



Program

- Welcome to Country**
 - Aunty Delta Kay
- Introduction to the Day**
 - Jane Laverty
- Under the Hood of Creative Industries and Visitor Economy**
 - Jane Fuller
 - Michael Thurston
- Perspectives Panel:**

What makes a place truly liveable for locals and visitors alike?

 - Libby Lincoln
 - Chris Tyas
 - Melissa James
 - Toby King
 - Lisa O'Meara
 - Aunty Delta Kay
- Morning tea**
- Insights from the inside and outside**
 - Charlie Sutton
 - Libby Lincoln
- Perspectives Panel**

How do we ensure the Northern Rivers keeps pace with change without losing the essence of who we are?

 - Pam Brook
 - Will Gammon
 - Cr Sarah Ndiaye
 - Marlon Denning
 - Magdalena Roze
 - Charlie Sutton
- Being a NorRivean and a regional brand ambassador**

What kind of NorRivean are you?
Time to do the quiz
- Working lunch** – Grab your 'bento' box
 - Sharing and final discussions
- Thank you and close**

Speakers

- Welcome to Country – Aunty Delta Kay**
Bundjalung woman
- MC – Jane Laverty**
Regional Director, Business NSW
- Under the Hood**
- Jane Fuller**
Executive Director, Arts Northern Rivers
A passionate advocate for creative industries and the vital role arts and culture plays in enhancing our liveability, celebrating our uniqueness and strengthening social cohesion.
- Michael Thurston**
General Manager, Destination North Coast
A dynamic and experienced tourism industry expert and advocate for the region's visitor economy, championing the destination for its strengths, community and economic values.
- Insights from Inside and Outside**
- Charlie Sutton**
Chief Design Officer, ATLISSIAN
Charlie has over two decades of experience leading high-performing design teams at some of the world's most influential technology companies. His leadership is defined by his ability to bridge disciplines and cultures.
- Libby Lincoln**
Executive Director, NORPA
Libby has co-led NORPA's flood recovery and creative resurgence, since 2022. With 40 years in the arts, she's shaped major organisations and strategies nationwide and is well known for her collaborative leadership.

Perspectives Panel

- Libby Lincoln**
Executive Director, NORPA
World-class theatre in regional Australia.
- Chris Tyas**
Founder & Creative Director, SOLHAVEN
A Mindful Micro Village coming soon.
- Melissa James**
CEO & Founder, INCLUSIVE TOURISM AUSTRALIA
Growing business, creating social impact.
- Toby King**
General Manager, CRYSTAL CASTLE & SHAMBHALA GARDENS
Home of the largest and most beautiful crystals in the world.
- Lisa O'Meara**
CEO, SCREENWORKS
Building regional capacity.
- Aunty Delta Kay**
Tour operator, EXPLORE BYRON BAY
Proud Bundjalung woman and visitor economy leader.
- Pam Brook**
Co-Founder, BROOKFARM & CAPE BYRON DISTILLERY & COOLOMON COMMUNITY
20 years of a thriving sustainable and generational business.
- Will Gammon**
Founder and Director, FIN VFX & FOUNDATION STUDIOS
Growing talent and opportunity in creative-rich environments.
- Cr Sarah Ndiaye**
Mayor, BYRON SHIRE COUNCIL
Bringing a strong sense of community and leadership to Local Government.
- Marlon Denning**
Film maker, CREATOR OF THE ROCK POOL WALTZ
Sustainability advocate and Northern Rivers Youth Advisory Group member.
- Magdalena Roze**
Journalist, Meteorologist and Author, VARIOUS INITIATIVES
Ambassador, advocate and passionate about wholefoods, lifestyle and balance.
- Charlie Sutton**
Chief Design Officer, ATLISSIAN
Advocate for human centred design, innovation and creativity.



Northern Rivers Liveability Forum

Thursday 20 November 2025
Byron Community Centre Theatre

Proudly funded by

Project delivery partners

Event partners

Welcome

Thanks for being part of CR8iVE.

This forum was built on a simple truth – liveability is a workforce advantage. When our region is rich in culture and buzzing with visitors, we don't just keep talented people here. We draw more in.

Creative industries drive innovation. From digital design to storytelling, they bring fresh thinking to

every sector. Pair that with a strong visitor economy and you get real economic firepower. Local producers, service providers and investors all benefit when the region is alive and thriving.

CR8iVE connects two high-impact sectors with the broader economy. Not as side sectors, but as core infrastructure

for liveability, innovation and economic growth. This is where new partnerships form, ideas collide, and cross sector projects get off the ground.

Jane Laverty,
Regional Director
Business NSW



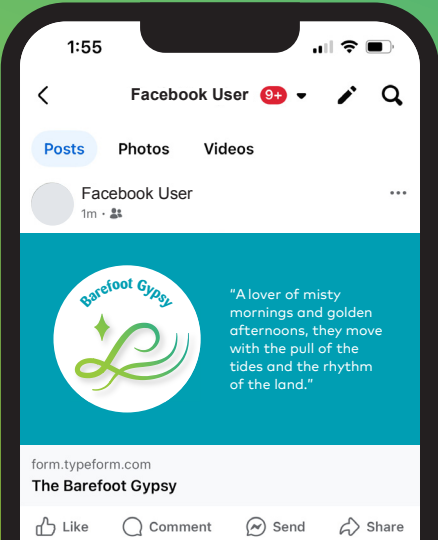
What kind of NorRivean are you?



Take the Quiz!
Scan QR code to discover which NorRivean you are and share online.



Northern Rivers NSW
CONNECT WITH NATURE



Have you completed the Business Retention & Expansion Survey?

ProspER, the regional economic & environment plan to 2040 is shaping the future of our region.
Your insights are essential to tailor the plan to the needs of business and industry.

Share your insights and ideas and lets create a place where business, industry, environment and community thrive.



ProspER
NORTHERN RIVERS



BUSINESS
NSW

Strengthening the voice of business

Gold



Silver



Bronze

