



MEDIA RELEASE

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OCA releases region-building strategy, oneOutback Prospectus

The Outback Communities Authority (OCA) will today launch its region-building strategy, the **oneOutback** Prospectus, which identifies prioritised investment opportunities for Outback South Australia, each validated through a community filter.

The OCA conducted a wide-reaching engagement project in late-2013 to explore how the Outback could thrive and prosper, improving the lives of those who live and work in the region as it faces a significant period of transition from being less mining-intensive, while moving to embrace tourism and transport infrastructure.

Ms Cecilia Woolford, Chair of the OCA, said that **oneOutback** is the result of a wide-reaching engagement project which the OCA commenced in late-2013 to identify priority areas for investment into the Outback.

The **oneOutback** Prospectus is evidence based and seeks to attract government and private sector investment into the Outback to see projects of regional significance come into fruition.

“The Outback punches well above its weight in contribution to the South Australian economy, with a Gross Regional Product (GRP) of \$392,000 per capita with a steady population of around 4,500 people,” she said.

This compares to South Australia’s Gross State Product (GSP) of \$58,300 per capita.

“**oneOutback** explores how we are best placed to leverage the Outback’s competitive advantage – the result is four prioritised, innovative investment opportunities which are economically sound and community verified.

“These are region-building projects designed to cut across multiple issues and provide long-term benefits to entire regions, not single communities.

“**oneOutback** builds on the idea of the Outback being one critical mass and we can achieve far more as a collective,” she said.

“This Prospectus has been prepared on behalf of the Outback communities which we are so lucky to represent,” Ms Woolford said.

The **oneOutback** Prospectus verifies the Outback Communities Authority Region Economic Growth & Investment Strategy, which was prepared in partnership with Regional Development Australia Far North. This key planning document is informed by economic analysis and comprehensive community engagement with those living and working in the region.

For more information on the **oneOutback** Prospectus and to download a copy, visit: www.oca.sa.gov.au/oneOutback

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