

# Influence or Intervention



# EDA

## National Conference 27-29 October 2013

30 October Masterclass

**Economic Development Australia  
presents**

### ***Influence or Intervention***

**Venue:** Pullman Melbourne, Albert Park Hotel  
65 Queens Rd Melbourne

**For Bookings:** Quote EDA National Conference  
Phone: 1800 633 888

### ***Overview***

<b>Sunday 27 October:</b>	<b>Welcome Reception</b>
<b>Monday 28 October:</b>	<b>Conference Day 1</b> 7.45am - 4.15pm 5.45pm <b>EDA National Awards</b> 7.00pm <b>EDA Dinner</b>
<b>Tuesday 29 October:</b>	<b>Conference Day 2</b> 7.45am - 3.30pm
<b>Wednesday 30 October:</b>	<b>Master Class</b> 8.30am - 3.30pm

This conference is a "must attend" for all private and government sector Economic Development Practitioners. The program will provide insights into trends and impacts of global, national and local programs.

Importantly the program has been developed to ensure it is relevant to all Economic Development Practitioners.

**Global:** "Impact and Opportunities"

**National:** "Is What's Good for the Country Good for Your Region?"

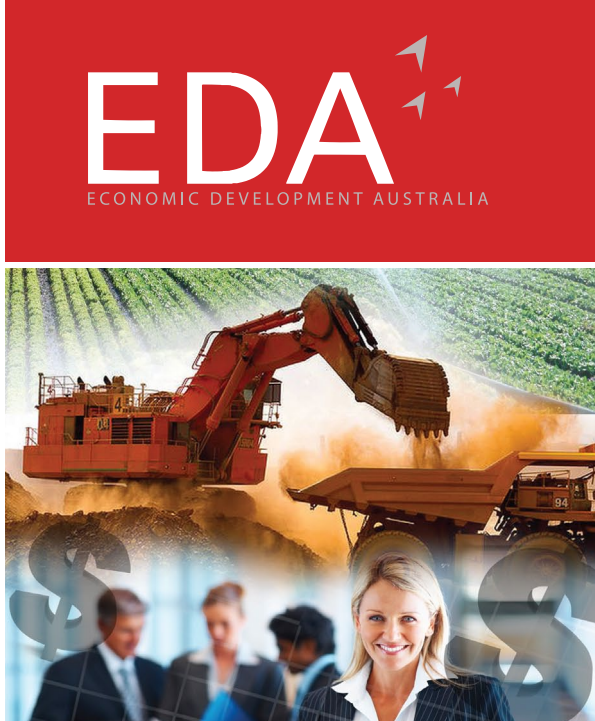
**Local:** "On the Frontline; Case Studies at the Local Level"



**Neil McInroy** CEO, Centre for Local Economic Strategies (UK)  
**Professor Neville Norman** Associate Professor of Economics University of Melbourne  
**Professor Bruce Wilson** Director of the European Union Centre, RMIT University  
**Martin Farley** Principal Consultant, Creating Preferred Futures  
**Kirsten Larsen** Research Manager, Victorian Eco-Innovation Lab  
**Stephen Mayne** Journalist, Shareholder Activist, Melbourne City Councillor  
**Justin Hanney** Deputy Secretary, Department of Premiere & Cabinet Victoria  
**Brad Dunstan** CEO, Victorian Centre for Advanced Materials Manufacturing  
**Peter Harris** Chairman Productivity Commission  
**Paul Krutko** (USA) Chair International Economic Development Council  
**Tim Costello** CEO World Vision Australia

### Conference Program

Venue for all events	<b>Pullman Hotel</b>
<b>Sunday 27 October</b>	
4.30pm – 7.00pm	<b>Welcome &amp; Networking Event</b> including finger food and beverages
<b>Monday 28 October</b>	
7.45am	Registration, Coffee & Tea
8.15am	Welcome and Day 1 Overview
8.30am	<b>State of the Nation</b> <i>Professor Neville Norman</i> Associate Professor of Economics University of Melbourne
9.15am	<b>Local Government, Private Enterprise – Bringing it all together</b> <i>Stephen Mayne</i> Journalist Shareholder activist, Melbourne City Councillor
10.00am	Morning Tea at the Innovation Café
10.40am	<b>Performance and Productivity</b> <i>Peter Harris</i> Chairman Productivity Commission
11.10am	<b>Sustainable Food Systems and the Need for Innovation</b> <i>Kirsten Larsen</i> Research Manager, Victorian Eco-Innovation Lab
11.40am	<b>Creating New Industries</b> <i>Brad Dunstan</i> CEO Victorian Centre for Advanced Materials Manufacturing
12.10pm	<b>Best Practices for Fostering Local Economic Development in the USA</b> <i>Paul Krutko</i> (USA) Chair International Economic Development Council
12.40pm	Lunch
2.00pm	<b>Practitioner Case Studies (Comprising 3 streams, 4 papers per stream)</b> <b>1. Economic Development in the Global Context</b> <b>2. Creating Great Places</b> <b>3. Building Local Employment</b> Case studies from all corners of Australia, New Zealand and Asia
4.15pm	<b>Day Session One Concludes</b>
4.30pm	<b>EDA Annual General Meeting</b>
<b>Monday 28 October – Evening Program</b>	
5.45pm	<b>EDA Awards Cocktail function</b>
7.00pm	<b>EDA National Conference Dinner</b> 3 Course Dinner / Beverages / Entertainment
<b>Tuesday 29 October</b>	
7.45am	Registration, Coffee & Tea
8.15am	Welcome and Day 2 Overview
8.05am	<b>Merging the Boundaries of Social &amp; Economic Development</b> <i>Neil McInroy</i> (UK) Chief Executive, Centre for Local Economic Strategies
8.45am	<b>Regionalism Post Election</b> <i>Professor Bruce Wilson</i> Director of the European Union Centre at RMIT
9.15am	<b>Economic Development in a Dynamic, Connected and Contested World</b> <i>Martin Farley</i> Principal Consultant Creating Preferred Futures
9.45am	<b>An Economy for All</b> Panel Discussion
10.05am	Morning Tea at the Innovation Café
10.45am	<b>Practitioner Case Studies (Comprising 3 streams, 3 papers per stream)</b> <b>1. Economic Development Regional Practices</b> <b>2. Sector Diversification</b> <b>3. Food, Creative and Energy Sectors</b> Case studies from all corners of Australia.
12.35pm	Lunch
1.50pm	<b>Federalism: Our Critical Economic Development Challenges in Australia</b> <i>Justin Hanney</i> Deputy Secretary, Department of Premiere & Cabinet Victoria
2.30pm	<b>What Cost Economic Development?</b> <i>Tim Costello</i> CEO World Vision Australia
3.15pm	Conference Wrap Up
3.30pm	<b>Post function beverages</b>
<b>Wednesday 30 October</b>	
<b>Masterclass</b>	
8.30am – 3.30pm	<b>Evidence Based Analysis of Economic Development Strategies – Are they any Value?</b> Full program to be advised



### Cost (per person including GST)

#### Full Conference, Dinner, EDA Awards and Welcome Reception

Members:	<b>\$980.00</b>
Non Members:	<b>\$1,150.00</b>

#### One Day Conference

Members:	<b>\$500.00</b>
Non Members:	<b>\$600.00</b>

#### Dinner, EDA Awards Only

Members:	<b>\$160.00</b>
Non Members:	<b>\$180.00</b>

#### Master Class

Members:	<b>\$200.00</b>
Non Members:	<b>\$250.00</b>

<b>Register at:</b>	<b>www.edaaustralia.com.au</b>
<b>Enquiries:</b>	<b>Matthew Gould</b> <b>Email: <a href="mailto:eo@edaaustralia.com.au">eo@edaaustralia.com.au</a></b> <b>Phone: 0407 530 168</b>

Sponsors:



**adz@work**



## PRACTITIONER CASE STUDIES

Case studies from all Corners of Australia, New Zealand and Asia.

**Monday 28 October**

### Stream 1: Economic Development in a Global Context

- 2.00pm **Comparing the Roles of the Government & Private Sectors in ASEAN Member States**  
*Sarah Alexander, SKM & Veronique Salze-Lozac'h, Asia Foundation Thailand*
- 2.30pm **Pursuing the Future – Economic Development Paradigms and Practicalities**  
*Vanessa Barnett & Julie Wilson, RAI & Professor Anthony Sorenson, University of New England*
- 3.00pm **The New Zealand Business Growth Agenda and the Role of Regional and Local ED**  
*Samantha Seath, Economic Development Agencies New Zealand*
- 3.30pm **Developing an Economic Development Strategy for Beyond the Boom: Central Highlands Qld**  
*James Mathews, KPMG*

### Stream 2: Creating Great Places

- 2.00pm **Complete Streets – Holistic Approach to Traffic Planning and Public Space - Bondi Junction**  
*George Bramis, Waverley Council, NSW*
- 2.30pm **Economic Intervention and Indigenous Economic Development: The Case of Mornington Island**  
*Christopher Francis, Morning Shire Council, NT*
- 3.00pm **Townsville: Queensland's Second Capital**  
*David Lynch, Townsville City Council, QLD*
- 3.30pm **Regional Digital Marketing Strategy – “Find Your Everything”; Unley Precincts Marketing Campaign**  
*Matt Grant, City of Unley, SA*

### Stream 3: Building Local Employment

- 2.00pm **Best Practice Partnerships Between BEC's and Local Government ED Practitioners**  
*Peter Murray, Box Hill Business Enterprise Centre, VIC*
- 2.30pm **Community Lead Innovation in Employment**  
*Daniel Willett & Darren Harrison, Logan City Council, QLD*
- 3.00pm **Establishing Support Infrastructure for Social Enterprises**  
*Emina Hamzic, City of Greater Dandenong, VIC*
- 3.30pm **Local Jobs for Local People – Achieving Results Through Influence**  
*George Osborne, Hume City Council, VIC*

**Tuesday October 29**

### Stream 1: Economic Development Regional Practices

- 10.45am **The Benefits and Risks of Active Development Project Facilitation**  
*Jay Hardison, City of Belmont, WA*
- 11.15am **Growth in the Suburbs: The Story of a New Partnership and the Birth of a Region**  
*David Wilkinson, City of Casey, VIC*
- 11.45am **Katherine, The Land of Economic Opportunity**  
*James Rowe, Katherine Town Council, NT*

### Stream 2: Sector Diversification

- 10.45am **Human Capital & Industry Structure: Determining Comparative Economic Advantages**  
*Michael Behar, id Consulting*
- 11.15am **The Pilbara: Harnessing the Power of the Nation's Engine Room & Managing a Two-Speed Economy**  
*Ross Holt, LandCorp, WA*
- 11.45am **Picking Economic Winners: How “Big Data” Can Improve the Odds**  
*Dr Kevin Johnson & Matt Low, Geographia*

### Stream 3: Food, Creative and Energy Sectors

- 10.45am **The Energy Industry in Toowoomba and the Surat Basin – Benefits for Regional Communities**  
*Shane Charles, Toowoomba and Surat Basin Enterprise Pty Ltd*
- 11.15am **Creative industries: Global trends, Digital Economy and the Importance of Place for Economic Development**  
*Sasha Lennon, Sasha Lennon & Associates Pty Ltd*
- 11.45am **The Pilbara: Feeding the Future**  
*Felicity Gilbert, Pilbara Development Commission, WA*

**EDA**  
ECONOMIC DEVELOPMENT AUSTRALIA

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