



An Australian Government Initiative



Invitation

Enterprise Connect, Innovative Regions Centre invites you to an industry forum on ***Innovation, Collaboration & Competitiveness: Firms, Clusters & Regional Development***

Enterprise Connect is a \$50 million a year Australian Government initiative backed by industry that offers comprehensive advice and support to eligible Australian small and medium sized businesses to help them reach their full potential. Enterprise Connect takes an innovative and collaborative approach in helping business and regions expand markets and boost local economies, with the aim to encourage and facilitate innovation and entrepreneurship.

This forum will focus on how industry & regional clusters, as opposed to individual firms, enable innovation and competitiveness. The workshop is aimed at local authorities, economic development practitioners and government representatives interested in exploring the benefits of innovation, collaboration and clustering initiatives.

Discussions will assist participants in identifying opportunities that collaboration & innovation can provide to business, industry and the region.

How can we harness the combined innovation capacity of SMEs, industry, employees, customers, suppliers and other support services? Join us in exploring **how our region** can benefit from inter firm collaboration, cluster development and supply chain relationships.

Presentations will **provide an academic and practical knowledge overview of clustering and collaboration**, with regional and international case studies on how industry clusters have succeeded, and why they may have failed, in the past. This session will facilitate discussions on how to identify and harness opportunities that collaboration & innovation can provide to business and to our WA region. Speakers from Victoria and New Zealand will present **practical case studies** of what other industry groups have achieved through collaboration in other regions.

In addition, learn more about Enterprise Connect's **range of free support programs** offered to eligible businesses, aimed at developing the skills, tools and knowledge needed to improve business competitiveness and productivity.

Date: Tuesday 3 August 2010

Afternoon session: 9:00am - 1.00pm

Venue: AMC Jakovich Function Centre

Address: 4 McGrath Road, Munster WA

Attendees are invited to stay and join us for the afternoon workshop to be presented to businesses operating in the region. Light refreshments & networking drinks will be served at the end of the afternoon forum, generously sponsored by Murdoch University Executive Education Centre.

For further details about this event or to register your attendance, please contact Pia Turcinov, Enterprise Connect Innovative Regions Facilitator WA on 0457 509 622 or by email to Pia.Turcinov@innovation.gov.au. These workshops are free, but places are strictly limited and reservations essential.



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