

Danny Gresham - Community Economic Development Associates - CEDA - Ltd



I have a passion for the Community Economic Development sector. I have been involved in the development of businesses from initial idea to the market place, management of organisations and staff and strategic and project planning. To achieve an integrated approach to development I have worked on the coordination of Community activity with Local and Central Government, Economic Development Agencies, Business Networks and Tourism organisations.

Since 2005 I have been self employed with my own company – Community Economic Development Associates. In the past two years I have focused on my home area of Geraldine as the District is facing major development - growth issues – water, electricity, zoning, attraction of low impact businesses, retention of pristine environment, balance for the dairy boom etc.

To establish a level of financial independence and create time to invest in development issues outside the clutches of the funding quicksand I purchased Geraldine Fish Supply.

I am a member of Geraldine Community Board with involvement in Go Geraldine the Local Development Group, Te Moana / Downs Water committee and the Geraldine Community Resource Centre.

Geraldine Community leaders have established “Positive Futures” to implement positive and practical Community action to deal with the recession. We are currently active in developing a Community strategy related to the District Plan but focused on specific opportunities

Previous experience includes 1982 – 1992 with the YMCA developing and operating a wide range of employment training and community enterprise initiatives.

1992 – 2005 as a Senior Field Advisor with the Department of Labour - Community Employment Group (CEG) working on a wide variety of community enterprise projects, involving the development of numerous strategies, initiatives, funding and sponsorship.