

**Building Regional Australia Summit 2017 draft program**

**Wednesday 26th April 2017**

*6.00pm Welcome drinks at the Nambucca Surf Club overlooking the beautiful Nambucca Beach*

**Thursday 27th April 2017**

**Registration Coffee and networking**

Official welcome **Cr Rhonda Hoban** Mayor of Nambucca Shire Council

**Mr Peter Bailey**  
CEO Foundation for Regional Development  
**"Setting the Agenda for growth and prosperity"**

**Senator Fiona Nash**  
Minister for Regional Development, Local Government and Territories  
**"A Federal perspective for Regional Development!"**

**Cr Keith Rhodes**  
President, Local Government NSW  
**"Does Local Government have a role in Regional Development"**

**Morning tea and networking**

**Karen Stocks**  
CEO of Twitter Australia  
**"How to use Twitter to market your Community"**

**Josh Billing**  
Head of Digital Marketing, Nucleo  
**"How Digital Marketing can promote your brand"**

**Darren Schaefer**  
Marketing Manager, Regional Australia Bank  
**"Launching a new name - the role of digital marketing"**

*Q & A panel session*

**Lunch & Networking**

*Bus departs for site visits*

Site visit to Macksville businesses - Host **Wayne Lowe**, Manager, Business Development, Nambucca Shire  
Lend Lease Bridge prefabrication plant

**Building bridges for the Pacific Highway from Macksville**

**Matt Windslow**  
Manager Express Coach Builders  
**NSW largest Bus & Coach Builder**

*Afternoon Tea - Valley of the Mist- Bush tucker tours*

**Adrienne Smith**  
Director and Chief Operating Officer, Mid North Coast Trucks  
**Australia's largest Used Truck Dealer**

*Bus dropoffs to Motels*

**Gala Dinner at Nambucca Golf Club**

**Friday 28th April 2017**

*Bus pickup from Nambucca Motels for Breakfast*

**Hon John Barilaro (Invited)**  
Deputy Premier, Minister for Regional NSW, Skills and Small Business  
**"A vision for Regional NSW"**

Bus returns to Nambucca RSL

**Panel session 1 - Cluster Building**

**Lailani Burra**  
Founder ID Australia  
**"Identifying your targets through ABS"**

**Nicola James**  
AusIndustry  
**Building Industry clusters**

**Dr Stephen Saunders**  
Coffs Harbour City Council  
**"Attracting Investment to your cluster"**

*Q & A panel session*

**Panel session 2 - Agriculture**

**John Lloyd**  
CEO Horticulture Innovation Australia  
**"Horticulture an opportunity for your community!"**

**Michael Toby & Peter McPherson**  
Costa Group - Australia's biggest Horticulture company  
**"Horticulture - the key to your future"**

**Prof James Rowe**  
CEO Sheep Cooperative Research Centre  
**"The future of the Sheep Industry"**

*Q & A panel session*

**Lunch Networking**

**Ms Natalie Cope**  
CEO Australia China Business Council  
**"China an opportunity for regional and coastal NSW"**

**Making Public Relations work for you**

**Fiona Reynolds**  
Director ABC Regional  
**"Future directions for ABC regional in the Digital age"**

**Laura Carr**  
Account Director, Sefton and Associates  
**"PR - communicating your message"**

**Gabby Notley**  
Head of BHP Billiton International Communications  
**"Taming the Media in the digital age"**

*Q & A panel session*

**Dr Terry Walmsley**  
Principal and Partner SGS Economics  
**"Infrastructure - is it just a sugar hit"**

**Anthony Fox**  
Chairman, Foundation for Regional Development  
**Closing remarks**

**Afternoon tea and farewells**