Sunshine Coast Futures Conference 2014
An annual gathering of policy, business and community leaders to address the Sunshine Coast regional issues.

Friday, 7 November 2014 | 8.00am – 4.00pm | Innovation Centre, Sippy Downs Drive, University of the Sunshine Coast

**Taking action:**
Advancing critical issues of the greater Sunshine Coast... business, community, education, and health.

Since 2010, the Sunshine Coast Futures Conference series has brought together key regional stakeholders, academics and professionals from diverse sectors to identify and articulate the challenges and opportunities of long-term planning, economic development and infrastructure investments in the region.

It is the annual flagship event of an initiative to drive economic growth and community prosperity for the Sunshine Coast and to that end has become a vital pipeline of information from constituencies to decision-makers. The conference will give voice to community and enable those living in the region to influence its future success.

In 2014, the conference will be a game-changing forum which will use real-time response technology and enhance delegate participation capabilities. This conference will define the region’s current state of play, and also draw an intricate picture of what the future holds.

The Sunshine Coast Futures Conference 2014 is about connection, collaboration and contribution, and advancing our region’s critical issues to shape its brighter future.

www.sunshinecoastfutures.com.au

**EXPERT PRESENTERS INCLUDE:**

- **Professor Ed Morrison**
  Center for Regional Development Purdue University, US

- **Cr Mark Jamieson**
  Mayor of the Sunshine Coast

- **Professor Mike Hefferan**
  Pro Vice-Chancellor (Engagement) and Professor Property and Development

**KEYNOTE SPEAKER:**

Professor Ed Morrison, Centre for Regional Development Purdue University, US, will demonstrate how moving forward collaboratively is essential to advancing critical issues for our region. Professor Morrison focuses on how innovation can be guided strategically by enabling people to join, communities to open networks, and to access think and act collaboration methodologies.

Expert industry sector panellists will feature three speakers in the following areas:

- Business and investment
- Population and community
- Education and training
- Health and wellness
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<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>8:00</td>
<td><strong>Registration</strong></td>
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<tr>
<td>8:30</td>
<td>Welcome to Country</td>
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<tr>
<td>8:40</td>
<td>Vice-Chancellor welcome</td>
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<td>8:55</td>
<td>Opening address Mayor Mark Jamieson</td>
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<td>9:15</td>
<td>Q&amp;A</td>
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<td>9:25</td>
<td>Keynote address Professor Ed Morrison</td>
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<td>9:55</td>
<td>Q&amp;A</td>
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<td>10:10</td>
<td>‘What the stats say’ - Professor Mike Hefferan</td>
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<td>10:20</td>
<td>Market intelligence for industry by Economy.id</td>
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<td><strong>10:30</strong></td>
<td><strong>Morning tea break</strong></td>
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<td>10:50</td>
<td>Business and investment</td>
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<td>11:35</td>
<td>Population and community</td>
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<tr>
<td>12:20</td>
<td>Market intelligence for investment by Economy.id</td>
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<td><strong>12:30</strong></td>
<td><strong>Lunch break</strong></td>
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<td>1:30</td>
<td>Overview of afternoon session</td>
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<td>1:35</td>
<td>Education and training</td>
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<td>2:20</td>
<td>Health and wellness</td>
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<td>3:05</td>
<td>Observations from Professor Ed Morrison</td>
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<td><strong>3:30</strong></td>
<td><strong>Networking</strong></td>
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The concept

In the five years since its inception, the Sunshine Coast Futures Conference has grown to become an essential part of the region's economic development initiative. It brings together academics, politicians, business and community leaders to discuss issues critical to the region's future success, subsequently delivering insights and data that inform the region's economic development strategy and implementation.

The one-day event is underpinned by original academic research, to inform and guide the delegation in its deliberations, while renowned international experts lay thematic foundations to focus discourse around a central topic.

The 2014 event provides the opportunity to drill down into the region’s most prevalent economic and community development challenges, as identified in previous years’ conferences:

- **Business and investment** – how coordination and collaboration assists in attracting capital and fostering innovation in an economy dominated by micro and small business.
- **Population and community** – the role of demographics and its impact on productivity.
- **Education and training** – how to create workforce readiness through education and training.
- **Health and wellness** – the realities of population wellness in the region.

The objective in pinpointing gaps and upsides in each of these regional sectors is to move these key areas forward, with a view to improving outcomes for the region overall.

The format

A significant strength of this conference series has always been its collaborative and outcome-focused format. This year, in recognition of delegates' understanding of regional issues and the value of their input, the event will be structured to maximise participation and derive user-generated content.

**Connect**

- **Seating allocation** to complement conference content – delegates to be seated in nominated areas of interest and act as regional leaders.
- **Real-time response technology** to enable delegates to interact in sessions as they happen.
- **Demonstration of Economy.id market intelligence tool**, for harvesting and applying data in decision making.

**Collaborate**

- **Sector-specific panels** comprising academics, practitioners and policy makers.
- **Panellist-led tables** of delegates, where information on the various topics is informally gathered, distilled and presented for discussion.

**Contribute**

- **Delegate interaction in plenary sessions** to draw conclusions and provide consensus views.
- **A summary research paper** will be prepared following the event.
- **A format structured to provide business leaders with a platform** to be involved in economic development decision-making processes.

The outcome

With over 200 delegates, respected expert speakers and interactive technology, Sunshine Coast Futures Conference 2014 will be a benchmark event in the region's business and community calendar. Don't miss the opportunity to be part of a world-class forum that will play a part in this unique region to reach its full potential.

- Access international experts, and the latest original research presentations and case studies.
- Network with leading professionals, key Sunshine Coast business leaders and policy makers.
- Contribute to strategic decision-making processes that will impact the region's economic development.
- Participate in the ongoing dialogue around the future success of the region.
- Delegates receive a summary research paper post conference.
Registration fee includes
Attendee fees plus morning and afternoon refreshments, lunch, conference materials, networking and online access to presentations.

Dress code
Smart casual attire is suggested. Facilities are air conditioned. A sweater or jacket is recommended.

Cancellation policy and substitutions
For a full refund, cancellations must be advised in writing at least 10 working days prior to the event. A cancellation fee of 50 percent applies after 31 October 2014. No refund will be given if delegate fails to attend. Substitutions can be made at any time before the event without penalty. SC Futures reserves the right to cancel or alter the program. Paid registration fees will be fully refunded for cancelled events.

Conference venue
The Auditorium, Innovation Centre, University of the Sunshine Coast, Sippy Downs

Parking
Please be advised the USC now operates a ticketless paid parking system on campus; please allow adequate time to find parking.

For more information about USC parking visit: www.usc.edu.au/parking or alternatively via the website pre-paid parking is available for your convenience.

Payment terms
Payment must be made prior to the event or admittance will not be permitted. Tax invoice is generated online at registration. Payments can be made by Mastercard or VISA.

www.sunshinecoastfutures.com.au

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**Early bird rate**
Book and pay before 7 October 2014

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<tr>
<th>Price</th>
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<tr>
<td>$80.00</td>
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**Standard rate**
Applied from 8 October 2014

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Registration closes 31 October 2014

www.sunshinecoastfutures.com.au

Or

Register online via the University of the Sunshine Coast

Steps to register online
1. Access: www.usc.edu.au
2. Click Online Payments
3. Choose Conferences & Events
4. Choose SC Futures Conference

For further assistance, please contact Lou-Cherie Management on 1300 582 580 or info@loucherie.com

This conference is accredited for Continuing Professional Development. At the conclusion of the conference, delegates can request confirmation of their attendance.

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Conference registration

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