



EVENT PROGRAM

# Shaping WA: agribusiness outlook

Wednesday, 10 October 2018, 12.00pm to 2.00pm

Grand River Ballroom, Pan Pacific Perth

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EVENT SPONSOR



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# agenda

- 11.45am Registrations
- 12.00pm Welcome and introduction  
**Paula Rogers**  
State Director, CEDA
- 12.10pm Presentation  
**Dr Ross Kingwell**  
Economics and Business Analysis Manager, Australian Export Grains  
Innovation Centre (AEGIC)
- 12.20pm Presentation  
**Bruce Cheung**  
Chairman, Pardoo Beef Corporation
- 12.30pm Lunch
- 12.55pm Introduction  
**Paula Rogers**  
State Director, CEDA
- 1.00pm Presentation  
**Dr Tash Ayers**  
Managing Director and Co-founder, AgriStart Pty Ltd
- 1.10pm Presentation  
**Dr Michael Robertson**  
Science Director, Agriculture & Food, CSIRO
- 1.20pm Facilitated Q&A discussion and questions with **Todd Mairs**, Director,  
Churchill Consulting
- 1.55pm Vote of thanks and closing comments  
**Paula Rogers**  
State Director, CEDA
- 2.00pm Event close

# sponsor

## Event sponsor

Churchill Consulting

Twitter: @churchillconsul

Churchill Consulting is an independent management consultancy firm which has been reshaping the futures of key WA organisations since 2002.

Over the years Churchill Consulting has assisted many of the state's leading agribusinesses with their corporate strategy development and execution, financial and operational performance improvement, digital transformation, customer-centric modelling and change management requirements.

Churchill takes pride in their approachable and collaborative consultancy style where they assemble the right teams to work with clients across the grain; fisheries; livestock; transport; and infrastructure sub-sectors. Their in-depth industry understanding helps them to create innovative, yet pragmatic, solutions to the critical business issues which face such a diverse industry sector.

Churchill's clients' long-term success is always front of mind; they bring the right expertise, deliver tailored and pragmatic solutions and guarantee real knowledge transfer throughout the project. This ensures sustainable benefits for their clients, long after they have gone.

Churchill Consulting has been a CEDA member since 2017.

[www.churchill.com.au](http://www.churchill.com.au)



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# speaker



## Dr Tash Ayers

Managing Director & Co-founder, AgriStart Pty Ltd

Twitter: @AgristartWA

Tash Ayers founded and leads AgriStart Pty Ltd and UniBiz Connect. Tash specialises in innovation training and mentoring, especially for regional areas. AgriStart has helped businesses working in all aspects of primary industries, from lettuce and avocado farmers, grain and livestock farmers, as well as technology companies supporting agribusinesses.

As part of her 6 years working in research management, Tash founded iPREP WA; a unique program involving researchers from all five WA universities undertaking projects in industry, which won the 2017 Australian Council of Graduate Research award for industry engagement and was a finalist in the Premier's Science awards in 2016.

Tash has an agricultural background and spent eight years as a researcher/lecturer at the University of Western Australia, University of Glasgow, University of Southern California and University of Sydney. In that time she published more than 25 papers and supervised ten Masters and PhD students.

Tash has been on the judging panel for the Innovator of the Year awards since 2015 and is currently on the judging panel for the Agriculture and Aquaculture Entrepreneurship prize. Tash is an experienced trainer and facilitator and has been an invited speaker at several national and international conferences. She has a PhD in Plant Biology and a Bachelor of Science in Agriculture, with qualifications in university teaching, research commercialisation and leadership. Tash is passionate about educating our future leaders for sustainable food production.

# speaker

## Bruce Cheung

Chairman, Pardoo Beef Corporation

Bruce Cheung is the Chairman of Pardoo Beef Corporation which is wholly owned by him and his family.

The Cheung family investment in Pardoo Station presents the opportunity to promote Western Australian beef to the Chinese consumer market. The Cheung family is keen to further develop the agricultural potential of Pardoo Station to bring about higher quality beef in a sustainable way with a view to targeting a proportion of the discerning Asian markets.

In his relatively short time as owner of Pardoo Station, Bruce has developed a genuine connection to the Traditional Owners, the Ngarla people, who are very much engaged in the Pardoo vision as well as providing knowledge of indigenous heritage and cultural pursuits to visitors. Pardoo has also established a collaboration with Mowanjum Aboriginal Corporation in Derby, thereby connecting the Pilbara and the Kimberley and further cementing indigenous partnerships.

Bruce Cheung has taken on a transformational project for the Pilbara pastoral industry and one which will see the region go from one of live export to quality highly sought after boxed beef for Asian markets. He is a passionate and tireless advocate of the Pilbara region and Western Australia which he promotes during his extensive travels to important international markets. An astute marketer with over three decades of experience in Asian markets, he has chosen to share these benefits with the State of Western Australia.

He is committed to making a difference in the Pilbara region and to ensure that communities, traditional owners and neighbouring pastoralists derive the optimum benefit from his investment. His vision to transform the Pilbara has often been compared to the that of Lord McAlpine for Broome.



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# speaker



## Dr Ross Kingwell

Economics and Business Analysis Manager, Australian Export Grains Innovation Centre (AEGIC)

Twitter: @AEGIC

Ross is chief economist in AEGIC (Australian Export Grains Innovation Centre), a joint initiative of the WA State Government and the Grains Research and Development Corporation. He is also a professor of agricultural economics in the School of Agriculture and Environment at the University of Western Australia (UWA). He chairs the Australian Farm Institute's research advisory committee and has served as co-editor of the Australian Journal of Agricultural and Resource Economics. He is a past-president of the Australasian Agricultural and Resource Economics Society and is a distinguished fellow of that society. Ross's research interests and expertise are principally in farming systems and industry analysis. A current emphasis in his research is grain supply chains in Australia, competitor analyses and grain demand analysis.

Qualifications: B.Sc.(Agric) (1<sup>st</sup> Hons); M.Sc.(Agric), Ph.D., Dip. Project Mngt, GAICD.

# speaker

## Dr Michael Robertson

Science Director, Agriculture & Food, CSIRO

Twitter: @CSIROnews

Dr Michael Robertson is the Deputy Director of CSIRO Agriculture and Food. He is based in Perth, Western Australia. His research background is in crop agronomy and simulation modelling, where his work has aimed to analyse and understand broadacre farming systems to inform better management regimes for economic, environmental and social outcomes. His 25 year career in CSIRO has led him to work in the tropics, subtropics, temperate and Mediterranean zones across Australia. As part of his current role he is leading an initiative in 'digital agriculture' that brings together agricultural researchers and information and communication technology experts in CSIRO to explore new ways in which digital technologies can improve the way research is conducted and results are delivered to end users.



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# facilitator



## Todd Mairs

Director, Churchill Consulting

Twitter: @churchillconsul

Todd is a founding director of Churchill Consulting. His 15 years of management consulting experience across Europe, Asia and America have earned him a reputation as a leading advisor in strategic planning and customer management.

Todd has assisted many of the region's leading agribusinesses to set a compelling vision and articulate their roadmap for success – building better customer relationships and improving financial outcomes for the sector.

His key service areas include:

- Strategy development and business planning;
- Business model review and redesign;
- Performance management and strategic reporting;
- Board facilitation for corporate strategic planning;
- Customer experience strategy and change management workshops; and
- Organisational transformation through design thinking.

He also has a deep, cross-industry understanding of the Western Australian economy which has seen him successfully assist organisations across the health & aged care, education & training, mining & resources, transport and not-for-profit & charities sectors.

Todd was a previous recipient of WA Business News “40 under 40” award presented to Western Australia’s top 40 business leaders aged under 40 years of age. He is an active Trustee for the Committee for Economic Development Australia and is a Board Member for a NFP organisation that builds infrastructure for Cambodian children and their families.



# corporate tables

CEDA would like to thank the following members for hosting a corporate table at today's event.

ANZ Banking Group

Bankwest

Churchill Consulting

Curtin University

PwC Australia

WA Department of Primary  
Industries and Regional  
Development

Wesfarmers

# attendees

Marc Anderson  
General Manager Supply Chain  
Brownes

Katsuhiko Asano  
Director and Senior Vice President,  
General Manager of Perth Office  
Mitsui & Co (Australia) Ltd

Justin Audcent  
Partner - Corporate Finance  
RSM

Tash Ayers  
Managing Director & Co-founder  
AgriStart

Helena Bailey  
Agricultural Scientist  
GHD

Janet Barnes  
Regional Director  
Telstra

Kate Baune  
Event Assistant  
CEDA

Brendan Beakle  
Director  
AIM Group

Nicholas Bencic  
Assistant Manager  
ANZ Banking Group

Sarita Bennett  
Head of Discipline  
(Agriculture/Agribusiness)  
Curtin University

Daniel Bolt  
WA State Head Built Environment  
Macquarie Group

Peter Bowran  
State Manager  
Commonwealth Bank

Jenne Brammer  
Journalist  
The West Australian

Darryn Brice  
Relationship Manager  
ANZ Banking Group

Nijaz Brkich  
Business Development Manager  
WA Department of Primary  
Industries and Regional  
Development

Nathalie Brooks  
Senior Project Officer  
WA Department of Primary  
Industries and Regional  
Development

Bradley Brown  
State Sales Director  
Australia Post

Boyd Brown  
Area General Manager WA  
Telstra

Matthew Budge  
Partner  
PwC Australia

Mark Buntine  
Head, School of Molecular and Life  
Sciences  
Curtin University

Rusty Burke  
Supply Chain Manager  
Wesfarmers

Rosalind Burley  
Director  
PwC Australia

Terry Burnage  
Principal Business Development  
Manager  
WA Department of Primary  
Industries and Regional  
Development

Allen Burtenshaw  
Marketing Consultant  
Royal Agricultural Society of WA

Helen Cabalu  
Head of School, Economics,  
Finance and Property  
Curtin University

Jane Caforio  
State Director WA  
Austrade

Sean Cameron  
Director  
WA Department of Treasury

Peter Caporn  
Principal & Office Leader - Perth  
Wrays

Justin Carroll  
Perth Managing Partner  
PwC Australia

Stacey Carter  
Learning Designer (Agribusiness)  
Curtin University

Felix Chan  
Deputy Head of School,  
Economics, Finance and Property  
Curtin University

Ganesh Chaudhari  
Project Manager  
CSBP Limited

Fabien Chetty  
Industry Engagement Manager  
Pardoo Beef Corporation

Monica Chetty  
Director Strategic Partnerships  
Pardoo Beef Corporation

Bruce Cheung  
Chairman  
Pardoo Beef Corporation

Su Chong  
Project Manager Planning  
Pilbara Ports Authority

Renato Colasante  
Manager Business Development  
LandCorp

Ben Coman  
Senior Relationship Manager  
Bankwest

Herman Conradie  
Superintendent Agricultural  
Projects  
Rio Tinto

Peter Cooper  
Chief Executive Officer  
Royal Agricultural Society of WA

Douglas Craig  
Partner  
PwC Australia

Andrew Crane  
Non-Executive Director

Adrian Cream  
Site Manager  
Brownes Foods Operations Pty Ltd

Tracey Curtis  
Membership Coordinator, WA  
CEDA

Kirsty Danks-Brown Director of Sales and Marketing Pan Pacific Hotels Group	Edward Day Account Director - Government (Western Australia) Australia Post	Cees de Groot Manager PwC Australia	Branden Dekenah Director, Technology Arc Infrastructure
Tracy Destree Councillor City of Kalamunda	Rowena Dewhirst Senior Manager PwC Australia	Craig Downs Manager PwC Australia	Murray Drysdale Agribusiness Manager ANZ Banking Group
Daniel Duncalf Director PwC Australia	Claire Dunkley Transformation Manager CBH Group	Rob Edkins Managing Director Food, Fibre & Timber Industries Training Council	Stephen Edwards Senior Manager PwC Australia
Rhys Edwards Assistant Manager - Business Advisory RSM	Brooke Edwards Residential Cylinder Manager Wesfarmers	Lincoln Elliot Manager Churchill Consulting	Terry Enright Chairman - The UWA Institute of Agriculture The University of Western Australia
Paul Etheridge Project Manager Food, Fibre & Timber Industries Training Council	Matthew Fahey Director Churchill Consulting	Paul Farrell Member WA Regional Development Trust	Kelly Faulkner Executive Director, Regulatory Services WA Department of Water and Environmental Regulation
Robyn Fenech Business Development Manager Harvey Water	Peter Ferguson R & D Tax EY	Philip Fisher Senior Consultant Arup	Kelvin Flynn Managing Director Harvis
Murray Fong Principal, Business Advisory RSM	Simon Gilders Business Development Project Manager Arc Infrastructure	Anna Giumelli Services Manager CSBP Limited	Amy Goddard-Borger Senior Manager, Lending Services ANZ Banking Group
James Gorton General Manager Aviation & Business Development Perth Airport	Niegel Grazia A/Deputy Director General WA Department of Primary Industries and Regional Development	Vaughan Green Senior Business Banking Manager National Australia Bank	Susan Hall General Manager - Investment Attraction WA Department of Primary Industries and Regional Development
Brendan Hammond Chair WA Regional Development Trust	Alisha Hardie Senior Accountant PwC Australia	Richard Harper Leader of Agricultural Sciences Murdoch University	Greg Harvey Chief Executive Officer Harvest Road Group
Janine Hatch Principal Officer Peel Development Commission	Adrian Hobb Chairman and Founder Falcon Exports	Jason Hunt Area Manager ANZ Banking Group	Tony Iannello Director D'Orsogna Limited
Sabin Ivey Agribusiness Manager ANZ Banking Group	Eleanor Jackson Marketing Manager Churchill Consulting	Prue Jenkins General Manager, Muresk Institute WA Department of Training and Workforce Development	Michael Jones Professor of Agriculture Biotechnology Murdoch University
Brendon Kay Business Development Executive Bankwest	Nicole Keating Development Manager CSBP Limited	Neil Kidd Director Neil Graeme Kidd	Peter King Director Port Development Pilbara Ports Authority
Ross Kingwell Economics and Business Analysis Manager Australian Export Grains Innovation Centre (AEGIC)	Nicole Koelewijn Senior Consultant PwC Australia	John Langoulant AO President CEDA	Terry Lee Company Director Terry Lee Financial Planners

## EVENT PROGRAM

Andrew Leeds  
Associate Director  
ANZ Banking Group

Patrick Leung  
Director Origination  
Northern Australia Infrastructure  
Facility

Shiri Leventhal  
Manager  
Indigenous Business Australia

Shereen Lim  
Assistant Manager  
ANZ Banking Group

Greg Lister  
Fertiliser Operations Manager  
CSBP Limited

Conrad Liveris  
Director  
EMP Analysts

David Lock  
Managing Director  
Mareterram Limited

Shane Love MLA  
State Member for Moore  
Member for Moore

Mark Lynch  
Director  
Bankwest

Dianne Madden  
Account Officer  
Indigenous Business Australia

Todd Mairs  
Director  
Churchill Consulting

Genevieve Mannin  
Laboratory Business Manager  
CSBP Limited

Natalie Marchese  
Agribusiness Manager  
ANZ Banking Group

Bruce Mason  
Business Development  
Veris

Steve Mason  
Project Manager  
WA SuperNet

Simon Mathwin  
Superintendent Agricultural  
Projects  
Rio Tinto Iron Ore

David Matthews  
District Manager  
CSBP Limited

Peter May  
Business Development Manager  
WA Department of Primary  
Industries and Regional  
Development

Kaye Mazzolini  
Faculty Business Manager,  
Business and Law  
Curtin University

Andrew McBain  
Executive Director  
Alterra Group

Claire McCullagh  
Senior Consultant  
Nous Group

Stephen McKenna  
Director, MBA Programs  
Curtin University

Matthew McKenzie  
Journalist  
Business News

Billy Meston  
Partner  
PwC Australia

Darryl Millington  
Senior Start-Up & Development  
Officer  
Indigenous Business Australia

Duncan Monro  
Principal  
RSM

Stuart Nahajski  
General Manager Regional  
LandCorp

Fiona Nelson  
Communications Coordinator  
WA Department of Primary  
Industries and Regional  
Development

Wendy Newman  
Chief Executive Officer  
Wheatbelt Development  
Commission

Timothy Nielsen  
Remote Sensing Officer  
Landgate

Liam O'Connell  
Executive Director- Trade and  
Investment, Economic and Industry  
Development  
WA Department of Primary  
Industries and Regional  
Development

Grant O'Neill  
Dean, School of Business and  
Governance  
Murdoch University

John O'Neill  
Economic Development Advisor  
Shire of Serpentine-Jarrahdale

Chris Oughton  
Director  
Kwinana Industries Council

Adrian Parker  
General Manager, Regional &  
Agribusiness Banking  
Commonwealth Bank of Australia

Lauren Parker  
Policy Research Officer  
WA Department of Treasury

Harold Payne  
Director  
PwC Australia

Geoff Pereira  
Project Director, Infrastructure and  
Property  
Cardno

Lisa Perry  
Marketing and Client Relationship  
Program  
GHD

David Pethic  
Professor Biochemistry  
Murdoch University

John Poulsen  
Principal  
People, Passion & Performance

Emmy Poulsen  
Event Assistant  
CEDA

Grady Powell  
Executive Officer - Policy  
WAFarmers Federation

David Prendiville  
Director  
Churchill Consulting

Kitty Prodonovich  
Business Manager  
Regional Chambers of Commerce  
and Industry

Tom Puddy  
Commercial Projects Manager  
CBH Group

Harriet Pugh  
Senior Consultant  
Churchill Consulting

Ash Puri  
Commercial Trade Manager  
Pilbara Ports Authority

Andrew Rado  
Divisional Manager Lobster  
Craig Mostyn Group

Rainer Rasmussen  
State Manager WA  
McConnell Dowell

Michael Rector  
R & D Tax  
EY

Amanda Reid  
Director  
GRA Partners

Zach Relph  
Journalist  
Countryman

Michael Robertson  
Science Director, Agriculture and  
Food  
CSIRO

Paula Rogers  
State Director, WA  
CEDA

Peter Rosseutscher  
Adjunct Professor, Innovation  
The University of Western Australia

Stephanie Rowton  
Event Coordinator, WA  
CEDA

Elaine Rozman  
Senior Policy Analyst, Agency  
Resources  
WA Department of Treasury

Campbell Sanderson  
Manager Sales and Innovation  
Forest Products Commission

Norman Santich  
Senior Remote Sensing Officer  
Landgate

Cesare Scalise  
Partner  
PwC Australia

Christopher Sharples  
Principal Network Planning Analyst  
WA Transport Portfolio

Rob Shearwood  
Corporate Partnership Executive  
Royal Agricultural Society of WA

Richard Simonatis  
CEO  
AEGIC

Tamara Smith  
Director  
360 Environmental

Judy Snell  
Accountant  
RSM

Shimon Spina  
Leasing & Development Manager,  
Property  
Perth Airport

Kwai Steinhart  
Associate Director, WA  
CEDA

John Stevenson  
Chief Financial Officer  
Wellard

Matthew Stewart  
Decipher - Technical Development  
Manager  
Wesfarmers

Ben Sudlow  
Sales & Marketing Manager  
CSBP Limited

Mark Sweetingham  
Executive Director  
Department of Primary Industries  
and Regional Development

Maree Tabb  
Director Commerce and Enterprise  
North Metropolitan TAFE

Diana Taylor  
Learning Engagement Developer,  
Faculty of Science and Engineering  
Curtin University

Larissa Taylor  
Chief Executive Officer  
Grain Industry Association of WA

Gino Teti  
Agribusiness Manager  
ANZ Banking Group

Henry Thong  
Chief Financial Officer  
Pardoo Beef Corporation

Mark Tidman  
Investment Attraction Project  
Officer  
City of Rockingham

Sophie Turski  
Manager  
PwC Australia

Erik Van Ryssen  
Principal Consultant  
Churchill Consulting

Chris Venter  
Director  
Perihelion

Anton Vojkovic  
Despatch & Storage Manager  
CSBP Limited

Anthony Walker  
Decipher - General Manager  
Wesfarmers

Peter Walsh  
Director  
V & V Walsh

Glynn Ward  
Project Manager Grapes and Wine,  
Research, Development and  
Innovation  
WA Department of Primary  
Industries and Regional  
Development

Tim Watts  
Senior Consultant  
Nous Group

Rob Weeden  
General Manager  
Pan Pacific Hotels Group

Stuart West  
Chief Executive  
Forest Products Commission

Trevor Whittington  
Acting Chief Executive Officer  
WA Farmers

Dan Wilkie  
Editor in Chief  
Australia China Business Review

Jon Wilson  
Senior Business Development  
Officer  
Indigenous Business Australia

Marie Wong  
Principal  
Wrays

Ben Wood  
Membership and Marketing  
Services Advisor, WA  
CEDA

Kirsten Wren  
Assistant Director Regulatory  
Mapping and Reform  
WA Department of Treasury

Jono Wyber  
District Manager  
CSBP Limited

Tony York  
President  
WA Farmers



## CEDA WA: October / November 2018

### Digitalisation in the Mining

**DATE** Thursday 25 October 2018, 12:00pm to 2.00pm

**VENUE** Grand River Ballroom, Pan Pacific Hotel

**SPEAKERS** Jeff Connolly, Chairman and Chief Executive Officer, Siemens; Colin Murphy, Chief Adviser Information Systems and Technology – APAC West, Rio Tinto; John Welborn, Managing Director and CEO, Resolute Mining Limited; Innes Willox, Chief Executive Officer, AI Group

**EVENT OVERVIEW** Join CEDA as our speakers explore how the mining industry is leveraging innovation to re-imagine the mines of the future.

*Sponsored by Siemens*



### South West regional economic update

**DATE** Friday 2 November 2018, 8.00am to 4.00pm

**VENUE** Bunbury Regional Entertainment Centre

**SPEAKERS** Duncan Anderson, Managing Director, South Regional TAFE; Nick Belyea, Chair, South West Development Commission; Craig Dawson, General Manager – Operations, Talison Lithium; Lyn Farrell, Dean, Edith Cowan University – South West campus; Nicole Lockwood, Independent Chair, Westport Taskforce; Chris McNamara, Chief Executive Officer, Bunbury Geographe Economic Alliance; Ian Telfer, Chief Executive Officer, WA Plantation Resources

**EVENT OVERVIEW** This full day forum will discuss the enormous opportunities for the education, agricultural, and resources industries that underpin the region's economy and examine the infrastructure, investment and policy settings required to ensure a sustainable and prosperous future.

*Sponsored by Department of Primary Industries and Regional Development*



### Women in Leadership: diversity in the arts

**DATE** Friday 9 November 2018, 12:00pm to 2.00pm

**VENUE** Grand River Room, Pan Pacific Hotel

**SPEAKERS** Helen Cook, Chair, the Chamber of Arts and Culture Western Australia; Wendy Martin, Artistic Director, Perth Festival; Sam Walsh AO, Chair, Australian Council for the Arts; Clare Watson, Artistic Director, Black Swan State Theatre Company

**EVENT OVERVIEW** Join esteemed leaders as they examine the challenges and opportunities of diversity and inclusion in the arts sector, in CEDA's final 2018 Women in Leadership event.

*Supported by CEDA members: BHP; Edith Cowan University and Department of Communities*



### CEDA contact:

**Stephanie Rowton, Events Coordinator**

Phone: 08 6104 7104 | Email: [stephanie.rowton@ceda.com.au](mailto:stephanie.rowton@ceda.com.au)

# about CEDA



CEDA is a respected independent national organisation with an engaged cross-sector membership. More than 780 of Australia's leading businesses, organisations and academic institutions from around the country are members of CEDA. For more than 50 years, CEDA has delivered informed discourse and rigorous research to influence good public policy for Australia's economic and social development.

## Membership

Organisations join CEDA because CEDA delivers exposure to high level thought leadership, timely briefings on issues of economic importance, access to networking and brand reach through sponsorship and hosting opportunities. In addition to high profile public events, CEDA also delivers regular member only events for employees of member organisations and exclusive Trustee only boardroom briefings for senior executives from member organisations. These provide a unique opportunity for peer-to-peer knowledge exchange and for speakers and attendees to talk candidly on issues.

## Research and policy

CEDA's only agenda is to pursue good public policy to progress Australia's economic and social development. Since 1960 CEDA has produced more than 3000 publications, research reports and articles highlighting emerging issues and directions in a diverse range of policy areas. Research in 2018 will focus on inequality; community attitudes to economic growth and development; and a major review of the purpose of economic growth and development in Australia.

### For more information on CEDA membership, research and events please contact:

Paula Rogers, State Director  
08 6104 7101  
[paula.rogers@ceda.com.au](mailto:paula.rogers@ceda.com.au)

Ben Wood, Membership Advisor  
08 6104 7105  
[ben.wood@ceda.com.au](mailto:ben.wood@ceda.com.au)

Tracey Curtis, Membership Coordinator  
08 6104 7103  
[tracey.curtis@ceda.com.au](mailto:tracey.curtis@ceda.com.au)

Kwai Steinhart, Associate Director  
08 6104 7102  
[kwai.steinhart@ceda.com.au](mailto:kwai.steinhart@ceda.com.au)

Stephanie Rowton, Events Coordinator  
08 6104 7104  
[stephanie.rowton@ceda.com.au](mailto:stephanie.rowton@ceda.com.au)

[www.ceda.com.au](http://www.ceda.com.au)