



Economic Development  
Local Government Association  
of South Australia

# Future Towns, Future Cities

## The Great Debate III

*"Gaming improves community wellbeing  
& economic development... or are they space invaders?"*  
and Geospatial Gaming City and Streets Masterclass

**Wednesday 4 October 2017**

The Dome, Open State Venue, Victoria Square



**Open  
State**

**Program**

Register at [www.lga.sa.gov.au/gamingdebate](http://www.lga.sa.gov.au/gamingdebate)

The voice of local government.

# About the debaters

## Affirmative team



**Rebekha Sharkie MP**  
Federal Member for Mayo

Rebekha Sharkie is the Federal Member for Mayo, and NXT spokesperson for employment, agriculture and rural affairs, education, family and community services, housing and youth. She is also a member of various parliamentary committees including government procurement, education, employment and training, regional development and decentralization, and the Parliamentary Education Office. She lives in the Adelaide Hills with her family and grabs the chance to fish any time she can!



**Zac Fitz-Walter**  
Co-founder at Eat More Pixels

Dr. Zac Fitz-Walter is a design expert and gamification researcher who believes that we can learn a lot from video games. He takes the most popular games and unpacks them, looking at how they effectively align with motivational science and research. He uses gamification design techniques and principles to help make tasks more engaging and motivating. He's applied gamification to many different areas including training, education, health, wellbeing, business and HR.



**Paul Kitching**  
Development Manager,  
Fuller Brand + Communication

As an experienced media sales, business development professional Paul – or PK as he is best known – was previously with the Australian Traffic Network and prior with Rip It Up Publishing for nearly 20 years as both a Writer and the Advertising Sales Manager. As well as his role with FULLER, he volunteers on a number of boards and committees across business, charity and the local community. One of Adelaide's most well-connected networkers, PK finds balance through parkrun, trail running, road running... any form of running really! With one teen, one tween and one wife, PK and his family all love getting out to support their local community.

## Negative team



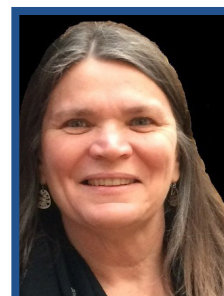
**Michael McKeown**  
Director, Jensen Plus

Michael is the Director of Jensen PLUS. He is a leading urban designer and planner, with wide experience across the development industry and public sector. Michael regularly prepares masterplans and designs for new communities, town centres, major infrastructure projects, residential developments, urban renewal schemes, public spaces and main streets.



**Stephen Yarwood**  
former Lord Mayor & Urban  
Futurist @ city2050

From 2010 to 2014 he was the Lord Mayor of Adelaide. His emphasis on collaboration with the private sector and State Government delivered many outcomes and saw Adelaide recognised internationally as an innovative destination by Lonely Planet, National Geographic and The New York Times. His expertise is in strategic planning, governance, smart cities, urban change and the transformation of city centres.



**Marg Edgecombe**  
Unit Manager Community Cultural  
Development, City of Marion

Marg Edgecombe is an artist and musician who has worked in the field of community cultural development for over twenty years through project work as a freelance practitioner and as a cultural development worker and manager in local government, currently with the City of Marion. She is committed to the role of culture as a means of personal and collective expression, social change, community cohesion and capacity building.

# Program

2.00pm Registrations open

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2.30pm Welcome

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2.40pm **Setting the scene**  
*Mark Withers*  
*Chief Executive Officer, City of Port Adelaide Enfield*

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**The Great Debate III**  
"Gaming improves community wellbeing and economic development ...or are they space invaders?"

**Affirmative team**

- Rebekha Sharkie MP, Federal Member for Mayo
- Zac Fitz-Walter, Co-founder at Eat More Pixels
- Paul Kitching, Development Manager, Fuller Brand + Communication

**Negative team**

- Michael McKeown, Director, Jensen Plus
  - Stephen Yarwood, former Adelaide Lord Mayor & Urban Futurist @ city2050
  - Marg Edgecombe, City of Marion
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3.45pm Afternoon tea / registrations open for Masterclass

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**Geospatial Gaming City & Streets Masterclass**  
*Zac Fitz-Walter, Co-founder at Eat More Pixels and Stephen Yarwood, former Adelaide Lord Mayor & Urban Futurist @ city2050*

4.00pm Zac and Stephen will inspire councils (and other stakeholders) to plan pro-actively to harness community wellbeing and economic development opportunities from Geospatial Gaming, and in turn minimise risks, for their local businesses and communities. They will help identify key opportunities to mobilise council infrastructure and community action when a geospatial game and their community inundate the streets of your city.

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5.00pm Close

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For more information visit [www.lga.sa.gov.au/gamingdebate](http://www.lga.sa.gov.au/gamingdebate)

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**For more information please go to**

[www.lga.sa.gov.au/gamingdebate](http://www.lga.sa.gov.au/gamingdebate)

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[rebecca.wake@lga.sa.gov.au](mailto:rebecca.wake@lga.sa.gov.au)