



# Tamworth Regional Development Corporation Limited

## ECONOMIC DEVELOPMENT BODY ANNOUNCES NEW ROLES

**Tamworth Regional Development Corporation has a new chief executive, a new direction and a brand new plan as the major economic development driver for the region.**

As part of the corporation's renewed focus on increasing investment in the Tamworth region, the TRDC today announced the appointment of former Melbourne economist Jo Byrnes as its new driving force.

Ms Byrnes comes to the job after a 20 year career in the financial markets and funds management industries. With specialist expertise in business planning and performance management across the public and private sectors, she has first hand experience in investment incubation, strategic analysis and macroeconomic research.

She has been a frequent visitor to the city and says she's noticed a new vibrancy about Tamworth in the last few years. She believes a priority role for the TRDC is to put the building blocks in place to add to that energy and corporate and community enthusiasm.

Ms Byrnes says the sense of pride and the great social fabric that exists here are valuable elements in building business interest.

Ms Byrnes' reading of the Tamworth business landscape is no city slicker's quaint picture of rural or regional life, either. Personally, she's returning to her own backyard and what was an "idyllic childhood" – she grew up in Tamworth, the daughter of Armidale Road wrecking yard owners Owen and Nerida Byrnes, and went to Tamworth Public, Calrossy and Oxley high schools before embarking on university studies in Canberra and later again through UNE.

She is an experienced administrator who brings to the Tamworth job a business ethic "driven by outcomes, practical results and hands-on achievements."

"My first priority is to establish an action plan; to talk to members and find out what they and the community want this development corporation to do for them," Ms Byrnes said.

"I'll put on my listening ears and work from there."

Among the challenges she sees ahead is repositioning the TRDC with its new identity in this region. Jointly funded by Tamworth Regional Council, Country Energy and local businesses, it has been given a wider regional scope and a new roadmap to deliver results through business and community collaboration and partnerships.

“We want to be more effective and we want to avoid duplication,” Ms Byrnes said.

“We also need to ensure we are leveraging for members and business, identifying where we can get results for them, take new directions, do the hard work and get out there and sell it.”

Ms Byrnes believes strategic planning is a key to all business success - so they can identify what they want to achieve and focus on the steps that are needed to take them there. She says the TRDC’s new role can help.

**For further information - Jo Byrnes 6766 2200. Ms Byrnes is available for media interviews and photo opportunities Wednesday April 12 with TRDC chairman Terry Keating at the TRDC offices in Fitzroy St from 10am to 10.30am (left hand side at the steps of the Town Hall).**