

NATIONAL ECONOMIC DEVELOPMENT AUSTRALIA CONFERENCE 2020

“Breaking New Ground: Building a Resilient Future”

18-20 November 2020 Virtual conference (hosted by Liverpool NSW)

DAY 1

The Economic Impact – Let’s Break it Down

Nicki Hutley, Partner, Deloitte Access Economics

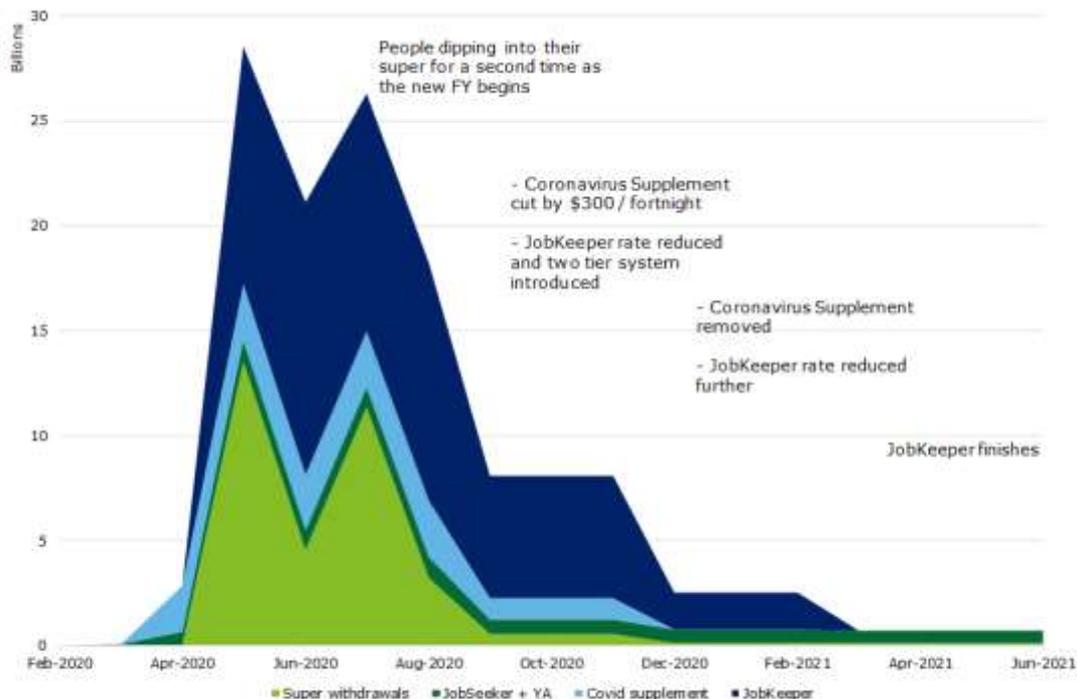
Session overview:

- Nicki provides deep insight into the real impacts of COVID-19 on Australia’s economy, and what challenges and opportunities exist for Australian economic development professionals, leading local economic recovery.

My notes:

- We aren’t out of the woods until the vaccines allow economies to operate openly. The health policy locks down the economy and this creates more uncertainty in creating scenarios. Statistically Australia has been calmer and performed better than other OECD nations. Where are we now = other than Victoria, employment numbers are improving. However the gap from where we were going to where we are now is large and will affect profitability.
- What can we expect = employment numbers will bounce around because of changes to government incentives. Fiscal cliff in March will see unemployment peak to 8%, at worst 10%.

Chart 1.3: The emergency Band-Aids are starting to come off



Source: Deloitte Access Economics

- We sorely miss new population and this impacts population serving sectors. Participation is down because of job cuts and increased caution. Productivity is something ec dev practitioners can help with.
- On the upside interest rates will be lower for longer and net debt as a percentage of GDP is low, therefore there's more that governments can spend.
- Shifts to keep an eye on:
 - Accelerating = Digitisation; Customer direct as a service / new business model; Work and workforce. New = Safety and surveillance.
 - Accelerating = Geopolitical tensions; Rise of Asia. New = Strong government; Localisation.
 - Climate change and Corporate Social Responsibility; Resilience
 - Decelerating; Immigration and international travel; Slowdown in urbanisation.
- Where are the gaps?
 - Equity; there has been an unequal recession for example by gender and profession, also the already unemployed and temporary visa holders.
 - Productivity enhancing reforms; links to digitisation
 - A longer term vision for Australia/our place in the 21st Century so we have a just transition, a wonderful economy that invests in our people and places.

Innovation Districts – A Catalyst for Economic Recovery

Julie Wagner, President, Global Institute on Innovation Districts

Session overview:

- Join Julie Wagner, global expert on Innovation Districts as she illustrates how the COVID-19 crisis could spark a new wave of innovation to help drive the economic recovery of our cities.

My notes:

- There are a lot of things we don't know but there is movement afoot about long term approaches to economic recovery.
- Innovation districts have a targeted approach to growth. One example is using the Covid crisis as the spark for a new wave of innovation. This needs to focus leadership and investment on where there are organised places where innovation occurs. Places where companies cluster and connect, the places that are physically compact and attractive to firms and their staff.
- Three key things =
 - economic assets (businesses & R&D)
 - networking assets (choreographed community building events)
 - physical assets (the labs and prototyping facilities, traditional infrastructure and productivity enhancers).
- Examples include; Milan Innovation District, Cortex in St Louis, 22@Barcelona, Melbourne Innovation District, Liverpool Innovation District.
- A 'hockey stick effect' = high levels of company and job growth. There's a long lead in time before the growth that involves policies, business support, choreographed events, place making.
- COVID-19 and the implications; we know some things matter more now = health science and research and the research infrastructure + things aren't standalone but are complex and involve lots of actors (e.g. collaboration in covid response) + we cannot rely on single supply sources + challenge-based research forges innovation.
- Five insights for Governments:
 1. Recognize that not all innovation districts are equal (i.e. some are ready to be part of the challenge and others are behind)
 2. Look beyond the infrastructure and buildings for empirical evidence on innovation outputs, job growth and the scaling of talent.
 3. Evaluate the degree of internal and external collaboration by actors within the district
 4. Push all districts to seek ways to create integrated value-chains – moving from R&D to production and manufacturing

5. Demand that the districts demonstrate a cohesive commitment to inclusive growth, creating new pathways to new jobs for residents.
- Governments are part of the solution; their investments, research, procurement, strategies, inclusivity and tax policies. But can they have the agile and rapid decision making to innovate?

Panel Discussion – Economic Recovery and the New World, an International Perspective

Facilitator: **Michael Campbell**, Director, Lucid Economics

Panellists: **Kenny McDonald CEcD**, President and Chief Economic Officer, One Columbus (current Chairman, IEDC)

Janet Ady, President and Chief Executive Officer, Ady Advantage

Chelsea Irvine, Community Resource Manager, 3CORE

Session overview:

- Hear from economic development Leaders in the United States on how they are approaching economic recovery as well as their insights into how economic development, investment and business will change in a more diverse, post-COVID and post US election world.

My notes:

- JA: really mixed recession and economic development staff are stretched to help main street businesses.
- CI: People are tired from Californian bushfires and then COVID disasters. New residents leave when they learn what the downfalls are, like housing can be cheap but cost of living can be more.
- KM: University towns have suffered, but manufacturing and online businesses are going through record years (known as the COVID dividend).
- JA: 2020 has been polarising, some have at worse died so those who do well feel bad.
- JA: we lost the chance to see people so for a period had to connect online which has helped with relationships over a broad area.
- KM: We now know our businesses better than ever because of increased engagement.
- JA: Businesses are double-downing on talent as that's where they get gains when the rest of the business environment is so uncertain.
- CI: Zoom rooms have been a benefit for dispersed economic development practitioners; strategies are happening, events work online and we have made the tent bigger and brought more people in.
- KM: considering and prioritising diversity and inclusivity has made the effort to close gaps [JA: One Columbus is actually one of the best examples of putting economic mobility as a priority] which Black Lives Matter have further highlighted, but the real work is hard and costs money.
- CI: We focussed on tech and now we don't have tradespeople, so need to be more diverse when promoting career paths particularly to young people.

Virtual Tours

Liverpool City Centre Public Domain Master Plan overview

Session overview:

- Liverpool City Council's 10-year vision to guide the development of public space and pave the way to a greener, more vibrant and active city centre while fostering an 18-hour economy.
- FAST Corridor overview: Liverpool City Council's flagship transport project, the Fifteenth Avenue Smart Transit (FAST) Corridor, is a visionary city-shaping project to deliver a high quality public transport link between the Liverpool CBD and Western Sydney International Airport.
- Liverpool Innovation Precinct overview: Anchored by Liverpool Hospital, Australia's largest stand-alone hospital, the Liverpool Innovation Precinct is a partnership between the city's health, research and education institutions, working together to encourage economic and knowledge-intensive jobs growth.

- Western Sydney Parklands overview: Covering 5280 hectares and stretching over 27km, Western Sydney Parklands is home to more than 60km of tracks and trails.

DAY TWO

8.39am – 9.02am

Official Conference Welcome

Todd Miller, Master of Ceremonies

Uncle Tony Scholes, on behalf of Chairperson and CEO, Gandangara Local Aboriginal Land Council

Wendy Waller, Mayor of Liverpool

Chris Hayes MP, Chief Opposition Whip, Federal Member for Fowler

Jacqueline Brinkman, CEO, Economic Development Australia

My notes:

- Liverpool is Sydney's 3rd CBD, it is the most multicultural and with the new airport will be half a day travel to 1/3 world's population.
- They have 20 shovel ready projects worth \$110 million.

9.04am – 9.13am

Building Sydney's Third CBD: Future-proofing Liverpool's Economy

Dr Eddie Jackson, Acting CEO, Liverpool City Council

My notes:

- Mean age 35, 40% born overseas. Advanced manufacturing is the main industry. Western City Deal is 8 LGAs. 2018 rezoning to mixed development now means there's \$1B of development in the pipeline. Their vision for southern end of CBD is the Liverpool Civic Place.
- Public domain masterplan to support private investment.
- Innovation Precinct = health/biomedical.
- New airport to open in 2026. 15th Avenue fast and smart transit corridor from airport to CBD and into Sydney.
- COVID response to protect their core with grants, training and advice. 30 minute city model. Inclusive; education pathways. An ecosystem in which innovation and entrepreneurship thrive.

9.15am – 9.50am

In-conversation with Shane Fitzsimmons, AFSM, Commissioner of Resilience NSW

Commissioner Shane Fitzsimmons AFSM, Resilience NSW

Session overview:

- Thousands of Australians were grateful for Shane Fitzsimmons' leadership during the 2019-20 bushfire disaster. Now Resilience NSW Commissioner, Shane joins MC Todd Miller to discuss NSW's world-leading disaster preparedness and recovery strategy. This session will include a live, interactive Q&A.

My notes:

- Resilience is about how we foresee the disasters coming, understanding our vulnerabilities and what that means to us and our community. If we can communicate with each other about this we can work on it, but not all communities can do this if they don't share empathy and respect. Taking action and signing up to change so we are more prepared creates resilience.
- Good strategies: 1. Understand vulnerabilities and risk 2. Agree solutions 3. Implement projects = locally led, locally organised. Initiatives can be low cost education through to major infrastructure cases. Good place to learn from is Resilience NSW. In crisis stay calm by authenticity, humility, mutual respect and keeping it real, focus on two audiences of the frontline and everyone being affected by the disaster, praising what people are doing and saying what you need people to do.

9.50am – 10.10am

Networking Session

- Take part in this networking session and get to know your fellow delegates. You will be automatically allocated into groups of 4, for 5 minutes. Once 5 minutes is up, you will be re-shuffled into another group of 4, for 5 minutes and so forth.

My notes:

- **Sam Strachan** – Speak to Brie about the urban farm
- **Paula Brennan** - Monash
- **Lisa Richards** – Byron
- **Franses Grigoriou** – Greater Dandenong

10.10am – 10.50am

Panel Discussion – Economic Development Professionals - Leading the Recovery on the Ground

Facilitator: **Dr Tim Williams**, Australasia Cities Leader, ARUP

Panellists: **Bob Hawes**, CEO, **Hunter** Business Chamber, **Dr Nicola Watts**, Cluster & Innovation Ecosystem Specialist, Strengthening Business Facilitator, **Tim Ellis**, Manager Economic Development and Events, City of Greater Geelong, **Sally MacDonald**, Smack Creative

Session overview:

- We welcome leading economic development professionals from around Australia as they share their case studies in recovering from an economic shock.

My notes:

- NW: from East Gippsland, founded their cluster and part of TCI. Business development post bush fire means operating where uncertainty is the new norm. So many agencies playing the recovery space, best intentions but siloed and missing the impact. Key = 5 cluster core principles; 1 collaboration, collective leadership rather than hierarchical leadership, 2. Co-innovation, example of grains and malting smart specialisation, 3. Connectivity, drawing on insights from around the world, 4. Communication, 5. Commitment to act.
- TE: Collaboration depends on scale of place to get the quarupal helix. The narrative is 'clever and creative'. 80 people in the broader economic development team, it is a busy environment of support for business so councils need to be agile around this. The future of CBDs in these changing dynamics is one area of focus.
- BH: How long do we use the covid environment as our scenario? Collaboration, everyone jumps on the bus when it is going well or when the crisis demands it.
- SM: The proportion of money spent on people c/w spent on recovery is out of sync so economic development teams are under resourced. Remember, most businesses are basic so never stop rolling out the basic business skills training over and over again.
- TW: the resilience of Australia means having resilient regions.
- Q&A = Are they seeing people move to the regions? Geelong had 2.5% population growth so have always planned for that, but with Melbourne workers w-f-h in Geelong there's more expectations to have what they want/need in Geelong. Newcastle it is people with connections there returning, accelerating the return of 18-35 year olds.
- Q&A = Shortage of seasonal workers? Gippsland, this is a long term challenge with systemic complexity around labour supply and demand. SM, hospitality's casualised workforce, but there are some good initiatives. TW: the future of work was a big issue pre-covid and we've now seen the extinction of hospitality.
- Q&A = how do you connect with businesses outside of advocacy groups like chambers? Newcastle = outsiders have opted to be more involved, the challenge is to make their work going forward inclusive.
- 1 or 2 key things to say to economic development practitioners::
 - SM: look after yourselves, own the relationship with your business community after the flying squad leaves.
 - NW: work where the collaboration is working, look at cluster principles, and look at job titles to understand what your impact is supposed to be.
 - TE: co-design programs to support business needs.
 - BH: don't let your ambition run beyond the local capacity and rate of change.

- TW: prevent failure, expedite recovery, engage the radical side, inclusive innovation

10.50am – 11.15am

Session Break

- Visit the virtual exhibition and connect with other delegates in the meeting hub.

11.15am – 11.55am

Panel Discussion – Educational Infrastructure and the Path to Recovery and Growth

Facilitator: **David Borger OAM**, Executive Director, Western Sydney Business Chamber

Panellists: **Professor Paul Wellings CBE**, Vice-Chancellor, University of Wollongong, **Professor Barney Glover AO** Vice-Chancellor, Western Sydney University, **Professor Ian Jacobs**, President and Vice-Chancellor, University of New South Wales

Session overview:

- In recent years, the development of state-of-the-art educational infrastructure has been at the core of Western Sydney's economic growth. Vertical, technology-infused campuses, delivered at scale, and in partnership with industry, have become catalysts in the accelerated evolution of health and education precincts across the region, Liverpool included.
- The COVID-19 pandemic has placed the region, and the higher education sector under profound pressure. Universities, however, with their proven innovation, economic and employment generation capacity, remain central in driving the region's recovery. With a rapidly growing health and education precinct, a City Deal, and the Aerotropolis, nowhere is the path to university-led recovery and growth clearer than in Liverpool.

My notes:

- DB: having a uni raises GRP, they are economic generators but importantly they increase productivity and innovation.
- IJ: Higher education's challenging year has had some things to celebrate = agile, commercially aware and great care of students. 10 day switch to online learning instead of 10 years.
- PW: Students didn't sign up for this year but have reported satisfaction. Communities now gather around universities, just like they did around castles in medieval times. But the type of engagement will be different.
- BG: Unis are pivotal to recovery, counter-cyclically unis are busier in down turns as people look to boost their chances and have something worthwhile to do.
- For all the opportunities from online, the campus model will remain popular.
- Can they do more for ec dev practitioners? Actually breaking down the face to face culture should be a massive benefit for delivering training to ec dev. This is important for the unis because the better the ec dev people integrate the uni into their economy the better the uni will be.
- All 4 unis are preparing the workforce for the Liverpool Aerotropolis project.

11.57am – 12.37pm

Discussion Groups: Economic Recovery in Your Area

Session overview:

- Join a facilitated group with your fellow delegates to discuss economic recovery in your area.

Session sponsored by:

My notes:

- **Sam Strachan** at Liverpool, resilience workshops, care calls, removing fees and streamlining.
- **Kevin Johnson** from Geografia; businesses close at the end of the recession rather than the beginning. Travel budget was a big cost for Australian SMEs therefore we've made savings. Found lots of useful reading. Trying to push client's needs into the public realm.

- **Thomas Michel** from City of Newcastle; established a local taskforce, run campaigns like home town holidays, created training programs, small business support app (lean in newey) with incentives for using it, reduced fees, infrastructure cash splash, city activation activities, attracting remote workers by being people centred rather than business centred.
- **Frank Malcolm** Shire of Moira; 5% of shire are tourism centred; rural sector has had a boom after 20 years of drought so it has balanced it out. We'll see the real effect in March, the real crisis.
- **Lisa Richards**, Byron Shire; huge hit from tourism from QLD border closures. Regular surveys to see how things were going, key response from businesses was the hit to mental health and wellbeing. Started a monthly newsletter. QLD border closures has taught businesses who their main market was and how to diversify. Launched a Go Local program.
- **Debbie Roberts**, Camden Region Economic Development Taskforce: Created an industry taskforce, did business surveys, issues with commercial rents,
- **Janine Rolles** NE Victoria: Talking 1 to 1 with businesses, had a business and community grant, have a long-term innovation program, issues with getting business online. \$4 million to do a wine tourism activation piece for the state gov. Increased working with planners to allow for change of use, like cafes into grocery stores.

12.37pm – 1.13pm

Session Break

- Visit the virtual exhibition and connect with other delegates in the meeting hub.

1.13pm – 1.14pm

Love Liverpool Video

1.16pm – 1.28pm

EDA Honorary Awards Announcement

Jacqueline Brinkman, CEO, Economic Development Australia

My notes:

- Kristie Johnson from Glenorchy was a finalist but not a winner.

1.30pm – 1.37pm

NEDC21 host announcement

Jacqueline Brinkman, CEO, Economic Development Australia

My notes:

- October 15th 2021 in Mackay, theme = Circular Economy

1.39pm – 1.51pm

Western Sydney Takes Off

Scott MacKillop, Chief Corporate Affairs Officer, Western Sydney Airport

Session overview:

- Scott MacKillop, Chief Corporate Affairs Officer at Western Sydney Airport, will provide an update on the construction of this catalytic infrastructure project that will provide critical international trade and export connections to drive Australia's economic growth.

My notes:

- Like Melbourne and unlike SYD it will be 24/7 therefore will support freight and trade. For 3 million people it will be closest airport. 3.7km runway. Integrated domestic and international for seamless transfers. Opens in 2026.

1.53pm – 2.26pm

Podcast: Connectivity is Key – How transport will shape cities of the future

Dr Tim Williams, Australasia Cities Leader, ARUP

Session overview:

- Tune in - Get up and go for a walk, shut your eyes or step away from the screen, while listening and learning. Dr Tim Williams will share his experience in rebuilding parts of London's economy and how ease of mobility between growth centres and job hubs will create the 21st Century City.

My notes:

- There are a lot of things going on in Liverpool and the Western Sydney area, major place making transport projects.
- It is a problem that people can't combine transport modes; they think of one only and think that is best. Instead think of the social and economic outcomes and design projects around them. Bring the projects to the people who need those most to make a more inclusive city; Stratford International revitalised East London and enabled the 2010 Olympics.
- Land use and transport integration is the critical mindset.
- Mass transit reduces diabetes, but it needs to be clean and attractive.

2.28pm – 3.28pm

Do we have a wealth problem? Community Wealth Building - A people centred approach to economic development

Neil McInroy, Chief Executive, Centre for Local Economic Strategies, **Patrick Fensham**, National Lead Urban Policy & Governance, SGS Economics and Planning

Session overview:

- Community Wealth Building expert, Neil McInroy joins us from the UK to introduce Community Wealth Building principles and illustrate how this approach allows communities to transform their local economies. Patrick Fensham from SGS Economics and Planning will join Neil in a live conversation and discuss how implementing CWB principles in Australia could help Australia not only build back from COVID-19 but build back better and fairer.

My notes:

- Missed this session because of another appointment

3.28pm – 3.45pm

Session Break

- Visit the virtual exhibition and connect with other delegates in the meeting hub.

3.45pm – 4.19pm

Fast 15s

3.45pm – 4.02pm

Jump-Starting Main Street Recovery

Tara Wilkinson, Place Management Coordinator, City of Canada Bay Council

My notes:

- They worked with Kylie Legge at Place Score

4.04pm – 4.19pm

What the Rural Fringe Means to a City's Future

Mark Pepping, Deputy General Manager, Wingecarribee Shire Council

My notes:

- Balancing urban growth with services like agriculture to serve the city.
- All the peri-urban councils have joined to create a framework for economic development.

4.36pm – 4.46pm

Day 1 wrap up Facilitator: **Todd Miller**, Master of Ceremonies

DAY THREE

8.37am – 8.47am

MC welcome and recap of day 2

Todd Miller, Master of Ceremonies

8.49am – 8.52am

Explore Camden

8.54am – 9.45am

An Economic Recovery Masterclass

Rodrick T Miller, CEO, Invest Puerto Rico

Session overview:

- Rod Miller is one of the foremost economic development leaders in the world. Rod joins us to share his own winning approach to economic recovery, developed and tested in some of the world's most challenging cities.

My notes:

- This is about resilience and inclusive growth.
- Understanding the vulnerabilities of core industry sectors is key to being resilient
- Nationally our economy is suffering from the 1 2 punch of bushfires and COVID restrictions, and our global trading partners are also suffering.
- Shifting and polarised values around things like climate and the environment make it challenging to know how to steer industrial opportunities.
- Economic development is about economic opportunities to improve productivity
- Competitiveness factors are:
 - Government policy,
 - security,
 - infrastructure,
 - human resource,
 - technology,
 - business incubation,
 - openness,
 - environmental policy.
- Economic development practitioners need to balance short term tactical execution with strengthening the foundations, by being focussed on what makes you competitive.
- Communities will challenge you on the cost to them of attracting new investments.
- Economic resilience is the ability to withstand and recover from shocks. All markets suffer shocks; those who do better have anticipated these and have a risk management plan. Respond to disasters by recognising which phase you are in; disaster/decline, recognition and engagement, recovery, resilience.
- 6 steps to recover;
 - 1. Assess and triage,
 - 2 Unify and unite,
 - 3 Tell the story,
 - 4 Identify opportunity and set vision,
 - 5 Drive strategic investments,
 - 6 Execute! Execute! Execute!
- In Detroit, they needed a strategy around the automotive bail out, the story was around the resilience of Detroit Vs Everyone and the ability to make great things from watches to cars, they then pick some industries and programs and projects and then executed them.
- The real power of growing an economy is in the local ecosystem:
 - Attract new investment;
 - 1 Underscore message of resilience and our bounce back,
 - 2 Focus on traditional sectors into new opportunities,
 - 3 Position Australia as an optimal remote work location,
 - 4 Create partnerships with other regions and communities that have strength in complementary industries.

- Retain your existing base and grow small business (85% growth is local);
 - 1 Cultivate ecosystem,
 - 2 Targeted loans and grants,
 - 3 Develop public private procurement,
 - 4 Develop export capacity and manage life cycle challenges.
- Ecosystem building; organising a concerted and integrated effort by a robust place based network to provide targeted support to entrepreneurs. It is about relationship cultivation, mapping the ecosystem, developing a clear strategy, design and execute.
- Focus on economic inclusion; acknowledge history and discrimination in systems, act now and invest in long term, equitable growth is better for everyone, build more competitive communities. [Deloitte Australia](#) quantified the huge economic benefit from a more inclusive economy as \$12.7 billion. Inclusion will bolster innovation. Use a data drive approach. Strategies need to be a specific.
- [Case study](#) of Paradise Valley in Detroit – Harmonie Park never recovered when new highways were put in, so they subsidised rents to get the place activated.
- [Case study](#) of Newark – had millions in investment but very few locals made benefits from the growth, so enforced a proactive procurement from businesses owned by people of colour.
- See Rod's report "[Cities and Businesses of Colour: A Guide To Economic Growth](#)" for information on implementing economic and social inclusion
- *Q&A with Rod:*
- After a disaster, those who do best pivot into new opportunities. This is because they have put off making hard decisions about what's holding them back. Making tough decision stays in our muscle memory and makes it easier to do in following disasters.
- In the USA there is a link between poverty and death from COVID.
- The role of universities is very important in communities because businesses invest when the talent is there to make them competitive. The research also helps as does the universities expenditure. One example is [SkySong](#), the ASU Scottsdale Innovation Centre in Arizona. The University of New Orleans provides externships to GE workers.
- How to overcome local cultural and language differences – acknowledge that we are better together, run pilot projects.
- How to measure impact – International Economic Development Council (IEDC Online) is the international economic development council, and the Federal Reserve Board in USA have really useful metrics you can use.

9.47am – 10.27am

Panel Discussion – Building our Future Workforce

Facilitator: **Nicki Hutley**, Partner, Deloitte Access Economics

Panellists:

Skevi Panayi, Director, Delivery and Employer Engagement, NSW/ACT State Office, Department of Education, Skills and Employment

Nicholas MacDonald, Manufacturing Manager, Daikin Australia

Michael Cullen, Regional General Manager, Western Sydney – TAFE NSW

Session overview:

- This panel of public and private sector experts will discuss how economic development plays a part in future-proofing the workforce of Australia. Learn how to lead capacity building, jobs and skills mapping and how to successfully engage with businesses, education providers and other stakeholders.

My notes:

- NH = flexibility and technology are what people are thinking of, about half of people feel positive but only a quarter are positive and feel they are equipped with the skills.
- MC = by the time you finish a cyber security course the challenge has changed. The opportunity is to think about training differently and how we keep learning.
- SP = the hard thing is finding authoritative information about what jobs there are and how to navigate your way into them.

- NH = The future of work was described in *Building the Lucky Country*, Delott's tried to bust some myths including the gig economy.
- NM = entrepreneurship can be taught and SMEs can work with corporate partners, it doesn't need to be divided. Huge opportunity for creative collaboration.
- SP = entrepreneurship is a mindset that can be taught. It helps make the most of transferable skills to create opportunities.
- MC = Education is not linear any more, specialised Tafe hubs help develop continuous skills. The biggest thing industry asks for is customer service skills
- NM = Industry trains the engineers; they accept the graduates come with basic skills. Daikin look for STEM plus the skills of the heart.
- NH = creativity has become one of the top three skills.
- SP = future of work needs to be across industries rather than being siloed.
- NM = they recruit for their R&D team those with a good understanding of things outside your area of expertise, e.g. Electrical engineers need to understand software design and mechanical design.

10.27am – 10.45am

Session Break - Visit the virtual exhibition and connect with other delegates in the meeting hub.

10.45am – 11.00am

Future Food Systems – Bringing STEM technologies and Industry 4.0 thinking into the Australian food value chain

David Eyre, CEO, Future Food Systems

Session overview:

- Global food systems are under increased pressure due to resource scarcity, increasing population and inefficiency of supply chains. Being both a trusted source of food commodities and a leader in sustainability technology, Australia is uniquely placed to demonstrate nutrition-focussed approaches to food supply while at the same increasing national competitive advantage by value-adding goods prior to export. This hinges on increasing manufacturing and logistics capability in regions like Western Sydney. Transdisciplinary CRC teams across engineering, medicine, food science, economics and planning, are working with industry and government partners to bring new STEM technologies and skills into the sector.

My notes:

- Australia really is a good place to produce food. 10 transnationals dominate, but there are opportunities to learn from them on how they do R&D and find ways to be more competitive.
- Australia doesn't seek synergies between firms, like the transnationals do with their umbrella oversight.
- Australia can be competitive on brands with a focus on quality and healthy = premium foods/free-from foods/targeted eating. Better connections between growers and manufacturers so it is less 'Made in Australia' and more 100% Australia.
- Liverpool has an opportunity for a nutrition focussed food industry linked to the health innovation precinct.
- Factory design involves material flows and equipment, the CRC can give advice on this.
- Australia needs to be ready to compete in fully digitised global trade.
- Access to capital is the biggest hurdle for innovative SMEs.

11.02am – 11.42pm

Panel Discussion – Smart regional specialisation – aligning research, industry and government to increase system resilience and build scale in global markets for value added goods

Facilitator: **David Eyre**, CEO, Future Food Systems

Panellists:

James Baird, Managing Director, ACCESS Corporate Finance

Dr Eddie Jackson, Acting CEO, Liverpool City Council

Professor Sami Kara, Professor, School of Mechanical & Manufacturing Engineering, UNSW
Nicola Pero, Chief Executive Officer, Food & Fibre Gippsland

Session overview:

- Australia has potential to become a leader in growth markets for trusted food and nutraceutical goods. However, this requires intensive, long-term coordination across multiple supply chain stakeholders, tiers of government, capital markets, and the Australian research sector. Professor Sami Kara, an expert in advanced manufacturing, will address the importance of whole of systems analysis when designing precincts and facilities. James Baird, drawing on experience working with the Clinton Foundation will address the challenges of raising capital for complex, precinct-based solutions. Dr Eddie Jackson brings a perspective informed by a key role in the Ireland success story and working with the European Union. Nicola Pero will speak about aligning stakeholders in Gippsland Victoria to create a 'joined-up' agribusiness cluster.

My notes:

- The EU has an incredibly well organised and resourced bureaucracies that is hard for us to compare to.

11.44am – 12.08pm

Discussion Groups: How has COVID-19 affected economic development work in Australia

Session overview:

- Join a facilitated group with your fellow delegates to discuss how the pandemic has affected economic development work in Australia

My notes:

- **Lisa Richards** – Byron Shire, ran a health and wellbeing program in person with a small group.
- **Brett Mayne** – innovation hubs like Lot 100 in Adelaide, shifts from regional focus back to the metro and back again. Having an export focus can help.
- **Debbie Roberts** – the shift from attracting new businesses to surviving those that are here. It is really hard to strategize in this uncertainty
- **Kevin Johnson** – there's a growing technical component to economic development to understanding what is going on in our economies. From his experience Australians are performing really well at having this expertise.
- **Sam Strachan** – NSW Connects is like Business Tasmania
- **Peter Jeffrey** – Bendigo and Grant Guru. Huge change in the mash up of different team units in local government.
- **Janine Rolles** – big focus on innovation, providing a lot of counselling support.
- **Brei Montgomery** – Liverpool Council, business engagement and trade

12.10pm- 12.50pm

Concurrent Session 1

Panel Discussion: Where innovation, entrepreneurship, creativity and place making intersect

Facilitator: **Patrick Fensham**, Principal & Partner, National Lead Urban Policy & Governance, SGS Economics and Planning

Panellists:

Narelle Kennedy, Managing Director, The Kennedy Company

Amelia Loye, Managing Director of Engage2 and The Centre for Civic Innovation

Associate Professor Martin Bliemel, Associate Dean - Research, Faculty of Transdisciplinary Innovation at UTS Finance

Session overview:

- Panellists will explore the fertile ground between 'innovation' and 'place', delving deeper than the buzz-words for a closer look at the hidden face of everyday innovation and how this can drive resilience and successful local community and economic development, even in places with seemingly poor prospects.
- Innovation does not equate just with advanced technologies and start-ups.

- Placemaking does not just equate with physical planning and smart infrastructure.
- The missing link is 'peopleled' change.
- It is time to re-think old certainties and to re-set the foundations for both economic and social prosperity. Gain insights into the latest thinking on mobilising the everyday economy and the power of the 'economics of belonging.'

My notes:

- NK = 1. Innovation should not be rare and exceptional, 2 knowledge workers aren't the main source of innovation, 3 Innovative places have the crossroads where different knowledge groups meet. Innovating requires creating value by doing something new. Ordinary businesses innovate as well as gazelles. Innovation can come in things like better customer service or bundling services. The everyday economy is where most exchange happens and also gives us our 'economics of belonging.' Places aren't smart because of tech hubs but because they allow for creative collisions of ideas. It can all be part of the comeback of the community.
- MB = High tech is best as part of a diverse economy. The interaction of the ecosystem is more important than the hub. If there are 5 jobs for every 1 high tech job, what came first? Does the high tech job only exist because the five others in the ecosystem are there? To understand an ecosystem he zeroes in on one firm and then 'contact traces' their network to understand the conditions that made it a success.
- AL = She supports people led change by activating civic innovation and cultivating people to be sustainable. Also provoking people and testing the gumption of people to flip it from them demanding government to do it and making the change themselves.
- MB = you need to have a scope to define innovation by; otherwise you run the risk of overusing the word innovation without people understanding it.
- PF = what do we get from place-based state government innovation precincts like the NSW strategy?
- NK = NSW prescribe the what but not the why, like we want high tech in Pymont. But instead what outcomes do we want and how do we work together to combine different views into one innovation strategy?
- MB = two different things in Liverpool, the civic place and aerotropolis. A green field site might take ten years plus to establish (analogy of biomass in old rainforest vs new tree plantings).
- AL – they might create employment but do they create the mindset for innovation?
- PF = how does scaling up happen?
- AL = by helping them scale in place
- NK = a broker with agency is needed as well as co-location. There are little jewels everywhere but not a necklace.
- MB = mapping the system brings people onto one page and it should show you where the points of intervention and activity should be. Co-creation via roundtable can help figure out delivery.
- AL = works more in co-delivery rather than co-design
- What networks can help? = work with ec dev networks, RDAs, ask the questions, find sister regions. Reinforce the RDA network, use the EDA international networks, speak to Julie Wagner from the [Global Institute on Innovation Districts](#), [Tim Kastle](#) at Uni of Queensland with a network of innovation managers. Attend the Spark Festival.
- Key roles for Local Government = helping with access to expertise like the incubator support program. Be a good purchaser.

Concurrent Session 2

Panel Discussion:

City Deal – What is it and how do we get one?

Facilitator: **Dr Eddie Jackson**, Acting CEO, Liverpool City Council

Panellists:

Andrew Jackson, Director, Western Sydney Planning Partnership

Elizabeth Dibbs, Western City District Commissioner, Greater Sydney Commission

Dr Sarah Hill, CEO, Western Parkland City Authority

Session overview:

- Panellists will share their experience in regard to the City Deal and the importance of having three levels of government working jointly to rebuild a regional economy.

Concurrent Session 3

Panel Discussion:

The Circular Economy – A \$4.5 trillion dollar opportunity

Facilitator: **Eamon Waterford**, Deputy CEO & Director of Policy, Committee for Sydney

Panellists:

Dr Kar Mei Tang, Chief Circular Economist, NSW Circular Economy Innovation Network

Ashleigh Morris, CEO, COREO

Jaine Morris, COO, COREO

Joley Vidau, Waste Management Coordinator, Bega Valley Shire Council

Session overview:

- Ashleigh Morris and Jaine Morris from COREO, an award-winning and globally recognised organisation responsible for advising and guiding industry and government through their circular economy aspirations, will perform a 10 minute presentation regarding the foundations of a circular economy. This will then be followed by a panel of experts for a discussion about the opportunities and path forward to investing and transitioning into a circular economy, a systemic approach to economic development driven by innovation and designed to benefit businesses, society, and the environment.

Session Break

Visit the virtual exhibition and connect with other delegates in the meeting hub.

1.50pm –

2.28pm

IGNITE Session – Fast and Furious

1.50pm – 1.55pm

How procurement & smarter technology is driving local economic development during COVID-19

James Leatham, CEO, VendorPanel

My notes:

- When you make it easier to buy from local, people do it. It took them four days to get all WA councils onto it so businesses could see all the LG opportunities.

1.57pm – 2.03pm

Circular Advantage – helps businesses examine their supply chains, manufacturing processes and use of resources

Angela Stubbs, Coordinator Business Directions, Kingston City Council

My notes:

- Worked with Dr Scott Valentine from KPMG, an expert in circular economics. Partnership between Kingston and Hume LGAs. Combines Lean/kaizen with circular economy. 22 businesses enrolled, of different sizes and sectors.
- 1. Establish competency, 2 identify short term wins, 3 develop a road map, 4 create case studies and videos, 5 build networks. 6 month long program with weekly modules. Circular Economy is about optimising resource efficiency
- The roadmap goes; 1 resource optimisation strategy, 2 process efficiency analysis, 3 innovation parameters, 4 innovation targets, 5 financials and Return-on-Investment.

2.05pm – 2.12pm

Breaking New Ground: Mackay Waterfront and City Centre Project

Kylie Rogers, Mackay City and Waterfront Project Manager, Development Services, Mackay Regional Council

My notes:

- Calling it a Priority Development Area helps align the Council with the State Government. Development incentives include promoting the benefits to developers.

2.14pm – 2.20pm

How can the Sustainable Development Goals drive resilience through the business case process?

Elisa McLennan, Associate, Arup Australia

2.22pm – 2.28pm

After COVID – Back to Basics

Michael Campbell, Director, Lucid Economics

My notes:

- Local businesses provide 60% to 80% new jobs and investment.
- Can economic development practitioners use local procurement policy better?
- Engaging with businesses, just do it.
- Provide good service and great customer service.
- Build networks and supply chains to keep money circulating locally.

IGNITE Session Q&A

Todd Miller, Master of Ceremonies

2.45pm – 2.55pm

Day 2 wrap up and prize announcements

Todd Miller, Master of Ceremonies

2.57pm – 3.02pm

Closing Remarks

Jason McFarlane, Chairman, Economic Development Australia

3.02pm – 3.17pm

Closing Drinks

Pour yourself an early Friday drink and take part in this networking session and recap with your fellow delegates. You will be automatically allocated into groups of 4, for 5 minutes. Once 5 minutes is up, you will be re-shuffled into another group of 4, for 5 minutes and so forth.