



**REGIONAL
AUSTRALIA**
INSTITUTE



REGIONAL ACTIVATORS ALLIANCE

MEMBERSHIP PROSPECTUS



2023 - 2024

REGIONAL AUSTRALIA INSTITUTE LTD ABN 65 152 955 667

ABOUT THE REGIONAL AUSTRALIA INSTITUTE

THE VOICE FOR THE REGIONS.

The [Regional Australia Institute \(RAI\)](#) is Australia's only independent think tank dedicated to better outcomes for regional Australia. Our evidence-based research and community engagement enables us to develop better policy outcomes to transform Australia's future.

The RAI's purpose is to empower regions to thrive.

OUR REACH

Home to 9.5 million people and projected to increase to just under 11 million by 2032, based on growth projections, the regions are responsible for a third of national output and jobs, regional Australia plays an increasingly important role securing the nation's growth and prosperity.

With a formal network of approximately 10,000 influencers, activators, interested observers and commentators of our work, the RAI is the leader on new knowledge, policy development and practical skills for regional economic development.

Segmenting the RAI's network to influence a nation-building conversation, RAI works with government at all levels, industry, and the community sector to ensure success and affect positive outcomes for regions.

OUR VOICE

The RAI continues to build its standing as the independent voice of authority on issues involving regional Australia. Its research findings and comments are regularly sought by media across the country and quoted by the nation's political, business, academic and community leaders.



JOIN TODAY AND HELP US CONTINUE TO INSPIRE A BOLDER VISION FOR REGIONAL AUSTRALIA

CHANGE IS HAPPENING!

MORE AND MORE AUSTRALIANS ARE TURNING THEIR HEARTS AND MINDS TO THE OPPORTUNITIES AVAILABLE IN REGIONAL CITIES AND TOWNS FROM, COUNTRY TO COAST.

ABOUT THE REGIONAL ACTIVATORS ALLIANCE

The Regional Activators Alliance (RAA) is a cohort of Australia’s most progressive businesses and associations, local and state government agencies, community organisations and academic institutions. RAA Members are at the forefront of a powerful national movement which is changing the narrative on the value of regional Australia.

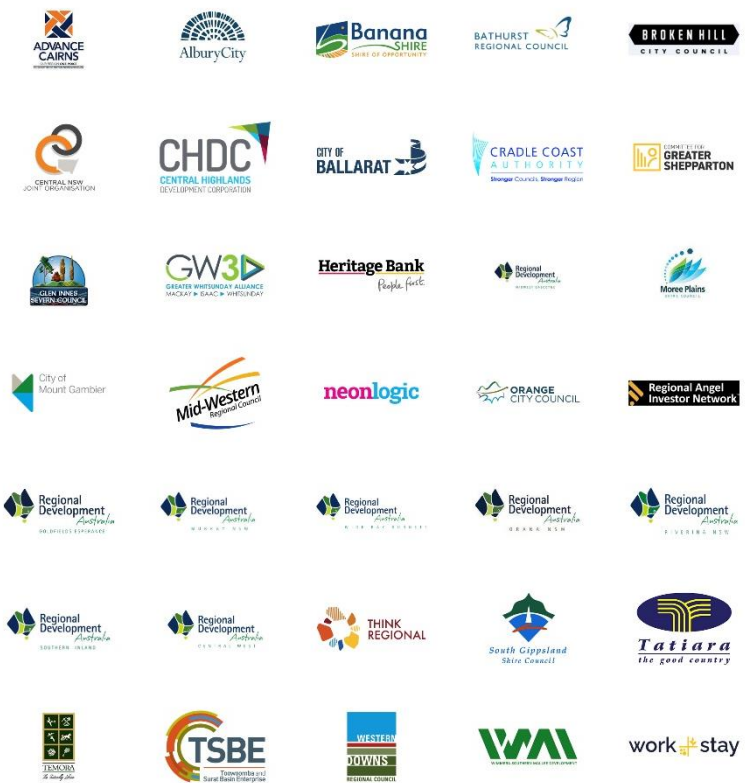
The main aim of our RAA is to drive positive change for communities, regions, and businesses across regional Australia through networking and advocacy. The group meet four times a year virtually and in person. Our RAI research provides the data our regions need to inform their progression and initiatives.

Together with our Regional Australia Council (RAC) members, there has never been a better time to be part of a national cohort that is shaping a new voice and vision for regional Australia.

We can shape a stronger, more collaborative, and influential voice for our regions. With *Regionalisation* front and centre for the RAI and for governments across the country, there has never been a more critical time for you to be part of a national, grassroots community that is igniting new thinking, seeding initiatives, and informing policy and research to elevate regional Australia.

Join today and help us continue to shape the national Move to More initiative which is delivering tangible results for regional cities and towns across Australia. Your investment and willingness to share your knowledge and stories of people who have *made the move* is enabling us to create a campaign that is driving significant interest for people looking for that sea or tree change.

WE WANT TO ENSURE THAT ‘TODAY’S TREND’ BECOMES A LASTING ‘MOVEMENT’ FOR ENSURING AUSTRALIA’S REGIONAL CITIES AND TOWNS CONTINUE TO PROSPER FOR GENERATIONS TO COME.



REGIONALISATION AMBITION 2032 – A FRAMEWORK TO REBALANCE THE NATION

In September 2022, the RAI with our members launched the **Regionalisation Ambition 2032 – A Framework to Rebalance the Nation**.

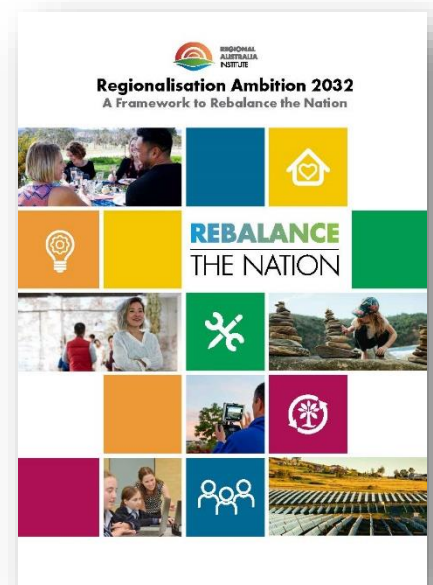
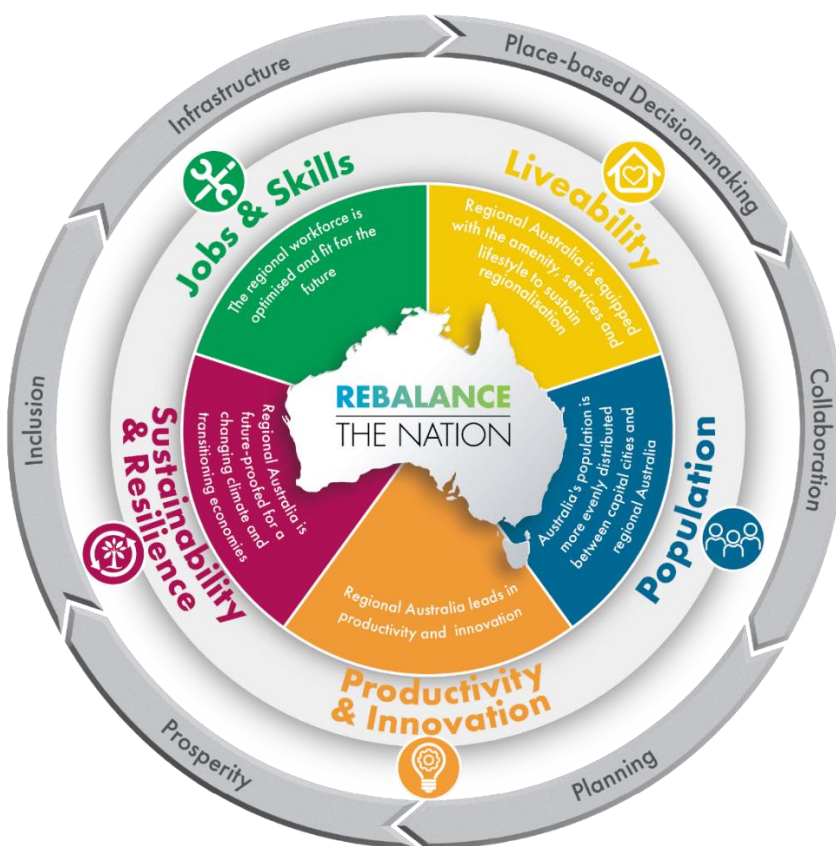
For many years, regional people have told the RAI that they wanted a long-term plan to collectively build a stronger Australia. The *Regionalisation Ambition 2032* delivers on this.

The unpinning framework translates the critical matters most important to regional Australia into a call for real, collaborative action which will shape the nation for generations to come. The Framework addresses regionalisation through five pillars: **Population; Jobs & Skills; Liveability; Productivity & Innovation; and Sustainability & Resilience**.

The Regionalisation Ambition 2032 was **developed in collaboration** with the Regional Australia Council and Regional Activators Alliance, to ensure the ambition and targets ring true to those we are calling on to help us achieve it.

As a RAA member your organisation will join the RAI and the greater membership in spearheading the important work of **rebalancing the nation!**

www.rebalancethenation.com.au



MEMBERSHIP BENEFITS

HERE'S JUST SOME OF THE WAYS YOU CAN ACTIVATE YOUR MEMBERSHIP AND GET MORE INVOLVED:

1. COMMUNICATION WITH MEMBERS

- RAA Members will receive **1 x complimentary ticket for the National Regions Rising Summit (valued at \$1100)** as well as discounted tickets for other company members. RAA members can also access a **50% discount** on corporate tables at Regions Rising State events and seminars.
- RAA members will be invited to join the Regional Australia Council at the **exclusive National Summit networking event** which will also be attended by key Government, Industry, and community influencers.



- RAA members have **access to exclusive, quarterly Alliance meetings** hosted by the RAI. These sessions will provide opportunities to connect with relevant Government Ministers, regional leaders, and prominent industry voices.
- RAA membership will enable you to **connect with Regional Activators nationally** through our Alliance network.



IF YOU ARE PASSIONATE ABOUT SEEING YOUR REGION GROW AND PROSPER, BECOME A MEMBER TODAY!

2. ACCESS TO THE MOST UP-TO-DATE REGIONAL THOUGHT LEADERSHIP AND RESEARCH

- RAA members will be notified of **research** being undertaken by the RAI and be invited to briefing sessions lead by RAI's Policy & Research team.
- Access to the pre-release reports and data such as the monthly **Job Vacancy report** and a quarterly **Regional Movers Index**.



3. NATIONAL BRAND AWARENESS OPPORTUNITIES

- RAA members will have an opportunity to be **profiled through the Move to More national campaign** expanding the media reach and profiling opportunities for RAA member regions and businesses nationally.
- RAA members will receive **significant placement on the Move to More website**, working with the RAI to amplify local content.
- RAA member organisations will also have their **logo displayed on all communications related to the RAA** including both the RAI and Move to More websites, RAI newsletters, digital marketing and newsletters distributed by the RAI (approximately 15,000+ subscribers).
- The RAA membership group will **be promoted through all relevant RAI events** and speaking engagements.
- In recognition of your investment and commitment to regional activation, all RAA Members will now be able to include a **Regional Alliance Activator logo** on all marketing and promotional material.

MOVE TO MORE
COM.AU

YOU MOVED WHERE?

2023 LAUNCH PODCAST
BEC BIGNELL

DEDICATED WEBSITE
2000+ TOWNS

ANIMATED CAMPAIGN
SOCIALS & ON DEMAND TV

DIGITAL SERIES VIDEO
CASE STUDIES

FORTNIGHTLY BLOG
CASE STUDIES

IT'S YOUR MOVE.
Regional Australia's Biggest Ever Recruitment Drive. **PR BURSTS JOBS CAMPAIGN**

4. OPPORTUNITY TO CONTRIBUTE TO NATIONAL DEBATE

The RAI engages extensively with all levels of government, industry, and community, with a focus on enhancing the prosperity and sustainability of our regions. As passionate local thought leaders, RAI members will have the opportunity to:

- Participate in the **Regionalisation Ambition 2032** and help support the national movement track and measure rural and regional progress to ensure better outcomes and higher levels of prosperity. This will be a 10-year program.
- **Contribute to RAI policy and advocacy positions** strengthening the regional voice and engagement with decision makers.



CEO, Liz Ritchie with The Hon Kristy McBain, Minister for Regional Development, Local Government & Territories



CEO, Liz Ritchie with National Alliance for Regionalisation



CEO, Liz Ritchie with The Hon Catherine King MP



CONTRACT COMMITMENT FOR THE REGIONAL ACTIVATORS ALLIANCE

I/WE COMMIT TO PARTICIPATE AS A REGIONAL ACTIVATOR LED BY THE REGIONAL AUSTRALIA INSTITUTE FOR 12 MONTHS FROM THE DATE LISTED BELOW:

Name: _____

Title: _____

Company: _____

Date of Signing: _____

By signing this agreement, I/We will:

- ensure Executive/Senior-Level attendance at quarterly RAA meetings.
- continue to support the development of the national campaign, including Move to More.
- provide data where useful and appropriate.
- support stakeholder engagement and media via our internal organisation communications functions, to ensure a wider reach of the Regional Activators outputs.
- provide bespoke support drawing on our expertise and strengths (both individually and collectively) to progress agendas arising from the Alliance.
- maintain and ensure confidentiality and privacy in all dealings and communication related to proprietary information that we may become privy to as a Regional Activator.

The total value of this Membership contract is \$5,000.00 + GST.

The RAI also confirms to meet the contractual obligation to ensure delivery of stated benefits to the above Regional Activator Alliance and acknowledges that the RAI will also maintain and ensure confidentiality and privacy in all dealings and communication related to proprietary information.

Signature: _____

Date: _____

CONTACT

Laureta Wallace

M: 0408448250

laureta.wallace@regionalaustralia.org.au

Cassie Gates

M: 0412 889 339

cassie.gates@regionalaustralia.org.au