

INVITATION TO JOIN US

# Enliven PITTWATER

## VILLAGE ECONOMIES SUMMIT

The Enliven Pittwater Village Economies Summit 2014 will be held between 18 - 20 September in Pittwater on Sydney's superb Northern Beaches. As well as a business event with presentations from government, academics and private sector practitioners, the community is invited to a weekend event that offers music and culture. The event will help Council and the wider community identify and examine the challenges, opportunities and trends currently faced by businesses in many metropolitan village centres. Expert speakers will engage with the wider community to explore and inspire, offering local and global examples on how best to plan for healthy, sustainable, and liveable villages.

### 1. LAUNCH EVENING

SPACES LIMITED

THURSDAY 18 SEPTEMBER, 6PM TO 8.30PM

A social event and opportunity to network with summit speakers and local business.

### 2. BUSINESS SUMMIT

BAYVIEW GOLF CLUB

1825 PITTWATER ROAD, MONA VALE

FRIDAY 19 SEPTEMBER, 8AM TO 5PM

REGISTRATION REQUIRED

COST: HALF DAY \$70, FULL DAY \$110

INCLUDES LUNCH (PARKING AVAILABLE)

The program includes a range of panel seminar topics, keynote presenters and case studies. Themes will include:

- Place making for liveable villages and vibrant communities
- Urban design trends, examples, opportunities
- Transport and logistics: public transport, parking, cycling and walking
- Retail strategies for town centres and villages and night economies
- Health, wellbeing and tourism planning
- Creative industries and impacts of new technology.

18-20 SEPT

2014

MONA VALE

NEW SOUTH WALES

## BUSINESS SUMMIT PROGRAM

TIME	SESSION
8am	Introduction and Welcome to Pittwater
8:30am	<b>Session 1:</b> Place Making DIANA GRIFFITHS RICHARD ROBERTS VICKI MARTIN ROBYN SIMON
10am	Morning Tea
10:30am	<b>Session 2:</b> Retail and Economic Development Planning and Strategies DAVID BARNARD MICHELLE PASCOE HELEN LAVERTY NICHOLAS VAN DE PEER
12pm	Lunch Break
1pm	<b>Session 3:</b> Demographics, Transport and Local Economies BEN TAYLOR IVAN MOTLEY and RYAN JAMES REBECCA LEHMAN JOHN WHELAN
2:30pm	Afternoon Tea
3pm	<b>Session 4:</b> Creative Industries - Tourism, Lifestyle and Design DR DAVID BEIRMAN STEVE GRANT JENNY CALKIN JO GILLIES
5pm	Wrap Up
5 - 7pm	Tour and networking at Modus Operandi (Micro Brewery) Mona Vale

### ACCOMMODATION OPTIONS

#### Newport Mirage

2 Queens Parade  
 Newport NSW 2106  
 02 9997 7011  
[www.newportmirage.com.au](http://www.newportmirage.com.au)

Contact reception and mention Village Economies Summit to receive a discounted rate.

#### Sydney Lakeside Holiday Park

38 Lake Park Road  
 North Narrabeen NSW 2101  
 1800 008 845  
[www.sydneylakeside.com.au](http://www.sydneylakeside.com.au)

### TRANSPORT

[www.transportnsw.info](http://www.transportnsw.info)

## 3. MONA VALE 'LONG LUNCH'

### COMMUNITY EVENT

BUNGAN LANE - MONA VALE  
 SATURDAY 20 SEPTEMBER, 11AM TO 4PM  
 FREE EVENT

A fun community event to be held in Bungan Lane, Mona Vale – from 11am to 4pm – that will transform the town centre into a retail and entertainment hub offering pedestrians the chance to access and experience the village in a pleasurable way.

### PARKING AVAILABLE FOR GENERAL ACTIVITIES

#### Kitchener Park

(98 car spaces, 2 disabled)  
 Barrenjoey Road  
 Mona Vale

#### Beeby Reserve

Corner of Gold Ave and  
 Barrenjoey Road  
 Mona Vale

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## PANEL SPEAKERS

### BIOGRAPHIES



**DIANA GRIFFITHS**  
URBAN DESIGNER

Diana is an urban designer with over 20 years professional experience in urban design, urban planning and architecture. A founding Director of Studio GL, Diana has a Bachelors degree in Architecture and a Masters in Urban Planning (specialising in Urban Design). Diana is a recognised industry leader and has been the lead urban designer on award winning master planning and urban design projects in the UK, NZ and across Australia. She is a member of Planning Institute of Australia NSW's Divisional Committee and is on the Advisory Board of the Healthy Built Environments Program, University of NSW. In 2013, Diana was the Jury Chair for the National Urban Design Awards.



**VICKI MARTIN**  
LANDSCAPE ARCHITECT - BRISBANE CITY COUNCIL

Vicki is a landscape architect with a passion for urban design. She has managed the Urban Design Unit at Brisbane City Council since 2010 encompassing the delivery of a broad portfolio of urban design and public art policy and projects including; the management of the delivery of Suburban Centre Improvement Projects, a public art collection and the Vibrant Laneways program - that program has delivered improvements to 44 suburban centres over the past 20 years. In partnership with property owners, the program has enhanced the attractiveness, amenity, safety, accessibility and identity of suburban shopping centres. Vicki studied landscape architecture at the Queensland University of Technology and has also worked extensively in consultancy in the UK.



**RICHARD ROBERTS**  
ENTREPRENEUR

A successful entrepreneur and leader from an early age, Richard thinks outside of the box and is a unique thinker driven by opportunities that lead and realise change; seed innovation and develop brands; and nurture exceptional growth in uncertain environments. Richard has a track record of results in large businesses and SME's, across varied industries, including banking through music to retail. He is considered an industry expert, particularly in licensing and relevant legislation in NSW. Richard was the first to establish internet presence within the UK music industry and he initiated and managed various start-ups to become profitable creative businesses in London, Los Angeles, Melbourne and Sydney.

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## PANEL SPEAKERS



**ROBYN SIMON**  
PRECINCTS MANAGER - CITY OF SYDNEY

Robyn manages the City of Sydney's Business Precincts, Small Bars and Laneways Program. She manages a small team that is dedicated to guiding and nurturing the growth of the City's ten inner precincts and fine grain businesses. Robyn's passion is building strong and robust local economies through unique and innovative ideas and business support. She has a wealth of experience in town centre management and has initiated successful business growth programs across New Zealand and Australia. She has also delivered a range of destination events which have achieved international media coverage.



**DAVID BARNARD**  
NATIONAL URBAN DESIGN MANAGER - STOCKLAND

David's experience spans 25 years working in architecture and urban design on projects in the UK, USA, Singapore and Australia. He spent 12 years in the USA, primarily working in San Francisco for the national urban design practice of ROMA Design Group, where he had the opportunity to design projects from large master planned communities and transit-oriented developments to small urban CBD and waterfront sites. In 2003 he established a 30-strong team of designers and planners for Lend Lease NSW and ACT. Projects included the Urban Design Institute Australia award-winning communities of Rouse Hill, Ropes Crossing, Nelson's Ridge and Forde in the ACT. After working on Barangaroo, David took up a national role at Stockland in early 2012 as the National Urban Design Manager. David is engaged in over 65 projects ranging from new towns taking over 30 years to build, to small, intimate communities complete in a couple of years. Holding multiple degrees, he has a Masters of Architecture in Urban Design from Harvard University and Bachelor of Architecture degrees from Royal Melbourne Institute Technology and the University of Canberra.



**HELEN LAVERTY**  
PLACE MANAGER RHODES  
CITY OF CANADA BAY

Helen is a dynamic place maker with a particular talent of engaging communities and developing robust partnerships. With experience working in Rhodes, one of the fastest growing suburbs in Australia, Helen is highly knowledgeable in urban renewal. She also has experience working with one of the most ethnically diverse and socially challenging housing estates in the UK, gained through her local and state government community development roles. She has professional skills in project management, strategic planning, community development and action-oriented implementation. Qualifications include: Bachelor of Arts (Hons) in Social Science (Major in International Relations and Social Science and Policy) from the University of NSW and a Masters in Management from Wollongong University.

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## PANEL SPEAKERS



**MICHELLE PASCOE**  
OPTIMUM OPERATING PROCEDURES  
AND SERVICES PTY LTD (OOPS)

Michelle is an accredited professional speaker with the National Speakers Association of Australia and is the NSW past president. She has 20 years of running her own small business, delivering her own training and mystery shopping programs through her company OOPS which she established in 1994. Michelle has worked with and developed tailored presentations and workshops for her clients, whether they be SME's, franchises, government departments or corporations. She provides them with a wealth of knowledge with take-away ideas and action plans to implement into their own business. Michelle delivers high energy and high-content workshops engaging her audiences, leaving them enthused, empowered and their potential ignited.



**NICHOLAS VAN DE PEER**  
MANAGER ECONOMIC AND SOCIAL DEVELOPMENT  
KU-RING-GAI COUNCIL

Nick is the coordinator of economic development for Ku-ring-gai Council. He graduated with a Bachelor of Business from the University of Technology, Sydney. After working in the private sector for a number of years moved across into social development and community planning. He translated his business acumen to contemporary social planning, specialising in micro-economic and social enterprise development for some of Australia's most disadvantaged communities. For the past five years at Ku-ring-gai Council, Nick has designed and led innovative programs to better engage and inform the community. With the scheduled delivery of major infrastructure projects in the area over the next five years, his focus is to ensure a strong local economy, employment growth and new investment into Ku-ring-gai.



**BEN TAYLOR**  
EXECUTIVE DIRECTOR  
SHOROC

Ben Taylor is the Executive Director of SHOROC, which is the regional partnership of Manly, Mosman, Pittwater and Warringah councils. SHOROC is led by a Board of the council Mayors and GMs and Ben leads the organisation and the work to make our region even stronger, with a specific focus on major regional public transport, hospital and road infrastructure. Key recent achievements include securing the \$633 million investment in the Northern Beaches Transport Action Plan, and the Northern Beaches Health services redevelopment of the Hospitals at Frenchs Forest and Mona Vale. Prior to joining SHOROC Ben was Director Metropolitan Water for the NSW Government where he was responsible for the Metropolitan Water Plan for greater Sydney. Ben has worked in the local government and the non-government sectors running sustainability programs across Australia and supporting programs in India and East Timor.

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## PANEL SPEAKERS



REBECCA LEHMAN  
GENERAL MANAGER  
CONNECT MACQUARIE PARK AND NORTH RYDE

Rebecca is an energetic and enthusiastic transport planner with experience integrating transport and land use. She has a reputation for applying standard transport planning tools to walking, cycling and public transport projects. Her recommendations led to the first state-wide plan for walking as a transport mode and her prioritisation framework for allocating state transport funding to 50:50 bicycle projects is currently in use by Transport for NSW as part of the NSW Cycling Futures. Currently the General Manager for the innovative, pilot Transport Management Association Connect Macquarie Park + North Ryde - a three way partnership between Transport for NSW, City of Ryde and the businesses headquartered in Macquarie Park. The partnership is testing strategies to encourage staff to use existing transport choices, including walking, cycling, ride sharing and public transport, rather than driving alone to work.



IVAN MOTLEY  
FOUNDER DIRECTOR, .ID CONSULTING

Ivan founded .id (informed decisions) in 1997 after a long career in housing and infrastructure policy in both the public and private sectors and an academic background in geography. Ivan believes that making demographic and economic information accessible to the broadest possible audience, and promoting evidence-based decision making, contributes to a fairer and more sustainable society. He provides a unique insight into how communities are changing throughout Australasia and has extensive experience supporting local governments respond to the challenges that come from population change.



RYAN JAMES  
DEMOGRAPHIC ANALYST

Ryan joined the .id team in 2013 and now works with more than 140 local councils and regional bodies. Using demographic and economic data, he helps organisations build stories about their places, and to bring an evidence-base to their planning and strategic activities. He advises strategic planners, community and social planners, economic development teams, and senior management groups as they respond to the changing nature of their places. With extensive experience in both private and public sectors to deliver policy advice, project management and strategic planning, Ryan holds a Masters degree in Social Science. He is a passionate advocate for place making and the ways both policy and the built environment can encourage health and sustainable living.

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## PANEL SPEAKERS



**JOHN WHELAN**  
ECONOMIC DEVELOPMENT AND ECONOMIC  
DEVELOPMENT NETWORK - MARRICKVILLE COUNCIL

John's day job is in the Economic Development Unit at Marrickville Council, NSW. Following graduation from the University of Warwick Business School he commenced his 30 year career in the private sector working in the motor industry and studying to be a cost accountant. Subsequent commercial experience saw him expand his horizons in sales and marketing and management, including being a founding member of ICT startup Computer Group PLC in the 1980s before migrating to Australia in late 1990. John established the Economic Development Network (EDN) in 2013 and he is the Secretary/Treasurer of that organisation and also a Fellow of the Australian Institute of Company Directors.



**DR DAVID BEIRMAN**  
SENIOR LECTURER  
UNIVERSITY OF TECHNOLOGY SYDNEY (UTS)

David has a number of degrees majoring in Sociology at the University of NSW and a career in the Australian travel industry spanning 30 years. Prior to joining UTS David developed tourism courses and lectured in market research, Middle East studies and sociology at UTS, Blue Mountains International Hotel Management School, University of Sydney and the University of NSW. His specialist areas of research are tourism risk, crisis and recovery management and destination marketing. David is the Hon. National Secretary of the Eastern Mediterranean Tourism Association, a member of Pacific Asia Travel Association's Rapid Response Crisis Management Task Force and founding member of the Smartraveller Travel Industry Consultative Group. David has written two books – *Restoring Tourism Destinations in Crisis* and co-authored *Bounce Back Tourism Risk, Crisis and Recovery Management Guide*.



**JENNY CALKIN**  
MARKETING AND TOURISM  
SPECIALIST  
THE STAFFORD GROUP

Jenny joined the Stafford Group and is actively involved in a variety of tourism and economic development projects. She has held a number of positions with the NSW Tourism Commission and its predecessors and has senior management experience in project management, organisational change management, business development and tourism research/policy formulation relating to tourism and associated industries. Jenny has provided policy advice to state ministers and government on tourism issues and legislation and represented the Commission on committees and inquires, including the establishment of the Sydney Casino bid for the Sydney 2000 Olympics and the NSW Air Transport Council. In 1993 Jenny established Calkin and Associates to provide professional consulting services across policy development; strategic tourism planning; development and marketing; organisational change management; institutional strengthening; business advice and government liaison.

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## PANEL SPEAKERS



**STEVE GRANT**  
DIRECTOR, VISION PERSONAL TRAINING MONA VALE

Steve Grant is a family man and an extremely passionate and ambitious Pittwater based business owner. Previously a professional 'sports person' he played rugby league for the Cronulla Sharks and played a season of rugby league in the South of France. He also has degrees in Physical and Health Education from Wollongong University and has taught high school for four years. Steve's passions to succeed and to make a difference in the area of health and fitness led him to accept a three year position lecturing tertiary students at the Australian College of Physical Education. In 2007 Steve opened Vision Personal Training (VisionPT) Mona Vale soon growing the business to 10 staff and providing exercise and nutrition guidance to clients. VisionPT Mona Vale was voted 2013 Best Fitness Business on the Northern Beaches. Steve is also the monthly health and fitness contributor for Peninsula Living magazine.



**JO GILLIES**  
PRINCIPAL ARCHITECT, ARCHISOUL ARCHITECTS - MANLY

Jo created Manly based Archisoul Architects in 2012 after trading as Jo Gillies Architect for 25 years. In 2013 she merged with Sue Connor Architect, to expand the business and take their vision and creativity to the next level. Jo holds two degrees - Bachelor of Science in Architecture and a Bachelor of Architecture from Sydney University and is writing an e-book on the language of the universe in architecture. Jo has worked extensively with the community and local councils', both locally, interstate and overseas. Jo's key experience is in residential and commercial projects across Sydney and Queensland includes a multi-million dollar project of cluster housing, with design incorporating maximum solar penetration and cross ventilation using passive breezes. Jo has been involved with the concept design for a Healing Centre in Northern Queensland for the Indigenous Murray tribe. Last year Archisoul was a finalist in the Think Brick competition in Sydney.

## SUPPORTERS



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Pittwater Council reserves the right to change the speakers due to any event or circumstances beyond our control. In the event of changes to speakers, Pittwater Council is indemnified against any or all costs, damages, expenses, including legal fees which are incurred by the attendee/s.

## **FOR MORE INFORMATION**

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