

RDA Illawarra Strategy



Vision We will grow a strong and confident Illawarra regional economy that harnesses competitive advantages, seizes on economic opportunities and attracts investments.

Purpose We are neutral brokers who collaborate across all levels of government, community and business for the growth of the Illawarra's economy. We value our people, culture and sustainable development.



Connectivity



Jobs



Resilience

Strategy

Enabling infrastructure to improve connectivity between Illawarra and Sydney/Western Sydney to unlock investment opportunities

Create a diverse economy that maximises jobs and industries for the region's future

Secure innovative solutions that drive a resilient and sustainable region

Action

Advocate for economic and infrastructure initiatives that will:

- Deliver highest and best use of Port Precinct land
- Optimise use of Shellharbour Airport and Business Park
- Maximise economic connections with Bradfield
- Deliver connected freight and passenger transport services to support economic development

Undertake evidence-based analysis of emerging future jobs, using regional intel, to drive projects that will:

- Generate high value and skilled jobs
- Ensure skilled labour meets industry demand
- Enable capital investment in the region
- Leverage COVID learnings in development of alternative work models, such as Hubs and Hybrids
- Promote public and private sector Decentralisation

Work with stakeholders as brokers and advocates to deliver outcomes and initiatives that will:

- Leverage our innovation history and culture, including embracing new Technologies and Industry 4.0
- Create a depth of resilient regional leaders
- Support COVID recovery of affected industry sectors, such as the Visitor Economy

Outcome

- Investment | Jobs Growth | Liveability
- 60 minute commute (Inter-Regional)
- 30 minute commute (Intra-Regional)
- Freight corridors preserved and activated
- City Deal Projects funded

- Support high value jobs growth across industry sectors, such as Knowledge Intensive Service Industries, Digital and Future Energy opportunities
- Maximise future jobs within the Illawarra region

- Enhanced liveability, quality of life and social cohesion
- Government and private investment enables resilient economy
- Move towards Net Zero Emissions

RDA Illawarra Board

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Illawarra Shoalhaven
Local Health District
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