



The Centre for the Study of Rural Australia

“Q&A” session facilitated by
Peter Kenyon (Director, Bank of IDEAS)

Fostering entrepreneurship in rural communities and regional economies

When
Tuesday 21 April 2015
5.00pm – 8.30pm



Where
The Ivo Dean Centre, Marcus Oldham College, Geelong



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This event is proudly sponsored by **CommonwealthBank**



Entrepreneurialism and its role in rebuilding the economic and social fabric of rural Australia.

Adopting the entertaining 'Q and A' format popularised by the ABC, this evening will be both informative and entertaining around a theme that matters to rural and regional Australia; namely the importance of entrepreneurship and entrepreneurs in rebuilding the future of rural communities and local economies. Utilising the experiences and insights of five famous and high achieving rural entrepreneurs, and the active opinions and ideas of a diverse audience, this evening will seek answers to how rural entrepreneurialism and entrepreneurs can be fostered and supported both in the business and social life of communities.



Key Speakers



Tom O'Toole
(Owner & Baker, Beechworth Bakery)

One of Australia's great regional business success stories is the Beechworth Bakery. The inspiration behind it is Tom O'Toole, a self-confessed kindergarten drop out. However, Tom's instinctive business skill and acumen has him at the top of his game, and his business model

emulated world-wide. Tom O'Toole is also one of Australia's most entertaining, motivating and unorthodox speakers, often referred to as *'John Cleese on red cordial'*!



Naomi Ingleton
(Director, Myrtleford Butter)

In 2007, Naomi started what she thought would become a small country Café in the Myrtleford Butter Factory building. Driven by the GFC and the need to diversify, Naomi became interested in making true, French style, cultured butter. In 2011, Naomi was awarded the Jack Green

Churchill Fellowship, which enabled her to learn the ancient craft of naturally cultured butter from the best French and Swedish butter makers in the world. Today, the Myrtleford Butter Factory creates multi-award winning artisan butter which is sought after by some of the biggest names in the Australian food industry.



Rob Hunt
(Former CEO - Bendigo Bank and creator of the Bendigo Bank Community Banking Model)

Chief Executive for Bendigo Bank for 21 years, Rob Hunt is well known as the person who provided the vision and leadership to enable many rural communities to respond creatively to changing community banking

circumstances by introducing *'Bendigo Community Banking'* - a new business model that not only returned banking services to many rural communities, but built in community and human development dividends.



Don Macke
(Co-founder, Center for Rural Entrepreneurship, Nebraska)

Don Macke is Director of the Entrepreneurial Communities solution area. Through this work, Don helps communities and regions throughout North America grow entrepreneur focused economic development strategies. He works with a group of

strategic partners across the country to deliver customized development solutions.



Amanda McFarlane
(Director, Te Mania Angus)

Te Mania Angus is built on a gene pool which stretches back 85 years, producing Angus genetics for the premium beef industry. Key to its recent success is Team Te Mania, an alliance of 41 commercial producers throughout Vic, SA and NSW, who progeny test the latest Te Mania Angus

genetics to fast-track efficient commercial production. Using the same performance-based gene pool, Team members share the benefits of the Te Mania Angus brand, its vision, and its research and development.

Venue

Marcus Oldham College
145 Pigdons Road, Waurin Ponds, Geelong VIC 3216
(same road as Deakin University)

Cost

\$35 per person (includes finger food and drinks)

RSVP and Registration

Friday 16 April, 2015
Please contact administration at
Marcus Oldham College on 03 5243 3533
or reception@marcusoldham.vic.edu.au

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Q&A Session

Date	Activity	Time	Cost	Number attending	Total Cost
Tuesday 21 April	Workshop session	5.00pm - 8.30pm	\$35		

To confirm your attendance please provide the information below:

Guest(s) name & position

Dietary requirements

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