

Partnership advances the region



**NRJO CHAIR: Kyogle Mayor
Cr Danielle Mulholland**

About the Northern Rivers Joint Organisation (NRJO)

THE NRJO is a collective advocacy group proclaimed in 2018 under the Local Government Act. It comprises the six councils of Ballina, Byron, Kyogle, Lismore, Richmond Valley and Tweed, covering an area of more than 10,000 square kilometres extending from Tweed Heads in the north to just beyond Evans Head in the south, and to Woodenbong and Tabulam in the west.

As the peak body for local government in the Northern Rivers, NRJO is the recognised voice for our Councils, engaging closely with other government agencies, business and industry. In addition, NRJO engages in collaboration through resource sharing and procurement of materials, services and professional development. Not only do these endeavours bring Councils together in a spirit of cooperation but they achieve savings for Councils and communities.

Involvement in the Future Northern Rivers Campaign

ALL member councils, whilst elected to represent the diversity of their constituents, are united in their energy and dedication to secure the best possible future for the Northern Rivers. This project aligns with the NRJO vision for a Northern Rivers that is a unified region of well connected, integrated communities where residents enjoy a unique balance of place, lifestyle and opportunity.

Participating in the Future Northern Rivers campaign has enabled each of the Mayors to provide a unique perspective on how growth in their Local Government Area is being managed. Mayors who represent and reflect the individual character and essence of their communities have shared with readers their vision for shaping a future guided by their residents' priorities as detailed in Community Strategic Plans.

Ballina Shire Council is planning for a bright and balanced future. There is a commitment to protect and enhance beaches, river systems, bush and natural attractions whilst ensuring sustainable economic development is fostered and employment and business opportunities generated.

Byron Shire Council has a focus on community, diversity, sustainability and environment. With Byron Shire residents being strong advocates for the environment, Council reflects this passion for the protection of the environment and sustainability in all aspects of its operations

Kyogle Council has a positive outlook with the value proposition of 'Hinterland, Lifestyle and Culture' on offer. With a suite of proactive incentives to encourage investment and interest in the area, the Council's can-do attitude is driving growth, development and visitation whilst protecting the world-class natural environment and local industry.

Lismore City Council has culture and agriculture embedded in its vision for the future. Council will work to develop Lismore as a 'prosperous and vibrant city' in alignment with the Imagine Lismore Community Strategic Plan and capitalise on its Regional City status and strengths as a major service provider in health, education and justice as well as a sporting and cultural hub.

Richmond Valley Council has optimism on the agenda with an exciting future foreshadowed for its residents. Engagement with the community has highlighted the importance of a strong economy and job opportunities. The Council has responded by making economic development one of its core priorities whilst maintaining an authentic country lifestyle for locals and visitors.

Tweed Shire Council is listening to its residents who value a creative, caring and vibrant community life with protection of the environment being paramount. This is an important time to shape the future by continuing to plan for growth within this internationally significant environment.



Image provided by Kyogle Council

GRASS TREES: Pinnacle Nature Reserve, Border Ranges.

An Outrageously Ambitious Future

DEMOGRAPHER Bernard Salt has inspired us to consider predictions for growth patterns and insights into the future directions of our Northern Rivers region and encouraged us to think as a collective to reap the benefits. With a population of 275,000 by 2030 and being the 12th largest region in Australia, it is important we harness and further develop the region's entrepreneurial spirit, driving our knowledge sector and creating jobs for the future.

As Chair of the NRJO, I also share the view that we reside in a unique region in Australia with many great attributes.

It is now the role of the NRJO to seek some deeper analysis of Bernard's findings as we implement our regional priorities as guided by the region's mayors:

- Biodiverse natural environments
- Improved community wellbeing
- A connected region
- Sustainable energy, water and waste
- A diverse regional economy

I look forward with great anticipation to the ways we can maintain this inspiring campaign on the exciting future direction of the Northern Rivers. The NRJO Mayors are deeply committed to work in concert with each of our regional communities to generate an identified vision to lead our region to a great future.

Cr Danielle Mulholland
Chair, Northern Rivers
Joint Organisation



NORTHERN RIVERS JOINT ORGANISATION

Advocating on behalf of our region's communities, working to advance regional growth and maintaining our stunning natural assets for future generations.

Sustainable. Resilient. Prosperous.



Photo: Destination NSW