

## Collated Feedback from OTH 2017

Over the Horizon was:	
Excellent	15
Good	9
Average	
Poor	

OTH was:



■ Excellent ■ Good ■ Average ■ Poor

Has attending Over the Horizon been a benefit to your business?	
Yes	23
No	

### Please tell us why?

- 🌳 I find it energising and uplifting, so positive and a great opportunity to meet new people.
- 🌳 Awareness of business activity and growth in the region.
- 🌳 Big picture insight to the whole region.
- 🌳 Networking, ideas for future planning and positive opportunities.
- 🌳 It is a place where the presenters a high quality and represent great economic diversity.
- 🌳 Diverse range of presentations and relevant information.
- 🌳 Good to learn how different industries operate / manage at strategic level.
- 🌳 Networking and gaining an insight into current and future business activities.
- 🌳 Update on the health of business in the Esperance Community.
- 🌳 Provided great information on where other companies are headed.
- 🌳 Great networking opportunity and got to present our investment plans.
- 🌳 Networking and future business opportunities.
- 🌳 Insight into future developments.
- 🌳 Updates on projects in the region – particularly resources.
- 🌳 Networking.
- 🌳 Interesting to see and hear what's happening in the region – pick up ideas.
- 🌳 I'm in the renewable industry took on board the value for employment and looking after staff encouraging investment in the future.
- 🌳 Current information, exposure to opportunity.
- 🌳 Great to network. Find out what other businesses are doing.
- 🌳 Feeling hopeful. Loved hearing about innovation and world class businesses in Esperance.
- 🌳 More business connections, interest from new business.
- 🌳 Helpful connections with positive partners. A barometer of what the future might hold.

Were you happy with the line-up of presenters?	
Yes	23
No	1

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Can you think of a presenter that would be of benefit to your business?	
Yes	9
No	9

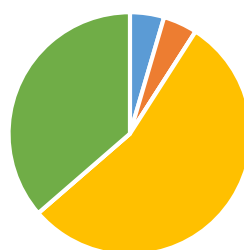
### If yes please list:

- 🌳 Shire of Esperance x 2, Port, GEDC, Jac Eerbeek AGO.
- 🌳 Employment specialist – overview of labour market etc.
- 🌳 The Shire and SPA.
- 🌳 Mid afternoon session needs a business improvement speaker – motivational / inspirational type speaker.
- 🌳 All importers and exporters.
- 🌳 Southern Ports and Port of Esperance should be 2 sessions.
- 🌳 Around 50% of presenters did not have an ‘over the horizon’ focus. Perhaps run a separate forum for key business updates?
- 🌳 NBN Co.
- 🌳 Brad Adams (OGA), Independence Group NL
- 🌳 Perhaps Rex Airlines or TransWA. An environmental group eg SCNRM

Interested in attending Over the Horizon next year?	
Yes	22
No	

How did you hear about Over the Horizon?	
Esperance Express	1
Kalgoorlie Miner	1
Other Newspaper	
Email via networks	13
Radio	
Other (please specify) = 10	1 – Victoria mentioned it to me 1 – Sponsor 1 – only via the Shire – didn’t see it anywhere else, maybe I wasn’t looking hard enough 1 – Past Attendee 1 – ECCI 1 – being in the Esperance Community 1 – Regular Attendee 1 – Facebook 1 – CCI Discussions 1 – ECCI Membership

OTH Media



■ Express  
 ■ Miner  
 ■ Other Paper  
 ■ Email  
 ■ Radio  
 ■ Other

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### Comments and Suggestions:

- 🌳 Loved the showcasing of the local business “Pappas”, fabulous idea and so yummo..!!
- 🌳 Great forum team..!!
- 🌳 Thank you, great conference.
- 🌳 All good – well done..!! PS Kylie’s Hot!
- 🌳 A Terrific event. Thank you.
- 🌳 See speaker suggestion – thank you – well organised event.
- 🌳 Really positive day and essential for it to continue.
- 🌳 I think attendance from Govt. Minister gives the event more weight.
- 🌳 Perhaps a dinner the night before at a local venue to encourage presenters to fly in the day before – this could be an optional extra.
- 🌳 Put names on both sides of the name tags as up to 50% of names can’t be seen at a given time as the tag invariably spins on the lanyard.
- 🌳 Need more time to network with the other attendees.
- 🌳 Slide shows difficult to read / preview presentations (minor).
- 🌳 Well run. Very interesting presentations. You need and we need to attract more local attendees.
- 🌳 Great collection of presenters, very informative and interactive. Broad range of take home messages. Confidence in ‘Esperance Town’.
- 🌳 Thank you for your impeccable organisation and hosting of today's 'Over the Horizon' Conference which I enjoyed very much. Not only was it good to be able to present (and to receive encouraging feedback) but I left feeling positive and engaged. And although the common theme was change it was also clear that there was optimism, energy and determination to respond to the need for this change in novel and innovative ways. It is good to be part of a community that embraces such approaches for it really does inspire one.
- 🌳 Speakers should be encouraged to bombard us with endless data!
- 🌳 Great work on the conference today, and thanks for having us as part of the line-up.
- 🌳 Well done. Very good local content. Keep it up. Food brill. Maybe real coffee next year or coffee van?
- 🌳 Small is good. Keep up the good work.

### Presentation Summaries:

SPEAKERS			
Matthew Scott, Chief Executive Officer, Shire of Esperance	Helen Devenish, Director, Esperance Psychology	Ken Richardson, Director, Esperance Motor Group	Gail Reynolds-Adamson, Director, Esperance Tjaltjraak Native Title Aboriginal Corporation
Kerr Fulton-Peebles, Principal, Esperance Anglican Community School	Bradley Adams, Chief Executive Officer, Ocean Grown Abalone	David English, Project Manager Nova, Independence Nova Pty Ltd	Roban Clarke, Regional Manager Southern WA, AusIndustry - Business Services
Donna Vicensoni, Project Officer Legislation & Compliance, Department of Mines and Petroleum	Jac Eerbeek, Chief Executive Officer, Australia’s Golden Outback	Mark Paterson, General Manager Consumer Energy, Horizon Power	Rachael McIntyre, Senior Manager Community Affairs WA&NT, NBN CO
Boyd Brown, Area General Manager WA, Telstra	Mick Daw, Zone Manager, Co-operative Bulk Handling (CBH)	Nicolas Fertin, Chief Executive Officer & Alan Byers, General Manager, Southern Ports Authority (SPA)	Kane Moyle, Manager – Natural Resources, Chamber of Minerals and Energy WA

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Gary Gray, General Manager - External Affairs, Mineral Resources	Shane Liddelow, Senior Business Development Officer, Goldfields Esperance Development Commission	Jason Grace, Senior Director, Cliffs Asia Pacific Iron Ore	Victoria Brown, Shire President Shire of Esperance
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**Shire of Esperance:** Analogy used that Government is like a Clock with Local Govt the second hand (moving fast and all the time), State Govt is the minute hand that moves slower and Federal Govt is the hour hand which moves slowest. Local Govt Authorities (LGA's) original purpose was Roads, Rubbish and Rates but LGA's have evolved today to be much more diversified providing a broad range of services (Esperance = 32 Core and 72 Sub Services). In managing services, the Shire of Esperance work to 1. Manage Devolution and Cost (by being more responsible), 2. Raise the Bar (better and more efficient services at reduced costs), 3. Meet Increased Community Expectations (the 'global perspective' - we want what they have), 4. Monitor and Change Service Levels (based on increased / decreased needs). For more information visit [www.esperance.wa.gov.au/](http://www.esperance.wa.gov.au/)

**Esperance Psychology:** Looking at Values and Virtues. Esp Psych measure the value of their service through the use of an electronic survey that is easy for clients to access and use. Esp Psych summarised the relationship between the values of an organisation and the virtues that can be found in the employees and how they apply across many areas of our lives – both personally and professionally. Esp Psych showed how linking organisational values to employee virtues can create real meaning for employees in regards to their working roles and can help to get the best out of them. Evidence shows that employees perform best when they are valued for themselves and the work they do. For more information visit <http://esperancepsychology.vpweb.com.au/>

**Esperance Motor Group (EMG):** Striving for continual improvement with a focus on people (employees and guests (clients)), product, performance, partnerships, pump out's (increasing sales) and passion. Large area of Coverage Eucla through to Lake King. Rate performance of Customer Satisfaction. Pump In and Pump Out is a valid form of success and performance. EMG recognise the importance of providing the Esperance Community with the opportunity to buy locally – but they also recognised the need to do more if they wanted to be successful. EMG focus on providing a 'guest' experience for their clients who may live locally or regionally within EMG's service area. EMG provide training support for staff across a wide range of areas and seek to ensure they have the right people in the right role to ensure that guests are provided with the best service possible. For more information visit <https://www.facebook.com/Esperance-Motor-Group-1518040241744771/>

**Esperance Tjaltjraak:** Shared the history of the journey of Aboriginal Native Title in our Region. Provided an understanding of Native Title processes, challenges and successes. PBC (Prescribed Body Corporate) taken nearly 30yrs to establish. Boundaries are not traditional so Rabbit Proof fence instead of Noongyar, traditional recognised "Country" lines. PBC is a Business not a charity or support organisation and is designed to bring the management of country into traditional owners responsibilities and to be a commercially viable operation as well. Recently established offices in the Esperance CBD and have a Board of Representatives for the key family groups in the region. Currently funded during the establishment phase but are working towards being a self-sustaining organisation in the future. Raising awareness and strengthening Aboriginal identity in the region through telling stories in new ways using new technology. Working towards a better Australia. For more information visit [http://www.nativetitle.org.au/profiles/profile\\_wa\\_EsperanceTjaltjraak.html](http://www.nativetitle.org.au/profiles/profile_wa_EsperanceTjaltjraak.html)

**Esperance Anglican Community School (EACS):** Provided a snapshot of the Big Picture. Traditionally schools have worked in isolation – there is a need to change that and to encourage sharing of knowledge and wisdom – redefining how to measure success. 21<sup>st</sup> century Education is now around Performance and learning within your strengths and not belting your head on things that don't make sense to you. A big Picture approach and Planned learning and outcomes of a more practical nature

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as opposed to purely academic nature. Group leaders and student educators feature strongly within the Big Picture approach to learning. EACS are committed to helping students by nurturing them as unique individuals to be the best they can be. Evidence shows that engaged and confident youth are more likely to turn out to be well balanced and productive adults. EACS invite those who are interested to find out how they can support the Big Picture to contact them. For more information visit <http://www.eacs.wa.edu.au/>

**Ocean Grown Abalone (OGA):** There is a demand for the product (abalone) and the prices are good. Ocean Grown Abalone (OGA) are world leaders in Sea Ranching and have created what they refer to as 'ABITATS' (abalone habitats). Looking at new business growth in Esperance at Wylie Bay which is a suitable site to develop an Abalone Sea Ranch. Ranching not Farmed "abitats" provide a natural environment with no feeding of concentrates or additives etc. No impact on the environment except to add more reef space and so habitat for fish and no wave impact so no change to erosion patterns. Size fills the middle between wild caught minimal size and farmed. The ABITATS do not impact on the natural environment and bring investment and growth across several areas including employment, exporting and tourism, which has the potential to be a real value add for Esperance as the process and the growth are all attractive as tours. For more information visit <http://www.oceangrown.com.au/>

**Independence Group NL (IGO):** A summary of the Nova Operations and Workforce outside of and within the Esperance Region. Nova site is the southern most mine in WA but there is a belt of minerals and prospective mining sites all the way through to Tropicana and Jaguar in the North for IGO to possibly develop later. Exploration drilling is conducted from underground as opposed to surface drilling which brings the exploration closer to the possible ore body. Approx 450 employees in WA. The Nova mine at Norseman has moved from construction phase into production with exports supported by partnership with Qube. For more information visit <http://www.igo.com.au/IRM/content/default.aspx>

**AusIndustry – Business Services:** Supporting Entrepreneurs and Innovation – helping Business and Industry to flourish. Working with real people and real businesses to turn dreams into reality across a diverse range of business opportunities. AusIndustry focus on research becoming commercial and assistance is available for innovators and entrepreneurs to turn research and design into world class commercial products. Showcase by Davies Wear Plate Systems – a long standing business of 36 years which shows they must be doing something right. Davies presentation highlighted their role as leaders in innovation and technology through continually improving and marketing their products and services. For more information visit <https://www.business.gov.au/about/ausindustry-programme-summary>

**Department of Mines & Petroleum:** Showcased the Community Partnership Awards which recognise and acknowledge the partnerships between communities and resources companies in working together to create long term and lasting benefits. The Awards recognise outstanding leadership in building community partnerships and positive outcomes. Any project between community groups and the resources industry is eligible as long as it shows it has benefitted the local community in the long term. The Community Partnership Program engages mining companies with local communities, with examples including Karara Mining and Cliffs. For more information visit <http://www.dmp.wa.gov.au/>

**Australia's Golden Outback (AGO):** Western Australia is vast and diverse and many factors impact on tourism booms and busts. Changes in travel patterns of tourist have occurred that include how tourists travel and what they like to see. Future tourism trends include world tourism continuing to grow with increased numbers from Asia travelling. China are currently the top inbound tourist market for Australia – but more high standard accommodation choices are needed. Grey Nomads who self-drive will increase until the end of the Baby Boom. More Cruise Ships will visit Esperance – but better docking facilities are needed. World terrorism fears likely to see more Australians holiday at home.

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Speaker Jac Eerbeek is retiring as CEO of AGO – the new CEO is Marcus Falconer. For more information visit <http://www.australiasgoldenoutback.com/>

**Horizon Power:** The future of electricity is being reinvented in WA. Changing from one way flows of electrons to customers to two way flows that assist with infrastructure cost downs. The worlds electricity network will change more in the next 20 years than it has in the last 100. Horizon are working towards a future in which 50-90% of energy will be generated in our suburbs and industrial areas. There will be options in power connectivity systems including Stand Alone Power, Connected and Autonomous, Connected and Efficient, and Connected and Dependent. Working with customers to reduce energy costs through the creation of new energy solutions that are accessible for all. “OFFGRID” supplies to customers via new technology will speed up the changes that are needed to supply of electrons to customers both domestic and industrial. Horizon believe that everyone should win from the new energy economy including individual customers, shared systems we all depend on, and the community as a whole. For more information visit <https://horizonpower.com.au/contact/>

**NBN Co:** The NBN is currently at 40% completed, it will be 50% completed by June 2017, and 75% completed by June 2018. The NBN recommends that businesses undertake an ‘NBN Ready Audit’ to ensure their equipment is NBN compliant. NBN connection options include Fibre to the Node, Fibre to the Premises, Hybrid Fibre-Coaxial, Fixed Wireless and Sky Muster Satellite. NBN aims to help businesses have a digital strategy, operate more efficiently, access new markets, lower operating costs and provide a better customer experience. Businesses and Community Members are encouraged to contact their phone / internet provider, bank and equipment provider, consider the speed you need, register fire alarms and lift phones. For more information visit [www.nbnco.com/business](http://www.nbnco.com/business)

**Telstra:** Offer Australia’s largest mobile coverage. Currently trialling a number of world leading network management solutions. Multiple device categories exist to meet varied customer demands. Smart phones continue to drive unabated growth in mobile data – Telstra aspire to have Australia’s best mobile network and are planning to meet the growing demand for data. Telstra are working to bring the latest next generation ultra-fast devices to Australia. Telstra are focused on extending battery life, reducing device costs, and increasing coverage across a wide range of applications for personal and professional use and within metropolitan and isolated regional locations.

**Co-operative Bulk Handling (CBH):** CBH highlighted the importance of creating and returning value. The value of partnerships, crops, continual improvement for farming, supporting local, utilising available resources, the community, accepting help during challenging times and giving back / paying it forward. CBH arrange charity donations of all “overloaded wheat” which provides benefits in road preservation and supports local charities. CBH are a significant employer and economic contributor in the region with contracts including freight, tarping, road maintenance and other goods and services. CBH provides community investment and a Grass Roots Fund within the Esperance region. Moving forward CBH are focused on keeping their fees competitive, faster receives and turnaround, and getting more tonnes to port. For more information visit <https://www.cbh.com.au/>

**Southern Port Authority (SPA):** SPA are helping to connect WA to the world and are adding value to our regions. SPA are experiencing financial growth and a reduction in debts. SPA have three ports across 3 communities including Esperance, Albany and Bunbury. SPA work with the communities in which they are located to be transparent, and to provide education, consultation and engagement. The Esperance Port has already undergone, and continues to undergo a series of upgrades to assist with efficiency and to allow for expansion and growth of imports, exports and tourism. For more information visit <http://www.epsl.com.au/>

**Chamber of Minerals and Energy:** Peak Body representation for Mining and resource companies with members representing most of the mining, oil and gas production in WA. The Goldfields-Esperance Resources Sector is the 3<sup>rd</sup> largest region contributor to sales, providing 86% of the State’s nickel and

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66% of the State's gold value, and employing around 20,000 people. The South East Region has 2,712 direct employees, \$327 million in wages and salaries, and 886 businesses directly supported. Business purchases, community contributions and local government payments equal \$996 million with a total direct contribution of \$1.3 billion. The Roe Electorate has 149 direct employees, \$20 million in wages and salaries, and 35 businesses directly supported. Business purchases, community contributions and local government payments equal \$66 million with a total direct contribution of \$86 million. For more information visit <http://www.cmewa.com/>

**Mineral Resources:** A leading Perth based integrated mining services and minerals processing company with a unique value proposition of low cost pit to port solutions. 1400 Team Members are located across WA and NT in Perth, Kwinana, Pilbara, Goldfields, Yilgarn and Great Central Desert 'Granites'. Min Res use world first Super Quads that are safer than traditional haulage options. Min Res have a long mining history, follow the Environmental Protection Authority (EPA) principles, support critical existing infrastructure, maintain local jobs and promote regional economic diversity. Min Res are a significant contributor to the Government and the communities in which they operate with annual payments to the WA Govt of \$66.9 million and the life of mine extension project to deliver over \$1 billion to the WA Govt and WA communities over the life of the new mines. For more information visit <http://www.mineralresources.com.au/>

**Goldfields Esperance Development Commission (GEDC):** GEDC is a facilitator and active supporter of projects and programs for the region and supports a grants scheme for community development projects and programs. Since the introduction of Royalties for Regions, the landscape has changed significantly with Regional Development Commissions. GEDC alone has been responsible for administration of the Goldfields Esperance Revitalisation Fund of over \$100 million for priority projects across the Region. GEDC has also run the Regional Grants Scheme (\$8.5m) and Community Chest fund with over 120 projects or (\$1.4m). Over \$40M in large infrastructure projects will be built over the next 3 years in Esperance with projects supporting education & training, tourism, community and aged care. This includes extensions to the Esperance Aged Care Facility, upgrades to the Esperance Indoor Sports Stadium, redevelopment of the Lucky Bay Campsite, and redevelopment of the Esperance TAFE. For more information visit <http://www.gedc.wa.gov.au/>

**Cliffs Natural Resources:** Has been re-engineered for a lower iron ore cost price, has remained committed to their license to operate, are focusing on maintaining cost discipline while extending mine life and building a longer term future. Records achieved over the past few years include Annual Production, Hauled Rail Tonnes, and Shipping / Sales Tonnes, with a 60% reduction in cash production cost. This has been achieved whilst maintaining world class safety performance and a focus on minimising environmental impact through rehabilitation, monitoring and restoration. Substantial community contributions for Esperance including \$60+ million spent on labour, goods and services; \$78k in Local Govt rates; approx. 400 Esperance jobs, and accounting for 83% of export activity at Esperance SPA (2015). Future plans include cost and productivity initiatives, new and future mine developments and recommencing exploration. For more information visit <http://www.cliffsnaturalresources.com/>

**Shire of Esperance:** Communicating with the masses – highlighting the different methods of communication used by the Shire of Esperance. Noting the power of Social Media as a communication tool – particularly during times of crisis and celebration. Social Media acknowledged as a platform for people to voice their opinions to a large audience, whether informed or misinformed. Shire staff and councillors appreciate the Naming and Faming and Expressions of Gratitude shown by social media users. The Shire are working to stay abreast of the changing environment of how to communicate and are constantly expanding their access to different applications to increase exposure of their messages to a wider audience. For more information visit [www.esperance.wa.gov.au/](http://www.esperance.wa.gov.au/)