



SEGRA
FOUNDATION
 SUSTAINABLE ECONOMIC GROWTH
 FOR REGIONAL AUSTRALIA

**National Regional and Economic
 Development Summit 2024**



Beyond Boundaries
**Fostering Connection, Partnership, and
 Collaboration for Regional Growth**

Artwork: Melissa Riley



Perth

29 - 31 October 2024

Busselton



segra.com.au



@segra_au



sustainable-economic-growth-for-regional-australia-secretariat/



An Australian Government Initiative



Regional
 Development
 Australia

SOUTH WEST



City of Busselton
Geographic Bay



Message from the City of Busselton

On behalf of my Council colleagues, I am delighted to welcome delegates to the City of Busselton for the 2024 Sustainable Economic Growth for Regional Australia (SEGRA) conference.

We sit on Wadandi Boodja, part of Nyungar country. Covering a total area of 1,455km², we feature five modern townships – Busselton, Vasse, Dunsborough, Yallingup and Eagle Bay – along with a range of retail, commercial and industrial precincts. Set in a coastal and rural environment of pristine natural beauty and enjoying a warm Mediterranean climate, we are a relaxed, safe, and friendly community, with services and facilities supporting healthy and connected lifestyles. Outdoor activities abound at our national and marine parks and wetlands, and we boast award-winning public parks, open spaces and white sandy beaches, along with the heritage-listed Busselton Jetty and its underwater observatory.

The city is well connected by major transport networks, including the South West's principal airport, the Busselton Margaret River Airport, which now boasts direct flight services to Sydney and Melbourne. We are situated close to the Port of Bunbury, one of Australia's largest regional ports, and its associated road and rail links.

Our thriving community is home to almost 44,000 people and offers a much sought after lifestyle for those who have chosen to live and work here. Contemporary youth, senior and family facilities include two leisure centres, new skate parks, numerous playgrounds, walking and biking trails, and libraries. There is an extensive range of sporting clubs, dedicated youth spaces and programs that activate all segments of our connected community. A collection of private, independent and public primary and secondary schools, TAFE facilities and Edith Cowan University's Learning Hub in the centre of Busselton all support lifelong learning opportunities, a skilled workforce and a culture of innovation. Modern public and private hospitals, as well as allied health, paediatric, and aged care services provide excellent support for our community's physical and mental wellbeing.

The city is also enjoys a vibrant arts and creative industries scene, with an abundance of museums and galleries. Our much anticipated, state of the art "Saltwater" Performing Arts & Convention Centre is currently under construction and will provide multiple arts, entertainment and convention opportunities from 2025 onwards.

With an extensive food, wine and a craft beer scene and a jam-packed calendar of festivals, concerts, shows and events, many featuring a stellar line-up of stars, celebrities, artists, sportspeople and creatives, the city is well known as the Events Capital of Western Australia, a title we have been proud to own for many years.

As a premier leisure tourism destination, we welcome 895,000 visitors per annum, with those visitors staying 3.44 million nights in our local government area and spending \$838m each year. With its outstanding natural beauty and high density of high-quality accommodation, wineries, breweries and tourism experiences, the City of Busselton holds many attributes that have helped to establish the region's global reputation as a world-class tourism destination over recent decades.

The city is home to a growing hub of high-value technology-based and creative industries. We have focused on revitalising our town centres and foreshore areas, creating new hospitality and retail centres, additional aged and health care facilities and significant upgrades to the regional airport to meet international standards in anticipation of future growth opportunities.

With a current GRP of \$3.361 billion (17.7% of the entire South West economy), the city and our community are now poised to capitalise on this transformative work. There are currently 16762 jobs in Busselton, which accounts for 20.8% of jobs in the South West Region, with key industries including health care, accommodation and food services, retail trade, construction, education and training and manufacturing.

Our next chapter will focus on continuing to deliver a high-quality urban realm, attractive public spaces and excellent community amenities whilst expanding economic opportunities to accelerate the tourism and events sector and activate new activity in aviation, transport, renewable energy, technology, and specialist manufacturing industries.

I warmly welcome you all to our thriving city, and we look forward to sharing our story with you!



Mayor Phill Cronin
City of Busselton

Message from the Foundation

Welcome to Busselton, situated on Wadandi Country, as we host the 27th annual SEGRA National Regional and Economic Development Summit. We are thrilled to gather all the 'doers' from across regional Australia for this event.

Busselton, renowned for its tourism offerings, premium agricultural produce and diverse industries, serves as the perfect backdrop for our discussions on sustainable regional and economic development. This Summit is an opportunity to highlight strengths here in the South West of WA, share knowledge, and collaborate on solutions to the challenges faced by many rural, remote, and regional communities. When planning for the Summit in partnership with our host RDA South West, we had a strong desire for delegates to experience the region and its leaders, so we have dedicated half a day to six tours as well as walking tours in the Busselton CBD.

This year's theme is Beyond Boundaries: Fostering Connection, Partnership, and Collaboration for Regional Growth. We thought this theme was very relevant following the feedback we received at the

2023 Summit in Toowoomba, QLD when we asked 230 attendees to rank the most important actions that would raise the voice of rural, remote and regional Australia. The number one suggestion: joint planning across geographical boundaries.

The theme is also consistent with the SEGRA Foundation's forward direction to effect positive change in regional Australia by empowering attendees with the knowledge, ideas and networks to grow their communities – and we do this through connection, partnerships and collaboration. At this year's Summit the Foundation will launch its new Strategic Direction, something that we have been working and positioning ourselves on for the past two years.

On behalf of the volunteer SEGRA Foundation Directors, our event partner RDA South West, host the City of Busselton, and our event sponsors, thank you for attending the Summit. We appreciate the time you have taken to attend and participate and hope that you learn, experience and connect with others.

Caroline Robinson
Company Secretary and Summit Convenor



SEGRA Directors: L – R Charles Jenkinson, Ashley Bland, Nadine Connolly, Caroline Robinson, Sara Hely, Simon Boughey

Banner Artwork: Melissa Riley



Message from RDA South West

Even before regional development was a thing, a respected local figure often thumped home the message about regional development with a recurring theme: "It's all about people you know." That's so true.

Everything we do is about connecting people and communities. Connecting business. Sharing ideas with our fellow Australians and tackling things together. The glue in that mix is SEGRA, an organisation with a history of being all about people.

My first SEGRA was in the noughties. It was the not-so good old conference days when the tried and trusted formula was to sit quietly in neat rows for two days, have experts talk at you and applaud politely. We promise not to do that anymore – although you may cheer, whoop and holler.

Our South West mission is to provide delegates with a memorable experience, one in which you get out of the meeting space to go see and do things. Yes, there will be the keynote gatherings but there will also be more interactive sessions. There will be opportunities to engage and feel the sun on your face, so have your phone cameras ready.

What has not changed over SEGRA's life, is the raw passion to improve aspects of regional lives and take a discerning read of crystal balls to get an inkling of what's looming in the years ahead. More than two decades ago SEGRA highlighted early forecasts of climate impact on regional people. A few didn't really believe it back then, but we've definitely reassessed that one.

And so, we evolve and we move with the times. There will be tech talk, new buzzwords, refreshing craft beers, enough data to get economists frothing at the mouth, the creative set promising a bit of art n' culture, a special firepit dinner, caves and trails, some industry chat, energy renewables and regional leadership.

The one thing that never changes is that SEGRA will always be all about people.

See you there.

Charles Jenkinson
Director of Regional Development, RDA South West

- 1997: **The Challenges for Regional Australia** | Geelong, Victoria
- 1998: **Strategies for Success** | Beaudesert, Queensland
- 1999: **Vision and Imagination Driving Regional Australia** | Sunshine Coast, Queensland
- 2000: **Regions Taking Control** | Ballarat, Victoria
- 2001: **Regions Driving Decision Making** | Thuringowah, Queensland
- 2002: **Smart Paths to Regional Growth** | Queanbeyan, New South Wales
- 2003: **Building Resilient Regions** | Gold Coast, Queensland
- 2004: **Big Ideas for Regional Australia** | Alice Springs, Northern Territory
- 2005: **Sustainable Regional Development: getting down to business** | Rockhampton, Queensland
- 2006: **Adaptable Regions: open minds open opportunities** | Launceston, Tasmania
- 2007: **Changing Regions: the road to success** | Wollongong, New South Wales
- 2008: **Creative Solutions: expect them to be different** | Albury, New South Wales
- 2009: **Regional Australia: exploring new frontiers** | Kalgoorlie-Boulder, Western Australia
- 2010: **Regions: delivering a big Australia** | Townsville, Queensland
- 2011: **Promoting Regional Australia: regions and their cities** | Geelong, Victoria
- 2012: **Maximising Leverage Opportunities for Your Region** | Terrigal, New South Wales
- 2013: **Regions: unleashing their mojo in an interconnected world** | Coffs Harbour, New South Wales
- 2014: **Connecting Matters** | Alice Springs, Northern Territory
- 2015: **Leading and Growing Sustainable Regions** | Bathurst, New South Wales
- 2016: **Naturally Stronger Regions: realising the potential** | Albany, Western Australia
- 2017: **Disruption: a catalyst for change** | Upper Spencer Gulf, South Australia
- 2018: **Beyond the Boom: opportunity for growth and vitality** | Mackay QLD
- 2019: **Rivers of Opportunity: activating your potential** | Barooqa NSW
- 2020: **Collaboration: amplifying regional advantage** | Mount Gambier, Limestone Coast SA
- 2021: **Unearthing Diversification and Adapting to a New Tomorrow** | Kalgoorlie-Boulder, Western Australia
- 2022: **Regional Activity Transition and Sustainability** | Devonport, Tasmania
- 2023: **National Regional and Economic Development Summit** | Toowoomba, Queensland



In 2024, the SEGRA Foundation established an Emerging Champions program to develop the skills and experience of ten rural 'doers' aged between 25 and 39. This year, the program has been developed by illuminate Education Australia and will include a pre-Summit program of networking, deep dive conversations and skills development to help make an impact in our rural communities.



Louise Custance

Director
LINEA - Master Planning +
Landscape Architecture

📍 Kingscote, South Australia



Kellie Wilkins

President
Narrogin Children and Families
Incorporated

📍 Narrogin, Western Australia



Mikaela Kerwin

Director
Wattle Consultancy

📍 Bunbury, Western Australia



Paige Zotti

Visitor Economy Project
Delivery Coordinator
Regional Development Victoria

📍 Torquay, Victoria



Alysha Saunders

Manager, Strategy and
Partnerships
Regional Arts, WA

📍 Geraldton, Western Australia



Alyssa Mahar

Client Manager
Advisory Services
Synectic Accountants
and Advisors

📍 Devonport, Tasmania



Hayley Cook

Project Coordinator
Tangaroa Blue Foundation

📍 Dunsborough, Western
Australia



Elle Pound

Manager Rail Maintenance
Excellence
Rio Tinto

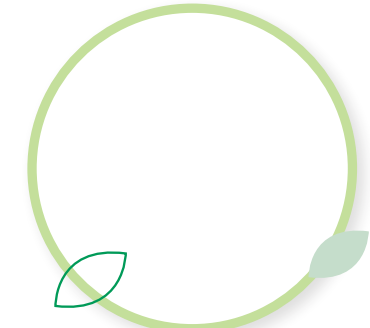
📍 Gladstone, Queensland



Kyle Williams

Senior Regional Development
Officer
Mid West Development
Commission

📍 Geraldton, Western Australia



Nick Chandler

Area Manager
CBH Group

📍 Koorda, Western Australia



Keynote Speakers



Mark Lamb

Murray Darling
Association

Mark is the CEO of the Murray Darling Association, a not for profit organisation with over 80 years of history spanning across four states and more than 170 local governments. The vision of the organisation is that a healthy Murray Darling Basin supports thriving communities, economic development and sustainable productivity.

Mark will share his experience of working across geographical boundaries for improved community and economic outcomes.



Mary G

Mary G is the 'the Big Black Queen of the Kimberley' and she is the 'closest thing to Royalty in the country'. Affectionately known as the 'unofficial Queen of Australia' and the 'Queen of the people of the Kimberley', Mary G uses humour to explore politically sensitive topics.

Mary G will perform at the Summit and then later in the day return to discuss Indigenous issues as a 'behind the humor' Q and A.



Glenn Macguire

AEC Group

Glenn is based in Townsville and is AEC Group Pty Ltd's Senior Economist and Portfolio Lead for Regional Development. Having grown up in the Central Highlands of Queensland and the Lachlan Valley of New South Wales, Glenn is passionate about contributing to regional economic development and using economics and data to understand our regional communities' unique socio-economic challenges and opportunities.

Glenn will open the SEGRA Summit with a State of the Regions address, as well as 'Beyond Boundaries' theme, exploring how to leverage economics and data for sub regional growth.



Josef Tadich

Tesla

Josef is a Chartered Professional Engineer and Fellow of the Electrical College of the Institute of Engineers Australia, having been awarded National Professional Electrical Engineer of the year by Engineers Australia in 2021. He began his career as an Engineering Officer in the Royal Australian Navy, and after peace-keeping activities in Iraq dedicated his career to sustainable energy.

With 20 years of experience in the renewable energy industry, he joined Tesla in 2015 to lead the APAC engineering team for residential/utility scale storage and EV charging infrastructure. Since 2022, Josef has been the regional director for Tesla Energy in APAC, as well as Director of Tesla Motors Australia for the energy and vehicles businesses.



Lesley Nelson

South West
Aboriginal Medical
Service

Lesley is CEO of the South West Aboriginal Medical Service and is in her second year of her Industry Doctorate (PhD) 'How to embed Indigenous Cultural and Knowledge Systems into Digital Transformation of Aboriginal Health Care Services', with Monash University.

Lesley is also a board member of the National Aboriginal and Torres Strait Islander Ageing and Aged Care Council. She is passionate about contributing to policy and to program development at the national, state and community levels and seeks to influence, collaborate and engage across the sector to create better outcomes for the community.



Bec Bignell

Filmmaker and Creator

Bec is changing landscapes across the country from the perspectives of regional people through her production company Cockatoo Colab and creative agency Rural Room.

Bec was the creator of the Netflix show Homespun and collaborated with the Regional Australia Institute on the podcast 'You Moved Where?'



Scott Robinson

thebox

A character, a creative sage, a disruptor: he's been called it all. But over his 20 plus years heading up thebox, Scott Robinson's most enduring qualities are clear in his approach to progressive leadership and his knack for having bloody good ideas.

A natural storyteller with an analytical mind, Scott is a bonafide multidisciplinary across strategy, technology and creative. Sitting in the centre of this paradigm, Scott leads the specialist team at thebox with a strong focus on culture.



Mat Lewis

Emergence Festival

Mat is the Director of the Creative Tech Village (WA Creative Tech Innovation Hub) with Edith Cowan University with the state government to foster collaboration and creative innovation.

Over the last 12 years, Mat has focused on the development of the Creative Sectors within the South West co-founding the Emergence Creative Festival and the Creative Corner.

Mat was integral in the conception and development of festivals such as Strings Attached, Cabin Fever, Margaret River on Tour and the Pinot Picnic.

Keynote Speakers



Mayor Phill Cronin

City of Busselton

Elected to Council in October 2019, Phill is a hobby farmer, communication consultant, board member, husband and City of Busselton Mayor.

Originally from the UK where he qualified with a Bachelor of Civil Engineering, Phill was a regular visitor to the South West for more than 20 years.

Phill says that nowhere could top the City of Busselton, which offers a unique mixture of “commercial opportunity, natural beauty and relaxed lifestyle”.

The City of Busselton is a vibrant regional city by the sea, where environment, lifestyle and opportunity meet. Recently awarded as Western Australia’s Top Tourism Town for 2024, the city is nestled on the picturesque Geopraphe Bay, just 230kms south of the State capital of Perth, and is the premier locale and central heart of the South West region of Western Australia.



Hon Nola Marino MP

Federal Member for Forrest

Raised in Brunswick Junction, Nola has spent her whole life in the South West.

Nola has been working with and for the community her entire life, helping many community organisations. She is a Life Member of the Peel Football League and the Harvey Football Club. She’s held various positions on numerous community, regional and agricultural organisations and bodies such as being a Director and Vice Chair of Dairy Western Australia. In 1996 Nola was the ABC Regional Rural Woman of the Year.

Nola was elected as the Federal Member for Forrest in November 2007. She was appointed Deputy Opposition Whip immediately upon election, and was appointed Deputy Government Whip in September 2013.

Nola became the first female to be appointed to the position of Chief Government Whip. In 2019, Nola was sworn in as the Assistant Minister for Regional Development and Territories, and served in this role until the 2022 Federal Election. Following the election, Nola was appointed Shadow Assistant Minister for Education.

Nola is the Co-convener for Parliamentary Friends of Primary Producers and Co-convener for Parliamentary Friends of Palliative Care. She is an Endometriosis Ambassador and patron for a number of organisations.

Rural Education and Workforce



Fiona Nash

Regional Education Commissioner

Fiona has a deep love for regional Australia and an enduring interest in regional education, with strong links to the education sector. She is a champion for regional, rural and remote education, working with stakeholders and governments across sectors so all Australians can access a high-quality education, regardless of where they live.

Participation, attainment and completion in all levels of education can be more difficult the further you travel from major cities. As Commissioner, Fiona aims to bridge this gap and address the disparity in education outcomes.

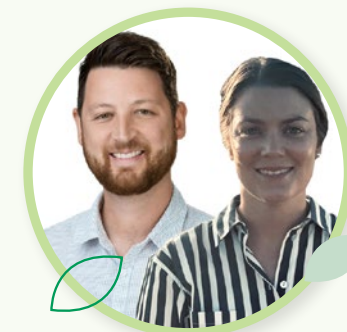


Kirsty Hill

RDA Wide Burnett

Kirsty is the Fraser Coast Career Pathways Project Officer for RDA Wide Bay Burnett. Kirsty will speak about the Fraser Coast Career Pathways Program (FCCPP), a School to Work Transition initiative dedicated to supporting students take the next step from school into a career or further education and training.

FCCPP provides tailored support to students to equip them with the values, skills and knowledge required to succeed in the workforce through industry immersion tours and workshops, work experience opportunities, school-based traineeships and apprenticeships as well as work readiness preparation.



Luke Webster

Curtin University

Elise Woods

Lumen University

Luke is the Lead for School and Community Engagement at Curtin University. Working closely with the dynamic network of WA Regional University Study Hubs (RUSH), the University is fostering a shared understanding of opportunities, barriers, and solutions, to collaboratively address Higher Education course design and delivery, and meeting WA’s workforce needs.

Elise currently serves as the Director of Lumen Wheatbelt Regional University Study Hubs under Regional Development Australia Wheatbelt, overseeing four regional study hubs located in Merredin, Narrogin, Wongan Hills and York.



Donna Dobson

Gilgandra Shire Council

Collaborating for Regional Growth



Anna Dixon

BlueSalt Consulting

Anna is the Director of BlueSalt Consulting. She has a wide experience of working with clients in regional WA and is known for her practicality and can-do attitude.

Partnering with ShelterWA and a diverse range of Tier 2 and 3 WA-based community housing organisations (regional and metro), BlueSalt reports back about the growth challenges and opportunities for these providers and the toolkit they developed to build capacity in the sector, with the end goal of increasing the supply of social and affordable housing in WA.



Tanya Kilminster

Grower Group
Alliance

Tanya is the South West WA Drought Resilience Adoption and Innovation Hub Knowledge Broker for the Grower Group Alliance. GGA brokers capacity building opportunities for its members which supports groups to be fit for purpose, from governance to project management; and works with members to build regionally focused projects, including applied research and extension, meeting the priorities of groups members.

This investment into the groups translates to investment into regional communities and the agricultural industries they represent. This unique structure of collaboration and ways of working leverages the network providing local value beyond boundaries.



**Catherine
Macdougall**

Prepare Produce
Provide



**Nick Logan
Cr Julia Meldrum**

Shire of Augusta
Margaret River

The Shire of Augusta Margaret River has been subject to a significant and sustained level of population growth. Shire President Julia Meldrum and Director of Sustainable Development and Infrastructure, Nick Logan, will provide an overview of the challenges in managing this significant level of growth. The politics of a rapidly evolving community will be discussed together with the approach used to accommodate growth.

Julia and Nick will explore the drivers of growth and what it means in terms of maintaining character, together with the infrastructure and commercial challenges that this growth brings.



**Clem Newton-
Brown**

Skyportz

Clem is the CEO and co-founder of Skyportz. He has been at the forefront of assembling the pieces of the emerging air taxi ecosystem for several years. He is chair of the Advanced Air Mobility working group of the Australian Association for Unmanned Systems, serves on the Federal Government's New and Emerging Aviation Technologies committee and the NASA Advanced Aerial Mobility working group in the United States.

His presentation will discuss how the world is on the cusp of a revolution in the way we move people and goods and how Advanced Air Mobility to connect the regions, brings enormous opportunities for remote communities.



**Rhiannon
Bristow-Stagg**

BlueSalt Consulting

Rhiannon is a consultant at BlueSalt Consulting in regional WA. BlueSalt Consulting made two submissions to the Aviation White Paper and Aviation Green paper.

Rhiannon will discuss exploring opportunities to support the revitalisation of General Aviation in the regions as a vital step in addressing the viability of air transport and contributing to thriving regional economies and communities.

Jennifer May

City of Busselton



Community Design And Leadership



Jimmy Murphy

Town Team
Movement

Social entrepreneur Jimmy is a co-founder of the Town Team Movement and was the 2023 WA Local Hero. Jimmy's practical, positive approach has seen an action focussed, inclusive movement spread from Western Australia across the nation and to New Zealand.

Jimmy will present on the art of creating places people want to visit and live in. "The imagination, the sweat, the enthusiasm, and the efforts of its people are the greatest resource that any place has". Town Teams help people act to help bring their local places to life. Jimmy will cover the why, the how and the what of creating great places from the bottom up.



**Taz Devadass
Emilee Rigby**

Futures Isle

Taz and Emilee from Future Isle will present on how to energize communities for lasting impact. Place-based programs are not just about geography - they're about tapping into the heartbeats of communities, turning local potential into unstoppable momentum. A

s community facilitators (and lovable people-nerds), Futures Isle have led workshops for over 15,000 individuals and learnt a lot along the way! They are excited to share recent examples and how some creativity, passion, a well-curated playlist and a coffee can turn a simple idea into a powerhouse of growth.



**Colonel Campbell
Waterman**

Australian Army
Cadets

Campbell has recently taken command of the Australian Army Cadets Western Australia Brigade (AAC WA BDE). This brigade consists of 32 community and school-based units, across WA. The Brigade has some 1200 Cadets ranging in age from 12.5 years to 18 years, supervised 200 Army Cadet Staff and Defence Approved Helpers, and supported by 20 Australian Defence Force and Australian Public Service staff.

The enthusiasm and dedication demonstrated by so many amazing young Australians and volunteer staff have made this posting one of the absolute highlights of his 34-year military career.

Climate And Energy



Kate Minter

Rewiring Australia

Kate is the Managing Director of Rewiring Australia. Kate works across the organisation's advocacy, community and research work. At Rewiring Australia, Kate is driven by how we bring all households and communities on the electrification journey and make sure access to the benefits of renewable energy are accessible to all.

Kate will discuss 'Electrify Everything', believed to be the simple answer to most of the challenges of a zero-carbon economy. It will save money at home and create new jobs and industries. Rewiring Australia is starting work towards electrifying a community and developing and modelling the tools and policies needed to scale it across the country.



Nick Palousis

2XE

The sustainability landscape for Australian companies is about to transform with the implementation of new climate-related risk mandatory reporting requirements as early as January 2025. Australian net zero consultant Nick has spent the last 20 years building 2XE's experience in this field by working with over 1,000 businesses and governments, helping them pursue ESG and net zero emissions.

With the introduction of this new reporting, the 'top end of town' initially included in the mandate will also be asking for emissions data from across their supply chains. It impacts all businesses in all sectors.



**Andrew
Woodroffe**

Sky Farming

SkyFarming is a small consultancy consisting of Andrew, Susanna Floth and Peter Auer who bring together their respective long term experience in the fields of infrastructure project development and financing, renewable energy and wind resource evaluation, structural engineering and project management.

They have developed and project managed the Mt Barker Community Windfarm, commissioned March 2011 and have also been involved with the Denmark Community Windfarm from concept to commissioning. They have also been involved with the Manjimup Renewable Energy Study and energy audits in Manjimup.

Roy McDowall

Tesla

Community Led Revitalisation



Pauline Bantock

Mogumber Hub

The Mogumber Outback Club Inc, a community group located in the tiny wheatbelt town of Mogumber, purchased their local tavern and commenced the restoration and revitalisation of the building and business.

From the first moment the concept was raised, it took just 15 months pull together a business plan, funding model and secure the purchase. It's the power of community that has achieved the project.

Ensuring everyone can be part of the project in some way and returning any potential profits back into the community through the incorporated not-for-profit structure, is key to the success.



Helen Morton

Staying in Place

Staying in Place is a community managed approach to enabling older people to receive the support they need to stay living in their own homes, in their own community – where ever it is – until end of life if possible.

Helen from Staying in Place will share how a coordinated approach has delivered local support.



Kerry Grace

Ready Communities

Regional Impact Facilitator, Kerry works at the intersection of community and economic development. Kerry works with regional communities to enhance their connectivity through facilitation, producing events and hearty conversations.

Following seven years in the role Director of Regional Development in the Mid North Coast (NSW) region and running her consultancy, Evolve Network for two decades, she is currently working on a regional development program called Ready Communities with co-founder Dr. Chad Renando and producing a national social impact event, Social Impact in the Regions.

Kerry is based in regional NSW. Her first book, Spiraling Up will be released in 2024.



Peter Ekstedt

Australian
Centre for Rural
Entrepreneurship

The Australian Centre for Rural Entrepreneurship's (ACRE) work with rural and regional Australian communities highlights a common starting point: safeguarding essential local services. More and more, communities are striving for autonomy and ownership of critical assets, consistent with models from the Northern Hemisphere, where there is a 25 year track record of communities owning and operating key local businesses and assets.

Join Peter, the Executive Director Strategic Initiatives to delve into local and global insights, case studies, and essential conditions necessary to establish an empowering framework.



Shelbie Owen

Racing WA

Shelbie is Head of Corporate Affairs at Racing WA – the principal racing authority and State-appointed regulator of thoroughbred, harness and greyhound racing in Western Australia. From Kununurra to Esperance, racing is embedded in the social fabric with more than 25,000 people involved in the industry across the State.

Racing in Western Australia generates more than \$1.3 billion annually in economic value, almost half of which is generated in regional areas, and sustains more than 10,000 full-time jobs. There are 47 race clubs across the State, all of which serve as vital hubs that bring a sense of belonging and purpose to many, providing jobs, volunteering opportunities and shared facilities for community groups.



Regional Industries and Economy



**Dr George
Wilkinson**

City of Karratha

George is an Adjunct Lecturer at the Australian Urban Design Research Centre at UWA. He is also the Manager of City Growth at the City of Karratha. In the session, George will trace the history of state centralisation, federal aggrandisement, and the broken promises of federation, revealing the extent of regional inequality. Despite numerous attempts, efforts to address regional inequality in Australia have repeatedly failed. Why?

George will discuss the dominant political narrative, one that sidesteps effective reform and disingenuously engages with regions. Join us for an engaging discussion that challenges the status quo and offers bold reform solutions for a more equitable and empowered regional Australia.



Nick Byrne

Shire of Augusta
Margaret River

Nick is the Director of Sustainable Economy and Communities at the Shire of Augusta Margaret River.

During this talk, Nick will reflect briefly on the progress the Shire has made since adopting the Sustainable Economy Plan, as well as the learnings and reflections informing the Shires economic development strategy for the coming five years.



Susan Cull

Chamber of Minerals
and Energy

Since March 2021, Susan has been in the role of State Manager – Regional WA for the Chamber of Minerals and Energy of Western Australia. In this role Susan is tasked with developing and delivering a whole of state strategy for CME to represent industry in regional WA with a single constructive voice, and in turn support communities to be a positive voice for our sector.

Her presentation will outline the critical minerals being mined across regional WA and touch on their applications in the globe's bid to decarbonise. It will also explore the opportunities this presents to Regional WA, the State more broadly and the country.



Naomi Evans

NBN Local

What are the trends driving broadband consumption now and into the future? Naomi will provide insights into the rapid growth in consumer demand which continues to fuel the changing evolution of broadband connectivity in Australia and around the world. She will also share some great examples of how regional Australian business is harnessing this power and taking their operations to the global stage. Naomi is a stakeholder and community engagement leader with over 20 years' experience working in regional communities.

By working with corporate organisations like Woodside Energy, Shell Australia, Telstra and nbn Naomi understands the important of engagement with regional communities and has the ability to build strong relationships that deliver mutually beneficial outcomes for communities.

Water



**Andrew
Outhwaite**

For Blue

Andrew is the Managing Director of For Blue, an organisation at the centre of blue economy innovation for the Indian Ocean, based in Western Australia. Prior to founding For Blue, Andrew grew other social ventures affecting systemic change including: Meshpoints; StartupWA; Pollinators Inc; the Goodness Festival; and Spark Challenge (UK).

With a degree in marine science and qualifications in strategic leadership and human development for environmental sustainability outcomes, Andrew's work and research has spanned rural and regional WA, Scandinavia the UK, Asia, the USA and Canada. Andrew has an entrepreneurial approach to growing cultures and economies that enable the healthy growth of individuals, economies and ecologies, simultaneously.



Anthony Curro

Northern CRC

Anthony is the Chief Executive Strategy and Engagement at the Cooperative Research Centre for Developing Northern Australia (CRCNA). The CRCNA is delivering the Making Water Work program which is focused on next generation agriculture by diversifying and better managing water resources to meet export and domestic demands.

Research is maximising new and existing water resources for a more circular economy and achieving environmental outcomes for the Great Barrier Reef. The program is informing development models across regions in the north, demonstrating that development and healthy ecosystems can coexist, providing confidence for investors and meeting the regulatory requirements for sustainable agricultural development.



Susan Worley

Susan worked in public sector water management and planning across Western Australia from the mid-1990s. Now retired she contributes to water work through advisory, support and committee roles.

Her approach to work was shaped by the contemporary context, particularly climate change, and informed by experiences as director water planning, manager water allocation planning and regional manager north west, and as an educator. Through these roles she has learned from many people – individual colleagues and community representatives as well as people from water corporations, irrigation cooperatives, industry, advisory groups and state and national agencies.

In this session she will reflect on water management responses to climate change by rural communities in WA, with a focus on local hydrological context and collaboration for policy change.



Facilitators and Tour Leaders



**Jacqueline
Brinkman**

**Economic
Development
Australia**

Jacqueline Brinkman is an economic development specialist and CEO of Economic Development Australia (EDA), the national peak body for economic development.

Jacqueline's leadership of EDA commenced in 2017 and since that time, EDA's membership has grown from 400 to over 2000. Jacqueline was responsible for the development and launch of the highly successful National Economic Development Education and Training Program in 2020. This program has proven to be a step change in career development for Australian Economic Development profession. Jacqueline is also leading a range of research and advocacy projects with the aim to raise awareness of the impact of the Australian economic development sector.

Through a career spanning 20+ years, Jacqueline is recognised as one of Australia's most experienced industry cluster managers, and has facilitated industry development and investment across a range of sectors.



Myles Pollard

**Master of
Ceremonies**

A qualified high school English/Drama teacher, a graduate of the prestigious National Institute of Dramatic Art (NIDA) and a working film and television actor, writer, director and producer, we are delighted to have Myles as our master of ceremonies on day one.



Michael Campbell

Lucid Economics

Michael is a founding director of Lucid Economics and has 25 years of experience in economic and financial analysis, property analysis, economic development and tourism that spans three continents. Michael works with both public and private sector clients using economic and financial analysis to inform strategy development, investment decisions and government policy.

Michael is a trusted adviser to many State and local government regarding economic development, investment attraction, tourism and land use planning. As an economic developer, he has secured 54 corporate projects, representing \$425 million in capital investment and 4,000 new jobs for the communities he has worked in.



Jason McFarlane

**Economic
Development
Australia**

A highly experienced economic development professional with a mission to partner with communities, organisations and agencies who wish to be brave, bold and prepared in a rapidly changing world. A strong focus on building relationships, structures and systems required for projects to succeed. Jason has diverse experience across large and small business, local economic development, and social sector business development and operations throughout Australia and South East Asia.

Jason is Chair of Economic Development Australia (Australia's peak body for economic development professionals), and sits on the Foundation for Regional Renewal and Recovery's Western Australian Advisory Board, and Minister for Innovation's Regional Innovation Working Group.

Ashley Bland

Constructive Energy and SEGRA Foundation

After a decade of developing environmental programs for NGO's, Ashley established Constructive Energy in Bathurst in 2018 for the purpose of accelerating the uptake of renewable energy technologies - specifically in regional Australia.

Ashley is an Associate Partner and Business Development Manager for Green Homes International and was prior to Constructive Energy, the Sustainability Manager for Skillset and an Environment Officer for a remote mine in north west Queensland.

Ashley is a graduate of the Australian Rural Leadership Foundation, has completed a Bachelor of Engineering as well as a Graduate Certificate in Socially Responsible Rural Leadership.

Nadine Connolly

SEGRA Foundation

Nadine is an economic development professional with over 25 years of experience in regional development, economic development, program management and stakeholder engagement. Currently employed as Principal Economic Development Officer at Mackay Regional Council, Nadine's career has encompassed senior roles in both state and local government, as well as in private and the not-for-profit sectors. Nadine has worked across various industry sectors and facilitated strategic planning, project management, and project implementation outcomes. Nadine's collaborative approach and ability to build and maintain effective relationships with a diverse array of stakeholders has been the cornerstone of her professional journey and enabled her to deliver and drive strategic objectives.

Simon Boughey

SEGRA Foundation

Simon has held positions with Minister Madeleine Ogilvie and Cherry Growers Australia. He is now consulting, specialising in local, community and regional development projects. He has worked and had an involvement in community and regional development since 1981 and from 2004-2009 he was the Regional Director of Area Consultative Committee Tasmania before they set up the Tasmanian RDA.

Simon also has a strong interest in environmental issues and has an active involvement in Landcare as the State Landcare Coordinator, was the National President of Greening Australia from 2000 to 2003 and has also been a Senior Environment and Agriculture Adviser to the Minister for Primary Industries and Water in Tasmania.

Dr Sara Hely

**Victorian Drought Resilience Adoption and
Innovation Hub and SEGRA Foundation**

Sara lives and works in the North East of Victoria. She is the Director of the Victorian Drought Resilience Adoption and Innovation Hub, within the University of Melbourne. She has previously held a Chief Operating Officer position with Riverine Plains Inc and Director positions with Field Applied Research Australia, Birchip Cropping Group as well as senior management roles with Food Agility Cooperative Research Centre and Agriculture Victoria.

Over the last 20 years, Sara has worked in agricultural research in state and federal government as well as large investors in rural research, development and extension within the agricultural science and rural industries.

Sara has a PhD in climate change research and specific knowledge in the grains industry, agrotechnology, digital agriculture and organisational performance. She has also worked extensively in program and project management roles, as well as in strategy development and implementation.

Charles Jenkinson

SEGRA Foundation

Charles is the Director of Regional Development for RDA South West. He read for an honours degree in applied social science and gained qualifications in regional development from UWA. He has worked in the field since 2006, taking a new direction after 21 years as a journalist, print editor and managing editor when he was nominated for a Premier's Award for Services to Indigenous people.

A JP, Charles has completed a post graduate Masters degree in Planning and Environment through RMIT. He sits on various economic development groups and is an Associate Fellow in the Australian Institute of Management. He is a graduate of the Australian Rural Leadership Foundation and is a passionate, but ordinary, cricketer.



Summit Program - Day One

Monday 28 October		
6.00pm - 8.00pm	Emerging Champions dinner (invite only).	Shelter Brewery
Tuesday 29 October		
9.30am - 4.30pm	Emerging Champions Program with illuminate Education Australia (invite only).	Busselton Community Resource Centre
1.00pm - 5.00pm	<p>Pre Summit Energy Session delivered by Constructive Energy</p> <p>Remember the days when we didn't really think about our energy bills and the weather used to be something at the end of the news? Now it seems that energy and weather are constantly headline issues as we struggle with decarbonising our energy sector. Do you feel like you know enough to make informed decisions in relation to renewable energy, powerlines, electrification, EVs, gas and retail energy contracts? Join us for a deep dive into the energy sector, aimed at giving you the information and contacts you need to make good decisions - or just have good BBQ discussions!</p> <p><i>Light afternoon tea will be served. Please RSVP to this session when you register for the Summit.</i></p>	Busselton Community Resource Centre
5.30pm - 7.00pm	<p>Summit Welcome Drinks</p> <p><i>For catering purposes please indicate if you are attending when you purchase your ticket. Name badges will be provided at the drinks, however no Summit registration check-ins.</i></p>	Rocky Ridge Taphouse Busselton

Summit Program - Day Two

Wednesday 30 October	
7.00am - 8.00am	<p>Conference Registration (7.00am) Networking Breakfast (7.30am) Attendees can arrive anytime from 7.00am to collect their Summit pack, enjoy a stand up networking breakfast, with official Summit proceedings starting from 8.00am. Ample parking is available at Sabina River Farm.</p>
8.00am - 8.30am	<p>Welcome by RDA South West Chair, Scott Robinson Welcome by City of Busselton Mayor, Phill Cronin Welcome by Federal Member for Forrest, Hon Nola Marino MP Vision for the Regions, Schools Challenge Master of Ceremonies, Myles Pollard</p>
8.30am - 8.45am	Attendees move to their seats.
8.45am - 9.15am	State of the Regions, Glenn Macquire , AEC Group
9.20am - 9.30am	SEGRA Emerging Champions
9.30am - 10.00am	Mary G , Black Queen of the Kimberley
10.00am - 10.30am	Keynote - Josef Tadich , TESLA
10.30am - 11.10am	MORNING TEA served on the verandah by Supper Rd.
11.10am - 11.40am	SEGCHAT: Dr Mark Bin Baker (Mary G) and Lesley Nelson , South West Aboriginal Medical Service
11.40am - 12.20pm	Keynote - Mark Lamb , CEO Murray Darling Association including Q and A.
12.20pm - 1.00pm	Arts and Culture. Panel facilitated by Scott Robinson , thebox Bec Bignell , Filmmaker and Creator and Mat Lewis , Director of Creative Tech Village
1.00pm - 5.30pm	Lunchboxes served and offsite tours (6 - see next page for options). Transfers from Sabina River Farm to the offsite tour and return is included.
5.30pm - 8.30pm	Networking Dinner at Sabina River Farm, sponsored by Asset Engine. Bring your jacket as we share a cocktail dinner under the stars with the Busselton Senior High School Jazz Band.



1 Nannup; The Aspiring Trail Town

Nannup has transformed itself as a trail town and includes the Nannup Tank 7 Mountain Bike Park. It will host the UCI Gravel World Championships in 2026 and is gearing up for an increase in tourists and visitors.

We will start at the Nannup Brewery and be introduced to the Experience Nannup strategy and app. We will then proceed to Nannup's mountain biking mecca – Nannup Ngoolark MTB Jump Park and Nannup Tank 7 MTB Park. Both are mountain bike attractions with unique points of difference being the locality to town, use of natural elevation to create world class trail experiences. We will also visit the flying fox and Emu Nature Play at Marinko Tomas Park.

The tour will finish with a Geo Park presentation and refreshments at the Nannup Function Centre.



2 Capel Marron & Rocky Ridge

Capel Marron Farm is part of AquaFarms, a collective of Australian farmers looking to provide the best quality produce at farm gate prices.

Capel Marron Farm completed a marron hatchery expansion in 2019 and is now expanding its operations into tourism, with construction underway of a 300-seat restaurant, discovery centre and marron viewing tanks, set to open later this year. It is the first time visitors to the South West will have access to the marron farm, believed to be the world's largest.

Following Capel Marron Farm, the tour will head to Rocky Ridge Brewing Co, a 100% carbon neutral operation. They have also been certified as a sustainable operation, the only brewery in Australia. We will also learn about the South West Brewers Alliance, a collective group of Independent Brewers.



4 Busselton Jetty

Extending 1.8 kilometres over the protected waters of Geographe Bay, the heritage listed Busselton Jetty is the longest timber-piled jetty in the Southern Hemisphere.

Following the decline of government funding and the crippling effects of Cyclone Alby in 1978, a community group was formed to raise funds for much needed restoration and maintenance. Between 1987 and 2003, the community organisation now known as the Busselton Jetty Environment and Conservation Association (BJECA) raised sufficient funds to replace 50% of the Jetty structure, establish the train service and constructed the iconic Underwater Observatory and Interpretive Centre.

In 2011 a \$27 million refurbishment of the jetty structure was completed. This tour will include a Jetty train tour and presentation by BJECA in the Marine Discovery Centre.



5 Cowaramup

Once a sleepy and undiscovered community, the town now bustles with excitement and activity. With the local Cowaramup Cows strolling the streets and posing for photographs, the village has become a must visit destination for all those venturing 'down south'.

The focus of this tour will be on how the small rural town has differentiated itself either side of two major towns and a city, as well as how the community is planning for significant population growth.



3 Dolphin Discovery Centre & Transforming Bunbury's Waterfront

The Dolphin Discovery Centre is a non-profit organisation that undertakes essential conservation, eco-tourism, education and research projects. Collaborations between Bunbury Dolphin Discovery Centre, Universities, Government Departments and other like-minded organisations, both locally and internationally helps ensure that the well-being of the wild dolphin population and marine environment.

Following the DDC tour we will visit the State Government's Transforming Bunbury Waterfront project. Locals and visitors alike are enjoying the enhanced Koombana Foreshore (including the redeveloped Dolphin Discovery Centre), upgraded Jetty Rd Causeway and Jetty Baths area. Stimulating the economy through boosting the tourism and marine industry sectors are important outcomes of this project.



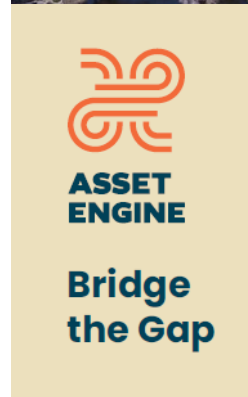
6 Ngilgi Cave

This tour will begin with a presentation by the Margaret River Busselton Tourism Association and Capes Foundation, then a self-guided experience begins with a walk along a scenic pathway through native bushland. A series of interactive installations along the above-ground Ancient Lands Experience, bring you to the entrance of the stunningly decorated Ngilgi Cave.

Above-ground you will learn about the cultural connections to the land, flora and fauna, the formation of the Leeuwin Naturaliste Ridge and the pristine caves beneath it.

Arriving at the entrance to Ngilgi Cave, majestic stalactites, stalagmites, helictites, and beautifully coloured shawls will await. Please note this tour requires closed in shoes, some fitness as there are a lot of stairs and venturing beneath the ground some 12 storeys. Not recommended for attendees with claustrophobia.





Why choose Asset Engine?

Asset Engine offers a Software as a Service solution that significantly reduces operating costs – expect savings of around 14% for small to medium-sized government organisations*. Mismanagement and unexpected repairs have cost several Western Australian LGAs dearly – from \$50,000 to \$230,000 last year alone.▲

How can Asset Engine help?

- **Unified Asset View:** See all asset data in one place.
- **Efficient Management:** Handle inspections, maintenance, and contractor allocation effortlessly.
- **Streamlined Processes:** Schedule maintenance and manage inspections on any device.

Ready to enhance your community's safety and resilience?
Visit us online or scan the QR code to learn more.

assetengine.com.au

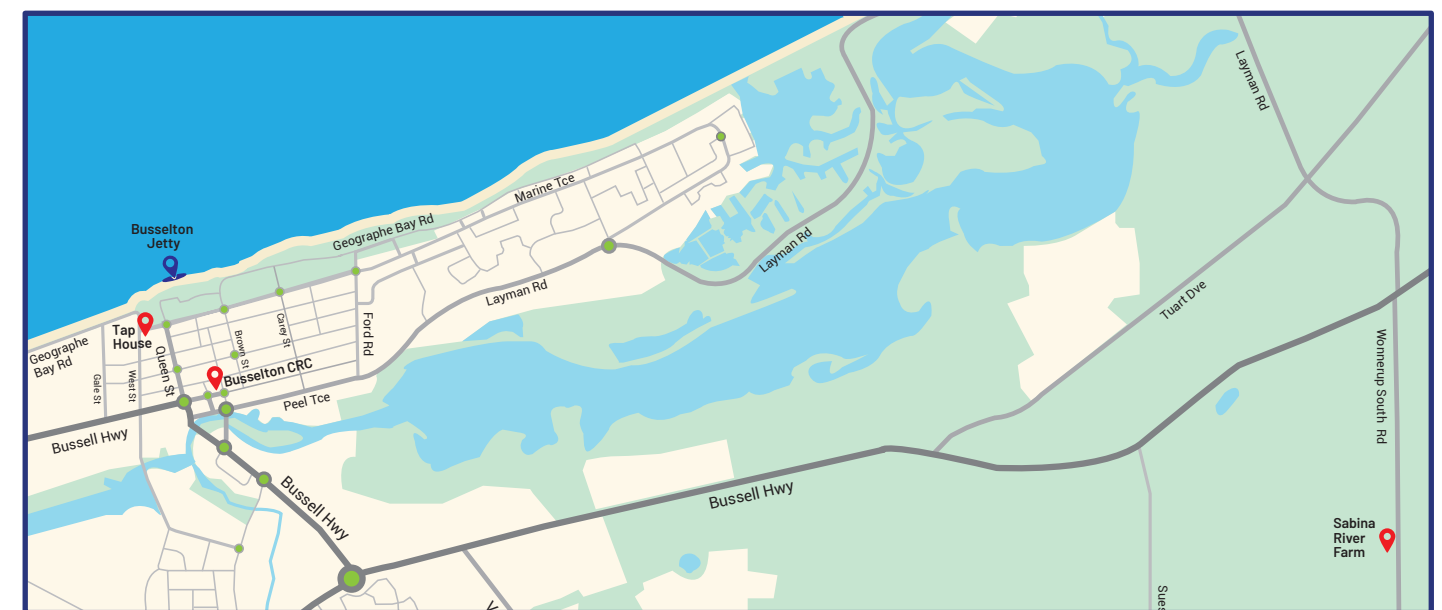
The Economic Impact Of Software As A Service In State & Federal Government By Technology One.
▲Indicative research derived from subject matter experts interviewed by Asset Engine.



Venue Map - Tuesday and Wednesday

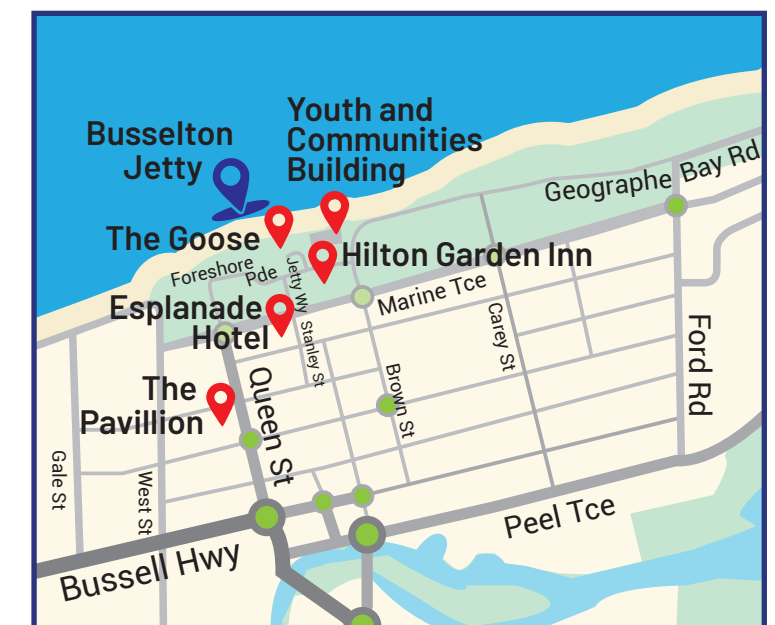
The Energy Session and Emerging Champions program will be held at the Busselton Community Resource Centre.

We look forward to seeing you at The Taphouse for welcome drinks on Tuesday. Our venue for Wednesday's morning plenary and dinner is Sabina River Farm. Please note: Sabina River Farm is 11km from the Busselton CBD. Buses will leave the CBD and Geographe area at 6.30am. Please book your spot through SEGRA.



Venue Map - Thursday

Please note: All venues for Thursday are within walking distance in the CBD.





Summit Program - Day Three

Thursday 31 October

7am - 8am	<p>Big Ideas for Rural Australia Breakfast (seperate ticketed event) @ The Goose Restaurant</p> <p>Panel members: Mark Lamb, CEO Murray Darling Association; Andrew Outhwaite, For Blue; and Lesley Nelson, Southwest Aboriginal Medical Service.</p>
-----------	---

SEGTALKS

15-minute presentations and facilitated panel to create an action agenda for the SEGRA Foundation. We are in multiple venues on day three, so please be seated and ready to participate by 8.30am in your chosen breakout venue. See previous page for map showing venues.

	The Hilton Garden Inn	The Esplanade Hotel North	The Esplanade Hotel South	Youth and Community Activity Centre
	Rural Education and Workforce	Collaborating for Regional Growth	Navigating the Skies	Community Design and Leadership
8.30am - 10.30am	<p>Fiona Nash, Regional Education Commissioner (online)</p> <p>Kirsty Hill, RDA Wide Bay Burnett</p> <p>Luke Webster, Curtin University and Elise Woods, Lumen University</p> <p>Donna Dobson, Gilgandra Shire Council (online)</p> <p><i>Facilitator:</i> Nadine Connolly, SEGRA Foundation</p>	<p>Anna Dixon, Blue Salt Consulting</p> <p>Tanya Kilminster, Grower Group Alliance</p> <p>Catherine Macdougall, Prepare Produce Provide</p> <p>Cr Julia Meldrum and Nick Logan, Shire of Augusta Margaret River</p> <p><i>Facilitator:</i> Simon Boughhey, SEGRA Foundation</p>	<p>Clem Netwon-Brown, Skyportz</p> <p>Jennifer May, Manager Airport, City of Busselton</p> <p>Rhiannon Bristow, Blue Salt Consulting</p> <p><i>Facilitator:</i> Charles Jenkinson, SEGRA Foundation</p>	<p>Jimmy Murphy, Town Team Movement</p> <p>Colonel Cameron Waterman, Australian Army Cadets</p> <p>Taz Devadass and Emilee Rigby, Futures Isle</p> <p><i>Facilitator:</i> Jason McFarlane, Economic Development Australia</p>
10.30am - 11.15am	<p>MORNING TEA will be served in each of the break out venues. Please have morning tea immediately following the breakout in your room, then move to the next breakout venue</p>			

SEGTALKS

15-minute presentations and facilitated panel to create an action agenda for the SEGRA Foundation. See previous page for map showing venues.

	The Hilton Garden Inn	The Esplanade Hotel North	The Esplanade Hotel South	Youth and Community Activity Centre
	Community Led Revitalisation	Climate and Energy	Regional Industries and Economy	Water
11.15am - 1.15pm	<p>Pauline Bantock, Mogumber Hub</p> <p>Helen Morton, Staying in Place</p> <p>Peter Ekstedt, Australian Centre for Rural Entrepreneurship</p> <p>Shelbie Owen, Racing WA</p> <p>Kerry Grace, Ready Communities</p> <p><i>Facilitator:</i> Jacqueline Brinkman, Economic Development Australia</p>	<p>Nick Palousis, 2XE</p> <p>Andrew Woodroffe, Sky Farming</p> <p>Kate Minter, Rewiring Australia</p> <p>Roy McDowall, Tesla</p> <p><i>Facilitator:</i> Ashley Bland, SEGRA Foundation</p>	<p>Dr George Wilkinson, City of Karratha</p> <p>Susan Cull, Chamber of Minerals and Energy</p> <p>Nick Byrne, Shire of Augusta Margaret River</p> <p>Naomi Evans, nbn Local</p> <p><i>Facilitator:</i> Michael Campbell, Lucid Economics</p>	<p>Anthony Curro, Northern CRC</p> <p>Andrew Outhwaite, For Blue</p> <p>Susan Worley</p> <p><i>Facilitator:</i> Dr Sara Hely, SEGRA Foundation</p>
1.15pm - 2.00pm	<p>Meet at the Youth and Community Activity Centre on the foreshore for LUNCH on the grass</p>			

CBD WALKS

Meet at the Youth and Community Activity Centre for the CBD Walks

2.00pm - 3.00pm	<p>CBD Walk 1 and 2 Place Activation</p> <p>Two walks delivered by the Busselton Town Team.</p>	<p>CBD Walk 2 and 3 Partnerships and planning for Investment Attraction</p> <p>Two walks delivered by the City of Busselton.</p>	<p>CBD Walk 4 and 5 Tourism Assets and Attractions</p> <p>Two walks delivered by the Margaret River and Busselton Tourism Association</p>
3.00pm - 4.00pm	<p>Networking Drinks @ The Busselton Pavillion. <i>For catering purposes please indicate if you are attending when you purchase your ticket.</i></p>		



This event was made possible thanks to

