



The Training and Development Programme

About the Programme

This comprehensive Economic Development Professional Programme equips practitioners with the knowledge, skills, and tools needed to drive economic growth and prosperity in their communities. The programme covers eight core domains, from foundational concepts to advanced management practices.

Programme Structure

The programme is delivered in two phases, with carefully sequenced content building from fundamental concepts to advanced applications:

Phase	Launch Date	Video Content
Phase 1	December 1, 2025	<p>14.5 hours of teaching videos</p> <p>Assignment workbooks</p> <p>Workflow and professional templates for applying to local territory or organisation</p> <p>Membership Tiers Added: Explorer (free); Navigator; Founder (first 20 navigator subs get big discounts and lifetime discounted membership)</p>
Phase 2	May 1, 2026	<p>22 hours of teaching videos (cumulative)</p> <p>Assignment workbooks</p> <p>Workflow and professional templates for applying to local territory or organisation</p> <p>Begin launching Masterclasses – separate paid for intensive courses (4-5 hours with live support) on specialist subjects.</p> <p>Membership Tiers Added: Practitioner</p>
Phase 3	November 2026	<p>Personal development programme. A training, development and coaching programme that helps to build confidence, decision making, assertiveness and include tools for dealing with challenging situations, stakeholders and improving public speaking, chairing, facilitation and communication skills.</p> <p>Membership Tiers Added: Expert Coached Tier – access to all resources plus intensive 1 to 1 coaching time.</p>

Overview of Availability and Paywalls

Currently there are two main paywalls that will be launched in 2025

- **Explorer** – a free membership plan with access to the Foundation course – a 2.5 hour long introductory video course, and limited access to chatrooms and live events. *Targeted at people new to local and regional economic development.*
- **Navigator** – a paid membership plan with access to the Foundation Course (2.5hrs) plus the Executive Track course series (12 hours in 2025; 18 hours by May 2026). *Targeted at economic development executives with 0-5 years experience.*

Later in 2026, the following memberships will be launched:

- **Practitioner** – Everything in Navigator, plus quarterly VIP roundtables, discounted access to Masterclasses, Monthly drop-in / office hours; voting rights on content priorities, access to live cohort lessons for Navigator content *Targeted at mid-career professionals with 3-10 years' of experience.*
- **Expert** – Everything in Practitioner, plus Everything in Practitioner, plus 1-to-1 mentoring (6 hours/year), Exclusive cohort (max 20 members nationally), Monthly group coaching calls, Annual 360° professional, development review, Showcase opportunities (podcasts, articles, webinars), Fast-track certification pathway, Strategic career planning session
- **Team** – package for up to 5 memberships up to Practitioner level
- **Authority** – package for up to 15 total memberships up to Practitioner level

The full membership specs and pricing will be published on launch.

Course Content Overview



1. Foundation

Essential concepts and frameworks for economic development practice. Aimed at users with no or little experience.

There are 17 lessons of 5-20 minutes each:

1. Rationale for Local and Regional Economic Development
2. Overview of themes and functions
3. Understanding economics and economic trends
4. Megatrends
5. Theory of Economic Development
6. Policy
7. Strategy
8. Intelligence & insight
9. Industrial development & clusters
10. Enterprise & entrepreneurship
11. Inward investment / FDI
12. Labour markets
13. Education & skills
14. Economic Participation, Employability and Unemployment
15. Poverty & inequality
16. Place & infrastructure
17. Low carbon, climate change & sustainability



1. Introduction to Local and Regional Economic Development

Phase 1 Modules (from Dec 25):

- Rationale for Economic Development
- Overview of Themes and Functions
- Megatrends

Phase 2 Modules (from May 26):

- Local Economies as Systems
- How Other Public Policy Issues Relate to Local Economic Development



2. Policy, Strategy and Intelligence

Develop robust economic policies and strategies informed by data-driven insights.

Phase 1 Modules (from Dec 25):

- Essential Economics for Economic Developers
- Policy
- Strategy
- Intelligence & Insight

Phase 2 Modules (from May 26):

- Theory of Economic Development
- Data Handling, Analysis and Interpretation



3. Enterprise, Industry and Innovation

Support business growth, cluster development, and foster innovation ecosystems.

Phase 1 Modules (from Dec 25):

- Industrial Development & Clusters
- Enterprise & Entrepreneurship
- Innovation
- Inward Investment / FDI

Phase 2 Modules (from May 26):

- Creative & Cultural Industries



4. Employment and Skills

Address labour market challenges and develop skills strategies for economic growth.

Phase 1 Modules (from Dec 25):

- Labour Markets
- Education & Skills
- Economic Participation, Employability and Unemployment



5. Inclusion

Build inclusive economies that reduce poverty and create shared prosperity.

Phase 1 Modules (from Dec 25):

- Poverty & Inequality

Phase 2 Modules (from May 26):

- Social Enterprise
- Community Wealth Building
- Alternative Economic Models



6. Place

Leverage place-based strategies for different geographic contexts.

Phase 1 Modules (from Dec 25):

- Place & Infrastructure

Phase 2 Modules (from May 26):

- Urban
- Rural
- Coastal
- Lagging Regions
- Overheating Regions



7. Climate and Sustainability

Drive the transition to low-carbon, sustainable economies.

Phase 1 Modules (from Dec 25):

- Low Carbon, Climate Change & Sustainability

Phase 2 Modules (from May 26):

- Green Strategy
- Green FDI
- Green Enterprise
- Green Skills
- Green Place and Infrastructure



8. Management and Practice

Master the practical skills needed to lead economic development initiatives.

Phase 1 Modules (from Dec 25):

- Set Clear Objectives
- Create Winning Ideas and Develop Projects
- Write a Board or Committee Paper

Phase 2 Modules (from May 26):

- Communication, Political and Media Skills
- Report Writing
- Organising for Economic Development
- Stakeholder Management
- Advocacy and Influencing
- Funding Policy and Landscape
- Introduction to Project Management
- Introduction to Green Book Business Case
- Introduction to Setting Targets

What's Included

Each course component includes comprehensive resources to support your learning:

Teaching Videos

High-quality video lectures covering all course topics

Slide Decks

Comprehensive presentation slides for reference and review

Briefings

Concise summaries of key concepts and takeaways

Assignments

Practical exercises to apply learning to real-world situations

Executive Workbooks

Strategic planning tools and frameworks for immediate implementation

Additional Resources

Supplementary guides, templates, and reading materials

Programme Highlights

- **Comprehensive Coverage:** Eight core domains covering all aspects of economic development
- **Progressive Learning:** Phased delivery building from foundational to advanced concepts
- **Practical Focus:** Real-world applications with assignments and executive workbooks
- **Expert-Led:** Content developed by leading economic development professionals
- **Flexible Learning:** Self-paced online format accessible anytime, anywhere
- **Rich Resources:** Complete suite of materials for every module

Enrolment Information

The Economic Development Professional Programme provides the knowledge and skills needed to excel in economic development practice. Whether you're new to the field or an experienced practitioner, this comprehensive programme will enhance your capability to drive economic growth and create prosperous, inclusive communities.

Phase 1 launches December 1, 2025

Phase 2 launches May 1, 2026

Phase 3 launches November 2026

