

# Economic Development Western Australia

Creating agile, innovative & collaborative strategies for stronger local economies

27th & 28th of November 2013, Mercure, Perth

## Key speakers



Eric Lumsden  
Director General  
**DEPARTMENT OF PLANNING**



Don Burnett  
Chief Executive Officer  
**CITY OF KALGOORLIE-BOULDER**



Paul Rosair  
Director General  
**DEPARTMENT OF REGIONAL  
DEVELOPMENT**



Wendy Earl  
Manager, Economic  
Development Unit  
**CITY OF PERTH &  
Chair  
ECONOMIC DEVELOPMENT  
AUSTRALIA, WA**

## Learn how to:

- Build **partnerships** to promote Economic Development outcomes
- Boost industry **attraction and retention**
- Link **planning** and Economic Development processes
- Evaluate options for **diversification**

Hear local insights from  
across the State!

## Mid & Post Conference Workshops

### Workshop A

How to develop measurable economic plans

Researched by



### Workshop B

How to develop strong strategic partnerships

Endorsed by



Register 3 delegates  
at the 'standard price'  
& bring a 4th delegate  
**FREE!**

### To register

phone 1300 316 882  
fax 1300 918 334  
registration@criterionconferences.com  
www.economicdevelopmentwa.com

## Encouraging Economic Development in challenging times

---

Mining activity is slowing across Western Australia. Increased collaboration and planning through all levels of government and across a wide range of stakeholders will ensure that Western Australia can maintain its position as Australia's most successful economy.

*Economic Development Western Australia* will deliver workable solutions to encourage economic growth, resilience and diversity.

### Attend & learn:

- Strategies to link good planning with effective economic development
- Models to boost partnerships across Local Government Areas and Regions to build economies of scale
- Techniques to effectively support, retain and attract local business
- Methods of maximising the opportunities presented by innovation and the digital economy

*“For me, dealing with what has not been a recession, but certainly coming off a period of peak prices, the challenge is to make sure that current projects do succeed... to make sure that the next generation of major projects follows up...and also to broaden our economy, to use our strength in Asia to broaden our economy into areas where we have natural, even absolute advantages”*

- Premier Colin Barnett, 2013.

### Who will attend?

#### Senior managers with responsibility for:

Economic Development

Planning

Regional Development

Industry attraction & retention

**SAVE \$300**  
when you register by  
30th August 2013

### Plus key contributions from

---

Nicky Cusworth  
**Department of State Development**

Alan Heydon  
**Department of Commerce**

Joanne Burges  
**WA Local Government Association**

Robert Hicks  
**Goldfields Esperance Development Commission & Regional Development Australia, Goldfields Esperance**

Jay Hardison  
**City of Belmont**

Professor Colin Stirling  
**Curtin University**

Cadell Buss  
**City of Rockingham**

Marilynn Horgan  
**Eastern Metropolitan Regional Council**

Matt Granger  
**Bunbury Wellington Economic Alliance**

John Verbeek  
**Shire of Roebourne**

Will Baston  
**Shire of Northam**

Charles Jenkinson  
**Regional Development Australia, South West**

Kitty Predonovich  
**The Regional Chambers of Commerce of WA**

### Sponsorship Opportunities

---

We work closely with corporate partners to create unique and innovative tailored sponsorship packages that best meet specific marketing, business development and corporate entertainment objectives.

Contact Melik on **Tel: +61 2 9239 5701** and find out how you can make your mark on this industry.

### To register

phone 1300 316 882

fax 1300 918 334

registration@criterionconferences.com

www.economicdevelopmentwa.com

# Day 1

Wednesday 27th November, 2013

Register 3 delegates  
at the 'standard price' &  
bring a 4th delegate  
**FREE!**

**8:30** Registration, coffee & networking

**9:00** Welcome remarks from the chair

Kitty Predonovich  
Chief Executive Officer

The Regional Chambers of Commerce of WA

## Aligning local, regional & state planning for economic development

**9:10** Facilitating economic development through good  
planning

**KEYNOTE** Eric Lumsden  
Director General  
Department of Planning

**9:50** Meeting & facilitating economic growth in WA's regions

**KEYNOTE**

- Promoting economic development to build vibrant regional centres
- Developing regional development policy to meet state and local needs

Paul Rosair  
Director General  
Department of Regional Development

**10:30** Future directions for State development

**KEYNOTE**

- How the drivers of growth are changing
- What these changes mean for businesses and major projects
- What new challenges this poses for government and how it can respond

Nicky Cusworth, Deputy Director General, Strategic Policy  
Department of State Development

**11:10** Morning tea & networking

**11:40** Planning community infrastructure projects which amplify  
growth across the region

- Working to benefit Northam's neighbours
- The importance of good governance between state and local governments
- Lessons learnt and steps toward ensuring sustainability

Will Baston, SuperTown Project Coordinator  
Shire of Northam

**12:20** Better defining the roles of all stakeholders in economic  
development

- PANEL DISCUSSION**
- Limiting duplication, ensuring collaboration
  - Ensuring a coordinated planning approach works in practice
  - The role of partnerships for funding and sustainability

Robert Hicks, Chief Executive Officer  
Goldfields Esperance Development Commission &  
Deputy Chair  
Regional Development Australia, Goldfields Esperance  
Will Baston, SuperTown Project Coordinator  
Shire of Northam  
Joanne Burges, Regional Cooperation Manager  
WA Local Government Association

**1:00** Networking lunch

**2:00** Megatrends & the global context of strategic regional  
planning

- Understand influences and opportunities in the modern world
- The impact of global drivers in the economy and society

Charles Jenkinson, Chief Executive Officer  
Regional Development Australia, South West

**2:40** **ROUNDTABLE DISCUSSIONS**

Delegates will break into groups to discuss current challenges and opportunities.

**3:20** Afternoon tea & networking

## Building partnerships with industry

**3:50** Establishing & maintaining a strategic alliance between  
governments & the private sector

- CASE STUDY**
- Identifying infrastructure shortcomings and enlisting opinion leaders in the region to sustain the campaign
  - Using the Infrastructure Australia framework to develop the business case for investment
  - The New Paradigm: what government will fund Vs the private sector

Matt Granger, Chief Executive Officer  
Bunbury Wellington Economic Alliance

**4:30** Partnering with industry & community to facilitate  
economic outcomes

- CASE STUDY**
- Addressing issues critical to attraction and retention of staff to sustain economic growth
  - Working with local stakeholders to deliver sustainable health, accommodation and other community outcomes
  - Linking community development and economic development

John Verbeek, Economic Development Advisor  
Shire of Roebourne

**5:10** Closing remarks from the Chair & close of day one

# Day 2

Thursday 28th November, 2013

**8:30** Welcome coffee & networking

**9:00** Welcome remarks from the chair

Wendy Earl  
Manager, Economic Development Unit  
**City of Perth &  
Chair  
Economic Development Australia, WA**

## Promoting collaboration

**9:10** Working collaboratively across local government boundaries to deliver economic outcomes to the region

- Developing regional projects
- Harnessing strength in numbers for lobbying
- Regional cooperation: working with business

Don Burnett  
Chief Executive Officer  
**City of Kalgoorlie-Boulder**

**9:50** Creating economic development opportunities across the State through collaboration

- PortLink: A major nation building project
- Coordinating and promoting regional development
- Aligning federal, state, regional and local planning and investment

Robert Hicks  
Chief Executive Officer  
**Goldfields Esperance Development Commission &  
Deputy Chair  
Regional Development Australia, Goldfields Esperance**

**10:30** A collaborative model for economic development across the Eastern Metropolitan Region

- Working across local government areas to develop interlinked development strategies
- Aligning with state planning
- Assisting local implementation

Marilynn Horgan  
Director, Regional Services  
**Eastern Metropolitan Regional Council**

**11:10** Morning tea & networking

**11:40** Partnering with university research centres to support local industry

- Supporting the commercialisation of research
- Making the most of university research in your region
- Forging and sustaining partnerships

Professor Colin Stirling  
Acting Vice Chancellor  
**Curtin University**

To register, call us on

**1300 316 882** or book online

[www.economicdevelopmentwa.com](http://www.economicdevelopmentwa.com)

## 12:20 ROUNDTABLE DISCUSSIONS

Delegates will break into groups to discuss current challenges and opportunities.

**1:00** Networking lunch

**2:00** The importance of cooperation & collaboration in achieving a meaningful legacy for WA communities

- Royalties for Regions: the economic development opportunity for local government
- What are the opportunities for Local Governments within the framework of Royalties for Regions?
- Leveraging additional funding and the importance of relationships, trust and a shared long term vision: A Case Study

Joanne Burges  
Regional Cooperation Manager  
**WA Local Government Association**

## Boosting industry retention & diversification

**2:40** Developing a strong support system for business to grow local economies

- Building on existing business and supporting job creation
- Linking planning and economic development
- Leveraging retention to support attraction

Jay Hardison  
Manager, Property & Economic Development  
**City of Belmont**

**3:20** Afternoon tea & networking

**3:50** Encouraging digital awareness, literacy & participation

- Supporting local business to become digital ready to attract & retain investment
- Maximising the commercial opportunities available now and in the future
- Potential for job creation in your area

Alan Heydon  
Project Manager, Digital Economy  
Industry and Innovation Division  
**Department of Commerce**

**4:30** Using place marketing & social media to engage industry

- Creating and embracing a digital strategy
- Moving from communications with residents to attracting investment
- Measuring your digital output

Cadell Buss  
Economic Development Manager  
**City of Rockingham**

**5:10** Closing remarks from the Chair & close of conference

## Workshops

Wednesday 27th November, 2013

Friday 29th November, 2013

### How to develop measurable economic plans

#### Mid Conference Workshop A

Wednesday 27th November 2013, 5:20pm – 8:20pm

There is always an expectation by the public and governments that economic development activities and expenditure will be covered by an overriding plan. But how do you best contribute to, write or review economic development strategies?

#### Why attend this workshop?

- Learn to write and review strong, measurable economic plans
- Assess how to set objectives for your region: what is local economic development?
- Uncover what and how to measure through setting KPIs

#### What you will take away by attending

- Better understanding of resourcing requirements
- Approaches to assessing economic planning methods: integrated or stand-alone?
- Evaluation tools and techniques

#### Your workshop leader:



Jay Hardison, Manager, Property & Economic Development  
City of Belmont

Jay Hardison has almost 20 years' experience in the areas of local economic and community development. Jay's experience spans employment with both Local and State Government and as a consultant for local communities. A pioneer, Jay was in the first group of Western Australians to work in the local economic development field during the early 1990s through the seminal Office of Labour Market Adjustment program. Since that time he has continued to play a leadership role in promoting Local Economic Development to Western Australian Local Governments. He was a member of the first Board of Management for Economic Development Australia (EDA) as well as the inaugural Chair and a founding member of the Western Australian arm of EDA.

## SAVE \$200

when you register by  
20th September 2013

### How to develop strong strategic partnerships

#### Post Conference Workshop B

Friday 29th November 2013, 9:00am – 4:00pm

Using the 'Roads to Export' project as a guiding model, this workshop will explore the ins and outs of establishing and maintaining partnerships between local government, the private sector, and other regional stakeholders. You will leave equipped with the skills to implement a similar model in your region.

#### Why attend this workshop?

- Learn to establish relationships and broker agreement between all players
- Uncover techniques to create a joint brand and build momentum
- Discover how the Bunbury Wellington Economic Alliance are managing their long campaign and hear their lessons learnt so far

#### You will learn how to;

- Develop the right partnership model to attract investment from the private sector
- Keep the team together through the lean times
- Use partnerships to build critical mass to influence decision-making

#### Your workshop leader:



Matt Granger, Chief Executive Officer  
Bunbury Wellington Economic Alliance

Matt Granger has been CEO of the Bunbury Wellington Economic Alliance (BWEA) since 2008. BWEA represents a unique partnership between the six local governments of the Bunbury-Wellington sub-region (City of Bunbury, Shires of Capel, Collie, Dardanup, Donnybrook-Balingup & Harvey), major regional industries in the resources, energy, engineering, water supply, construction, timber processing, telecommunications, consulting, finance, education and health sectors, and the South West Development Commission. BWEA's focus is economic development for the region. From 2004-2008, Matt was South West Regional Liaison Officer for the Chamber of Minerals & Energy of WA. Previous occupations have included rural journalism with ABC Radio across three states.

To register, call us on

1300 316 882 or book online

[www.economicdevelopmentwa.com](http://www.economicdevelopmentwa.com)

# Registration Page

Quote the code **CC\*SPK150** when registering to **SAVE an additional \$150!**

## How To Register

Online: <a href="http://www.economicdevelopmentwa.com">www.economicdevelopmentwa.com</a>	Fax: 1300 918 334
Tel: 1300 316 882	From outside Aust +61 2 8188 1760
From outside Aust +61 2 9239 5700	Mail: Criterion Conferences Pty Ltd
Email: <a href="mailto:registration@criterionconferences.com">registration@criterionconferences.com</a>	PO Box R1478
	Royal Exchange, NSW 1225

## Team Discounts

### Register 3 delegates at the 'standard price' & bring a 4th delegate FREE

Please note that the standard price will be charged for team discounted registrations, early bird prices are not available for registrations utilising team discounts. Delegates must be registered at the same time from the same organisation in order to receive the team discount. For larger group bookings call us on **1300 316 882** to find out how you may qualify for greater discounts.

## Venue

**Mercure Perth**  
10 Irwin Street, Perth WA 6000  
+61 8 9326 7000

## Accommodation

Quote the code '**CRI271113**' to receive your discounted accommodation rate!

## Delegate Details

Please complete: (Please photocopy for additional delegates)

### DELEGATE ONE

Delegate Forename: \_\_\_\_\_

Delegate Surname: \_\_\_\_\_

Job Title: \_\_\_\_\_

Department/Branch: \_\_\_\_\_

Company/Organisation: \_\_\_\_\_

Email: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Postal Address: \_\_\_\_\_

Signature: \_\_\_\_\_

Approving Manager's Name: \_\_\_\_\_

### Cancellations

Should you be unable to attend, a substitute delegate is welcome at no extra charge. The company regrets that no cancellations will be refunded, course documentation will, however, be sent to the delegate. For an event cancelled by Criterion Conferences registration fees are fully refundable.

### Privacy Policy:

Any information provided by you in relation to this conference is being collected by Criterion Conferences ABN: 50 878 562 414 and will be added to our database with the primary purpose of contacting you with regards to ongoing research, product development and providing you with information about future Criterion Conferences products and services. If you do not wish to be contacted for these purposes, please tick here  when you fax back your registration. We may also share information from our database with other professional organisations (including our event sponsors) to promote relevant services. Please tick here  if you do not want your details to be passed on and send this form back to us.

### Changes to Conference and Agenda:

Criterion Conferences reserves the right to alter the programme without notice and is not responsible for any loss or damage or costs incurred as a result of substitution, alteration, postponement or cancellation of any event.

# Economic Development Western Australia 27th & 28th November 2013, Sydney

## Event Prices

Tick relevant box	Register & pay by 30 Aug 2013	Register & pay by 20 Sep 2013	Register & pay by 18 Oct 2013	Standard price after 18 Oct 2013
<b>Discounted rates for Local Government, RDAs and RDCs</b>				
<input type="checkbox"/> 2 Day Conference	\$1899 + GST = \$2088.90 <b>SAVE \$300</b>	\$1999 + GST = \$2198.90 <b>SAVE \$200</b>	\$2099 + GST = \$2308.90 <b>SAVE \$100</b>	\$2199 + GST = <b>\$2418.90</b>
<b>Upgrade your package with our Mid &amp; Post Conference Workshops</b>				
<input type="checkbox"/> Mid Conference Workshop A	\$399 + GST = <b>\$438.90</b>			
<input type="checkbox"/> Post Conference Workshop B	\$699 + GST = <b>\$768.90</b>			
Calculate your ticket price	\$ _____			
<b>Standard rates</b>				
<input type="checkbox"/> 2 Day Conference	\$2499 + GST = \$2748.90 <b>SAVE \$300</b>	\$2599 + GST = \$2858.90 <b>SAVE \$200</b>	\$2699 + GST = \$2968.90 <b>SAVE \$100</b>	\$2799 + GST = <b>\$3078.90</b>
<b>Upgrade your package with our Mid &amp; Post Conference Workshops</b>				
<input type="checkbox"/> Mid Conference Workshop A	\$699 + GST = <b>\$768.90</b>			
<input type="checkbox"/> Post Conference Workshop B	\$1199 + GST = <b>\$1318.90</b>			
Calculate your ticket price	\$ _____			
<input type="checkbox"/> Audio CD	Please send me _____ set(s)	\$999 + GST = <b>\$1098.90</b>		
<input type="checkbox"/> Commercial Solution Providers	\$3799 + GST = <b>\$4178.90</b>			

If there is a package you require that is not mentioned above, please contact us and we will be happy to provide you with a quote. \*GST is charged at 10%. Registration fee includes lunch, refreshments and conference documentation. Please contact us for any special dietary requirements. Full payment must be received prior to the conference to ensure admission. Delegates may not "share" a pass between multiple attendees. Workshop attendees must also register for the conference.

## How To Pay

Number of delegates: \_\_\_\_\_ Total amount \$ \_\_\_\_\_

**Credit card:**  Visa  Mastercard  American Express  
 Bank Transfer (details below)  Cheque

Please make payable to Criterion Conferences Pty Ltd & mail to Criterion Conferences, PO Box R1478, Royal Exchange, NSW 1225, Quote **4779** on the remittance.

Please invoice me

Cardholder's name: \_\_\_\_\_

Card No.: \_\_\_\_\_ Expiry: \_\_\_\_\_

Signature: \_\_\_\_\_

## Bank Transfers

**Account Name:** Criterion Conferences Pty Ltd  
**Branch:** Broadway, NSW, Australia  
**Address:** SHOP LG 4/5 THE BROADWAY S/C,  
Broadway, NSW 2007, Australia

**Bank Name:** Westpac  
**BSB Code:** 032-249  
**Account Number:** 23-2532  
**Ref:** 4779