

## BRIEFING NOTE

**To:** The Hon Nola Marino MP and DITRDC  
**From:** RDA Murray, NSW  
**Submitted by:** Edwina Hayes – Director Regional Development and CEO, RDA Murray  
**Information Source:** RDA Murray Network and MSEAT  
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Murray NSW Region continues with similar restrictions on economic and social wellbeing to Victorian Regions with business and general impacts of disconnect between VIC state response and NSW state response.

We have more Jobs than People, restraining productivity, profitability, jobs maintenance and growth in the region. Solutions to drive population growth and activate jobs creation are:

- Deliver a comprehensive program that addresses matching people to jobs, housing, workplace acculturation incl English language, family settlement needs.
- Develop COVID safe options for people to move to southern NSW from VIC
- Create programs to invite Melbournians and other Victorians to move to the Murray
  - Invest in EVOCities and Country Change local activation programs
- Open migration opportunities to drive regional settlement; Increase quotas and allocations to regional programs

RDA Murray is collecting evidence to support specific initiatives and putting out fires connecting JobSeekers with jobs and Employers with likely community cohorts in preparation for harvest peak seasons

Local Councils focus on SA and NSW visitor and potential employee audiences rewiring the natural flow of population.

Continuing to work on NSW Bushfire Industry Recovery Package Red Meat sector support. NSW Agriculture Bushfire Recovery Plan covers– Dairy, Apiculture, Aquaculture and Viticulture. Softwoods have also seen sector wide recovery support. Survey results from Upper Murray Red Meat producers demonstrate sector-wide losses and stimulus needs. **A Red Meat Industry Sector Package in the order of \$70-80M would see red meat producers able to restock, renovate pastures and re build infrastructure lost during 2019-20 Bushfire Season. Representing a great opportunity to drive economic recovery in communities driven by red meat production.**

BBRF Rd 5 anticipation is building. There is positive engagement from Councils and Businesses RDA Murray working with Destination Riverina Murray and Murray Regional Tourism to coordinate, aggregate and prioritise.

Tourism and Hospitality Sector require additional assistance to rebuild Murray visitation Key solutions are investment in a more concerted cross-border, collaborative NSW and VIC Gov approach considering the region's historical reliance on Melbourne visitation.

RDA Murray focussed on

- Engaging Farmers in Advanced Manufacturing opportunities to add value to primary production in the region (connecting Wakool Agri-Innovation Program with investor



opportunities eg, DISER Early Stage Research Fund and DITRDC Regional Connectivity Program)

- Workforce Development -decentralisation and connecting JobSeekers with employers,
- Digital Connectivity; Building more capacity to engage with Regional Connectivity Program
- mental health programs, esp small business and rural men.
- Engage economic drivers leveraging post COVID boom behaviours

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