



**COMMUNITY  
BUILDERS  
WORKSHOPS**

## 2026 AGENDA

**Enhancing Community & Business Prosperity through Experience, Storytelling, Fun and WOW Factor!**

9:00am - Registration, coffee and networking

9:30am - Workshop overview

- Introduction to key concepts and themes
- Discovery of the people and experience assets of the room

10:15am - Overview of the "Experience Economy" with examples of impact on community and business life

10:45am - Refreshments and conversations

11:20am - Application of the "Experience Economy" in the small manufacturing and artisan business sectors

12:00pm - The story of reinvention of communities across the globe through one "Giant" experience Idea

12:30pm - Lunch and conversations

1:20 pm - Creating Wow factor via storytelling and humour in reinventing community and business districts

2.00 pm - Tools and processes for treasure mapping community and local businesses

2.45 pm - Refreshments and conversations

3.00 pm - Open Space experience: "What I care about and who else also cares about it"

3.45 pm - Final questions, contributions and useful resources

4.00 pm - Workshop closure

*"If you are not having fun, you're doing it wrong"*

# WORKSHOP FACILITATOR

## Peter Kenyon OAM

Founder and Director, Bank of I.D.E.A.S, Perth Australia

Peter is motivated by the desire to help create caring, healthy, inclusive, connected and enterprising communities, where all residents feel 'they matter, belong and can contribute', and where communities discover and mobilize their strengths and transform themselves. Peter has had a background as a youth worker, teacher, tertiary lecturer, farmer, small business operator and senior public servant. His employment experiences have included Director of Employment in Western Australia, Manager of the Community Employment Development Unit in New Zealand, Coordinator of the Natal KwaZulu Job Creation and Enterprise Strategy in South Africa and international youth and employment adviser to 26 countries.



Through his organization, the Bank of I.D.E.A.S (Initiatives for the Development of Enterprising Action and Strategies), Peter has had over 35 years of experience working in the field of community and economic transformation. He has designed, implemented, tested and refined a variety of change and renewal methodologies in a wide range of local economies in Australia, New Zealand, South Africa, Asia, Pacific, Middle East and North America. Project work has been undertaken in 59 countries. Peter is especially passionate about small rural town reinvention and has worked with over 2000 rural communities seeking to spark their own ideas and invest themselves in building sustainable economic futures.

