

## Host community: Cessnock in the Hunter Valley


Cessnock is the commercial centre and gateway to Australia's oldest wine growing region – the Hunter Valley. Cessnock was developed as a private village on the road that is now known as *The Convict Trail*. The town became a major mining centre at the turn of the century; however, wine and tourism have since become the major local industries.

Wine-related tourism has also created opportunities for other attractions. As well as vineyards and wineries, there are fine restaurants, motels, cabins, guest houses and galleries. Business is well supported in Cessnock with five active chambers of commerce, two industry associations, a unified viticulture industry group and a business incubator which is part of the Hunter Region Business Enterprise Centre. For more information on Cessnock, visit [www.cessnock.nsw.gov.au](http://www.cessnock.nsw.gov.au)



## For more information

Visit: [www.business.nsw.gov.au/ced](http://www.business.nsw.gov.au/ced)

 Find us on Facebook: [NSW CED Conference](https://www.facebook.com/NSWCEDConference)

### Contact:

Conference organisers: Cre8ing Growth

Stephanie Roberts

T 02 4969 7555

F 02 4969 7500

Ian Mackey

M 0414 496 493

Jacinta Mackey

M 0410 557 071

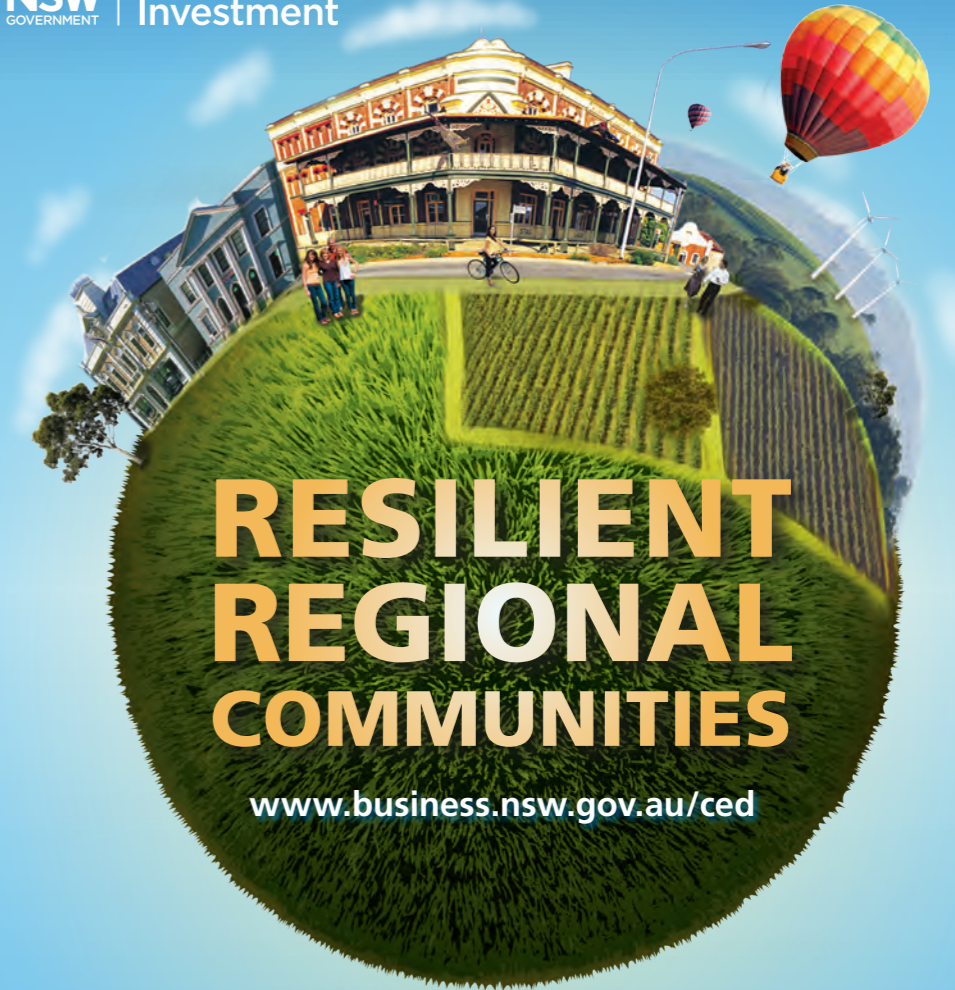
E [cessnockconference@cre8ingrowth.com.au](mailto:cessnockconference@cre8ingrowth.com.au)

## Acknowledgement

The Community Economic Development Conference 2012 is proudly sponsored by State Training Services, NSW Department of Education and Communities and supported by the NSW Office of Environment and Heritage.



Trade &  
Investment



## Community Economic Development Conference 2012

Community resilience to adapt to global economic shock,  
climate change and the transition to more sustainable lifestyles

May 7–10

The Sebel Kirkton Park, CESSNOCK  
336 Oakey Creek Road, Pokolbin

### Platinum sponsor



### Gold sponsors



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Insight, solutions and inspiration for small business

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## Message from the Deputy Premier, Andrew Stoner MP

The NSW Government believes in the potential of regional NSW communities and that is why we are making it central to our plan to make NSW number one again. We are already working hard to create jobs in regional communities through our Jobs Action Plan, and to attract people to regional areas through our Regional Relocation Grants.

Regional NSW contributes more than its fair share to the NSW economy through industries like mining, agriculture and tourism, and it deserves its fair share of economic growth and infrastructure investment. For this reason, the NSW Government has committed to investing and rebuilding critical regional infrastructure such as roads and hospitals.

The NSW Government believes in working in partnership with regional communities, as they are best placed when it comes to understanding their local needs. We know that regional communities in NSW are resilient and we are working hard to ensure that they remain sustainable. The NSW Government is committed to helping you to make this happen. This conference is one way in which we can do this by providing you with the opportunity to learn from others and take new ideas home to your communities. I encourage you to participate in this conference and join in the conversation about resilient communities in NSW.

### The Hon. Andrew Stoner MP

Deputy Premier

Minister for Trade and Investment

Minister for Regional Infrastructure and Services

## Conference Program

### Monday, May 7

11.00am Global and national perspectives

12.45pm Lunch

1.30pm Concurrents

**A1** – Strategies for resilience

**A2** – Resilience in action

4.00pm – 6.00pm

Cheese, wine & chocolate tasting tour

6.00pm – 7.00pm

Welcome drinks sponsored by Cessnock City Council and local chambers of commerce

*Elizabeth's at McWilliam's Mount Pleasant Winery*

### Tuesday, May 8

9.00am Welcome to Country

9.05am Cessnock welcome

9.15am Conference opening day 2

9.25am Cessnock showcase

10.10am Morning tea

10.40am Resilient regional communities

Dr Tim Flannery, scientist, author and Australia's Chief Climate Commissioner

*Keynote 50 minute presentation & 30 minute interview by Ellen Fanning*

12.00pm How resilient is the regional NSW economy, now and into the future?

Dr Ric Simes, Partner, Deloitte Access Economics

12.30pm Lunch

1.30pm Concurrent sessions

**B1** – Localising food production

**B2** – The pathway to a clean energy economy

**B3** – Behavioural change, health and environment

**B4** – Rebuilding after disasters

3.00pm Afternoon tea

3.30pm Regional resilience – the path forward

Dr Garry Egger, Director, Centre for Health Promotion and Research Pty Ltd

3.45pm Fostering resilient regional communities – the complete picture

Ellen Fanning, award-winning current affairs journalist

*Interactive session led by Ellen with a panel of experts and the assistance of some of the participants from the concurrent sessions. Also includes audience participation. This session brings together the strands of sustainable lifestyles and community resilience.*

5.15pm Close

7.00pm Delegates to purchase own dinner – bus transfers available to a number of local restaurants

### Wednesday, May 9

8.50am Conference opening day 3

9.00am Regional population shifts – what's happening and why?

Mark McCrindle, Director, McCrindle Research, futurist, demographer and social commentator

10.30am Morning tea

11.00am Concurrent sessions

**C1** – Community economic transitioning in action

**C2** – Creating and marketing your identity/identities

**C3** – Fresh approaches for attracting new residents

**C4** – Community cohesion through events

12.30pm Field trips – lunch included

**FT1** – The Hunter Valley Gardens story

**FT2** – Discover Wollombi

**FT3** – The business of food

**FT4** – Sustainable Cessnock

**FT5** – Kurri Kurri Towns With Heart

**FT6** – Wine blending and marketing

4.00pm Conclusion of field trips

7.00pm Conference dinner – Roaring '20s theme  
*Lindeman's Winery*

### Thursday, May 10

9.00am Conference opening day 4

9.10am Community showcase – Renew Newcastle

Marcus Westbury, Founder, Creative Director

9.40am Concurrent sessions

**D1** – Attracting visitation through social media

**D2** – Event development through evaluation

**D3** – Nurturing leadership in small communities

**D4** – Smart infrastructure and the future

11.00am Morning tea

11.30am Fostering leadership and resilience in regional communities

Margaret Harrison, wheat farmer, Founder and Director of the Mungindi Music Festival, Regional Advisory Board Member of Women & Leadership Australia

12.00pm Nurturing community leadership through community enterprise projects

Bendigo Bank, conference sponsor

12.30pm Closing remarks

12.45pm Conclusion and boxed lunches

## Registration

Registrations open on 1 November 2011 and close on 14 April 2012.

Visit: [www.business.nsw.gov.au/ced](http://www.business.nsw.gov.au/ced) to register online or to download the official registration form.

### Early bird registration

\$700 GST inclusive available until 31 January 2012

### Standard registration

\$750 GST inclusive

### Day registration (not including dinner)

\$255 GST inclusive

### Wednesday night dinner

\$115 GST inclusive

### Group registration

Purchase 3 registrations for \$2,000 and save \$250. Registrations must be for the same organisation and purchased at the same time.

### Community organisation (volunteer-based)

#### Standard registration

\$225 GST inclusive

#### Day registration (not including dinner)

\$80 GST inclusive

#### Wednesday night dinner

\$60 GST inclusive

### The registration fee includes:

- all conference sessions including a field trip
- conference materials
- morning and afternoon refreshments and lunches
- Monday wine, cheese & chocolate tour
- Monday welcome drinks and finger food
- Wednesday conference dinner
- coach transfers.

## Accommodation bookings

The Department is currently holding a number of accommodation bookings for conference attendees. You can secure your accommodation by visiting [www.winecountry.com.au/accommodation](http://www.winecountry.com.au/accommodation) or by contacting Hunter Valley Wine Country Tourism on **02 4990 0900**.

## Getting there

Cessnock is a 1.5 hour drive from Sydney airport and a 40 minute drive from Newcastle's Williamtown Airport.

### Offset your travel carbon emissions

The Department is working with the Carbon Reduction Institute (CRI) to measure, reduce and offset the conference's carbon emissions. The cost to offset your travel will go directly to one of CRI's approved carbon credit projects. To assist the Department in making this conference carbon neutral we encourage you to offset your travel emissions by visiting [www.noco2.com.au](http://www.noco2.com.au) or phoning the CRI on **02 9439 9990** and taking appropriate action.