



**Attention: News Editors / Chief of Staff  
FOR IMMEDIATE RELEASE**

## Disruption: a catalyst for change

Many regions in Australia are experiencing unprecedented disruption to their traditional industry bases, markets, supply chains and business models. This has been driven in part by the explosion of innovation in technology platforms creating global access, lowering barrier to entry and rapidly changing customer profiles.

In addition to this rapid change established businesses are managing potential complex commercial financial and reputation risk with their attendant systems, processes and cost structures. Start-ups and market disrupters frequently don't have these legacies.

Perhaps however, the greatest change is the speed at which disruption occurs - weak signals of change today are tomorrow's industry giants.

So how might we turn our previously successful business models to exploit the opportunities the new world of knowledge and technology offers. **SEGRA 2017** will answer this question with a series of speakers with in depth knowledge of disruption, innovation, politics, business organisation and environmental protection. Case studies will highlight business success stories, profile how regions are taking on the challenge and how we can learn from their innovations.

As always **SEGRA 2017** will focus not just on understanding what is happening but examining how regions are already responding and might act to ensure their own preferred futures are realised. **SEGRA** is recognised as Australia's most credible and independent voice on issues affecting regional Australia and at the conclusion of the conference will issue a communique that ensure regional Australia's unique attributes continue to be recognised as an active player in the national agenda. We look forward to welcoming you to Port Augusta and the Upper Spencer Gulf in October.

.....ENDS.....

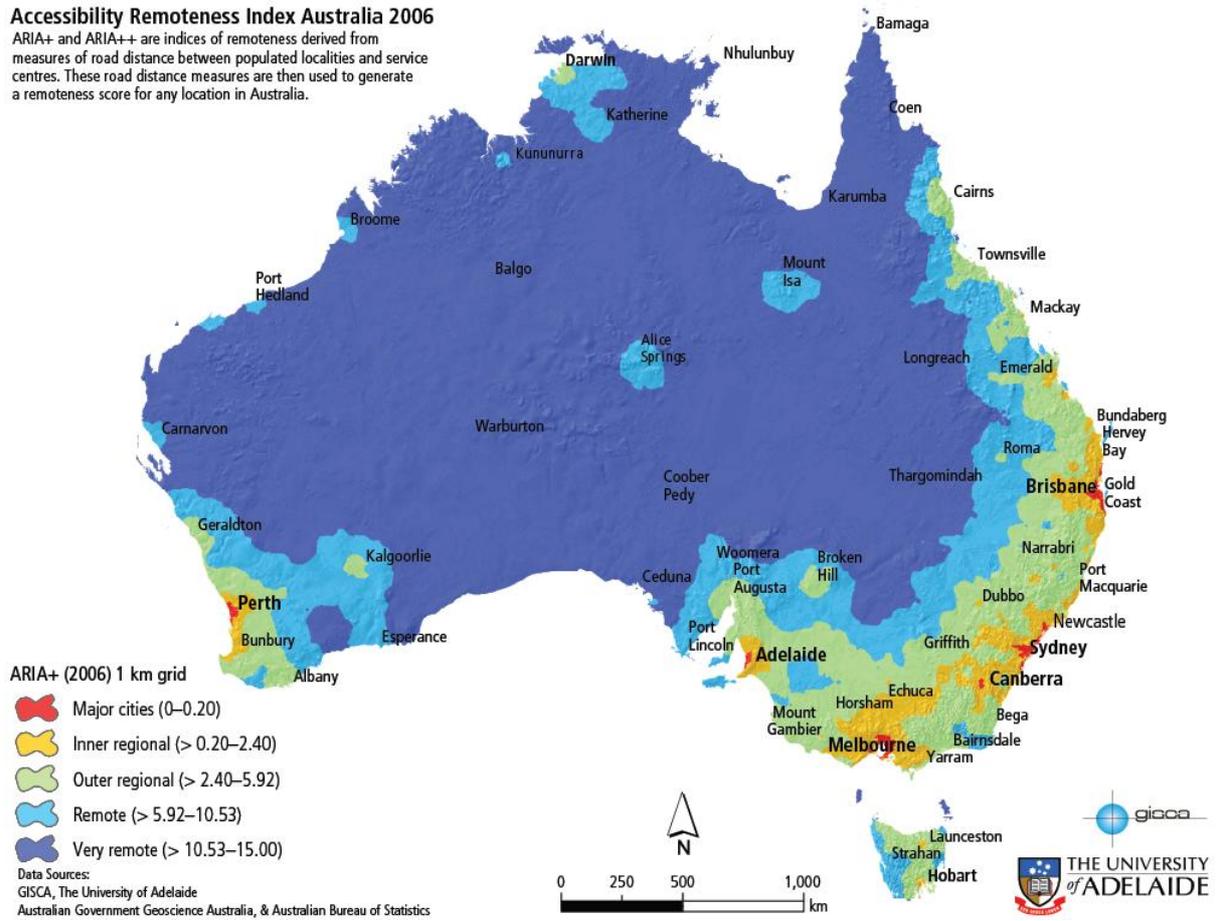
**To see the full conference program please visit [www.segra.com.au](http://www.segra.com.au)**

To arrange interviews with speakers please contact Conference Convenor Ms Kate Charters on 0408 882 871.

# Map showing Australia's urban, regional and remote population distribution

## Accessibility Remoteness Index Australia 2006

ARIA+ and ARIA++ are indices of remoteness derived from measures of road distance between populated localities and service centres. These road distance measures are then used to generate a remoteness score for any location in Australia.





Thank you to our sponsors and host partners for their leadership in regional economic development.

## 2017 Major Sponsor



## 2017 Host Partners

