

MEDIA ALERT

Date: 14 September 2017

City of Ballarat's economic credentials in the spotlight

What: NEDC2017 - National Economic Development Conference

When: 10-12 October 2017

Where: The Mercure Ballarat Hotel and Convention Centre, Ballarat, Victoria

Mars Stadium will be in the spotlight during a technical tour offered to world-leading economists, planners, and those committed to leadership and good governance when they visit Ballarat for the 2017 National Economic Development Conference in October.

The tour, which also includes the Ballarat West Employment Zone (BWEZ), will provide a practical demonstration of the City of Ballarat's economic credentials.

These facilities showcase the City of Ballarat's ability to maximise opportunity in the rapidly changing economic environment, and demonstrate the success of the framework it has developed to enable the Ballarat economy to grow.

Mars Stadium, now Ballarat's premier outdoor sports and events facility, hosted the city's first AFL match for premiership points in August following a \$21.976 redevelopment.

The redevelopment created more than 30 construction jobs and injected \$11 million directly into the local economy, with the stadium now expected to attract an additional 21,000 visitors to Ballarat each year and increase annual local tourism spend by up to \$3.6 million.

BWEZ is the biggest investment development project in the region and is expected to create up to 9000 jobs and inject \$5 billion per annum into the Ballarat economy.

It is the region's centre for jobs and economic growth over the next 20 years, and is designed to support business innovation and business productivity.

The conference's 150 delegates will also have the opportunity to visit Melton's Western Business Accelerator and Centre of Excellence which opened in May 2015 with the primary role of being a hub of enterprise, community activity and business development for Melbourne's West.

NATIONAL ECONOMIC DEVELOPMENT CONFERENCE

2017

OCTOBER 10,11,12, BALLARAT

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With the themes of ‘Productivity and Its Importance to Prosperity’ and ‘Bold and Brave - risk taking and tackling new initiatives in innovative and revolutionary ways’, NEDC2017 has attracted national and international keynote speakers and economic practitioners from across Australia.

The conference will provide the City of Ballarat with an opportunity to demonstrate how it plans for future population growth and diversification; how it is finding innovative solutions to sustainable employment growth, and how it adopts approaches, processes and procedures which encourage growth.

City of Ballarat Mayor Cr Samantha McIntosh said as one of Australia’s fastest growing and most liveable regional cities, Ballarat was committed to building an increasingly diversified and fast-growing economy to create jobs to meet projected demand.

Cr McIntosh said the City of Ballarat had developed a strong economic vision that focused on regional development, economic growth and diversification, and capitalising on population growth.

Conference delegates will see the diversity of what Ballarat has to offer through exposure to local businesses and tourism drawcards such as Sovereign Hill’s Blood on the Southern Cross, Eerie Walking Tours, Mitchell Harris Wine Bar, Housey Housey, Athletic Club Brewery and Suttons House of Music.

Economic Development Australia chair Mark Holdsworth said Ballarat was an excellent example of what could be achieved by having sound economic credentials.

“I am looking forward to seeing what Ballarat has been able to achieve and how it plans to build on its success,” he said.

For more information about NEDC2017 and to register, visit www.nedc2017.com.au

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