

### Come on Inland!

Attracting new businesses and residents to our region received a huge shot in the arm today with the launch of an exciting new initiative and catch-cry called "Come on Inland".

Regional Development Australia Northern Inland (RDANI) hopes to significantly boost the work of local communities in attracting new businesses and residents to relocate to the Northern Inland region.

"Come on Inland is an important project which creates an umbrella brand, website, resources, case studies and social media platforms for each of the 13 Local Councils in the region to work under and promote our region to attract new residents and economic development in their area," explains RDANI Chair, Mal Peters.

"The Come on Inland project works collaboratively with existing and future Council development initiatives. It is designed to assist businesses and families to relocate to the Northern Inland region by providing interesting and useful information about the region's Local Government Areas, including information on the local economy, education, health, housing, lifestyle and industrial land pricing and availability, said Mr Peters.

RDANI Executive Officer, Nathan Axelsson said that a major focus for all regional councils is to ensure that their shires continue to grow. "New businesses and residents are the key to regional economic development and individual councils promote their shires in a number of ways. The Come on Inland project will serve to complement these initiatives," said Mr Axelsson.

Research has shown that those aged 35-55 are more likely to consider relocating for business or family reasons, explains Mr Axelsson. "This age group is also very social media savvy, so we are targeting our campaign in the digital space into regions like South East Queensland, the mid-north Coast and Northern Rivers areas."

"We have a growing online presence particularly with Facebook and have already attracted genuine enquiries from people who are interested in relocating," said Mr Axelsson.

"In the coming weeks, online social media competitions will be held for each Shire, asking residents to share with the world why living in this region is so fantastic. We encourage everyone to enter these photo and word competitions, as there are also great prizes to be won.

"We are very encouraged by the initial response to Come on Inland. Given the extensive consultation with all 13 Local Councils within the Northern Inland, we are confident that this campaign positively reflects the region, and we look forward to having further businesses and people Come on Inland," Mr Axelsson said.

Find out more at [www.comeoninland.com.au](http://www.comeoninland.com.au) or find us on Facebook and Twitter.

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