



## Growing the Future Participant Worksheet

### Workshop 1 – Regional SWOT analysis

**Purpose:** To reveal the resources, capabilities, competencies and future possibilities framing the business potential within the region that can contribute to the creation of new competitive advantages.

**Task 1a:** Please answer the following question and then fill out the table to the best of your abilities. Note: Some items require ranking between 0 and 10 with 0 being none, 1 being very low, through to 10 being very high.

**Question:** In your opinion, what are the ten (10) most promising industries/sectors located within Northwest Tasmania? Please list your answers, in the order they come to you in the table below and then complete the following columns.

Industry / Sector	Innovativeness (0-10)	Entrepreneurial Activity (0-10)	Service/product quality (0-10)	Institutional support (0-10)	Growth potential (0-10)

### Task 1b: SWOT analysis.

When considering the Strengths, Weaknesses, Opportunities and Threats present within the region and its industries/sectors, please give thought to:

- What are the historical path dependencies of the region
- What are the natural assets of the region (resource base)
- What are the human assets of the region (resource base)
- Market access (local, national and international)
- Community cohesiveness, capacity and adaptability
- Institutional support (tertiary education, R&D, government participation, etc)
- Innovativeness
- Networking, knowledge intensity, sharing and management
- Leadership (business, expertise, product development, etc)
- Marketing

Strengths	Weaknesses
Opportunities	Threats

Are there any other industries, sectors, businesses or opportunities that you would like to mention? Or any other comments?

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**Workshop 2: Comparative SWOT (knowledge of competitor regions and benchmarking)**

Purpose: To provide competitor benchmarking and reveal where regional competitive advantages may exist compared with other regions.

Task 2a: Please answer the following question and then fill out the table to the best of your abilities. Note: Some items require ranking between 0 and 10 with 0 being none, 1 being very low, through to 10 being very high.

Question: In your opinion, what regions provide the greatest level of competition to industries within Northwest Tasmania? Please list your answers, in the order they come to you in the table below and then complete the following columns.

Competitor region	Competing sector	Innovativeness (0-10)	Service/product quality (0-10)	Institutional support (0-10)	Growth potential (0-10)

Task 2b: SWOT analysis.

Please select the region that you are most familiar with and complete the following SWOT analysis. As with Task 1b, when considering the Strengths, Weaknesses, Opportunities and Threats present, please give thought to:

- What are the historical path dependencies of the region
- What are the natural assets of the region (resource base)
- What are the human assets of the region (resource base)
- Market access (local, national and international)
- Community cohesiveness, capacity and adaptability
- Institutional support (tertiary education, R&D, government participation, etc)
- Innovativeness
- Networking, knowledge intensity, sharing and management
- Leadership (business, expertise, product development, etc)
- Marketing

Region: \_\_\_\_\_

Competing sector: \_\_\_\_\_

Strengths	Weaknesses
Opportunities	Threats

Are there any other industries, sectors, businesses or opportunities that you would like to mention regarding competitor regions? Or any other comments?

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**Workshop 3: Futurescaping (preliminary opportunities identification)**

Purpose: To identify opportunities that are based on historical trajectories and future megatrends and that can form the basis of new collaborative advantages.

Task 3a: To the best of your knowledge, please answer the following questions.

Question 1. What have been the major past development trajectories of the region and its industries?

*For example, land clearing has led to extensive farming and timber production.*

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Question 2. In your opinion, what do you think are the future megatrends facing our region, Tasmania, Australia, and the world?

*For example, ageing populations, increasing nutrient demands, urbanisation, biotechnologies, e-commerce, increasing water demands, etc.*

NW Tasmania:

Tasmania:

Australia:

The world:

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Question 3. What potential do you see within the region for existing industries/sectors to create competitive advantages from these possible megatrends? Please provide some detail.

Thankyou for participating in this workshop. Your input will assist the North West Rural Strategy Group and associated Expert Panel to identify development opportunities for businesses within our region. If you would like to continue being a part of this process please provide your name, phone number and email address below.

Name: \_\_\_\_\_ Ph: \_\_\_\_\_ Email: \_\_\_\_\_