



# Local Government Economic Development Conference

CREATING THE FRAMEWORK FOR ECONOMIC GROWTH AND JOBS

Thursday November 16 & Friday November 17  
Arts Centre, ANZ Pavilion, Melbourne

This National conference will provide insights into economic development management strategies being adopted by local governments across the nation. It will focus on leading examples of how councils have been able to deliver positive outcomes in their communities in terms of attracting investment and creating jobs.

The conference is being supported by **Economic Development Australia** (EDA) which is the newly formed national professional body for economic development managers and practitioners in local government. The new Association has grown out of the Economic Development Association of Victoria (EDAV).

## WHO SHOULD ATTEND

Councillors; CEOs; Economic Development Managers and ED practitioners; Community Development Managers; planners; industry specialists in economic and regional development issues.

## Presentations at the Local Government Economic Development Conference will include insights into the following topics:

- Creating the framework to attract investment to your municipality
- Investing seed capital in facilities to attract business
- Key elements of a pro-active Economic Development approach and the identifiable outcomes
- Creating business-friendly websites to drive local business activity and boost local demand for goods and services
- Fertilising the local conditions for micro and home based businesses
- Establishing powerful links with your local business groups and chambers
- Leveraging new technology to attract business
- Employment generating initiatives within LGAs
- Working with industry to build multiplier effects in sector-specific fields
- Anticipating future changes and the impact on your local business community

A number of councils have implemented integrated economic development programs which have had sustained positive effects on business activity within their LGA. This conference will draw from a number of the inspirational and successful initiatives, which have been adopted in different parts of Australia. It has been specifically tailored to enable delegates to immediately use the information in their daily work.

It will be heavily focused on case studies so as to enable delegates to draw important lessons from leading councils. The conference will provide a unique opportunity to network with economic development managers in local government from all parts of the country.

ORGANISED BY HALLMARK  
CONFERENCES + EVENTS

[www.halledit.com.au](http://www.halledit.com.au)



The National Awards for Economic Development Excellence 2006 will be presented by EDA at a Gala Awards Dinner on Day One of the conference. The dinner will be held at the conference venue.

To register: fax (03) 9530 8911, phone (03) 8534 5000 or email [registration@halledit.com.au](mailto:registration@halledit.com.au)

# Local Government Economic Development Conference

DAY ONE: Arts Centre Pavilion, Melbourne Thursday November 16, 2006

8:30 REGISTRATION & MORNING COFFEE

9.00 KEYNOTE ADDRESS:

**David Keenan**, *President, Economic Development Association of Victoria (EDAV)*

## SESSION 1: CREATING THE FRAMEWORK TO ATTRACT INVESTMENT

9.20 CITY OF SALISBURY'S REGIONAL ECONOMIC DEVELOPMENT STRATEGY

**Stephen Hains**, *CEO, City of Salisbury*

9.40 CITY OF WODONGA'S LOGIC INDUSTRIAL HUB

**Peter Marshall**, *CEO, City of Wodonga*

10.00 PENRITH VALLEY ECONOMIC DEVELOPMENT CORPORATION'S INNOVATION IN ECONOMIC DEVELOPMENT

**Jane Holdsworth**, *CEO, Penrith Valley Economic Development Corporation*

10.20 MODERATED DISCUSSION

10.40 MORNING TEA BREAK

## SESSION 2: KICK STARTING THE PROCESS: INVESTING COUNCIL FUNDS TO ATTRACT BUSINESS

11.10 LAUNCESTON CITY COUNCIL'S RIVEREDGE: REVITALISING THE TAMAR RIVER AND ITS TOURISM PRECINCT THROUGH GOVERNMENT AND PRIVATE SECTOR INVESTMENT

**Ian Abernethy**, *Group Manager Sustainability, Launceston City Council*

11.30 CHAMPIONING INNOVATION IN RESOURCING ECONOMIC DEVELOPMENT: CITY OF CANADA BAY

**Angelo Tsirekas**, *Mayor, City of Canada Bay*

11.50 TOWN OF NORTHAM'S 'MITCHELL ON AVON' REVITALISATION MODEL

**Taryn Beagley**, *Community Services Officer, Town of Northam (WA)*

12.10 MODERATED DISCUSSION

12.30 LUNCH

## SESSION 3: WORKING WITH INDUSTRY SECTORS TO BUILD MULTIPLIER EFFECTS AND ATTRACT NEW SECTOR-SPECIFIC BUSINESSES (CLUSTERS)

1.30 CITY OF PLAYFORD'S TRANSFORMATIONAL REGIONAL PROJECTS BUILT ON PARTNERSHIPS AND INTELLIGENT RESEARCH

**Rodin Genoff**, *Industry Strategist, City of Playford*

1.50 CITY OF HUME AND WHITTLESEA'S FOOD SECTOR HUB

**John Francis**, *Director of Economic Development, Whittlesea*

2.10 SUTHERLAND SHIRE'S ECONOMIC DEVELOPMENT MODEL: A LOCALISED, PRAGMATIC APPROACH

**Derril Greenway**, *Director Property, Sutherland Shire Council (WINNER OF THE 2005 INCUBATOR OF THE YEAR AWARD – SSHED [SUTHERLAND SHIRE HUB FOR ECONOMIC DEVELOPMENT])*

2.30 MODERATED DISCUSSION

2.50 AFTERNOON TEA BREAK

## SESSION 4: MAKING A DIFFERENCE: CREATING THE ELEMENTS OF A PROACTIVE ECONOMIC DEVELOPMENT PROGRAM

3.20 THE ROLE AND NEEDS OF ECONOMIC DEVELOPMENT MANAGERS (OUTCOMES OF THE VICTORIAN EDVA SURVEY)

**Stephen Chapple**, *Director, Community Living and Development, Baw Baw Shire and Board Member, Economic Development Association of Victoria (EDAV)*

3.40 ECONOMIC DEVELOPMENT EXPENDITURE AND ACTIVITY WITHIN COUNCILS

**Sasha Lennon**, *Director, SGS Economics and Planning*

4.00 SHIFTS IN THE MANAGEMENT OF ECONOMIC DEVELOPMENT: WHAT SHOULD WE BE GOOD AT NOW?

**Peter Chaffey**, *Manager, Business Melbourne, City of Melbourne*

4.20 MODERATED DISCUSSION, SUMMARY AND CLOSE OF DAY ONE PROCEEDINGS

The National Awards for Economic Development Excellence 2006 will be presented at the Gala Awards Dinner on Thursday November 16, ANZ Pavilion, Arts Centre. Pre-dinner drinks commence at 6pm, followed by Dinner and Awards at 6.45pm. Dress code is smart-casual.

# Local Government Economic Development Conference

DAY TWO: Arts Centre Pavilion, Melbourne Friday November 17, 2006

4.40 NETWORKING DRINKS

8.30 MORNING COFFEE

9.00 CONFERENCE DAY TWO WELCOME

9.05 DAY TWO KEYNOTE ADDRESS:

**Kirsten Coster**, Senior Associate, The Planning Group and Vice President, Economic Development Association of Victoria (EDAV)

## SESSION 1: BUILDING EMPLOYMENT OPPORTUNITIES

9.20 CREATING JOBS THROUGH INVESTMENT IN LOGAN  
**David van den Brule**, CEO, Logan Office of Economic Development

9.40 ADELAIDE CITY COUNCIL'S WORKFORCE GROWTH PLAN  
**Greg Ratsch**, Economic Development Manager, Adelaide City Council

10.00 CAPACITY BUILDING: STATE AND LOCAL GOVERNMENTS COMBINING FORCES TO DEVELOP A CONDUCIVE BUSINESS ENVIRONMENT  
**Scott Templeman**, Project Officer Economic Development, LGAQ

10.20 MODERATED DISCUSSION

10.40 MORNING TEA

## SESSION 2: ANTICIPATING FUTURE CHANGE

11.10 CREATING A LEARNING AND DEVELOPMENT COMMUNITY IN HUME: THE HUME GLOBAL LEARNING CENTRE  
**Vanessa Litle**, General Manager of Learning Community Department, City of Hume

11.30 MELBOURNE'S SOUTH EAST REGIONAL ECONOMIC DEVELOPMENT STRATEGY  
**Ron Ghiggino**, Manager, Business Development, City of Greater Dandenong, and  
**Suzanne Ferguson**, Economic Development Manager, City of Kingston

11.50 CITY OF BALLARAT: BUILDING ON ITS CENTRE OF EXCELLENCE IN ICT  
**George Fong**, ICT Coordinator, Ballarat ICT Cluster and Executive Officer, cBallarat)

12.10 BUNDABERG TECHNOLOGY PARK: A SUCCESSFUL 'INDUSTRY REPLACEMENT INITIATIVE' IN REGIONAL ECONOMIC DEVELOPMENT

**Neil McPhillips**, Director, Starfire Solutions Pty Ltd

12.30 MODERATED DISCUSSION

12.45 LUNCH BREAK

## SESSION 3: CREATING BUSINESS FRIENDLY WEBSITES/TECHNOLOGY INNOVATION

1.30 GREATER TAREE'S CREATIVE USE OF THE INTERNET TO PROMOTE AND FACILITATE REGIONAL ECONOMIC DEVELOPMENT  
**Chris Ryan**, Economic Development Manager, Greater Taree City Council

1.50 MAROONDAH'S BIZMAROONDAH WEBSITE AND COMPREHENSIVE BUSINESS KIT  
**Briare McElhone**, Manager, Economic Development and Major Projects, Maroondah City Council

2.30 MODERATED DISCUSSION

2.50 AFTERNOON TEA BREAK

## SESSION 4: FERTILISING THE CONDITIONS FOR MICRO AND HOME BASED BUSINESSES

3.10 HOMEBASE INC.: AN ONGOING BUSINESS DEVELOPMENT PLATFORM SUPPORTED BY LOCAL GOVERNMENT  
**Graeme Turner**, President, Homebase Inc.

3.30 REDLAND SHIRE'S BUSINESS 'GROW PROGRAMME': A SYSTEMATIC APPROACH TO BUSINESS RETENTION AND EXPANSION  
**Andrew Harvey**, Manager Economic Development, Redland Shire

3.50 MODERATED DISCUSSION

4.10 CLOSE OF CONFERENCE



# REGISTRATION FORM / TAX INVOICE

Hallmark Editions Pty Ltd ABN 43 102 605 434

## Local Government Economic Development Conference

Thursday November 16 & Friday November 17  
ANZ Pavilion, Arts Centre, Melbourne

### FOUR EASY WAYS TO REGISTER: email, fax, phone, mail

Email: registration@halledit.com.au

Fax: (03) 9530 8911

Phone: (03) 8534 5000

Mail: PO Box 84, Hampton, Vic 3188

#### ATTENDEES

Delegate 1: Name \_\_\_\_\_

Position \_\_\_\_\_

Email \_\_\_\_\_

Delegate 2: Name \_\_\_\_\_

Position \_\_\_\_\_

Email \_\_\_\_\_

Delegate 3: Name \_\_\_\_\_

Position \_\_\_\_\_

Email \_\_\_\_\_

Delegate 4: Name \_\_\_\_\_

Position \_\_\_\_\_

Email \_\_\_\_\_

#### CONTACT DETAILS *Please fill in this section as well as the above*

Organisation \_\_\_\_\_

Address \_\_\_\_\_

Suburb \_\_\_\_\_

Postcode \_\_\_\_\_

Ph \_\_\_\_\_

Fax \_\_\_\_\_

Please indicate number of attendees for each of the below:

#### CONFERENCE FEES - Delegates

[ ] x (\$795 inc GST) Full conference	= [ ]
[ ] x (\$495 inc GST) Day rate	= [ ]
[ ] x (\$895 inc GST) Conference & EDA Awards dinner	= [ ]

#### Second and subsequent delegates

[ ] x (\$695 inc GST) Full conference	= [ ]
[ ] x (\$425 inc GST) Day rate	= [ ]
[ ] x (\$795 inc GST) Conference & EDA Awards dinner	= [ ]
[ ] x (\$120 inc GST) EDA Awards dinner only	= [ ]

[ ] x (\$150 inc GST) Conference documentation (for non-attendees)

NB Attendees will receive conference proceedings FREE of charge

= [ ]

#### TOTAL AMOUNT

= [ ]

#### PAYMENT METHODS *Payment must be received before the event*

##### CHEQUE ENCLOSED

All cheques crossed and payable to Hallmark Editions Pty Ltd (Hallmark Editions Pty Ltd is GST registered, ABN 43 102 605 434) Mail cheques to: Hallmark Conferences + Events, PO Box 84, Hampton, Vic 3188. **Please enclose your registration form.**

##### PLEASE DEBIT MY CREDIT CARD

VISA  Mastercard  Bankcard  Amex  Diners

Card Holder's Name \_\_\_\_\_

Card Number \_\_\_\_\_

Exp \_\_\_\_\_

Signature \_\_\_\_\_

##### PLEASE FORWARD ME AN INVOICE

**PLEASE NOTE:** THIS REGISTRATION FORM SERVES AS A TAX INVOICE WHEN COMPLETED. PLEASE RETAIN A COPY FOR YOUR RECORDS.

**PRIVACY DISCLOSURE** The collection of your personal information is governed by privacy laws. Your information is collected for the purposes of processing your registration or to respond to your request to receive information about this Conference and other events by Hallmark Conferences + Events, and to market the products and services of the Conference and our business associates. You may request to gain access to any of your personal information that we have collected. If you do not wish to have this information used for marketing purposes, please contact (03) 8534 5000 or tick the following box

**SUBSTITUTING DELEGATES** If you are unable to attend on both days, you are welcome to share your registration with ONE OTHER colleague from the same organisation. The administration fee for a shared registration is \$100 and the total Conference Fee will be \$895 inc GST. Entry to the Convention will be by delegate badge only. You must inform Hallmark Conferences + Events if you are substituting delegates. Maximum two delegates may attend from the one registration

**CONFIRMATION DETAILS** Places for registered attendees are not confirmed until payment of invoice is received. Once payment is received, confirmation details will be sent within ten business days. Please contact the Registration Officer at Hallmark Conferences + Events if invoice or confirmation has not been received within this time.

**CANCELLATION POLICY** A substitute delegate is always welcome. Otherwise, a full refund, less a \$50 admin service charge, will be received

for cancellations received in writing (fax or letter) up to two weeks before the event. Conference documentation and a 50% refund will be sent for cancellations received one week prior to the event. No refunds can be given for cancellations within one week of the event. Every effort will be made to contact each attendee should an event be rescheduled or cancelled by Hallmark Conferences + Events Pty Ltd for any reason.

**INDEMNITY** Hallmark Conferences + Events reserves the right to change the venue and/or speakers of any event due to circumstances beyond its control. In the event of changes to venue or speakers, or cancellation of the event, Hallmark Conferences + Events is indemnified against any or all costs, damages, expenses, including legal fees, which are incurred by the attendee/s. In the case of venue change, all reasonable efforts will be made to inform attendees.