Prosperous regions
Drivers and constraints to regional prosperity

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Our regions matter

“Place matters for prosperity. It matters directly and indirectly, materially and non-materually, and for better or worse. Human beings flourish or languish in place.”
Our regions make a disproportionate contribution to Australia

Almost a third of total national GDP

Almost a third of Australia’s total workforce

More than 60% of total exports by value

84% of people both live and work in regional and rural Australia
The changing world presents our regions with opportunities ...
But our regions face a myriad of challenges to their prosperity ...

- Changing demographics in rural and regional areas
- Global macroeconomic headwinds
- Technology disruption
- Regional and rural brain drain
- Environmental degradation
- Changing climate
- Underpinning infrastructure
- Changing local and regional economic structures
- Lack of coordination and collaboration
How to prosper
The building blocks of regional prosperity

Inputs

Boosters

Outputs
Regions may flourish...or languish...

**The flourishing place**

**The languishing place**
Unpacking regional strengths and weaknesses

Our regional cities

Our rural areas

A particular region

By comparison

Inner City

Suburban

Outer Urban
Positioning for prosperity
Finding each region’s sweet spot

Factors of advantage: What is the region good at?

Future demand prospects: What does the world want?
No two regions will have the same sweet spot ...
Finding your sweet spot ...

There is no single panacea for regional prosperity.  
What worked ‘there’ won’t work here.  
What works today won’t work tomorrow.  
Each region needs to find its own unique solution, its own unique sweet spot in the world.  
Go out and find your sweet spot ...

“Congratulations! Today is your day. You’re off to Great Places! You’re off and away!”

Dr Seuss

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