



## Community Economics Strong Economics

www.Strongs.biz

### **Peter Strong Principle**

**Countries of Work Experience**      Australia, Turkey, Central Asia, China, Vietnam

**YouTube examples:**      [Red Tape Nation video](#)  
[Farewell From COSBOA](#)  
[Futurise your Business](#)

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#### **Profile**

Experienced as executive member of many community based boards and committees for over 30 years.

An experienced leader with a strong track record in change management internationally and at the Australian national and local levels. Considered an expert on community and economic development based on pragmatic issues and not just on the ideology of particular economists or political parties.

Comprehensive experience with community development across Australia and in other countries. Similarly experienced in dealing with industry associations, large and small, and with all forms and levels of bureaucracy and policy making. Deep hands on experience with the political system while never being in politics or working in a politician's office.

Seen as apolitical and has held a high profile in Australian media as a commentator on issues to do with business, the economy, health, workplace relations, energy, international trade, emerging technology and business software, finance and training and education. This includes several addresses at the National Press Club of Australia (August 2012, July 2015, July 2020 jointly with Kate Carnell) and participation in noted media such as 'The Drum' on the ABC, "Credlin" on Sky, various breakfast TV shows and so forth.

Represented small business on many and varied government and community boards, advisory groups and committees, often as Chairman. This includes with the ATO, the ACCC, the Australian Bankers Association, on various workplace relations forum, workplace health as well as indigenous business development and vocational education and training.

Possess skills and knowledge that reflect these experiences and also the deep and wide network of advisers and experts.

Has been a Director and Chairman of a financial institution in the form of Tuggeranong Financial Services which owned and managed the local Bendigo Bank Community franchise in the ACT with at the time two branches.

### **Strategic thinking**

Has been involved in planning and management of social and economic development projects and activities both nationally and internationally for over 30 years. This includes hands on involvement in institutional reform focusing on industry and government and non-government organisations in Australia (including remote Indigenous communities), China, Kyrgyzstan and Turkey. This has encompassed policy development, project management, staff training and implementation for:

- small and medium business development, particularly through the use of small business incubators and small business advisory services, and also through development of feasibility studies into sunrise and innovative small businesses;
- local economic development involving the mobilisation of communities for the recognition and support of new employment opportunities and the development of new industries;
- privatisation activities based on industry and structural reform;
- restructuring of government services and departments;
- development of change strategies at both the local and national level through partnerships between communities, bureaucracies and politicians.

### **Dealing with large and complex operations**

As a manager and team leader has been responsible for the development and implementation of plans that included resources of between 6 and 45 staff, premises and equipment. As part of a management team has been involved in developing resource management plans for areas and regions and for national budget items.

Involved in various complex situations, from ones involved with large numbers of employees to those where international agencies were competing for time and resources. Has worked to budgets and time frames and meet targets in politically sensitive areas within Australia and overseas.

### **Communications**

Understands how to communicate with industry and government at all levels, and also understands very few people get communications 100% right and must always consider that as a given.

As the CEO of COSBOA frequently in contact with Ministers and shadow Ministers from various portfolios and their advisers as well as representatives from other organisations and industry groups. Has held private meetings with Prime Ministers and Treasurers and while working in other countries have met with senior politicians and bureaucrats at the highest level including presidents and union leaders.

### **Understanding government and industry interaction**

Has frequently briefed Ministers and their advisers on many issues over the last 30 years. This includes Prime Ministers, Treasurers, Cabinet Ministers and opposition leaders and their shadow ministers. It also involved Mayors, councillors, indigenous leaders and union leaders. This includes in Australia and other countries.

### **COMMITTEE MEMBERSHIP – past and recent - not exhaustive**

Chairman the Australian Digital Business Council

COAGs Business Advisory Forum during the Gillard years

Tax Commissioner's Small Business Advisory Group and various other Tax advisory panels

ACCC Small Business Advisory Group member

Foundation member of the Retail Council of Australia

Council Member and Director - Council of Small Business of Australia

Chairman for Treasury's Standard Business Reporting (SBR) Business Advisory Forum

Board Member of the SBR Board chaired by the Secretary of Treasury

Member of the Fair Work Commissions small business working group

Member of ASIC's business advisory group

Director of Tuggeranong Valley Financial Services responsible for management of two Bendigo Community Bank branches

Chairman Tuggeranong Valley Financial Services Prior to this I have been on various and many community, business, education and employment related committees in regional Australia

Over many years an executive member of various Chambers of Commerce and business groups as well as community groups focused on employment, support for disadvantaged groups and careers development.

### **PUBLICATIONS:**

Management manuals entitled: "A Staff Training Kit", Productivity and Training Services, "The Employers Guide to Finding Staff" DEET, "An Employment Development Toolkit" CREEDA, "Goodtimes Hardtimes – options for farm business" & "Farm Employment" magazines published in 2003 with associated websites and CD-ROMs.

Research reports with the Rural Research and Development Corporation (RIRDC) on:

Female business operators in regional and remote Australia; and

Business operators still at school – research into the young people who run real businesses or display real business behaviour yet are missed or ignored in the education process.

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### **Career Highlights**

- CEO of COSBOA for over 11 years where the focus on small business as people increased and remains high. Outcomes during this time include:
  - Single Touch Payroll, E-invoicing, Unfair Contract Term legislation, the Effects Test in competition policy, "late payment" regulation and activity, various changes to Vocational Education and Training, the Regulator Performance Framework, the creation of a national small business commissioner and then Ombudsman, the raft of instant tax write-off provisions for small businesses. (These were developed with co-operation and input from various regulators, politicians and other industry leaders.)
- Established a high media profile within the Australian community
- Produced and published a staff training manual and successfully marketed through the Australian Institute of Management Book Club and through seminars and direct marketing.
- Designed and delivered unique training workshops on "Working with Communities" for public sector managers and community decision makers to deal with community and organisational politics.
- Developed training sessions for increasing the "political" skills of middle and senior management in the public service
- Developed Certified Agreements, completed HRM reviews, provided expert HRM advice for various organisations and departments in Canberra.
- Developed and completed over 30 workshops on grant writing for various communities throughout south eastern NSW.
- Developed and implemented a national plan for local labour market development that covered over 60 regions and was first delivered to the relevant Minister for approval during 1991.

- Completed feasibility studies and business plans for specialised business support services for Indigenous business operators in the Barkly Tablelands and East Arnhem Land including a focus on use of IT and the internet.
- Developed processes for use of the internet for project steering committee communications and for business development activities.
- As leading technical adviser for the UNDP completed a feasibility study and business plan for the first general purpose incubator in China (in the city of Tianjin) and the start up of an outreach business support service that is expected to eventually reach over one million women.
- Consultant on economic development projects in Turkey (total of 18 months in country) and Kyrgyzstan (total of 6 months) focusing on institutional reform, human resource management, change management and managing mass retrenchments. Included the first small business development and local economic development activity in Kyrgyzstan and local economic development activities in south east (Kurdish) Turkey.
- Developed Memorandum of Understanding between two large IT development organisations in China and Canberra Business Centres. (1999)
- Coach for the Canberra University's women's soccer team, 2 teams in 1997 and three teams in 1998, winning three premierships. Coach of various junior soccer teams 1984 to 1990.
- AusAID representative at an international conference on Poverty Alleviation, Beijing 2000

**Career background available on request**