

Media Release

‘Bold and Brave’ – Peter Gordon NEDC Keynote Speaker

What: NEDC2017 - National Economic Development Conference

When: 10-12 October 2017

Where: Ballarat, Victoria

What: EDA Gala Dinner and Awards night

President of the Western Bulldogs, Peter Gordon will be the keynote speaker at Economic Development Australia’s annual awards night at the 2017 National Economic Development Conference.

The awards acknowledge excellence in the economic sector and will be presented as part of EDA’s 10th annual conference in Ballarat from October 10-12.

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 Western Bulldogs Football Club and City of Ballarat have developed close ties over recent years with the club setting up a second home in Ballarat. These ties have seen the development of an AFL-standard stadium in the city with the playing of the first AFL game for premiers points at Mars Stadium in August 2017.

Peter Gordon’s passion for the Western Bulldogs, his work to save the club from a merger in the early ’90s, his return as president to build a club that could produce a premiers team in 2016 after suffering huge setbacks less than two years before and his drive to embrace the west, not just of Melbourne but of Victoria, all resonate strongly with the conference theme of Bold and Brave - risk taking and tackling new initiatives in innovative and revolutionary ways.

A West Footscray boy, Mr Gordon is internationally renowned for his work on numerous landmark legal cases and is a strong and passionate advocate for what was once called “law for the poor”, representing injured workers, claimants, consumers and aggrieved shareholders.

Ian Cover of the Coodabeen Champions will be master of ceremonies for the gala evening.

The awards night is the final official event of the conference; attendees have the opportunity to tour Mars Stadium as part of a technical tour the following day (Friday 13 October).

City of Ballarat CEO Justine Linley says hosting the conference is a credit to the City and an indication of the high esteem in which it is held by other Local Government organisations.

“The success of our relationship with the Western Bulldogs demonstrates how being ‘bold and brave’ can reap rewards,” Ms Linley said. For more information about NEDC2017 and to register, visit www.nedc2017.com.au

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