

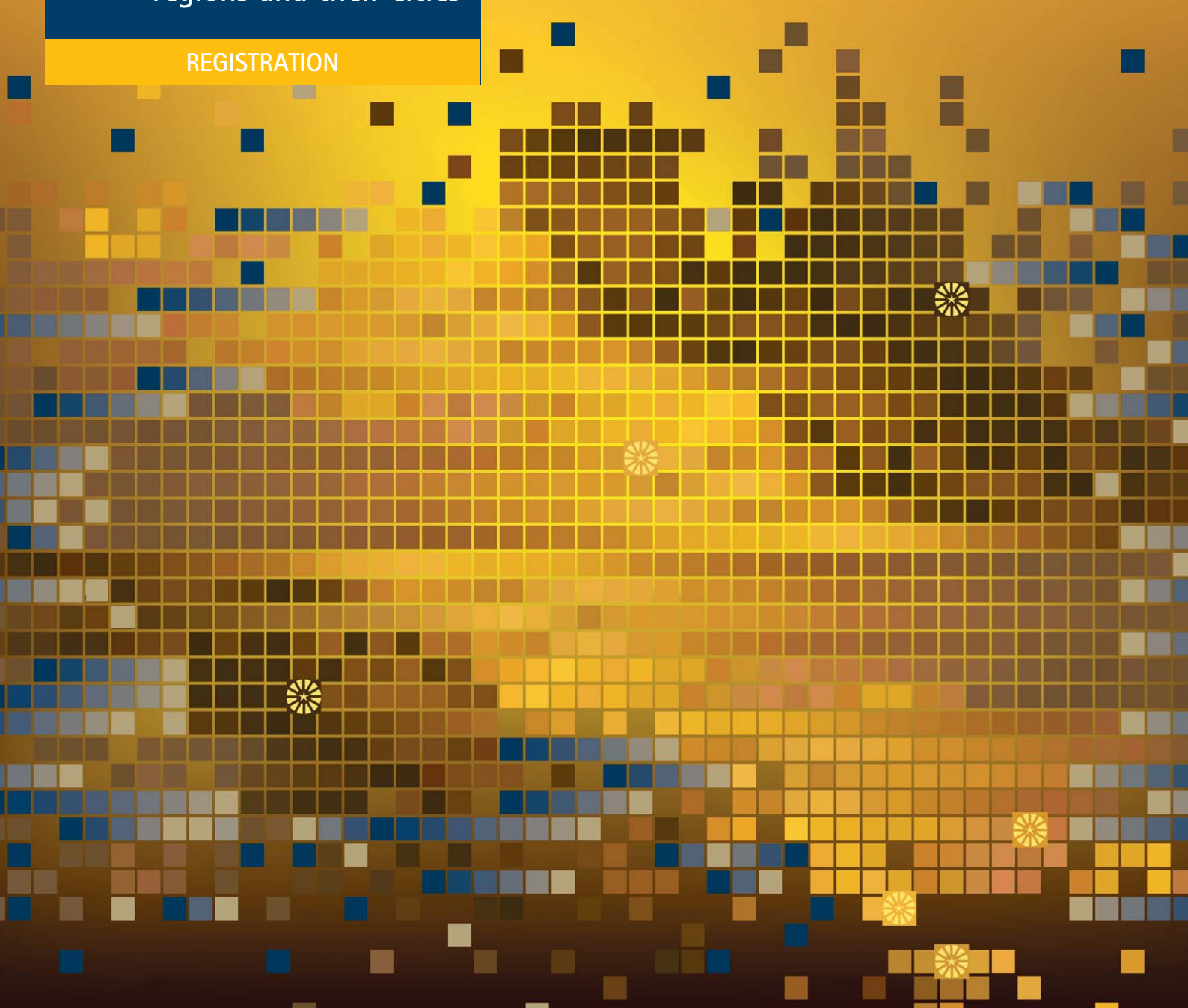
GEEELONG VIC

FIFTEENTH NATIONAL CONFERENCE

Promoting Regional Australia:
regions and their cities

REGISTRATION

 **SEGRA 2011**
SUSTAINABLE ECONOMIC GROWTH
FOR REGIONAL AUSTRALIA



25-27 October 2011

GEELONG VIC

FIFTEENTH NATIONAL CONFERENCE

SEGRA2011 IS HOSTED BY



SEGRA2011 will provide:

- a voice for regional Australia
 - a forum to meet with leading practitioners, business and government on the key issues for regional Australia
 - the opportunity to identify and discuss critical actions for regions in order to be part of the emerging regional Australia vision for the future
-
- a critical learning environment to consider strategies and steps to continue to promote Australia's regional communities as critical players in the next 20 years of national growth
 - regions with the opportunity to share 'winning strategies' for building 'winning regions'.

Regional Australia has recently enjoyed an increased political profile. However terms such as regions, regionalism, and regionalisation remain largely undefined and fluid. It is important that as practitioners in regional Australia we consider the underlying values and assumptions that underpin this language and exactly what place regional Australia has or should have in this broader public agenda. The established policy frameworks need to be elucidated and emerging positions proactively shaped.

Are the policy settings based on values of universalism and a commitment to minimum standards delivered through community service obligations or are they based on economic rationalism and competitive market models and residual services – a survival of the fittest? Probably the answer lies somewhere in between, and individual decisions are made albeit ad hoc, on merit. This leaves regional Australia at risk of policy and programs based on changing interpretation of the underlying values of particular public policy outcomes often determined by large investors and industry sectors rather than local communities.

The fluidity and ambiguity around regionalism and the Australian agenda militates against maximising the assets of regional Australia or using its regional advantage. Regional Australia has in fact unique advantages to be leveraged to better serve the broader outlook for Australia. For example Australia has only 18 non capital cities with populations exceeding 70,000 people; this number reaches 36 if cities over 30,000 are included. Then there are the hundreds of smaller towns and regions. How do cities and towns of all sizes, network and engage with the regions they serve and give them their identity, are there advantages in growing some of these cities or indeed other towns and regions in a planned way – what will be the impacts, which do we want to encourage, which do we want to mitigate against? What sorts of regional communities does Australia want, what are their vulnerabilities and how will it assist in their advancement?

SEGRA has been at the forefront of these issues for well over a decade. Pioneering the links between policy, research, and practice **SEGRA** offers a unique opportunity to consider these critical issues at macro and micro levels. In plenary sessions, speakers of national standing will be contributing their ideas and expertise around a range of cutting edge national issues: fair share for city and country, regional advantage and vulnerability, new paradigms for regions and their cities, regional industry in the future, and Indigenous economic growth. Spotlight sessions will enable indepth discussion on delivering services across large geographical areas, economic growth after extreme weather events, accessing finance in regional areas – models for developing an investment network, lobbying for regional, rural and remote Australia.

In the concurrent sessions delegates will be able to choose from over 40 practitioners' presentations demonstrating locally based responses to the range of challenges regions confront.

This year many regions will be presenting on their wider strategic planning for sustainable economic development – building regional and community identity, building regional SME's.

Speakers will present innovative responses to energy provision and network business development. There will also be some cutting edge case studies on rural and regional industries of the future and green industry development. All delegates will have the opportunity to hear first hand new ideas - what worked, what didn't, what next and as always, to discuss their own issues and concerns and share their own successes.

I commend this conference to you.

Kate Charters, Convenor

PROGRAM OVERVIEW

As a new initiative for 2011 four "Spotlight" sessions have been added to each day of the **SEGRA** Program. Between morning tea and lunch delegates will be able to choose from the four spotlight sessions with the opportunity to explore the themed issue in more depth.

Each Spotlight Session will feature a number of headline speakers in a discussion format. Spotlight sessions will have limited numbers of participants thereby providing delegates with a much greater opportunity to engage with experts on the latest thinking; to identify common ground and discuss areas of differentiation. The insights from each Spotlight, including in particular 'best ideas', will be incorporated in the post conference communiqué.

Monday 24 October Pre-conference Workshop Program

10:00 – 16:00	<i>Regional Development Australia Professional Development Workshop</i>	Deakin University, Waterfront Campus
15:30 – 17:00	Researchers' Gathering	Deakin University, Waterfront Campus
17:30 – 18:30	City of Greater Geelong Welcome Reception and Official Welcome to Country	Geelong City Hall

Tuesday 25 October Aspirations for a regional Australia

07:30 – 08:30	BUSINESS BREAKFAST – Guest Speaker – Kate Charters, SEGRA Convenor	Deakin University, Waterfront Campus
08:30 – 10:30	PLENARY PROGRAM	Deakin University, Waterfront Campus
08:30	<i>Welcome</i> – The Hon. Simon Crean MP, Minister for Regional Australia, Regional Development and Local Government (subject to Parliamentary Commitments)	
09:00	<i>Fair Share: Country and City in Australia</i> – Prof Judith Brett, Head of School of Social Sciences, La Trobe University	
09:30	<i>The Regional Advantage</i> – Prof David Adams, Social Inclusion Commissioner for Tasmania	
10:00	<i>Building Productivity in Regional Australia</i> – Prof Lee Astheimer, Deputy Vice-Chancellor (Research), Deakin University	
10:30 – 11:00	MORNING TEA	
11:00 – 12:30	SPOTLIGHT SESSIONS PROGRAM	
11:00 – 12:30	<i>Spotlight 1: Regional Cities: challenges, opportunities and transformation</i> – <i>Chair:</i> Ms Cassandra Stipanicev, Manager Business Development, Shire of Cranbrook. <i>Moderator:</i> Dr Susan Kinnear, Senior Research Officer, Centre for Environmental Management, CQUniversity	
11:00 – 12:30	<i>Spotlight 2: Lobbying for Regional, Rural and Remote Australia – getting organised</i> – <i>Facilitator:</i> Mr Paul Bini, Director, Government Relations Australia Advisory Pty Ltd	
11:00 – 12:30	<i>Spotlight 3: Planning and Funding a Regionalised Australia</i> – <i>Chair:</i> Mr Joe Adamski, General Manager Strategy and Technology, Barwon Water	
11:00 – 12:30	<i>Spotlight 4: Building Regional SME's: from spare room to the boardroom</i> – <i>Chair:</i> Prof Sue Kilpatrick, Research Professor of Regional Communities, Alfred Deakin Research Institute, Deakin University	
12:30 – 13:30	LUNCH	
13:30 – 15:30	CONCURRENT SESSIONS PROGRAM	
15:30 – 16:00	AFTERNOON TEA	
16:00 – 17:00	<i>Dynamic Indigenous Entrepreneurs Panel</i> – Kaely Woods, Deputy Chief Executive Officer – Business Support, Indigenous Business Australia	
17:00 – 18:00	MIDI-CITIES OF THE FUTURE Reception – Hosted by School of Architecture & Building, Faculty of Science & Technology, Deakin University	Deakin University, Waterfront Campus
19:00 – 22:00	NETWORKING DINNER – Hosted by Barwon Water	The Pier Geelong

Wednesday 26 October Pursuing Regional Australia

07:30 – 08:30	BUSINESS BREAKFAST	Deakin University, Waterfront Campus
	Guest Speaker – Senator Barnaby Joyce, Shadow Minister for Regional Development, Local Government and Water	
08:30 – 10:30	PLENARY PROGRAM	Deakin University, Waterfront Campus
08:30	<i>New Paradigms for Regions and their Cities</i> – Mr Michael Knight, Senior Consultant, Pracsys	
09:00	<i>Regional Adaptability and Innovation</i> – Mr Geoff Carmody, Director, Geoff Carmody and Associates	
09:30	<i>Regional and Rural Industries of the Future</i> – Ms Claire Penneceard, Owner, The Pig Pen Pty Ltd	
10:00	<i>Regions Taking Advantage of New High-Speed Fibre Optic Technology</i> – Mr Mark Keil, Chief Information Officer, City of Chattanooga, Tennessee, USA	
10:30 – 11:00	MORNING TEA	
11:00 – 12:30	SPOTLIGHT SESSIONS PROGRAM	
11:00 – 12:30	<i>Spotlight 1: Delivering Services in Regions – overcoming issues of scale and distance</i> – <i>Chair:</i> Dr Chris Macdonald, Policy Manager, Policy & Planning Group, Regional Development Victoria, Department of Planning & Community Development	
11:00 – 12:30	<i>Spotlight 2: Economic Growth after Extreme Weather Events</i> – <i>Chair:</i> Mr Simon Boughey, CEO, Cherry Growers Australia	
11:00 – 12:30	<i>Spotlight 3: Angel Investors: financing new ideas</i> – <i>Chair:</i> Cr Rod Macdonald, Portfolio for Economic Development, City of Greater Geelong <i>Facilitator:</i> Mr Michael Campbell, Senior Consultant, AEC Group	
11:00 – 12:30	<i>Spotlight 4: Future Proofing your Region</i> – <i>Chair:</i> Assoc Prof Peter Waterman RFD, Faculty of Science, Health and Education, University of the Sunshine Coast	
12:30 – 13:30	LUNCH	
13:30 – 15:30	CONCURRENT SESSIONS PROGRAM	
15:30 – 16:00	AFTERNOON TEA	
16:00 – 17:00	<i>Closing Plenary and Announcement of 2012 Host Region</i> <i>Chair:</i> Assoc Prof Geoff Cockfield, Deputy Dean, Faculty of Business, University of Southern Queensland	
19:00 – 22:00	CONFERENCE DINNER	Ford Discovery Centre

Thursday 27 October Workshops & Study Tours

07:30 – 08:30	BUSINESS BREAKFAST	Deakin University, Waterfront Campus
	Guest Speaker – Dr Mike Hall, Principal Research Scientist, Australian Institute of Marine Science <i>The Supply and Demand Dichotomy in Australian Seafood</i>	
	WORKSHOPS	
09:00 – 17:00	<i>Sustainability Technologies for Climate Change Adaptation</i> – <i>Facilitator:</i> Assoc Prof Peter Waterman RFD, Faculty of Science, Health and Education, University of the Sunshine Coast	
09:00 – 13:30	<i>The Role of Entrepreneurship and Innovation in Building Individual and Regional Economic Opportunity</i> – <i>Facilitator:</i> Assoc Prof Jerry Engel, Founder, Centre of Entrepreneurship, University of California (Berkeley)	
09:00 – 13:30	<i>Economic Development for Regional Towns</i> – <i>Facilitator:</i> Assoc Prof Geoff Cockfield, Deputy Dean, Faculty of Business, University of Southern Queensland Guest Speaker – Prof John Martin, Director, Centre of Sustainable Regional Communities, La Trobe University	
14:00 – 17:00	<i>Developing Research Collaborations</i> – <i>Facilitator:</i> Dr Peter Vitartas, Deputy Head, Teaching & Learning, Southern Cross Business School, Southern Cross University	
	STUDY TOURS	
09:00 – 13:30	Study Tour 1: Marine Industry: growing opportunities	
09:00 – 13:30	Study Tour 2: Sustainable Development in Action	

For more information please visit www.segra.com.au

Tuesday 25 October Morning Spotlight Sessions – 11:00 – 12:30

SPOTLIGHT 1: Regional Cities: challenges, opportunities and transformation

This Spotlight Session will feature headline speakers raising key issues of decentralisation, regionalisation policy, agency relocation and the nature of midi cities and their regions. This will be followed by a moderated panel session that will provide participants with an opportunity to engage with speakers to identify common ground and discuss areas of differentiation.

Chair: Ms Cassandra Stipanicev, Manager Business Development, Shire of Cranbrook
Moderator: Dr Susan Kinnear, Senior Research Officer, Centre for Environmental Management, CQUniversity

Janet Dore, CEO, Transport Accident Commission – *Decentralisation in Action – The TAC & Geelong*
Assoc Prof Rod Duncan, Master of Planning Program, School of Architecture and Built Environment, Deakin University – *'MidiCities': an under-recognised contributor to Australia's urban future*

Dr Geoff Edwards, Adjunct Research Fellow, Centre for Governance and Public Policy, Griffith University – *Decentralisation in Australia's Federation*

SPOTLIGHT 2: Lobbying for Regional, Rural and Remote Australia – getting organised

In this spotlight session Paul Bini, Director, Government Relations Australia Advisory will look at the strategies and steps critical to achieving impact on your issues. Mark Stone, CEO, VECCI will provide a peak body's perspectives and practice.

Chair: Mr Paul Bini, Director, Government Relations Australia Advisory Pty Ltd

Mr Mark Stone, CEO, Victorian Employers' Chamber of Commerce (VECCI)

SPOTLIGHT 3: Planning and Funding a Regionalised Australia

This Spotlight Session will feature headline speakers addressing a range of strategic planning policy and funding issues including a case study on advocacy. There will then be a facilitated discussion around the key strategic issues, insights and opportunities.

Chair: Mr Joe Adamski, General Manager Strategy and Technology, Barwon Water

Mr Andrew Curthoys, Acting Executive Director, Infrastructure and Regional Futures, Qld Dept of Local Government and Planning – *Advancing Regional Queensland*

Mr Paul Rosair, Director General, Department of Regional Development and Lands (WA) – *Royalties for Regions – Major Regional Development Projects in Western Australia*

Mr David Hawkins, Chairman, Socom – *How To Get a \$1 Billion and Your Own Minister*

Mr Tony Overman, Strategy and Sustainability Coordinator, Strategy and Technology, Barwon Water – *Integrated Strategic Water Planning through Systems Thinking*

SPOTLIGHT 4: Building Regional SME's: from spare room to the boardroom

In this spotlight session business, peak body groups, government and the education sector will provide hands on case studies drawing on their own experiences to discuss skills acquisition, research application and funding for SME's. Participants will have an opportunity to engage with speakers on the latest thinking; identify common ground, discuss areas of differentiation and explore opportunities for their situations.

Chair: Prof Sue Kilpatrick, Research Professor of Regional Communities, Alfred Deakin Research Institute, Deakin University

Mr Peter McMillan and Ms Jenny Lambert, Australian Chamber of Commerce and Industry (ACCI)

Mr Grant Sutherland, CEO, The Gordon TAFE

Sandra McClelland, Deakin Research Partnerships Officer, Deakin University

Bob Beaumont, Business Angel

Tuesday 25 October Afternoon Concurrent Sessions

	13:30 – 14:00	14:00 – 14:30	14:30 – 15:00	15:00 – 15:30
SESSION 1: Regional Cities and Small Towns	<i>Elements for Success in Five Second-Tier Australian Cities – a comparative study</i> Prof Mike Hefferan, Pro Vice-Chancellor (Engagement), University of the Sunshine Coast	<i>Exploring the Great Divide: how do regions relate to the cities?</i> Mr Warwick Jones, Director, Major Cities Unit, Aust Govt Dept of Infrastructure and Transport	<i>The Rural City of Murray Bridge – Our Place-Our Future</i> Mr Damien Moloney, CEO, Rural City of Murray Bridge and Mr Brenton Lewis, Chief Executive, RDA Murraylands/Riverland	<i>Preparing a Small Regional Town to Win National Awards</i> Mr David Cowell, Business Development Officer, Business Services, RDA Yorke and Mid North
SESSION 2: Regional Identity and Branding	<i>Does your Reputation and Profile Cut Through? developing a regional brand</i> Mr John Bearn, Acting CEO, Townsville Enterprise	<i>Find the Difference, Tell the Story, Make the Money!</i> Prof Jane James, Professor of Tourism, Flinders University	<i>Mind the Gap – Community Culture Focussed Transformational Change in the Central Goldfields Shire</i> Cr Chris Meddows-Taylor, Mayor, Central Goldfields Shire Council	<i>The Evocities Project</i> Mr Shane Manley, Managing Director, ASCET Group
SESSION 3: Small – Medium Enterprises	<i>Multi-Speed Economy: challenges facing regional Australian micro & small business in the current economic environment</i> Mr Howard Secombe, Head of Client Services, Roy Morgan Research	<i>Attracting Retailers and SME's to our Towns</i> Mr Greg Davis, Director, Taktics4	<i>Entrepreneurial Universities in Victoria: a concept that is yet to be tried</i> Dr Howard Frederick, Professor, Faculty of Business and Law, Deakin University	<i>The Economic Impact of the Creative Industries in the Central West Region of New South Wales</i> Ms Lesley Arthur, Senior Research Officer, Western Research Institute and Ms Tracey Callinan, Executive Officer, Arts OutWest
SESSION 4: Innovative Regional Development	<i>The Central Coast Challenge of Turning Broken Dreams into a New Reality</i> Dr Anton Kriz, Senior Lecturer, Faculty of Business and Law, The University of Newcastle	<i>Collaboration: the new 21st century driver of innovation in regional economies</i> Dr Tony McCall, Senior Research Fellow, Institute for Regional Development, University of Tasmania	<i>Growth Regions Driving Economic Development</i> Mr Peter Cardiff, Director, Development Services, Mackay Regional Council	<i>Innovation and Entrepreneurship in Regional Australia: maintaining fit and balance for sustainable economic development</i> Ms Liza Bloomer, Board Member, RDA Northern Rivers
SESSION 5: Meeting the Strategic Skills Agenda	<i>Skills Development for the Victorian Brown Coal Industry</i> Dr Phil Gurney et al, Chief Executive, Brown Coal Innovation Australia	<i>Community Conversations: capturing creative wisdom</i> Dr Ian Plowman, Community Psychologist and Social Researcher, Ian Plowman Pty Ltd	<i>New Skillsets for Sustainability Technologists</i> Mr Ashley Bland et al, Skillset Sustainability Manager, The Flannery Centre	<i>Maintaining Quality Education with Reduced Student Numbers: a case study in innovation</i> Mr Max Eastcott, General Manager, Executive, Gwydir Shire Council

Wednesday 26 October Morning Spotlight Sessions – 11:00 – 12:30

SPOTLIGHT 1: Delivering Services in Regions: overcoming issues of scale and distance

This Spotlight Session will feature headline speakers with experience in delivering soft and hard infrastructure in regional and remote Australia. The session will provide participants with an opportunity to engage with speakers on the latest thinking; to identify common ground and discuss areas of differentiation.

Chair: Dr Chris McDonald, Policy Manager, Regional Economic Development, Policy and Planning Group, Regional Development Victoria, Department of Planning and Community Development

Prof Peter Croll, Deputy Head (Research), Southern Cross Business School, Southern Cross University - *Lessons on Community Engagement: NBN Trial Site, Coffs Harbour*

Mr Steve Brassington, Director, Advanced Water Group - *Delivering Decentralised Water, Waste Water and Energy Systems to Regional Australia*

Ms Julia Carpenter, Team Manager, Government Services and Property, WA, Parsons Brinckerhoff - *Building the Sustainability and Resilience of Remote Aboriginal Communities in WA*

Ms Suzanne Woolhouse, Regional Program Manager, LandCorp - *Growing Regional Western Australia*

SPOTLIGHT 2: Economic Growth after Extreme Weather Events

This Spotlight Session will feature headline speakers with extensive lived, experience of extreme weather events. The session will provide participants with an opportunity to engage with speakers on the latest intelligence in increasing business resilience and reemergence after extreme weather events.

Chair: Mr Simon Boughey, CEO, Cherry Growers Australia

Cr Brad Carter, Mayor, Rockhampton Regional Council - *Economic Growth after Extreme Weather Events*

Dr Delwar Akbar, Senior Post Doctoral Fellow, Centre for Environmental Management, CQUniversity - *Flood in Blood: assessing planning framework for Fitzroy Basin region, Queensland*

Margaret Abbey, CEO, Murrumbidgee Shire Council

Insurance Industry Representative (to be confirmed)

SPOTLIGHT 3: Angel Investors: financing new ideas

In this spotlight session Michael Campbell will provide participants with an opportunity to engage with speakers on the latest thinking; to identify common ground and discuss areas of differentiation and explore opportunities for their situations.

Chair: Cr Rod Macdonald, Portfolio for Economic Development, City of Greater Geelong.

Facilitator: Mr Michael Campbell, Senior Consultant, AEC Group - *Drivers of Economic Prosperity*

SPOTLIGHT 4: Future Proofing your Region

This Spotlight Session will feature headline speakers providing first-hand knowledge about strategies and programs that are delivering sustainable communities. The session will provide participants with an opportunity to engage with speakers on the key considerations, barriers and opportunities in future proofing regions.

Chair: Assoc Prof Peter Waterman RFD, Faculty of Science, Health and Education, University of the Sunshine Coast

Ms Samantha Smith, Future Proofing Geelong Program Manager, Economic Development, Planning and Tourism, City of Greater Geelong - *Future Proofing Geelong and the Low Carbon Growth Plan*

Helen Wallace, Kathy Wood and Assoc Prof Peter Waterman RFD, Faculty of Science, Health and Education, University of the Sunshine Coast - *Future Climate Adapting Forests*

Colin Jackson, Gerry Morvell, Conservation Volunteers and Assoc Prof Peter Waterman RFD, Faculty of Science, Health and Education, University of the Sunshine Coast - *Engaging Stakeholders in Regional Climate Proofing*

Wednesday 26 October Afternoon Concurrent Sessions

	13:30 – 14:00	14:00 – 14:30	14:30 – 15:00	15:00 – 15:30
SESSION 1: NBN	<i>The role of the NBN in Creating Sustainable Economic Growth in Regional Australia</i> Mr Simon Pownall, Business Development Manager, Mobile, Internet & Technology, Roy Morgan Research	<i>Opportunities for Rural Industry Development from Innovative Use of Broadband Services</i> Mr Brian Ramsay, Managing Director, Inovact Consulting	<i>The Challenge of Change for Regional Business</i> Mr Bruce Buchanan, Executive Officer, Central West Business Enterprise Centre	<i>Mackay Regional E-Business Networks: the ultimate committee</i> Cr David Perkins, Economic Development & Tourism Portfolio, Mackay Regional Council
SESSION 2: RED Planning and Multiple Land-Use	<i>Can Regional Plans Increase Community Resilience?</i> Ms Sharon Boyle, Principal Planner, Parsons Brinckerhoff	<i>Coal Seam Gas: community action, identity & procedural fairness. A case study in the Surat Basin, Queensland</i> Mr Lindsay Greer, Senior Research Officer, Centre for Environmental Management, CQUniversity	<i>Identifying and Nurturing Sustainability Oriented Identities Linked to Place: a case study from Noosa</i> Dr Timothy Lynam, Senior Research Scientist, CES, CSIRO	<i>What Do Voters Really Think? Public Opinion on Primary Industries & the Environment, & Election Outcomes</i> Mr Shaun Ratcliff, Public Affairs Manager, Victorian Association of Forest Industries
SESSION 3: Regional Futures	<i>Drivers of Economic Prosperity</i> Dr Geoff Edwards, Adjunct Research Fellow, Centre for Governance and Public Policy, Griffith University	<i>RDA Illawarra - Promoting Green Jobs, Green Industry & the Green Economy</i> Ms Katrina Skellern, Project Manager, Green Jobs Illawarra Project, RDA Illawarra	<i>Critical Horizons Regional Futures Series - a case study</i> Mr Alan Cross, Regional Coordinator, South West Development Commission	<i>Gloom and Doom then the Boom Boom Boom: the evolution of Victorian regional cities</i> Dr Gordon Forth, Historian and Consultant and Mr Jeremy Reynolds, Manager, Demographic Research, Victorian Department of Planning and Community Development
SESSION 4: Small - Medium Enterprises	<i>Regional Universities, SMEs and Innovation: learning from the CQ experience</i> Dr. Susan Kinnear, Senior Research Officer, Centre for Environmental Management, CQUniversity & Mr Ian Ogden, Innovative Regions Facilitator (Central Qld), Innovative Regions Centre, Enterprise Connect Division, Department of Innovation, Industry, Science & Research	<i>Jobs Galore, But Where Are The Workers?</i> Dr Shishir Saxena, Senior Consultant, SGS Economics and Planning Pty Ltd	<i>Innovative Approaches of Family-Based Agricultural Businesses: a case study of Northern NSW coffee Producers</i> Dr Peter Vitartas, Deputy Head, Teaching and Learning, Southern Cross Business School, Southern Cross University and Sarah Biersteker, PhD Student, Southern Cross University	<i>Assisting Regional Small Business that have Suffered through Natural Disasters</i> Ms Carol Hanlon, CEO, Belmont BEC and TCF Resource Centre of WA
SESSION 5: Green Futures	<i>Ten Tips for Undertaking Climate Change Vulnerability Assessments</i> Dr Emma Yuen, Social Scientist, Marine and Atmospheric Research, CSIRO	<i>Strategic Planning for Climate Change Adaptation in Rural Regions: application in regional Victoria</i> Dr Robert Faggian, Senior Research Scientist, Victorian Department of Primary Industries	<i>Hearing Voices: a discourse analysis of the Senate Inquiry into the Social and Economic Impacts of Rural Wind Farms</i> Dr Cathy Wagg, Researcher, Potter Rural Community Research Network, RMIT University Hamilton	<i>Beyond the Politics and Science: addressing the social and equity impacts of climate change through the 'Liveable & Just' Toolkit</i> Mr Philip Schier, Senior Policy Officer, Victorian Local Governance Association

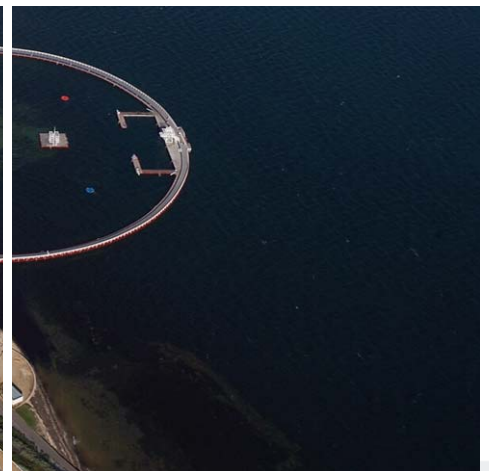
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FIFTEENTH NATIONAL CONFERENCE

Geelong is Victoria's largest regional city boasting bay views and a coastal lifestyle all less than an hour by road from Melbourne.



Geelong is home to 202,000 residents and is experiencing strong growth (266,000 people live in the wider Geelong Region with an additional 86,000 residents expected over the next 25 years). The region's strong and diverse economy supports a business base of 13,000 enterprises and a labourforce of 120,000 workers. Manufacturing, retail and health are the major industry sectors and the region's manufacturing sector generates \$4.6 billion in output, or about 40% of the total economic output.



The region offers something for everyone with the natural attractions of rural farmlands, seaside activities and recreational parklands. When you visit, you will find it hard to choose between great cosmopolitan dining experiences, art galleries and cultural walking trails, plenty of shopping, The Waterfront, parks and well-being activities, and the diverse Geelong wine region. Also, the Great Ocean Road begins just 30 minutes out of Geelong and is an experience that promises to surpass your imagination.

For more information, please visit the official website of the Geelong Otway Tourism Region <http://visitgeelongbellarine.com>

or visit the City of Greater Geelong website <http://www.geelongaustralia.com.au>

Headline Speakers



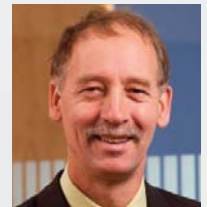
The Hon. Simon Crean MP
Minister for Regional Australia, Regional Development and Local Government



Senator Barnaby Joyce
Shadow Minister for Regional Development, Local Government and Water



Janet Dore
CEO, Transport Accident Commission



Professor David Adams
Social Inclusion Commissioner for Tasmania



Kaely Woods
Deputy Chief Executive Officer, Indigenous Business Australia



Geoff Carmody
Director, Geoff Carmody & Associates



Professor Jerry Engel
Founder, Centre of Entrepreneurship, University of California



Michael Knight
Senior Consultant, Pracsys



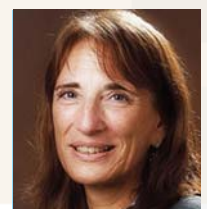
Professor Judith Brett
Head of School of Social Sciences and Professor of Politics, La Trobe University



Michael Campbell
Senior Consultant, AEC Group



Paul Bini
Director, Government Relations Australia Advisory Pty Ltd



Prof Lee Astheimer
Deputy Vice-Chancellor (Research), Deakin University

REGISTRATION *SEGRA2011*

Title: _____ First Name: _____ Surname: _____
 Position: _____ Division: _____
 Organisation: _____
 Postal Address: _____
 _____ Post Code: _____
 Phone: () _____ Fax: () _____
 Mobile: _____ Preferred name: _____
 Email: _____

Please forward to:

Jessica Shelton - **SEGRA** Secretariat
 GPO Box 2301, Brisbane QLD 4001
 Phone: (07) 3210 0021
 Fax: (07) 3210 0044
 Email: info@segra.com.au
 Web: www.segra.com.au
 ABN 73 072 601 560

SEGRA HOTLINE

Phone: (07) 3210 0021
 Fax: (07) 3210 0044
 Email: info@segra.com.au
 Web: www.segra.com.au

Tick this box if you **DO NOT** want your name on the final delegate listing?

Monday 24 October

REGIONAL DEVELOPMENT AUSTRALIA PROFESSIONAL DEVELOPMENT WORKSHOP	\$495 <input type="checkbox"/>
RESEARCHERS GATHERING	\$0 <input type="checkbox"/>

Tuesday 25 October

Day 1: CONFERENCE PROGRAM REGISTRATION	\$675 <input type="checkbox"/>
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Wednesday 26 October

Day 2: CONFERENCE PROGRAM REGISTRATION	\$675 <input type="checkbox"/>
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Thursday 27 October

Day 3: STUDY TOUR OR WORKSHOP REGISTRATION	
Study Tour 1: Marine Industry (9am to 1.30pm)	\$425 <input type="checkbox"/>
Study Tour 2: Sustainable Development (9am to 1.30pm)	\$425 <input type="checkbox"/>
Sustainability Technologies for Climate Change Adaptation (9am to 5pm)	\$675 <input type="checkbox"/>
The Role of Entrepreneurship and Innovation in Building Individual and Regional Economic Opportunity (9am to 1.30pm)	\$425 <input type="checkbox"/>
Economic Development for Regional Towns (9am to 1.30pm)	\$425 <input type="checkbox"/>
Developing Research Collaborations (2pm to 5pm)	\$125 <input type="checkbox"/>

Savings Packages

Four Day Registrations (conference breakfasts incl.)	\$1,950
Three Day Registrations (conference breakfasts incl.)	\$1,675
Two Day Registrations (conference breakfasts incl.)	\$1,275

Functions

Civic Reception – Monday 24 October (Open to all delegates)	<input type="checkbox"/>
Networking Dinner – Tuesday 25 October	\$105 <input type="checkbox"/>
Conference Dinner – Wednesday 26 October	\$150 <input type="checkbox"/>
Business Breakfast Tuesday – additional guests	\$48 <input type="checkbox"/>
Business Breakfast Wednesday – additional guests	\$48 <input type="checkbox"/>
Business Breakfast Thursday – additional guests	\$48 <input type="checkbox"/>

(breakfast is included in the Day Registration price)

Accommodation

- Mercure Geelong Standard \$165
- Chifley on the Esplanade Geelong Standard \$165
- Four Points by Sheraton Geelong Standard \$195

Accommodation: (number of people staying)

Nights required:

Profiling Opportunities

- Conference Program Advertisement (tickbox)
- Delegate Satchel Insertion per item \$1100
- Display at **SEGRA2011** Regional Expo \$1500
- If you would like to find out more about profiling or host opportunities at **SEGRA**, please tick here
- My organisation is interested in sponsoring opportunities

Special Needs (Dietary or access):

TOTAL _____

PAYMENT METHOD: Govt Invoice Credit Card

Credit Card Details

Visa Mastercard Amex

Name on Card _____

Card Number _____

Expiry Date /

Surcharges: Mastercard and Visa will attract 2.5% surcharge. Amex will attract 3.5% surcharge.

Cancellation Policy: All cancellations must be made in writing to the Registration Officer. Cancellations made before 20 September 2011 incur a 25% penalty. There will be no refunds after this date. Substitute delegates are welcome, however the Registrations Officer must be advised in writing of any substitute delegates who will be attending. Sharing of registration with other parties is not permitted.

Disclaimer: The program and nominated speakers are correct at the time of printing. Changes to the final program structure and nominated speakers may occur due to operation and administration issues or other factors outside the control of the conference organisers.

GEELONG VIC

FIFTEENTH NATIONAL CONFERENCE

Action Agendas for SEGRA2011

- Lobbying for regional, rural and remote Australia
 - Developing regional, rural and remote Australia for communities of all sizes
 - Economic growth after extreme weather events
- High performing economic development practice
 - Sustaining the green revolution
 - New constraints for regional cities
 - Regional impact statements and regional indicators
 - Decentralising government functions - ensuring regions benefit
 - Building SME's - from the spare bedroom to the boardroom
- Why do regions innovate better
 - Fair share for city and country
 - Building your regional community identity .

Who should attend?

SEGRA2011 is for those who want to:

- Gain the latest regional development intelligence and analysis
- Contribute to the development of innovative solutions to regional development issues
- Experience innovative case studies
- Connect with key decision makers and like-minded professionals
- Develop new skills from the workshops and applied sessions
- Network, make contacts and build learning communities within and across sectors.

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