

Richmond
Valley
Council



Richmond Valley Economic Development Strategy 2025-2030

Acknowledgement of Country

Richmond Valley Council recognises the people of the Bundjalung Nations as Custodians and Traditional Owners of this Land and we value and appreciate the continuing cultural connection to lands, their living culture, and their unique role in the life of this region in the past, present, and future.

Our Investment and Liveability Vision

By 2030, our Richmond Valley community is stronger than ever, connected, supportive, and united in building a region we are proud to call home.

We are a welcoming and inclusive place where everyone has access to quality services, affordable housing, education, and meaningful employment.

Every individual has the opportunity to grow, create, and contribute.

Together, we will shape a Richmond Valley where pride, connection, and opportunity go hand in hand to create a place where everyone belongs and where our shared future is bright.

Contents

Acknowledgement of Country	2
Our Investment and Liveability Vision	2
Message from our Mayor and General Manager	4
Our Economic Development Strategic Pathway	6
Executive Summary	8
Understanding Economic Development	9
What is Economic Development?	9
How does Richmond Valley Council support Economic Development?	9
Our Journey to Delivery	10
Richmond Valley Regional Job Precinct	11
Richmond Valley Insights	15
Our Community	16
Our Economy	17
Building on our Advantages	18
Our Consultation	21
Connecting with Our Community	22
What You Told Us	23
What You Value – The Strengths	24
What's Holding Us Back – The Challenges	25
Where We Can Grow – The Opportunities	26
Our Strategic Framework	29
Objective One Establish the Richmond Valley as a Regional Growth Centre	30
Objective Two Be an Easy Place to Do Business	35
Objective Three Advance Innovation and Broaden our Economic Landscape	39
Objective Four Build a Thriving Future	43
Objective Five Grow the Visitor Economy	47
Implementation, Monitoring, and Review of the Economic Development Strategy	50





Message from the Mayor and General Manager

The Richmond Valley is a vibrant and forward-thinking region in northern New South Wales, offering a truly enviable lifestyle.

Here, the best of rural and coastal living come together, providing a unique work-life balance that's hard to beat. With flood-safe land for affordable housing, established and emerging industrial precincts, and a strong network of education providers, the Richmond Valley is a place where individuals, families, and businesses can build a successful future.

At the heart of our vision for the future is a clear and purposeful Economic Development Strategy.

This strategy focuses on diversifying our economy, promoting our natural lifestyle and tourism assets, and growing our manufacturing base.

Richmond Valley's designation as one of just four Regional Job Precincts in NSW positions our region as a key destination for industrial and commercial investment. This recognition will fuel population growth and expand our workforce, supported through the development of new industrial, commercial, and residential precincts.

At the same time, we are focused on strengthening our local business community, supporting them to grow, innovate, and connect with new opportunities. By making it easier to do business locally and fostering collaboration across industries, we are building a stronger, more inclusive economy for the future.

A key initiative in delivering on this commitment is the establishment of the Invest and Live Team



Richmond Valley Mayor Cr Robert Mustow and General Manager Vaughan Macdonald

within Richmond Valley Council. This dedicated team has been created to actively support economic growth, attract new investment, and provide hands-on support to local businesses and developers. Whether you're an entrepreneur launching a new venture, a developer looking for strategic land opportunities, or a business owner needing strategic support, the Invest and Live Team is here to help you succeed. Their role is to improve communication and engagement and connect you with the resources and networks needed to bring your vision to life. Council is committed to building an environment where businesses can thrive, where innovation is encouraged, and where the local community benefits from increased opportunities.

This is not just about growth for growth's sake, it is about creating a more resilient, inclusive, and sustainable economy that enhances the quality of life for all who call the Richmond Valley home. The Richmond Valley Economic Development Strategy is more than a document, it is a commitment to building a region where opportunities are abundant, businesses are supported, and the community thrives. We invite all stakeholders to be part of this journey. Together, we can shape a brighter, more prosperous future for the Richmond Valley.



“It’s important to support small business. We support our local farmers, all of our products are local, including eggs and honey. The more money that comes through the local community, means the more money that can get spent in the local community”.

Brad Wornes, Madsen Meats

Our Economic Development Strategic Pathway

OUR OBJECTIVE IS TO:	TO ACHIEVE THIS, OUR FOCUS AREAS ARE:
 Establish the Richmond Valley as a Regional Growth Centre	 Strengthen infrastructure and investment  Activate the Regional Job Precinct  Grow Government-led services  Deliver for our CBDs  Support the development of affordable housing
 Be an Easy Place to Do Business	 Create a business-friendly reputation  Enhance business networking and collaboration  Improve access to State and Federal Government support
 Advance Innovation and Broaden our Economic Landscape	 Investigate domestic market trends and gaps  Promote agricultural innovation and technology  Encourage a green and sustainable economy  Diversify economic opportunities
 Build a Thriving Future	 Empower the workforce through education  Retain and attract talent  Plan for sustainable and resilient infrastructure
 Grow the Visitor Economy	 Increase visitation to the Richmond Valley

FROM PLANS TO PROGRESS, WE MUST:	SUCCESS LOOKS LIKE:
- Advocate for enhanced transport networks, increased infrastructure investment, and industrial development - Activate Council industrial lands with the Department of Primary Industries and Regional Development to attract investment - Strengthen CBDs through small business support, street activations and creating masterplans to guide mixed use, improve liveability and amenity and build community and investor confidence	Industry Diversification Strengthened Economy
- Improve access to, and awareness of, local economic activity and advocate for supportive policies - Facilitate business-to-business collaboration and support building their visibility within the community - Promote funding and support programs from State and Federal governments	CBD Revitalisation
- Identify supply chain gaps and encourage development of locally sourced alternatives - Attract circular economy businesses focused on recycling and sustainability - Promote advanced manufacturing, value-added food processing, ag-tech industries and foster R&D collaboration	Higher Skilled Workforce
- Boost youth employment by addressing skills gaps and workforce shortages - Promote the Richmond Valley's lifestyle and career opportunities to attract skilled professionals and new businesses - Share flood resilience plans and work with businesses on climate-ready solutions	Improved Economic Stability Stronger Business Partnerships
- Review accommodation options and advocate for more short-term stays - Support key actions in the Richmond Valley Destination Management Plan - Grow tourism through nature-based tourism, agritourism, and Rail Trail-related ventures	Improved SEIFA Rating

Executive Summary

A Strategic Direction for Sustainable Growth

This strategy provides a framework for Richmond Valley Council to drive economic growth by unlocking opportunities, supporting businesses, and delivering real, measurable progress.

At its core, this strategy brings to life the Community Strategic Plan (CSP) 2025–2035, a vision shaped by the aspirations of our community: **a vibrant, sustainable, and thriving Richmond Valley** and works in unison with the Regional Job Precinct Masterplan, Casino and Mid Richmond Place Plans, and the Richmond Valley Growth Management Strategy, ensuring that our economic development activities align with broader priorities, including planning, infrastructure, and land use.

By driving investment, job creation, and business success, the Economic Development Strategy plays a pivotal role in turning our communities' priorities into reality.

A Future Built on Opportunity

Through extensive community and business engagement, a clear theme has emerged: **Opportunity and Growth.**

Our business leaders and community recognise the immense potential of the Richmond Valley. They are ready to seize new opportunities, fuel growth, and shape the future.



Our Five Objectives

The development of this strategy has led to **five key objectives**, each crafted to provide a clear and ambitious pathway for progress.



Establish the Richmond Valley as a Regional Growth Centre



Be an Easy Place to Do Business



Advance Innovation and Broaden our Economic Landscape



Build a Thriving Future



Grow the Visitor Economy

Achieving these objectives lays the foundations for Richmond Valley to grow as a dynamic regional hub, ensuring sustainable development that supports local businesses, strengthens key industries, and benefits the wider community for generations to come.

Understanding Economic Development

What is Economic Development?

Economic development is the intentional and strategic effort to strengthen a community's economy, enhance quality of life, and create opportunities for businesses, industries, and residents.

It is about building a resilient and dynamic local economy that supports long-term prosperity, fosters innovation, and attracts investment.

Ultimately, the core objective is to make life better for all people.

Economic development is a collaborative effort that brings together business, government, and the community to shape a future where businesses can grow, infrastructure supports progress, and residents benefit from increased economic opportunities.

Through strong partnerships, it builds resilient, vibrant, and forward-thinking places to live, work, and invest.

How does Richmond Valley Council support Economic Development?

- We work with other areas of Council to ensure alignment between economic initiatives and broader planning, infrastructure, and community development strategies.
- We collaborate with local businesses and industry groups to support expansion, investment, and innovation.
- We partner with the broader community to ensure economic growth aligns with local aspirations and needs.
- We advocate to State and Federal Governments to secure funding and drive regional economic opportunities.

Contact our Invest and Live Team today on 02 6660 0300 to discuss your business plans.



Our Journey To Delivery

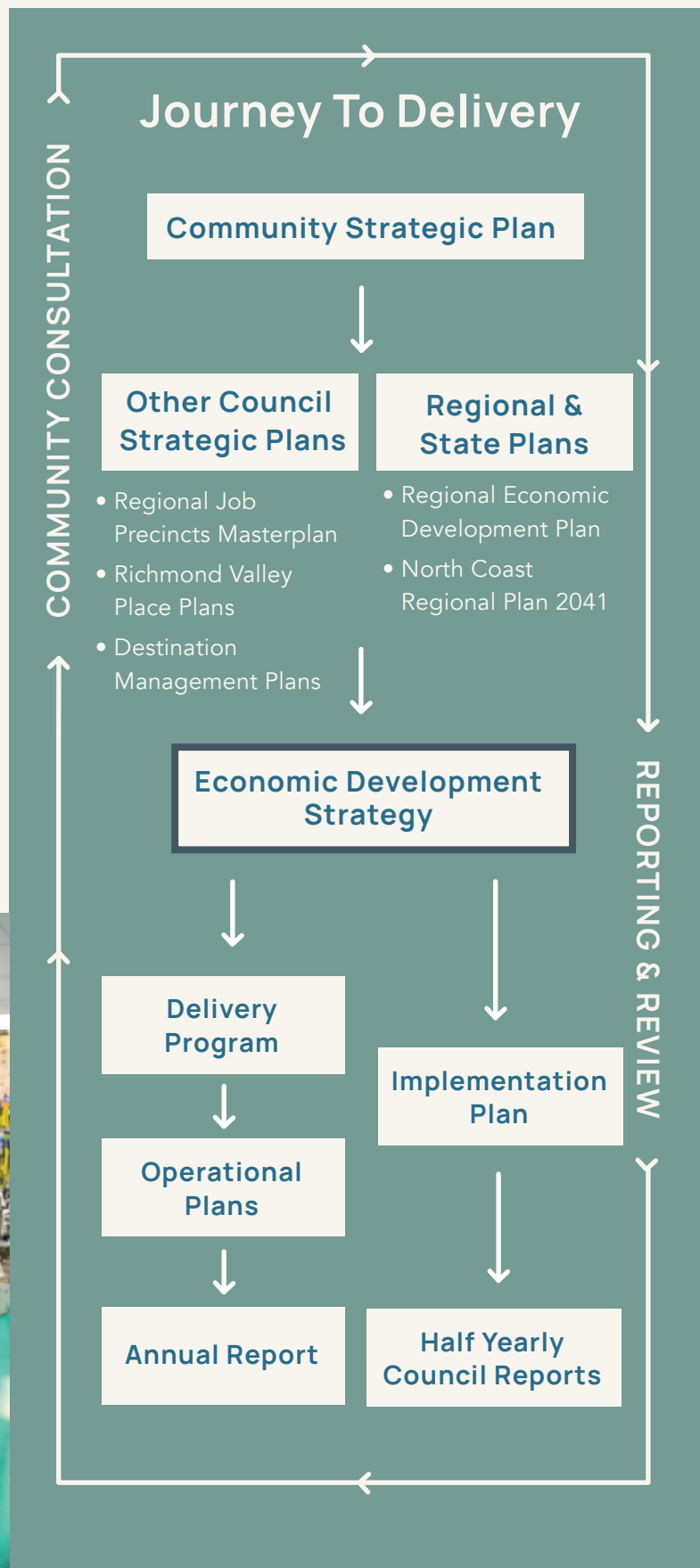
When each new Council is elected to office, one of their first responsibilities is to review the Community Strategic Plan (CSP), which identifies the community's long-term goals and priorities.

The Economic Development Strategy is a key driver in achieving the goals and priorities outlined in the Community Strategic Plan (CSP). It establishes a strong foundation for economic growth by identifying strategic directions and implementing targeted actions.

The strategy is underpinned by existing plans that reflect both community needs and regional priorities, and has been informed through consultation with a wide range of businesses, from small family-owned enterprises to large-scale companies.

It complements our current Place Plans and will integrate with the future Destination Management Plan, ensuring a cohesive approach to local and regional development.

Importantly, the strategy aligns our economic strengths and capabilities with the community's expectations. Major economic initiatives are captured in Council's Delivery and Operational Plans, with additional progress measured and reported through established Council reporting frameworks.





Richmond Valley Regional Job Precinct

The NSW Government created a strategic initiative called the Regional Job Precinct, aimed at stimulating economic growth and job creation in key regional areas across the state. These precincts are designed to make it easier for businesses to set up, expand, and operate by streamlining planning processes, improving infrastructure, and attracting investment.

There were only four regional areas selected to become a precinct. The Richmond Valley is one of those four.

The Richmond Valley precinct is clustered across three areas in Casino at the convergence of:

- **Bruxner Highway**, which is a state route that serves as the east-west link between the Northern Rivers coast at Ballina to the Northern Tablelands at Tenterfield.
- **Summerland Way**, which is a state route that serves as the north south link between Grafton and the Queensland border, where it continues as National Route 13 to Brisbane.
- **North Coast railway line**, with north-south connections between Sydney and Brisbane.

The Richmond Valley precinct covers an area of 510 hectares, including approximately 335 hectares of employment zoned land.

What's the Purpose of a Regional Job Precinct?

Boost Local Employment: Create new, sustainable jobs in regional areas to reduce unemployment and reliance on metropolitan job markets.

Support Business Growth: Help existing businesses grow and encourage new businesses to invest by simplifying planning and regulatory processes.

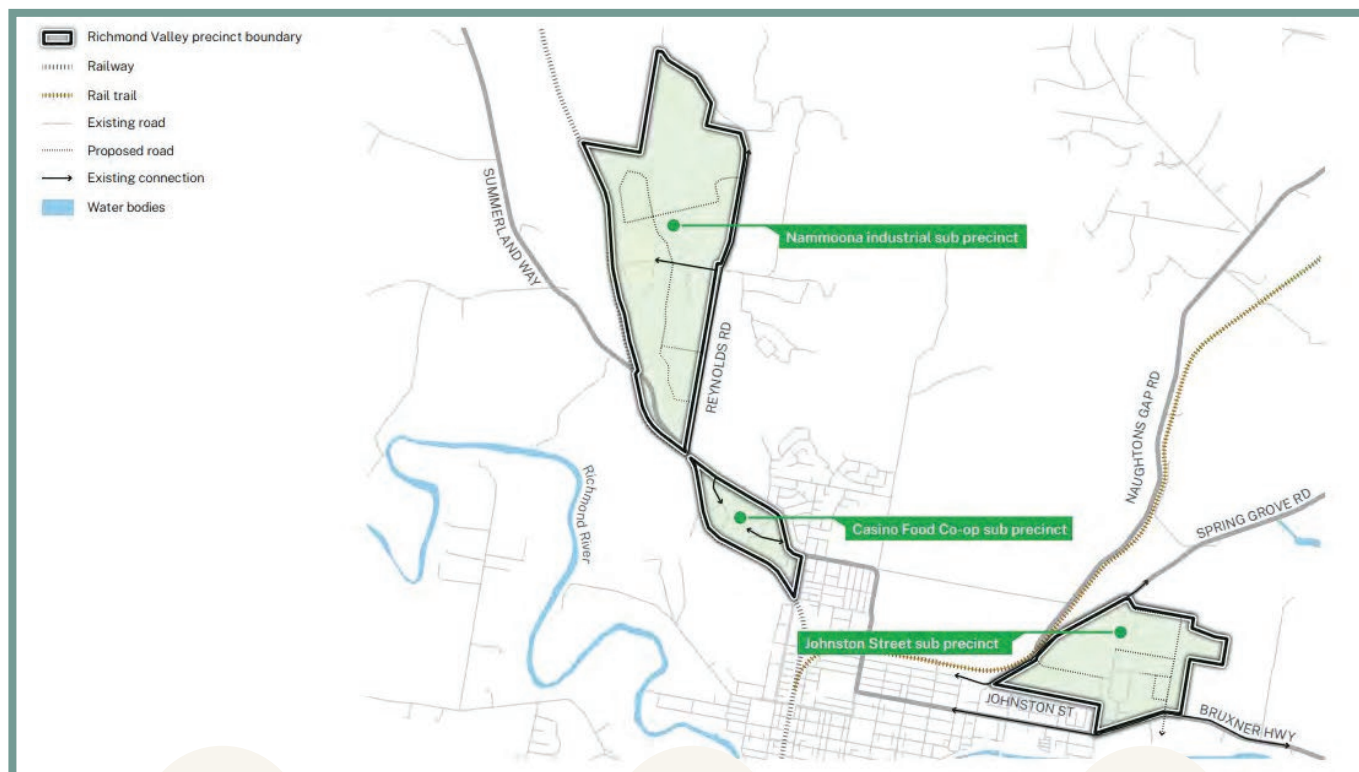
Drive Regional Economic Development: Diversify regional economies, reduce over-reliance on single industries, and foster long-term economic resilience.

Unlock Land and Infrastructure: Identify and prepare well-located, job-ready land with access to roads, utilities, and digital infrastructure.

Enable Strategic Planning: Develop land-use strategies aligned with local needs and state-level economic goals, ensuring infrastructure and services match job creation potential.

Attract Private Investment: Create a clear value proposition for private sector investment by reducing red tape and improving certainty for development.

Enhance Liveability and Retention: Support the growth of regional towns and cities to make them attractive places to live, work, and do business.



SUB-PRECINCT 1 **Nammoona Industrial Precinct**

Provides the availability of large format and heavier industrial uses with separation from existing and future residential areas. Potential to become a thriving, multi-use, multi-user industrial area, and a key location for attracting new businesses looking for a larger footprint development opportunity or rail frontage.



SUB-PRECINCT 2 **Casino Food Company Precinct**

Supporting the ongoing needs of the Casino Food Company complex, and opportunities for other complementary and catalytic uses such as specialised learning and skills development.



SUB-PRECINCT 3 **Johnston Street Industrial Precinct**

Providing opportunity for a large range of general industry types and related uses that compliment the area and Casino Town Centre. Potential to leverage availability of infrastructure and treated water for intensive plant agriculture.

The Richmond Valley Regional Job Precinct creates the right conditions for jobs and industry to thrive in our regional community – ensuring the region becomes self-sustaining with opportunities for current and future generations.

The master plan leverages Casino as the main employment centre in the Richmond Valley, providing a robust and attractive base to support diverse industry clusters.

Specifically, the master plan takes advantage of the following opportunities:

- Well established and recognised enterprises
- Highly productive agriculture in the surrounding landscape
- Business diversification and value-add opportunities
- Strong base of agriculture and manufacturing
- Low vacancy rates and critical market shortage



The Richmond Valley Regional Job Precinct will catalyse new opportunities in the agriculture, manufacturing, and renewable energy sectors.

Richmond Valley Connectivity



The Richmond Valley Regional Job Precinct will provide certainty and reduced planning costs to business while maintaining the region's amenity.

With a well-established cluster of specialised agricultural and food manufacturing, along with a variety of traditional and niche industries, the Richmond Valley precinct will appeal to a wide range of business types and sizes.





The Richmond Valley was recently rated as one of the 'Top Five Lifestyle Hotspots' in the Regional Movers Index, with a 273% increase in migration from metro and regional areas in 2024.



Richmond Valley Insights

The Richmond Valley may be small in population, but it is a major force in Australia's agriculture, food, and manufacturing industries.

From premium beef and dairy production to cutting-edge food processing and manufacturing, this region is a powerhouse of productivity, delivering quality and innovation to both domestic and international markets.

Our Community

Situated in the Northern Rivers region of NSW, Richmond Valley spans 3,050 km², encompassing key townships such as Casino, Evans Head, Coraki, Broadwater, Rappville, and Woodburn.

The region's Gross Regional Product (GRP) reached \$1.12 billion in the year ending June 2024.

Manufacturing is the largest employer, supporting 938 full-time equivalent (FTE) jobs in 2023/24, followed by health care and social assistance which plays a major role in supporting the needs of the community.

The Richmond Valley community values a quiet, friendly, and relaxed lifestyle, with a strong connection to their natural assets, and an emphasis on economic diversity and local leadership.

This combination of economic growth, industry strength and community values, positions the Richmond Valley as a thriving and resilient regional economy.

The Richmond Valley's population is expected to increase by 3,758 between 2025 and 2041. With an additional 2,580 dwellings needed to house our growing population.



Resident Population

Currently: 23,892 (30 June 2024)
Growing to 27,650 by 2041



Age Groups

15.9%

Parents and homebuilders:
35-49 years

14.6%

Seniors:
70-80 years

9.7%

Young Workforce:
25-34 years

46 years
Median Age

Source: <https://profile.id.com.au/richmond-valley>

How Do We Live?



Housing Structure

81.5%

Stand Alone Houses

39.8%

3 bedroom

22.1%

4 bedroom

In the Richmond Valley, 81.5% of the housing stock consists of stand-alone houses. Among these, nearly 62% are three- or four-bedroom homes. Despite the larger size, over half of these dwellings are occupied by either a single person or a couple without children.

Source: <https://profile.id.com.au/richmond-valley/how-do-we-live>

Household Profile



26.3%

Lone person



27.2%

Couples without
children



21.1%

Couples with
children

(2021 Census Data)



Median Weekly Household Income

\$1,093: Casino

\$1,127: Evans Head

(2021 Census Data)



Median House Price

\$470,000: Casino

\$1,150,000: Evans Head

(Feb 2025, realestate.com.au)

Our Economy



\$2.021 billion
Annual
economic
output



\$1.12 billion
Gross Regional
Product (GRP)
(or \$132,104 per
worker)



8,436
Local Jobs
1,916
Local Businesses



7.34%
GRP Growth
2011 to 2014

5%

Unemployment
as at December 2024
Available Labour
Force 10,591



\$53 million
in Building
Approvals
FY23/24

Source: <https://economy.id.com.au/richmond-valley>

Top 5 Industries by Value-add



\$138.5m **Manufacturing**
FTE - 938



\$89.8m **Healthcare**
FTE - 883



\$85.2m **Construction**
FTE - 778



\$71.3m **Agriculture**
FTE - 619



\$68.7m **Education**
FTE - 653

as at 30 June 2024

<https://profile.id.com.au/richmond-valley/population-estimate>

Top 5 Registered Businesses by Industry



Agriculture
31.9%



Construction
16.6%



**Rental, Hiring and
Real Estate Services**
6.6%



Healthcare
6.6%



**Transport and
Warehousing**
5.1%

Total Imports by Industry Sector



Manufacturing \$646.8m
Professional Services \$232.4m
Agriculture \$201.4m
Healthcare \$157.3m
Financial Services \$134.2m

Total Exports by Industry Sector



Manufacturing \$529.6m
Agriculture \$56.3m
Education \$23.9m
Accommodation \$21.5m
Transport \$17.4m

Source: <https://profile.id.com.au/richmond-valley/population-estimate>

Building on Our Advantages

The Richmond Valley isn't standing still. We are a region grounded in timeless values but firmly focused on what's next. With the right ingredients, space, support, and vision – we are welcoming new people, new industries, and new ideas.

By showcasing these unique advantages, we are not just telling our story, we are positioning the Richmond Valley as a smart choice for strategic investment, sustainable development, and community-led progress.

This is our edge, and it is what will shape a thriving future, economically, socially, and environmentally – for generations to come.



Our Economic Advantages

High-Value Food and Resource Processing

- Richmond Valley's strong agricultural and manufacturing sectors drive economic and employment growth, particularly in beef, dairy, soybeans, and sugarcane. These industries not only produce high-quality food products but also support value-added processing, and distribution across the supply chain.
- Beyond food production, the region's timber industry plays a key role in construction and manufacturing, supplying essential materials for various industries.
- The Richmond Valley is also home to thriving tea tree plantations, where processing facilities extract and refine tea tree oil for medicinal, cosmetic, and industrial applications.

Economic and Geographic Diversity

- The Richmond Valley offers a diverse landscape, with productive farming land, nature-based assets and access to rivers and coastlines. This multi-faceted economy provides a range of economic specialisations in agriculture, manufacturing, construction, and tourism. This expands the local workforce and contributes to a more sustainable economic base.





Our Social Advantages

Strategic Proximity to Urban Centres

- The Richmond Valley is known for its welcoming, close-knit communities spread across its towns and villages. Strong social ties and a deep sense of belonging create a connected and supportive environment, making newcomers in both our residential and business community feel welcome.
- Richmond Valley's proximity to major regional cities provides easy access to essential services, a skilled labour force, and diverse consumer and visitor markets across the Northern Rivers and Far North Coast.
- The region's close distance to Ballina Airport, as well as Coffs Harbour and the Gold Coast, makes it an attractive location for business, tourism, and investment, with the added benefit of strong regional and interstate connections.

Available Flood-safe Land

- Richmond Valley's availability of flood-safe land offers a significant advantage for businesses, developers, and residents by ensuring long-term stability and reducing risk. This resilience enhances the region's appeal as a destination for investment, supporting sustainable growth across housing, industry, and agriculture.



Our Tourism Advantages

Major Events Driving Economic Growth

- Hosting major tourism events is a powerful driver of economic growth and community pride in the Richmond Valley. Events like Beef Week, the Casino Truck Show, and the Evans Head Fishing Classic not only attract visitors and increase spending in local businesses but also showcase the region's unique industries, culture, and lifestyle.

By activating key seasonal periods and supporting repeat visitation, these events strengthen the local economy, create jobs, and enhance Richmond Valley's reputation as a vibrant destination for both tourism and investment.



SUCCESS STORY:

Casino Truck Show

Revving Up Regional Pride and
Economic Impact

Each year, the Casino Truck Show transforms the heart of Richmond Valley into a celebration of horsepower, industry pride, and community spirit.

With over 550 trucks on display and more than 30,000 visitors flooding the streets, the event has become one of the largest of its kind in Australia.

It is more than just chrome and engines — the Truck Show drives serious economic value, injecting an estimated \$3.9 million into local businesses and accommodation providers.

It also strengthens Casino's identity as a regional transport hub, showcasing the vital role the freight and logistics sector plays in the local economy.

The high-impact event proves that when we celebrate our industries, we don't just attract visitors – we build recognition, boost business, and bring the community together.



Our Consultation

Connecting with Our Community

The Richmond Valley Economic Development Strategy has been shaped by extensive consultation and careful planning, reflecting on the region's unique strengths, challenges, and opportunities.

In shaping this strategy, we relied on a diverse range of consultation approaches to ensure we captured a broad range of opinions. This included face-to-face meetings, multiple workshops, and direct engagement with local businesses and industry leaders.

We have engaged broadly, bringing in voices that are often absent in shaping the economy.

By actively seeking input from a broad spectrum of stakeholders, ranging from small business owners to representatives of key industries, this strategy aims to capture a well-rounded perspective on economic priorities and strategic initiatives. This inclusive approach ensures that our plan is both practical and responsive to the evolving needs of the Richmond Valley community.

How we have listened and consulted during the development of this strategy:

Survey

3000 Business Insight Surveys sent to ABN holders in the Richmond Valley and delivered to businesses in our CBDs

Workshop

Two Economic Development Focus Group Forums were held with diverse industry stakeholders

Discuss

We hit the streets to talk face to face with business owners across the Richmond Valley

Discuss

We received great feedback from proactive business owners who phoned in to contribute their thoughts and ideas



OUR CONSULTATION

Workshop

We worked with tourism leaders at two Destination Management Plan workshops to understand key insights about our tourism economy

Workshop

Two Community Strategic Planning Round Table sessions were held with key economic questions tabled

Discuss

We listened to the Richmond Valley community leaders - our Councillors to hear their thoughts on how to shape our economic future

Survey

We had lots of feedback from the Community Strategic Planning Surveys that were extensively completed by our community



What You Told Us

Your feedback through the economic consultation gave us a powerful reminder of what makes the Richmond Valley such a strong, proud, and connected place - and where we need to do more.

You shared what's working, where you're feeling stuck, and what kind of future you want to build together.

We heard you... and here's what you told us:

Through Council's engagement with the Richmond Valley business community, we asked

"What role do you think Richmond Valley Council should play in the economy?"

Our Community's Top 5 Responses:



ADVOCATE

Advocate to State and Federal Government for infrastructure investment and grant support in the Richmond Valley



DELIVER

Deliver essential infrastructure in the Richmond Valley to support community growth, economic development, and improved quality of life



STRENGTHEN

Increase local business spending by encouraging community support, implementing initiatives, and fostering partnerships that drive investment



ADDRESS

Address barriers for growth including housing issues, the need to upskill our workforce and increase connectivity



SUPPORT

Support local business and business expansion opportunities in the Richmond Valley

What You Value

The Strengths

You told us that the Richmond Valley is more than just a place — it is a community built on strong foundations:

- A beautiful and diverse natural landscape, from fertile farmland to pristine rivers, beaches, and national parks.
- Long-standing, passionate local businesses that form the backbone of our economy and community life.
- A great lifestyle, where people know their neighbours and look out for one another.

We heard that affordability matters, whether it is the cost of housing, education, or starting a business and that the Richmond Valley offers a rare combination of affordable investment opportunities and high quality of life, making it an ideal place to grow a business or raise a family.

Our strategic location is a major advantage. With strong road and rail links, including access to the

North Coast Railway Line and proximity to major highways and airports, the Richmond Valley is well-positioned for logistics, trade, and future growth.

You told us that agriculture remains a cornerstone of our economy. Our farms and the food we produce are a source of pride and economic strength. At the same time, value-adding industries and a growing manufacturing base are showing real promise, creating new jobs and opportunities.

It is not just locals who love the Valley. Visitors are drawn to our rivers, trails, beaches, and parks, with day-trippers and tourists alike discovering the charm of places like Coraki Caravan Park and our vibrant town centres.

You see the Richmond Valley as not just a place to visit, but a place to start something new – a business, a family, or a fresh chapter in life.

With a supportive business culture, great local companies, and a community that welcomes innovation, the Richmond Valley is entering a new phase of growth and opportunity.





What's Holding Us Back

The Challenges

You also made it clear that we've got some work to do. You told us our town centres aren't living up to their potential – our buildings are starting to age, parking to better serve our CBD businesses is a priority, and more shops to serve the needs of the community are needed.

- You shared how workforce shortages are hurting local businesses
- It is hard to find and keep skilled staff when we are up against larger centres and
- Housing supply is tight

You also told us that, local schools and training options aren't always aligned with the skills businesses need.

The rising cost of doing business – especially energy, insurance, and legislation changes – is putting pressure on our small and medium enterprises.

Yet while the digital economy brings opportunities, it also brings challenges. Online competition is tough, and many local businesses feel overwhelmed by digital marketing and don't know where to start.

We also heard that natural disasters have left deep scars. Flood recovery is still ongoing in some areas, and concerns about infrastructure – like drainage, riverbanks, and public access – haven't gone away.

Finally, you told us that Council can do better. Some of you feel like processes are unclear or too slow, and there's a strong call for more transparency, better communication, and a "how can we help?" approach when it comes to development and compliance.

Where We Can Grow

The Opportunities

Despite the challenges, the message was clear: there is real energy and appetite for progress.

You see big potential in promoting what makes the Valley unique:

- Our lifestyle
- Our industries
- Our people

You told us that our towns are ready for revitalisation, and that with the right investment in infrastructure, commercial development, and planning support, we can create thriving hubs of activity and innovation.

You want to see the Richmond Valley become a regional leader – especially in areas like advanced manufacturing, circular economy ventures, and sustainable housing.

You see strong opportunities in diversifying agriculture, supporting processing facilities, and creating more ways for local businesses to connect and grow together.

You told us that Council has a key role to play – not just as a regulator, but as an enabler.

There's strong support for a single point of contact for business, clearer guidance, better access to grants, and a culture of "yes, let's find a way."

Most importantly, you told us that development needs to be sustainable, steady, and smart – growth that respects our landscape, supports our communities, and delivers on the big goals we all share.



73%

Of respondents said they did not face challenges when working with Council to grow or develop their business



90%

Of respondents said that Council has a role to play in economic development



21%

Thought we could improve our level of support for economic development in the Richmond Valley



Our Business Community feedback on Richmond Valley Council highlighted the need for greater efficiency in regulatory processes, more consistent infrastructure investment, and enhanced support for local businesses.

Some business owners expressed concerns that approval processes can be complex, potentially creating challenges for new businesses and developments.

There is also a desire for more equitable infrastructure improvements across all communities, including our Mid Richmond Villages, to support sustainable growth.

While many have had positive experiences with Council, others would like to see more visible and proactive business support.

To strengthen economic growth, the business community suggested streamlining approval processes, enhancing infrastructure, and exploring targeted financial incentives such as business grants, rate reductions, and startup assistance.

There is also strong interest in improving affordable housing, transport connectivity, and digital infrastructure to attract and retain businesses and residents. Other ideas included establishing a dedicated business support service, enhancing regional branding, and implementing initiatives to encourage school leavers to stay and contribute to the local economy.

Overall, the business community desires a business-friendly, forward-thinking approach to economic development by Council, ensuring Richmond Valley remains a vibrant and competitive leader in the region.



Our Strategic Framework

Through extensive consultation, research, and analysis we have defined a clear pathway for Richmond Valley's future. What follows is a clear set of objectives, strategies, and actions to guide our progress over the next five years.



Objective #1

ESTABLISH THE RICHMOND VALLEY AS A REGIONAL GROWTH CENTRE



The Richmond Valley is in a great position to make the most of future economic opportunities.

We've defined "Establishing the Richmond Valley as a Regional Growth Centre" as a key priority because we've got what's needed for long-term growth - plenty of industrial land, room for new housing to support a growing population, and easy access to major transport routes.

Council is supportive of private land development and is committed to working with landowners, investors, and developers to unlock opportunities that meet the needs of our growing community.

By building on these strengths, we are working to put Richmond Valley on the map as a key investment destination within the Northern Rivers.

What strategies will we implement to achieve this?

Strategy 1A: Strengthen Infrastructure and Investment

Keeping our businesses, industries, and community connected is vital to the long-term success of our region. Council will continue to advocate for transport improvements across roads, freight, and public transport networks while ensuring digital connectivity is not a barrier for our community.

Maintaining a steady supply of industrial land will be key to securing employment opportunities, allowing our residents to live and work within the Richmond Valley.

Strategy 1B: Activate the Regional Job Precinct

The implementation of the Regional Job Precinct Masterplan offers a clear pathway for new businesses to seamlessly establish themselves within the growth area of the Richmond Valley. Our strong manufacturing and agriculture sectors serve as a solid foundation, creating opportunities for emerging industries to build on and complement these existing strengths. To effectively attract and promote these new industries, a targeted Investment Attraction campaign will be developed and launched.



Strategy 1C: Grow Government-led Services

As the population ages and the workforce expands, Council will need to continue to advocate for increased government services to meet the community's evolving needs.

Ongoing collaboration between Council, training providers, Allied Health services, family services, and the Northern NSW Local Health District is crucial. This partnership will enable Council to effectively support the sector by promoting workforce attraction, facilitating worker relocation, and attracting key workers to our growing community.

Strategy 1D: Delivering for our CBDs

Council plays a vital role in supporting our business base, with our CBDs serving as key hubs for both the community and the economy. They provide spaces for connection, employment, and are often the first point of contact for visitors.

Through this strategy, Council will enhance support for our CBDs and village business districts by developing thoughtful masterplans that foster growth and opportunity.

Additionally, Council will collaborate closely with Business Chambers to support more events and activations, encouraging visitation, and boosting local spending.

Strategy 1E: Support the Delivery of Affordable Housing

A thriving and growing economy requires adequate housing, and in alignment with our Growth Management Strategy, Council will continue to work with stakeholders to unlock future housing development opportunities, ensuring the Richmond Valley grows in a sustainable way.

Housing affordability and availability are integral to both business and community growth, serving as a cornerstone for sustained economic development.



How will we achieve our goals?

- Encourage investment in industrial and retail sectors, promoting employment opportunities
- Support diversity in our manufacturing and agricultural sectors, future-proofing our risk against climatic conditions
- Advocate for greater health, training, and education services for our community
- Actively engage with our CBD shops and traders to make our precincts more inviting, vibrant, and accessible
- Explore and unlock land for development to support housing growth



How will we measure success?

- Increased output and value-added in agriculture and manufacturing sectors contributing to GRP growth
- Increases in employment and business counts
- Growth in GRP
- Sale of industrial lands
- Increase in the supply of housing stock
- Establishment of new industries and businesses commencing in the LGA





Objective #1

ESTABLISH THE RICHMOND VALLEY AS A REGIONAL GROWTH CENTRE

STRATEGIC DIRECTIONS	ACTIONS	TIMING
STRENGTHEN INFRASTRUCTURE AND INVESTMENT	Council will continue to advocate for transport upgrades for our region. This will include efforts to secure funding for roads, freight corridors and advocate for increased public transport networks	Ongoing
	Finalise Stage One of the Casino Industrial Precinct Upgrade while seeking funding for the development of Stages Two and Three	2027/2028
	Assess the digital connectivity standard across the Richmond Valley and advocate for change where gaps are identified	2028/2029
	Identify industrial development opportunities across the Mid Richmond	2028/2029
ACTIVATE THE REGIONAL JOB PRECINCT	Activate Council-owned industrial lands in the RJP precincts and explore further opportunities for commercial development	2025/2026
	Work with the Department of Primary Industries and Regional Development to attract new investment to the RJP Precincts and the Richmond Valley	2025/2026
	Implement a targeted Investment Attraction Program	2025/2026
GROW GOVERNMENT LED SERVICES	Work with NSW Health and other providers to increase health sector employment and services in the Richmond Valley	Ongoing
	Identify key government-led service industries in the Richmond Valley and advocate for greater investment and job creation	2026/2027
DELIVERING FOR OUR CBDS	Support activations and events in CBDs to increase foot traffic and visitation	Ongoing
	Partner with local business associations to market main streets and shopping hubs through coordinated 'Shop Local' initiatives and strategic marketing and management programs	Ongoing
	Create CBD Masterplans for Casino and Evans Head to provide a framework for revitalisation, support infrastructure developments and to determine mixed-use development opportunities	2026/2027

DELIVERING FOR OUR CBDS (cont.)	Identify safety gaps and seek funding for increased CCTV and lighting where required	2027/2028
	Create marketing and promotion campaigns to support small business and to encourage tenancy of vacant shopfronts	2027/2028
	Complete a CBD Retail Growth Strategy for Casino and the Mid Richmond towns to provide a framework to enhance the retail and hospitality offer along the key main streets	2027/2028
SUPPORT THE DEVELOPMENT OF AFFORDABLE HOUSING	Facilitate connection between developers and landowners to drive increased housing opportunities	2025/2026





Objective #2

BE AN EASY PLACE TO DO BUSINESS



Encouraging the growth of the business community and attracting new investment is a foundation of economic progress.

By nurturing these efforts, we can build a more resilient and productive business base, diversify the economy, and better serve the needs of both the community and visitors.

Our consultations have clearly highlighted that many businesses are struggling to navigate planning and compliance legislation.

For our valley to thrive, it is essential that we assist both businesses and new investors in navigating these processes in a cooperative and supportive manner. This feedback has led us to creating a clear objective, to make the Richmond Valley an Easy Place to Do Business.

What strategies will we implement to achieve this?

Strategy 2A: Creating a business-friendly reputation

If we want jobs, growth, and new opportunities in the Richmond Valley, we need to make it easy to do business here. A business-friendly reputation isn't just good PR, it is the key to attracting investment, supporting local operators, and unlocking the full potential of our economy.

When businesses feel supported and confident to invest, it leads to stronger local economies, more job opportunities, and a more vibrant, resilient community.

This is achieved by establishing a collaborative, 'investment-ready' environment with effective business engagement, planning mechanisms, and incentives.

Key initiatives include:

- Developing an economic development dashboard to provide valuable insights and data
- Exploring the potential for a business concierge service to help navigate the planning process
- Supporting the Richmond Valley Business Awards to celebrate local achievements
- Offering annual training for local businesses wishing to tender for Council projects
- Collaborating with State and Federal Governments to advocate for business-friendly policies

These actions will strengthen the region's business ecosystem and contribute to long-term economic growth.

Strategy 2B: Enhancing business networking and collaboration

No business succeeds in isolation. That's why it is so important to create opportunities for local businesses to connect, collaborate, and support each other.

When we support a culture of networking and partnership, we help businesses share knowledge, build valuable relationships, and open doors to new opportunities. By encouraging collaboration, we are strengthening our business community as a whole – making it easier for everyone to grow, innovate, and succeed together.

We are focused on enhancing business networking and collaboration across the Richmond Valley by offering regular networking events, workshops, and mentoring programs. These initiatives will provide businesses with opportunities to connect, share insights, and leverage each other's strengths.

Strategy 2C: Improve access to State and Federal government support

Consultation revealed that access to funding opportunities is essential to allow our business and industry network to grow and expand.

Through this strategy, Council will actively promote grant opportunities for businesses across all levels within the Richmond Valley.

This will include offering grant writing workshops, connecting active grants to relevant industries, and, if needed, providing a paid grant writing service.

Additionally, Council will collaborate with our Local Business Chambers to raise awareness of State and Federal funding opportunities within the business community.





How will we achieve our goals?

- Create a platform where the business community can go for up-to-date reliable information and education
- Provide regular opportunities for business engagement, this can be through facilitated events, regular meetings, and communication with our business community
- Communicate regularly, via our social media platforms and databases, sharing updates and information with our businesses
- Engage regularly with our Business Chambers, attend meetings, and be an advocate for our business community



How will we measure success?

- An Economic Dashboard will provide our business community with updated easy to understand snapshot of the economic landscape for the Richmond Valley
- Local business awards will continue to grow and provide a successful platform for Richmond Valley Businesses to be recognised as leaders in their fields





Objective #2

BE AN EASY PLACE TO DO BUSINESS

STRATEGIC DIRECTIONS	ACTIONS	TIMING
CREATING A BUSINESS FRIENDLY REPUTATION	Support the Richmond Valley Business Awards	2025/2026
	Provide an annual training session for local businesses looking to tender for Council projects	2025/2026
	Investigate the opportunity for a business concierge to assist business to navigate the planning and certification process	2026/2027
	Work with State and Federal Governments to advocate for local business-friendly policies	2026/2027
	Create an economic development dashboard with economic insights and information as a resource for business and investors	2027/2028
ENHANCING BUSINESS NETWORKING AND COLLABORATION	Establish a platform for regular and informed business updates and information	Ongoing
	Work with local businesses to increase their visibility within the Richmond Valley and Northern Rivers areas	Ongoing
	Run regular business networking events, workshops, and mentoring programs enabling collaboration	2025/2026
	Facilitate business-to-business collaboration	2026/2027
IMPROVE ACCESS TO STATE AND FEDERAL GOVERNMENT SUPPORT	Promote Grant Guru for business awareness	Ongoing
	Provide guidance on State and Federal business support services in collaboration with chambers and industry groups	Ongoing



Objective #3

ADVANCE INNOVATION AND BROADEN OUR ECONOMIC LANDSCAPE



For our local economy to thrive into the future, we need to think bigger, embrace new ideas, and create space for innovation.

Supporting opportunities to advance innovation and diversify our economic landscape is essential to building long-term resilience.

By encouraging fresh thinking, new industries, and creative ways of doing business, we are opening the door to more jobs, new investment, and a stronger, more dynamic Richmond Valley economy.

What strategies will we implement to achieve this?

Strategy 3A: Investigate domestic market trends and gaps

There is opportunity to explore import substitution across our economy, fostering a more sustainable, self-contained industry network. In tandem, identifying gaps within both domestic and international markets that could be strategically filled within the Richmond Valley presents an additional growth pathway. By leveraging local strengths and resources to address unmet demand, the region can position itself as a competitive producer whilst enhancing economic resilience.

To identify and deliver opportunities to procure and produce goods locally, we will:

- Collaborate with our largest industries to identify production gaps
- Engage with neighbouring councils and State and Federal government representatives to explore whether these products and services can be sourced or produced locally
- Advocate for businesses that address these production gaps to establish themselves in the Richmond Valley or the Northern Rivers region



Strategy 3B: Promote agricultural innovation and technology

In 2023/2024, Food Product Manufacturing contributed \$565 million to the Richmond Valley economy, accounting for 28% of total industry output - underscoring the sector's significant economic impact.

Promoting agricultural innovation and technology not only boosts on-farm productivity but also drives broader growth across the manufacturing sector. As agricultural output increases, it fuels demand for food processing, packaging, and agri-tech manufacturing, while also strengthening supply chains through improved logistics and cold chain infrastructure.

This strong synergy between agriculture and manufacturing is essential for building a resilient and diversified regional economy. By embracing innovation and partnering with industry and higher education institutions, we can accelerate the growth of advanced manufacturing while reinforcing the strength of our agricultural base.

Strategy 3C: Encourage a green and sustainable economy

With significant manufacturing activity in the region, the Richmond Valley is well-placed to embrace value-added initiatives in areas like recycling, reuse, and repurposing, particularly in food and agricultural by-products. The Regional Job Precinct offers exciting opportunities to develop circular economy initiatives, further driving sustainability while creating local economic value.

Strategy 3D: Diversify economic opportunities

To drive economic growth and attract new investment, we will encourage the development of advanced manufacturing and value-added food processing industries to create high-value job opportunities, diversify the local economy, and build resilience against market fluctuations.

Additionally, we will advocate for expanded trade and technical training options within the Richmond Valley to develop a skilled workforce that meets industry needs, reducing the talent gap and supporting long-term business success.

By encouraging innovation and entrepreneurship, we aim to attract and support startups and emerging industries, driving economic diversification, increasing local employment, and positioning the region as a thriving business hub.



How will we achieve our goals?

- Encourage investment in advanced manufacturing and food processing to create sustainable job opportunities
- Work with educational institutions to develop research and development projects in agriculture and technology
- Promote training programs to develop a skilled workforce and meet emerging industry needs
- Create industry-specific investment attraction information to attract startups and entrepreneurs to create diverse economic opportunities



How will we measure success?

- Growth in the output and value-added products within the agricultural and manufacturing sectors
- Increased investment in advanced manufacturing and value-added industries
- Expansion of green and sustainable economy initiatives, including recycling and circular economy practices
- Rise in the number of new businesses and startups established in the region
- Growth in the availability of skilled workers and successful workforce training programs





Objective #3

ADVANCE INNOVATION AND BROADEN OUR ECONOMIC LANDSCAPE

STRATEGIC DIRECTIONS	ACTIONS	TIMING
INVESTIGATE DOMESTIC MARKET TRENDS AND GAPS	Identify supply chain gaps that prevent domestic market expansion	2025/2026
	Council will continue to advocate for transport upgrades for our region. This will include efforts to secure funding for roads, freight corridors and advocate for increased public transport networks	2028/2029
	Encourage R&D investment into local alternatives for imported products	2029/2030
PROMOTE AGRICULTURAL INNOVATION AND TECHNOLOGY	Collaborate with the agriculture and food manufacturing industry to identify research and development opportunities to support the growth of advanced manufacturing	Ongoing
	Advocate for improved rural internet connectivity	2025/2026
	Encourage ag-tech industries to establish or relocate to the Richmond Valley	2026/2027
ENCOURAGE A GREEN AND SUSTAINABLE ECONOMY	Support the establishment of renewable energy initiatives within the Richmond Valley, such as solar farms and bioenergy	Ongoing
	Work with State and Federal Government and investors to attract waste industries in recycling, reuse and repurposing to establish in the Regional Job Precinct or co-locate with key manufacturing industries	2026/2027
	Explore opportunities for value-added initiatives that repurpose by-products, helping food and agricultural manufacturers and processors reduce waste	2029/2030
DIVERSIFY ECONOMIC OPPORTUNITIES	Enhance transport and logistic networks to attract businesses requiring efficient supply chains	Ongoing
	Advocate for increased trade and technical training options within the Richmond Valley	2026/2027
	Encourage the development of advanced manufacturing and value-added food processing industries	2029/2030
	Support the growth of innovation and entrepreneurship by encouraging startups and emerging industries	2029/2030



Objective #4 BUILD A THRIVING FUTURE



A thriving future isn't something that just happens, it is something we need to actively create. That means creating better education and training opportunities, attracting and keeping local talent, and investing in the right infrastructure to support sustainable growth.

By focusing on these priorities now, we are setting the Richmond Valley up for long-term success, ensuring the Richmond Valley has the skilled workforce, services, and opportunities necessary for long-term success.

What strategies will we implement to achieve this?

Strategy 4A: Empowering the workforce through education

In the Richmond Valley, 45.6% of the population reported no qualifications (as at Census 2021), whilst 50.9% of school students leave in Year 10 or earlier. These statistics provide a significant opportunity to strengthen education, training, and career pathways.

By collaborating with schools, tertiary institutions, and employment providers, we will create greater opportunities for both young people and mature residents to develop valuable skills and secure meaningful employment.

Connecting young people with local job opportunities not only helps them build a future in

the region, but it also ensures the next generation can live, work, and thrive within the Richmond Valley community.

Strategy 4B: Talent retention and attraction

To strengthen talent retention and attraction in the Richmond Valley, we will develop a comprehensive workforce audit to identify skill gaps and growth opportunities, ensuring businesses have access to the skilled workers they need.

Engaging with local businesses and training providers through initiatives such as Council's Youth Employment Strategy Careers Expo will help connect young people with career pathways and local job opportunities.

Additionally, we will actively promote the region's lifestyle and career prospects to attract professionals and businesses, leveraging a dedicated population and workforce attraction campaign to highlight the benefits of living and working in the Richmond Valley.

Strategy 4C: Sustainable and resilient infrastructure planning

With the growing impacts of climate change threatening business continuity and agricultural production, the Richmond Valley must lead the way in building resilience.

This means adopting best practices to reduce the risks of bushfires, floods, and extreme weather events, while also ensuring industries are prepared to respond and recover quickly when challenges arise.

By helping our business community plan for, and adapt to, these risks, we can create greater certainty and security for the region's economic future.

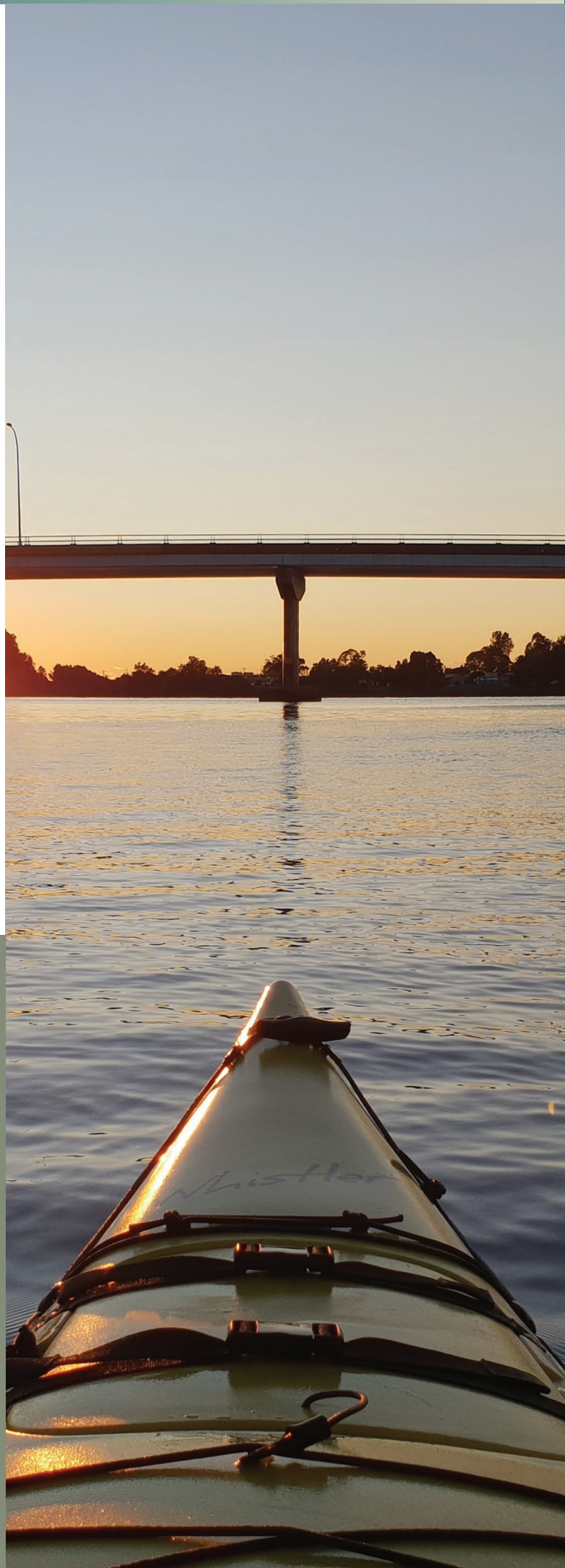


YES Program

Council's Youth Employment Strategy (YES Program) is a vital pillar of our workforce development efforts, empowering local young people to build meaningful careers.

Since its launch in 2015, the program has supported over 120 participants. More than 40 have gone on to secure employment with Council, while many others have pursued further education and found work within our community.

Through apprenticeships, traineeships, and cadetships, the YES Program provides valuable hands-on experience and career pathways for young people in our region.





How will we achieve our goals?

- Strengthen partnerships with training providers and employers to offer real career opportunities to our local workforce
- Promote talent retention through targeted campaigns that highlight the benefits of living and working in the Richmond Valley
- Advocate for sustainable infrastructure that addresses climate-related risks while supporting economic growth



How will we measure success?

- Population growth that exceeds current forecast rates, demonstrating the region's increasing appeal to residents and businesses
- Increase in training and education completion rates among both youth and adults, contributing to a more skilled and employable workforce
- Higher levels of talent retention and attraction, with more professionals choosing to live and work in the Richmond Valley
- Enhanced resilience in local infrastructure, with the ability to withstand and recover from climate-related challenges
- Stronger community engagement, with more local businesses collaborating to support workforce development and infrastructure planning





Objective #4

BUILD A THRIVING FUTURE

STRATEGIC DIRECTIONS	ACTIONS	TIMING
EMPOWERING THE WORKFORCE THROUGH EDUCATION	Facilitate industry collaboration and networking to promote knowledge sharing	Ongoing
	Work with local industries to identify skills gaps to support the delivery of targeted training programs	2027/2028
	Work with educational and training providers to increase opportunities for locals to be job ready and assist retention of young people	2027/2028
TALENT RETENTION AND ATTRACTION	Include Richmond Valley local business and training providers in Council's Youth Employment Strategy Careers Expo	Ongoing
	Promote the region's lifestyle and career opportunities to attract professionals and businesses	2025/2026
	Develop a workforce audit for the local government area to identify skill gaps and growth opportunities	2028/2029
SUSTAINABLE AND RESILIENT INFRASTRUCTURE PLANNING	Communicate flood-resilient initiatives and disaster planning advice targeted at commercial industries	Ongoing
	Promote renewable energy adoption via awareness campaigns	Ongoing
	Seek funding for stormwater drainage improvements in our CBDs	2026/2027
	Collaborate with local business to identify climate-resilient infrastructure and mitigation options to decrease disaster impacts	2026/2027



Objective #5

GROW THE VISITOR ECONOMY



The Richmond Valley is a place worth discovering... and growing our visitor economy is about making sure more people get the chance to experience it.

By promoting our unique attractions, natural beauty, and local experiences, we can bring more visitors to the region, support local businesses, and create new opportunities for our community. A strong visitor economy means more jobs, more investment, and a stronger sense of pride in what makes the Richmond Valley special.

What strategies will we implement to achieve this?

Strategy 5A: Increasing visitation to the Richmond Valley

Richmond Valley's economic success is closely linked to a thriving tourism sector. While Council's Destination Management Plan (DMP) will outline specific tourism initiatives, this strategy works in tandem to drive growth and investment.

Key actions include:

- Reviewing the visitor accommodation strategy to identify trends and gaps, encouraging external investment in short-term stays
- Promoting tourism diversification, with a focus on nature-based tourism and agritourism experiences

- Creating opportunities for Rail Trail support services, tourism ventures, and associated businesses
- Supporting the implementation of key outcomes from the Richmond Valley Destination Management Plan
- Attracting and retaining diverse sporting events while leveraging opportunities from the 2032 Brisbane Olympics and Paralympics

By aligning economic development with tourism initiatives, we can unlock new opportunities, strengthen local businesses, and position Richmond Valley as a premier destination for visitors and investors alike.



How will we achieve our goals?

- Encouraging, supporting, and promoting new businesses that offer visitor and tourism experiences in the region
- Actively targeting investment in tourism infrastructure, including new accommodation options and Rail Trail ancillary services
- Increasing visitor spending and economic impact leveraging on visitation to the wider Northern Rivers region
- Expanding Richmond Valley's reach through consistent branding, marketing, and promotional efforts
- Delivering a strong and diverse events calendar to boost visitation and raise the region's profile
- Collaborating with local businesses to maximise opportunities for event and promotional partnerships



How will we measure success?

- We will see growth in visitor arrivals, length of stay, and overall visitor expenditure in Richmond Valley
- There will be an increase in brand awareness and engagement with Richmond Valley's tourism marketing campaigns across digital and traditional media
- The number of events hosted, visitor participation rates, and direct economic contributions from tourism events will see a positive increase
- Positive feedback from local businesses, investors, and the community on the effectiveness of tourism initiatives





Objective #5

GROW THE VISITOR ECONOMY

STRATEGIC DIRECTIONS	ACTIONS	TIMING
INCREASING VISITATION TO THE RICHMOND VALLEY	Support the delivery of outcomes from the Richmond Valley Destination Management Plan	Ongoing
	Attract and retain diverse sporting events while capitalising on tourism and event opportunities from the 2032 Brisbane Olympics and Paralympics	2025/2026
	Review the existing visitor accommodation strategy to analyse trends and identify gaps in accommodation, to encourage external investment for short-term accommodation options	2026/2027
	Open opportunities for Rail Trail support services, tourism and associated businesses	2026/2027
	Promote tourism diversification exploring nature-based tourism and agritourism experiences	2028/2029





Implementation, monitoring and review of the Richmond Valley Economic Development Strategy

Implementation:

The Richmond Valley Economic Development Strategy is designed to create opportunity and growth for both current and future generations. The strategy will take effect from the date of adoption by Council, until 30 June 2030, in alignment with the Community Strategic Plan and Delivery Program.

The action plan sets out key timeframes for delivering each action over the next 5 years, ensuring a structured approach to achieving the strategy's goals.

Success will rely on the collective efforts of local businesses, Council, state, and federal governments, and the broader community. Richmond Valley Council will lead the delivery ensuring that the process of implementation, monitoring, and review is carried out efficiently and on schedule.

Monitoring and Measurement:

The strategy outlines key actions to be delivered annually over the next 5 years. Progress against these actions will be monitored and reported every 6 months through Council meetings and reports. This process will track advancement toward the strategy's goals, using both quantitative and qualitative indicators, where applicable.

Key economic indicators such as job creation, investment levels, and economic diversification will be regularly monitored to assess the health of the regional economy and the effectiveness of the strategy.

Additionally, ongoing engagement with industry stakeholders, including local businesses, community representatives, and government entities, will ensure that the strategy remains on course, facilitating relevant adjustments and enhancing collaboration to achieve our long-term economic objectives.

Review and Accountability:

The strategy's delivery will be overseen by the Richmond Valley Invest and Live Team, in collaboration with other Council and government departments where appropriate.

Each action within the strategy has been designed to provide a deliverable outcome. The Invest and Live Team will lead the delivery program to ensure all stakeholders play an active role in providing input, advice, and advocacy to ensure successful outcomes.

The strategy will be reviewed annually by the Invest and Live Team and an Annual Report will be developed to assess progress.

Additionally, a 1-year Action Plan will be created to align with the 5-year objectives of the strategy. These documents will be collaboratively presented to Richmond Valley Council's executive leadership board and relevant stakeholders to maintain transparency and accountability.

This process will ensure the strategy's goals are met and that the region remains on track toward long-term economic prosperity.





Where to Now? Let's Build the Future Together

The Richmond Valley is open for business – and full of opportunity. Whether you're a local entrepreneur with a bold idea, an established business looking to expand, or an investor exploring new horizons, now is the time to connect.

Our **Invest and Live Team** is here to help you navigate the possibilities. We are passionate about supporting innovative ideas, fostering partnerships, and unlocking the full potential of our region. From tailored support, to helping you find the right location or connect with local networks, we are ready to work with you every step of the way.



Let's Talk About Your Vision.

Reach out to the Invest and Live Team today to explore how we can turn your business ideas or investment goals into reality – right here in the Richmond Valley.

Contact the team today:

02 6660 0300

ed@richmondvalley.nsw.gov.au

DISCLAIMER

The information presented in the Richmond Valley Economic Development Strategy 2025–2030 is intended for general informational purposes only. It should not be relied upon as the sole basis for business investment or other decision-making. Any recommended actions outlined in this strategy should be subject to independent analysis and appropriate due diligence prior to making investment or operational decisions.

The recommended actions are based on assumptions, methodologies, and data sourced from a variety of contributors. While every effort has been made to ensure accuracy, Richmond Valley Council accepts no responsibility or liability for any errors, omissions, or outcomes resulting from the use of this information. This includes, but is not limited to, any loss or damage arising from reliance on the contents of this strategy.

Richmond
Valley
Council

