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Media release

RDA Northern Rivers Welcomes New Local Connector for The Welcome Experience

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With the expansion of The Welcome Experience across the Northern Rivers, Regional Development Australia (RDA) Northern Rivers is pleased to announce the appointment of **Breannan Rose** as Local Connector for The Welcome Experience who will support the Clarence Valley, Richmond Valley and Kyogle local government areas.

Breannan joins the team at an exciting time, as The Welcome Experience continues to support essential workers and their families relocating to regional NSW. Delivered in partnership with the NSW Government, the service supports new essential workers and their families to settle into their communities by connecting them with local services, networks and even supporting partners with job opportunities, making the move to the Northern Rivers easier and more rewarding.

To date, the service has supported more than 270 essential workers and their families to relocate to the Northern Rivers, with over half of those workers employed in the health sector.

RDA Northern Rivers Director of Regional Development, **Anthony Schreenan**, said Breannan's appointment will further strengthen the program's ability to support essential workers and their families across the region.

"The Welcome Experience is about more than helping people relocate, it's about helping them put down roots and become part of the community," Mr Schreenan said.

"Breannan brings a wealth of local knowledge and a genuine passion for supporting people. Her appointment will ensure essential workers moving to the Clarence Valley, Richmond Valley and Kyogle areas receive the personalised support they need to settle in and make the most of everything these communities have to offer."

Since its introduction, The Welcome Experience has played an important role in helping address workforce shortages by supporting the attraction and retention of essential workers in sectors including healthcare, education, emergency services, disability support and local government.

Breannan said she is excited to begin working with new residents and strengthening connections across the three local government areas.

"I'm passionate about regional communities and look forward to helping new residents feel welcome and connected from day one," Ms Rose said.

"The Clarence Valley, Richmond Valley and Kyogle communities offer an incredible lifestyle and strong sense of belonging, and I'm excited to help people and their families discover all that the region has to offer." Mr Schreenan said the appointment reflects RDA Northern Rivers' commitment to supporting workforce attraction and strengthening regional communities.

"Our Local Connectors play a vital role in ensuring essential workers choose not only to move to the Northern Rivers, but to stay. By helping people establish meaningful connections and navigate their new communities, we're contributing to stronger, more resilient towns across the region."

RDA Northern Rivers delivers The Welcome Experience across the Northern Rivers and works closely with councils, community organisations and local businesses to ensure new residents can quickly establish networks and feel at home.

For more information visit: [The Welcome Experience | NSW Government](#)

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