

The banner features the SEGRA logo and tagline on the left. The website 'segra.com.au' is displayed in yellow text on a blue background. A map of Australia is on the right with a white location pin. The event title 'Rivers of Opportunity: Activating your potential' is in a yellow box, and the location 'Barooga, NSW' is in an orange box. The dates '20-22 August 2019' are in a green box at the bottom.

 **SEGRA**
SUSTAINABLE ECONOMIC GROWTH
FOR REGIONAL AUSTRALIA

segra.com.au

Rivers of Opportunity:
Activating your potential

Barooga, NSW

20-22 August 2019

This presentation draws upon observations around issues of;

- agency (authority),
- advocacy
- leadership and
- local capability

The banner features the SEGRA logo (Sustainable Economic Growth for Regional Australia) on the left, the website segra.com.au on the right, and a map of Australia with a location pin over the Barrooga region. The main title is 'Rivers of Opportunity: Activating your potential' and the dates are '20-22 August 2019'.

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Rivers of Opportunity:
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Barrooga, NSW

20-22 August 2019

The presentation comes in four sections →



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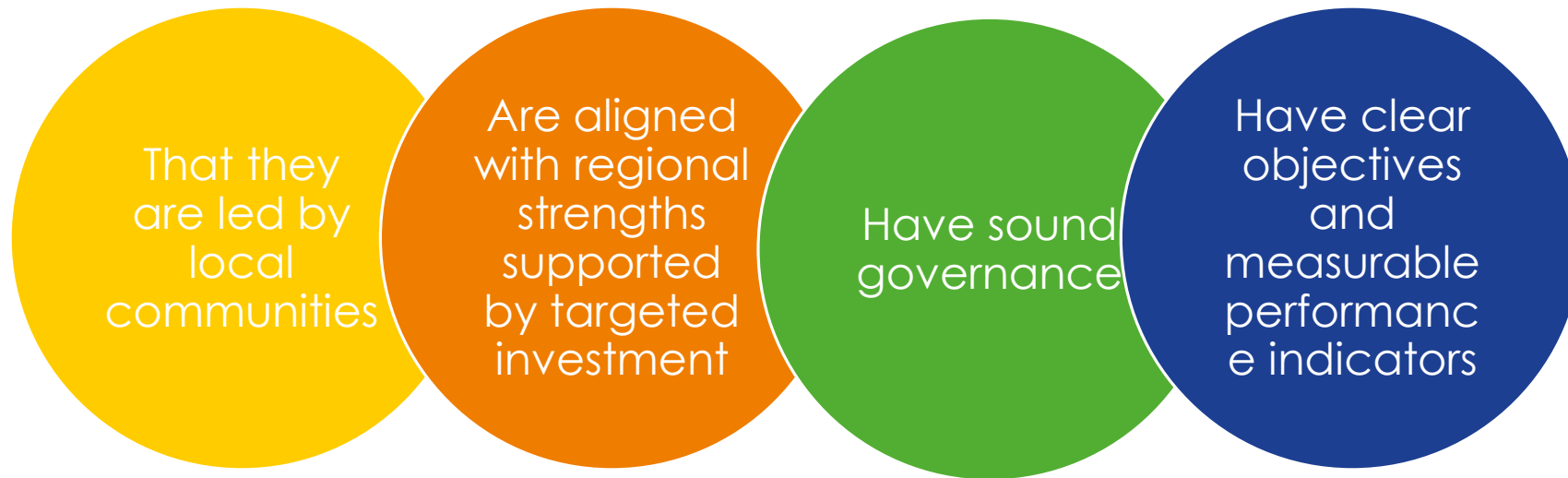
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In 2017 *The Productivity Commission* identified a number of guiding principles for successful adaptive and growth strategies for regions as follows:



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“Adaptation and regional growth initiatives are most likely to be viable and sustainable over the long term when...they have been designed to invest in a regions’ strength and are led by the regional community in partnership with all levels of government”

- Productivity Commission, 2017, p.27.



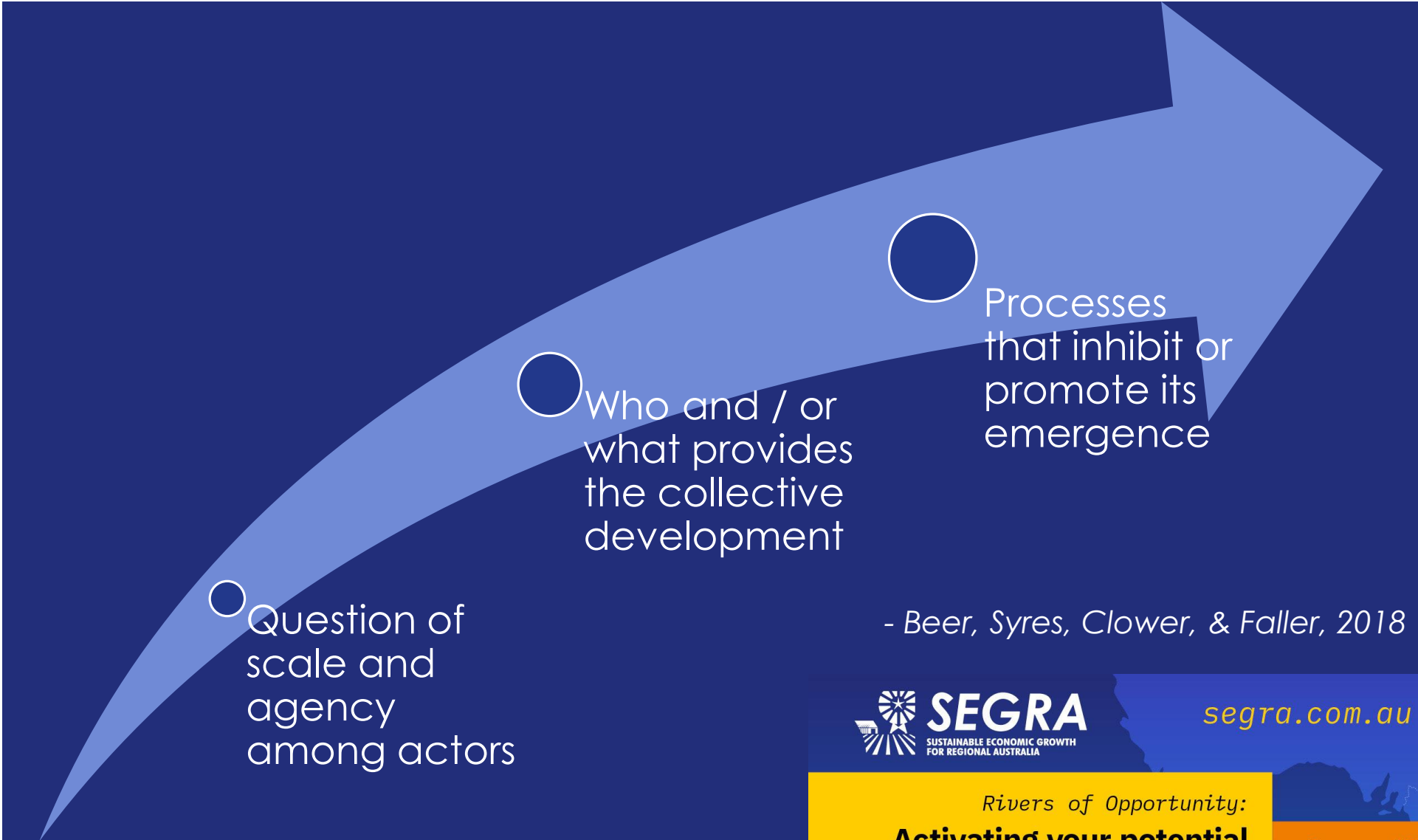
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The banner features a dark blue background with a map of Australia on the right side, including a white location pin icon. The text is arranged in a grid-like fashion with yellow, orange, and green background blocks.



○ Question of scale and agency among actors

○ Who and / or what provides the collective development

○ Processes that inhibit or promote its emergence

- Beer, Syres, Clower, & Faller, 2018



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Forbes 2018 Identifies 8 Characteristics of Good Leaders →

Integrity

Sincere Enthusiasm

Great Communication Skills

Loyalty

Decisiveness

Managerial Competence

Empowerment

Charisma



Types of influencers →

Legitimate

Referential Power

Brute Force

Knowledge Power

Resource Power

Information Power

Expertise

Reward

Moral

Charismatic

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- ⇒ *Community survey and focus on values as the foremost principle*
- ⇒ *Community meetings and media coverage- gave us some legitimacy, the opportunity to sell the concept, setting up a steering group and keeping the media briefed*
- ⇒ *Regularly updating the Mayor and Deputy Mayor and councillors- they needed to be confident about our capacity*
- ⇒ *Having the Council as our client (other clients were local Business Chamber)*
- ⇒ *Engaging with key business investors*
- ⇒ *Engaging with politically networked people in the region*
- ⇒ *Engaging with federal and state members*





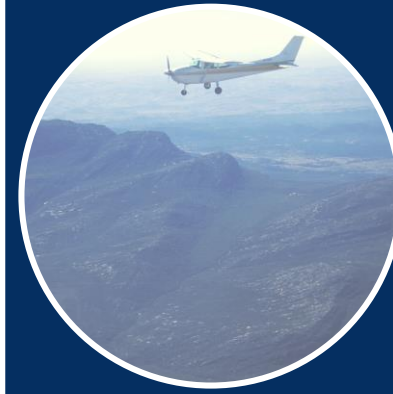
1. Ability to
manage
complexity



2. Had
capacity to
think
globally



3. Acted
strategically



4. Fostered
innovation





5. Fostered
Innovation



6. Leveraging
Networks



7. Inspired
Engagement



8. Possessed
personal
adaptability

