

MEDIA RELEASE

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ATTENTION: Chiefs of Staff, News Directors



Passion and entrepreneurship in the rebirth of local economies

Using local know-how to spark economic innovation in the North West Tasmania will be the focus of a free public forum in Burnie this month.

International authority on economic development, Dr Ernesto Sirolli will discuss the place of passion and entrepreneurship in the rebirth of local economies at the Cradle Coast campus at the University of Tasmania on Friday 27 August.

The forum is one of a series conducted by the Institute for Regional Development to highlight alternative approaches to wealth and job creation.

Dr Sirolli has been brought to Burnie by the Tasmanian Council of Social Services with the support of the Department of Economic Development and the Regional Development Australia Tasmania Committee.

UTAS Community engagement officer Nicki Fletcher said the Sirolli forum would appeal to anyone interested in local economic development.

“Dr Sirolli proposes that the solution to flagging local economies lies in our own backyard and that the key to generating jobs is to support local enterprises rather than bring in big industry,” Ms Fletcher said.

“This is particularly pertinent to the coast as we deal with the impact of major industries downsizing and closing.”

Ms Fletcher said people attending the forum would have the opportunity to challenge Sirolli’s ‘bottom-up’ approach to enterprise facilitation and learn about regions that have used the approach, elsewhere in Australia and around the world.

Anyone wishing to attend the forum from 1pm to 4pm can register by phoning the campus on (03) 6430 4949 or visiting the website: www.cradle-coast.utas.edu.au