

Frequently asked questions

What is ProspER Northern Rivers?

ProspER is a Northern Rivers economic & environment development plan. It aims to identify and assess barriers and opportunities for sustainable economic growth across the Northern Rivers and Tenterfield Shire.

Why is Business NSW developing this Economic and Environmental Development Plan to 2040 for the Northern Rivers?

Business NSW is a non-government, not-for-profit organisation that advocates for the interests of business and industry. Business and industry are vital to economic growth because they drive job creation, innovation, productivity and overall prosperity. This in turn, enhances community wellbeing by increasing employment, raising local income and supporting essential infrastructure and services.

The idea for a whole-of-region economic and environmental wraparound plan was initiated after the 2022 flood events by The Hon. Janelle Saffin, Member for Lismore, Minister for North Coast, Minister for Small Business and Minister for Recovery. She recognised the importance of a business-led plan that takes a holistic approach to regional recovery with community wellbeing at its core. The plan is being developed in close consultation with business, industry, government, and community. Business NSW is well-placed to lead this work due to its deep understanding of the challenges faced by local businesses and its strong relationships across the region.

ProspER Northern Rivers is the first industry-led economic and environmental plan for the region. It aims to deliver a highly collaborative process in which business, industry, government, and the broader community work together to identify barriers, opportunities, catalyst projects, key industry drivers, and the scope of a future investment framework.



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Why is the plan to 2040?

The region needs a long-term planning horizon to ensure strategic, sustainable development. A 2040 timeline allows for meaningful investments and decisions that support a resilient wellbeing economy and long-lasting positive outcomes.

How does this differ to individual Council plans?

Our recovery from the weather events of 2022, and subsequent events, has shown how critical it is to take a human-centred and region-led approach. That's why the concept of a whole-of-region economic and environment plan was conceived.

ProspER Northern Rivers takes a coordinated approach across all seven Northern Rivers councils, along with Tenterfield Shire. We live, work, and travel across the entire region, so a regional plan, complementary to local plans, offers the best opportunity to foster community resilience and attract investment. ProspER is designed to work in alignment with local and regional plans including Community Strategic Plans, Economic Development Strategies, and other council and industry initiatives.

Who is funding this piece of work to develop this Northern Rivers Economic and Environmental Development Plan?

This business and industry led initiative has been funded by the NSW Department of Primary Industries and Regional Development as part of an election commitment and announced in late February 2025 by Minister Moriarty and Minister Saffin.

How can community and business get involved in the development of the plan?

Community engagement is a core part of the ProspER Plan. Local residents, businesses, and community groups are invited to help shape the future of the region by sharing their ideas on what would help the Northern Rivers and Tenterfield region to prosper. You can share ideas and register for project updates at <https://northernriversnsw.com.au/prosper/>



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Will this plan create new jobs or economic opportunities in the Northern Rivers?

The region needs a long-term planning horizon to ensure strategic, sustainable development. A 2040 timeline allows for meaningful investments and decisions that support sustainable job creation and economic development across diverse industries. Yes, one of the key goals of the ProspER Plan is to identify opportunities for sustainable job creation and economic development across diverse industries. The plan will make recommendations on initiatives that foster innovation, workforce development, and long-term regional resilience.

What is a 'wellbeing economy'?

A wellbeing economy is one where economic growth is pursued alongside environmental sustainability and social equity. It prioritises the quality of life of people and communities—not just traditional economic indicators like GDP.

How is the environment being considered in this plan?

The environment is central to the ProspER Plan. It aims to ensure that economic growth aligns with environmental sustainability—protecting natural resources, preparing for climate change impacts, and supporting regenerative practices.

What happens once the plan is completed?

Once the plan is finalised, it will guide investment, policy decisions, and partnerships across the region. A delivery roadmap will outline priority projects, responsibilities, and how progress will be tracked and reported.



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