

## Media Release

# Information session to highlight support for East Arnhem businesses

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FOR IMMEDIATE RELEASE

Developing East Arnhem Limited is undertaking a project to make local economic information more accessible to local businesses.

“Accessing reliable local economic data is important when making business and economic development decisions. By partnering with data modelling experts at Economy.id, we will be able to provide this information in one, easy to access location.” said CEO of Developing East Arnhem Limited, Ms. Carley Scott.

Economy.id is an online product that will be part of Developing East Arnhem’s new website, and will be used to track the local economy including the number of businesses registered in the region, information about regional import, and export trends.

The product will also enable Developing East Arnhem Limited to identify the economic impact of key projects undertaken in the region, and help local industry to develop stronger business cases and funding proposals.

“This project is attracting the attention of other agencies focused on regional development in northern Australia, and for good reason” said Ms. Scott. “The online economic data tool, Economy.id, will provide measurable information about the region which businesses, government, and investors can all look to.”

The Economy.id product was chosen for its ease of use, depth of data sources, and the regularity that data is updated. The product will be available at [www.developingeastarnhem.com.au](http://www.developingeastarnhem.com.au) from mid July 2015.