



THE ERA OF THE #ENTREPRENEUR

Community Discussion

With the next 20 years being heralded as 'The Era of the Entrepreneur' it is in all our interest to know why.

Kerry Anderson, author of *Entrepreneurship: It's Everybody's Business*, is passionate about changing the conversation from job seeking to job creation. Businesses, educators, and community leaders are invited to join this stimulating discussion on how they can work together to ensure that Mildura and the Sunraysia is prepared for *The Era of the Entrepreneur*.



CAN'T SPELL ENTREPRENEUR?

Be one and hire someone that can!

Breakfast Workshop

Have you ever wondered if you have entrepreneurial attributes? In a rapidly changing world with new technologies and career paths, there is no doubt that exciting business opportunities are bountiful for those who have the ability to look at existing landscapes with fresh eyes. But what does it take to be an entrepreneur? How can you take your business further? Sharing interesting case studies of rural entrepreneurs, Kerry Anderson will help you understand how to succeed in business.

Enquiries: 0418 553 719 www.kerryanderson.com.au

THURSDAY 9 MARCH DISCUSSION

5.30pm - 7.00pm

UpStart Mildura
68 Bowrings Ln

Light refreshments
included.

6-7pm presentation

\$30.00

[REGISTER ONLINE](#)

FRIDAY 10 MARCH WORKSHOP

7.00am - 8.30am

UpStart Mildura
68 Bowrings Ln

Light refreshments
included

\$30.00

[REGISTER ONLINE](#)



Kerry Anderson Biography

"Do what you can, where you are, with what you have." Teddy Roosevelt

Kerry Anderson is passionate about rural and regional Australia. Renowned for her innovative and practical approach, she is dedicated to empowering others to embrace change and create new opportunities for themselves. In a rapidly changing world Kerry facilitates important conversations encouraging rural businesses, organisations and communities to look at existing landscapes with fresh eyes.

Coming from a small business background with a passion for promoting entrepreneurship and business to rural and regional Australia, Kerry is particularly keen to change the emphasis on job seeking to job creation. Rural entrepreneurship and education studies have taken her on numerous occasions to the United States. As part of a pilot project in rural Victoria, she has worked with three towns to trial strategies to encourage entrepreneurship and with three secondary colleges to explore ways of more effectively engaging students in business studies.

Kerry's first book – *Entrepreneurship: It's Everybody's Business* – was published in 2016 providing practical ideas to strengthen rural communities and twenty case studies of enterprising rural businesses. In addition, she writes a monthly column for Inside Small Business Magazine; regularly speaks on ABC Regional Radio and the Money to Love program for the Macquarie Radio national network; and writes opinion pieces for print and social media.

Utilising skills developed during a decade with Community Leadership Loddon Murray, Kerry has successfully engaged with rural communities and industry groups to conduct a number of innovative projects and studies.

As a business woman, philanthropist and community advocate, she enjoys an excellent reputation across an extensive network of associates and community leaders at a regional, national and international level. Kerry is a regular speaker at conferences and judge of business awards and pitchfests.

Kerry's communication skills have been recognized at a national level. In addition she was awarded the 2008 Victorian Office Professional of the Year, and was a 2011 Victorian Rural Woman of the Year finalist.

She is a graduate of the Australia Institute of Company Directors and a former director of Community Leadership Australia. From 2012 to 2015 she was a member of the Regional Development Australia Loddon Mallee Committee.

In 2016 Kerry was appointed as an expert adviser to the National Farm Cooperative Pilot Project. She also became an honorary ambassador for Inspiring Rare Birds, a global organization with an aim of creating two million female entrepreneurs by 2020.



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