

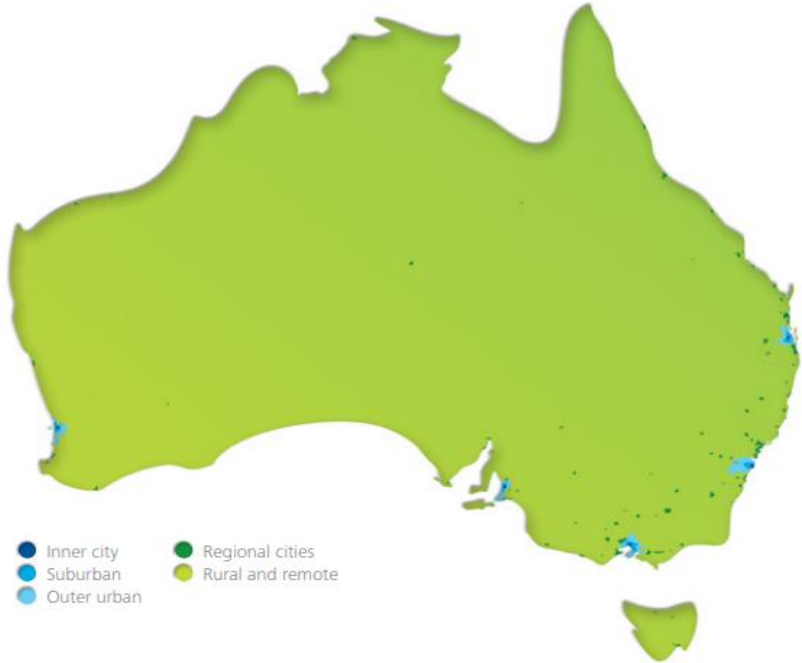


## Prosperous regions

Drivers and constraints to regional prosperity

# Our regions matter

**“Place matters for prosperity. It matters directly and indirectly, materially and non-materially, 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**



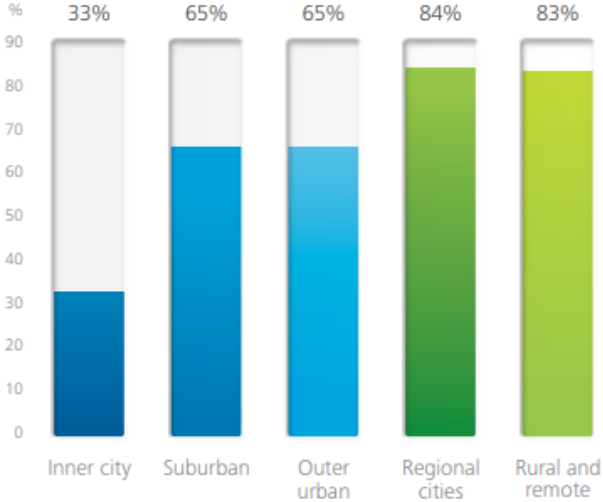
**Almost a third of Australia's total workforce**



**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

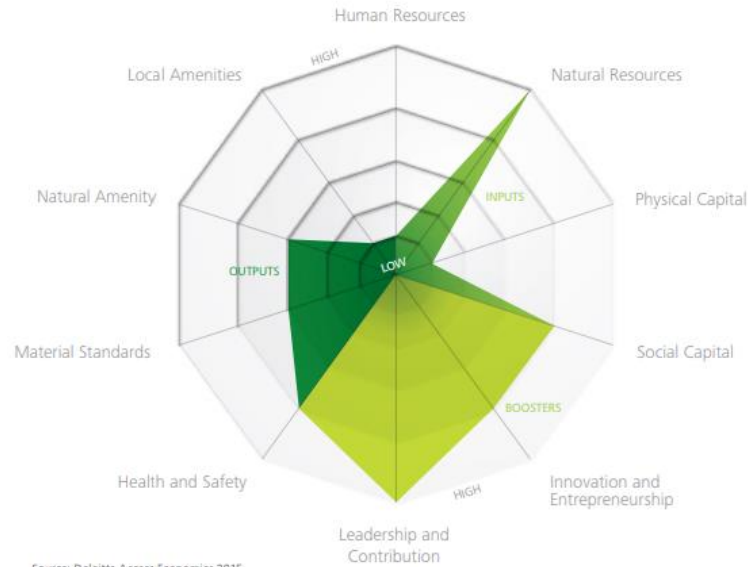


# Unpacking regional strengths and weaknesses

## Our regional cities



## Our rural areas



## A particular region



Source: Deloitte Access Economics 2015

Source: Deloitte Access Economics 2015

Source: Deloitte Access Economics 2015

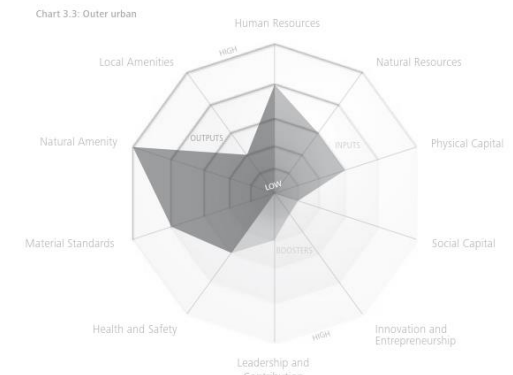
## By comparison



Source: Deloitte Access Economics 2015



Source: Deloitte Access Economics 2015



Source: Deloitte Access Economics 2015

**Inner City**

**Suburban**

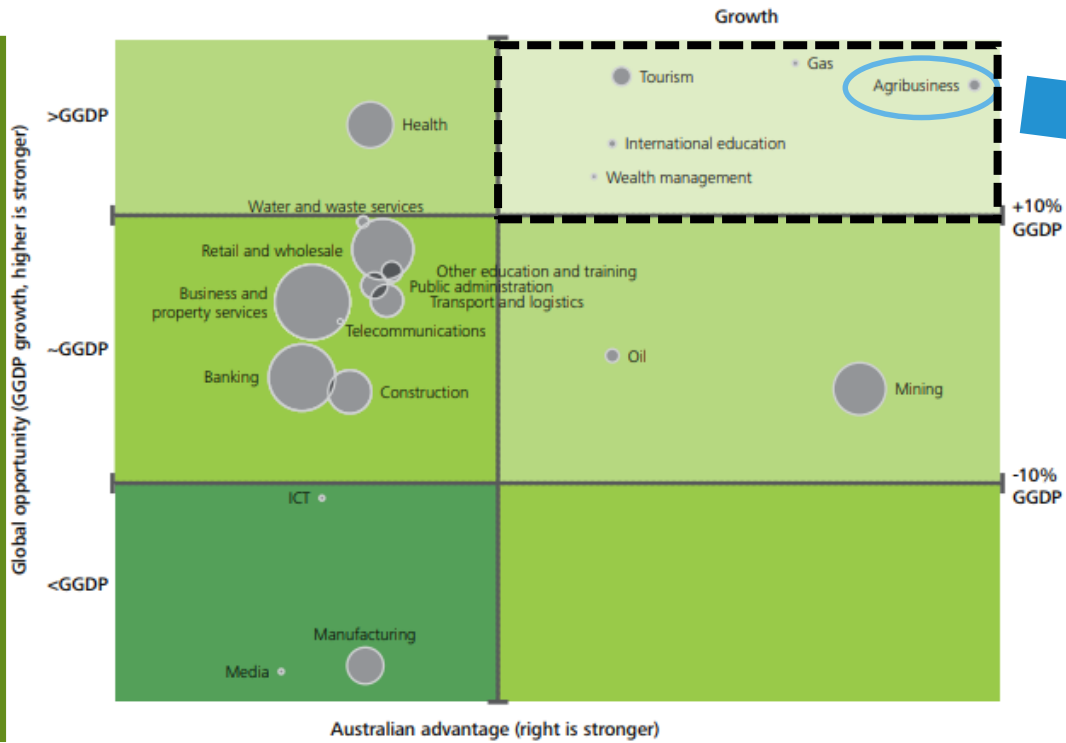
**Outer Urban**



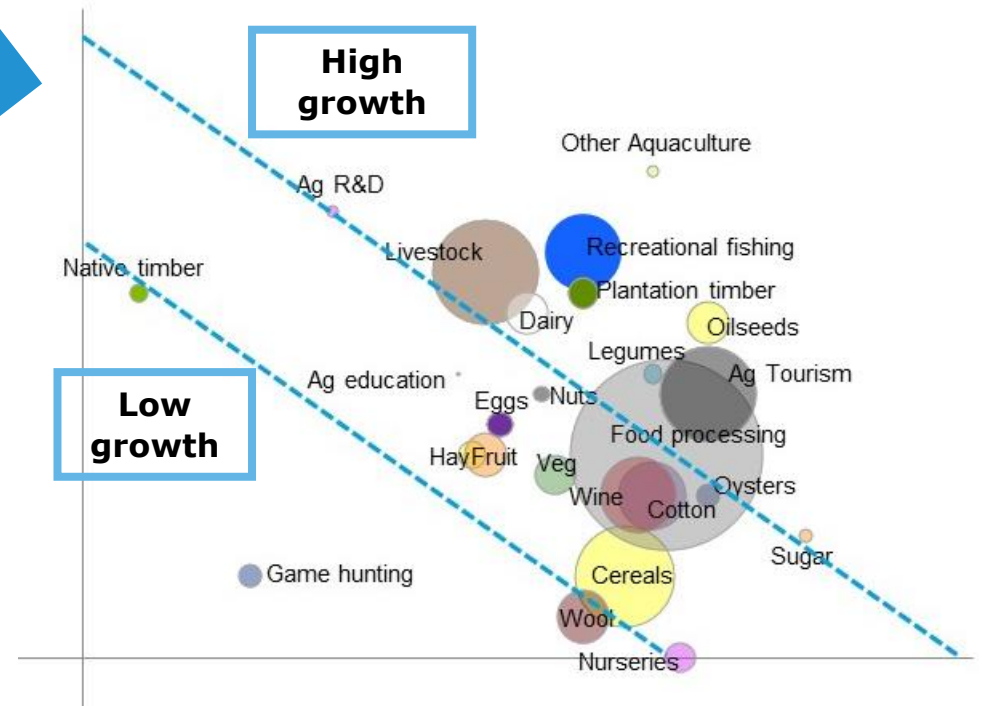
# Positioning for prosperity

## Finding each region's sweet spot

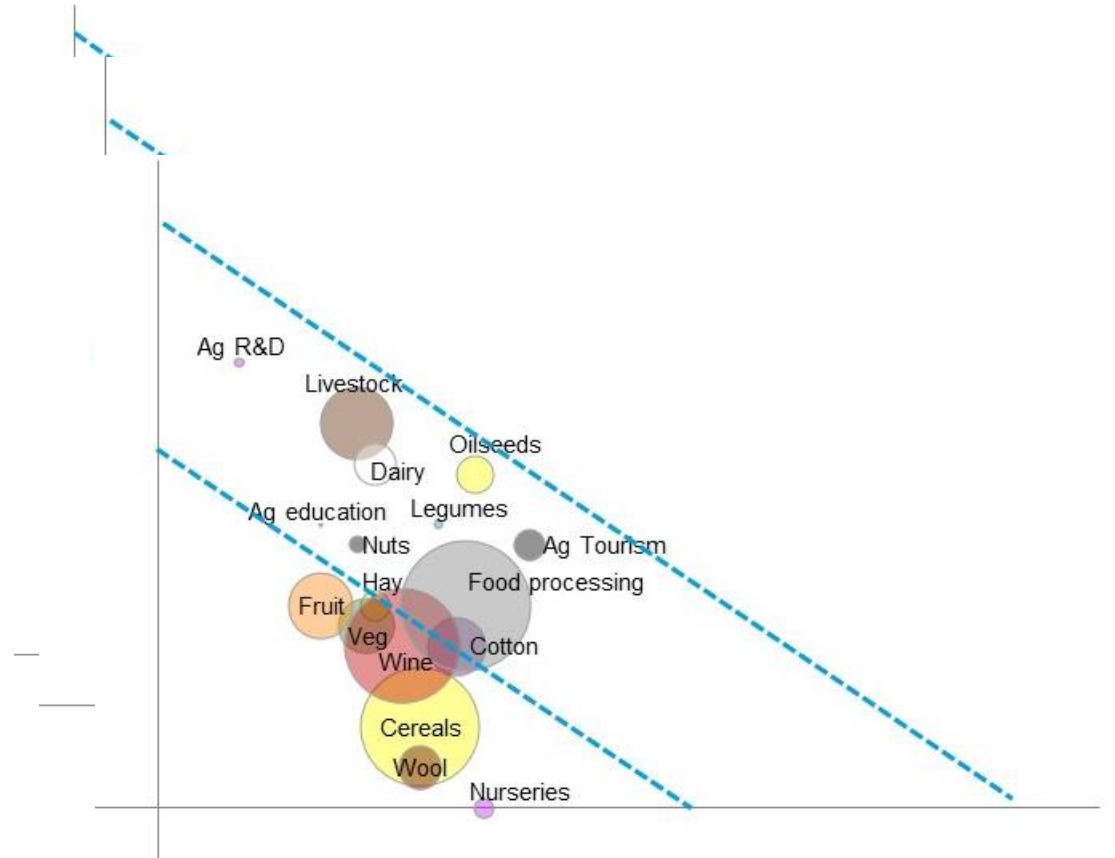
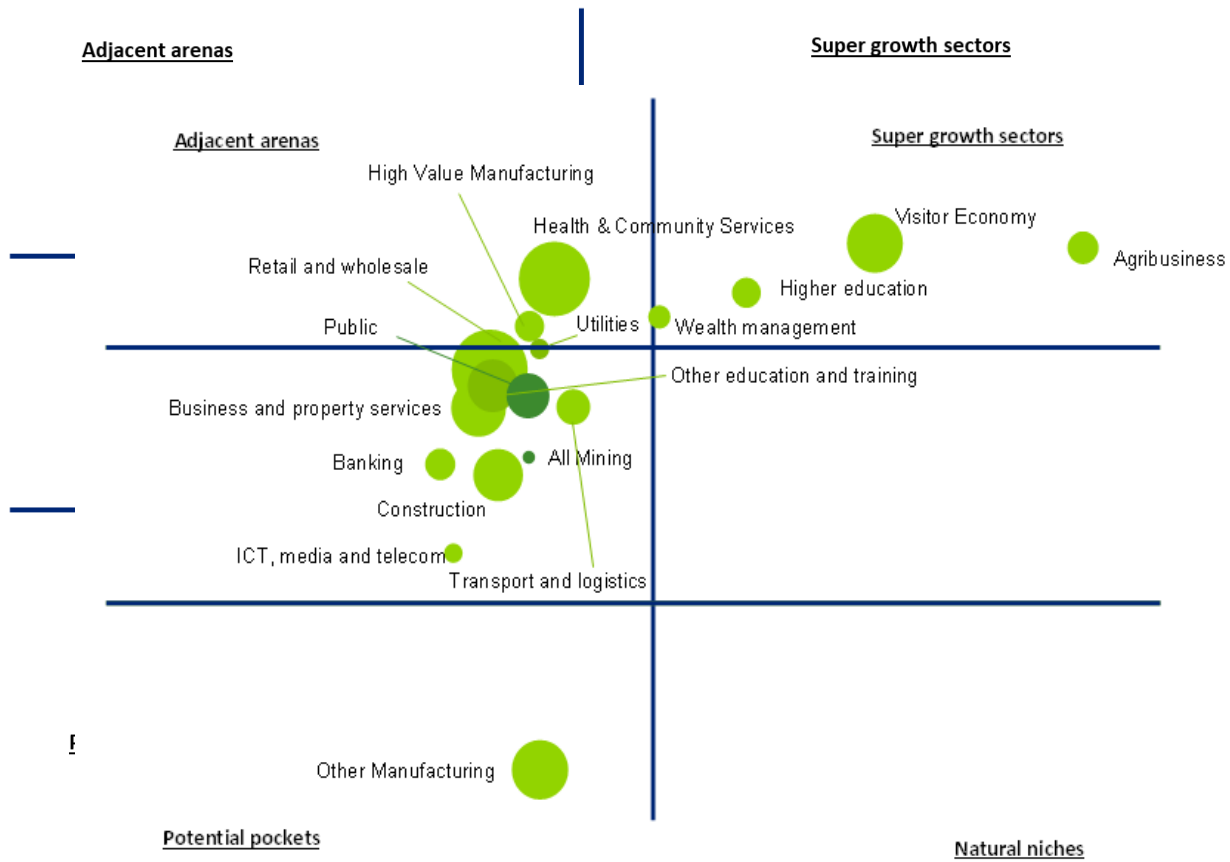
**Future demand prospects: What does the world want?**



**Factors of advantage: What is the region good at?**



# 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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