

## **Mr. Michael Campbell**

Senior Consultant, Economics, Planning and Development, AECgroup Ltd

### **BIOGRAPHY**

Michael Campbell is a Senior Consultant with AECgroup and has considerable experience in regional development, which he gained in the United States, Europe and Australia. As a Senior Consultant, Michael works with state and local government across economic development and land use planning to encourage private sector investment and employment growth as well as with corporate clients, advising them on their location strategies for expansion or relocation projects.

Throughout his career, Michael has worked on hundreds of corporate expansion projects in a wide range of industries and across numerous sectors, including advanced manufacturing, mineral processing, distribution, headquarters, and back office operations. Michael has successfully located 54 companies representing a capital expenditure of \$425 million and almost 4,000 new jobs.

Michael has Bachelor of Arts degrees from the University of North Carolina (USA), an International MBA from the Moore School of Business, University of South Carolina (USA) and an MBA from the Vienna University of Economics and Business Administration (Austria).

Michael was one of the first in Australia to receive the Australian Certified Economic Developer designation (ACEcD) from Economic Development Australia.

### **ABSTRACT 1**

#### **Incentives: how to entice business and create value at the local level**

This paper will focus on providing incentives to business to encourage private sector investment and job creation. Incentives are one of the most contentious and broadly contested areas of economic development. Any inducement to private sector businesses can be fraught with challenges and extremely risky for governments, particularly if there are not robust and sound policy and procedures in place around the incentives. This paper will provide sufficient definition of incentives, (both financial and non-financial) as well as provide key insights and guidelines for the use of incentives, including:

- Overall goals and objectives;
- Practical tips for the application of incentives; and
- Principles to lower the risk of incentives to government and provide the maximum financial return to the community and the government.

Various case studies and examples will be highlighted to demonstrate the various principles mentioned above (both positive and negative experiences). The examples will draw on Australian and international incentive programs as well as case studies of specific corporate investment projects and the incentives used to secure these investment. By default, this presentation will highlight how companies make location decisions regarding investments in new (or expanded) facilities.

### **ABSTRACT 2**

#### **Regionalism in Australia: a growing movement**

There has been a strong trend toward regionalism across the world over the last twenty years. This trend has started to impact Australia dramatically over the last decade and the momentum is increasing. In today's globalised world, political borders, particularly at the local government level are becoming blurred as regions are developing distinct characteristics. At the same time, by working together, local governments can achieve more than they can independently, which can lead to greater sustainability in regional Australia. "The fist is stronger than five fingers".

This paper will focus on regionalism and the potential benefits and risks associated with various regional models. Case study examples from around Australia will be used as well as overseas models in order to stimulate thought and discussion.

Case studies will include:

- REROC (NSW): Moving beyond cooperative purchasing;
- Surat Basin Corporation (QLD); New model for public/private regional partnerships
- Murray River Group of Councils (VIC): Moving towards regional sustainability and economic diversity amongst drought and low water allocations;
- Eastern Metropolitan Regional Council (WA): Leveraging operational synergies to fund regional development; and
- 2-3 overseas examples.