



Quarterly Report to the Region

July to September 2018

RDA Illawarra

Our new strategy

The new RDA Illawarra board came together twice over the last quarter.

During this time, the board developed a new strategy to progress RDA Illawarra's future as a neutral broker collaborating across all levels of government, community and business for the growth of the Illawarra's economy.

The board is excited to share the new strategy as it embodies RDA Illawarra's three strategic pillars:

- Infrastructure
- Industry
- Integration

The new strategy can be found below and on our [website](#).



RDA Illawarra Strategy

Vision

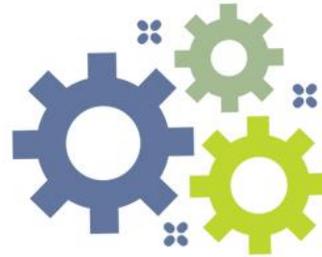
We will grow a strong and confident Illawarra regional economy that harnesses competitive advantages, seizes on economic opportunities and attracts investments.



Infrastructure

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.



Industry

WOLLONGONG

SHELLHARBOUR

KIAMA



Integration

STRATEGY	Enabling infrastructure to improve connectivity and unlock investment opportunities	Supporting development and capability of industry growth sectors from our Regional Plan	Leveraging a collaborative regional culture and working together on innovative solutions
ECONOMIC ASSETS	<ul style="list-style-type: none"> Proximity to Western Sydney Future Western Sydney & Illawarra Airports Port of Port Kembla Smart Cities (ICT) Road and Rail corridors 	<ul style="list-style-type: none"> Shell Cove Marina Wollongong Harbour iAccelerate Leaders in: <ul style="list-style-type: none"> Health & Aged Services Advanced Manufacturing 	<ul style="list-style-type: none"> University of Wollongong Highly skilled workforce Leading Health Alliances
PROJECTS	<ul style="list-style-type: none"> Advocate for improved road and rail connectivity Business development for airports, Port of Port Kembla and Western Sydney synergies 	<ul style="list-style-type: none"> Support tourism catalyst projects (eg WEC, Mt Keira, Cruise) Blue Economy development 	<ul style="list-style-type: none"> Strengthen inter-regional/city alliances (eg Sandstone Mega-Region, NUW Alliance) Foster a collaborative leadership culture and grow the next generation of leaders (eg LIP)



Q1 Activities

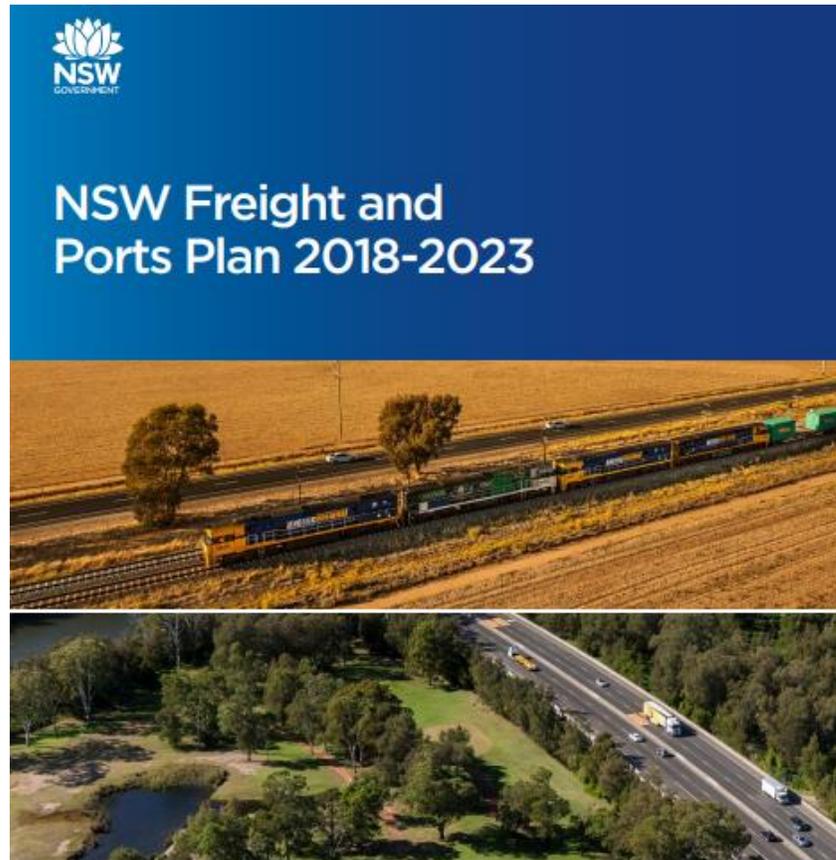
Top **six** activities include:

- 1) NSW Freight & Ports Plan submission
- 2) Australian Industrial Energy support
- 3) Cruise Wollongong support
- 4) WIN Entertainment Centre Project
- 5) Small Business Support
- 6) Leadership Illawarra Program



NSW Freights & Ports Plan

Activity: Advocate for enabling infrastructure to improve connectivity between Illawarra and Sydney/Western Sydney



- RDA Illawarra made a submission on the NSW Draft Freight and Ports Plan to the NSW Government in March 2018
- On Monday 24 September 2018, the Minister for Roads, Maritime and Freight, the Hon. Melinda Pavey MP released the [NSW Freight and Ports Plan 2018-2023](#)
- RDA Illawarra's submission was noted by the NSW Government. Our feedback was taken on board and incorporated in the final NSW Freight & Ports Plan 2018 – 2023
- As a result, the Plan now included upgrades to Picton Road and the SWIRL proposal which are included in the Implementation Plan (3.2 Deliver new infrastructure to increase road freight capacity)

Australian Industrial Energy (AIE)

Activity: Advocate for Port of Port Kembla growth



- Provided support and advocated for LNG Import Facility at the Port of Port Kembla:
 - *Briefing documents development*
 - *Letter of support*
- AIE secured The Floating Storage and Regasification Unit (FSRU) under charter contract from Höegh LNG (August)
- Media coverage:
 - [Sydney Morning Herald](#)
 - [The Australian](#)
 - [Australian Financial Review](#)
- 3 social media posts

Cruise Wollongong

Activity: Advocate for Tourism catalyst projects



Illawarra Mercury, 5 September 2018

- Cruise Wollongong, Illawarra Business Chamber and RDA Illawarra joined together to make a call to the NSW Government to invest in Port Kembla Harbour
- CEO of RDA Illawarra, Debra Murphy conducted media interviews with the Illawarra Mercury and ABC radio
- Media coverage:
 - [Illawarra Mercury](#)
- 2 social media posts

WIN Entertainment Centre (WEC) Illawarra Sport and Entertainment Precinct (ISEP)

Activity: Advocate for Tourism catalyst projects

Venue's future in spotlight

BY ANDREW PEARSON

THE manager of Wollongong's entertainment centre says after two decades bringing big names - and games - to the Illawarra, it's time to look at the venue's future.

The facility, today known as the WIN Entertainment Centre (WEC), celebrates its 20th birthday on Monday. Built as a basketball court, the 6000-seat venue opened its doors amid much fanfare on September 3, 1998.

Fast-forward to 2018 and some of the world's biggest stars have since graced the WEC stage. Each have brought an entourage and equipment that, even the centre's boss admits, have put its facilities to test.

Marc Swan - who manages the WEC and adjacent WIN Stadium - said management was currently exploring how to bolster the centre's appeal.

Mr Swan said the venue's design meant it was "not always suited for the types of events and performances available in the market".

"To put it in perspective, when a basketball team plays, they bring a change of clothes, an extra pair of shoes and a ball or two," he said.

"When Cirque du Soleil come, they bring nearly 3000 handmade costumes and shoes and they're squashed into sports locker rooms, hallways and anywhere we



OPEN: Then manager Stuart Barnes talks at the opening of Wollongong's entertainment centre in 1998. Picture

can fit them. If we want to compete with other facilities going forward we need to put some thought into our future needs."

That process is already under way; the WEC's owner, Venues NSW, is about to begin work on a concept plan

for the venue. Venues NSW chief executive Paul Doorn said consultation, including that with the community, would be undertaken before any decisions were made.

Among the big names to have played inside the entertainment centre in the past

two decades include Pink - who arrived in 2009 with 54 tonnes of equipment so she could winch herself up to the roof and sing upside down - and Ed Sheeran in 2013.

The venue has also hosted sell-out, Illawarra-produced events such as the annual

Southern Stars school musical, held at the venue. Mr Swan said Southern was one of the WEC's events. "With 3000 people on stage we need space, so we turn the dock into a mini-camp with changing 'tents' i



PARTY: A WEC birthday competition will give the winner two free seats at every concert in 2019. Details: wsec.com.au.



COLO du Sol Picture



- Increased collaboration with Venues NSW, Destination Wollongong and KPMG on WEC potential upgrade
- Secured stakeholder support for concept planning of the WEC precinct
- RDA Illawarra will be assisting with developing the 'case for change' for the Illawarra Sport and Entertainment Precinct Project
- 2 social media posts

Small Business support

Activity: Promote initiatives which support small business development in the region



Ken Kencevski founder of Devika (August 18)

- **Wollongong Small Business Club**

- RDA Illawarra hosted Wollongong Small Business Club in August with Ken Kencevski from Devika, who spoke about emerging technology and the impact on business
- 16 attendees

- **Economic Gardening**

- Supported Illawarra Economic Gardening Program outreach
- Seeded by RDA Illawarra over 10 years ago, started 20th Program delivery
- 2018 Economic Gardening Program, survey findings from 2018:
 - *Respondents provided 721 jobs & have a turnover of \$99.3 million*
 - *When multipliers are applied through an econometric model – 1,124 jobs are sustained & \$171.8m generated in the regional economy*
 - *The enterprises had increased their employment by 212 jobs and turnover by \$40.9m since completing the Program*
 - *This amounts to an additional 331 jobs and \$70.8m generated in the local economy*
 - *RDAI financially supported data the survey findings above, which were undertaken by independent researchers IRIS to evaluate the program*

- 21 social media posts



Leadership Illawarra Program (LIP)

Activity: Leadership Illawarra Program in partnership with University of Wollongong Sydney Business School, The Illawarra Connection (TIC) and RDA Illawarra



Illawarra Mercury, 22 August 2018

- The 2016 – 18 cohort will be graduating in October 2018
 - *MentorMe Program conducted in September*
- 25 applications for the 2018-20 LIP program scholarships were received
 - *RDA Illawarra sponsored three half scholarships*
 - *TIC sponsored one and a half scholarships*
- A total of 21 applicants have been accepted into the 2018-20 LIP program (including 6 scholarships)
- 2018 – 20 LIP cohort will commence in October 2018
- Media coverage:
 - [Illawarra Mercury](#)
- 7 social media posts