

# TRANSFORMING BUSINESS 2021

## Innovating your Business Model

19th October 2021



### Event Partners:



“We cannot solve problems by using the same kind of thinking we used when we created them.” – Albert Einstein.

Transforming Business 2021 is brought to you by  
RDA Barossa Gawler Light  
Adelaide Plains.

RDA brings together regional business, government, community and research to find levers of scale and sources of energy in our regional economy.



# INTRODUCTION

## Honourable David Pisoni MP – Minister for Innovation & Skills



David Pisoni was elected to the South Australian Parliament as the Member for Unley in 2006.

Appointed as a Minister in the Marshall Government in March 2018, he currently has responsibilities for the Innovation and Skills portfolio.

David is leading the renewal of skills training in South Australia, overseeing a \$200 million investment in the provision of apprenticeships and traineeships.

Under David's stewardship the creative industries in South Australia are flourishing with the film industry enjoying record levels of investment.

David was born and educated in South Australia. He attended Salisbury High School and completed a Furnishing trades apprenticeship at TAFE.

David became the Managing Director of his own manufacturing and retail company in Adelaide and Sydney and over 22 years was responsible for training 20 apprentices.

For more than 30 years, David has played an active role in his local community of Unley and has been a passionate advocate for many organisations, charities and businesses.

## EVENT SPONSORS



# ABOUT RDA



RDA Barossa Gawler Light Adelaide Plains (RDA BGLAP) is led by a group of industry leaders drawn from across the region and supported by all 3 tiers of government to identify economic opportunity and challenges – and ways to address them – for the region.

In addition to targeted investment attraction, investor information and regional analysis, RDA BGLAP delivers a range of services to business to support better business performance so not only do new businesses invest but existing business thrive and create jobs as well. Our goal is to see businesses better themselves and regional competitive advantage grow exponentially.

## Services We Offer

- Investment Attraction and Regional Information
- Industry Development and Investor assistance
- Access to business services and growth strategies
- Advocacy and business case development for Regional Infrastructure and Investment
- Community consultation and facilitation
- Regional Strategic Planning

We are part of a national network of 52 RDAs covering the whole country.

## GOLD SPONSORS



# EVENT PROGRAM

8:00am – 8:44am Registration & Welcome Coffee

8:45am – 8:49am MC RDA BGLAP CEO Anne Moroney

8:50am – 8:59am Welcome & Introduction –RDA BGLAP  
Chairman Rolf Binder

9:00am – 9:15am Honourable David Pisoni MP –  
Minister for Innovation and Skills

9:20am – 10:05am Professor Ingrid Burkett “Innovative  
Business Models”

10:10am – 10:40am Rebecca Wessels “Creativity and  
Cultural Diversity as opportunities in business model  
innovation”

10:45am – 10:55am Coffee Break

11:00am – 11:45am Dr Guy Turnbull “Co-operative  
Streams and Social Enterprises”

## SILVER SPONSORS



**The Leader**



# EVENT PROGRAM

Concurrent Workshops - 11:50am to 12.30pm

Workshop 1: Hayden Zammit "Creating that Perfect Tourism Digital Strategy in your Business Model"

Workshop 2: Andrew Heard "Learn The Facts-Why Starts Ups and Businesses sometimes Fail"

12:30pm - 1:30pm Lunch-Networking-Exhibition

1:31pm - 2:15pm Dr Judy Halliday "How COVID-19 has revolutionised our Business Models"

2:20pm - 3:05pm Dr John Flackett "Transforming Business Models with Artificial Intelligence & Automation"

3:10pm - 3:55pm Leila Henderson "Sourcing Funding - What is required? How to Interest Angel Investors in your Business Model"

4:00pm - 4:30pm Panel Discussions/Questions  
"Aligning Your Business Purpose with a Sustainable World"

4:30pm- 4:40pm Wrap up and Chair Rolf Binder "Year in Review" .

4:45pm - 6pm Networking with Drinks and Nibbles

## BRONZE SPONSORS



# PROF. INGRID BURKETT

Co-Director at The Yunus Centre at  
Griffith University



Over the past two decades, Ingrid has focused her work on innovation and impact and more specifically, how innovative processes, products and business models can help us to address some of the most challenging economic, social and environmental issues we face. Ingrid has applied this work in areas as diverse as changing procurement practices, fostering civic innovation, and growing impact investment.



Ingrid has also designed the foundations for a number of key place-based initiatives aimed at addressing entrenched disadvantage, the most notable of which is GROW, based in Geelong, Victoria. Her previous leadership role at The Australian Centre for Social Innovation involved leading TACSI's portfolio of systems innovation work which focussed on shifting outcomes in relation to some of Australia's most challenging social issues.

Ingrid has worked in small business, the community sector, government and the corporate sector and believes that each of these sectors has a valuable role to play in innovation for impact.

# DR GUY TURNBULL

Former Managing Director of Care  
& Share Associates



Dr Guy Turnbull is an award-winning, internationally recognised social entrepreneur. Highly acclaimed in his field, he has been a major figure in the co-operative and social enterprise sector since 1988, including building a £17m care co-operative, Care & Share



Associates Limited from scratch. Guy – an innovative approach to social enterprise development with disabled people.

In 2016 Guy's work in the care sector was recognised by The Great British Care Awards where he became national winner in the 'Outstanding Contribution To Social Care' category. He was also the winning UK national finalist in EY's prestigious global competition, 'Entrepreneur Of The Year'.

In 2018, Guy was awarded a Don Dunstan Foundation Thinker In Residency in Adelaide focused on building South Australia's social economy

Guy now splits his work time between the UK and Australia. In Australia, Guy works within a collective of GPs, Allied Health, Nursing and Social Care, leading on the development of mutually based solutions in the health, care, and disability sectors.

A published author, he has also served as chair and trustee for a long-established social investor.

# REBECCA WESSELS

Founder and CEO of Ochre Dawn

Rebecca Wessels combines her skills from past careers in IT and Community Services to support clients in her specialist marketing and branding business, Ochre Dawn.



Passionate about preserving language and culture, including her own Peramangk and Ngarrindjeri heritage, Rebecca advocates for the rights of First Nations artists, businesses and communities.

Rebecca has recently been appointed to South Australia's Entrepreneurship Advisory Board, she also serves on the Boards of Maxima and Ronald McDonald House Charities, and is the former Chair of Tandanya National Cultural Institute.



# HAYDEN ZAMMIT

Founder of Tourism Accelerator



Hayden is a results driven professional with experience across commercial, government and not-for-profit sectors.



This is demonstrated through experience development and commercial trade sales across global markets.

Hayden has held several roles including Tourism Manager for Adelaide and Monarto Zoo, and Business Manager Product Development with the South Australian Tourism Commission.

He is passionate about providing practical insights and recommendations for small to medium sized businesses in the tourism industry. He holds an International MBA (Tourism and Events) and a Bachelor of Management (Marketing) from the University of South Australia.

# ANDREW HEARD

Founder of Heard, Phillips, Lieberenz



As a founding partner of Heard Phillips Lieberenz, Andrew brings more than 28 years' business advisory, insolvency and forensic accounting experience.

**Heard.  
Phillips.  
Lieberenz.**

From specialist insolvency practice, to second-tier multi-discipline firms, to an international 'big 4' firm, his broad professional experience provides him with exceptional insight into the needs and challenges for all clients at any stage.

Andrew is an experienced company director with a long history in providing advisory and restructuring services to companies and banks.

# DR JUDY HALLIDAY

COO of the Office of the South  
Australian Chief Entrepreneur



Dr Judy Halliday is the Chief Operating Officer of the Office of the South Australian Chief Entrepreneur in the Department for Innovation and Skills. In this role, she is responsible for supporting the Chief Entrepreneur and the Entrepreneurship Advisory



Board, as well as delivering on the Government's commitment to growing entrepreneurship and supporting start-up and scale up business in South Australia; she is also responsible for delivering the Startup Hub at Lot Fourteen.

Judy has more than 25 years' executive and management experience in entrepreneurship and innovation as an inventor, founder, investor, academic and industry professional in the private and public sectors.

She is an inventor on granted patents and has been involved in raising millions of dollars for multiple start-up companies.

Judy has extensive experience in strategy development and implementation and been a non-executive director of 7 start-up companies and is currently a member of several Advisory Boards.

# DR JOHN FLACKETT

Co-founder & Head of AiLab  
AI Specialist in Residence & AI  
Ambassador at Auckland  
University of Technology



Dr. John Flackett is head of AiLab; a global company headquartered in Australia providing Artificial Intelligence education programs and research.



John is also the AI Specialist in Residence for Auckland University of Technology, where he has recently launched AiLab at the university as part of AiLab's expansion into New Zealand. John has been working in AI for 25+ years and is an international AI speaker, educator, and advisor. With a PhD in Artificial Intelligence, John has received various awards and spent 10 years as a senior university academic teaching AI and Software Engineering in the UK.

Additionally, John is one of the Australia AI Collective's founding directors; a NFP committed to championing a national AI industry, as well as the co-founder of Adelaide AI – the largest AI networking community in South Australia.

# LEILA HENDERSON

Member of Southern Angels



Leila is a member of the angel investor group Southern Angels and a Fellow of the New Venture Institute at Flinders University. She has decades of experience supporting capital raises in tech startups, including her own businesses.



Leila is a dedicated champion and mentor of young entrepreneurs through programs such as NVI, Echallenge, the iLab at Uniquest, Startup Weekend, and many more.

She has been recognised for her contribution to the innovation and IT industries by accolades such as the Women in Innovation (IT) Award, MIT Bridge to MassChallenge Top 10 Australian Startups, and ZONTA International Woman of Achievement.

# WRAP UP AND NETWORKING

4:45pm – 6pm

It's happy hour! Make new connections or refresh ones already established during this networking segment. Wine, beer and finger food will be provided



# B2B Program



BAROSSA • GAWLER • LIGHT • ADELAIDE PLAINS

*Linking Business to Business*

RDA Barossa Gawler Light Adelaide Plains coordinates a passionate group of professional services providers who will offer their expertise and advice to regional businesses through arrangement with RDA BGLAP.

This service is supported by local government to help businesses start stronger and do better because small business is the region's backbone. We want to help you identify new opportunities, remove barriers to success and to understand how we work with business for individual and collective prosperity.

Scan below for more B2B Provider information.



# RDA Industry Board Members



**Rolf Binder**  
Chairman



**Tony Clark**  
Deputy Chair



**Andrew Morphet**



**Amanda Longworth**



**Rachel Brdanovic**



**Stephen Balch**



# **RDA Board Local Government Representatives**



**Henry Inat**



**Kieren Chappell**



**Martin McCarthy**



**Darren Starr**

# RDA Staff



**Anne Moroney**  
Chief Executive and  
Director of Regional  
Development



**Sue Merry**  
Manager of Finances and  
Operations



**Trevor Taylor**  
Entrepreneurship,  
Business Growth  
Strategist



**Angie Kruger**  
Barossa Campus  
Student Support  
Coordinator



**Mark  
McNamara**  
Food Projects and  
Workforce



**Zac McCrindle**  
Investment

# RDA Staff



**Caroline McInnes**  
B2B Support and Events



**Jade Yu Liu**  
Chinese Export &  
Operations



**Rhia Daniel**  
Marketing &  
Communications



**Graeme Crook**  
Project Management

# Notes

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Your time is greatly appreciated.



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# Notes

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