



NAMOI REGION FINDS PATH TO \$900M FUTURE

The Namoi region of New South Wales can secure \$250 million in additional economic growth if local leaders focus regional development efforts towards four 'Future Factors'. If commodity cycles and urbanisation trends favour the region, this upside could be as high as \$900 million.

This opportunity has been identified by the Namoi Pathfinder project undertaken by the Regional Australia Institute (RAI) for the Namoi Joint Organisation of Councils (JOC).

"The Namoi region is currently expected to grow at between 1.7 per cent and 2.4 per cent a year, over the next 15 years. That's a good result, but if the Pathfinder strategy is implemented, local leaders can add up to an average of 0.6% a year to that growth result, which would allow it to outperform the nation," said RAI CEO Jack Archer.

The Namoi Pathfinder Initiative emphasises that local leaders must focus their efforts in a few key areas to achieve this result. These Namoi 'Future Factors' include:

- Maximising innovation in agricultural production;
- Seeking international investment on the right terms;
- Engaging the Namoi in major overseas markets; and
- Leveraging regional marketing efforts to attract people to live and work in the Namoi region.

"Pathfinder really shows that if you want to make a genuine difference to the future of a region, you need to focus on its competitive advantages," Mr Archer said.

Mayor of Tamworth and Chair of Namoi JOC, Cr. Col Murray, echoed Mr Archer's sentiment.

"We now have strong evidence about the opportunities for our organisation to make a big impact on the economic future of the region. This gives us both a shared sense of purpose and the confidence to all pull in the same direction to make this growth opportunity a reality for our communities," said Cr. Murray.

The RAI Namoi Regional Pathfinder Project report is available in full [here](#). For further information about RAI and the Regional Pathfinder initiative, go to www.regionalaustralia.org.au. Information on the Namoi Joint Organisation of Councils is available [here](#).

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About the Regional Australia Institute

The Regional Australia Institute (RAI) is an independent policy think tank and research organisation. It's the vital link between research, policy and implementation. The RAI advocates for change to build a stronger economy and better quality of life in regional Australia – for the benefit of all Australians. For more information on the RAI go to www.regionalaustralia.org.au

To organise an interview please contact:

Rachel Barry, OPF Consulting - rachel@opfconsulting.com.au / 0448 216 676