

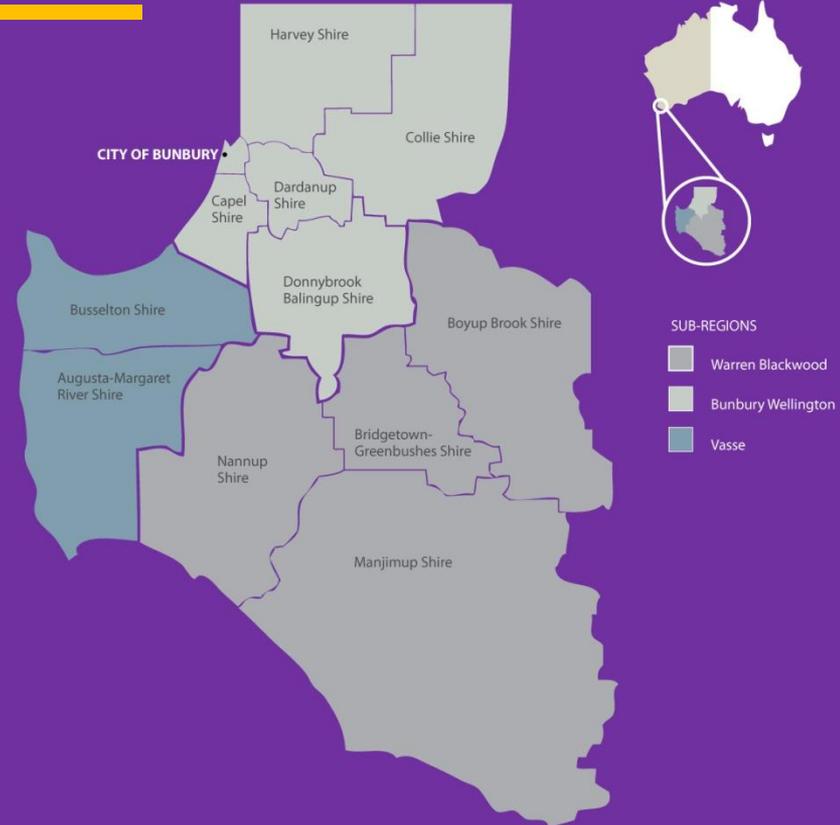
CRITICAL HORIZONS

REGIONAL FUTURES SERIES

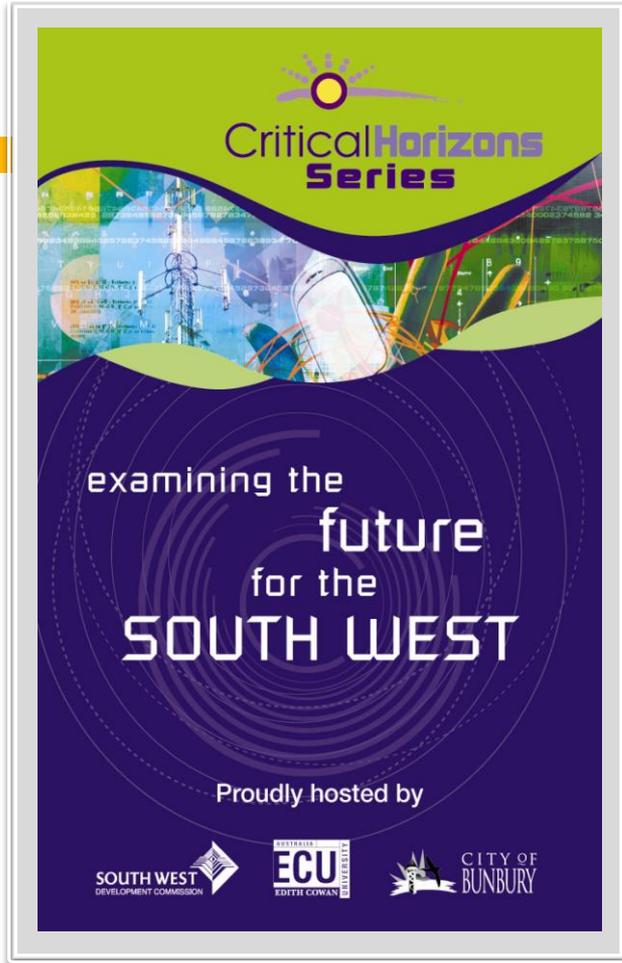
Alan Cross, South West Development Commission

What is the Critical Horizons Series?

- Commenced in 2007.
- Series of conferences and seminars.
- Examines emerging trends and issues crucial to the future development of our region.



Background



An initiative of the South West Development Commission, a Western Australian Government agency whose mission is to develop the region's economy and enhance those qualities which make the South West the best place in which to live, work and invest.

Objectives

- To stimulate debate.
- To look over the horizon to identify what likely trends and issues might be heading our way.
- To help local leaders and residents become better prepared for the future.

“My interest is in the future because I am going to spend the rest of my life there.” —

Charles Kettering, American engineer, inventor of the electric starter, 1876-1958

Why do we need it?

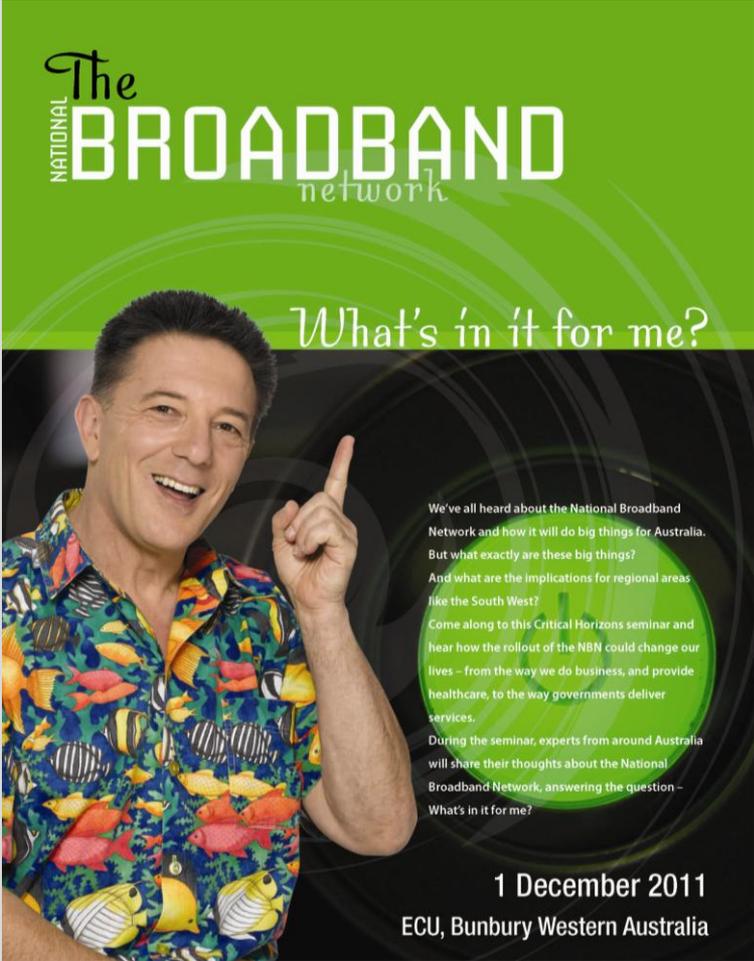
- In our busy world it's too easy to get caught up in the 'here and now' and forget about what might be coming.

“When it comes to the future, there are three kinds of people: – those who let it happen, those who make it happen, and those who wonder what happened.” –

John M Richardson Jnr, American academic,
1938

Steering committee

- Develop a strong and diverse community-based Steering Committee to bounce ideas around and to get feedback.



The NATIONAL BROADBAND network

What's in it for me?

We've all heard about the National Broadband Network and how it will do big things for Australia. But what exactly are these big things? And what are the implications for regional areas like the South West?

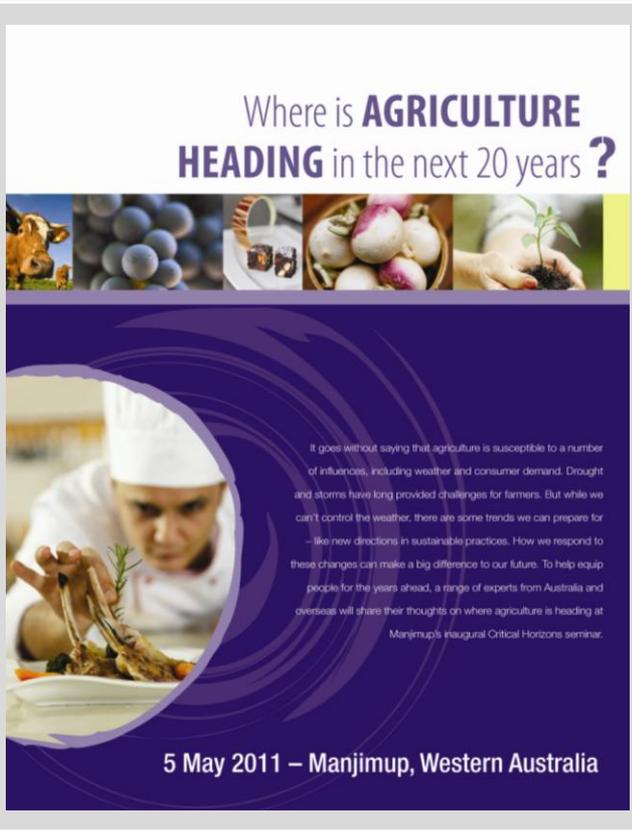
Come along to this Critical Horizons seminar and hear how the rollout of the NBN could change our lives – from the way we do business, and provide healthcare, to the way governments deliver services.

During the seminar, experts from around Australia will share their thoughts about the National Broadband Network, answering the question – What's in it for me?

1 December 2011
ECU, Bunbury Western Australia

Some Critical Horizons events

- ❑ National broadband network – What’s in it for me?
- ❑ Where is agriculture heading in the next 20 years?
- ❑ Future mental health challenges for Australians.
- ❑ Carbon futures.
- ❑ Water – Defining the limits to future growth.
- ❑ Breath of the dragon – the rise of China and its future impact on the SW region.
- ❑ Renewable energy.



Where is **AGRICULTURE**
HEADING in the next 20 years?

It goes without saying that agriculture is susceptible to a number of influences, including weather and consumer demand. Drought and storms have long provided challenges for farmers. But while we can't control the weather, there are some trends we can prepare for – like new directions in sustainable practices. How we respond to these changes can make a big difference to our future. To help equip people for the years ahead, a range of experts from Australia and overseas will share their thoughts on where agriculture is heading at Manjimup's inaugural Critical Horizons seminar.

5 May 2011 – Manjimup, Western Australia

Lessons learnt

- Importance of high profile speakers.
- Strong branding.
- Appropriate pricing.
- Use of external conference managers.
- Advertising, media and promotions.



Sponsorship and partners

Critical Horizons is a South West Development Commission initiative supported by:

- Edith Cowan University
- City of Bunbury
- Series Sponsors
- Industry
- Rotary
- One-off event sponsors



Evaluation

- Some of our key questions include:
 - Where did you hear about the conference?
 - How do you rate the conference in terms of value for money?
 - What attracted you to this Conference?
 - Do you have any other feedback for the Critical Horizons Series Committee that will help us plan for future events?

Conclusions

- Experience shows that Critical Horizons is a worthwhile initiative for our region.
- It helps planning across our region and local decision making.
- It generates new ideas and broader thinking.
- It requires a significant commitment – staff and financial.
- The concept can be successfully applied to other regional areas.