

Head office:  
ICMI Speakers & Entertainers  
ABN: 42 114 669 224

(PO Box 2311)  
Level 2, 159 High Street  
Prahran, Victoria 3181

Ph: 61 (0)3 9529 3711  
Fax: 61 (0)3 9529 4573  
Toll Free: 1800 334 625  
Email: [icmi@icmi.com.au](mailto:icmi@icmi.com.au)  
Web: [www.icmi.com.au](http://www.icmi.com.au)



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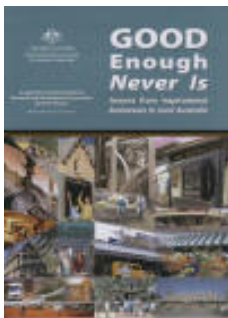


# PETER KENYON

## 'Good Enough Never Is'

"Good Enough Never Is" delivers the stories of ordinary rural people who dared to be different and have become out-of-the-ordinary rural entrepreneurs. Rather than being endowed with unique and mysterious qualities, these people have discovered and developed attitudes, behaviours and skills that set them apart from most business operators.

Peter Kenyon's book '*Good Enough Never Is*', a follow up to his very popular "*A Kit for Small Town Renewal*", covers the 'Ten Common Themes' or 'Success Factors' which are shared by 20 top rural businesses from all over Australia.



Peter is a sought after motivating and inspiring story teller – in "Good Enough Never Is" Peter tells the inspirational stories of success, their lessons and the action for your delegates

"The Ingredients to running a successful small to medium sized business"

Peter Kenyon is recognised in Australia and around the world as a leading authority on Business, Town & Regional Development. He is a keynote speaker and facilitator at events and programs around the world, including at key global events with the United Nations.

Peter Kenyon is a social entrepreneur and community enthusiast. Over the last decade he has worked with over 600 communities throughout Australia, North America, Asia, Africa and the Middle East seeking to facilitate fresh and creative ways that stimulate community and economic renewal. He is motivated by the desire to create healthy, inclusive, sustainable and enterprising communities.

Peter has had a background as a youth worker, teacher, youth education officer and tertiary lecturer. His employment experiences have also included Director of Employment in Western Australia, Manager of the Community Employment Development Unit in New Zealand and Coordinator of the Natal Kwazulu Job Creation and Enterprise Strategy in South Africa.

Peter became convinced that one cannot develop communities from the top down or from the outside in. It required communities to build from the inside out, and for their residents to invest themselves, ideas, assets and resources in the process. Subsequently, he created the Bank of I.D.E.A.S. (Initiatives for the Development of Enterprising Action and Strategies), in 1990, to promote such a paradigm shift and assist with the necessary facilitation, ideas and skills. He is also Founding Director of 'The Centre for Small Town Development'

**He has completed assignments related to employment and economic development in every Australian State, including workshops in over 500 Australian towns and cities, and project work in 30 countries.**

Peter can create Keynote Presentations on topics including: Motivation, Facilitation, Policy and Strategy Design, Opportunity identification and assessment, Project implementation and management, Information collection and dissemination, Project evaluation and Training.

NSW Office (Crows Nest):  
Ph: (02) 9688 6800  
[diana@icmi.com.au](mailto:diana@icmi.com.au)

NSW Office (Artamon):  
Ph: (02) 9686 7714  
[steve@icmi.com.au](mailto:steve@icmi.com.au)

QLD Office:  
Ph: 1300 663 966  
[gerry@icmi.com.au](mailto:gerry@icmi.com.au)

SA Office:  
Ph: (08) 8377 3400  
[sue@icmi.com.au](mailto:sue@icmi.com.au)

WA Office:  
Ph: (08) 9472 5065  
[corina@icmi.com.au](mailto:corina@icmi.com.au)

TAS Office:  
Ph: (03) 6236 9976  
[paula@icmi.com.au](mailto:paula@icmi.com.au)

### **PETER IS HIGHLY RELEVANT TO:**

- ◆ Owners and managers of small to large businesses in the city and country.
- ◆ Local Government, managers and Councillors
- ◆ Business Enterprise Centres and Area Consultative Committees
- ◆ People considering going into business
- ◆ Anyone interested in new ideas to improve community & economic development conditions in their communities, regions or districts.



### **TRAINING/WORKSHOP LEADERSHIP EXPERIENCES**

- ◆ Keynote Presenter at 25 Australian national conferences on themes associated with economic and employment development
- ◆ Workshop Trainer at over 30 national or regional workshops in 12 countries on issues associated with employment creation and business development
- ◆ Co-ordinator of five national conferences
- ◆ Workshop presenter on Youth Development and Enterprise in Cyprus, Greece, Maldives, Indonesia, Thailand, New Guinea, Malaysia, Sri Lanka, Namibia, USA, and the United Kingdom
- ◆ Addresses to over 120 rotary clubs on issues related to employment and economic development and youth development
- ◆ Co-ordinator of the first 'Commonwealth International Conference on Local Economic Development' in Goa, India and subsequently the first Convener of the Commonwealth Association for Local Action and Economic Development
- ◆ Presenter in three road show projects on local economic development in Southern Africa
- ◆ Trainer of facilitators in community economic development in Victoria, NSW, Western Australia, South Australia, Queensland, Tasmania and South Africa

### **CLIENT FEEDBACK**

*"Excellent. Peter was brilliant. His passion and energy kept the groups captivated."*

**Serde**

*"Great presentation. Excellent feedback. Very relevant message for any small business"*

**Peel Business Enterprise Centre**

*"Many thanks for your inspirational address at the recent ICANZ Conference in Hamilton. One of the highlights of the conference and I believe has a huge amount to offer to the development of our businesses"*

**Primary Sector Conference, Institute of Chartered Accountants of New Zealand**

*"I thoroughly enjoyed Thursday morning's presentation and my guests were all impressed and really appreciative that I invited them. A great success."*

**Terrific Trading**

*"It must have been a successful evening as people haven't stopped talking about it...  
... it certainly generated lots of new ideas!"*

**Wheatbelt Area Consultative Committee**

*"Thank you,.... I really enjoyed the presentation and love the book. All very inspirational and an excellent guide for my future ambitions in the country."*

**Feature Creatures Indoor/Outdoor Art**

*"We were able to gain a lot of valuable information from your session. Especially in the context of Pacific communities. We hope to be in touch soon."*

**National Crime Prevention Conference**

*"Nola and I drove all the way back to Faversham talking about ideas and improvements to our business and strategies. We found Peter's enthusiasm very infectious and have already discussed the presentation and ideas with friends from other businesses."*

**Faversham House, York WA**

*"Friday evening was an outstanding success! a motivational speaker Peter (Kenyon) is in the very highest echelon. His vigorous & passionate enthusiasm for his topic, serves to unify his audience to levels of positive progression rarely seen."*

**Northam Business Enterprise Centre**

*"I was totally inspired by your presentation, in particular your passion and can do attitude. I am a raving fan and have told all who will listen about your ideas and testimonies.... Once again thanks for you inspirational words and real life examples. I am endeavouring to implement them into my vocation (banking) and my volunteer activities (family, coaching). The world needs people with your passion."*

**Agribusiness Manager, Southland Building Society**

*"I attended a recent meeting of yours in Hermanus, South Africa, and was really struck by the impact an individual can have on the empowerment of an entire community. Thankyou so much for your insight and dedication. I am 23 years old - but failed to put up my hand when you asked for some contribution from the youth! Alas! But I have now determined to get involved in contributing to the uplifting of the local communities wherever I can..."*

**AGES Tours (Africa Geo Environmental Services)**

*"I would like to thank you for the keynote address you delivered at our conference (Local Government New Zealand Conference 2004) in Auckland recently. Your contribution was extremely well received by delegates. Your participation in our conference helped us achieve our goal of stimulating and informing delegates as well as educating them on the big issues and opportunities facing the local government sector..."*

**Local Government New Zealand**

*"Thank you for presenting to our Rural Development Division on February 27 and to our senior management team on March 1 on Australia's Community Development experiences and issues. Our staff were moved by the passion you showed while giving your presentation and the experiences you shared. Staff have learned a great deal from you and we can see how our rural Ontario issues are universal. Your presentations were the highlight of our conference and each presentation you made was different and a success...."*

**Rural Development Division) Ontario Ministry of Municipal Affairs**

*“What a wonderful day I had yesterday - I was so inspired to hear your story and so encouraged by our time together! I have had three students contact me already this morning to tell me how excited they were about the presentation and the possibilities of working in community development.”*

**Coordinator of Behavioural Science, University of Notre Dame Australia**

*“It was truly a privilege having you in Ontario to speak to our Rural Development Division staff and ministry senior management. Your presentations informed, inspired and provided wonderful insights and practical examples of how effective rural community development can occur. Many of the participants accepted your thoughtful observations as personal challenges. It was clear from the outset that rural development challenges and opportunities are the same whether in rural Australia or rural Ontario. We appreciated the opportunity to learn from your extensive international experience in the area of community capacity building, community revitalization and entrepreneurship. Thank you for re-affirming for us the value of the fact that, ‘the wisdom of the community exceeds the knowledge of the experts’. ...”*

**Ministry of Municipal Affairs & Housing, Ontario Canada**

*“Your presentation really got the heart of our community members and I thank you for coming and spending time with us. It is a very rewarding activity, and I hope that I can do it all again in the future.”*

**Department of State and Regional Development Riverina-Murray**

*“My name is Diane Mortimer. I am a member of the program Stump Jump. I was privileged to hear you speak about the importance and value of rural communities...I appreciate your time and I was very moved by your talk. You ignite passion in people which is what I too am attempting to pass on.”*

**Diane Mortimer Wagga Wagga**