

BLUE ZOO SUCCESS STORY

REGIONAL DEVELOPMENT AUSTRALIA - 'PILBARA REGIONAL PLAN'

THE CHALLENGE

Develop a strategic plan for the entire Pilbara region.



Regional Development Australia is a partnership between the Australian, state, territory and local governments to develop and strengthen the regional communities of Australia. There are 55 RDA Committees across Australia that serve as important drivers of regional business growth plans and strategies, environmental solutions and social inclusion strategies.

THE ECONOMIC, ENVIRONMENTAL AND SOCIAL VISION FOR THE PILBARA

As part of the Federal Governments requirements under the Regional Development Australia initiative, RDAP was recently required to develop the Pilbara Regional Plan. The intent of the plan was to set out the economic, environmental and social vision for the region. The Plan was required to articulate the drivers of change, identify strengths, weaknesses and opportunities and list priorities for action for the coming five years.

COMMUNITY OWNERSHIP AND VALUE

To ensure the regional strategic plan was a comprehensive and living document that reflects the community it is intended to support, a high level of consultation was required to provide a strong sense of ownership and value. Blue Zoo Advisors worked extensively with RDAP and its stakeholders to ensure the document accurately reflected the Pilbara community. Existing papers, plan and strategies were critically analysed to ensure that RDA committee members who have strong local knowledge and are representative of the different aspects of their community were able to contribute in an effective and meaningful way to the development of the Plan.

BLUE ZOO'S CONTRIBUTION

Blue Zoo was engaged by RDAP to develop the Pilbara Plan. Blue Zoo provided the thought leadership to ensure the plan facilitated closer alignment between all levels of government, identified issues and opportunities, developed solutions and articulated priorities.

BLUE ZOO'S PHILOSOPHY

Blue Zoo's focus is on delivering real and tangible value. Our Advisors focus on pragmatic recommendations and tailored solutions. We are committed to delivering community strategic planning that is highly inclusive, promotes community ownership and provides clear directions.

