



Positive Pathways

TO LOCAL RURAL PROSPERITY

PROGRAM

The inaugural national small-town reinvention conference

There are currently 1614 country towns in Australia which have a population of less than 5000. 1088 of these towns have less than 1000 people. It is estimated that more than 80% of these small towns in terms of population and business life are either static or dying.

Yet these small communities continue to play a significant service centre role in terms of agriculture, mining and tourism, and represent home and community to a population of 1,131,600 persons. Their reinvention is of national significance.

National and international evidence suggest the importance of seven locally driven development actions; namely:

- *Continually growing and diversifying local leadership and capacity.*
- *Fostering a positive and can-do mindset.*
- *Actively encouraging healthy community behaviours related to inclusion, conversation, engagement and collaboration.*
- *Encouraging asset, idea and opportunity obsession.*
- *Developing community 'wow-factor'!*
- *Enhancing lifestyle options related to recreation, education, health, housing, childcare, retail services and staying local.*
- *Creating the environment that supports local-based employment, enterprise and economic development.*

The **'Positive Pathways to Local Rural Prosperity: The Inaugural National Small-Town Reinvention Conference'** seeks to provide an opportunity for those who care passionately about the future of small-town Australia to come together around conversation and storytelling and share best practices related to the above development themes.



There is nothing more powerful than a community discovering what it cares about.

MARGARET WHEATLEY

Positive Pathways Conference



Dates

WELCOME SUNDOWNER

from 5pm - 7pm

Tuesday

17 September 2024

CONFERENCE

from 9am

Wednesday

18 September 2024

to 2pm

Friday

20 September 2024

Venue

Pickering Brook WA

The Conference take place in the small community of Pickering Brook, Western Australia.

Pickering Brook has an economic history related to the timber and fruit growing industries, and today is home to a growing range of innovative agri-tourism initiatives.

A diverse range of meeting sites throughout the community will be used.

The key base site will be the Pickering Brook Sports Club, a well-equipped facility located in a beautiful jarrah forest setting, yet only 20 minutes from Perth Airports.



17 Sept. to
20 Sept. | 2024



Pickering
Brook | WA



\$985.00*
(inc. GST)

* Conference fee includes sessions, meals (including restaurant meals) and conference materials. Registration is through the website of the Bank of I.D.E.A.S. | bankofideas.com.au



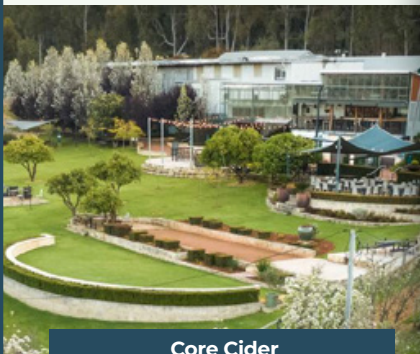
Conference Program

Tuesday 17 September & Wednesday 18 September | 2024

Tuesday 17 September | 2024

5.00pm-7.00pm
Conference Welcome Sundowner
 and the launch of the publication:
*99 Great Small-Town
 Reinvention Ideas*

Venue:
Pickering Brook Sports Club



Core Cider

- 1 *Generating Tourism Appeal through Mountain Biking*
- 2 *Engaging Younger Generations in Community Building*
- 3 *Creating the WOW Factor through Place Making in Small Towns*
- 4 *Enabling Ageing in Place in Small Towns*
- 5 *Building Collective Wealth at the Local Level*
- 6 *Utilising Heritage to Build Tourist Attraction*

Wednesday 18 September | 2024

- 8.00am **Registration, coffee & connections** at the Pickering Brook Sports Club
- 9.00am **Conference Opening, Welcome & Introductions**
 Margaret Thomas | Mayor, City of Kalamunda
 Hon Don Punch | WA Minister for Regional Development; Disability Services; Fisheries; Seniors and Ageing
- 10.00am **Keynote Presentation One: 'The Essentials of Small-Town Re-invention – Lessons from Small Town Australian Experiences'** | Peter Kenyon - Director, Bank of I.D.E.A.S
- 10.45am **Refreshments, Conversations & Networking**
- 11.15am **Keynote Presentation Two:**
'The Essentials of Small-Town Re-invention – Lessons from Small Town North American experiences'
 Jeff Yost, CEO, Nebraskan Community Foundation, US)
- 12 noon **Keynote Presentation Three:**
'The Essentials of Small-Town Business Re-invention – Barossa Co-op' | Cathy Main CEO, Barossa Co-op)
- 1.00pm **Lunch** at the award-winning Core Cider, Pickering Brook + the Story of Core Cider | John Della Franco & Emily Lyons
- 2.30pm **Panel Presentation: 'Creating a National Attraction in a Small Town - The Story of Mountain Biking in small towns like Derby (Tas), Melrose (SA) Barrington Tops (NSW), and Pickering Brook, (WA).'**
- 3.15pm **Workshop Options Two**
 Choice of six options ... see list on left
- 4.10pm **Refreshments, Conversations & Networking**
- 4.30pm **'Contribution of Astro-Tourism to Small-Town Reinvention'** | Carol Redford, Founder and CEO of Astrotourism WA and Matt Woods, Manager, Perth Observatory Project, Bickley Valley
- 6.00pm **Sundowner, BBQ and Conversations** at 'Legends Lodge' Pickering Brook horse stud
- 7.15pm **Night Skies Experience** led by Carol Redford and Matt Woods at Legends Lodge

Margaret Thomas



Hon. Don Punch



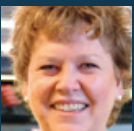
Peter Kenyon



Jeff Yost



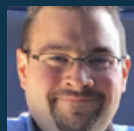
Cathy Main



Carol Redford



Matt Woods



Conference Program

Thursday 19 September | 2024



La Fattoria

Thursday 19 September | 2024

- 7.30am **Opportunities for early risers** to enjoy the amazing jarrah forest of Pickering Brook – mountain biking, golfing or forest bathing.
- 8.30am *Refreshments, Conversations & Networking*
- 9.00am **Keynote Presentation Four:**
'Small Town Reinvention - Why so Important?'
Trevor Whittington | CEO, WAFarmers
- 9.30am **Inspiring Stories of Small-Town Reinvention**
'The Kulin Community Story (WA)' – Gen Whisson
'The Sea Lake Community Story (VIC)' – Alison McClelland
'The Gloucester story (NSW)' – Matt Clinch
- 11.20am *Refreshments, Conversations & Networking*
- 11.35am **Workshop Options Two**
Choice of six options ... see list on left
- 12.45pm **Lunch** at award-winning La Fattoria, Pickering Brook and the Story of La Fattoria | Eric and Lucy
- 2.30pm **Workshop Options Three**
Choice of six options ... see list on left
- 4.00pm *Refreshments, Conversations & Networking*
- 4.30pm **Movie time at the Bar**
'Just A Farmer' by the Live Rural Foundation
- 6.00pm **Pre dinner drinks** in bar of Pickering Brook Sports Club
- 7.00pm **Conference Dinner** at Pickering Brook Sports Club
Keynote Speaker: Tom O'Toole OAM
'The Beechworth Baker' (TBC)
Band: 'Stingray' playing great 60's and 70's music

- 1 *Creating WOW Factor through Place Making in Small Towns*
- 2 *Engaging, Retaining and Recognising Volunteers*
- 3 *Being More than a Dot on the Map*
- 4 *Developing Local Support for Entrepreneurial Aspirations and Initiatives*
- 5 *Utilising Heritage to Build tourist attraction*
- 6 *Discovering and Connecting the Hidden Treasures of Your Town*

Trevor Whittington



Gen Whisson



Alison McClelland



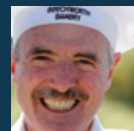
Matt Clinch



Eric La Fattoria



Tom O'Toole OAM



Band: Stingray



Conference Program

Friday 20 September | 2024

About Bank of Ideas

The Bank of I.D.E.A.S. has been committed since its establishment in 1989 to supporting the growth of enterprising, sustainable and vibrant small-town communities and economies.

Their facilitation endeavours have involved 2000+ rural communities and project work in 77 countries.

Friday 20 September | 2024

- 9.00am **Refreshments, Conversations & Networking**
- 9.30am **Keynote Presentation Five:**
'The Essentials of Small-Town Re-invention – Lessons from Small Town New Zealand experiences'
David Wilson, Director, Heritage International
- 10.30am **Refreshments, Conversations & Networking**
- 11.00am **Open Space Activity:**
An opportunity for participants to express what they care about and discover others who care about that
- 12.45pm **Farewell Lunch**
Final Keynote: *'The Best Towns have the Strongest Communities - inspiring stories of effective development of, by and for the community'*
Jim Diers | Community Organiser Vashon Island Seattle, USA

Auction of Simon Kneebone's Conference Cartoons



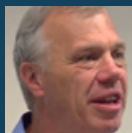
Simon Kneebone is a nationally recognised cartoonist specialising in community building themes. Simon throughout the Conference will capture and draw key issues, concepts and discoveries, and his original works will be auctioned at the Farewell Lunch, with all raised funds going to one priority project determined by Conference participants.

- 2.30pm **Conference Close**
Anthony Vuleta | CEO, City of Kalamunda

David Wilson



Jim Diers



Simon Kneebone



Anthony Vuleta



[Click here to register](#)



For further information or any questions, contact **Peter Kenyon | 0417 183 719** or **pk@bankofideas.com.au**
You'll find information on speakers, workshop descriptions, accommodation options and sponsorship opportunities on the website: **bankofideas.com.au**