

TCI Network Oceania & RDA Brisbane present the 2nd Annual:

Australasian Cluster Conference & Workshops | 16-17 April 2015

Aerial Function Centre, University of Technology, Sydney

Linking Clusters
Globally: the
Heightened Role
of Clusters in Global
Value Chains



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Overview

TCI Network Oceania in collaboration with RDA Brisbane is pleased to present the 2nd Australasian Cluster Conference at the University of Technology, Sydney on 16-17 April 2015. The theme for this year's conference is "Linking Clusters Globally: the Heightened Role of Clusters in Global Value Chains".

Who should attend and why?

The event is aimed at economic and regional development professionals, cluster managers and TCI members.

The internationalisation of regional economies is becoming critical for sustainable economic futures. No matter how small a region, niches in international markets can be found and exploited.

Economic developers today must uncover the 'local buzz' in their regional economies and assist companies to plug into global pipelines. Think Wagyu beef (northern and southern Queensland), designer surfboards (Torquay), vintage car restorations (NZ South Island).... Global pipelines could be your region's lifeline to a sustainable future.

Conference format

The event will commence on Thursday 16 April with two half-day workshops in the Aerial UTS Function Centre, one led by Rodin Genoff, Managing Director of Rodin Genoff & Associates, and the other by Ifor Ffowcs-Williams, CEO of Cluster Navigators Ltd, NZ.

These sessions will be followed by a reception/cocktail party in the new Frank Gehry-designed Dr Chau Chak Wing Building.

The full day conference on Friday 17 April in the Aerial Centre will feature opening addresses by TCI President **Dr Christian Ketels** (by video) and Dean of the UTS Business School **Professor Roy Green**. The conference will then explore five sectors in detail: Health, Food, Creative Industries, Disaster Resilience & Recovery and Advanced Manufacturing. Each sector will have a keynote speaker who will address the topic and relate their sector to their value chain, and mention particularly the issues of participating in GVCs. A panel of three from the sector will then make some additional comments and discussion will be opened for delegates. Don't miss this premier opportunity to hear the newest thinking and strategies from both international and Australasian experts.

Conference enquiries: Tracy Scott Rimington, RDA Brisbane
tracys@rdabrisbane.org.au / 0433 346 344

Workshops

Thursday 16 April 2015
Aerial UTS Function Centre [\[MAP\]](#)

9.00am - 12.30pm

Putting Your Cluster's SMEs to Work to Win New Contracts – *Rodin Genoff*

1.30pm - 5.00pm

Cluster Development in Practice, an Interactive Workshop – *Ifor Ffowcs-Williams*

Reception

Thursday 16 April 2015
Dr Chau Chak Wing Building, UTS [\[MAP\]](#)

5.30pm - 7.00pm

Conference reception with drinks, canapés, and networking

Conference

Friday 17 April 2015
Aerial UTS Function Centre [\[MAP\]](#)

8.00am for 8.30am - 5.15pm

Linking Clusters Globally: the Heightened Value of Clusters in Global Food Chains

Includes a detailed look at five sectors:

- Health (technology to assist aged/disabled)
- Food
- Creative Industries
- Disaster Resilience & Recovery (how clusters can assist the recovery process)
- Advanced Manufacturing

Bookings

All bookings must be made online. Book by **13 March** for an early bird discount of \$50 on the One Day Conference.

[CLICK TO BOOK](#)

Cost

Event	TCI Member	Non-member
Workshop 1 (am)	\$90.00	\$110.00
Workshop 2 (pm)	\$90.00	\$110.00
Reception	\$50.00	\$75.00
One Day Conference - Early Bird (by 13 Mar)	\$300.00	\$350.00
One Day Conference	\$350.00	\$400.00

*All prices include GST

Accommodation

A special discounted accommodation rate has been arranged for delegates who choose to stay at the **Mercure Sydney**, 818-820 George Street, Ultimo.

Please follow these steps to make your booking:

1. Call or email Mercure Sydney reservations on 02 9217 6797 - h2073@accor.com
2. Quote your block code **TCI160415**. (This code must be quoted in order for the correct rates to be offered.)

The rates on offer are:

\$220.00 including one breakfast - Standard Room
\$240.00 including two breakfasts - Standard Room

Upgrade to a City View Room - \$30.00 supplement per room per night
Upgrade to a Balcony Room = \$60.00 supplement per room per night
Upgrade to a Deluxe Room - \$90.00 supplement per room per night
Internet - \$24.50 per 24 hours
Parking - Sun-Thu \$29.00 and Fri-Sat \$35.00

***Please note all rooms/rates are subject to availability at the time of booking.**

3. Please provide a credit card number at the time of booking to secure your reservation.
4. You will receive a confirmation number for your booking.



Standard room

Workshop 1: Thursday 16 April

Putting Your Cluster's SMEs to Work to Win New Contracts *with Rodin Genoff*

One of the biggest challenges facing cluster managers and regional development organisations is effectively mobilising the energy, creativity and collaborative reach of their SMEs to: win new contracts; spin off new products and services; and become part of the solution to boost regional productivity and innovation.

This interactive 'Master Class' workshop is not about measuring and analysing your cluster or value chain, but arming you with tools and approaches you need to support your SMEs, forge strategic collaborations to win projects, grow jobs and invest in the future.

This program helps you navigate through the complex yet highly rewarding activity of forging closer business networks and relationships that result in tangible outcomes for your cluster's companies.

Program Aerial UTS Function Centre

9.00 **How to form Strategic Collaborations Between SMEs to Win Contracts and Spin Off New Business Opportunities**

- Understanding business partnerships and CEO leadership styles
- Overview of collaboration and joint venture approaches to win new business opportunities.

10.30 Break

10.45 **Small Groups Exploring Collaborative Business Opportunities for your Cluster's SMEs**

- Open discussion: breaks open case studies on the collaborative process to help you better understand how to help your SMEs to become more innovative and win new contracts and grow local jobs.

12.15 Workshop close

12.30 Light lunch



Workshop Leader:
Rodin Genoff,
Managing Director,
Rodin Genoff &
Associates

Rodin is an internationally recognised and award-winning industry and cluster development expert. Results of his work have been widely reported in the Australian and Danish financial press.

The success of Rodin's Danish project - developing an advanced manufacturing and engineering cluster - led the Danish regional authorities to commission him to write the book *Engineering the Future*, outlining his regional cluster approach, and funding his cluster collaboration model for 50 million DDK (AUS\$10 million).

He also led a comprehensive cluster and business mapping project for Hub North, Denmark's wind energy cluster. Outcomes included the creation of 20 new joint ventures and business collaborations.

The Australian Financial Review reported that "Genoff is the type of knowledge worker capable of the creativity to [undertake such work]".

Author of four books, he is writing a new book to be released in 2015 on the 'new economy' with Narelle Hooper, former editor of BOSS Magazine.

Rodin has worked with hundreds of companies around the world. It is this experience that has given him deep insight into the processes of forging, strengthening and activating new partnerships and collaborations between companies, especially SMEs.

Workshop 2 & Reception: Thursday 16 April

Cluster Development in Practice, an Interactive Workshop with Ifor Ffowcs-Williams

Over the last two decades, cluster engagement has become a mainstream economic development activity in many countries and regions. The EU is encouraging each European region to focus on its 'smart specialisations'.

This interactive workshop will offer practical learning to those who are already engaged in cluster development and those exploring the relevance for their community.

Program Aerial UTS Function Centre

12.30 Light lunch

1.30 **Small Group Discussions**

- What issues/difficulties/roadblocks on your cluster development journey to date?
- Addressing the priority issues; plenary feedback.

3.00 Break

3.30 **On Cluster Development: Red and Green Lights**

- An international perspective on cluster development
- Open discussion.

5.00 Workshop close



Workshop Leader:
Ifor Ffowcs-Williams, CEO,
Cluster Navigators
Ltd, New Zealand

Ifor is a Founder, Past President and Member of the Board of Advisors of The Competitiveness Institute (Barcelona).

He has served on the Advisory Boards of the Danish Cluster Academy, the European Cluster Observatory, the Indian Institute for Competitiveness, the Pan African Competitiveness Council and Sintonia, Mexico.

At his home base in New Zealand, Ifor is a Trustee of the Nelson Regional Economic Development Agency.

Ifor is also the author of *Cluster Development: The Go-To Handbook* that draws on his experiences in over 50 countries. He has been described as 'one of the most influential cluster practitioners in the world'.

Reception

Dr Chau Chak Wing Building, UTS Business School

The newly opened Dr Chau Chak Wing Building (better known as the 'paper bag') was designed by one of the most influential architects in the world, Frank Gehry.

5.30 **Drinks, canapés and networking**

7.00 Close



Conference: Friday 17 April

Linking Clusters Globally: the Heightened Role of Clusters in Global Value Chains

Program

Aerial UTS Function Centre

- 8.00 REGISTRATION, TEA & COFFEE
- 8.30 **Welcome, Introduction and Outline**
Richard Walker – Director TCI Network Oceania
- 8.40 **Video – Clusters and Global Value Chains (Berlin speech 2013)**
Dr Christian Ketels – President TCI Network
- 9.00 **Global Value Chains in an Australian Context**
Professor Roy Green – Dean, UTS Business School
- 9.30 **AUSTRALIA'S FOOD AND WELLNESS SECTORS**
Health - Technology development to assist the aged and disabled
Keynote: Karen Lindegaard – WelfareTech Cluster, Denmark
Commentators: Susie Tegen (Medical Technology Australia), Tony Krimmer (AusIndustry), Craig Hill (Australian Sports & Technology Network)
- 10.30 MORNING TEA
- 10.50 **Food - The Australian food industry and GVCs**
Keynote: John Lochery - ex MD major Australian food company
Commentators: Dr Nicola Watts (East Gippsland Food Cluster), Najib Lawand (FIAL)
- 11.50 **Government Initiatives in Collaboration**
Clusters: Sarah Jones (Department of Industry)
IP Toolkit for Collaboration: Peter Lunn (IP Australia)
Australian Cluster Mapping: Professor Allan O'Connor (Cluster Observatory Team)
- 12.50 LUNCH & NETWORKING - Opportunity to display Australian cluster initiatives
- 1.40 **Creative Industries - Where does Australia fit?**
Keynote: Associate Professor Linda Leung- UTS Business School
Commentators: Kelly Blainey (Blue Mountains Economic Enterprise), David Grice (Musitec SA), Professor Frank Millward (University of Newcastle)
- 2.40 **Disaster Resilience & Recovery - How clusters worked for Katrina**
Keynote: David Dodd – DADCO Consulting USA
Commentators: Mark Matthews (Advanced Cairns), Jacqueline Brinkman (Blue Mountains Economic Enterprise)
- 3.30 AFTERNOON TEA
- 3.40 **Advanced Manufacturing - Opportunities and risks**
Keynote: Professor David Walters – University of Sydney
Commentators: Bob Germaine (RDA Sydney), Manufacturing clusters' representatives
- 4.40 General Discussion
- 5.15 CLOSE
- SESSION FACILITATOR:**
Richard Walker
TCI Network Oceania
- SESSION FACILITATOR:**
Simon Millcock
Townsville City Council
- SESSION FACILITATOR:**
Rodin Genoff
Rodin Genoff & Associates
- SESSION FACILITATOR:**
Rod Brown
Cockatoo Network

Conference Speaker Bios



Dr Christian Ketels, President, TCI Network

Christian has been on the Board of Directors of the TCI Network since October 2007, becoming its Secretary in October 2009 and President in December 2011. He is a member of the Harvard Business School faculty at Professor Michael E. Porter's Institute for Strategy and Competitiveness, an Honorary Professor at the EBS Business School, Germany, and a Senior Research Fellow at the Stockholm School of Economics, Sweden. He holds a PhD (Econ) from the London School of Economics and further degrees from the Kiel Institute for World Economics and University of Cologne. Christian has led cluster and competitiveness projects in many parts of the world. He is member of economic advisory groups in Europe and the Americas, has written widely on economic policy issues, is the co-editor of the Competitiveness Review, and has been a frequent speaker on competitiveness and strategy in Europe, North America and Asia.



Professor Roy Green, Dean, School of Business, University of Technology, Sydney

Roy has undergraduate degrees from the University of Adelaide and a PhD in economics from the University of Cambridge. He has worked in universities, business and government in Australia and overseas, published widely in the areas of innovation policy and management and undertaken projects with the OECD and European Commission. Roy chaired the Australian Government's Innovative Regions Centre, CSIRO Manufacturing Sector Advisory Council and NSW Manufacturing Council, and he served on the Prime Minister's Manufacturing Taskforce. He conducted the Government's review of the Textile, Clothing and Footwear industries, led Australian participation in a global study of management and productivity, and most recently coordinated an Australian Business Deans Council initiative on the future of management education.



Karen Lindegaard, Program & Project Management, WelfareTech, Denmark

Karen has both local and international project experience in Mozambique and Bolivia. She has various certifications including Value Chain Management from MDF Netherlands. WelfareTech is a world leader involved in developing technology to assist elderly people to stay in their homes and technology to assist the disabled. Karen is experienced in networking and contact with a wide range of national and international clients from the public and the private sector. As a program manager, Karen's responsibility includes planning, coordination and administration of a multiple project portfolio, monitoring of progress and adherence to company mission, evaluation, recruitment, staff management, financial implementation and budgeting.

Conference Speaker Bios



John Lochery, Business Adviser, NorthLink

John is an experienced senior manager with 25 years in the food industry in Australia, the last eight years as Managing Director and CEO. His experience at senior level with SMEs has allowed him to develop an understanding of the issues that a senior manager faces in the day to day running of a business across all functional areas, and to develop strategies and plans to overcome these and improve the business. His knowledge and connections across all market segments and supply channels allows him to address the issues of global value chains in the food industry.



Associate Professor Linda Leung, UTS Business School

Linda is an Associate Professor in Arts, Cultural and Digital Creative Industries. In her current role, she teaches postgraduate students working in the creative and cultural industries on the Master of Management. Aimed at those who have trained in these sectors but are moving into management positions, the program brings together a diverse range of people from publicly-funded visual and performing arts institutions, small commercial creative organisations, as well as tech start-ups and micro-businesses. Graduating students work at the forefront of the 'experience economy', leading the way in designing innovative cultural / creative products and services which are accessible to all. Just as the creative industries are located at the intersection of business, creative and technology disciplines, this integrated and cross-disciplinary approach also informs her teaching and research on digital creative industries, project management processes and practices, and user experience design. Linda will talk about creative industries clusters globally and locally, and the work of the national Creative Industries Innovation Centre at UTS.

Conference Speaker Bios



David Dodd, President, DADCO Consulting

David has 25 years of experience in economic development as a volunteer, practitioner and consultant. Beginning after Hurricanes Katrina and Rita, David developed an international reputation in disaster recovery. David served as lead consultant for the Gulf Coast Reinvestment Forum, sponsored by the US Chamber of Commerce, the International Economic Development Council, and the states of Alabama, Mississippi, Louisiana and Texas. The forum provided input in the Gulf Opportunity Zone Legislation in the wake of Hurricane Katrina. He has worked in Japan and Mexico, and advised Queensland and the government of the Philippines on economic recovery issues. His most recent work involved comprehensive economic recovery programs for New Jersey after Superstorm Sandy and Oklahoma after the 2013 tornadoes/storms under a contract with the US Economic Development Administration.



Professor David Walters, Professor of Management, Logistics & Supply Chains, University of Sydney

Professor David Walters, BA (Alberta), MSc (Bradford), PhD (Cranfield) is a Professor of Management, Logistics & Supply Chains at the University of Sydney, Institute of Transport Studies. He has also held posts at the Sydney Graduate School of Management, Macquarie University, Oxford University (Templeton College), and the Cranfield School of Management. He has published a number of textbooks in business and marketing subjects; the most recent, *Managing in the Value Chain Network*, was published in 2012. He has also published over 30 articles in professional journals. He is the Australasian editor for the *International Journal of Physical Distribution and Logistics Management*.

David has teaching experience across a wide range of continents including North America, The Middle East, Europe, Asia, and Africa. In addition to his wide teaching experience, he has acted as a consultant for a number of international companies. These include BOC, CSR, Harrods, Laura Ashley, The Kingfisher Group, Storehouse, British Oxygen Company, Marks and Spencer and Tesco.

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