



SEGRA 2013

MEDIA RELEASE

SEGRA Secretariat
GPO Box 2301, BRISBANE, Q 4001
Phone: (07) 3210 0021
Fax: (07) 3210 0044
WEB: www.segra.com.au/segra
Email: info@segra.com.au

Attention News Editors / Chief of Staff
FOR IMMEDIATE RELEASE

Coffs Harbour awarded prestigious, national conference for 2013

Australia's foremost National Forum on Regional Development will be held in Coffs Harbour from 16-18th October 2013 was announced today.

The Sustainable Economic Growth for Regional Australia (**SEGRA**) National Conference is an annual event that focuses on key issues confronting regional Australia. The conference showcases innovative policy, actions and decisions affecting regional Australia.

Mayor Denise Knight, said the successful **SEGRA** bid was testament to Coffs Harbour's unique position as an important innovative, creative and technologically savvy hub in mid-north coast of NSW and the opportunities for regions to progress and prosper on their own strengths rather than their geographical proximity to a capital city some distance away.

"In addition to profiling the Coffs Harbour region to delegates the conference offers an excellent opportunity to showcase the success of the region's economic development strategies and its capacity to create economic opportunities, through our growers markets, links with Southern Cross University and commitment to sustainable living" Mayor Denise Knight said.

Bid Manager Michael Close, CEO from Enterprise & Training Company Limited (ETC) said the **SEGRA** Conference also provides opportunities for regional businesses to connect with national key decision makers in government and industry.

"This conference creates many opportunities for small business owners to access industry experts, leverage market trends and develop strategic partnerships for future economic growth."

“Securing this event shortly after the Federal government election will create significant exposure for the Coffs Coast region,” Mr Close said.

Conference convenor Kate Charters said they are delighted to bring **SEGRA** to the Coffs Harbour region. **SEGRA** provides Australia’s best platform for national and overseas experts and key decision makers from government and industry to come together to develop and promote solutions to regional issues and to identify and discuss emerging trends.

“Last year **SEGRA** was held in Terrigal, Central Coast, and attracted over 90 speakers and 150 delegates from all levels of Government, including senior Members of Parliament, policy advisers, industry players, academics and practitioners”.

“Success in hosting this important National Conference offers a great opportunity to showcase the Coffs Harbour region’s economic and regional development initiatives to those who attend **SEGRA**, and also importantly to the national media which now closely monitor and report on this prestigious conference,” Ms Charters said.

“**SEGRA** is widely recognised as Australia’s most credible, independent voice on issues affecting regional Australia,” Ms Charters said.

“Staging **SEGRA** in Coffs Harbour also provides a real opportunity for the community in this Region to actively participate in the wide range of **SEGRA** events,” Ms Jennifer Oloman Manager, Economic Development Coffs Harbour City Council said

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SEGRA 2013 is proudly supported by the Enterprise and Training Company Limited (ETC), Regional Development Australia mid North Coast, Novotel Pacific Bay Resort, Coffs Harbour City Council, Southern Cross University, Online Interactive.

For further information please contact:

Kate Charters
Director
Management Solutions (Qld)
Phone: (07) 3210 0021
Mobile: 0408882871
Email: executive@managementsolutions.net.au