

Regional Development Australia Limestone Coast

BUSINESS GETS BOOST IN LIMESTONE COAST

RDA Limestone Coast's Manager of Economic & Business Development, Barbara Lightburn is kicking some important goals for local enterprises.

Since starting in the position in November 2014, Barbara has established strong links with key business groups and government agencies in the region.

She has a strong background in regional development, having previously been employed as Manager of Business Investment and Job Creation with RDA Barossa.

She has now developed a regular online newsletter highlighting opportunities and ideas for local operators and has created & delivered workshops on digital strategies for small businesses. She sees this as a critical move for any modern business, as consumers increasingly use the internet to make purchasing decisions.

"In the modern business world you must have a strong digital strategy integrated into your business plan" said Ms Lightburn. "That plan should cover product or service delivery, financial management and marketing. The digital age is here and now. Potentially every market is now global, which brings new threats but also new opportunities. It no longer matters that you operate in regional Australia."

In future she will also be working closely with Bruce Rodda, the new Manager Investment Attraction & Economic Development who is leaving his role as Regional Export Advisor and will shortly commence with RDA Limestone Coast. As part of her passion for local food and wine, Barbara is also heading the committee organising the Mount Gambier "Fork & Cork Festival" to be held in February 2016.

Other recent activities on her busy calendar include helping judge the annual Mount Gambier Chamber of Commerce business awards, delivering a presentation to the Governor's Leadership Foundation, and attending national conferences on "Food & Agribusiness Clusters" and "Future Proofing Australia". Barbara is a key player in the Limestone Coast Collaborative group and also ran a workshop to help the local Crisis Centre Working Party formulate a strategy to combat the drug ICE.

Barbara is keen to have local business people contact her regarding training, mentoring and information sharing opportunities. "While young people really integrate digital thinking into their lives, it's the current business owners who have the experience and skills to make it work in the complex world of commerce. I'm keen to help them make that transition."



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List of RDALC Board Members

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Ms Ann Aldersey – Community representative
Mr Lew Parsons – Community representative
Mayor Erika Vickery – SELGA representative
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