

**Dr Ernesto Sirolli**

## **Enterprise Facilitation Workshop**

**- Passion, entrepreneurship, and the rebirth of local economies**



Dr Ernesto Sirolli has an international reputation for his person-centred model for regional economic development. Enterprise Facilitation<sup>®</sup> uses the passion of local people and resources of local networks to foster bottom-up business ideas rather than importing large industry. This model is particularly appropriate in rural and regional areas such as Tasmania. It is also suited to working with disadvantaged population groups.

In this one-day workshop, Dr Sirolli presents his approach to local development, exploring with participants the opportunities and challenges of our local communities and the merits and practical application of Enterprise Facilitation as a local economic development tool.

### **Who should attend?**

- Practitioners and policy makers involved in regional/economic/small business/community development —Volunteers serving on Boards for the above sectors —Political leaders at all levels —Small business owners, social enterprises, and individuals interested in exploring the world of entrepreneurship —Educators —Chambers of Commerce and other associations and service groups (Lions , Rotary, etc)

### **Take away from the event:**

- Tools and ideas that apply to running successful businesses
- An understanding of a balanced approach to local economic development planning and development
- Incorporating the development of PEOPLE in local plans...not just programs and infrastructure



**“The future of every community lies in capturing the energy, imagination, intelligence and passion of its people.”**

Read more about the Sirolli approach at [www.sirolli.com](http://www.sirolli.com)

**Hobart, 25 August 2010**

**10:00am—4:00pm**

**(registration from 9:30am)**

**Hobart Function and Conference Centre**

**Elizabeth St Pier**

TasCOSS gratefully acknowledges the support of the Department of Economic Development, Tourism and the Arts

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**Dr Ernesto Sirolli**

## **Enterprise Facilitation Workshop**

**- Passion, entrepreneurship, and the rebirth of local economies**

**Hobart. 25 August 2010**



In 1985, Italian-born Dr Ernesto Sirolli pioneered a unique economic development approach in Esperance, Western Australia. It was based on harnessing the passion, determination, intelligence, and resourcefulness of the local people.

The striking results of “The Esperance Experience”, described in his book [Ripples from the Zambezi](#), have prompted more than 250 communities around the world to adopt responsive, person-centred approaches to local economic development similar to the Enterprise Facilitation® model pioneered in Esperance.

**Enterprise Facilitation is gaining increasing attention because it offers a compassionate, cost effective, complementary strategy to infrastructure development.**

Dr. Sirolli is the Founder of the [Sirolli Institute](#), an international non-profit organization that teaches community leaders how to establish and maintain Enterprise Facilitation projects in their community. The Institute has actively worked in Australia, New Zealand, the USA, Canada, the United Kingdom, Mexico, Ecuador and Africa.

He is a highly entertaining speaker and noted authority in the field of sustainable economic development, and is in demand as a speaker worldwide.

**Workshop Content**—see over page.

Enterprise Facilitation allows communities to effectively engage with local citizens who have ideas to start or expand enterprises. High numbers of small and micro enterprises in any community are important to a sustainable and thriving local economy.

### **Track record?**

**More robust businesses with success rates of 80% or better after 5 years.**



“Right now there is someone in your community dreaming about doing something to improve their lot.

If we could learn how to help that person to transform their dream into meaningful work, we would be halfway to changing the economic fortunes of the entire community.”

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# Dr Ernesto Sirolli

## Enterprise Facilitation Workshop

- Passion, entrepreneurship, and the rebirth of local economies

25 August 2010. 10:00am—4:00pm

Hobart Function and Conference Centre  
Elizabeth St Pier



### Workshop Content

In this one-day workshop, Dr Sirolli presents his approach to local development, exploring with participants opportunities and challenges in Tasmania and the merits and practicalities of Enterprise Facilitation as a local economic development tool.

#### What is development?

- Ultimately all development is local; fostering real development involves creating an environment conducive to the transformation of good ideas into viable and sustainable ventures

#### The Two Legs of Development

- Infrastructure development can only be done strategically by observing community trends and projecting its future needs; and supporting passionate entrepreneurs can only be done responsively by becoming available to self-motivated individuals just-in-time and as-needed

#### Structuring Responsiveness

- Creating the lure that attracts large numbers of self-motivated, passionate entrepreneurs



The argument is whether Enterprise Facilitation is as cost effective as other programs in delivering new jobs, new businesses, new income and new taxes to enhance the local economy.

...The results have often been that, pound per pound and dollar per dollar, Enterprise Facilitation was by far the cheapest, most effective way.  
- Sirolli Institute

**Cost:** Sponsorship has allowed this workshop to be offered at an affordable price.

TasCOSS Members	\$160 (inc. GST)
Non-members	\$260 (inc. GST)

Registration form next page or go to [www.tascoss.org.au](http://www.tascoss.org.au)

RSVP: COB Thursday, 19 August 2010.

For more information:

E-mail: [admin@tascoss.org.au](mailto:admin@tascoss.org.au)

Phone: 6231 0755 Fax: 6223 6136

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DR. ERNESTO SIROLI  
**Enterprise Facilitation Workshop**



25 August 2010

Hobart Function and Conference Centre, Elizabeth St Pier

To register, fill out this form on your PC and click the Submit Form button (top right in Adobe Reader), or print and send to:

Fax: 6223 6136

Post: TasCOSS

Enterprise Facilitation Workshop

PO Box 1126, Sandy Bay TAS 7006

Email: [admin@tascoss.org.au](mailto:admin@tascoss.org.au)      RSVP: by Thurs 19 August, 2010

FIRST NAME \_\_\_\_\_ LAST NAME \_\_\_\_\_

ORGANISATION \_\_\_\_\_

CONTACT NO. \_\_\_\_\_ EMAIL \_\_\_\_\_

ADDRESS \_\_\_\_\_

TOWN \_\_\_\_\_ POSTCODE \_\_\_\_\_

SPECIAL  
REQUIREMENTS (e.g. Wheelchair access, dietary) \_\_\_\_\_

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Price

TasCOSS Members	\$160.00 (incl. GST)
Non-Members	\$260.00 (incl. GST)

Total Payment:      \$ \_\_\_\_\_

Payments can be made by cheque payable to TasCOSS  
or by Electronic Funds Transfer to: Tasmanian Council of Social Service  
Bendigo Bank BSB: 633 000      Account: 130291826

Please advise by email when you make an Electronic Funds Transfer - [admin@tascoss.org.au](mailto:admin@tascoss.org.au)

**This document is a tax invoice for GST purposes when you make full payment**

Please retain a copy for your records

ABN 69 078 846 944

Further enquiries can be made by contacting Gail Lill

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