

Business database

- **Will always be inaccurate**
- **Build your own or buy? - \$\$**
- **Australian Business Register**
- **Sensis**
- **Bugseye**

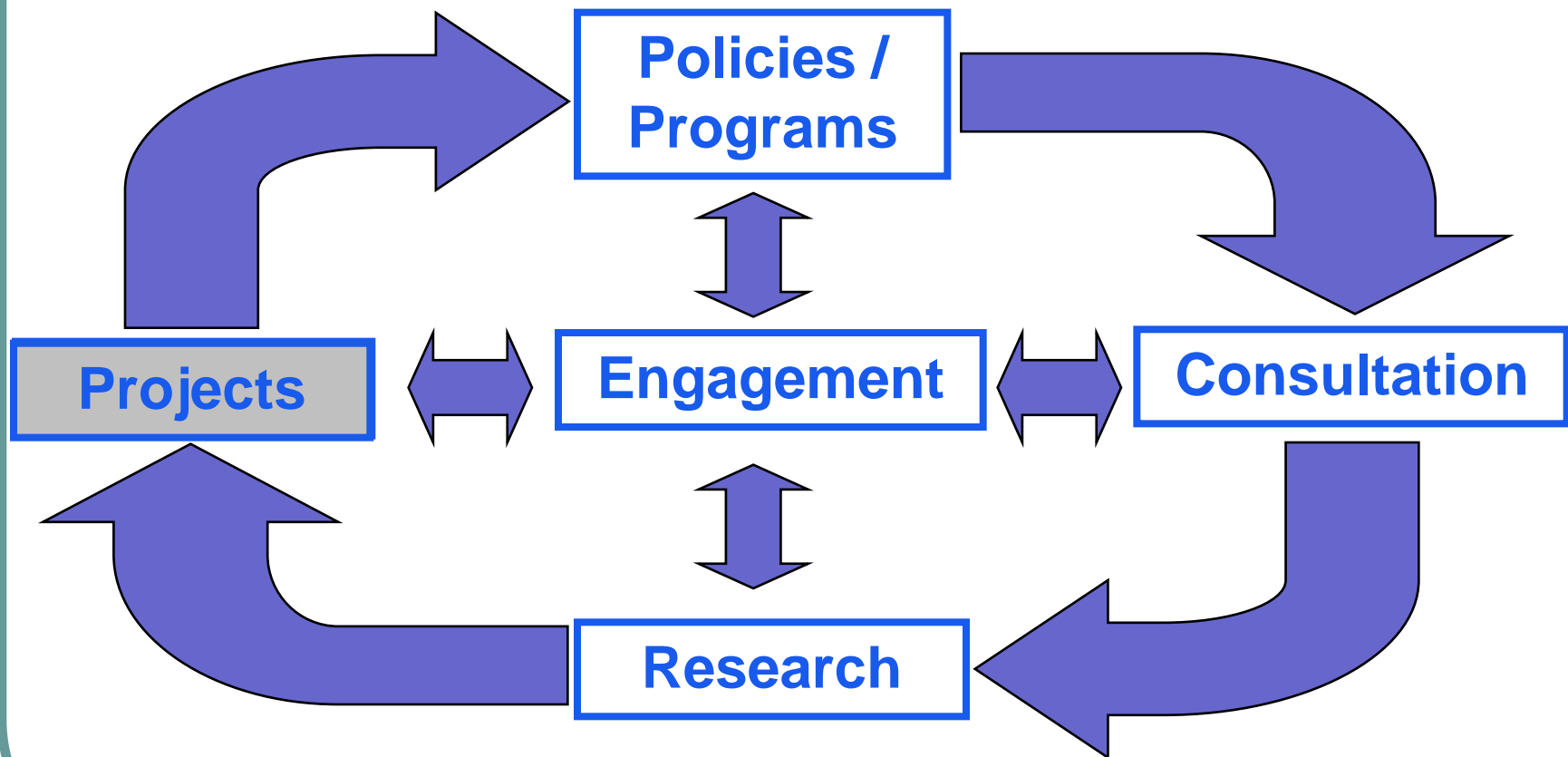


Networks



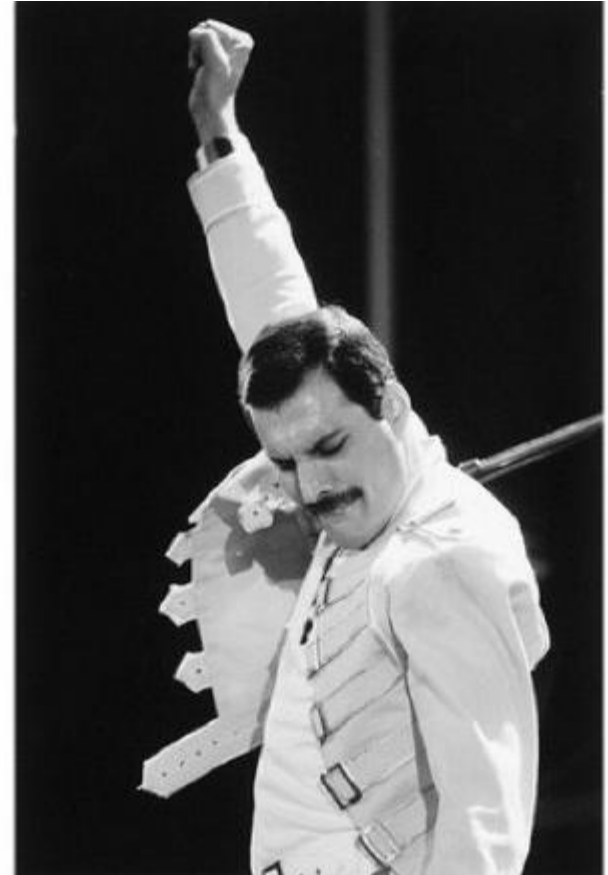
- **Which network matches your objectives?**
- **Contribute and share**
- **You only get out what you put in**
- **It takes time**

Local Economic Development



Projects

**I want it all,
I want it all,
I want it all,
and I want it
NOW!**



Projects

- **Business attraction / retention**
- **Main Street**
- **Tourism**
- **Branding / marketing**
- **Buy local**
- **Employ local**
- **Infrastructure initiatives**

Projects

- **Festivals**
- **Customer service**
- **Signage**
- **Business incubation**
- **Lobbying**
- **Industry sector specialisation**
- **Clusters**

Projects

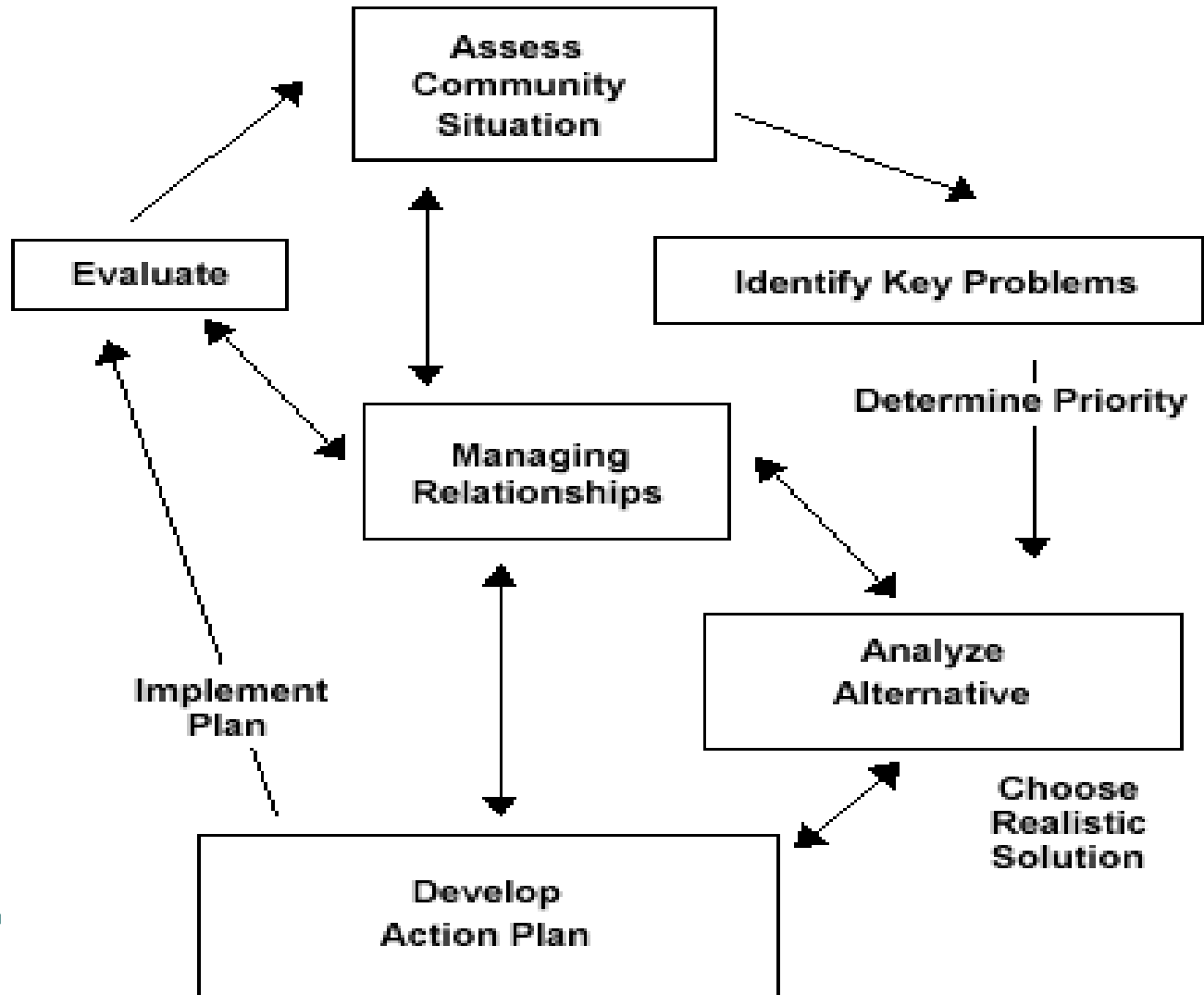
- **Indigenous employment**
- **Local markets**
- **Art / culture**
- **Eco anything**
- **E anything**
- **Etc**
- **Etc**

Projects

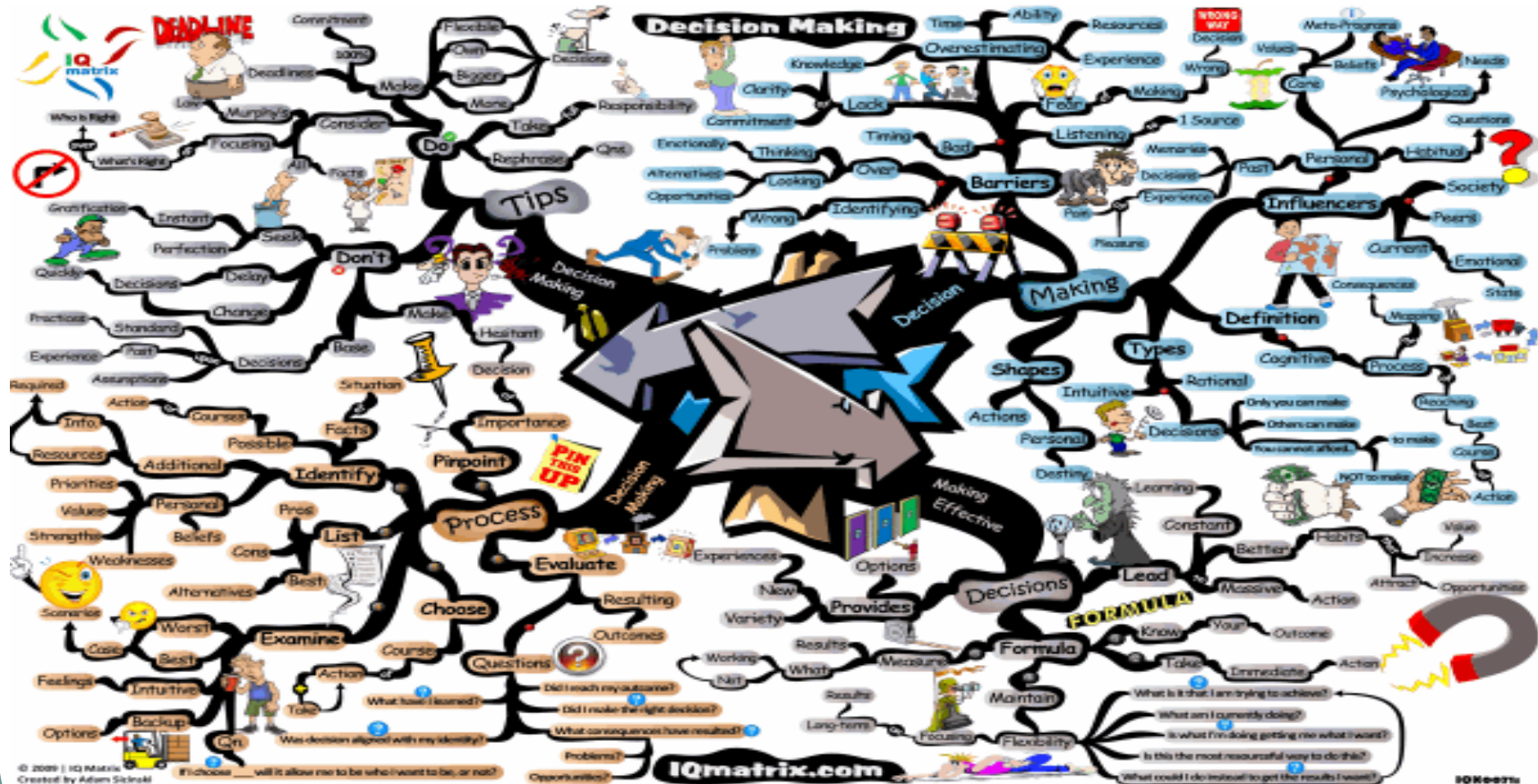
**It's all about
effective decision
making**



Projects



Projects



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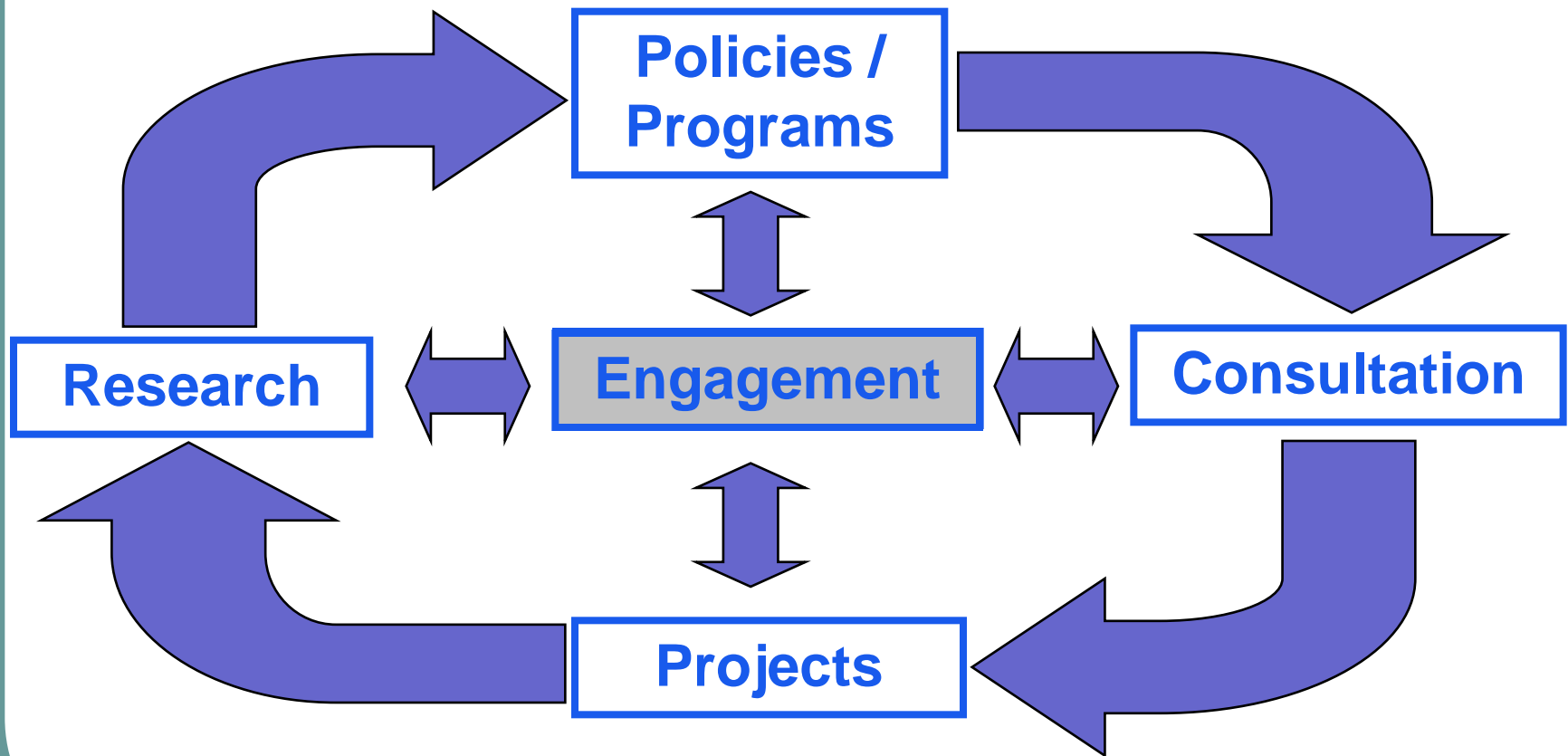
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Projects

- **Local reality**
- **Resources, especially time, is a key issue**
- **Political reality**
- **What are YOU good at?**
- **What do YOU want to do?**

Local Economic Development



Engagement

- Do you remember when we were first manacled together? We used to laugh quite a lot.
- Yes, but not at the same time, Basil.



Engagement

- **Day to day work with business**
- **Taking the hard phone call**
- **Dealing with the media**
- **Championing economic development to other members of staff**
- **Supporting other members of staff**
- **Talking to Councillors**

Where to from here?

- Establish a common understanding of what local economic development means in your context
- Be REAL but be SMART
- Get your facts right
- Set realistic goals
- Never underestimate how long it takes

Where to from here?

A VERY LARGE OAK was uprooted by the wind and thrown across a stream. It fell among some Reeds, which it thus addressed: "I wonder how you, who are so light and weak, are not entirely crushed by these strong winds."



Where to from here?

They replied, "You fight and contend with the wind, and consequently you are destroyed; while we on the contrary bend before the least breath of air, and therefore remain unbroken, and escape."

Stoop to conquer.

