

Regional Development Australia Southern NSW & ACT

Tourism's vital role in our region

Rowena Abbey OAM Chair, RDA Southern NSW & ACT



Regional
Development
Australia
SOUTHERN NSW & ACT

Acknowledgement to Country

Regional Development Australia Southern NSW & ACT acknowledges the traditional custodians of the land on which we gather today and recognises the continuing connection to lands, waters and communities. We pay our respect to Elders past, present and emerging.



An Australian Government Initiative



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Who are we?

Regional Development Australia (RDA) is a national network of committees made up of local leaders who work across government, business and community groups to improve their region.

What do we do?

RDAs work with all levels of government to support economic and workforce development, local procurement, strategic regional planning and informing government programs and infrastructure investments.

Who funds us?

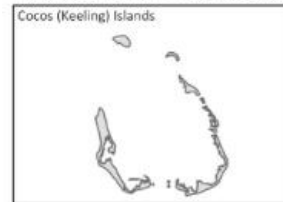
The RDA program is administered by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts.

RDAs also receive funds to deliver programs and services in region from a variety of sources.

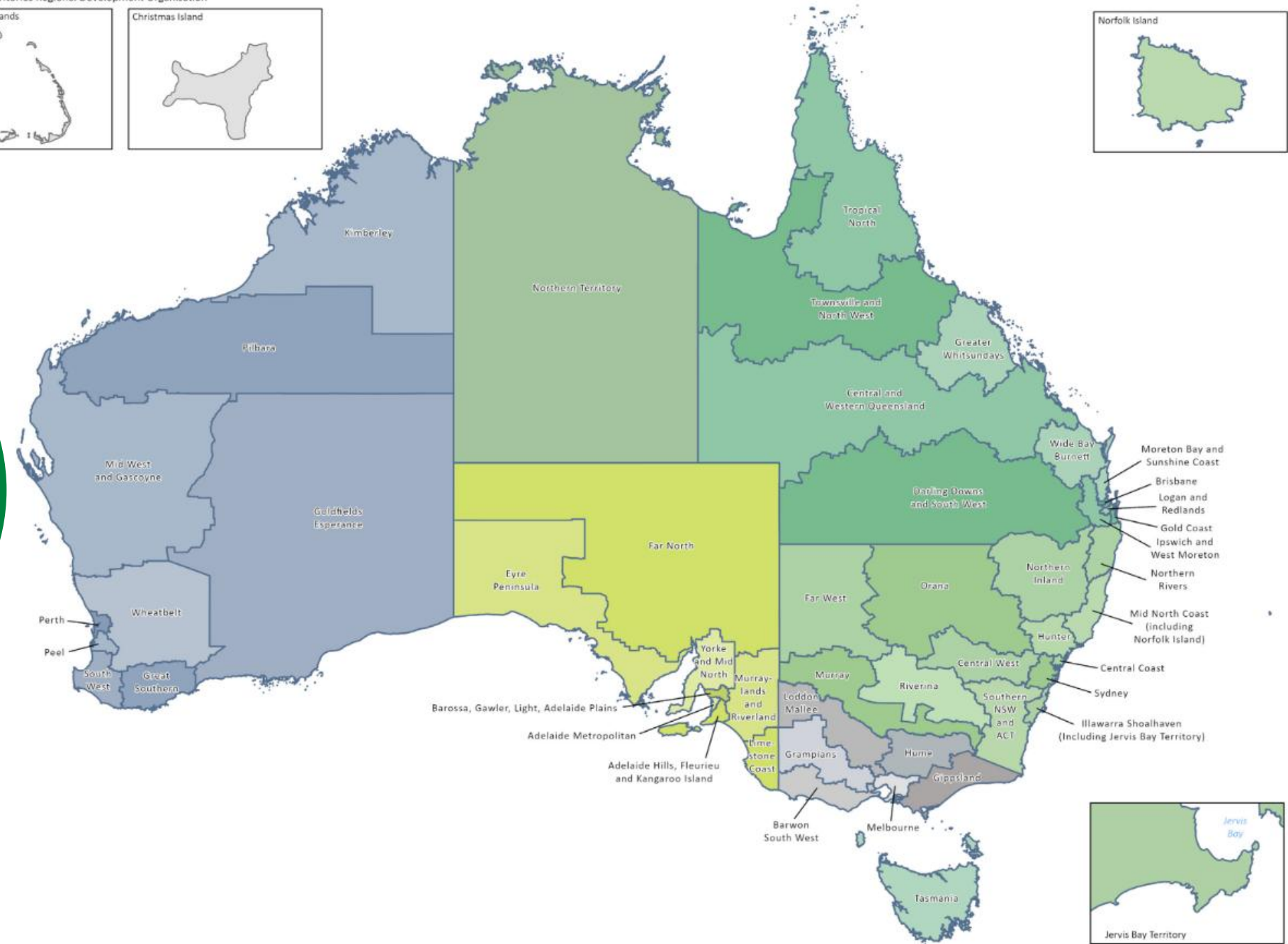
The Minister with responsibility is the Hon Kristy McBain MP, Minister for Regional Development, Local Government and Territories.

Local people
creating local
opportunities





RDA Network





Our region encompasses 9 NSW LGAs including:

- Wingecarribee
- Goulburn-Mulwaree
- Upper Lachlan
- Yass Valley
- Hilltops
- Queanbeyan-Palerang
- Snowy Monaro
- Eurobodalla
- Bega Valley
- Australian Capital Territory

This diverse region includes a land mass of over 56,000km² with a population of over 750,000.

Our Region



Current Projects

Small Business Month
1 - 31 October 2024

**GROW
OUR
OWN**
learn, work + live locally

Access Grant Assistance



JOBSS SOUTHERN NSW & ACT (JOBSSNA)

Linking job seekers with employers



**REGIONAL
CONNECT**

RDASNA
Consultation,
Analysis &
Strategy
Development

The Welcome Experience

Helping you relocate, settle in
and become one of the locals

Regional Migration
Filling the Skills Gaps



| Tourism

In Southern NSW & ACT



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Role of Tourism in our Regional Economy



Key Contributions

- Job creation and business development.
- Boosting local associated industries (hospitality, retail, events).
- Strengthening community identity and pride.

Key Challenges and Opportunities

Challenges

- Seasonality and visitor dispersion.
- Infrastructure and workforce gaps.

Opportunities

- Growth in eco-tourism, cultural experiences, and adventure tourism.
- Leveraging Canberra as a gateway.



Strategies for Tourism Product Development

Diversification & New Experiences

- Agritourism, heritage tourism, Indigenous tourism.
- Events and festivals as tourism drivers.

Strengthening Collaboration

- Partnering with local councils, businesses, and industry.

Infrastructure & Workforce Solutions

- Transport, digital connectivity, accommodation.
- Training programs to upskill the tourism workforce.

Sustainability & Innovation

- Eco-friendly tourism initiatives.
- Smart technology for visitor experiences.

Collaboration Opportunities

- Positioning Canberra as a launch point for regional experiences.
- Joint marketing and cross-promotion opportunities.
- Strategic coordination of tourism efforts.
- Investment and funding support.
- Focus on regional alignment and growth.



The Future of Regional Tourism



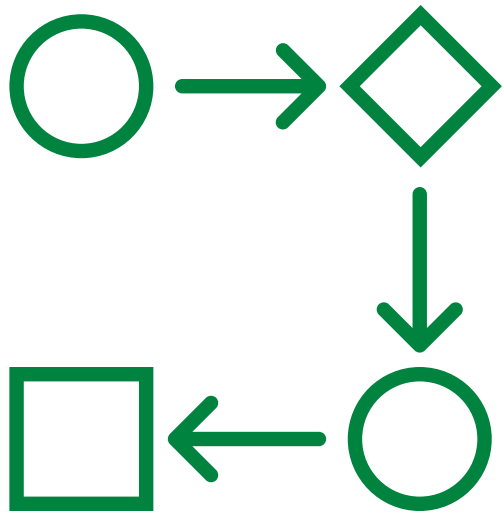
Emerging Trends

- Growing demand for nature-based and cultural experiences.
- Rise of digital nomads and long-term stays.

Opportunities

- International events and festivals.
- Regional branding and marketing potential.

What do we want to see?



- Tourism is a shared opportunity.
- Collaboration is key to unlocking its full potential.
- We must continue to encourage continued engagement and innovation.

We all work
together to
develop our
region



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