



An Australian Government Initiative



Regional  
Development  
*Australia*

**GOLDFIELDS ESPERANCE**

# Year in Review 2023







# TOP 5

## STRATEGIC PRIORITIES 2022-23

### Regionalisation

- Enhancing liveability
- Population and workforce attraction
- Supporting regional SMEs
- International skilled migration
- Strategic regional planning

### Diversification

- Tourism development
- Intermodal hubs
- The 'Outback Way'
- Critical minerals hub
- Renewable hydrogen hub

### Federal Recognition

- Federal (and State) Government advocacy and engagement with the Goldfields-Esperance region
- Genuine funding consideration and expanded investment attraction through partnerships
- Awareness of funding programs, grants, pilots and initiatives
- Attracting government strategy and innovation

### Capacity

- Aboriginal economic development capabilities
- Skilled workforce shortage
- Unskilled workforce development
- International migration
- Leadership education
- Land and housing supply
- Tax incentivisation ie FBT Policy Reform

### Infrastructure

- Supporting industry and community
- Road, Rail, Air, Energy, Water and Waste
- Digital connectivity
- Sustainable industry
- Smart regions that are 'future ready'



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*Australia*  
GOLDFIELDS ESPERANCE



**RDA Goldfields Esperance acknowledges the traditional custodians of the Goldfields Esperance region and their continuing connection to land, water and community.**

**We pay our respects to them and to their Elders past, present and emerging.**

## A word from our Chairperson

I am pleased to present our **2023 Year in Review**.

For our **Regional Development Australia (RDA) Goldfields Esperance** team, 2023 was about getting on with strategically working together with our key regional partners to continue to advocate for and grow our diverse and unique region. It was another busy year full of ups and downs.

We were extremely sad to farewell our Director of Regional Development Raz Ion, who relocated to Perth in February with his partner. We were subsequently delighted to welcome Sharon Henderson to the role in April. We also farewelled our Deputy Chair Patrick Fraser and committee member Marta Perona this year and thank them both for their time and commitment to our committee and our region.

Our staff and committee work hard to represent and support all of the communities which make up our region. We particularly love taking the opportunity to explore all that our region has to offer. In 2023 we held committee meetings across the region including Esperance, Kalgoorlie-Boulder and Ravensthorpe. We were thrilled to officially welcome the Shire of Wiluna into our region.

I look forward to continuing to work with our committee and key regional stakeholders to support and deliver strong economic outcomes for Goldfields Esperance in 2024 and beyond.

*Lee Jacobsen*  
Chairperson

### RDA Goldfields Esperance Committee and Staff



Lee Jacobsen  
Chairperson



Patrick Fraser  
Deputy Chair (to Sept)



Shaun Meares  
Committee Member



Priscilla Davies  
Committee Member



Marta Perona  
Committee Member



Donna Malec  
Committee Member



Sharon Henderson  
Director (from Apr)



Raz Ion  
Director (to Feb)



Peta Griffiths  
Project Officer



Patrick Hill  
Committee Member



Shane Reilly  
Committee Member



Peter Rampellini  
Committee Member



Travis Tucker  
Committee Member



# Our Projects



In 2023 RDA Goldfields Esperance were pleased to support a number of Esperance locals who successfully completed the **Esperance Ravensthorpe Leadership Initiative (ERLI)**. This ten-month program was designed, coordinated and funded by RDA Goldfields Esperance and is an evolution of our Future Leaders Program from 2021.

The participants completed a Certificate IV in Leadership and Management through **South Regional TAFE**, which is an onerous undertaking in itself, as well as attending numerous workshops designed by our team to complement their learnings and create networking opportunities. We are certain our participants will take on board all their learnings and continue to step up, not only in their professional lives but also within their community.

We would like to acknowledge and thank our project sponsors for their valuable contributions: Gold Sponsors **Goldfields-Esperance Development Commission** and **IGO Ltd** and Bronze Sponsor **Esperance Smash Repairs**.

If you're interested in being a future sponsor, get in touch!



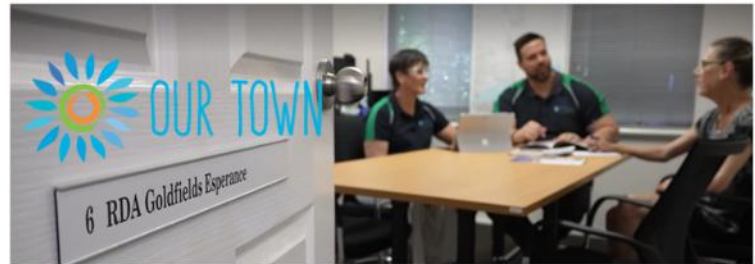
We are continuing to make progress on our strategic priorities with the support and promotion of tourism development across the region. We are working alongside our regional stakeholders including **Australia's Golden Outback** and **Goldfields Voluntary Regional Organisation of Councils**.

In particular we support the **Goldfields Tourism Development Manager**, Donna Malec, through the provision of an office space as well as shared travel journeys across the expanse of the Goldfields Esperance region to meet with our common stakeholders.



In December we submitted a second application for funding as part of the **Regional University Study Hubs Program (RUSH)**, after being unsuccessful in 2022. We undertook community surveys which strongly indicated that there is great demand for hubs to be established initially in **Kalgoorlie-Boulder and Esperance**.

The RUSH would be designed to emulate a 'real' university experience including offering student support to over 600 currently enrolled remote tertiary students, all at no charge to the student. We believe this will encourage existing and prospective students to continue living regionally whilst completing their tertiary education, and encourage the retention of qualified, professional graduates within our regional workforce, post-study.



Filming of **Our Town's Kalgoorlie-Boulder episode** took place in January 2023 including interviews with our Chairperson, Lee Jacobsen, and then Director, Raz Ion. We worked alongside local stakeholders (including the **GABC, GEDC, Mineral Resources and Northern Star Resources**) to ensure the episode showcased the best of Kalgoorlie-Boulder, promoted our liveability and educated on all that we have to offer. If you missed the live episode, stream it on 7Plus (season 7, episode 9).



Our commitment to the ongoing development of the Goldfields Esperance region extends to assisting applicants by preparing **Letters of Support** for their grant applications. We are pleased to share that several of the applications we supported through the **Growing Regions Program** have now advanced through to Stage 2. We are looking forward to future announcements early in 2024 for the **Regional Precincts and Partnerships Program**.





Our belief in building capacity within the region led us to engage local Kylie McLerie of The Collective Culture Consultancy to prepare and facilitate a session on **Becoming an Inspiring Mentor**. Mentors, both formal and informal, have an important role in our society and we are focussed on investing in people. We hope to roll this out across the region in 2024.

# Federal Recognition

In 2023 we continued working to improve Federal (and State) Government advocacy and engagement with the Goldfields Esperance region.

In March our Chairperson, Lee Jacobsen, facilitated a Liveability Panel at the **WA Regions Rising Summit** in Bunbury and spoke with **The Hon. Don Punch MLA** (Minister for Regional Development; Disability Services; Fisheries; Seniors and Ageing).

In July our Director, Sharon Henderson, and Committee Member, Peter Rampellini, accompanied Lee to attend the **2023 SEGRA Conference** (Sustainable Economic Growth for Regional Australia) in Toowoomba, which was followed by the **RDA National Forum**. This is an opportunity for all RDA's to share their experiences, challenges and projects.

In September Lee and Sharon flew to Canberra to attend Regional Australia Institute's **Regions Rising National Summit**. While there they took the opportunity to meet with the **Hon Kristy McBain MP**, the **Hon Dan Teahan MP** and the **Hon Rick Wilson MP** to discuss our region.



A week later Sharon attended the **WALGA Local Government Convention** and the **Goldfields Esperance Major Projects Conference** in Perth. Committee Member Priscilla Davies presented on Horizon Power's Energy Projects, in particular the Esperance Electrification project.



Let's bring our local community together  
this Neighbour Day

# NED

Sunday 26th March 2023



Our Project Officer, Peta Griffiths, worked with a group of regional champions as part of the Leading Australian Resilient Communities (LARC) Program to bring the National 'Neighbour Day' into the Goldfields Esperance region.



The days is aimed at bringing people together, building friendships and making lifelong connections.

## DataAU

Because knowledge is power, we have partnered with **GVROC** and **DataAU** to build a cohesive story of our regional economy, how it is changing and how it compares to other regions. DataAU provide data interpretation, value and insights for strategic community, economic development and social infrastructure planning.

A limited amount of data is available as a **public resource** on our website for local government councils, community groups, investors, businesses, students and the general public.

For **more detailed reports and data**, or if you would like **Economic Impact Modelling** or an **Event Impact Assessment**, to support a grant application, please reach out to us.



# Our Activities

## A New Direction

In July 2023, Regional Development Australia unveiled an updated **Charter** which outlines a new course for RDAs throughout Australia. The new Charter sits in line with the **Regional Investment Framework**, an innovative approach to how the Australian Government delivers regional investments.



RDA also launched an update to their branding with a more polished logo and slick new “swooshes”. We have been slowly rolling this out across our marketing and were very excited to get the car wrapped!



## Shire of Wiluna

In August we were pleased to officially welcome the **Shire of Wiluna** into the Goldfields Esperance region. This Federal boundary adjustment brought us back into line with the State region and with GVROC. We are looking forward to continuing our work with the Shire of Wiluna as well as RDA Mid West and Gascoyne.



## Housing and Land Paper



We partnered with the City of Kalgoorlie-Boulder, GEDC and KBCCI to develop a **Kalgoorlie-Boulder Housing and Land Position Paper** articulating the impact that the current state of the land and housing market will have on the region's ability to capitalise on current and future economic opportunities.

A copy of the paper is available on our website under Publications.

## Meetings and Conferences

We regularly meet with regional stakeholders including GVROC, GEDC, Local Jobs Taskforces in both Kalgoorlie and Esperance, KBCCI's City & Regional, Business After Hours in both Kalgoorlie and Esperance and more.

This year our committee travelled across the region meeting in **Ravensthorpe, Kalgoorlie and Esperance**. We always take the time to meet with local stakeholders for a region specific update.



In addition to our regular meetings, we supported and attended numerous conferences and adhoc meetings throughout the year and across our region.



In February and May our Project Officer, Peta Griffiths, joined 25 passionate community members from across the region in attending the **Leading Australian Resilient Communities Intensive Leadership Program** with a focus on professional and regional development.

In May we attended the **WA Tourism Conference** in Kalgoorlie-Boulder. It was a wonderful opportunity to show off the Goldfields to visitors from all over the state.

In August, we attended the **Curtin University Kalgoorlie Career Open Day** where we spoke with High School students about their future in the Goldfields.



In November we met with the newly appointed **UK Consul General to WA, Maria Rennie**, and her team. We took the opportunity to invite GEDC, KBCCI and GABC as our guests to give an update on our collaborative work in supporting the region. Our Chairperson, Lee Jacobsen, presented on our regional activities at KBCCI's **What's Down the Track Forum**.





# Sponsorships

RDA Goldfields Esperance have been proud to sponsor local events and initiatives throughout the Goldfields Esperance region which boost the economy and enhance liveability. In 2023 we sponsored the following events:

- Coolgardie Rodeo and Ute Muster
- Goldfields Aboriginal Business Forum & Trade Show
- Goldfields Aboriginal Business Chamber Sundowner
- Goldfields Business Awards: *Business Person of the Year*
- Goldfields Girl
- Menzies Discovery Day
- What's Down the Track Forum
- Women's Leadership Forum
- Lions Institute Special Christmas Big Day Out

We look forward to working with both existing and future recipients in 2024 to expand our region's events by supporting grant applications. Chat with us to learn more.



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**GOLDFIELDS ESPERANCE**

Proud to support local events that boost the economy and enhance liveability in our region



Acronyms used throughout this document include: GABC (Goldfields Aboriginal Business Chamber), GEDC (Goldfields-Esperance Development Commission), GVROC (Goldfields Voluntary Regional Organisation of Councils), KBCCI (Kalgoorlie-Boulder Chamber of Commerce and Industry) and RDA (Regional Development Australia).





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