

Thursday, 26 November 2009

## SOUTH AUSTRALIAN APPOINTED TO NATIONAL BUSINESS CENTRE

Former CEO of the South Australian Northern Regional Development Board, Jerry Johnson has been appointed as a Business Adviser with Enterprise Connect's Remote Enterprise Centre.

Enterprise Connect is a \$50 million a year Australian Government initiative that assists small to medium sized businesses to innovate and grow.

The Remote Enterprise Centre offers a range of services to remote Australian business including:

- business reviews at no financial cost to the business
- tailored advisory service funding so that businesses can buy in expertise
- access to the *Researchers in Business* program to help with innovation and
- specialised business workshops.

Remote Enterprise Centre Director, Brenda Elferink says she's delighted Mr Johnson has joined the business advisory team.

"Jerry has an extensive background in assisting small to medium businesses in remote and regional South Australia and he's come to us after managing what is geographically the largest regional development organisation in South Australia," Ms Elferink said.

"To recruit such a talented and respected individual who knows what it is to run a remote business is a real asset."

Business Advisers will soon be appointed to service remote areas of Queensland and Western Australia.

They will join the centre's two other business advisers; Alice Springs based Paul Ah Chee and Kym Cook, who is based in Darwin.

Enterprise Connect business advisers assist business operators to prepare a comprehensive business review to improve productivity and competitiveness.

This can be followed by a matching grant of up to \$20,000 to put the advice into action.

The Remote Enterprise Centre will enable remote businesses to tap into a national pool of resources and experience and help remote businesses connect with expert knowledge in a business elsewhere in Australia.

Remote businesses face unique challenges including climate, isolation, staffing and infrastructure and the Remote Enterprise Centre helps them to overcome these challenges.

Businesses in remote Australia can find out if they are eligible for Enterprise Connect's services by contacting the Remote Enterprise Centre on (08) 8959 6017, by email to [remoteenterprisecentre@innovation.gov.au](mailto:remoteenterprisecentre@innovation.gov.au) or by visiting the website [www.enterpriseconnect.gov.au](http://www.enterpriseconnect.gov.au)

## **MEDIA CONTACT**

Brenda Elferink

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Mr Johnson's biography is attached. A high resolution photograph is available on request to [media@innovation.gov.au](mailto:media@innovation.gov.au) or by phoning 08 6213 6308.



An Australian Government Initiative



## BUSINESS ADVISER PROFILE



### NAME

Mr Jerry Johnson

Remote Enterprise Centre

### CONTACT DETAILS

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### QUALIFICATIONS

Jerry's formal qualifications include a Graduate Management Certificate from the Australian Graduate School of Management undertaken after successfully completing a Bachelor of Arts (Lib Stud) and a Graduate Diploma in the Social Sciences (Politics).

### BACKGROUND

Jerry has an extensive background in assisting Small to Medium Enterprises (SMEs) in Remote Australia having joined the Enterprise Connect initiative after managing the largest, by area, regional development organisation in South Australia for the previous five years. During this period, the business advisory services of the organisation touched over 1000 businesses through a range of mechanisms, with a primary focus being to deliver best practice support on-site, in-region. Jerry brings this approach of supporting remote businesses on-site regardless of location to his current role as Business Adviser in the Remote Enterprise Centre.

Prior to taking up his previous role as CEO of the Northern Regional Development Board, Jerry had enjoyed an extensive period assisting South Australian businesses to access Government business support services, export markets and financial assistance through his work in the State industry and trade agency. During this period, Jerry worked particularly closely with the engineering and electronics sectors as well as spending three years heading the State's Defence Industry support efforts.

A particular focus of Jerry's career to date has been in the investment attraction and major projects fields, having led the State's efforts in the transformation of Adelaide Airport from the former Federal Airports Corporation to the current private ownership, replete with new terminal and runway developments, as well as playing an important role in the development of the Darwin railway.

Jerry is a strong supporter of industry clustering to drive business growth through collaboration having been a board member of two of South Australia's premier business clusters, the Defence Teaming Centre and Global Maintenance USG as well as a member of the Reference Group overseeing the Outback Business Networks program of Desert Knowledge Australia.

Jerry came to the field of industry development after a stint as a management consultant, undertaking operational and organisational effectiveness reviews on a variety of government business units.