An Australian Government Initiative

Regional Development Australia

REGIONAL DEVELOPMENT AUSTRALIA NORTHERN RIVERS

Media release

New Regional Engagement Officer to Strengthen Northern Rivers Connections

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Regional Development Australia Northern Rivers (RDA Northern Rivers) has appointed Felismina Jom as Regional Engagement Officer, strengthening its presence and capacity to support communities, businesses and local government across the region.

Felismina has been part of the RDA Northern Rivers team since 2022 managing the rollout of the Live Northern Rivers platform, running the EmpowerHER mentor program and the "Our Northern Rivers" photography competition. All valuable initiatives that nurture and promote the talent here on the Northern Rivers.

Felismina brings almost three decades of experience across business, digital and regional economic development. From corporate change management consulting to co-founding and running a digital agency in Sydney for sixteen years. In the Northern Rivers, Felismina has worked as a Small Business Advisor on both the federally funded Australian Small Business Advisory Services program and the NSW Government's Business Connect program. Covering the region from Clarence Valley to Lismore, Tweed and the Gold Coast, Felismina supported small businesses through face-to-face advisor sessions and in-person workshops Felismina also spent a few years in a Northern Rivers marketing agency implementing digital solutions for local businesses.

As Regional Engagement Officer, Felismina will be RDA Northern Rivers' on-the-ground presence in the Tweed, Lismore, Ballina and Byron local government areas. She will meet regularly with businesses, councils, government agencies, industry organisations and community groups. She will also represent RDA Northern Rivers at forums, workshops and events. She will also continue to support the delivery of regional projects and workforce attraction initiatives.

Her work will also help to identify emerging issues, opportunities and investment prospects across the region, bringing community and stakeholder feedback into RDA Northern Rivers' priorities and advocacy.

Anthony Schreenan, Chief Executive Officer of RDA Northern Rivers commented:

> "Felismina will play an important part in strengthening our engagement with businesses, councils, government agencies and regional stakeholders. There is a significant amount of work underway across the Northern Rivers and we're looking forward to working closely with our seven councils, government partners, business and community organisations to turn regional opportunities into practical outcomes."

Felismina commented on the newly appointed role:

> "After a decade working with Northern Rivers businesses, government and non-government organisations, I'm excited to bring my experience and connections to my new role as Regional Engagement Officer with RDA Northern Rivers. I'm passionate about promoting our region's strengths, building meaningful connections and identifying opportunities for collaboration. I look forward to working with people and organisations across the region to turn those opportunities into positive, lasting outcomes for our communities."

RDA Northern Rivers will also be recruiting a second Regional Engagement Officer, based in the Clarence Valley, to extend its on-the-ground engagement across the broader Northern Rivers region.

These appointments are part of the RDA Northern Rivers' ongoing work to strengthen its capacity to support the region. Its focus remains on workforce attraction and skills development, investment and business attraction, local capacity, economic advocacy, industry growth and future readiness.

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