



South East Region Development Association

SERDA

STRATEGIC PLAN 2025 - 2030





Clarence Mountain Bike Track

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SERDA acknowledges the Traditional Owners of our region and recognises their continuing connection to land, waters and culture. We pay our respects to their Elders past and present.



INTRODUCTION

Established in 1993, the South East Region Development Association (SERDA) has consistently advanced regional growth and prosperity through strategic collaboration. Key achievements include:

- Commissioning infrastructure studies that have guided over \$600 million in investment, including the South East Traffic Solution Projects, Arthur Highway Corridor Strategy, SE Emergency Services Hub, and school upgrades.
- Delivering a regional workforce plan and establishing Business and Employment Southeast Tasmania (BEST) to connect residents with local employment and support employers.
- Securing \$4.5 million in State and Federal funding for a Jobs & Training Hub in Sorell.
- Partnering with Regional Development Australia (Tas), Destination Southern Tasmania, Jobs Tasmania, NRM South, and the South East Tasmania Mountain Bike Association.
- Initiating regional tourism projects such as the East Coast Touring and Convict Trail routes.

Today, the strategic alliance of the councils of the City of Clarence, Glamorgan-Spring Bay, Sorell and Tasman continues to evolve in support of shared regional priorities.





OUR PURPOSE

We are a collective committed to developing sustainable social and economic well-being in the region.

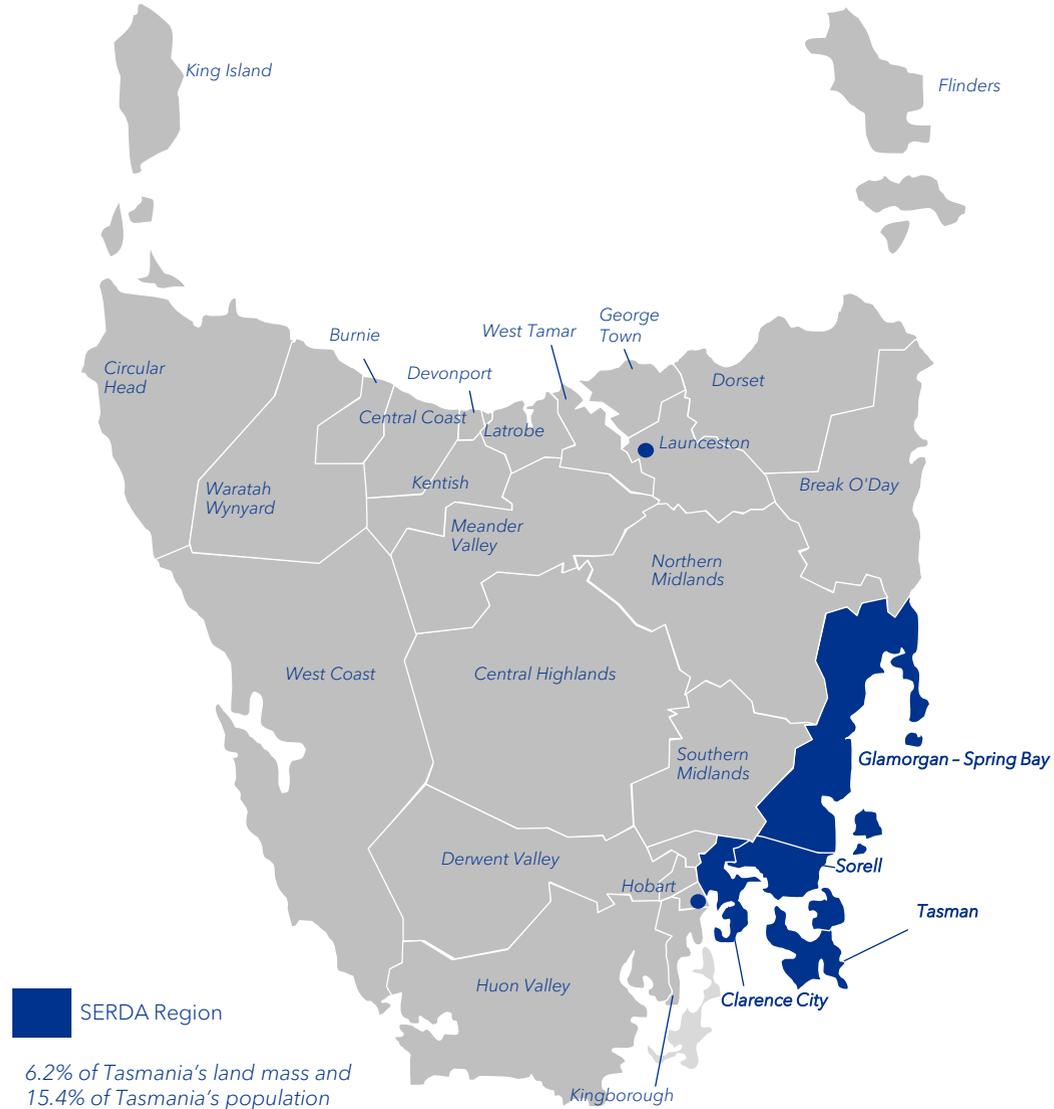
OUR VISION

That SERDA is an effective voice to key stakeholders, delivering sustainable economic growth and investment for the benefit of the region.

OUR OBJECTIVES

1. Developing the South East region's economy through advocacy, leadership, and delivering projects through collaboration.
2. Ensure adequate resources are available for project delivery.
3. Strategic collaboration between the four councils that achieves regional benefits.

OUR REGIONAL CONTEXT



74,158 km²
geographical size



85,870
population



\$4,316M
gross regional product



41,927
employed



49
median age



+1.6M
visitor nights (Tasman + Glamorgan Spring Bay)



Maria Island

OUR STRATEGIC PRIORITIES

What is a SERDA project?

A SERDA project is an initiative that:

- Leads to collective benefit (for all four regions). This may be a single project or group of individual projects that are thematically 'packaged'.
- Drives economic benefit, inclusive of social improvement.
- Provides for our region's voice to be heard.

Our key pillars

Economic Prosperity

Support local businesses and attract investment.
Promote tourism and cultural heritage.

Infrastructure Development

Support regional transport and utility projects.
Advocate for improved digital connectivity.

Environmental Sustainability

Build climate resilience.
Promote sustainable land use practices.

Community Well-being

Foster inclusive community programs.
Support health and education initiatives.

CRITICAL SUCCESS FACTORS

There are six major factors that will be key to our success.

1. Unified Regional Vision

A shared understanding of regional priorities across all SERDA councils, aligned to a collective long-term purpose.

2. Strong Partnerships and Engagement

Productive relationships with governments, industry, and communities – built on trust, shared goals, and regular collaboration.

3. Evidence-Based Planning

Use of current, region-specific data to inform decisions, prioritise investment, and adapt to changing conditions.

4. Coordinated Governance and Delivery

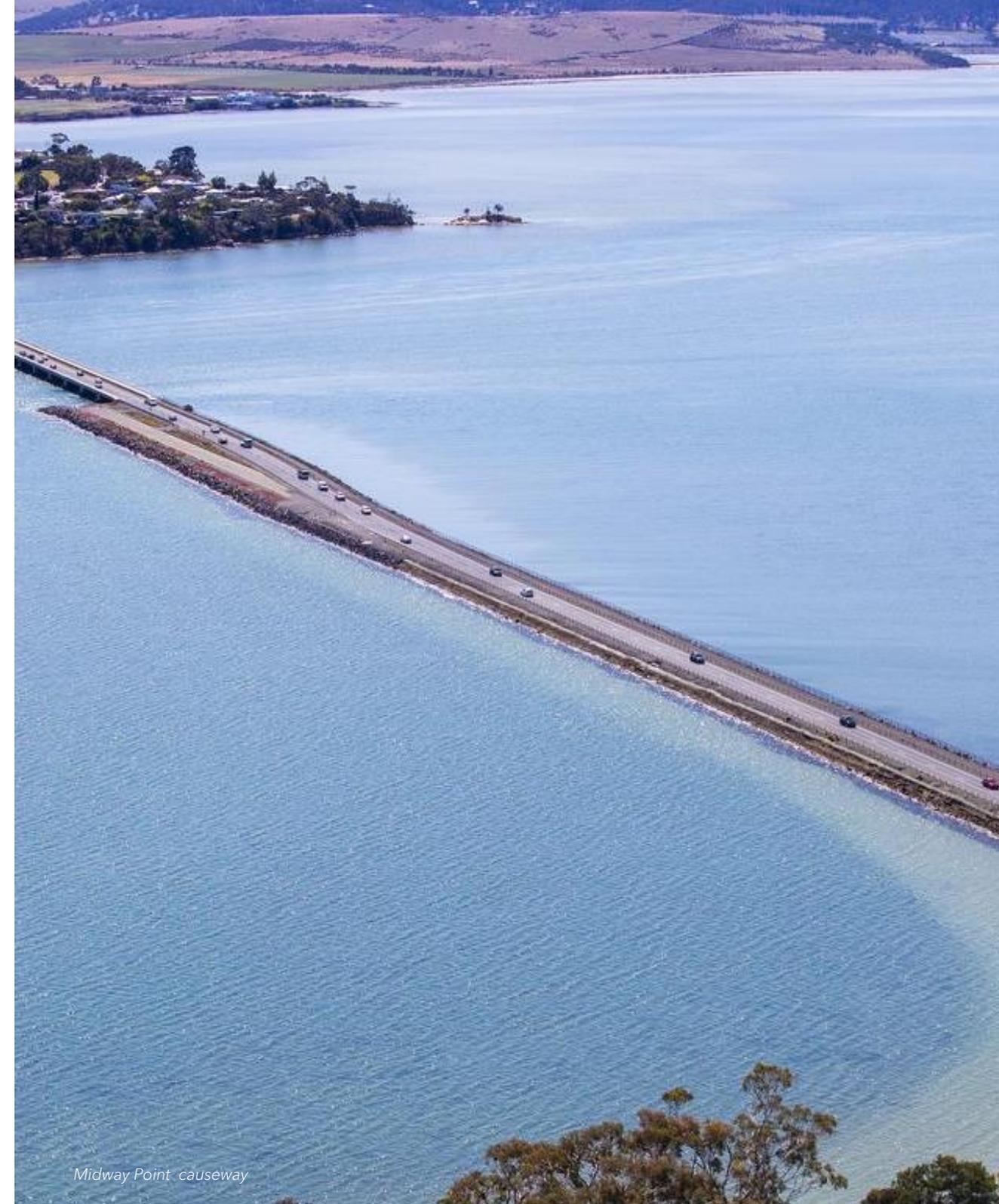
Clear roles, collaborative leadership, and cross-council mechanisms that support consistent implementation and reduce duplication.

5. Sustainable Funding and Resources

Access to secure, multi-source funding and the internal capacity to deliver key infrastructure and service projects.

6. Transparency and Accountability

Ongoing measurement, reporting, and partner feedback to track progress and maintain confidence in outcomes.





IMPLEMENTATION

How SERDA's strategic priorities are implemented into action enables our success.

Guiding Principles

Implementation of this strategy will be led by the four councils and grounded in the following principles:

- *Collaboration*: Collective action between councils, and alongside state government, industry and community.
- *Pragmatism*: Prioritise projects where funding opportunities exist.
- *Transparency*: Maintain visibility and accountability through open reporting for the SERDA governance committee.
- *Adaptability*: Remain responsive to emerging opportunities or challenges.

The Role of Partnerships and Engagement

Effective implementation depends on trusted relationships and coordinated action across sectors. The region spans multiple communities with differing needs and capacities which makes active partnership and stakeholder engagement not only valuable, but essential for SERDA's continued success.

