



North West Rural Strategy Group

Growing the Future Workshop

Agenda and Workshop Notes

Venue: Circular Head Council Chambers – meeting room, 33 Goldie Street, Smithton (access via the external entrance, located at the rear of the council building via the council car park area)

Time: 1:00pm – 5:30pm

Date: Wednesday, 16th March 2011

Workshop Agenda

Time	Activity
1:00 – 1:20pm	Pre-workshop gathering
1:20 – 1:30pm	Welcome by Mike Buckby, President of the NWRSG
1:30 – 2:40pm	Presentation by Roger Jaensch from the Cradle Coast Authority on future prospects and opportunities of the region Presentation by Professor Janelle Allison from the Institute for Regional Development on how the University of Tasmania and the Institute can contribute to local efforts to develop new futures Presentation by Warren Moore and Melissa Coffey about the Business Regional Analysis Database (BRAD) project Questions to presenters
2:40 – 2:50pm	BREAK
2:50 – 4:00pm	Workshop part 1: Regional SWOT analysis Workshop part 2: Comparative SWOT analysis
4:00 – 4:10pm	BREAK
4:10 – 5:10pm	Workshop part 3: Futurescaping opportunities identification (see Fig. 1, p. 3) Summary of workshop outcomes and next steps
5:10 – 5:30pm	Expert panel invitation and end

Workshop Activities

- **Workshop part 1: Regional SWOT (Strengths, Weaknesses, Opportunities and Threats)**
 - Path dependencies
 - Natural assets
 - Human assets
 - Industries
 - Market access
 - Communities
 - Academic institutions
 - Government participation
- **Workshop part 2: Comparative SWOTs (competitor regions and benchmarking)**
 - Natural assets
 - Human assets
 - Industries
 - Market access
 - Communities
 - Academic institutions
 - Government participation
- **Workshop part 3: Futurescaping (preliminary opportunities and megatrends identification)**

About the workshop

This workshop aims to:

1. Identify, develop and strengthen producer networks that can deliver new market opportunities by bringing together creative thinkers from:
 - the agri-foods sector,
 - other primary industries, and
 - other interested organisations.
2. Provide input into the strategic focus of the NWRSG and associated Expert Panel.
3. Seek expressions of interest from participants to form a principal Expert Panel that will continue to meet for the purpose of developing ideas into new opportunities that can be pursued by network participants.

This workshop is based on initial steps featured within the Sustainable Development Platform Method (SDPM) created by Matthew Campbell-Ellis and Dr Tony McCall¹ and based on the work of Vesa Harmaakorpi and Satu Pekkarinen². The SDPM aims to construct networks that enable collaboration and innovation through novel resource configurations. The process involves nine steps that the North West Rural Strategy Group will adapt and apply as one component of their strategic efforts to create community-based economic resilience within Circular Head and the broader Cradle Coast region. The nine steps of the SDPM are:

(1) Sustainability Audit → assesses the sustainability of current natural and human resources, resource conditions and business activities. Creates checks and balances, defines resource condition indicators and socio-cultural, economic and environmental management actions.

(2) Comparative Analysis → This phase utilises statistical data combined with intrinsic and tacit knowledge to provide an inter-regional comparison of natural and human resource conditions

against Regional Innovation Systems (RIS) theories and sustainability. Includes a study of regional assets, industries, communities, academic institutions and government participation.

(3) Community / Network Analysis → identifies the potential network(s) that could participate in and contribute to the SDPM approach. Involves Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis.

(4) Institutional Governance Design → Involves networking the participants and process leaders, and nests the resulting community-based network within community and governance settings. Involves defining the collective action and deliberative democracy-based governance structure, working rules, and rewards and penalty systems.

(5) Futurescoping → demonstrates a statistically supported path dependent basis from which future megatrends are identified, including possible futures and expected resource conditions.

(6) Platforms Identification → identifies platform opportunities given the inherent regional and resource constraints and the capacity and interest of the network participants to explore innovation platform opportunities. As with the RDPM, this phase identifies the 'promising combinations of industries and areas of expertise while taking into account the possibilities offered' and aims to reveal the most 'fruitful' platforms where, in the context of the SDPM, resources that are rare, unique and non-substitutable, but *can be managed sustainably* are selected for RIS platform development.

(7) RIS Conceptualisation → aims to create a 'shared understanding of the environment where innovation policies are conducted'. Involves identifying individual participants and resource configurations to pursue specific cluster-based RIS platforms.

(8) Core Processes Identification → aim is to exploit the '*potential existing in the defined development platforms*'. SDPM includes participant created and defined responsibilities and tasks, eg how sustainability indicators will be reported against, how property rights will be assigned, how capital inputs will be used, and how voluntarily fiscal resources will be returned into the SDPM process through profit-based levies that will be used to fund sustainability and socio-cultural actions whilst providing PR and marketing opportunities. Also includes identification of specific marketing and market access mechanisms.

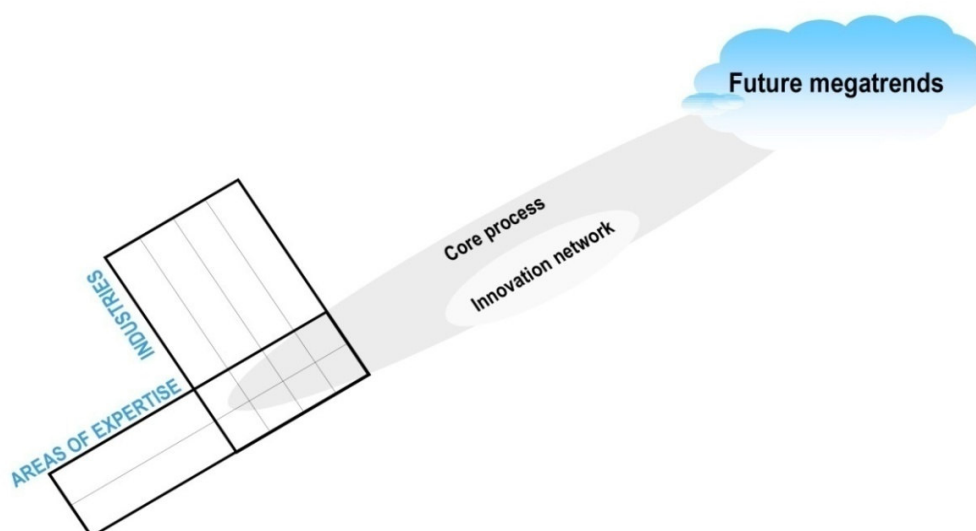


Figure 1 Principle Description of a Core Process (Source: Harmaakorpi and Pekkarinen 2003).

(9) Knowledge Management → Aims to harness and coordinate the learning and knowledge capacity within the SDPM network to foster opportunities for new knowledge creation and sharing, and broad institutional learning. This phase feeds directly back into phases one and six to ensure that knowledge is distributed at critical phases of the SDPM process and to ensure that knowledge is not lost.

The North West Rural Strategy Group

The NWRSG was formed by concerned farmers and other interested individuals after the downsizing of the McCain Foods factory in Smithton. The group began meeting in 2010 and will be publicly launched in March 2011.

The group aims to represent and promote rural and agricultural interests in the Northwest region, to promote, encourage and foster value adding, further processing and the realisation of new opportunities within the area. The NWRSG will work towards increasing the resilience and well-being of our regional communities and industries.

For further information about the NWRSG please email nwruralstrategygroup@gmail.com or phone Mike Buckby on 0408 174 980, Melanie Colville on (03) 6458 3427 or Matthew Campbell-Ellis on (03) 6456 6217.

Would you like to continue being involved?

The NWRSG would like to invite you to continue being involved in this process. We are seeking interested people that would like to collaborate with others to construct new and innovative ways to construct economic advantages within Northwest Tasmania. To achieve this goal we hope to form an Expert Panel that will investigate the potential for innovation platforms that may be realised by local producers and associated network participants. The Expert Panel will report to and work directly with the NWRSG.

For further information or to nominate yourself or to suggest a potential participant, please email Matthew Campbell-Ellis at mattce@gmail.com.

Acknowledgements

The NWRSG would like to thank our guest speakers for giving their time to participate in this workshop, all participants and the Circular Head Council for providing the venue.

References

¹ Campbell-Ellis, M. and McCall, T. 2010, Sustainable Development Platform Methods for Constructing Innovation and Managing Common Pool Resources, *Innovation and Regions: Theory, Practice and Policy, refereed proceedings of the 34th Annual Conference of the Australian and New Zealand Regional Science Association International*, Melbourne, Australia.

² Harmaakorpi, V. and Pekkarinen, S. 2003, The Concept of the Regional Development Platform and Regional Development Platform Method (RDPM) as a Tool for Regional Innovation Policy, *43rd Annual Conference of European Regional Science Association*, Jyväskylä, Finland.