

# TCIOceania2018

## Why Clusters Matter

GROWING REGIONAL TRADE AND  
INVESTMENT THROUGH CLUSTERS

5th Annual TCI Oceania Cluster Event

Surfair Conference & Events Centre  
Ramada Hotel resort complex  
Marcoola Beach, Sunshine Coast Qld  
5-8 June 2018



About the TCI-Network: [www.tci-network.org.au](http://www.tci-network.org.au)

The TCI-Network is the global practitioners' network for competitiveness, clusters and innovation. TCI members have access to:

- Key information about clusters, competitiveness and innovation systems on a global level
- Latest trends in competitiveness strategies and cluster-based policies
- Best practices in cluster development and management
- News about cluster initiatives and competitive regions worldwide
- Expertise on methodologies for economic growth and regional development
- Assistance in global networking and internationalisation activities





# Event Overview

Many of the world's most competitive nations have established alignment between national, state and regional economic development objectives so that national strengths are elevated and promoted, supported by a strong network of regional clusters.

Development of clusters removes the isolation of businesses and regions, building a culture of collaboration for increased innovation and competitiveness and the ability to **CONNECT GLOBALLY**.

TCI Network Oceania is proud to present the 5th annual TCI cluster event: ***Why Clusters Matter*** at the Sunshine Coast over 5-8 June 2018. This year we are delighted to host cluster experts from Denmark, Scotland, France and New Zealand to hear about best practice in cluster development across Europe and beyond.

In addition, Event Partner FIAL will announce the winners of their first national Food Cluster Program funding on 6 June.

Come and join us for the most comprehensive cluster training available in Australia and the Oceania region in 2018, at *Why Clusters Matter* on the Sunshine Coast.

## Who should attend?

The forum, cluster tour and workshops are aimed at: regional and economic developers; cluster facilitators or managers and industry leaders; regional, economic, industry, innovation and cluster policy staff from local, state and federal government; TCI members; RDA staff; and academics and researchers with an interest in clusters, innovation and competitiveness including tertiary students.



**Event enquiries:** Tracy Scott-Rimington  
TCI Network Oceania Chair  
[tracysr@rdabrisbane.org.au](mailto:tracysr@rdabrisbane.org.au) or 0433 346 344

## Day 1: Tour

**Tuesday 5 June 2018**

8.30am - 5.00pm

**Sunshine Coast Cluster Tour**

**Depart from the Surfair Conference & Events Centre (Ramada Hotel Marcoola resort complex)**

5.30pm - 7.00pm

**Welcome Reception, Ramada Hotel Poolside**

Drinks and canapés with FAN (Food Agribusiness Network) Sunshine Coast

## Day 2: Forum

**Wednesday 6 June 2018**

**Surfair Conference & Events Centre**

8.30am - 5.00pm

**Full-Day Forum**

7.00pm - 9.30pm

**Conference Dinner, Surfair Restaurant**

## Days 3 & 4: Workshops

**Surfair Conference & Events Centre**

**Option A: TCI Clusters 101 (2 Days)**

Thursday 7 & Friday 8 June

9.00am - 4.30pm

**Option B: Cluster Internationalisation Workshop (1 Day)**

Thursday 7 June

9.00am - 4.30pm

**Option C: Measuring the Economic Impact of Cluster Programs (Half Day)**

Thursday 7 June

9.00am - 1.00pm



# Event Overview

**CLICK TO BOOK**

TCI Network members are eligible for a discounted rate on the full-day forum. If you would like to find out more about TCI Network membership benefits, [click here](#). Why not sign up before you book?

## Costs (Figures include GST)

Events	TCI Member	Non-member
Cluster Tour Tuesday 5 June	\$99.00	\$99.00
Full-Day Forum Wed 6 June	\$350.00	\$440.00
Conference Networking Dinner Wed 6 June	\$99.00	\$99.00
<b>OPTION A:</b> TCI Clusters 101 Workshop (2 Days) Thurs 7 & Fri 8 June	\$500.00	\$500.00
<b>OPTION B:</b> Cluster Internationalisation Workshop (1 Day) Thurs 7 June	\$350.00	\$350.00
<b>OPTION C:</b> Measuring the Economic Impact of Cluster Programs (Half Day) Thurs 7 June	\$250.00	\$250.00

\* Special Student Rate: \$250 for cluster tour and full-day forum

## Venue & Accommodation

The venue for the event is the **Surfair Conference & Events Centre**, located in the Ramada Hotel Marcoola resort complex, 923 David Low Way, Marcoola Beach, Sunshine Coast. The venue offers multiple function rooms with built-in AV systems, Wi-Fi and adjustable lighting, and onsite accommodation is available at the Ramada Hotel. Special rates have been negotiated for TCI delegates. Click below to download the rates and booking form. Rates start from \$125 per person per day (room only) or \$145 per person per day with a buffet breakfast.

## RATES & BOOKINGS

Some info on getting to the Sunshine Coast and getting the most out of your stay:

[Sunshine Coast Holiday Planner](#)

[Signature Experiences Guide](#)







# Day 1: Tuesday 5 June (Cluster Tour)

## Sunshine Coast Cluster Tour

8.30am - 5.00pm

**DEPART:** Depart from the Surfair Conference & Events Centre (in the Ramada Hotel Marcoola resort complex)

A full-day bus tour exploring the Sunshine Coast's high-value industry clusters underpinned by world-class education and research capabilities, knowledge and professional services with a focus on innovation and entrepreneurship including: Sports Precinct and Innovation Centre; Clean Technology and Advanced Manufacturing; Health and Wellbeing and the Sunshine Coast Health Precinct; and the Sunshine Coast's thriving Food and Agribusiness community including FAN (Food and Agribusiness Network) - Australia's fastest growing food cluster.

## Welcome Reception

5.30pm - 7.00pm

### Welcome Reception

#### Ramada Hotel Poolside


Drinks and canapés with FAN (Food Agribusiness Network) Sunshine Coast





# Day 2: Wednesday 6 June (Full Day Forum)

## Program

**VENUE:** Surfair Conference & Events Centre (Ramada resort complex) | 923 David Low Way, Marcoola Beach QLD 4564 

- 8.30 REGISTRATION AND COFFEE ON ARRIVAL
- 9.00 **Regional Clusters Trading Globally: A Global Perspective**  
**Ifor Ffowcs-Williams** - CEO, Cluster Navigators Ltd, New Zealand
- 9.30 **Why Investors Love Clusters! Boosting Regional Trade and Investment Through Clusters**  
**Frédéric Miribel** - Investment Specialist Lyon France and Director, TCI-Network  
**Q & A session**
- 10.30 MORNING TEA
- 11.00 **The Internationalisation of Clusters and Future Trends**  
**Merete Daniel Nielsen** - Co-founder and Director, Cluster Excellence Denmark and Director, TCI-Network  
**Q & A session**
- 12.00 **Why Food Clusters Matter for Australia**  
**Mirjana Prica** - Managing Director, FIAL (Food Innovation Australia Limited)
- 12.3 **Announcement of successful applicants to FIAL's Cluster Program (Australia's first national cluster funding program) followed by luncheon**  
**Senator The Hon Zed Seselja** - Assistant Minister for Science, Jobs and Innovation
- 1.45 **Measuring Cluster Success and the Scottish Experience**  
**Madeline Smith** - Head of Strategy, Innovation School, Glasgow School of Art, Scotland  
Team leader of TCI's Cluster Evaluation Working Group
- 2.30 **Our Stories: FIAL's successful food clusters outline their plans for growth**
- 3.15 **Innovation Clusters of the Sunshine Coast: Fostering Entrepreneurship in Competitive Sectors**  
**Anne Lawrence** - Head of Industry Development, Sunshine Coast Council
- 3.35 AFTERNOON TEA
- 4.00 **Building Regional, National and International Engagement and Platforms**  
**Allan O'Connor** - Associate Professor in Enterprise Dynamics, University of South Australia
- 4.25 **The SME Export Hub Initiative**  
**Damien Ellwood** - Industry Growth Division, Department of Industry, Innovation and Science
- 4.50 **Why Clusters Matter: Facilitated Expert Panel Discussion followed by Q&A**
- 5.15 FORUM CLOSE



# Days 3 & 4: Thurs 7 & Fri 8 June (Workshops)

**VENUE:** Surfair Conference & Events Centre (Ramada resort complex) | 923 David Low Way, Marcoola Beach QLD 4564 

## OPTION A: TWO DAYS

### TCI Clusters 101: 'So you want to start on cluster development in your region?'

**Thursday 7 and Friday 8 June**  
**9.00am - 4.30pm**

An introduction to cluster development led by **Ifor Ffowcs-Williams**, CEO, Cluster Navigators and **Jacqueline Brinkman**, CEO, Economic Development Australia.

## OPTION B: ONE DAY

### Cluster Internationalisation Workshop

**Thursday 7 June**  
**9.00am - 4.30pm**

With **Merete Daniel Nielsen**, Director, Cluster Excellence Denmark, and input from **Frédéric Miribel**, Invest in Lyon and other international speakers.

## OPTION C: HALF DAY

### Measuring the Economic Impact of Cluster Programs

**Thursday 7 June**  
**9.00am - 1.00pm**

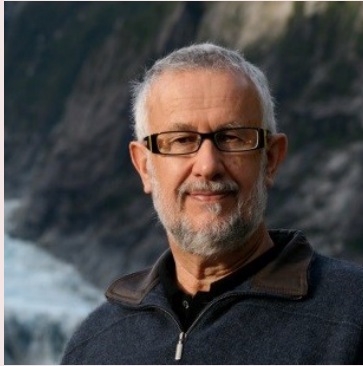
With **Madeline Smith**, Head of Strategy, Innovation School, Glasgow School of Art, Scotland and **Allan O'Connor**, Associate Professor in Enterprise Dynamics, University of South Australia.







# Speaker & Facilitator Bios



## Ifor Ffowcs-Williams

### **CEO, Cluster Navigators Ltd, New Zealand**

Ifor is a Founder, Past President and Member of the Board of Advisors of The Competitiveness Institute (Barcelona). He has served on the Advisory Boards of the Danish Cluster Academy, the European Cluster Observatory, the Indian Institute for Competitiveness, the Pan African Competitiveness Council and Sintonia, Mexico. At his home base in New Zealand, Ifor is a Trustee of the Nelson Regional Economic Development Agency. Ifor is also the author of *Cluster Development: The Go-To Handbook* that draws on his experiences in over 50 countries. He has been described as 'one of the most influential cluster practitioners in the world'.



## Frédéric Miribel

### **Investment Specialist Lyon France**

Since October 2012, Frédéric Miribel has been a member of the Board of Directors of TCI. He is also the Global Business Development Director at the Invest in Lyon Agency (ADERLY). Frédéric holds a PhD in Economics from the University of Delaware, USA (where he lived for seven years) and Université de Lyon, France. He has 15 years' experience working in local development organisations such as chambers of commerce and economic development agencies. Since 2005, he has been working in close connection with companies, local authorities, research bodies and many clusters or 'pôles de compétitivité' in Lyon / Rhone-Alpes.

In charge of Foreign Direct Investment from Europe, Middle East, Asia and Americas, Frédéric has been involved in the globalisation of local clusters, as well as the enrolment of foreign companies that he has attracted to the territory of Lyon. The city attracts around 100+ companies each year, representing 2000+ jobs over three years. He also runs the Asian Desk at Invest in Lyon, with a strong focus on China and Japan.



# Speaker & Facilitator Bios



## Merete Daniel Nielsen

### **Co-founder and Director, Cluster Excellence Denmark**

Merete Daniel Nielsen is Director at Cluster Excellence Denmark supporting Danish clusters on their competence development, professionalisation and internationalisation. She is an expert on innovation, regional development and clusters having 20 years' experience within the field at an analytical, strategical and political level - regionally, nationally and internationally. She is also on the Board of Directors at TCI, the global network for competitiveness, clusters and innovation. She is a certified assessor in the European Cluster Excellence Initiative and has prepared and certified 13 clusters to Gold Label, 10 clusters to Silver Label and at least 30 clusters for Bronze. She has been one of the driving forces behind the largest cluster conference in Europe - *Cluster Matchmaking Conference* - engaging with at least 150 leading clusters from 30 European countries over the last five years within the framework of BSR Stars Innovation Express.



## Mirjana Prica

### **Managing Director, Food Innovation Australia Limited**

Mirjana was appointed Managing Director of Food Innovation Australia Limited in July 2013, bringing a wealth of knowledge and experience in general management, business development and project management. She has over 17 years' R&D project management experience of food, water, ceramic and mineral concepts, and has more than 10 years' experience in business development and strategy for the food and agricultural sectors. After completing her MBA in 1991, Mirjana joined George Weston Foods (GWF), part of the Associated British Foods Group, to work in business development and technology transfer both in Australia and overseas. During this time she helped to establish a global feed ingredients business for the group. More recently she oversaw GWF's analytical services business, focusing on areas of food, cereals and related products. Mirjana is a business-science postgraduate from University of Melbourne and has worked as a senior research scientist and lecturer at Keele University in the UK.





# Speaker & Facilitator Bios



## Madeline Smith

### **Head of Strategy, Innovation School, Glasgow School of Art**

Madeline is a chartered engineer with experience from the private, public and academic sectors. A regular speaker on clusters and innovation, she has been active in clusters policy and delivery for nearly two decades, with specific expertise in strategy development and evaluation for clusters and triple helix collaborations. She works for the Glasgow School of Art as Head of Strategy in the Innovation School, where she leads the development and delivery of a portfolio of programs using design to build the innovative capacity of businesses, public sector organisations and communities. Current programs include exploring the collaborative opportunities for the Creative Industry Cluster in Glasgow, and an international partnership with University of British Columbia and the Kedge Business School in Bordeaux, working to build collaboration in the BC Wine Cluster. She is also a TCI Board Member and leads their international working group on cluster evaluation.



## Anne Lawrence

### **Head of Industry Development, Sunshine Coast Council**

Currently Head of Industry Development within the Economic Development Branch at Sunshine Coast Council, Anne's role is to help foster and grow Sunshine Coast's priority industry sectors alongside a range of partners within the business community. Anne has a focus on innovation and entrepreneurship as well as the digital economy, and in 2017 facilitated a multi-stakeholder \$1 million innovation program for the region. With businesses predominantly in the health, education and tourism sectors, the Sunshine Coast is one of the fastest growing regions and expected to reach 550,000 residents by 2040. Several game-changer projects such as a greenfields 'smart city' in Maroochydore, an international airport expansion, a new 15 megawatt solar farm and a new \$5 billion hospital and health precinct has driven significant investment to the region.

With a B.Com from the University of Adelaide, prior to her current role, Anne was Group Manager marketing and business development for a CSIRO international joint venture in forestry, Board member for Tourism Noosa, lecturer at University of the Sunshine Coast, and owned her own businesses including a viticultural nursery in South Australia and a co-working business in Noosa.



# Speaker & Facilitator Bios



## Allan O'Connor

### **Associate Professor in Enterprise Dynamics, University of South Australia**

Allan O'Connor is Associate Professor in Enterprise Dynamics at the University of South Australia. His research examines the intersection between entrepreneurship, innovation and socioeconomic development which has led to the development of the Australian Cluster Observatory and an in-depth study of entrepreneurial ecosystems. His portfolio of over 50 research publications in international peer reviewed journals, books and research reports is testament to the significance of Allan's research agenda to his field. In application, his research is designed to inform policy-makers, regional development agencies and the practising entrepreneur with respect to creating and managing the resources necessary to foster and develop innovation and entrepreneurship in response to the strategic challenges of economic change. Allan combines his extensive industry experience in confronting the growth issues of small and medium enterprises and business startups to inform and guide his teaching and research.



## Jacqueline Brinkman

### **CEO, Economic Development Australia**

Throughout her career Jacqueline has harnessed new opportunities for the marine, arts, tourism and aviation industries through strong economic and industry development, marketing, and communications strategies. Her advocacy and lobbying has resulted in regulatory and legislative change at a local, state and federal level.

Jacqueline is a sought-after public speaker with the ability to present industry and economic development theory, strategies and case studies in a compelling way to a wide range of audiences. She is also a skilled MC and facilitator of clusters, workshops and forums. Her ability to conduct meaningful engagement and galvanise groups is at the core of her success.

Currently the CEO of Economic Development Australia, the national peak body for economic development practitioners, Jacqueline is strengthening and promoting economic development through state and national events, professional development and advocacy.