
B U S I N E S S T R A N S F O R M A T I O N I N T H E D I G I T A L A G E

DATE: Tuesday, 19th March 2013

TIME: 10.00am—2.00pm

VENUE: Town of Victoria Park
Function Room
Level 1, 99 Shepperton Road
Victoria Park

COST: \$30.00 Members
\$40.00 Non Members

REGISTRATIONS: www.edaaustralia.com.au

This Economic Development Practitioner Forum will drill down into the practicalities of preparing business, educational institutions and local government for growth in the digital age.

Much has been said of the delivery of high speed, scalable and ubiquitous high speed broadband across Australia but what does it mean in terms of delivering the digital economy and digital governance onto the pavement?

The Forum guest speakers will showcase examples and solutions that allowed three different sectors to undertake business transformation.

Please see over for Program details.



P R O G R A M

- 10.00 Registration, Coffee & Tea
- 10.15 Visit to Digital Hub, 1 Harper Street (2 minute walk)
- 10.45 Welcome and Overview of the Town
Nathan Cain, Director of Business Life,
Town of Victoria Park
- 11.00 **Place Activation Plan:** Positioning a University for the Digital Age.
Andy Sharp, Director Campus Development ,
Curtin University
As Director of Campus Development, Andy is charged with the redevelopment of the Bentley campus in to a major urban centre known as Curtin City and shift from an isolated suburban campus in to a major city connected to Perth by rapid light rail with an array of sustainable urban development within its centre.
- 11.30 **Business Transformation**, City of Birmingham UK Study Visit.
Anne Petch, Revenue Diversification,
Town of Victoria Park
Anne is a 2002 Fellow of the Governor's Leadership Foundation SA and Mentor for SA Young Entrepreneur Scheme (SAYES). She recently undertook a study visit to the City of Birmingham to delve into the business transformation processes that enabled the delivery of on line governance and services to the City.
- 12 noon Lunch and networking
- 1.00 **Smarter Digital Roadmaps for Retailers Pilot Program** – Observations from the program to date
Richard Keeves – Director of Smarter Web Strategies.com.
Richard is president of the Western Australian Internet Association. This pilot programme is supported by the State Government's WA Business Online initiative (Dept. of Commerce, Science and Innovation), CCIWA and a number of digital industry associations and business groups.
- 2.00 Close