

Tuesday 25 October 2016

Pre-Conference

8:30am - 4:30pm

[Researchers' Symposium](#)



Government of **Western Australia**
Department of **Regional Development**

Address - 35 Stirling Terrace, Albany WA 6330

Room - UWA Function Room

View the [Researchers' Symposium Flyer](#)

View the [Researchers' Symposium Agenda](#)

8:30am - 5:00pm

[RDA Forum \(for RDA invitees only\)](#)

Address – Albany Entertainment Centre, 2 Toll Pl, Albany WA 6330

Room - Kalyenup Studio

1:30pm – 4:30pm

[Secure Safe Domestic Water Collaborators' Forum](#)

Great Southern Development Commission

Boardroom

Pyrmont House, 110 Serpentine Road, Albany WA 6330

The **SEGRA Challenge 2015-16** initiated multi-partner project aims to improve the adequacy and quality of domestic water for rural and remote regional Australia. Project outcomes are centred on educating communities about associated health risks, ensuring LGAs are resourced to provide safe domestic water and increased investment in technology.

Project activities are currently focused on the Gulf and Darling catchments in Queensland. Phase I has been completed and the results of the pilot water quality screening for **E.coli** and the questionnaire survey in Etheridge Shire, in Far North Queensland, have been collated.

Before moving towards a national roll-out of the collaborative research activities, it is timely to examine progress and reflect upon the learnings to date. To this end, the purposes of the Secure **Safe Domestic Water Collaborators' Forum** include:

- › Agreeing an appropriate governance structure for the initiative
- › Reviewing the overall scope and approach to the project
- › Setting priority actions and linking them to available resources
- › Identifying possible sources of research funding and in-kind contributions
- › Connecting collaborating partners to research opportunities

The **Forum** is being convened by Etheridge Shire Council (ESC), the Institute for Land Water and Society, Charles Stuart University (ILWS-CSU) and the **SEGRA** Foundation. [Professor Max Finlayson](#), Director of ILWS-CSU will be the Facilitator and [Adjunct Professor Peter Waterman](#) the Rapporteur.

Forum participants will include representatives of (for example):

- CSIRO Land and Water Flagship who are involved in researching health threats such as ***Negleria fowleri***
- LGAs facing the health and development challenges of providing secure and safe domestic water
- Rural and remote communities being impacted by poor quality domestic water supplies
- Participating universities with research interests and capabilities in water science, environment and population health
- Commercial enterprises with interests in providing solutions to the identified water quality problems



**Institute for Land,
Water and Society**
Charles Sturt University

4:30pm – 5:30pm

Earlybird Registration

City Side Foyer, Albany Entertainment Centre

5:45pm - 7:15pm

[Welcome Cocktail Reception](#)

Address – Garrison Restaurant and Bar, 7 Forts Rd, Mount Clarence WA 6330

Wednesday 26 October 2016

Conference Day 1 - Naturally Stronger Regions

7:30am

Registration Desk Opens

Plenary Program

Chair - Ross Thornton, Chair, Great Southern Development Commission

8:30am

Welcome to Country

Lester Coyne

8:35am

Welcome to the Great Southern Region

[Ross Thornton](#), Chair, Great Southern Development Commission

8:50am *With sadness I have to advise that The Hon. Fiona Nash can no longer attend **SEGRA** however she has kindly asked Senator Dean Smith to represent her and deliver her speech. We look forward to welcoming Senator Smith to **SEGRA**.*

The Government's Vision for Regional Australia

[Senator Dean Smith](#), Deputy Government Whip in the Senate

9:10am **The Western Australian Government: driving regional development**
[The Hon. Terry Redman MLA](#), Minister for Regional Development and Lands WA

9:30am **National Conversation for Regional Policy**
Panel Discussion
Facilitator - [Prof. Geoff Cockfield](#), Professor in Government and Economics, Faculty of Business, Education, Law and Arts, University of Southern Queensland and Founding Member of **SEGRA**
Participants -
[Dr. Jen Cleary](#), Centre for Global Food and Resources, University of Adelaide, Chair, RDA Far North SA and **SEGRA** National Steering Committee

[Michael Kitzelmann](#), CEO, Etheridge Shire Council

The Evolution of Regional Capitals in Western Australia: Empirical Modelling and Policy Analysis, 1980-2015

[Prof. Paul Plummer](#), Co-Director, Centre for Regional Development, University of Western Australia

[Rhys Williams](#), CEO, The Makers

[Laura Egan](#), Founder/CEO, Enterprise Learning Projects

10:15am **Challenge Pitch**
[Cassandra Hughes](#), Regional Manager, St John Ambulance, Great Southern and **SEGRA** National Steering Committee

10:30am **Morning Tea**

Chair - Greg Stocks, Chair, RDA Great Southern

11:00am **The Importance of Science and Technology in Regional Australia**
[Prof. Peter Klinken](#), Chief Scientist of Western Australia

11:20am	Australian Omega Oils Pty Ltd: a regional innovation success story Anthony Bertini , Chairman, Thumper One Pty Ltd
11:40am	Navigating Uncertainty in Regional Australia Kristian Kolding , Director, Macroeconomic policy and forecasting Deloitte Access Economics
12:00pm	Design Thinking: leading change management Idris Mootee , CEO, Idea Couture
12:30pm	Lunch

Breakout Sessions

1:30pm	Spotlight Sessions 1. Creating 21st Century Organisations 2. Entrepreneurship and Investment in Regional Australia 3. Free Trade Agreements: maximising the benefits 4. Innovation and Technology: opportunities for regional Australia 5. Regional Labour Markets: future prospects 6. Rendezvousing with Sustainable Economic Futures
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Spotlight 1 - Creating 21st Century Organisations

The 21st Century organisation needs to be able to constantly create new value for its customers/clients. However the meaning of value - economic and cultural has become more complex and uncertain. This is driven by compressed attention span, self-interest, increasing recognition and acceptance of diversity. This has particular implications for markets but also for government as drivers of policy. How to deliver predictable, stable, effective and consistent government policy, programs and services that are also flexible, client-centred and professionally driven has become a significant conundrum. This session examines the dynamics of flexibility, critical thinking, collaboration and applied learning in the organisational. Inter-agency and cross- jurisdictional contexts. The session will feature a breakthrough initiative based on multi- agency alignment, purposeful collaboration. There will also be discussion on the leadership and governance challenges of relentless innovating, connecting multiple groups, rapid movement and speedy decision making in the 21st Century organisation including stakeholder engagement.

Location – Kalyenup Studio 1

Facilitator - [Cassandra Hughes](#), Regional Manager, St John Ambulance, Great Southern and **SEGRA** National Steering Committee

Leadership is Simple

[Dave Clare](#), Author, Speaker, Coach and Facilitator, DaveClare.com

Outback Way Regional Policy Linking the Nation

[Patrick Hill](#), Chairman, Outback Highway Development Council Inc.

Ask the Cat! Why engagement counts in building regional sustainability

[Joel Levin](#), Managing Director, Aha! consulting

Transforming Governance Together

[Moragh Mackay](#), PhD Candidate, Charles Sturt University

[Idris Mootee](#), CEO, Idea Couture

Riding the crest of the wave: exploring collaborative partnerships in establishing the Great Southern Centre for Outdoor Recreation Excellence (GS-CORE)

[Chris Thompson](#), Manager, Great Southern, Department of Sport and Recreation

Co-presenters

[Dr. May Carter](#), Senior Policy Officer - Recreation, WA Department of Sport & Recreation

[Russ Clark](#), CEO, Albany Chamber of Commerce & Industry (ACCI)

Christine Grogan, Regional Manager Community & Corporate, Great Southern Development Commission

[Cameron Woods](#), Executive Director Commercial Services, City of Albany

Spotlight 2 - Entrepreneurship and Investment in Regional Australia

As government policy increasingly looks to co-investment models rather than grants, one of the more significant opportunities for economic development practitioners is to provide user friendly and effective processes of testing new and existing ideas for strategic investment initiatives. There now is the potential to develop simple and robust methodologies to allow project proponents to develop better ideas before investing their increasingly scarce resources in the completion of the projects business case. Spotlight 2 will examine Entrepreneurship and investment in the regional context including common challenges, diverse solutions and successful case studies. The session concludes with a presentation from entrepreneur and philanthropist Anthony Bertini, CEO, ThumperOne Pty Ltd about pitching for investment.

Location – Kalyenup Studio 2

Facilitator - [Prof. Geoff Cockfield](#), Professor in Government and Economics, Faculty of Business, Education, Law and Arts, University of Southern Queensland and Founding Member of **SEGRA**

[Anthony Bertini](#), Chairman, Thumper One Pty Ltd

Indigenous Regional Wealth Creation

[Stephen Birkbeck](#), Regional Entrepreneur and Farmer

Co-presenter - [Kado Muir](#)

[Laura Egan](#), Founder & CEO, Enterprise Learning Projects

Invest Mackay: diversified - sustainable - vibrant

[Cr. Amanda Camm](#), Deputy Mayor, Mackay Regional Council

Sustainable Disruption? Learning from Five Years of Investment in Regional Innovation

[Jason McFarlane](#), Managing Director, Far Lane

[Andrew Outhwaite](#), Learning Lead, Pollinators Inc.

Benchmarking Regional Entrepreneurial Ecosystems

[Prof. Mark Morrison](#), Associate Dean Research, Faculty of Business, Justice and Behavioural Sciences, Charles Sturt University

Spotlight 3 - Free Trade Agreements: where do the benefits fall?

High-quality, comprehensive free trade agreements are playing an important role in supporting global trade liberalisation. FTAs have opened opportunities for Australian exporters and investors to expand their businesses into key overseas markets. By improving market access for goods, services and delivering more business and investment opportunities, FTAs will help to maintain and stimulate the competitiveness of Australian firms.

Australia's FTA negotiations are increasingly focused on the so-called 'behind the border' issues including factors such as standards, professional qualifications, intellectual property rights and competition policies, in addition to addressing tariff barriers.

Australia has ten FTAs currently in force with New Zealand, Singapore, Thailand, US, Chile, the Association of South East Asian Nations (ASEAN) (with New Zealand), Malaysia, Korea, Japan and China. The countries covered by these FTAs account for 70 per cent of Australia's total trade.

Australia is currently engaged in seven other FTA negotiations - two bilateral FTA negotiations: India and Indonesia; and five plural lateral FTA negotiations: the Trans-Pacific Partnership Agreement (TPP), the Gulf Cooperation Council (GCC), the Pacific Trade and Economic Agreement (PACER Plus), the Regional Comprehensive Economic Partnership Agreement (RCEP) and the European Commission. The additional countries covered by these negotiations account for a further 15-20 per cent of Australia's total trade.

There is much debate about the relative advantages and disadvantages of FTAs. It is important for regional businesses to have the capacity to take advantage of the opportunities. This Free Trade Agreement workshop will give you practical, up to date information about the benefits of our newest FTAs with China, Japan and Korea and how to use them.

Location – Hanover Room

Facilitator - [Simon Boughey](#), Consultant, Boughey and Associates, **SEGRA** National Steering Committee

[A/Prof. Jeremy Buultjens](#), School of Business, Southern Cross University and **SEGRA** National Steering Committee

[Brett Hughes](#), Director, North Asia - Trade & Market Access Division, Department of Agriculture and Water Resources

[Michael Growder](#), Assistant Secretary, FTA Outreach Unit, DFAT

Spotlight 4 - Innovation and Technology: opportunities for regional Australia

Innovation is the result of the application of knowledge and technology and as such it is not surprising patterns of innovation vary across different technology systems. What does this mean for regional Australia?

This session brings together leaders in the fields of technology and in particular that of digital and electronic to discuss the opportunities for innovation in regional Australia. The presence of both the Prof. Peter Klinkin, Chief Scientist of Western Australia and [Jim Wyatt](#), Principal, Optimi Digital will ensure ideas and applications will be top of the discussion.

Location – Function Room, UWA Albany – access via footbridge from AEC

Facilitator - [Rod Macdonald](#), Partner, Community Broadband Networks, **SEGRA** National Steering Committee

[Jim Wyatt](#), Principal, Optimi Digital

Universities as Anchors for Digital Regional Development

[Peter Elford](#), Director, Government Relations and eResearch, AARNet

[Prof. Peter Klinkin](#), Chief Scientist of Western Australia

How Technology Has Changed Our World and the Way We Behave

[Ken Moule](#), CEO, Global GBM

Spotlight 5 - Regional Labour Markets: future prospects

Regional labour markets measures include a range of indices: unemployment rates, participation rates, periods of time in unemployment, proportions of skilled and unskilled labour and workforce requirements, welfare dependency levels and so on. Labour market outcomes vary considerably from region to region. Some areas of regional Australia doing well, whilst others are consistently poorer than the national average. The growth in the industries in regional Australia require employees with higher levels of skills and experience than the industries in decline. This session will look at what the data is telling us and how best to develop regional labour markets with particular focus on successful strategies for the most vulnerable groups.

Location – Dress Circle Foyer (Level 1 – located above the City Side Foyer)

Facilitator - [Anna Dixon](#), Principal Consultant, CreativeIQ

Inspiring Australia: how regional STEM networks are transforming national science engagement

[Dr. Bobby Cerini](#), National Manager, Inspiring Australia, Questacon - the National Science and Technology Centre

Trends in Regional Labour Markets

[Cathryn Geiger](#), General Manager, Regional Economic Policy Branch, Department of Infrastructure and Regional Development

The Socio-Economic Benefits of Long Distance Commuting

[Prof. Fiona Haslam-McKenzie](#), Co-Director Centre for Regional Development, University of Western Australia

Small Scale Farming and Settlement of Humanitarian Immigrants in Australian Agriculture

[Dr. Branka Krivokapic-Skoko](#), Associate Professor, Charles Sturt University

Spotlight 6 - Rendezvousing with Sustainable Economic Futures

To be successful, economic development requires vision, active participation and commitment to managing changing social and economic conditions. Critical to this is engagement of communities of space and interest. For example, these can reflect geographic realities as providing opportunities for active, participative recreation; port visitation and geotourism. Challenges to be addressed including vocal unwillingness to accept change, poor participation by affected communities, inadequate use of the range of available engagement techniques.

This session will present an overview and case examples of big picture engagement of communities in new economic development opportunities. An in-depth look at the issues relating to regions transitioning towards low carbon economies and emerging opportunities.

The session will conclude with a discussion about appropriate techniques to identify opportunities and harness community commitment to rendezvous with their sustainable economic future.

Location – Princess Royal Theatre

Facilitator – [Adj. Prof. Peter Waterman](#), Adjunct Professor, Institute for Land, Water and Society (ILWS), Charles Sturt University (CSU) and **SEGRA** National Steering Committee

Porongorup: a tourism case study

[Alan Briggs](#), PhD Candidate, Murdoch University

The Benefits of the Cruise Ship Industry to Regional Australia

[Prof. Ross Dowling](#), Foundation Professor of Tourism, Edith Cowan University

Resilient and Sustainable Economic Futures for the Great Southern Region

[Nicole Hodgson](#), Lecturer, Murdoch University

Co-presenter – [Dr. Louise Duxbury](#), Senior Projects Manager, Green Skills Inc

The Creative Economy: revealing your untapped resources

[Randall Jasper](#), Treasurer, Creative Albany Inc.

Co-presenter - [Sally Malone](#), Deputy Chair, Creative Albany Inc.

Getting to Now: the use of personal stories in economic development strategy

[Anne Moroney](#), CEO, RDA Barossa

3:30pm

Afternoon Tea

4:00pm - 5:00pm

SEGRA 2016-17 Challenge

- [1. How might we develop the human capital of regional communities?](#)
- [2. How might we retain young talent in regions? Bright ideas to avoid the millennial brain drain.](#)
- [3. How might we work together to increase board, committee and management team diversity in regional and rural Australia?](#)
- [4. How Can We Get Off the Grid and Secure 24/7 Renewable Solar Energy for Sustainable Regional Development?](#)
- [5. How might we develop a national tourism database of self-guided experiences across our regions?](#)

Challenge 1 - How might we develop the human capital of regional communities?

Deakin University and the Bendigo Bank have formed a national partnership to improve the level of education participation and skills retention in regional communities. Together Deakin and Bendigo Bank are facilitating local partnerships with leaders from industry, education, community and government to develop education and skills plans which will result in improved access to education, in the belief that education underpins regional growth and prosperity.

In 2015, Deakin University and Bendigo Bank commenced their first national pilot – in the Western Riverina. A partnership steering committee has formed with representatives from 16 local organisations including RDA-Riverina, Griffith Business Chamber, Leeton Chamber of Commerce and Industry, Yenda Producers Co-op, Casella's Wines, Councils in Griffith, Leeton and Carathool, GetSet Inc., Western Riverina Careers Advisors Network, NSW TAFE Riverina Institute, Western Riverina Community College, and the Catholic Schools Office, Wagga.

This Challenge will look at how this project can be further trialled across regional Australia.

Location - Kalyenup Studio 1

Challenge Leader - [Lauren Andrews](#), Rural & Regional Affairs Strategist, Bendigo Bank
[Jacqui Bramwell](#), Manager, Sectoral Partnerships, Deakin University



Challenge 2 - How might we retain young talent in regions? Bright ideas to avoid the millennial brain drain.

Regional Australia makes a formidable contribution to the nation's economy, producing one-third of our national output and 8.8 million Australians call the towns that lie beyond our major capital cities home.

It is undeniable that regional Australia might present challenges and perhaps be an inhibitor for young people seeking to make their mark on the world.

However, it is a remarkable place to be a big fish in a small pond, raise a family or enjoy an excellent lifestyle.

Ideally regions of future, will not be a place where our youth count down the days until they'll be old enough to leave; or conversely where retirees hope they'll find a sleepy hollow, but rather unique places of diversity and vibrancy offering a strong sense of hope for the future.

It is incumbent upon leaders to inspire, empower and harness the passion that lies within millennials in our regions and enable them to be active participants in the new economy and a vibrant community. By investing in the livability of our towns we can begin to build regions that attract a rich diversity of demographics, economic opportunities, cultural and social experiences.

In return a region that attracts, retains or brings back millennials will continue to be a productive place and a contributor to growing our great state and nation.

Location – Kalyenup Studio 2

Millennial Brain Drain: bright ideas needed to retain young talent in regions

[Cr. Bronwyn Voyce](#), Councillor, Tablelands Regional Council

Challenge 3 - How might we work together to increase board, committee and management team diversity in regional and rural Australia?

Is your regional or rural management team, board or committee challenged by a lack of diversity?

In many rural communities, boards and management teams lack a range of people from diverse backgrounds. This is not simply an issue of gender, which is commonly discussed, but also age and culture. Diversity brings a greater variety of perspectives, ideas and views which add value to discussion, and strength in communication, strategy development and delivery. It also significantly improves community engagement and effectiveness.

The diversity Challenge will discuss the value of diversity; how regional, rural and remote communities are challenged by a lack of diversity and how we might work together to counter this ongoing issue.

Location – Hanover Room

[Cassandra Hughes](#), Regional Manager, St John Ambulance, Great Southern and **SEGRA** National Steering Committee

Challenge 4 - How can we get off the grid and secure 24/7 renewable solar energy for sustainable regional development?

The purposes of the **Challenge** pitch are threefold.

1. To introduce and explore the advantages and benefits of **24/7 solar thermal generation systems** for sustainable regional development to potential stakeholders and investors from regional organisations, Local Government Authorities (LGAs) and communities of interest.
2. To identify the essential actions that stakeholders need to take to get off the grid and secure 26/7 renewable solar power in rural and remote regions. For example:
 - initiating appropriate regional and local ownership and governance for the initiative
 - undertaking focused pre project feasibility to ensuring that there will be power purchasing agreements
 - identifying sources and securing funding
 - carrying out triple bottom line project feasibility assessment
 - planning and siting installations to optimise existing and potential regional resource and industrial enterprise advantages
 - cost effectively delivering 24/7 CSP to regional customers
3. To foster stakeholder confidence and indicate the pathway to self-empowerment in order to take the essential actions for securing 24/7 renewable energy for sustainable regional development.

Location – Dress Circle Foyer (Level 1 – located above the City Side Foyer)

[Adj. Prof. Peter Waterman](#), Adjunct Professor, Institute for Land, Water and Society (ILWS), Charles Sturt University (CSU) and **SEGRA** National Steering Committee

Challenge 5 - How might we develop a national tourism database of self-guided experiences across our regions?

Multi-faceted tourism Experience

The Konect team is delivering a Digital Tourism solution to showcase our Regions.

There will be a single map driven App with seamless content from across the nation. Visitors will be able to choose the topics that interest them and the region they plan to visit. Maps and information will be downloaded onto their mobile device so the App can continue to operate where there is no internet.

See: <https://youtu.be/1wQTHvlewI0>

This is an extension to the successful Geotourism project built in partnership with the Geological Society of Australia. The team will engage with Regional Tourism Authorities and Community Groups to build unique content covering everything from Geotourism to Ecotourism, Agritourism, History and Cultural Heritage to our Natural and Built Environment

We have built a content management system to publish map linked content directly from any desktop. Now we need partnerships to populate the database.

These are our challenges:

- Prioritising the types of information to best showcase the regions

- Refining content templates for each information type (Bicycle Trails, Walking Tracks, Fauna sites, Cultural Heritage sites etc.)
- Engaging with Community and Activity Groups to enter and update the compelling content

Ken Moule from Global GBM, developer of Konect, will be at **SEGRA**. He is looking for input from the Regional Tourism sector and Project Partners interested in piloting the App in their region.

Location - Function Room, UWA Albany (access via footbridge from AEC)

[Ken Moule](#), CEO, Global GBM

5:00pm

[Happy Hour](#)

RDA Peel is proud to introduce young musicians Navana and Danny Bau at Happy Hour on Days 1 & 2 of **SEGRA** 2016.

Recognising the economic benefits that vibrant communities provide to regions RDA Peel has been working on a development program with local musicians over the past 18 months.

Workshops have been conducted to develop the musician's skills in areas including song writing, recording, audience engagement and operating a small business.

This intervention has resulted in the rapid rise of local music being included in all major regional events, has spawned music specific events across most communities in the region and generated a significant increase in the number of hospitality businesses providing live local music.

7:00pm

[Networking Dinner](#)

Address – Albany Surf Lifesaving Club, 4 Flinders Parade, Albany WA 6330

Speaker - Jon Doust, Author, Comedian, MC, Local Historian

Thursday 27 October 2016

Conference Day 2 - Realising the Potential

7:30am

Registration Desk Opens

Plenary Program

Chair - Mayor Dennis Wellington, City of Albany

- 8:30am **Advantage Albany: regional hotspot for growth and innovation**
[Andrew Sharpe](#), CEO, City of Albany
- 8:50am **RDA WA: collaboration**
[Simon Lyas](#), Executive Officer, RDA Great Southern WA
- 9:10am **Sustainability of Land, Water and Community: a sense of place**
[Prof. Stephen D. Hopper AC](#), Winthrop Professor of Biodiversity,
Centre of Excellence in Natural Resource Management and School of Plant Biology,
University of Western Australia

- 9:30am **Naturally Stronger Regions: innovation through knowledge and technology**
Panel Discussion



Knowledge and innovation are inseparable from each other- they drive economies around the world. Knowledge producers and users act to leverage the ideas, technologies, know-how and expertise on which their competitiveness depends. The panel will consider the properties of information and ideas which are central although often implicit to all forms of innovation, the implications and applications for the future as manifested in the unique attributes of regional Australia.

Facilitator - Peter Ryan, Senior Business Correspondent, ABC News

Participants

[Stephen Birkbeck](#), Regional Entrepreneur and Farmer

[Prof. Ken Dillon](#), Deputy Vice-Chancellor and Vice President (Administration) at Charles Sturt University

Interdisciplinary and Collaborative Learning in the Regions: innovation and knowledge sharing

[Prof. Fiona Haslam-McKenzie](#), Co-director Centre for Regional Development, University of Western Australia

[Angus M. Robinson](#), Co-Moderator, Manufacturing on the Move

[Claire Wiseman](#), CEO, RDA Far North SA

[Jim Wyatt](#), Principal, Optimi Digital

- 10:25am **A New Deal for Regional Australia**
[Stephen Jones MP](#), Shadow Minister for Regional Services, Territories and Local Government
- 10:45am **Morning Tea**
- 11:15am **Immersion Sessions**
[1. Dynamic Systems Thinking: delivering a sustainable regional Australia](#)
[2. Regional Collaboration: self interest, best interest and the parity principle](#)
[3. Building Entrepreneurial Ecosystems](#)
[4. That Thing from the Future: playing with regional scenarios](#)

1. Dynamic Systems Thinking: delivering a sustainable regional Australia

This immersion session raises opportunities, identifies gaps and consider ways forward in using systems theory concepts to inform an understanding of how to maximise outcomes for regional Australia.

The session will commence with a presentation from Institute of Land Water and Society on Systems theory, its application in regional Australia.

Topics covered include:

- What are the assumptions and guiding logic?
- Main structural elements of the frameworks
- Processes by which these elements come together to provide answers
- Limitations of the lens
- Proposals for future action, understanding.

There will then be an open discussion around the topic of application of systems theory to maximize outcomes for regional Australia.

Issues for consideration include:

- Managing conditions of ambiguity and uncertain contexts
- Addressing the push and pull of different factors, including stakeholders, government imperatives, funding
- Responding to systems that are constantly evolving and not necessarily settling into an equilibrium.
- Can complexity theory and residual randomness inform decision makers or just muddy the waters?
- What governance models might systems theory propose?
- How community resilience is impacted by uncertainty and discontinuity of resources and participation?
- Is systems thinking a persuasive instrument for funding allocation? What evidence would be required?

Location – Function Centre, UWA Albany – access via footbridge from AEC

Chair - [Paul Rosair](#), Principal, NAJA Business Consulting Services

Systems Thinking for Regional Development

[Dr. Catherine Allan](#), Associate Professor Environmental Sociology and Planning, Charles Sturt University

Dirt and Trees are as Important as Roads and Phone Towers: priorities for investment in the Great Southern

[Justin Bellanger](#), CEO, South Coast NRM

[Anna Dixon](#), Principal Consultant, CreativelQ

Supporting Dynamic and Sustainable Socio-Environmental Systems: realities, challenges and opportunities with the Murray-Darling Basin Water Plan

[Prof. Max Finlayson](#), Director, Institute for Land, Water & Society, Charles Sturt University

[Cathryn Geiger](#), General Manager, Regional Economic Policy Branch, Department of Infrastructure and Regional Development

[Moragh Mackay](#), PhD Candidate, Charles Sturt University

Assessing Sustainability of Planning: systems simulation and social-ecological systems

[Luisa Perez Mujica](#), Adjunct Researcher, Charles Sturt University

2. Regional Collaboration: self interest, best interest and the parity principle

Stakeholder theory is well established in the mainstream responses to the need to include the range of different interests in any given situation. However less explicit are the operation of stakeholder engagement and measures that demonstrate accountability around the engagement. How well can stakeholder theory account for incompatible objectives and differential power, resources and influence Can processes be applied that alter power dynamics sufficiently for a robust, viable stakeholder engagement mechanism. Some characteristics include concepts of good faith as dialogue, negotiation, and transparency; other proposals include formal coalitions of interest, and the use of mediation and non-binding arbitration. This session will use case studies to examine how collaboration might best be established maintained, implemented and concluded.

Location – Kalyenup Studio 1

Chair – [Prof. Geoff Cockfield](#), Professor in Government and Economics, Faculty of Business, Education, Law and Arts, University of Southern Queensland and Founding Member of **SEGRA**

Who Fenced The Dogs Out? Collaborative Area Management in South West Queensland

[Catherine Crowden](#), Project Officer, Collaborative Area Management Phase 1, South West Natural Resource Management

Co-presenter - Jon Grant, Project Manager, Collaborative Area Management Phase 2, South West Natural Resource Management

The Rangeland NRM Alliance: action through collaboration

[Kate Forrest](#), Rangeland NRM Alliance Coordinator, Desert Channels Queensland

Good Governance as Economic Development Strategy

Kelly-Anne Saffin, CEO, RDA Yorke and Mid North

Inland Queensland Roads Action Plan

[Glenys Schuntner](#), RDA CEO/IQ-RAP Secretariat, RDA Townsville and North West QLD

Partnering for Maximum Impact and Efficiency

[Andrew Sharpe](#), CEO, City of Albany

3. Building Entrepreneurial Ecosystems

Over the past three years theSPACE (in conjunction with key stakeholders) have been building a startup & innovation ecosystem in Cairns (and more broadly in FNQ) to more effectively assist entrepreneurs/innovators to develop their ideas, products and services. The ecosystem process creates a roadmap for sustainable economic growth and diversity in the regions, leading to increased Regional Domestic Product. We've learned that the development of a vibrant startup & innovation ecosystem can be duplicated throughout regional Australia (with the right support), whilst enhancing the authenticity of the region. This session will help your region advance your startup innovation ecosystem.

Location – Dress Circle Foyer (Level 1 – located above the City Side Foyer)

Facilitator - [Troy Haines](#), Start-Up & Innovation Coach, theSPACE Cairns

[Christine Doan](#), Owner, Malanda North

[Prof. Mark Morrison](#), Associate Dean Research, Faculty of Business, Justice and Behavioural Sciences, Charles Sturt University



4. That Thing from the Future: playing with regional scenarios

We as humans are innately poor at predicting the future, yet as practitioners we constantly are asked to do just that. This session will explore the limitations and consequences of the assumptions that we all bring when considering the future scenarios for our regional communities and economies.

Utilising situationlab.org's engaging facilitated game That Thing from the Future, participants will contribute to the imagination of a range of future regional disruptors, and consider implications for their own communities and economies. The session will be delivered in a fast-paced, fun atmosphere where all can participate, heckle and debate. It will conclude with a debrief discussion as to how such tools can be utilised by practitioners to challenge communities and stakeholders to think outside of the box when considering and planning their own future scenarios.

Location – Kalyenup Studio 2

[Jason McFarlane](#), Managing Director, Far Lane

12:30pm

Lunch

Breakout Sessions

1:30pm

Spotlight Sessions

[7. Regional Tourism and Geotourism](#)

[8. Emerging Economic Development Opportunities](#)

[9. Food Industry Innovation](#)

[10. Production Landscapes](#)

[11. Resilient Communities](#)

Spotlight 7 - Regional Tourism and Geotourism

The natural environment should be a strong driver of destination tourism for regional Australia. Geotourism is a rapidly emerging global phenomenon which fosters nature-based tourism based upon geology and landscape as the basis for providing visitor engagement, learning and enjoyment, all of which serves to shape the character of a region and to enhance the total visitor experience. Geotourism attractions are now being developed around the world primarily as a sustainable development tool for local and regional communities. To maximise the potential for nature-based tourism, it is an imperative to bring key stakeholders together to build on current state and territory based strategic plans, previous successes, lessons and learnings. This session will include discussions of strategies to advance nature based tourism to embrace the emerging interest in geotourism. The session will also outline the experiences and opportunities of focused, innovative and collaborative approaches to regional tourism, and how regions can make best use of the application of digital technologies to provide visitors with a wealth of information about the natural environment.

Location – Kalyenup Studio 1

Facilitator - [Angus M. Robinson](#), Managing Partner, Leisure Solutions®

Determining Geotrail Potential for Gunduwa Conservation Region of Western Australia

[Alan Briggs](#), PhD Candidate, Murdoch University

Geotourism in Western Australia

[Alan Briggs](#), PhD Candidate, Murdoch University

Perceptions of a Geo-tourist

[Neville Byrne](#), Former Executive Officer, Australian Alps National Landscape

Geoparks: a powerful new development vehicle for regional Australia

[Prof. Ross Dowling](#), Foundation Professor of Tourism, Edith Cowan University

The Digital Outback

[Stuart Kidd](#), Founder, Everywhere

Big Data: analytics for tourism destination management

[Prof. Michael McGrath](#), Professor of Information Systems, Victoria University

The World We Walk In: multifaceted tourism experiences

[Ken Moule](#), CEO, Global GBM

Australian-Chinese Partnership Creating New Geotourism Opportunities

[Angus M. Robinson](#), Managing Partner, Leisure Solutions®

Geotourism: the key driver of tourism for regional Australia

[Angus M. Robinson](#), Managing Partner, Leisure Solutions®

Spotlight 8 - Emerging Economic Development Opportunities

Economic development is often the Holy Grail for regional growth. It is driven by passion and vision. However, the principles and process for developing an investable business case around these opportunities is often elusive. Critical factors in achieving sustainable growth include community values, institutional requirements and arrangements and business investment alignment. Often regional communities have great ideas but they are hard to get off the ground – lack of funding, failure to align with community values or institutional strategic priorities are commonly cited reasons. Often it is about scale, footprint and connectivity. Through a series of case studies, this session will focus on the interplay of these factors and explore a range of possible responses to the challenges; and highlight success factors that have broad implications for maintaining and enhancing sustainable economic development in regional Australia.

Location – Kalyenup Studio 2

Facilitator - [Rod Macdonald](#), Partner, Community Broadband Networks, **SEGRA** National Steering Committee

Upper Spencer Gulf: a tri-city alliance

[Anita Crisp](#), Executive Officer, Upper Spencer Gulf Common Purpose Group

Creativity: the ultimate renewable

[Rebecca Eggleston](#), General Manager, FORM

Economic Development Thought Bubbles: what's required to deliver the dream

[Bruce Lorimer](#), Managing Director, Core Business Australia

Co-presenter – [Mark Weller](#), Executive Manager Business Advisory, Core Business Australia

Naturally Stronger Regions: realising the potential

[Stuart Nahajski](#), Chief Executive Officer, LandCorp

The Economy of Arts

[Georgia Sharman](#), Executive Support Officer, Regional Development Australia Peel

Rainbow 2000: a regional planning strategy for Albany & the Great Southern

[Neil Smithson](#), Managing Director, Smithson Planning

Spotlight 9 - Food Industry Innovation

The potential growth of the Australian food industry into the 21st Century is exponential. In Western Australia alone, agrifood products are valued at \$20 billion at the retail and export levels with two-thirds of WA agrifood products exported. Additionally, the food manufacturing

industry comprises around 1200 businesses in WA. Changing market conditions present real opportunities for growth in the agrifood sector across Australia not to mention flow-ons to other businesses. This session will look at key issues in food industry innovation as they relate to marketing, supply chains, diversification and localism case studies ranging from industry associations to local market systems and government initiatives will all be discussed.

Location – Hanover Room

Facilitator - [Simon Boughey](#), Consultant, Boughey and Associates, **SEGRA** National Steering Committee

Mapping the Food Production and Processing Landscape in the Great Southern Region of Western Australia

[Kim Antonio](#), Manager Food Industry Innovation, Department of Agriculture and Food WA

[Anthony Bertini](#), Chairman, Thumper One Pty Ltd

Food for Thought: strengthening community spirit and resilience from the inside out

[Evelyn Collin](#), Community Food Events

[Debra Howe](#), Former Economic Development Manager, Mackay Regional Council

Just One Small Piggery: the social, environmental and economic benefits

Kaylene Parker, Owner/Manager, Greenvally Free Range Piggery

Community Food Hubs: benefits and opportunities for regional Australia

[Dr. Nick Rose](#), Executive Director, Sustain: The Australian Food Network and Lecturer, William Angliss Institute

Grower Groups in WA: from agricultural R&D to social and regional development

[Sarah Houston](#), Project Officer, Grower Group Alliance

Spotlight 10 - Production Landscapes

Increasingly, there is recognition of the importance of safeguarding our productive landscapes and the options we have available to do so. This in turn highlights what are the biophysical, social and economic implications of various options. Also, it raises questions such as: what we can afford and why we need to invest and what we will be the short and long term results of these investments. Factor into this changes to landscapes due to: continuing land clearing and degrading soil fertility due to farming and grazing practices; changing climatic conditions resulting in reduction in soil moisture and water in storage systems; and vegetation loss from droughts and bushfires. Then add cost imposts of externalities by way of availability of diesel fuel; escalating production and labour force

prices. These factors need to be viewed in the context of demographic changes in population nodes and on remote rural and pastoral properties across the regional landscape in response to natural and market forces. On the other side of the equation, we have rapidly emerging opportunities from: market demands for existing and new horticultural and agricultural products; renewable energy such as 24/7 CSP for irrigation pumping, commercial activities and domestic purposes; and infrastructure realities in expanding and maintaining network infrastructure for transporting water, agricultural supplies and produce. Without doubt, the list is innumerable. All this combines to create a rich canvas on which to discuss existing and emerging production landscapes, the focus of this spotlight.

Location – Dress Circle Foyer (Level 1 – located above the City Side Foyer)

Facilitator - [Prof. Max Finlayson](#), Director, Institute for Land, Water & Society, Charles Sturt University

Grassroots Conservation Actions Among Residents on Private Land in a Regional Rural-Urban Interface Landscape in New South Wales

[A/Prof. Rosemary Black](#), Associate Professor, Charles Sturt University

Producing natural rubber in the Wheatbelt: a potential for innovative and sustainable regional development

[Dr. Henry Brockman](#), Director - Farming Operations, EnergyEne Australia

How Do We Sustain Production Landscapes?

[Prof. Max Finlayson](#), Director, Institute for Land, Water & Society, Charles Sturt University

[Michael Kitzelmann](#), CEO, Etheridge Shire Council

Barriers to the Diffusion of Renewable Energy in Queensland

[Dr. Breda McCarthy](#), Senior Lecturer in Marketing, James Cook University

Frontiers and Boundaries

[David Singe](#), Director, David Singe Pty Ltd

[Adj. Prof. Peter Waterman](#), Adjunct Professor, Institute for Land, Water and Society (ILWS), Charles Sturt University (CSU) and **SEGRA** National Steering Committee

Spotlight 11 - Resilient Communities

Resilience is often described as the ability to bounce back rapidly from setbacks. The attributes that lead to resilience are often to anticipate risk and limit impact. Terms for the behavioural drivers include survival, adaptability, evolution, and growth in the face of turbulent change.

This session will use case studies to consider how communities might prevent and minimise inevitable disruptions to everyday life and their local economies and how to develop to expand, maintain or restore functional community, businesses and essential services capacity whilst achieving economic recovery and growth.

Location – Princess Royal Theatre

Facilitator - [Anna Dixon](#), Principal Consultant, CreativeIQ

Nyabing Community Hub

[Fiona Martin](#), Vice President, Nyabing Progress Association

Co-presenter - [Christie Smith](#), Secretary, Nyabing Progress Association

Realising Potential through Cultural Value Measurement

[Michael Chappell](#), Managing Director, Culture Counts & Pracsys Economics

The Value of Collaboration: a tourism experience

[Cassandra Hughes](#), Regional Manager, St John Ambulance, Great Southern and **SEGRA** National Steering Committee

Exploring Pathways of Social Cohesion: experience of ethnic communities in regional areas

[Dr. Devaki Monani](#), Lecturer in Social Policy, Australian Catholic University

The Piesse Mill Restoration: a catalyst for Katanning

[Nigel Oakey](#), CEO, Dome Group

Rural Stories: how embracing cultural and natural heritage can enhance tourism and sustain regional communities

[Dr. Peter Spooner](#), Senior Lecturer, Charles Sturt University

Act-Belong-Commit: building mental health in the Great Southern Region of WA

[Joanna Steel](#), Population Health Coordinator, WA Country Health Service- Great Southern

3:30pm

Afternoon Tea

Plenary Program

4:00pm

SEGRA 2016-17 Challenge

[Cassandra Hughes](#), Regional Manager, St John Ambulance, Great Southern and **SEGRA** National Steering Committee

4:40pm

Announcement of 2016 SEGRA Challenge Winner

Report Back on SEGRA 2015 Safe and Secure Domestic Water in Rural and Remote Regions

[Michael Kitzelmann](#), CEO, Etheridge Shire Council

[Prof. Mark Morrison](#), Associate Dean Research, Faculty of Business, Justice and Behavioural Sciences, Charles Sturt University



A big thank you to Charles Sturt University for their support of the *SEGRA* Challenges

5:00pm

Regional Australia Raise Your Voice - Conference Sum Up

[Prof. Geoff Cockfield](#), Professor in Government and Economics, Faculty of Business, Education, Law and Arts, University of Southern Queensland and Founding Member of **SEGRA**

5:15pm - 5:30pm

Announcement of 2017 Host Region

[Kate Charters](#), **SEGRA** Convenor

5:30pm

[Happy Hour](#)

Pre-Dinner Drinks from

7:00pm

[Conference Dinner and SEGRA Short Film Festival Short Film Festival](#)



Address – Albany Entertainment Centre, 2 Toll Pl, Albany WA 6330

Room - Kalyenup Studio

Friday 28 October 2016

Conference Day 3 - Study Tours

7:30am

Registration Desk Opens

Study Tours

8:30am - 4:30pm

[Study Tour 1 - The 4 I's - Investment, Innovation, Infrastructure and Industry Development](#) (Cranbrook and Plantagenet)

- 8:30am - 4:30pm [Study Tour 2 - Innovation and Diversification in Small Towns](#) (Denmark)
- 8:30am - 4:30pm [Study Tour 3 - Regional Sustainability - Challenges of Business Development in a Small Town](#) (Gnowangerup)
- 8:30am - 4:30pm [Study Tour 4 - Major City Conveniences Surrounded by Amazing Natural Environment](#) (Albany)

Study Tour 1 - The 4 I's - Investment, Innovation, Infrastructure and Industry Development

Time: 8:30am - 4:30pm

Location: Cranbrook and Plantagenet

Cost: \$295

Coordinator - Peter Northover, CEO, Shire of Cranbrook

Time	Location and Activity
8:30am	This tour will depart the Albany Entertainment Centre at 8:30 am and travel through some of the worlds' most breathtaking and bio diverse regional landscapes.
9:00am	Arriving in the Shire of Plantagenet the study tour will visit the Sounness Park Development to see firsthand the value of recreational facilities to regional/rural communities.
9:45am	Morning tea at Sounness Park
10:00am	Depart Mt Barker
	Arrive Ferngrove Winery
11:00am	Ferngrove, Frankland River is the next destination point. Learn about how Ferngrove achieved its position as Western Australia's second-largest wine producer – the importance of loyal staff and the local labour market, the role of a Head Office; the product security challenges of exporting to a foreign country; and the insights into the foreign ownership journey.
11:40am	Alkoomi Wines Stopover – Family Business and Investment – and lunch
12:30pm	Depart Alkoomi
	Arrive Milne Feed Property
1:15pm	The next inspection property is Milne Feeds at the southern end of Cranbrook Shire. The owners will meet with delegates to discuss the impacts and

- opportunities of new farming technology and innovation as well as some of the planning challenges of new techniques and future labour market issues.
- 2:15pm Depart Milne Feed Property
- 3:00pm Afternoon Tea
- Arrive Mt Barker Sale Yards
- 3:15pm The final stop on this study tour is to the **Mt Barker Regional Sale Yards** where the important issue of Regional Infrastructure will be the focus.
Depart and go to Mt Barker Lookout
- 3:45pm The tour will return via the **Mt Barker Hill**, the site of the base of a 184 metre high TV tower - the tallest free-standing tower in the southern hemisphere – as well as spectacular views over the Stirling and Porongurup Range National Parks before making its way back to the Albany Entertainment Centre to arrive at 4.30pm
- 4:00pm Depart Mt Barker
- 4:30pm Arrive back in Albany

Study Tour 2 - Innovation and Diversification in small towns

Time: 8:30am - 4:30pm

Location: Denmark

Cost: \$295

Coordinator – Gertrude WellEase

Pick up from AEC in Albany (8:30am) and drive through towering karri trees and lush forests, vineyards and farms to the Shire of Denmark which in itself boasts 100 kms of spectacular coastline, beautiful beaches, rugged rocks, rock pools and headlands. The Shire of Denmark is a bustling hub for tourism and agriculture but also for creative artists, sculptors, foodies, designers and musicians. In this study tour you will visit **Denmark Agricultural college** and see cutting edge **robotic dairy** as well as hearing about the particular **investment in youth** and their contribution to sustainable regions.

Following on from the Ag College, delegate will have a site visit and tour of **Morgan Richards Community Centre**. This street renewal project by the Shire of Denmark Council Lotterywest funding has revitalised economic and social development in the CBD with markets festivals and art events. The history of the **Community Resource Centre** and the role of **Denmark Arts** will be a particular focus of the focus at this site.

From the Morgan Richards Community Centre delegates will have a firsthand experience of a local **food diversification** initiative with a visit to **The Lakehouse** in Denmark where the owners will share how they started and over the years have developed the business, the brand and

marketing of Denmark. They are the brainchild behind **Vino Foods**, products that started locally and have now branched into Woolworths supermarkets shelves.

Straight after lunch, delegates will depart for one of Denmark's iconic attractions - **The Valley of the Giants Tree Top Walk**. Here as you are guided through the tourism facility you will have the opportunity to discuss with the operators how the facility was developed and future plans including the **Bibbulmun Track** (walk trail) and **Munda Biddi Trail** (off-road bike trail).

The coach will return to Albany arriving at around 4:30 pm.

Time	Location and Activity
8:30am	Bus departs Albany Entertainment Centre for Gnowangerup
9:15am	Denmark Agricultural College View facilities and morning tea
10:15am	Morgan Richards Community Centre Tour and discussion
11:30am	The Lakehouse Presentation and lunch
12:45am	Depart for Treetop Walk
1:30pm	Valley of the Giants Tree Top Walk Tour, discussion and afternoon tea
3:00pm	Depart for Albany
4:30pm	Arrive back at Albany

Study Tour 3 - Regional Sustainability – Challenges of business development in a small town

Time: 8:30am - 4:30pm

Location: Gnowangerup

Cost: \$295

Tour Coordinator - Cr. Lex Martin, Shire of Gnowangerup

Gnowangerup is one of the few rural towns that is experiencing a growth in population. A survey of businesses in town indicated that 72 new positions would be created in 2014 – 2018. The increase in population has meant that there is a critical shortage of housing both to rent and to buy. Landcorp will be commencing a new residential subdivision and a release of industrial land for purchase in the first half of 2016.

The Shire of Gnowangerup has a large population of Plymouth Brethren who manage some of the biggest businesses in town and have expanded their market to the whole of WA and soon interstate. The Shire President, CEO and Councillors are delighted to host a study tour which would include a focus on the sustainability of regional development and how one town has established a growing development base.

Time	Location and Activity
8:30am	Bus departs Albany Entertainment Centre for Gnowangerup
10:00am	Bus arrives at the Gnowangerup CRC Yougenup Road – Morning Tea is served
10:15am	
	1 st Business Tour Auspan
11:00am	
	2 nd Business Tour Duraquip
11:45am	
	3 rd Business Tour– Richard House, Pellet Mill
1:00pm	Return to the Gnowangerup Community Resource Centre - Lunch is served
2:45pm	Tour of the Yongergnow Malleefowl Centre Australia’s only Mallee fowl breeding centre - Afternoon Tea is served
3:30pm	Depart Ongerup for Albany
4:30pm	Arrive in Albany

The Shire is delighted that the Brethren have agreed to showcase their industries and discuss how they have grown their businesses from a small rural base in Gnowangerup to businesses that now service all of Western Australia and have recently been awarded a large government contract.

Study Tour 4 - Major City Conveniences Surrounded By Amazing Natural Environment

Time: 8:30am - 4:30pm

Location: Albany

Cost: \$295

Tour Coordinator – Matthew Bird, Manager Tourism Development & Services, City of Albany

Amazing Albany

The City of Albany’s vision is “to become Western Australia’s most sought after and unique regional city to live, work and visit.” Our picturesque city marks the spot where the first European settlers set foot in Western Australia. Albany is home to vibrant landscapes, award-winning beaches and fresh locally grown produce.

Albany boasts the convenience of a major city while being surrounded by amazing natural environment, including four spectacular National Parks in any direction.

Join the Amazing Albany study tour to understand the City of Albany's approach to developing Albany as a vibrant visitor destination that contributes to the economic development of the region, attracts investment and sustains a successful local visitor industry.

Time	Location and Activity
8:30am	Tour coach departs Albany Entertainment Centre
8:40am	Arrive at Mount Adelaide and explore the National Anzac Centre and the Convoy Walk and Lookout. Commentary on City of Albany project works and Anzac Albany events
9:45am	Head to Mount Clarence to visit the Desert Mounted Corps Memorial and Padre White Lookout. Commentary on project upgrades, including trails
10:15am	Depart Mount Clarence for tour of town via coach. Includes drive by and commentary on City tourism assets and development projects. Morning tea served in Town Square precinct and project briefings delivered on site. Projects briefs of the Town Square precinct upgrade project and the Albany visitor Centre current location and proposed relocation to York Street project.
11:00am	Escorted tour of Albany visitor products and experiences along Frenchman Bay Road. Dept of Parks and Wildlife briefing on project at The Gap in Torndirrup National Park
12:00pm	General Manager briefing and condensed tour of Discovery Bay including Whaling Station museum, lunch at Discovery Bay
2:00pm	Visit the Albany Wind Farm, tour and tasting at Great Southern Distillery
3:30pm	Enjoy a wine tasting at Oranje Tractor wines
4:30pm	Tour concludes and returns to Albany Entertainment Centre

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