



State of the  
Region Summit®

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## 2009 State of the Region Summit Comes to Cairns Rebuilding Momentum – from crisis to opportunity

State of the Region Summit Convenor, Dr Scott Prasser announced today that the inaugural **St.George Bank State of the Region Summit** will be held **on 2 June** at James Cook University.

Supported by the St George Bank, Cairns Regional Council, James Cook University, Juniper Development and Advance Cairns this one-day Summit brings together participants from government, business and the community.

In addition, there has been strong interest and support from Cairns Chamber of Commerce, Tropical Tourism North Queensland, Queensland Events Corporation, Queensland Tourism Industry Council and Terrain NRM.

The State of the Region Summits provide an opportunity to hear the latest demographic, economic and environmental trends for the region in these challenging times.

“This is the first of an annual update of how this region is travelling economically, environmentally and as a community,” Dr Prasser said today.

Under the theme of **Rebuilding Momentum – from crisis to opportunity** the Summit’s highlights include:

- Keynote address by Michael Denton, CEO of Queensland Events Corp '**An Event Driven Recovery**'
- Global and national economic assessment by Besa Deda, Chief Economist, St.George Bank
- JCU/IRIS 'Cairns & NQ Region Business Sectors Analysis and Confidence Report'
- Regional economic development report
- **Far North Queensland Mayors' Panel**, 'From Adversity to Diversity' facilitated by Cr Bob Abbot, Mayor of the Sunshine Coast Regional Council

Special session on key tourism issues, 'Roomitism' with a panel chaired by Daniel Gschwind, CEO of Queensland Tourism Industry Council and representatives from business.

“The Cairns economy like many others has felt the effects of the global economic slowdown. However, local government and business leaders have taken the opportunity to focus on Cairns’ continuing strengths in the tourism sector and the diversity of its economy beyond tourism particularly in marine and aviation, education, mining, agriculture and fishing. For some time now Cairns has been growing through the attraction of new industries and activities.





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“The choice is clear. The Cairns region can wait for Canberra and the Queensland Governments to make decisions for it or it can take a larger role in the direction of its future by identifying regional strengths that make the most of realizable opportunities. Those strengths come from its entrepreneurial drive, natural geographic advantages and community spirit,” said Dr Prasser.

State of the Region Summits are aimed at key regional decision makers and have been very successful in other regions not just in highlighting key issues, but seeking to develop solutions, and new ideas for the future,” he said.

“It’s great to have the support of such major national companies as the St George Bank as well as significant local institutions like the Cairns City Council James Cook University and Advance Cairns for the first of what we believe will be a series of Summits in this region. In the future we will also be looking to having a wide array of major local companies sponsoring the Summit” Dr Prasser said.

St George Institutional and Business Bank is keen to support important local and regional initiatives such as the State of the Region Summit and sees it as a way of assisting local business to focus on the opportunities and challenges that lay ahead.

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