mining industry.			
Support the development of the transport industry.			
Support the development of the health care and social assistance industry.			
Support the development of renewable energy projects.			
Increase Aboriginal participation in business enterprises.	<p>Met with PLACC and RMD Investments to assist with moving the St Andrews Terrace property development forward. The high cost of civil works is stalling the activity and until the civil works are completed titles cannot be issued.</p> <p>Assisting CAC to have a form of ownership of the Ceduna Sanctuary, met with Mayor Suter and CAC CEO to discuss,</p>	<p>RMD Developments are seeking additional quotes, they are also floating the concept of including one of the Native Title Groups as a funding partner.</p> <p>Further meeting planned with additional stakeholders later in August. .</p>	
Support business innovation, skills development and sustainability.			

Outcome 4: Project proposals – Assistance to local community stakeholders in order for them to develop project proposals; and referral of stakeholders to appropriate public and/or private funding sources - including the \$1 billion National Stronger Regions Fund.			
What will you do? Activities	What did we do? Outputs	How well did we do it? Quality of outputs	Did it have an impact? Value-add of outputs
Support stakeholders to access government programs through assistance with business cases and grant applications.	Support the development of an Aboriginal Tourism Strategy for the Far West Coast of Eyre Peninsula aimed at increasing the economic benefit of tourism to Aboriginal Communities	Strategy development has commenced, draft to be completed by 30 th July.	Ongoing
	<p>Assisting stakeholders to access the following programs:</p> <ul style="list-style-type: none"> • Scotdesco; RDIF? – Caravan Park establishment • Walga Mining: Whyalla Job Creation Grants • Walga Mining Interest Free Loan • Koonibba History Centre • Yalata • Spinflexor (Trampas Cutler) 	<p>Awaiting outcomes on all submissions.</p> <p>Koonibba application submitted, quotes are being obtained.</p>	<p>Walga Job Creation Grant Approved,</p> <p>Scotdesco RDIF Funding approved.</p> <p>Walga Mining Interest Free loan approved</p> <p>Spinflexor commercialisation grant submitted.</p>

Outcome 5: Promote Australian Government Programs - Increased awareness of Australian Government programs in the RDA's region.			
What will you do? Activities	What did we do? Outputs	How well did we do it? Quality of outputs	Did it have an impact? Value-add of outputs
Provide information about government programs to stakeholders.	Grant funding advice was provided to Ocean Australian Foods (OAF) on 20 July about the State Government RDF process.	The next round of RDF funding has yet to be announced. OAF was advised to progress its draft grant application and business case in order to be grant ready when the next round is called. OAF was also advised to monitor the Regions SA website for the round call announcement.	RDAWEP automatically informs all potential applicants when grant funding rounds are called.
	Via the CDS, RDAWEP staff are disseminating material on behalf of the Commonwealth to assist retrenched workers affected by the downturn in the resources sector on EP.	Material for workers retrenched workers from Arrium and Alinta are being assisted.	Too early to measure impacts.

Outcome 6: Continuous Improvement - improved operational practices to enhance RDA capacity.			
What will you do? Activities	What did we do? Outputs	How well did we do it? Quality of outputs	Did it have an impact? Value-add of outputs
Comply with legislative, contractual and reporting requirements.			
Review and refine policies, procedures, planning and reporting documents.			
Develop marketing, communications and media plans.	The Corporate Marketing Plan was developed to provide strategic direction.	Plan was completed and budget was allocated to deliver the plan in the 15/16 FY.	This activity ongoing
	Corporate Website upgrade.	The site had a public launch through the corporate newsletter on August 1 st .	Ongoing. Waiting for feedback from users.
	RDAWEP Media Gallery upgrade.	The media gallery was launched internally in December.	This activity ongoing
	Corporate Newsletter production.	Issues found with the RSS feeds and website integration. Momentum to address issues before utilising the new template.	
	Corporate Newsletter production.	Issues found with the RSS feeds and website integration. Momentum to address issues before utilising the new template.	
	The EP Brand Plan was developed to provide strategic direction. This included: <ul style="list-style-type: none"> Maintain and develop EP Brand program's digital footage by effectively managing its social media and email marketing digital assets. Maintain and distribute existing Eyre Peninsula branded printed collateral - e.g. The Adventure Culinary Guide and the Seafood User Guide. 	Plan was completed and budget was allocated to deliver the plan in the 15/16 FY. <ul style="list-style-type: none"> New content was created and distributed to meet target market needs. New content was created to promote the brand program in the monthly RDAWEP newsletter. 	The RDAWEP Regional Newsletter for July was distributed on 4th July 2016.

Outcome 6: Continuous Improvement - improved operational practices to enhance RDA capacity.			
What will you do? Activities	What did we do? Outputs	How well did we do it? Quality of outputs	Did it have an impact? Value-add of outputs
Develop marketing, communications and media plans (Cont'd).	Create and distribute content for Social Media applications in order to grow social media reach.	Share the regular creation and distribution of content to meet target market needs. <ul style="list-style-type: none"> • Eyre Peninsula Instagram audience grew by 7% • Eyre Peninsula Australia's Seafood Frontier Facebook audience grew by 2% • eyrepeninsula.com increased page views by 2.6% • seafoodfrontier.com.au decreased page views by 17% • Nullarbor (digital version) increased page views by 34% to 12,220 due to the whale season. 	This is an ongoing activity because the use of social media needs to be carefully monitored on a regular basis.
Improve financial and IT systems.			
Implement best practice HR initiatives.			