



**Kickstart** is an introduction to the highly acclaimed Operation Next Gen Program. Over a period of two or five days, community leaders, business owners, emerging entrepreneurs, and youth are empowered through a series of interactive discussions and workshops to look at existing landscapes with fresh eyes, embrace positive change in a rapidly changing world, and understand the value of entrepreneurs to our future. (See overleaf for details)

### About Kerry Anderson

Kerry Anderson is an authentic and engaging voice for rural Australia.

Raised in central Victoria as part of a small business family, Kerry has worked in her own businesses and with large organisations across the region. With a passion for rural communities and entrepreneurship, she is an experienced author, speaker and facilitator.

Kerry has travelled world-wide to explore a range of programs to strengthen rural communities. In 2013 she founded the Operation Next Gen Program for rural towns in Australia.

In 2017 she was one of only two Australians invited by the Kauffman Foundation to Kansas City bringing practitioners worldwide together to share best practice in building collaborative entrepreneurship ecosystems.

In 2018 she was named as a Top 50 Australian Regional Agent-of-Change and presented with the inaugural 8point8 Regional Australia Innovation Ecosystem Leader Award.

Committed to sharing positive stories of rural businesses, Kerry is the author of *Entrepreneurship: It's Everybody's Business* and a frequent speaker at national and international forums.



### About Operation Next Gen

At some point in time every rural town faces major change or needs reinvigoration. The trick is to anticipate that change and explore alternatives well before it becomes reality. And, if you really want to make a positive difference, then the whole community has to work together.

But how can you work collaboratively if people do not understand the need for change or are afraid of change? Or, maybe they are interested in new opportunities but reluctant to get involved with traditional groups and committees. Even worse, young people may not see a future in their home town or understand the important role that the business sector plays in their community's future.

A long term strategic and collaborative community approach with a focus on local leadership, entrepreneurship, youth and philanthropy is proven to have far reaching benefits. More details about the Operation Next Gen program can be found at [www.kerryanderson.com.au/operationnextgen/](http://www.kerryanderson.com.au/operationnextgen/)

**\$5,000 Kickstart Program:** your choice of topics over a period of TWO days, ie

---



KEY NOTE for community leaders (1 hour)  
*Why is Entrepreneurship Everybody's Business?*



WORKSHOP: *Innovate or Suffocate* (3 hours)  
A practical check list for existing businesses to avoid complacency and explore new opportunities



WORKSHOP: *Era of the Entrepreneur* (1 hour)  
Discover if you have what it takes to be successful and how to overcome start up barriers (all ages)

**\$10,000 Kickstart Program:** all the above over FIVE consecutive days **PLUS**

---



ADDITIONAL KEYNOTE, WORKSHOP,  
or FACILITATED DISCUSSION  
designed to meet your community's needs



SCHOOL PRESENTATIONS: for youth and teachers  
*Can't Spell Entrepreneur?* and  
*Spot the Entrepreneur*  
(1 + 1 hour)



BUSINESS PROFILES: Interviews with two innovative and rural orientated businesses for inclusion in Kerry's blog and valuable publicity for your community



ONGOING MENTORING (12 months)  
Access to Kerry for advice and connections to help your community continue the conversation

NB: Travel within Victoria and southern NSW is included in this price; however, provision of accommodation is required. We are happy to adjust the program to suit different budgets including one-off keynotes and workshops.