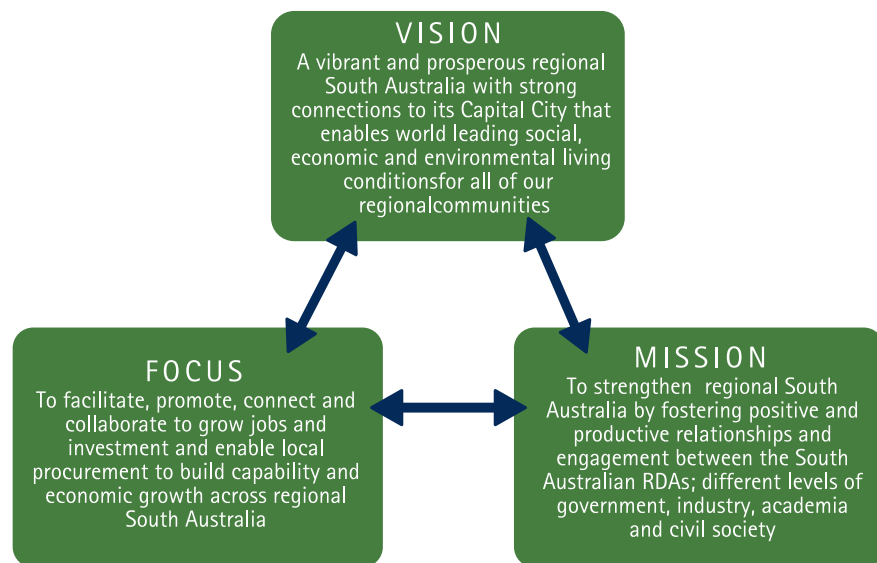


BUSINESS PLAN SUMMARY

RDAAM is a Not for Profit Incorporated Association.

ABN: 51 158 580 402

It is 100% funded by the Australian Government via the Department of Infrastructure, Transport, Regional Development and Communications.



TOP 5 STRATEGIC PRIORITIES

- 1 Creating Socio & Economic Development outcomes
- 2 Enabling Creation of Local Jobs
- 3 Facilitating Collaboration across the Regions
- 4 Assisting to Improve Digital Access, Affordability & Adoption
- 5 Improving the State's Transport Infrastructure

TOP 5 KEY BUSINESS ACTIVITIES

- 1 Create an Economic Development Ecosystem Map for Regional South Australia
- 2 Facilitate workshops & discussion with key stakeholders for major transport and commuter route solutions
- 3 Create a Map of regional South Australia's digital utilisation based on : Infrastructure access and affordability; Skills; and Systems
- 4 Create a Regional Blueprint highlighting the Statewide Strategy to increase economic activity with job outcomes
- 5 Create and implement a PR and Communications strategy for all 8 South Australian RDA's to increase their profile and to reinforce their impact and outcomes within their regions and the State

Message from the Chair:

The year ahead will be challenging, but it also offers enormous opportunity to regroup, reset and re-emerge stronger and with new purpose. My Board, our CEO and I are focused on utilising our vast networks and investing our time and resources to play our role in leading South Australia and the Adelaide Metro region to a new future.



BOARD

Jan Turbill - Chairperson

An experienced marketing and research practitioner, Jan was GM of Young & Rubicam, owner of her own marketing agency Bottomline and now founder and MD of Intuito Market Research. She has held numerous high-profile board directorships including Australian Major Events, Australian Grand Prix, the Racing Industry Development Authority, Adelaide Convention Centre, South Australian Motorsport Board and the South Australian Tourism Commission. She is a current director of Eldercare, Kain Foundation, The Postgraduate Advisory Board of the University of South Australia, and is the Chief Commissioner of Scouts Australia (SA Branch).



Chris Sampson - Deputy Chairperson & Treasurer

Chris has 35+ years' experience as a technology and innovation consultant and conceptual systems and platform design specialist, across industry and government sectors. He was appointed as an Adjunct Professor in the School of Computing and Information Systems at the University of Tasmania in 2010 and is an Associate at the Institute for Sustainable Futures, University of Technology Sydney. Chris is the Founder and Director of Future Earth Systems and Director of Digital Society Foundation.



Daniel Adams - Board Member

Daniel is the Economic Development Manager at City of Prospect. He brings specific experience in identifying and developing key economic development opportunities, creating social media strategy, driving funding proposals such as for Smart City and Suburbs initiatives, and creating regional wireless networks. He has also driven agri-tourism policy development, economic research and analysis, project management and stakeholder engagement.



Sam Crafter - Board Member

Sam is a Director at Woods Street Partners, a company he co-founded in July 2019. He has extensive career in commercial strategy, project implementation, public affairs and reputation management in both the public and private sector, with a focus on the energy and resources industries.



Andrew Cooper - Board Member

Andrew has more than 30 years in senior executive positions with major ASX listed companies and global manufacturers, and spent considerable time working internationally as Country Director for major subsidiaries. He is the former Director for Future Industries and Advanced Manufacturing for the South Australian Government's Investment Agency within the Department for Trade, Tourism and Investment (DTTI) focussed on bringing investment and the establishment of international businesses into the State.



Karen Raffin - Chief Executive Officer

Karen is an experienced Chief Executive Officer and Board member, with a focus on strategy development, brand management and communications, having worked across numerous industry sectors including manufacturing, FMCG, government, real estate, finance and NFPs. Her last 18 years have been spent as CEO of Brand South Australia, Perks Accountants and Wealth Advisers and Toop&Toop Real Estate. She is currently a Board member of McLaren Vale Grape Wine & Tourism Association, and Adelaide Horse Trials Management Inc. and has previously chaired the University of Adelaide Media Advisory Board, been a member of the Adelaide Great Wine Capital Global Network steering committee and a board member of the Children's University.

STAFF

BUSINESS PLAN SUMMARY

KEY DEMOGRAPHIC STATISTICS:

Population
1,246,737
(72% of State)

Land Area
1,555km²
(0.15% of State)

Top 5 Industries =
50% of employment

- Health Care & Social Assistance
- Retail Trade
- Education
- Public Administration & Safety
- Construction



Median Age
39 years

Median Weekly Household Income
\$1,246

University Qualification
21%

Overseas born
27%



Australian Government



ADELAIDE METROPOLITAN INCORPORATED

KEY ECONOMIC STATISTICS FOR THE REGION:

GRP
\$79.62 billion
74.65% of the State's GSP

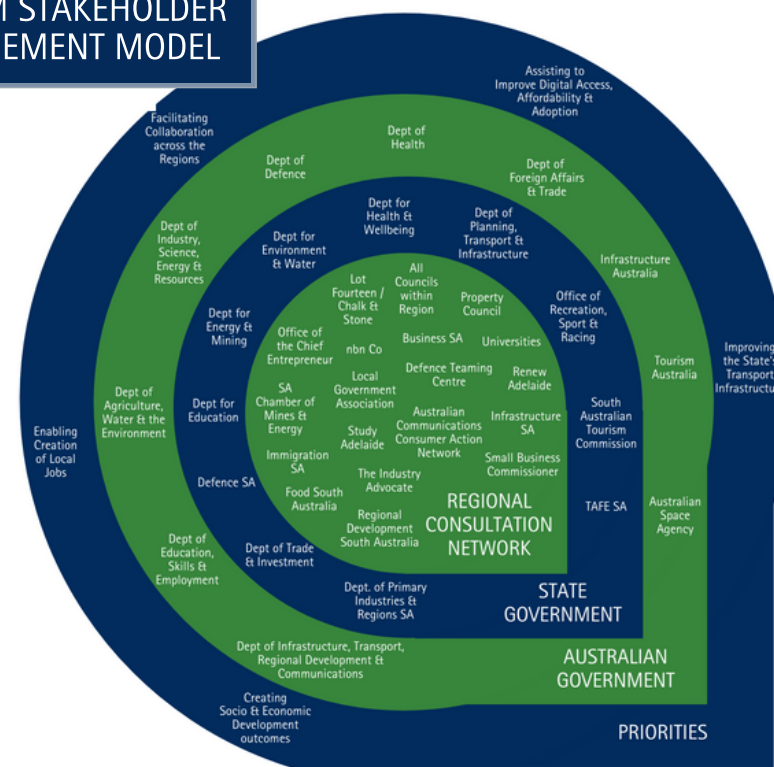
106,001
Businesses

636,663
Jobs

608,142
Employed Residents

CPI for Adelaide grew by
1.4% vs. 1.6% for other 8 capital cities

RDAAM STAKEHOLDER ENGAGEMENT MODEL



Statistics source: **id** the population experts