



**Simon Millcock**

***Expanding Knowledge: Data, Research  
and Analysis Workshop***

***Chair EDA Queensland State Practitioner Network***



# Who is EDA

- National membership based organisation
- Professional Accreditation
- Professional Development
- National Conference / Awards
- State Practitioner Networks
- International MoU's
- Regional and Remote Area Training Program

# Events

- Queensland ED forums and Creative Industries – Food Innovation – Makers / manufacturing forums
- Data, research and analysis workshop
- National ED Conference Future Proofing Australia: It's Time To Re-think Everything Moreton Bay
- Doing business with Asia – tbc July 2016
- National ED Conference – Perth 5-7 October 2016

# Why are we interested in ED?

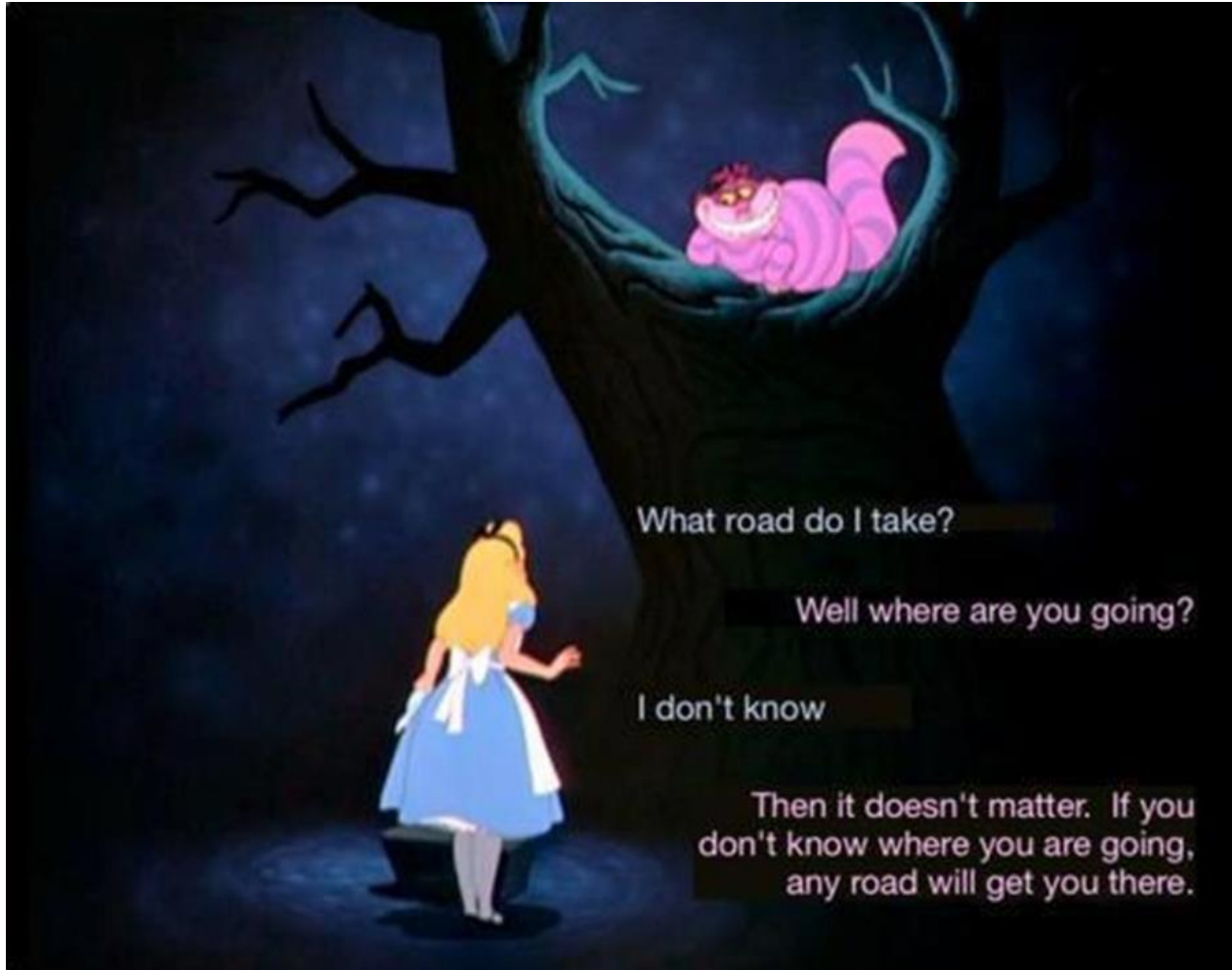
- Regions need to make the most of their assets, minimise their shortcomings and manage risks.
- This takes:
  - strong local governance and leadership
  - sound information base
  - an agreed strategy and aligned projects
  - strong institutional and social capital
  - a local commitment to, and ownership of, development

# Why are we here today

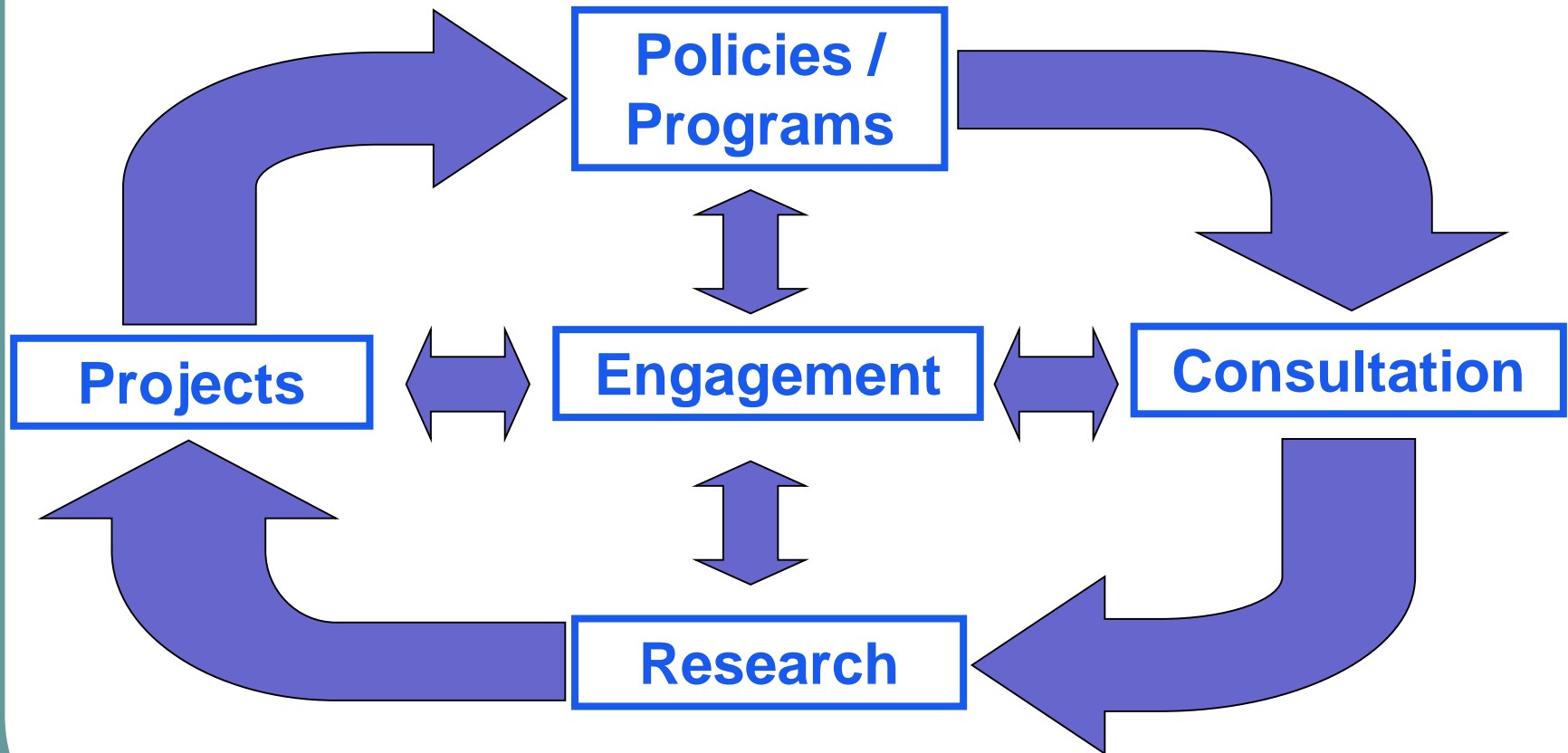
The workshop will provide assistance to local councils and not-for-profit organisations about best practice in data use and research to assist with government funding applications.

The workshops will assist with expanding your knowledge through the use of data, research and analysis.

# Where are you going



# Local Economic Development





**Matters to consider**

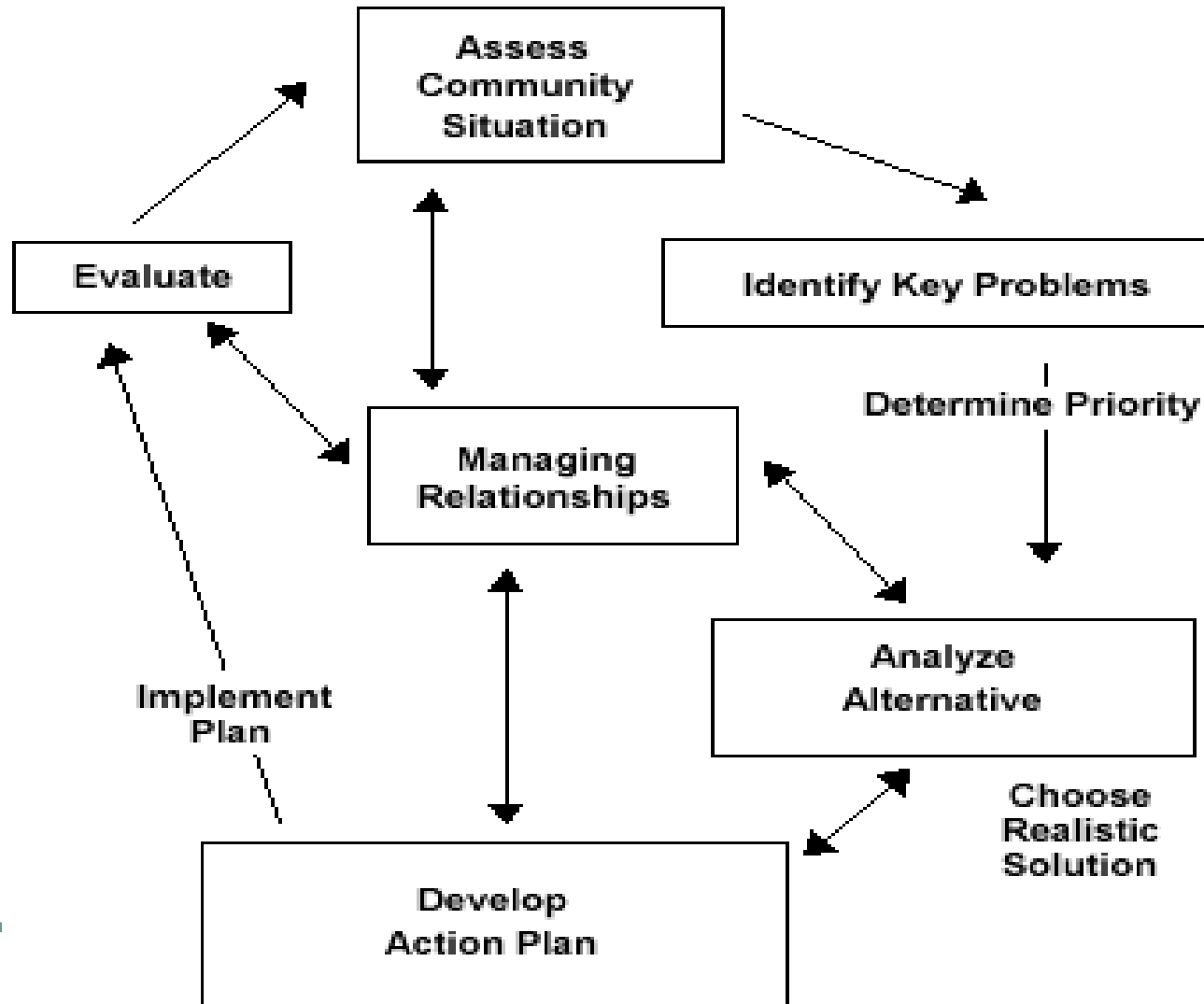
<p>Identify possible stakeholders</p> <p>Build on stakeholders' roles</p> <p>Maintain stakeholder input</p>	<p>Gather relevant qualitative and quantitative data</p> <p>Identify the region's positioning in the State/global economy</p> <p>Identify key drivers and stakeholders</p>	<p>Bring together relevant stakeholders and existing visions</p> <p>Articulate a single vision and high level goals for all stakeholders</p>	<p>Analyse your strengths weaknesses, opportunities and threats</p> <p>Link in with other plans and planning processes</p> <p>Seek stakeholder input and expertise</p>	<p>Set strategic objectives and broad strategies</p> <p>Identify possible activities</p> <p>Prioritise</p> <p>Schedule realistic and achievable activities</p> <p>Test with wider stakeholders</p> <p>Communicate action plan</p>	<p>Support and monitor implementation as required</p>	<p>Appraise implementation</p> <p>Evaluate effectiveness in achieving goals</p> <p>Provide feedback to stakeholders</p> <p>Review and update strategy</p>
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**Outputs**





# Identifying projects priority



# Really looks like



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# Have projects ready its competitive

Australia's Regional Competitiveness Index, regional modelling and its uses in a Queensland context

Economic Data, Research and Analysis in context with the current economic outlook and regional developments

Identifying regional competitive strengths and weaknesses through indicators and rankings

Data and Stats: What Businesses, Investors and funding bodies are looking for

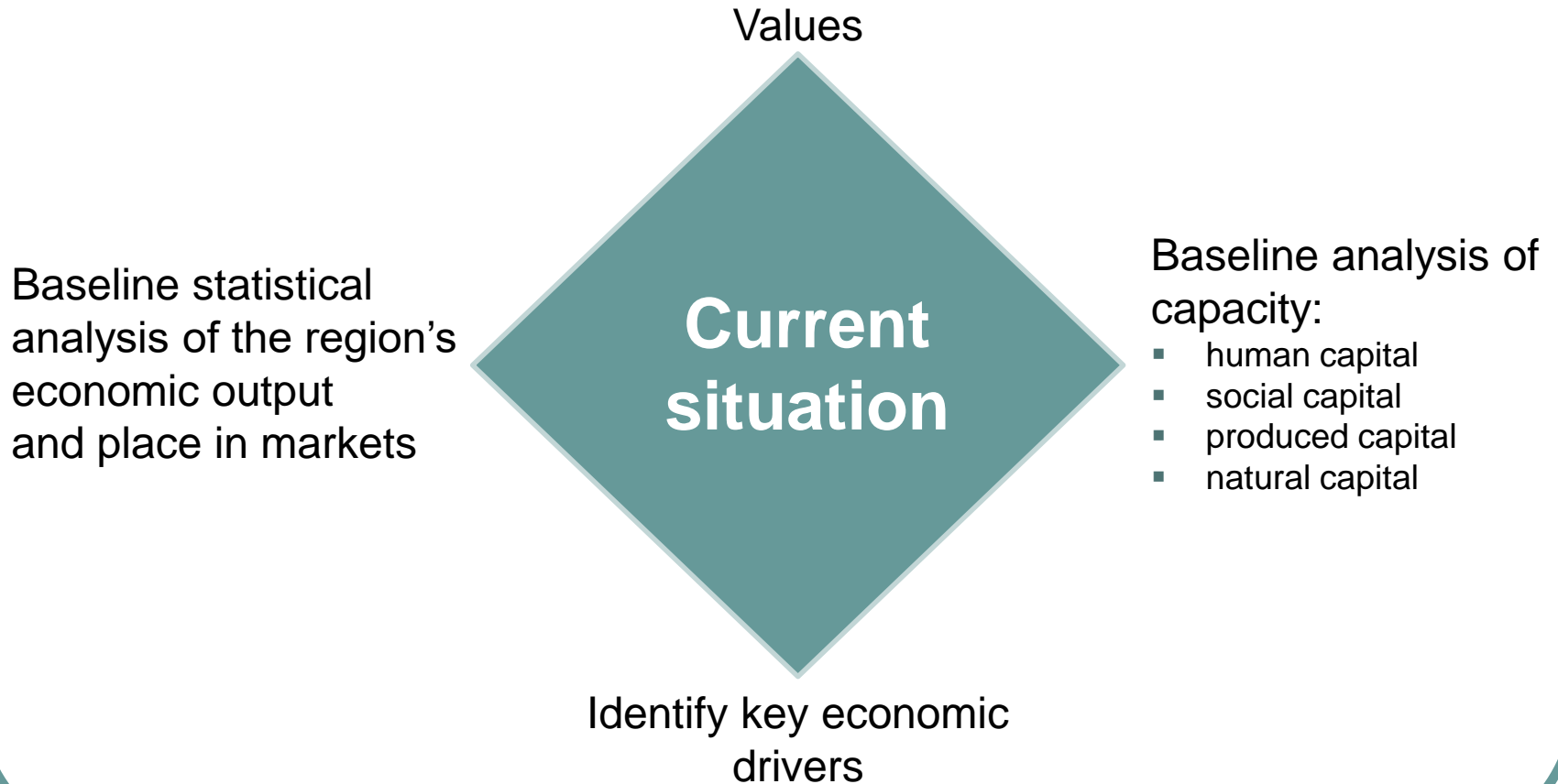
- What gaps are there in knowledge bases?
- What extra could be done in local communities?

# Accepting the data

- I want the truth!
- **You can't handle the truth!**



# Understand your region



# Data on population and economy

- A range of very good data and information is available:
  - ABS Census data is progressively released
  - REMPLAN
  - Modeling tools
  - profile i.d, forecast i.d., economy i.d.
  - Can be purchased regionally
- Local government's own data (eg Development and Building Applications are an indicator)

# Capacity assessment

- What infrastructure have you got?
- What natural assets?
- What financial resources?
- What property?
- What skills?
- What history and culture?
- What social networks?
- What assets are underutilised?

# Business database

- Documented, timely and accurate (as possible) information on your business community
  - Business types
  - Business location
  - Contact details
  - Capability
- Identify home based business
- Build your own or buy?
  - Australian Business Register
  - Census



# Surveys

- **Structured information collection**
- **Are you really going to listen?**
- **Sample size & representation - \$\$\$**



# Specialist consultancies

- **Commissioning research into specific and often local issues**
- **Clear focused information**
- **Efficient and effective**
- **Supports informed decision making**
- **Value for money**

# Specialist consultancies

- **What question/s are you really asking?**
- **Why?**
- **What will you do with the information?**
- **Is it action oriented?**