

A Future Made in the Hunter

JUNE 27 2024 | NEWCASTLE CITY HALL

Platinum partner:



Gold partners:



Silver partner:



Program

8:00am Arrival

Registration, Coffee Cart open, Exhibitions & Networking

8:35 Welcome and Acknowledgement of Country

Lauren Eyles, Business Hunter President

8:50 Hunter Horizons: Navigating the Future of Work in our Region

Rochelle Stevens, Head of Advice and Business Partnering and Kristy Bagnall, Head of People Operations NGM Group

We are living in a period of profound change in the Hunter, a nexus point that is redefining the region - from what it was, to what it is going to be. We have a significant role to play in a 'Future Made in Australia', with our people resource at the heart of this ambition.

This research, developed by the University of Newcastle's Institute for Regional Futures and proudly supported by NGM Group, examines the attitudes of Hunter communities in how they live and work, and casts a lens on what needs to be done to develop education, training and workplaces now and for the future.

9.15 A region of reinvention

Bran Black, CEO Business Council of Australia

Australia has been a net exporter of capital for the last four years. There is a global race for investment with a variety of incentives, headlined by the US Inflation Reduction Act. Ensuring Australia is as competitive as possible will be critical. The \$22.7 billion of Federal Budget support for "A Future Made in Australia" must be supported by strong investing fundamentals.

What is getting in the way of winning new investment, including in places like the Hunter? What can we do about it? How do regions like the Hunter, and the broader Australian economy reinvent themselves to take advantage of the major global shifts we are seeing?

9.30 Thought Leader Discussion Panel

Bran Black, CEO Business Council of Australia | Daniel Hunter, CEO Business NSW | Peter Cock, CEO Newcastle Airport | Zee Upton, Deputy Vice-Chancellor (Research and Innovation) University of Newcastle | Lucas Coleman, Executive Manager Corporate Affairs Port of Newcastle

Facilitated by: Lauren Eyles

Our sector leaders will weigh in on how global competition is impacting their sectors - How are they seeing this manifest? What are the drivers and barriers for a future made in the Hunter? Where and why are we losing out to global competitors? What role can collaboration play in advancing our aims? Are our businesses and industry ready for the change?

10.15 Morning Tea

10.45 Net Zero Economy Agency (NZEA) - Industry Update

Emily Martin, First Assistant Secretary, Regions and Workforce Division, Net Zero Economy Agency

Part of the focus of 'A Future Made in Australia' will be the development and delivery of initiatives around the new Net Zero Economy Agency (NZEA). Legislation for the NZEA has been introduced to Parliament, with the government targeting commencement for July 2024.

As a priority region, the Authority will focus on supporting workers, communities, and industry in the Hunter through initiatives including:

- Support for workers in emissions-intensive industries who are affected by the net zero transition
- Establishing The Energy Industry Jobs Plan (Plan).
- Supporting First Nations to participate in, and benefit from, the net zero transition
- Building community understanding, confidence and engagement with the net zero transformation.

This session will reveal what is ahead for the Net Zero Economy Authority and what this means for the Hunter.

11.00 Engineers Australia

Damian Ogden, Group Executive Policy and Public Affairs, Engineers Australia

People power will be central to delivering 'A Future Made in Australia', including professional services, technicians and trade workers. Engineers provide crucial skills to lead and support these efforts. Furthermore, their contributions to developing homegrown solutions and industries bolster Australia's self-reliance and global competitiveness.

This session will explore new research insights, workforce planning and pipeline issues, and share new insights on transferable skills needed to support transition and the new energy economy.

11.20 Expert Panel - Skills, workforce and transition

Expert Panel: Damian Ogden, Engineers Australia | Emily Martin, Net Zero Economy Agency | Ivan Waterfield, CEO Hunternet | Deb Barwick, CEO NSW Indigenous Chamber of Commerce

Facilitated by: Craig Reucassel

There is no doubt as to the weight of expectations that policies and initiatives must 'hit the ground running' and resonate in the region. What does some of this look like from the bottom up? How do long established industrial and business networks based in the region view the challenge? How do these measure up to the big picture settings being established nationally?

11.50 Expert Panel - Back to the future - We've been here before, how do we succeed again?

Expert Panel: Jeff Phillips, Managing Director and Chairman Varley | Siobhan Curran, Director Entrepreneurship I2N | Stacey Sleeman, CFO Ampcontrol | Mark Fitzgibbon, CEO nib Group

Facilitated by: Craig Reucassel

The Future Made in Australia package seeks to revive our ability to make world-class products, and establishes time-limited incentives to invest in new industries. As an innovation and manufacturing hotspot, how do we best leverage this?

Following the closure of BHP in 1999, the region met the challenge of transformation and now boasts considerable economic diversity. The manufacturing and services sector make considerable contributions to our output and employment.

Is the region facing a 'BHP 2.0' scenario, or are the characteristics different? Is action and implementation of good ideas dependent on government support or can we move on regardless? What innovation exists, and is it beyond our reach or involvement?

12.30 Lunch

1.15 Expert Panel - Housing, no future without it

Expert Panel: Rob Douglas, CEO McDonald Jones Homes | Simon Dezius, Head of Product Management NGM Group | Elizabeth York, Policy & Regional Manager Hunter and Central Coast, Urban Development Institute of Australia NSW

Facilitated by: Bob Hawes

The issues of unavailability and unaffordability of housing looms large. It's an obstacle and constraint for the region, limiting our ability to move quickly to respond to growth pulses that demand we have more people.

The federal government has moved to mobilise a significant allocation of funds to fuel supply, with a focus on affordable and social housing provision. The state government is also leaning in with funding and initiatives across planning and infrastructure provision, while expecting much of local government.

In the quest to resolve this constraint, does the Hunter have specific or unique characteristics? Will the flow of funds and initiatives bring about relief in the region, and how long will it take? What more could we be doing to shift the dial and bring relief to the sector? What actions and activities are top of mind for leading advocates and practitioners in the region?

1.50 Expert Panel Unlocking new value

Expert Panel: Tony Palmer, Blackrock Motor Park | Di Sneddon, Upper Hunter Mining Dialogue | Seth Pathiyil, Head of Hunter Energy Hub AGL | Amanda Walker BHP

Facilitated by: Kim Collings

"Buy land, they ain't making any more of it", Mark Twain once famously said. But what if we could?...Large parcels of land, once tied up in traditional mining and energy pursuits, offer promise for new and exciting futures in tourism, recreation and adventure sports, new energy, manufacturing, and skills and training.

Post mining and energy land use presents a significant opportunity for mining and energy-reliant communities to support economic diversification and future productivity. For the region, the opportunity to pursue region-shaping projects awaits.

This session will explore questions such as - What projects and ideas are in the pipeline? What challenges stand in the way of success? What can help us succeed? What are local communities telling us?

2.20 Keynote - Bring the Beat Back

Michael Rodrigues, 24 Hour Economy Commissioner (NSW)

Hospitality and entertainment is the heartbeat of any great city, and the Hunter Region seeks to build on its reputation as a compelling destination and vibrant city.

Michael Rodrigues is the state's first 24-Hour Economy Commissioner. Michael launched the Time Out brand in Australia under license in 2007 and in his time at the helm grew the audience across print, digital and social channels to in excess of 1,000,000 Australians monthly.

As 24-hour economy commissioner he oversees 'Uptown' - a two-stage program (Uptown Accelerator and Uptown Grant) designed to fast-track the formation of local business communities and facilitate the growth of their districts into vibrant going-out hubs in line with the NSW Government's 24-Hour Economy Strategy for Greater Sydney.



2.40 Expert Panel - World class ambitions - Shaping a diverse regional identity

Expert Panel: Michael Rodrigues, 24 Hour Economy Commissioner (NSW) | Glenn Caldwell, General Manager DSSN | Burcak Sezer, Executive GM Marketing and Communications Newcastle Airport | Greg Khoury, Executive Director Century Venues

Facilitated by: Tamara Young

Done right, the visitor economy can have an enormous multiplier effect. It has potential as a huge growth engine, stimulating investment in infrastructure such as new roads and highways, improved public spaces, new airports, and cultural facilities.

These assets, together with excellent hospitality and visitor experiences, create lasting perceptions of our region. They also help to attract and retain great talent. In the Hunter, several region-shaping initiatives are afoot, including Newcastle Airport's international terminal expansion, ambitious plans in the arts and cultural sector, and of course, an enormous energy transition. Before us stands a once in a generation opportunity. So how do we harness it?

This session will focus on unlocking opportunity - Do we have the necessary connectivity? Is there sufficient support and awareness? How do we coordinate and present as one united region? What are the current frustrations? What are the drivers and barriers?

3.25 Afternoon tea and transfer

First concurrent sessions

Two concurrent sessions will explore themes of industry development, with one track focusing on hospitality and the visitor economy, and the other track focusing on other priority areas under 'A Future Made in Australia'

3.40 TRACK 1 - Making it in NSW - An advanced manufacturing gamechanger

David Fox, Associate Director, Advanced Manufacturing Research Facility (AMRF), Callum Walker, AMRF Manager

The Advanced Manufacturing Research Facility (AMRF) is an NSW Government initiative aimed at kickstarting a manufacturing focused resource centre for NSW business. Located south of the new Western Sydney International Airport, its workshop will house industry-scale equipment supporting precision machining, composites, metrology, automation, digital, and additive technologies. This session will briefly cover the facility's background, structure, and long-term intent. It will then focus on the available technologies, access pathways, workshop layout, and equipment on offer.

In the Hunter, manufacturing is the second largest sector after mining. How can resources such as this help us continue to grow our capabilities in this space and expand into global markets?

3.40 TRACK 2 - Going global - Exporting food and beverage into Greater China

Sharon Foster- Senior Export Adviser Investment NSW | Peter Lucas, Peter Drayton Wines | Nathan Hughes, Brokenwood Wines | Martin McKenzie - The Business Centre

In this session businesses who are looking to expand and diversify in their industry/sector to an international market will find out more about how to prepare a pitch for potential customers in their industry/sector and the international market.

The session will cover.

- How to understand as a Hunter based business market dynamics and practical approaches to going global
- What are the opportunities to identify and engage with new customers and network with global businesses and entrepreneurs.
- What are the opportunities for global promotion and peer interaction with the businesses in your cohort.
- What is Export Readiness Assessment and how to reduce your risk and cost of Exporting.
- Understand eligibility for the NSW Going Global Export Program and how to use the Go Global Toolkit

● Second concurrent sessions

● ● 4.00 TRACK 1 - Opportunities in Defence

Tim Owen

If efforts to provide 'A Future Made in the Hunter' should be also to 'follow the funds', the Hunter region already has cred in the Defence space, and there is a significant opportunity for more to come. There are challenges and hurdles along the pathway, however the incentive to understand and resolve the challenges is enormous. A considerable amount of work has already been done to ensure the region is well placed to feature in future activity in Defence industry.

This session will provide an overview of this activity and appreciate the scope of the plans by government and industry to meet the Defence targets.

● ● 4.00 TRACK 2 - Local "maker" Case Study - Grainfed Brewery, a story of beer, innovation, production, and new markets

Grainfed Brewery Owner- Lachlan Macbean and Peter Hollingsworth Senior Business Advisor The Business Centre

This session will provide a discussion with a local Hunter "maker", owner, and producer of a uniquely made product in Lachlan Mac Bean of Grainfed Brewery. Lachlan will share what it really takes to build a successful Hunter based business by understanding the market is, cashflow, profitability, getting funding and setting up a regional brewery, venue, and production facility.

This session will take a deep dive into what real challenges are faced in building a Hunter business that makes product at scale from start up to investment through the site development and fit out stage to opening the venue and commencing production.

- Starting the Business
- Funding and planning
- Development Application
- Cost business inputs (including energy)
- Managing growth and cash flow.
- Building profitability.

● 4.20 Closing remarks

Bob Hawes, CEO Business Hunter

● 4.30 Post Summit networking and Business Fusion Event

Transfer to The Business Centre (approx 50m from City Hall)

