

Village Well in collaboration with the Ethos Foundation, Donkey Wheel Trust, Centre for Education and Research in Environmental Strategies (CERES), Victorian Eco Innovation Lab (VEIL) and RMIT invite you to....



Going Local & Making Great Places

A FREE PUBLIC LECTURE WITH JUDY WICKS



Inspiring founder and CEO of the White Dog Café in Philadelphia, co-founder and a director of the US-wide Business Alliance for Local Living Economies (BALLE) and of the Sustainable Business Network of Greater Philadelphia, Judy is the recipient of more than 40 local, national and international awards. In 2004, Inc. magazine named her one of America's 25 most fascinating entrepreneurs, "because she's put in place more progressive business practices per square foot than any other entrepreneur."

Find out how local businesses are meeting the challenge of globalisation, Climate Change and Peak Oil to create sustainable communities that sustain life, economic viability and the natural environment, and are deeply rooted in their natural and cultural place. **Business people, entrepreneurs & everyone involved in the design, creation & management of our cities needs to come to this.**

'Business is about relationships. Money is simply a tool. Business is about relationships with everyone we buy from & sell to, and work with, and about our relationship with Earth itself.'

Judy Wicks

Fellow guest presenters include Gilbert Rochecouste, Director of Village Well and Professor Christopher Ryan of the Victorian Eco-Innovation Lab.

Special workshop with Judy Wicks & other visionaries on Thursday...
BOOK NOW!

Wednesday 21 May 2008

7.00pm - 9.00pm

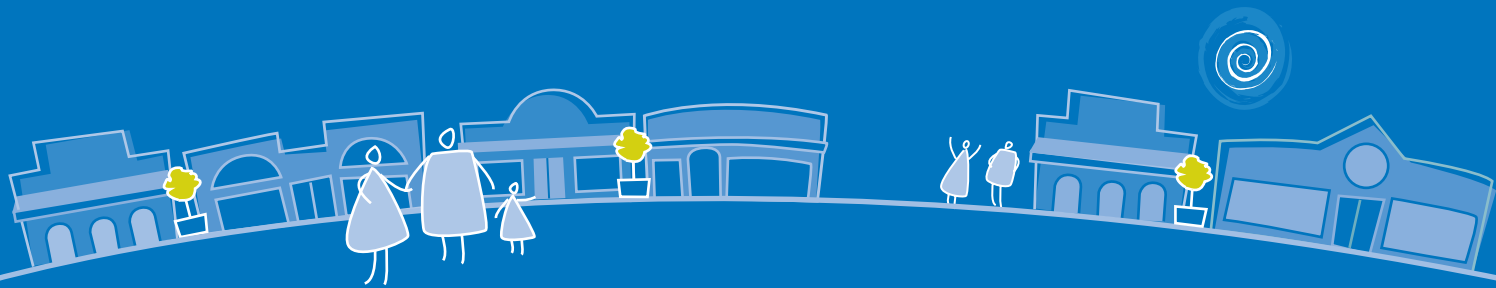
Storey Hall, RMIT

342 Swanston Street Melbourne (MEL 579 K7)

RSVP: info@villagewell.org or 03 9650 0080 by Friday 2 May 2008



WORKSHOP WITH JUDY WICKS



Going Local : **CREATING SUSTAINABLE & RESILIENT BUSINESS NETWORKS & COMMUNITIES**

If you are interested in positive new ways to build stronger communities and businesses in the context of Climate Change and Peak Oil, then this workshop is for you.



Be inspired by the founder and CEO of the White Dog Café in Philadelphia, co-founder and a director of the US-wide Business Alliance for Local Living Economies (BALLE) and of the Sustainable Business Network of Greater Philadelphia, Judy is the recipient of more than 40 local, national and international awards. In 2004, Inc. magazine named her one of America's 25 most fascinating entrepreneurs, "because she's put in place more progressive business practices per square foot than any other entrepreneur."

In this workshop you will learn about:

- The role of business in building social capital & sustainable communities
- The importance and value of relocalisation
- How to create local business networks that support local communities

This workshop is for small business owners, economic development managers, business associations, architects, planners, urban design professionals, community members, developers, government staff, community development practitioners, sustainability professionals, and anyone interested in creating sustainable communities and cities.

When: 8.30am-4.00pm

Date: Thursday 22 May 2008

Where: 100 Mile Cafe

Level 3, Melbourne Central 211 La Trobe Street MELBOURNE



08:30 - 09:00 am Registration & Welcome

09:00 - 09:20 am **Presentation:** Gilbert Rochecouste
Place Making & Local Living Economies

Place Making and Local Living Economies are inseparable. Business is an essential pillar of sustainable communities, and the way we conduct business now and in the future will be directly informed by place, people and the unique culture in which the community lives.

9.20 - 09:40 am **Presentation:** Hon. Justin Madden, Minister for Planning (invited)
Planning Future Local Communities

Walkable communities, urban densification, public transport and transit oriented development are key to keeping business and communities local. Our future needs will be met by places that provide not just homes but local employment, food, services and entertainment.

9.40 - 10.30 am **Presentation:** Judy Wicks
Building Local Living Economies; the Story of BALLE

With a four-part mission of serving customers, community, employees and the natural environment, Judy Wicks shares her journey from establishing the White Dog Café to co-founding the Business Alliance for Local Living Economies, and how local business networks can create powerful & positive alternatives to our globalised world.

10.30 - 11.00 am **Presentation:** Paul Mathis
The 100 Mile Cafe; Local Business in Action

Paul shares the ethics, challenges and rewards of one of Melbourne's newest and most successful local food ventures, and how an appreciation of local food is changing the taste of Melbournians and shifting the way we do business.

11.00 - 11.20 am Refreshments

11.20 - 12.15 pm Q & A with Judy Wicks and Panel

12.15 - 01.15 pm Lunch, seasonal, local and delicious!

01.15 - 01.15 pm **Presentation:** Gilbert Rochecouste
Relocalising Business

Whether it's the farmer's market, mainstreet, local shopping precinct or larger shopping centre, local business networks are beginning to transform our experience of not only purchasing, but how we trade. Business owners are increasingly recognising the importance of supporting local producers, production, services and retailing.

01.45 - 02.30 pm **Workshop:** Facilitated by Gilbert Rochecouste & Amadis Lacheta
Creating an Australian BALLE

In this session we explore the 'how to?' Be part of creating an Australia BALLE, and taking home with you the importance of local business networks and supporting local enterprises.

02.30 - 02.45 pm Refreshments

02.45 - 04.00 pm Creating an Australian BALLE cont...

04.00 pm CLOSE



Registration Form

Name: _____

Business: _____

Position/Role: _____

Address: _____

Tel: () _____

Fax: () _____

Mobile: _____

Email: _____

Special Dietary Requirements: _____

Please tick one:

Government & Business \$260.00

Not-for-profit groups \$130.00

Early Bird: 10% discount if you register by 30 April 2008.

To register please complete this form and send to Village Well by fax: (03) 9650 0080, or by email: info@villagewell.org.

For more information on this seminar contact: Village Well on (03) 9650 0080.

A tax invoice will be generated within 5 working days of receipt of registration form. Cancellations will incur a 50% administration fee. No refunds for cancellations less than 2 weeks prior to event.

Please note: Village Well does not offer credit card facilities.

