



La Trobe
Business School



**BE.
BENDIGO**

MEDIA RELEASE

19 October 2023

The Regional Capital

A Business Dialogue on Bendigo's Future

The key to the ongoing growth and prosperity of Bendigo lies in our capacity to attract and retain a highly skilled workforce that will drive the future development of our businesses and organisations.

Our dynamic panel will discuss why they've opted to stay, come back, or chosen Bendigo as their career and business destination as they explore future opportunities for Bendigo and provide valuable suggestions on emerging industries to enhance our prospects for a brighter future.

Marking the 150th Anniversary of Higher Education in Bendigo, Be.Bendigo is joining forces with La Trobe University's Business School to present an important dialogue examining "What's next?" for Bendigo.

Last year's 'Regionalisation Ambition 2032' from the Regional Australia Institute (RAI) makes a strong argument for the factors that will contribute to a greater proportion of Australians living prosperously in the regions by 2032 and beyond.

Among the key pillars of the ambitious targets set in the RAI Report are those relating to Jobs & Skills, and Productivity & Innovation. Recognising that a key factor in responding to changing skills requirements in an evolving jobs market is for members of our community to have access to the training and higher level qualifications required, Bendigo has a significant advantage with the strong local presence of La Trobe University and Bendigo TAFE providing opportunities for those already in the Bendigo region, but also continuing to attract ambitious people to the City.

This dialogue, which the organisers hope will spark further discussions and community debate, is part of the process of thinking about what sort of city we want Bendigo to become, and what we need to start considering or doing now in order to get there over the next fifteen or twenty years.

They suggest that listening to the optimism and insights of people who see the city with fresh eyes can often act as a catalyst for us all to think about the future differently – to appreciate some things that we’ve taken for granted, and to imagine other possibilities.

Be.Bendigo and La Trobe are encouraging local people to come along to the discussion and engage with our panellists as they share their excitement for the future.

Registrations information is available at bebendigo.com.au/events

Attributable Quotes:

Rob Herbet, CEO, Be.Bendigo

“Bendigo is a great place to build a life and career, and we need to ensure that we do all that we can to facilitate that. It is important for us all to hear directly from those who have recently made decisions to stay, return, come to study or work, find a home, and are now making their lives as part of this community.”

Dr Geraldine Kennett, Associate Dean Academic Partnerships Domestic, La Trobe Business School

“The La Trobe Business School plays a pivotal role in upskilling and preparing the workforce for Bendigo’s future,” Dr Kennett said.

“By addressing key questions about attracting, retaining, and nursing talent, we bridge the gap between education and industry needs. Through collaborative initiatives and innovative programs, we empower the next generation with skills and knowledge necessary for success.

“Bendigo’s prosperity lies in our collective ability to inspire, mentor and equip our workforce, and together with our community partners like Be.Bendigo, we’re ensuring a vibrant, skilled and thriving future for our city.”

Media Contacts: Rob Herbert, CEO, Be.Bendigo Mobile: 0427 562 031

**Jess Whitty, Media and Communications Advisor,
La Trobe University Mobile: 0481 383 817**

**Event Details: Wednesday 25th October 5:30pm - 7:30pm
Drury Court - Bendigo Art Gallery
Refreshments provided.**

Register [here](#).