



**BUSINESS
NSW**

29 August 2025

Business NSW Central Coast Cost of Doing Business Summit





Acknowledgment of Country

We acknowledge the Traditional Custodians of the land on which we work and live, Darkinjung Country, and we pay our respects to Elders past, present, and emerging. We recognise their continuing connection to land, waters, and culture.

Thank You to our
Sponsors & Partners

**BUSINESS
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EnergyCo



Business NSW Central Coast Cost of Doing Business Summit

PROGRAM OF EVENTS

08:00 am	Registrations Open	
08:30 am	Event Start Acknowledgment of Country	
08:35 am	Official Welcome & Scene Setting	Scott Goold Regional Director Business NSW
08:45 am	Official Opening	The Hon. David Harris MP Minister for the Central Coast
08:55 am	Fireside Chat ACCI & Business NSW Facilitated by Scott Goold	Andrew McKellar CEO, Australia Chamber of Commerce & Industry Daniel Hunter CEO, Business NSW

PANEL SESSION

09:20 am	Red Tape Reduction & Procurement Opportunities Facilitated by Scott Goold Dan Farmer, CEO & Managing Director Bioaction Pty Ltd Mark Chase, Director of Business Operations North Construction & Building Danny Andrews, Procurement Operations Manager Central Coast Council
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MORNING TEA BREAK - VISIT STALLS

09:50 am

10:05 am	Business NSW Address	Daniel Macias GM Membership Strategy & Partnerships Business NSW
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PANEL SESSION

10:15 am	Energy Facilitated by Scott Goold Edan Shelley, Head of Acquisition, Zembl Dan Tebbutt, Business Development Manager, Enel X Australia Darren Clarke, Director, Regional Coordination Hunter, Central Coast & New England, Energy Corporation of NSW	
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10:50 am	Insurance Address	Simon Elliot General Manager Insurance Advisernet
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MORNING TEA - NETWORKING

11:05 am

11:20 am	icare Address	Michelle Harrison Segment Manager icare
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PANEL SESSION

11:35 am	Tax & Legal Facilitated by Scott Goold Simon Hardie, Partner, RSM Australia Anna Cruckshank, Managing Director Aubrey Brown Lawyers	
12:05 pm	Vote of Thanks	Anna Cruckshank President BNSW Central Coast Regional Advisory Council
12:10 pm	Event Close	

Cost of Doing Business Summit Speakers



SCOTT GOOLD - EVENT HOST

Regional Director – Business NSW Central Coast

Scott Goold is the Regional Director for Business NSW Central Coast and is a passionate advocate for economic development and the benefits it provides business owners and the wider community. His experience in investment attraction and business development in local and state government, combined with roles across financial services, retail, manufacturing and international trade, gives Scott the right experience to represent our regional and business needs and take our region to the next level of growth.



THE HON. DAVID HARRIS MP

Minister for the Central Coast

The Honourable David Harris MP is the State Member for Wyong in the NSW Parliament and a dedicated advocate for the Central Coast community. He serves as Minister for Aboriginal Affairs and Treaty, Minister for Gaming and Racing, Minister for Veterans, Minister for Medical Research, and Minister for the Central Coast. With a strong record of public service, David is committed to advancing opportunities for his region, supporting veterans and Aboriginal communities, and driving innovation through medical research and responsible governance.



DANIEL HUNTER

CEO – Business NSW

As the Chief Executive Officer of Business NSW, the state's leading voice of business, Dan is committed to providing member businesses with the information, advice, products and services they need to grow and stay competitive. Dan is passionate about the purpose-driven mission of the organisation, which aims to bring value to members, businesses, the economy and the overall community



ANDREW MCKELLAR

CEO – Australian Chamber of Commerce & Industry

Andrew McKellar is Chief Executive Officer of the Australian Chamber of Commerce and Industry (ACCI), representing employers across all sectors nationwide. He leads ACCI's advocacy for policies that drive innovation, investment, and competitiveness. Previously, he served as Secretary General for Mobility at the Fédération Internationale de l'Automobile in Paris, and as CEO of the Australian Trucking Association, Australian Automobile Association, and Federal Chamber of Automotive Industries. Earlier in his career, he held senior roles in the Australian Government Treasury.



DAN FARMER

CEO & Managing Director – Bioaction Pty Ltd

Dan is the CEO and Managing Director of Bioaction Pty Ltd. Dan's business experience spans from running startup companies, through to managing, and consulting for multi-million-dollar firms both private sector and not-for-profit. While Dan's career in operations, consulting and management has afforded him broad business experience, Dan has a high-level focus on Industrial Relations, Corporate Governance, and organisational change management. Dan holds board positions on some of the regions key stakeholder organisations, as an employer, and resident of the Central Coast.



MARK CHASE

Director of Business Operations – North Construction & Building

With over 25 years in the construction industry, Mark has delivered large-scale integrated developments and construction projects across Australia. As an Executive Director at North, Mark now performs all management and leadership responsibilities and functions associated with business development, pre-construction and procurement activities, and the general operations of the business; to support the delivery of projects and ensure the sustainable delivery of key business goals and priorities. Mark has been with the business since 2019 and is one of the shareholders.



DANNY ANDREWS

Procurement Operations Manager – Central Coast Council

Danny Andrews is a procurement leader at Central Coast Council, he is responsible for the implementation and ongoing effectiveness of the Council's procurement strategy, ensuring procurement practices are open, transparent, ethical and deliver value for money outcomes for the community. He has been instrumental in Council's efforts to reduce red tape, champion local suppliers, and ensure that regional companies have a fair chance to participate in major contracts. Danny advocates for strong partnerships between Council and the business community to drive regional economic growth.



DANIEL MACIAS

General Manager, Membership, Strategy & Partnerships – Business NSW

As General Manager of Membership, Partnerships, and Strategy at Business NSW, Daniel leads membership services for small to medium and midmarket businesses, the MyBusiness products suite, the commercial partnership program, and leads support for the 200+ local chambers and 20+ industry membership organisations in the Business NSW Alliance program. His teams work every day to ensure members receive tailored services, are able to benefit from cost efficiencies via commercial partnerships, and have access to the strategic insight and foresight necessary to boost their competitiveness.



EDAN SHELLEY

Head of Acquisition – Zembl

Edan Shelley is the Head of Acquisition at Zembl, a leader in energy procurement and advisory services for Australian businesses. His team specialises in navigating the complexities of the energy market and empowering businesses to make informed decisions, unlock value, and secure the best outcomes in a volatile energy landscape. In August alone, Edan and the Zembl team helped Australian businesses save more than \$1.8 million in estimated annual energy costs — a testament to Zembl's mission of driving measurable impact



DAN TEBBUTT

Business Development Manager – Enel X Australia

Dan Tebbutt is a senior member of the customer success team at Enel X Australia, helping local businesses secure new revenue through flexible demand. Born and raised on the Central Coast, Dan combines a 30-year career helping Australian companies take on the world in global business with a deep passion for energy transition. Dan works with NSW businesses to improve grid stability while reducing their own energy costs.



DARREN CLARKE

**Director of Regional Coordination Hunter, Central Coast & New England –
Energy Corporation of NSW**

Darren Clarke is an experienced executive specialising in environmental planning, business development, and client services. With a distinguished career in the energy/utilities industry and government, Darren consistently delivers excellent business outcomes through his leadership and ability to build effective relationships. Darren's significant background in law and environmental planning is complemented by a core focus on developing and empowering people, fostering a high-performance culture, and providing exceptional services to clients and customers



SIMON ELLIOT

General Manager, Insurance Advisernet

Simon has held roles within underwriting, claims and broking in both the Australian and London market in his 25 years in the industry. He holds various qualifications in accounting, finance and insurance and is passionate about professionalism, stability and culture within a successful business. Simon's current General Manager role sees him supporting over 200 insurance advisers allowing him to provide tangible experience-based insights into the current insurance landscape.



MICHELLE HARRISON

Segment Manager – icare

Michelle has extensive experience in workers compensation across claims management, risk management, relationship management and portfolio management. Michelle has worked in the Workers Compensation Industry for over 18 years, and during her career, has worked closely with a large range of stakeholders including employers, brokers and industry associations. Michelle works closely with key stakeholders to implement strategies and tools to improve return to work outcomes and to drive operational business efficiencies.



SIMON HARDIE

Partner – RSM Australia

Simon Hardie is a Partner in the Business Advisory division of RSM Australia and is based in our Gosford office. As an experienced Chartered Accountant and Self-Managed Super Fund Specialist advisor, Simon is well placed to advise a range of clients from family businesses to tech start-ups and everything in between. He is well known among clients and colleagues for his approachable nature and his progressive approach to solving complex business issues.



ANNA CRUCKSHANK

Managing Director - Aubrey Brown Lawyers

Anna Cruckshank is Managing Director of Aubrey Brown Lawyers and an Accredited Specialist in Business Law. Practising on the Central Coast for over 30 years, she is also a Public Notary and trained mediator. Anna advises businesses of all sizes across industries, with strong expertise in property and development. A graduate of the Australian Institute of Company Directors, she holds several board roles, including President of the Central Coast Regional Advisory Council with Business NSW, Central Coast Leadership Forum and is a member of the Central Coast UDIA Committee.



Contact

BUSINESS NSW CENTRAL COAST

Contact

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