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RIVERINA & MURRAY

Introducing Country Change: Your Gateway to Discovering NSW's Vibrant Riverina and Murray Regions

For Immediate Release

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RDA Riverina proudly unveils its latest initiative, <https://www.countrychange.com.au/>, an immersive online platform designed to provide invaluable insights into the vibrant regions of the Riverina and Murray in New South Wales. With a focus on facilitating workforce attraction, this website serves as the ultimate resource for potential relocators and new residents looking to learn more about the opportunities and lifestyle offerings in these picturesque locales.

Country Change offers a wealth of information tailored to meet the needs of individuals considering a move to the area. From job opportunities and housing affordability to details about schools and the unique lifestyle available, this platform covers it all. With its user-friendly interface and comprehensive content, visitors can easily explore and discover the myriad benefits of calling the Riverina and Murray regions home.

Key Features of Country Change include:

- Real-life case studies of individuals who have successfully made the move, providing firsthand accounts and insights.
- Engaging video tours highlighting the charm and attractions of various towns within the regions.
- Interactive maps offering a detailed look at each town's amenities, services, and attractions.
- Contact details for personalised assistance and support, ensuring a seamless transition for those considering relocation.

The Country Change program, a longstanding Riverina driven initiative, rebirthed by RDA Riverina in 2009, has undergone a full makeover beginning in 2023 and finalised with the launch of this website. This iteration incorporates a full rebrand, redeveloped website with new and updated information and images, and a new and improved version of the Country Change magazine (launched in February 2024), all made possible by RDA Riverina's [Workforce Development Strategic Partnership](#) with Transgrid.

The Country Change program previously covered the Riverina region and, thanks to this funding, has now expanded to cover the Murray region, in collaboration with RDA Murray. The Country Change program is a joint marketing effort between RDA Riverina, local governments, and other partners like Committee4Wagga, to address workforce development in the region. It works in tandem with RDA Riverina's other projects, including [Jobs Riverina Murray](#), [The Welcome Experience Griffith](#), and the [NSW Growing Regions of Welcome pilot](#).

Rachel Whiting, CEO at RDA Riverina, expressed her excitement about the launch, stating, "Country Change is a testament to our commitment to showcasing the incredible opportunities and lifestyle offerings available in our regions. Whether you're seeking a career change, a better quality of life, or simply a change of scenery, our website is your ultimate guide to exploring the endless possibilities awaiting you in the Riverina and Murray."

"Country Change represents a pivotal step forward in our efforts to showcase the diverse opportunities and vibrant communities within the Murray region. This collaboration with RDA Riverina underscores our shared commitment to fostering economic growth and attracting talented individuals to our region. With the expansion of the program and the launch of this innovative website, we are excited to welcome prospective relocators and new residents, inviting them to discover the boundless potential of the Murray region." - Edwina Hayes, CEO of RDA Murray

"As a partner of RDA Riverina, Transgrid is proud to support initiatives like Country Change that drive economic development and prosperity in regional NSW. Through our strategic partnership, we are committed to empowering communities by facilitating access to valuable resources and opportunities." – Maryanne Graham, Executive General Manager – Corporate & Stakeholder Affairs, Transgrid

Experience the charm and potential of the Riverina and Murray regions by visiting Country Change Riverina and Murray NSW at <https://www.countrychange.com.au/>.

We acknowledge, with deep respect, the traditional custodians of this land whose stewardship continues to grace this country as it has done for more than 65,000 years. We acknowledge Country Change invites people to First Nations' unceded land, waters, and sky. We endeavour to honour the full depth of history this country knows, with gratitude and care.

About RDA Riverina: RDA Riverina is a leading organisation dedicated to promoting economic development and prosperity in the Riverina region of New South Wales. With a focus on fostering innovation, collaboration, and growth, we strive to create a vibrant and sustainable future for our communities.

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