



Media Release

Friday 10 August 2012

It's time for Bendigo to lead in economic thinking and innovate - Economic Development Practitioners "Bootcamp" arrives

As the world continues to face global economic challenges, Bendigo shows it is ahead of the curve by hosting the Economic Development Practitioner Bootcamp (EDP) on Thursday 30 through to Friday 31 August 2012 at The Capital, Bendigo's Performing Arts Centre.

"Many great ideas have been born in times of economic uncertainty," said Matthew Nichol, founder of the EDP Bootcamp series and CEO of REMPLAN. "It's time for Bendigo to take a leadership role and tackle these challenges head on."

Following on from the success of the first EDP Bootcamp in Geelong, Bendigo will now benefit from a hands-on series of workshops where participants will be exposed to some of the most challenging economic development problems in today's environment using the latest resources, techniques and information.

"We're really excited about the Bendigo and Central Victoria Bootcamp," said Mr Nichol. "We have selected an impressive panel of speakers to help build the capacity of this great region."

Speakers will examine topical issues influencing economic development including the digital economy, the future of retail, social media, infrastructure, the low carbon economy and tourism.

Key speakers include:

- Leader of Public Policy and Placemaking, Dr Tim Williams, Arup
- Futurist Michael McAllum, Global Foresight
- Sustainability Strategy Manager Jack Holden, Fonterra
- Strategy and Economics Manager David Rolland, GHD

Economic Development Australia is supporting the workshop and believes the event offers economic development professionals an opportunity to collaborate and share ideas with the best in the business

According to CEO of Economic Development Australia Matthew Gould, the workshop aims to give participants new ideas and an innovative and invigorated approach to economic development.

Tickets:

- \$795 per person (excl GST)
- \$100 discount for Economic Development Australia members
- \$150 discount for new Economic Development Australia members

For more information or to book your place, visit <http://www.edpbootcamp.com.au>. Twitter @edpbootcamp and "Like" us on Facebook.

<ends>

Media contact: Melanie Marantelli, Socom: M: 0412 818 042 T: 03 8317 0111 melaniem@socom.com.au

Proudly supported by



Presented by



In association with

