



SEGRA 2011

MEDIA RELEASE

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Attention News Editors / Chief of Staff
FOR IMMEDIATE RELEASE

NBN IS THE GAME CHANGER FOR REGIONAL CITIES

Regional cities across Australia are set to shake off the 'hayseed' stereotype, emerging as 'cool' uber-cities – high tech, post-carbon, well planned and extremely liveable.

Following in the footsteps of European and American regional centres, Australia is seeing the emergence of a network of cities preparing to use the high-speed national broadband network as a key factor in their rebirth.

This new breed of cities will breathe life back into regional Australia according to Cr Rod Macdonald, Portfolio for Economic Development and Planning, City of Greater Geelong preparing to speak at the SEGRA (Sustainable Economic Growth for Regional Australia) 25 -27 October.

"Greater Geelong is on a mission. We're focused on attracting 21st century industries, and have an eagle eye on the national broadband network.

"At the same time, we are working on all of the ingredients for a liveable city - developing arts and cultural facilities, sport and recreation infrastructure, intelligent transport solutions as well as ticking all of the boxes with health and education.

"This is a long term strategic plan and the really exciting thing is we are not on our own. There is a growing number of cities across Australia where the leadership is thinking very tactically.

"Cities like Townsville, Wollongong and Albury-Wodonga are very like-minded."

With the growing recognition of a post-carbon future, regional cities are striking new levels of professionalism and strategic planning to leverage State and Federal funds.

"Australians obviously have an appetite for life outside of the major metropolitan cities. The sea-change and tree-change phenomena have been enormous over the past decade or more, but the NBN will lift regional cities to new heights and bring a whole new world of opportunities," said Cr Macdonald.

The SEGRA conference is examining a raft innovative and entrepreneurial concepts being presented by national and international speakers at the three-day conference being hosted by Geelong this year.

Professor Jerry Engel, Founder, Centre of Entrepreneurship from University of California and Mr Mark Keil, Chief Information Officer, Chattanooga, Tennessee, USA will address the conference presenting world's best practice.

The full SEGRA program is available at www.segra.com.au

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