

Friday 2 March 2018

A COUNTRY CHANGE TO NARRANDERA

When Tony and Kathy Taylor moved to Narrandera, they found it a very different place to Mallabula in Port Stephens – and they couldn't be happier.

Tony and Kathy shared their story as part of a new campaign promoting the Riverina as the ideal place to make a [Country Change](#).

“We came through Narrandera a number of times when we were looking for a new home, somewhere that we could really feel at home,” Kathy said.

“We liked the feel of this place, the bushland, the river and waterways. And I had a stipulation that I had to be able to volunteer my skills. I'm now an announcer at Spirit FM Community Radio and I produce the adverts.”

An initiative of Regional Development Australia (RDA) Riverina, the Country Change campaign is jointly funded by RDA partnering with 10 regional councils and is supported by the NSW State Government's Regional Growth – Marketing and Promotion Fund.

As RDA Riverina Director of Regional Development and CEO Rachel Whiting explains, the campaign is designed to increase investment in the Riverina by attracting new residents and businesses.

“Through Country Change, we are strategically marketing the Riverina as a place to live, work and invest, and with the average regional house price being around \$300,000 less than the average capital city price, a country change makes affordable sense.”

“The campaign includes promotions in metropolitan areas, development of a Riverina Investment Prospectus and refreshing the Country Change website ([www.countrychange.com.au](#)).”

“We are delighted with the interest shown in the Riverina. Since the campaign began in August, we've reached more than 200,000 people, had more than 150,000 video views on Facebook and had 40 families register for the Country Change Expo in Temora.”

“In 2011-2016, we had a 0.5% population increase. By 2036, we expect that population growth to increase by 14.5%, or around 25,000 people, to reach more than 200,000 residents region-wide.

“Through the Country Change campaign, we are looking to open people's eyes to the opportunities that exist not only within the agriculture but across all industries and our many vibrant communities.”

Mayor of Narrandera Shire Neville Kschenka said that Narrandera's participation in the Country Change Program is an important contributor to Council's efforts to grow its population. “Country Change allows individual Council's like ours to work together and contribute resources which

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are then further supplemented by the NSW Government’s Regional Growth Fund – Marketing and Promotion. We thank RDA Riverina for this great campaign, which strengthens our marketing power considerably.”

“We know Narrandera has many very positive attributes and Council is working to ensure that the Shire’s recreational infrastructure meets the highest standards, in order to retain our existing population and attract new residents,” said Cr Kschenka.

As Kathy said, “Tony and I love the town...you should come here!”



Kathy and Tony Taylor.

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Precis or Summary: A Country Change to Narrandera			
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