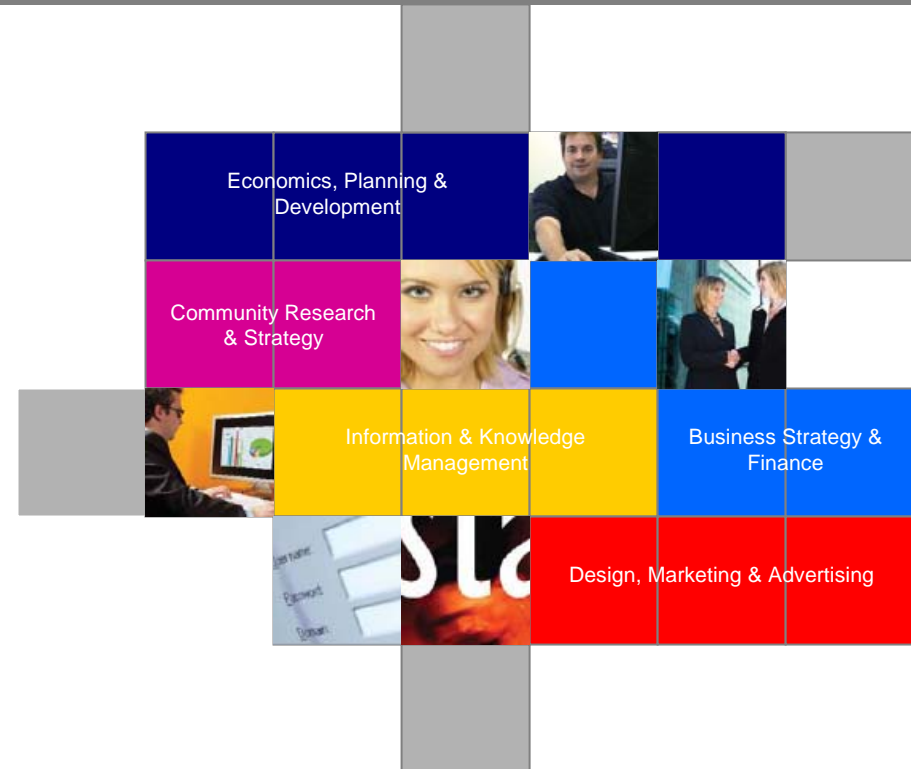


Regional Economic Development Models: New ways to *do* Economic Development

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Sustainable Economic Growth for Regional Australia (SEGRA) 2009

Regional Australia: Exploring New Frontiers

26-29 October 2009 • Kalgoorlie-Boulder WA

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Regionalism Defined

- **Oxford defines regionalism** as “• noun 1 commitment to regional rather than central systems of administration; loyalty to one’s own region in cultural and political terms.”
- An economist would say regionalism relates to **trade agreements** and groupings of countries (NAFTA, ASEAN, etc.)
- From an economic development perspective, **regionalism relates to cross border collaboration** for business expansion & retention, investment attraction, marketing, workforce development or other efforts to increase economic activity, new job creation and new capital investments
- Regionalism as an economic development model has been growing over the last twenty years

Regionalism in Practice

- Companies do **not** care about political boundaries
- Regions are becoming the clear economic operating units of the future
 - Money, goods and people flow across borders every day
 - Economic activity naturally forms around a nucleus of people, companies and other assets
 - Regions are bound together by common interests (both economic and social)
- By working together, regions can accomplish more
 - “A fist is stronger than five fingers”
- Regions originally bound together out of necessity

Guiding Principles

- One region, **one shared fate**
 - What happens in one part of the region impacts the whole region
 - Common regional issues across jurisdictions
 - Often multiple jurisdictions will have common goals
- Regional cooperation provides **more resources** for economic development
 - By pooling resources, regions can do more than their individual parts
- Regions offer a **more sophisticated offering** for businesses
 - Larger, more diverse workforce
 - More diverse offering of assets (airports, avail. land, universities, etc.)
- By speaking as a region, generates a **more powerful message**

Keys for Regional Economic Development Organisations

- **Buy in and support** of regionalism and one region
 - Old habits die hard
- **Be very clear** as to purpose, goals and activities
 - Don't want to confuse people or duplicate efforts
- Gain **public and private sector** support
 - Solid mix
- Provide for a **solid financial basis**
 - Do not rely on one source of funding
- Have a **clear organisational structure** that supports function, funding and public/private backing
 - No one size fits all
 - Mixed board of directors (public/private)

Case Studies

- Charlotte Regional Partnership (Charlotte NC USA)
- Cornerstone Regional Development Partnership (Jacksonville FL USA)
- Advance West Midlands (Birmingham UK)
- Regio Basiliensis (Basel Switzerland)

Charlotte Regional Partnership

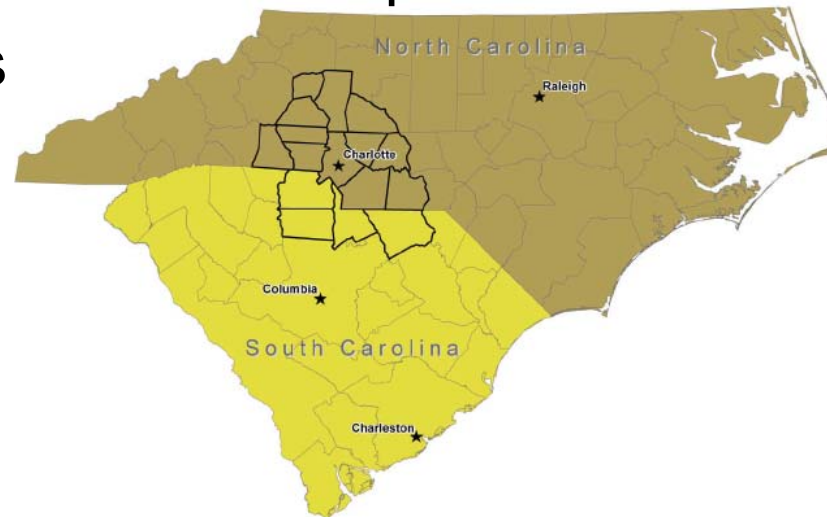
- Charlotte Region (NC/SC)
- Population: 2.4 million



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Charlotte Regional Partnership

- One of the oldest regional economic development groups in the US
- Independent, public/private, non-profit regional economic development organisation and regional film office
- Works together with local and state governments, utility providers and universities for economic development
- Over 100 private sector investors
- 15 staff
- Annual budget of over \$2 million



Charlotte Regional Partnership



- Governed by independent Board of Directors
 - Local and state government representation
 - Rotating chairmanship (private sector leadership)
 - Heavy representation from cross section of private sector
- Local governments pay a annual fee based on population
- Private sector investors offered multiple levels of contribution
- Regional marketing and economic development organisation:
 - Regional marketing as a business location (international and domestic)
 - Regional film promotion
 - Site selection and facilitation of investment attraction
 - Regional awareness of key issues (infrastructure, air quality, etc.)
 - Maintain regional real estate database



Cornerstone Regional Development

- Jacksonville and Northeast Florida
- Population: 1.5 million



Cornerstone Regional Development

- Regional economic development for Jacksonville and Northeast Florida
- Private, nonprofit division of the Jacksonville Regional Chamber of Commerce
- Cornerstone works in partnership with local governments, Jacksonville groups and transport authorities
- More than 200 top private sector investor corporate entities
- Six key staff



Cornerstone Regional Development

- Division of the Chamber of Commerce
- Funding from local government, Chamber, transportation authorities
- Over 200 private sector investors across 5 funding levels with varying degree of influence on organisation
- Cornerstone is a regional marketing, prospecting and international trade partnership:
 - Promotes region as business location across target industries
 - Works with companies and consultants on site selection
 - Promotes international trade opportunities for local businesses
 - Maintains regional real estate database

Advantage West Midlands

- Birmingham UK
- Population: 5.4 million



Advantage West Midlands

- 1 of 9 Government generated Regional Development Authorities (RDAs)
- Managed by non-executive board of directors (15 members from local government, education & private sector)
- Provides support across the economy under business, place and people
- Well over 30 staff
- International representation in every region of the world



Advantage West Midlands

- Funded by Government
- Managed by a mixed board and run by a professional management team
- Support new and existing businesses
 - Advice and support (financial and non-financial)
 - Investment attraction
 - Promoting research and development
- Enable economic growth through positive environment and facilitating infrastructure
 - Property development, access and transportation
- Promote workforce development and advocate for the region

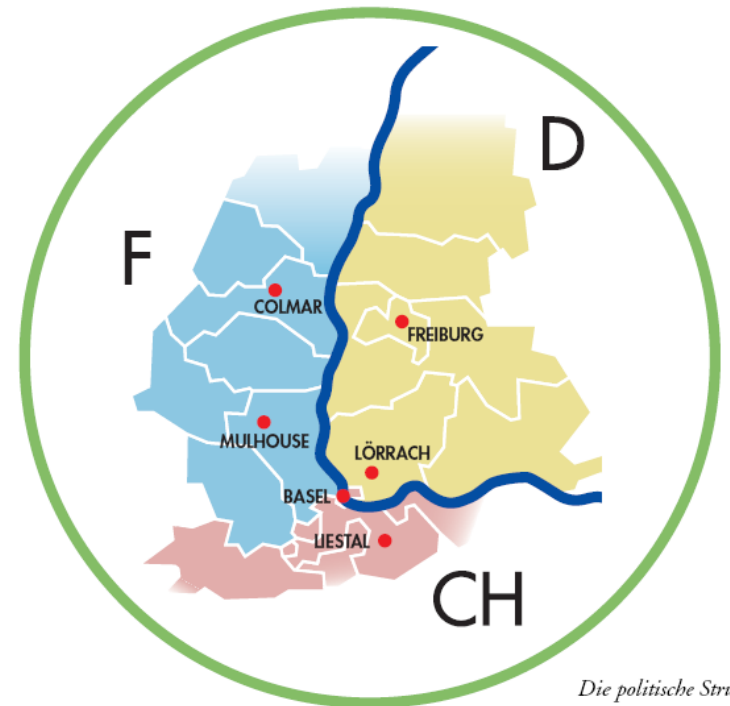
Regio Basiliensis

- Greater Basel region
- Population: 2.3 million



Regio Basiliensis

- Started in 1963
- “Dreiländereck”
- Big focus on cross border cooperation, planning, policy and economic development
- Conducts “foreign policy” for local government
- 400 individual members, 200 group members
- 11 staff



Die politische Struktur der Regio TriRhena

Regio Basiliensis

- Economic development and diversification away from traditional industries
- Encourage and promote tourism and event development
- Promote education, research and development (BioValley)
- Advocacy and planning for infrastructure
- Environmental regulations
- Actively participate in EU policy

Final Thoughts

- Business does not care about political borders
- Regions can accomplish more than their individual parts
- Old habits need to die
- There is no universal model, every region is different

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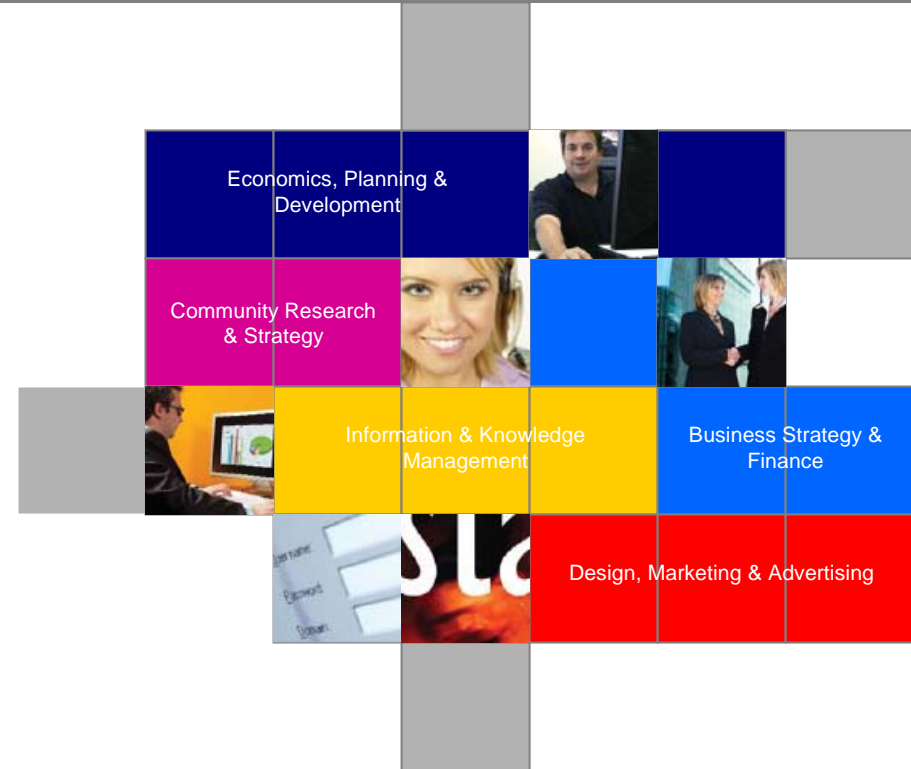


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