

David Higginbottom

David launched Competitive Edge, a marketing analysis, research and strategy consulting firm in 1981.

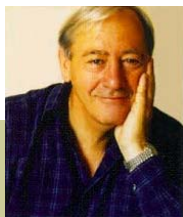
As Principal of this firm, he has had extensive experience in all sectors of the Australian market place, as well as export orientated projects that have taken him to South-East Asia, Europe, North America and Africa.

David has undertaken numerous market research and marketing consultancies involving businesses from agricultural products to high tech and service industries. These studies have taken in regional development, tourism and networking programs. Competitive Edge's network and cluster experience has included:

Far North Export Group (Cairns), Sunshine Coast Food & Tourism, Milawa Gourmet, Young Tourism (NSW), Vision Tasmania, Wineries of Rutherglen, Wangaratta Jazz & Tourism, Rutherglen, Great Southern, Mudgee, MAI (Gippsland) and Moorabool Tourism.

David regularly facilitates Business Direction and Market Planning Workshops for a wide range of companies and regional groups to assist them in integrating the emergence of new and global markets into their business management practices and future direction.

David Higginbottom understands and can communicate with regional business groups, and through his programs, has become familiar with their problems, their methods and aspirations.



David Higginbottom

BCom (Melb), DipEd (Monash), MBA (Canada), MIM (UK)

*Taste the Magic of the South
Burnett*

Food Industry Workshop

*18th September 2007
9:30—4:00pm*

*South Burnett Enterprise Centre
6 Cornish Street, Kingaroy*



Food, Glorious Food!

Queensland has a large and diverse agri-food



industry renowned for producing high quality products.

This industry contributes almost \$13 billion annually to the Queensland economy.

In order for the South Burnett food industry to prosper, this sector needs to change with consumer demands. The formation of a food cluster, who share common goals and direction will go a long way in positioning the South Burnett with a strong regional food brand.

This workshop aims at helping food industry to look at it's current situation, it future direction and its cohesion with the wine and tourism industries. Opportunities and threats will be discussed and the strategies which could be introduced to ensure the industry achieves the desired outcomes.

This workshop is a must for all producers within the South Burnett!

Program

- 9.30 Official Opening
- 9.45 **Future vision for the region** including preferred and competitive positioning long term
- 10.15 **Review and discussion** recurrent tourism industry outlook and needs including; -
- Visitor information and other research;
 - Industry positioning, branding and identity;
 - Industry event and tourism management;
 - Online and offline promotional 'push' factors
- 10.45 *Morning Tea*
- 11.00 **Major issues to be addresses** by the industry to establish or strengthen strong regional identity and capture future opportunities.
- 11.45 **Role of Major 'players' in the region** and utilisation of regional resources and community/business networks
- 12.30 *Lunch and Networking*
- 1.00 **Strategies to achieve desired outcomes** including the formation of an active food cluster for the region.
- 1.30 **Exploration of a cluster structure** including focus, formation, membership, marketing and resource effectiveness, roles, responsibilities, maintenance and funding requirements.
- 3.15 Decision time—Action plan and quicksteps program.



Registration Form

Contact Details

Name

Company

Address

Phone

Email

Payment

Fee: \$40.00 (includes GST)

Full day workshop including morning tea and lunch.

Please charge the registration fee of \$ _____ to my:

Bankcard Visa MasterCard

Card Number

Exp. Date

Cardholder's Name

Signature

Payments by cheque/money order should be made out to the **Kingaroy Shire Council**

Completed forms and further information:

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