



City of Busselton  
**Economic Forum**  
**2022**



Examining economic outlook and exploring  
current trends, issues and opportunities that shape  
the City of Busselton and South West region.

Friday 17 June 2022  
Pullmans Bunker Bay Resort



# Program Flow

8.00am - 8.30am

## Registration Windmills Foyer

- Welcome
- Welcome to Country
- Opening Remarks  
*Hon Nola Marino MP, Member for Forrest*
- City of Busselton Welcome  
*Mayor Grant Henley*

## 1 The Economics

- Regional Recovery, Outlook and Trends
- Economics - A Local Perspective

## 2 Jobs, Skills, Housing

- Developing Our Future Workforce
- Jobs Connection
- Working Visa Solutions
- Building the Good Life -  
Regional Housing Report
- Regional Housing

### Q&A Panel

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11.00am - 11.30am

## Networking Morning Tea

## 3 Tourism Outlook and Engagement

- Tourism Regional Outlook and latest trends
- How to engage East Coast market &  
benefits of Regional Branding
- Local Success Stories

### Q&A Panel

## 4 Business and Industry Development

- Trade
- Investment
- Funding

### Q&A Panel

## Sponsors Address

- Mellisa Teede  
*CEO, South West  
Development Commission*

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1.40pm - 2.20pm

## Networking Luncheon

## 5 Collaboration, Creativity and Sustainability

- Sustainable Business Practice
- Collaboration for Success
- Creative Innovation

### Q&A Panel

## 6 Thriving not surviving

- Business Resilience and Adaption
- Positivity and Wellness in Business

### Q&A Panel

- Wrap up and Closing Remarks

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4.30pm - 6.30pm

## Networking Sundowner





### **Myles Pollard**

*Master of Ceremonies*

Acting in some of Australia's most successful TV series including McLeod's Daughters, Home and Away, Packed to the Rafters, Underbelly, and many feature film credits Myles designs and facilitates his Acting For Camera courses and a corporate training program that helps clients communicate confidently and persuasively.



### **Maryanne Baker**

*Employment Facilitator  
South West Local Jobs Program*

Bringing together expertise, resources and access to funding at a local level to support job seekers & their communities, Maryanne has a particular focus on reskilling, upskilling and employment pathways and is part of supporting Australia's economic recovery from the COVID-19 pandemic.



### **Dr Kim Houghton**

*Chief Economist  
Regional Institute Australia*

Managing the RAI's policy & research portfolio ensuring the Institute's work has practical application & supports a better policy environment & vibrant regional economies. Working in regional economic development for 20 years, Kim has a passion for engaging, motivating, informing and connecting entrepreneurial business owners.



### **Steve Lanyi**

*Assistant Director - WA Business,  
Industry and Regional Outreach,  
Dept. of Home Affairs*

Managing a team of WA Regional and Industry Outreach officers who work closely with industry and business providing information on a range of Skilled and Regional Migration programs. Addressing skills & labour shortages, Steve supports economic development across regional WA.



### **Charles Jenkinson**

*Director \Regional Development  
RDA SW*

Charles read for an honours degree in applied social science at Leicester University, has qualifications in regional development from UWA, a post graduate Masters degree in Planning & Environment through RMIT and been nominated for a Premier's Award for Services to Indigenous people.



### **Diwa Hopkins**

*Senior Economist  
Regional Institute Australia*

Diwa has worked as an economist for nearly a decade, focussing on Australia's residential construction sector and housing markets, at the Housing Industry Association. She joined RAI at the beginning of 2021 and contributes to the Institute's research and economic analysis.



### **Professor Cobie Rudd**

*Deputy Vice-Chancellor (Regional  
Futures)  
Vice-President, Edith Cowan University*

Heading up ECU South West, Cobie focuses on developing industry, regional & community collaborations, curriculum relevant engagement and support for ECU South West courses & Students University's external regional relations across the State.



### **Andrew McRobert**

*Director Business & Industry  
South West Development Commission*

Andrew has spent more than 30 years working in the South West where he has operated his own town planning, project management & development businesses. He brings a wealth of knowledge in the public & private sectors including in infrastructure & property developments.



### **Darshi Ganeson**

*Managing Director  
South Regional TAFE*

With a career that spans strategy and business development in the public and private sectors in Australia and overseas, Darshi has held numerous executive roles within the vocational education sector, business development and analytics.



### **Carolyn Turnbull**

*Managing Director  
Tourism WA*

Promoting WA as an incredible tourism destination, working with industry & government to improve access, accommodation & tourism experiences while delivering a world-class events calendar, Carolyn has over 20 years of international leadership experience in the tourism, hospitality and aviation industry.



### **Sharna Kearney**

*CEO & Marketing Manager, Margaret River Busselton Tourism Assoc Inc.*

Responsible for overseeing the operation of Australia's largest, independent, Local Tourism Organisation. She is a strong believer that tourism should go further than providing economic sustenance. It should enrich & sustain all of the things that make this a unique place to live & work.



### **Malcom Farrell-Mitchell**

*Strategic Marketing & Business Development Manager  
Australia's South West*

Malcom is a passionate advocate for Western Australia. With a BA in Tourism & Events Management he is a highly experienced strategic marketing & business development manager in the tourism & education sectors.



### **Mat Lewis**

*Manager for Tourism, Trade and Innovation,  
South West Development Commission.*

Covering the export market development for wine, food, tourism, creative and innovation sectors Mat's focus is the Creative Sectors within the South West, establishing Emergence Creative Festival & Creative Corner. Co-Founding South West Angels, an investment group for regional projects.



### **Glenn Butcher**

*CEO & Director  
FundWA*

Glenn is a technology company builder with 25 years of experience in high growth & technology-led organisations. Glenn is CEO of FundWA, a venture capital fund that invests in technology-enabled innovative businesses in Western Australia.



### **Dr Tash Teakle (Ayres)**

*Co-Founder  
Innovation Cluster*

Tash is a Regional WA Facilitator for Accelerating Commercialisation, part of the Federal Government Entrepreneurs' Programme. In 2016 she co-founded and still leads Innovation Cluster (trading as AgriStart Pty Ltd), which focuses on empowering innovative businesses to support regional development.



### **Amanda Whiteland**

*CEO, Margaret River Wine Association*

Bringing a wealth of global sales & marketing experience to the region after having worked in fine wine roles both domestically & internationally for over 20 years, Amanda has extensive experience working in cross-cultural & challenging environments, in both large and small organizations.



### **Keith Warrick**

*General Manager, Eagle Bay Brewing Co*

As the inaugural Chair of the Southwest Brewers Alliance, Keith collaborates on initiatives that serve the 'common good' of the members, seeking to tackle challenges and establish solutions, which for standalone operators have barriers or hurdles beyond their reach.



### **Nathan Omodei**

*CEO & Director, The Leisure Collective*

Director & CEO of Dunsborough-based business The Leisure Collective, home to surf brand Creatures of Leisure, eyewear brands OTIS Eyewear, Sito Shades, & travel towel brand Layday. Nathan has over 25 years' experience across finance, investment, agriculture and wholesale distribution.



### **Sana Turnock**

*Business Advisor, IPS Management Consultants*

As a business advisor for many small businesses in the South West corridor, Sana is part of the Business Advisory Program which is funded by the Small Business Development Corporation. Business services and workshops are provided FREE to all businesses, including pre-start.



### **Joanne Edmond**

*Positive Psychology & Wellbeing Coach  
Core of Wellbeing*

With over 26 years' experience working with individuals, children, adolescents, and families, Joanne has a passion for applying positive psychology and neuropsychotherapy. Jo has worked in the government and non-government sector, lecturing, developing training manuals and delivering quality assurance.

**We would like to thank our sponsors  
for their generous support.**