



50
YEARS
1967-2017



Regional Victoria's Bright Future

Radek Sali

Sir Andrew Fairley (1884-1965)

- A prominent Victorian business figure and respected civic leader in Shepparton for much of his long life.
- As Managing Director (1924) of Shepparton Preserving Company Ltd (SPC), Sir Andrew created what by the mid-1960s was the largest fruit canning complex in the southern hemisphere
- In 1927 he became the first Mayor of Shepparton and from 1948 the first Mayor of the City of Greater Shepparton.
- He was knighted in 1951 Sir Andrew was recognised as one of the world's leading experts in fruit canning and a major figure in Australian primary industry
- By the time he died at the age of 81 – and still serving as the company's leader – he had turned a modest factory in a weatherboard shed into a cannery with an international reputation; the SPC brand was familiar around the world.



Sali Family and Shepparton

- Farmers
- Amazing women
- Entrepreneurs
- Lawyer
- Professor

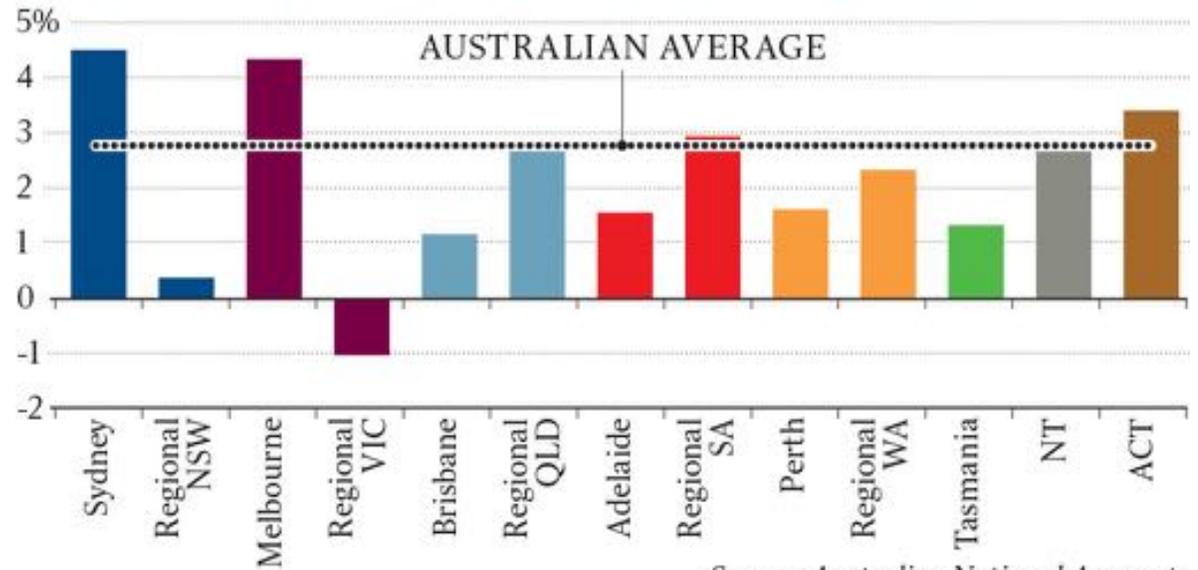




Melbourne fast becoming “unliveable”

Melbourne, Australia’s fastest-growing city, is at risk of becoming “unliveable” within a decade while regional Victoria will languish in recession unless a comprehensive plan is developed to encourage more people to live and work outside the city, a new report predicts.

UPS AND DOWNS OF GDP GROWTH, 2015-16



Source: Australian National Accounts



Good Government

- Live within your means.
- Harness the benefits of the Federation but demand a responsible Federation.
- Protect the truly disadvantaged.
- Respect personal responsibility and choice.
- Assure value for taxpayers' money and ministerial responsibility.
- Be transparent and honest.
- Reduce complexity.
- Avoid regulation as a first response to a problem.
- Act in the public interest and recognise the benefits of markets. Do not deliver services if others are better placed to do it.



TAXES



Tax breaks, new job zones and geographically targeted visas

- **Tax breaks, new job zones and geographically targeted visas** could be used to encourage people to move to country towns
- **Special economic zones** – so called enclaves of reduced regulatory requirements, taxes or holidays –to attract investment in industry and boost jobs and trade.
- **The relocation of more government departments** to regional cities: for instance, VicRoads' head office from Kew to Ballarat.
- **Road and rail upgrades**, such as a second river crossing in Shepparton, the widening of the Goulburn Valley Highway, and the duplication of the track from South Geelong station to Waurin Ponds station.
- **Financial incentives**, including payroll tax on all commercial operations outside defined metropolitan areas, and the removal of land tax on all residential and commercial properties outside Greater Melbourne.

Personal Experience - Good Government

- Always flew closet to the sun when governance was tested
- Cut to the chase
- Make sure you have devices that listen to the people
- Set a business, communication and a culture plan



Good Healthcare

- The following principles are associated with primary health care interventions which show success at a local level: genuine local community engagement to maximise participation, up to and including full community control
- A collaborative approach to working with other service providers
- Delivery of core primary health care programs such as maternal and child health and/or chronic disease prevention, detection and management
- Evidence-based approaches adapted to local conditions
- A multidisciplinary team approach employing local community members
- Service delivery that harmonises with local ways of life
- Adequate and secure resourcing.



Investment



GV Hospital
Expansion
\$170M



Rushworth
Hospital
\$50M



Tarcoola
\$30M

Hospital upgrade exciting

by SHEPPARTON NEWS | DECEMBER 02, 2016



SHEPPARTON
News

Good Healthcare - NHS Values

- Working together for patients
- Respect and dignity
- Commitment to quality of care
- Compassion
- Improving lives
- Everyone counts



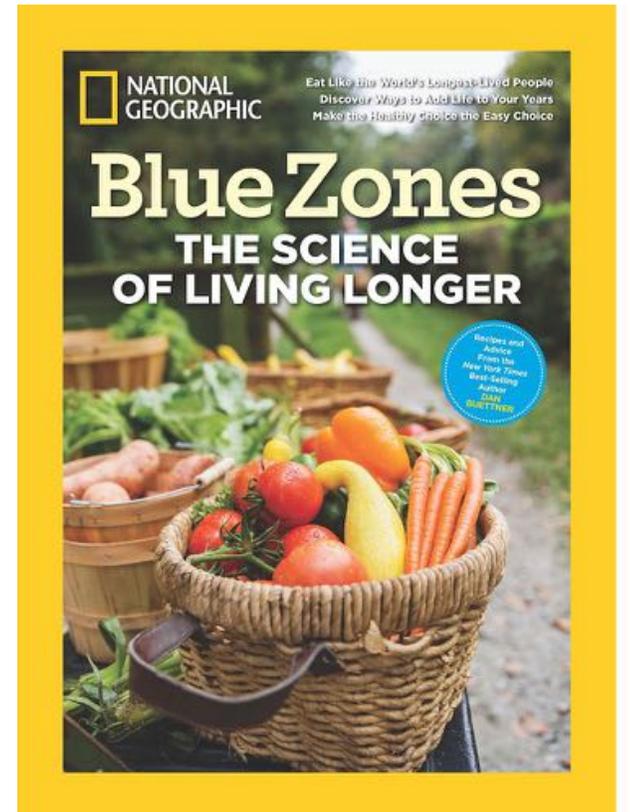
Blue Zones

- Sardinia, Italy;
- Okinawa, Japan;
- Ikaria, Greece;
- Nicoya Peninsula, Costa Rica;
- Loma Linda, California.
- In these locations studies have found that there is a lower rate of cancer, people live longer, and the general population is happier and more content.



Blue Zones

- Move their bodies often throughout the day.
- Have a purpose in life.
- Take time to relax.
- Stop eating a meal before they are full.
- Eat lots of beans and plant foods.
- Drink a little wine with meals.
- Belong to faith-based groups.
- Put family first.
- Have support systems in place to sustain this type of lifestyle.



Personal Experience

- Health is our most precious asset and it should be governments biggest spend
- Feeling good leads to better health
- Integrative approach
- Provide proactive and reactive health service



Good Infrastructure

- Principle 1: Ensuring effective governance, reliable operation, and economic efficiency in view of life-cycle cost, as well as safety and resilience against natural disaster, terrorism, and cyber-attack risks
- Principle 2: Ensuring job creation, capacity building, and transfer of expertise and know-how for local communities
- Principle 3: Addressing social and environmental impacts
- Principle 4: Ensuring alignment with economic and development strategies, including aspects of climate change and environment at the national and regional levels
- Principle 5: Enhancing effective resource mobilization including through Public-Private Partnerships (PPPs)



Infrastructure

- Another 1M set for Melbourne in the next year
- The average commute time in Melbourne is currently 7.5 weeks per year
- Projections by PWC reveal this average time is set to increase to 63 minutes which would equate to 13.5 weeks per year

  = 13.5 weeks per year by 2030

Motorists could spend extra hour commuting to work by 2030

Herald Sun



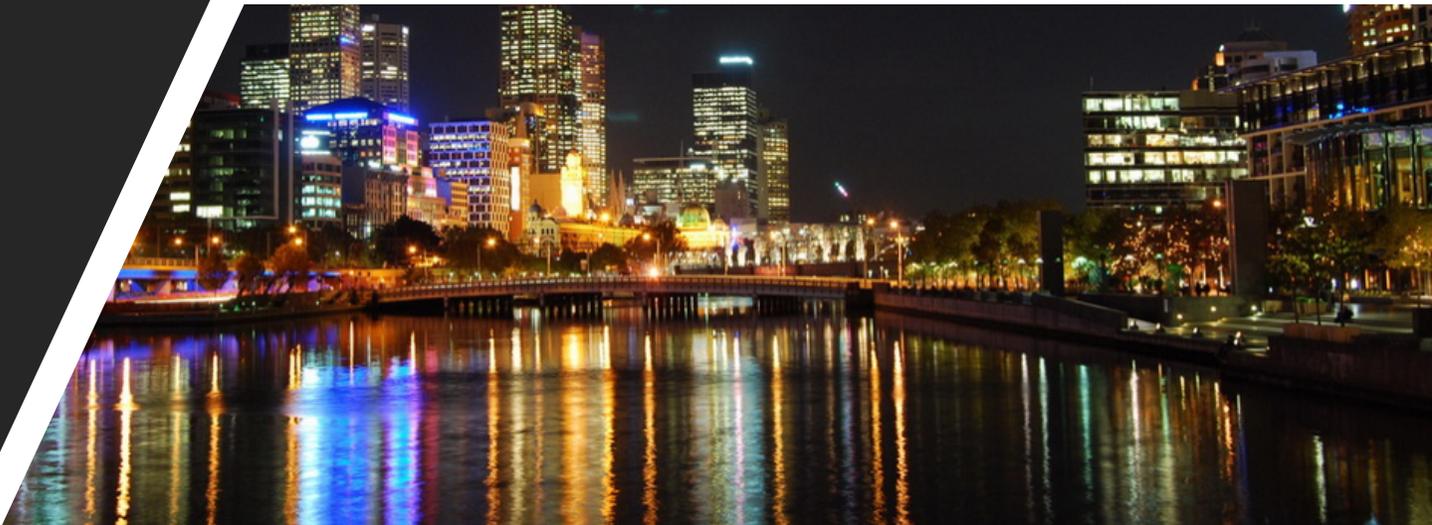
Coalition in push to stop Melbourne becoming 'Australia's most unliveable city'

THE  AGE

“Investing in regional cities’ economic performance makes good sense”

New study shows that regional cities generate national economic growth and jobs at the same rate as big metropolitan cities

THE CONVERSATION



Japan WW2 Super Fast Rail to connect to cities

- 1964 the first bullet trains were built in time for the Tokyo Olympics
- Now provide a very fast service to the majority of cities across Japan
- Never had a safety issue
- Planning for Tokyo to Nagoya in 2027 and then a Tokyo a line to Osaka travelling at 600kph
- Japan became a top 3 global economy



Hyperloop

“Passengers could travel from Melbourne to Sydney quicker than taking a plane”



9 minutes

Melbourne to Shepparton

10 minutes

Newcastle to Sydney

- Technology is still in the development phase
- Hyperloop One estimates the technology to be:
- 20 per cent cheaper to build than high speed rail and
- 60 per cent cheaper to operate



Germany

2015 over 80% of the country using renewable energy

50% more likely to die from lung cancer in China than Germany

Germany

14% live in top 10 biggest cities

Australia

87% live in top 10 biggest cities



Country	Road fatalities per 100,000 inhabitants per year	Road fatalities per 100,000 motor vehicles	Road fatalities per 1 billion vehicle-km	Total fatalities latest year (adjusted/estimate)	Year, data source	Left/Right traffic
 Australia	5.4	7.3	5.2	1,252	2013	Left
 Germany	4.3	6.8	4.9	3,540	2013	Right

Personal Experience

- Invest ahead of the curve
- Take tried and true practice; make better
- Provide best in class
- Make sure you have all the underpinnings in place to ensure success



Good Business

- Do Something Important
- Respect your Customers
- Respect your Employees
- Respect your Investor's Capital
- Grow your Business
- Strive to be the Leader in your Space
- Never Give Up





COTTON:ON

Entrepreneurs & Government

- Make the formation of entrepreneurial activity a government priority
- Ensure that government policy is broadly focused
- Allow for natural growth not top-down solutions
Ensure all industry sectors are considered not just high-tech
- Provide leadership but delegate responsibility and ownership
- Develop policy that addresses the needs of both the business and its management team

Business

During the past 10 years, the City of Melbourne has tracked what has been built on every square metre of land in the city, and once you look at this data over the space of a decade, you can see just what has changed...



Melbourne by the numbers: The changing face of our CBD THE  AGE



Video rental stores

2006: 11 stores 2016: 0



Newspaper and book retailers

2006: 170 2016: 100



Bank branches

2006: 102 2016: 92



Travel agencies

2006: 216 outlets 2016: 159



Women's Clothing stores

2006: 271 2016: 243



Supermarkets and grocery stores

2006: 53 2016: 100



Real estate services

2006: 176 2016: 284

Small breweries generate big benefit

- Australia's 420 craft breweries say they are generating \$740 million in annual economic output
- 65% of craft breweries are outside capital cities which means they are an important source of local employment in rural areas
- Furphy Refreshing Ale is flying off shelves quicker than brewer Little Creatures can supply, and drinkers are thirsting for more

Little Creatures' Geelong beer Furphy so popular supply is running low Geelong Advertiser



Australian Wool

- Wool – Australia is seen a world leader
- 14,000 growers
- \$3billion industry
- producing 90% of the worlds fine apparel wool



Personal Experience

- Go where opportunity is
- Get the right team
- Plan for worst case
- Know your limitations



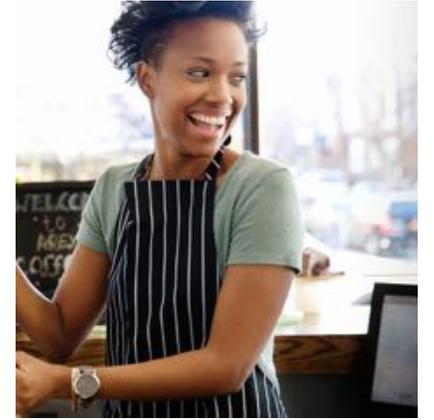
Freedom of expression

- Right to express one's ideas and opinions freely through speech, writing, and other forms of communication but without deliberately causing harm to others' character and/or reputation by false or misleading statements. Freedom of press is part of freedom of expression.



Rise of creative class

- This “creative class” is found in a variety of fields, from engineering to theatre, biotech to education, architecture to small business.
- Building an economy in high sight was easy
- Heavy industry and manufacturing demanding 1000s people
- Technology and shift away from manual labour



Good Education

1. Encourages contact between students and faculty,
2. Develops reciprocity and cooperation among students,
3. Encourages active learning,
4. Gives prompt feedback,
5. Emphasizes time on task,
6. Communicates high expectations, and
7. Respects diverse talents and ways of learning.



Country Public Schools Ranked as the States Most Improved

- “We’ve worked really hard, reset our values and tried to improve the culture in our school.”
- Free periods were removed
- Uniforms brought back
- Teachers pushed the importance of writing in every class; including science



MOST IMPROVED SCHOOLS MEDIAN STUDY SCORES– 2012 v 2016

1	Murrayville Community College	24 v 32
2	Tyrrell College	23 v 29
3	Apollo Bay P-12 College	28 v 32
4	Ballarat Secondary College	23 v 27
5	Hoppers Crossing Secondary College	25 v 29

La Trobe Regional Campus Economic Impact

- La Trobe University is a major provider of higher education services in Victoria.
- The University has grown to now accommodate more than **26,000** students including approximately **3,500 international students** from over **90 countries**.
- These regional campuses are located in Albury-Wodonga, Bendigo, Mildura and Shepparton, employ **1,337** people and cater for around **6,120** students.
- University and expenditure by students support up to **2,939** jobs and contribute **\$282.7 Million** to Gross Regional Product across the communities where the regional campuses operate.



Community

- Shepparton has Victoria's second largest Aboriginal community after Melbourne making up 10% of the population
- The concentration of indigenous Australians is the largest of any Victorian city and is four times the national average (2.5%)
- Shepparton has the largest immigrant community with people from places such as India, Albania, Afghanistan, Iraq, Greece, Italy, Sudan as well as many other places



Community

- Pay proper wages
- Think about safety
- Take care of the community
- Express through activity
- Music dance
- Food to bond over
- Parades
- National anthems
- Make something of days of significance
- Champion going out when weather changes



Celebrate your icons!



John Kennedy Sr.



Kennedy Sr. pictured for a series of collectible cards in the 1950s

Personal information

Full name	John Kennedy Sr.
Nickname(s)	Kanga
Date of birth	20 December 1928 (age 88)
Height	188 cm (6 ft 2 in)
Weight	89 kg (196 lb)

Playing career¹

Years	Club	Games (Goals)
1950–1959	Hawthorn	164 (29)

Coaching career³

Years	Club	Games (W–L–D)
1957; 1960–1963; 1967–1976	Hawthorn	299 (181–116–2)
1985–1989	North Melbourne	113 (55–55–3)
Total		412 (236–171–5)

¹ Playing statistics correct to the end of 1959.

³ Coaching statistics correct as of 1989.

Career highlights

- 3× VFL premiership coach: 1961, 1971, 1976
- 4× Hawthorn best and fairest: 1950, 1951, 1952, 1954
- Hawthorn captain: 1955–1959

Sources: AFL Tables , AustralianFootball.com 

Tom Hafey



Personal information

Full name	Thomas Stanley Raymond Hafey
Nickname(s)	Tommy, T-Shirt Tommy
Date of birth	5 August 1931
Place of birth	Richmond, Victoria
Date of death	12 May 2014 (aged 82)
Original team(s)	East Malvern
Height	173 cm (5 ft 8 in)
Weight	76 kg (168 lb)

Playing career¹

Years	Club	Games (Goals)
1953–1958	Richmond	67 (10)

Coaching career¹

Years	Club	Games (W–L–D)
	VFL	
1966–1976	Richmond	248 (173–73–2)
1977–1982	Collingwood	138 (89–47–2)
1983–1985	Geelong	66 (31–35–0)
1986–1988	Sydney	70 (43–27–0)

Representative

1960	Victoria
	New South Wales

Total	622 (306–182–4)^{1/2}
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¹ Playing statistics correct to the end of 1958.

² Coaching statistics correct as of 1988.

Career highlights

Coaching

- 4x VFL Premiership: 1967, 1969, 1973, 1974
- Richmond Team of the Century
- Richmond Hall of Fame – Immortal Status
- Australian Football Hall of Fame – Inaugural Inductee

Personal Experience

- Authenticity of leadership
- Diversity a key business success pillar
- Hero heritage both persons and our brand
- Regularly reward and champion high achievers



Sports focus' on results and unity

- Gender pay must be balanced
- Clubs that bring people together
- Get fit together
- Create healthy habits
- Outlet from the reality of life
- Promotes friendship / community
- Is great fun



Think of your youth

Today, Iceland tops the European table for the cleanest-living teens. The percentage of 15- and 16-year-olds who had been drunk in the previous month plummeted from 42 percent in 1998 to 5 percent in 2016. The percentage who have ever used cannabis is down from 17 percent to 7 percent. Those smoking cigarettes every day fell from 23 percent to just 3 percent.

We learned through the studies that we need to create circumstances in which kids can lead healthy lives, and they do not need to use substances, because life is fun, and they have plenty to do—and they are supported by parents who will spend time with them.”



Regional Commonwealth Games

- Optimism
- Legacy of all things great about sport
- Lasting infrastructure improvement
- Update existing facilities
- Work with Universities
- Breath new life into a fantastic event



Tasmanian Visionaries

Richard Sattle

Family took a risk to build a world-class golf course on the northeast coast of Tasmania. It was the kind of risks taken by the Sattlers that started the revival of interest and international arrivals in Tasmania

Paul Lennon

Secured Hawthorn to play four AFL games a year in Launceston. That arrangement secured thousands of extra visitors to Tasmania, not just for the day of the games, but before and after. Values by the Tasmanian Government at \$50M a year

David Walsh

Turned Hobart into a cultural destination for millions of art lovers around the world with MONA. Walsh has announced a new hotel at MONA to be called HOMO: HOtel at MOna

Lara Giddings

Who secured a visit to the state by the President of China, Xi Jinping, and his wife, Peng Liyuan, in 2014. The visit received vast coverage in China and since then the numbers of Chinese visitors to Tasmania has grown every year.



Happiest Countries

The research tries to account for this through studying six main variables:

- GDP per capita
- healthy life expectancy
- social support, freedom
- generosity
- absence / perception of corruption

WORLD HAPPINESS REPORT



Norway tops the global happiness rankings for 2017



Index of Health and Social Problems

- Index of:
- Life expectancy
 - Math & Literacy
 - Infant mortality
 - Homicides
 - Imprisonment
 - Teenage births
 - Trust
 - Obesity
 - Mental illness – incl. drug & alcohol addiction
 - Social mobility



Great Place to Work Great Place to Live?

5 reasons to work at a great workplace

1. Its fun
2. It feeds your soul
3. Its good for your health
4. Its probably a winner
5. Its on the cutting edge



Anatomy of a happy employee

What determines employees' happiness?

1. Pride in their Organisation
2. Feeling Appreciated
3. A sense of Fairness and Respect
4. A sense of Accomplishment
5. Interesting and Meaningful Work
6. Positive Workplace Relationships



Which employees are the happiest?



The happiest role:

**SENIOR
EXECUTIVE**



The happiest
company size:

**LESS THAN
10 EMPLOYEES**



The happiest age:

55+



The happiest tenure:

**FIRST YEAR
ON THE JOB**



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1967-2017



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Radek Sali