Final Report

2006 Australian Innovation Festival

Festival focus: 4Cs of Innovation

Creativity, Connections, Collaboration & Commercialisation

CONTENTS

1.　SUMMARY

The 2006 Australian Innovation Festival provided a national showcase of the best that Australia can offer. Our purpose is very much to provide a range of exciting and relevant events that will inspire many more people to become involved with innovation and entrepreneurship.

The festival's theme **'Innovation and You'** was very much about taking innovative approaches to everyday problems, creating new solutions and using new ideas to change and improve old ways of doing things. Innovation can be defined as "a process that transfers ideas through business activity into saleable goods, processes and service". In line with this theme, there was a specific focus on the 4 C's of innovation – **Creativity, Connections, Collaboration and Commercialisation**.

After five years, this Festival is now recognised as the major national platform to celebrate, promote and enhance the value of Australia's innovation and entrepreneurial endeavours.

Summary statistics of the 2006 Festival are as follows:

Australian Innovation Festival		2006
Events:	Australian Capital Territory	20
	New South Wales	95
	Northern Territory	27
	Queensland	74
	South Australia	54
	Tasmania	23
	Victoria	136
	Western Australia	89
	TOTAL	**518**
Attendance:	Total event attendance　　　　- Australia	367,881 people
Website Visits:	Festival website　　　　- April - May 2006	8,292 visits
	- April - May 2006	207,608 hits
Media Coverage:	Print media Items　　　　- Australia	225 items
	Print coverage reach　　　　- Australia	plus 10 million people
	Electronic items　　　　- Australia	165 items
	Electronic duration　　　　- Australia	14:28:56 hours

The 2006 Australian Innovation Festival again exceeded its marketing targets, in terms of events held, and the total number of Festival attendees. There were 518 registered events and almost 370,000 participants, which was slightly less in number than the previous year. Media coverage (print and broadcast) was comparable, although website hits and electronic duration doubled this year compared to the 2005 Festival.

This year's Festival engaged the private sector more than ever, in part to compensate for the end of the four year subsidy support from the Federal Department of Industry, Tourism & Resources. There was a substantial increase in support from NATIONAL Industry and Educational Associations as well as Federal government agencies, including the Australian Broadcasting Corporation, AusIndustry, Austrade, IP Australia and CSIRO.

Major highlights included the various State and Territory launches, which were held to coincide with World IP Day (26th April 2006). The National launch was hosted by the ABC at their Sydney Ultimo Studios on 21st April 2006 to also coincide with the release of *The Australian's* festival program.

Both the Festival Advisory Council and the Festival Secretariat look forward to working with event organisers, associated festivals, leading industry and educational groups, principal sponsors, media partners, Australian federal, state and territory governments and other supporters – to ensure that the success of the 2006 Festival is repeated next year.

2.   FESTIVAL OBJECTIVES

The Australian Innovation Festival was established as a private sector not-for-profit initiative to celebrate the best of Australian and international innovation. Its mission is to increase public awareness of the importance of innovation and entrepreneurship through an emphasis on the three pillars of future economic growth – excellence in research, development and commercialisation.

There are five major objectives, which determine the future directions of the Festival, namely:

1. *Demonstrate the value of research, development and commercialisation.*
2. *Profile Australia's intellectual capital.*
3. *Reinforce the innovation and entrepreneurial process, from idea to market.*
4. *Facilitate networking between innovators and investors.*
5. *Collaborate nationally and with each Australian state & territory.*

The Secretariat's role is to build and co-ordinate the event program and nationally market the Festival. Each event is hosted, marketed and funded by organisations with an innovation focus.

Festival Coordination
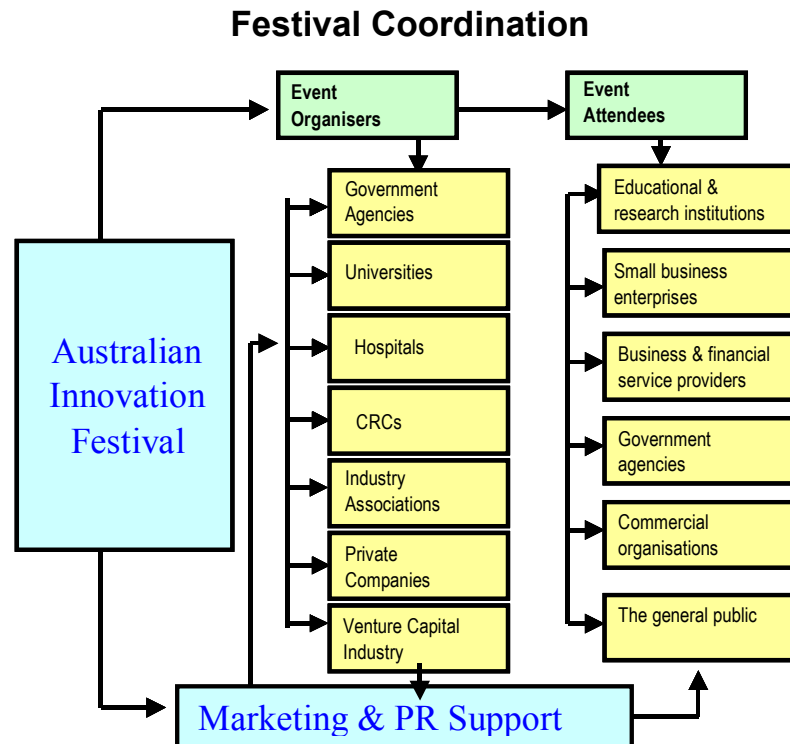
There were 200 events in the inaugural **2002 Festival** – 157 capital city & 43 regional events. Over 76,200 people attended and print coverage alone reached 7.5 million people.

The **2003 Festival** attracted 334 events including over 120 regional events and more than 150,000 people attended festival events.

There were 243,000 participants and 502 registered events in the **2004 Festival** program, which also included over 200 events in country and regional Australia.

The **2005 Festival** included 724 registered events and 400,000 people attended these events. A major highlight was the large increase in associated festivals.

This **2006 Festival** included 518 events and almost 370,000 participants. The major highlight was increased support from the private sector, including national Industry & educational associations.

3. OVERVIEW

The Australian Innovation Festival started five years ago under the auspices of the Federal government's Backing Australia Ability initiative and very much remains a collaborative venture between the many private and pubic sector organisations.

The 2006 Festival celebrated our fifth anniversary. We are again appreciative of the continued support from federal, state and territory governments and agencies, as well as leading national industry and educational organisations, Australian universities and TAFE colleges and the many hundreds of event organisers that have a genuine passion for promoting and building Australia's innovation and entrepreneurship.

Since its conception in 2002, the Australian Innovation Festival has increased in size and range with virtually every major town and city throughout Australia included in the celebrations. The Festival aims to inspire a culture of innovation in all Australians. The 2006 Festival featured over 500 events and included every major Australian industry from finance and biotechnology to tourism and the creative arts. Each event in fact highlighted aspects of the festival's festival on the 4C's of Innovation: Creativity, Connections, Collaboration and Commercialisation.

What determines innovation success? We often hear that Australians are innately inventive, but hopeless at commercialising our inventions. Or that all our best ideas end up overseas. Or that we don't spend enough on research and development. Or that all our best scientists go offshore, leaving Australia the victim of a 'brain drain'. Or that we don't manufacture enough, and that wealth creation still relies excessively on agriculture and mining.

This widespread perception is not reality. Australians have a rich innovative history and an entrepreneurial spirit that is comparable to the best in the world. This year, there were again many examples to show that this proud tradition is alive and prospering. It is with this overriding goal that the Australian Innovation Festival was established to showcase and promote these innovative and entrepreneurial abilities.

Once again, the festival website (www.ausinnovation.org) was improved with additional features.
The festival program was produced by The Australian newspaper and released to coincide with the National / NSW Launch on 21st April at ABC Ultimo studios in Sydney.

3.1 National Coordination

As has happened each year since 2002, the Festival Secretariat started the process by bringing together previous event organisers as well as interested groups including universities, TAFE and educational institutions, national and state industry associations, regional councils, potential associated festivals and federal, state and territory government departments and agencies.

The Australian Innovation Festival performs a key role in '**value adding**' a greater awareness of the importance of innovation and entrepreneurship. In this regard, the most important determinant of the festival's success is the level of support, commitment and engagement from existing event organisers.
The Secretariat undertakes a "principal driver" role by starting the organisational process for each year's festival. This involves encouraging event organisers and participants to develop networking linkages. In most Australian States and Territories, the Secretariat performs the key position of local festival coordinator. This responsibility extends to identifying suitable collaborators, providing advice and guidance, helping to develop each new or modified event, assisting with aspects of event management and promotion, and working closely with each and every government liaison officer.

The major priority for the Festival continues to be that of seeking ways to maximise benefits for event organisers, through increased attendances, media coverage and networking and sponsorship opportunities.

The following initiatives were developed this year to assist in achieving this priority:

Continuing support in regional & country Australia

More than half of the 518 events this year were in country Australia this year. A major reason for this success is the large number of associated regional innovation festivals (indicated in BLUE on the next table):

Associated Innovation Festivals	2002	2003	2004	2005	2006
Illawarra Innovation Showcase	▯	▯	▯	▯	▯
ICAN -Canberra's ideas & innovation festival	▯	▯	▯	▯	▯
Gold Coast Innovation Festival		▯	▯	▯	▯
Gippsland Innovation Festival		▯	▯	▯	▯
Limestone Coast Innovation Festival			▯	▯	▯
Alice Springs Desert Knowledge Festival			▯	▯	▯
Swinburne Innovation Festival			▯	▯	
SKI (Science, Knowledge Innovation) Cairns			▯	▯	▯
North West Expo (Broome)				▯	▯
Northern Melbourne Innovation Festival				▯	
Belmont WA Designedge Innovation Festival				▯	▯
Monash University Innovation Festival				▯	▯
Wagga Wagga Biotechnology Festival				▯	▯
Ballarat Regional Festival				▯	▯
Narrabri Innovation Festival				▯	▯
AGIdeas Festival					▯

Additional national industry participation

There were over 120 national associations directly involved in organising events for the 2006 Australian Innovation Festival (compared with 90 last year).

Increased features with the Festival website

The 2006 Australian Innovation Festival website was further developed by The Eclipse Group. Improvements included an online registration form designed to allow event holders to register their events online, a first for the Australian Innovation Festival. A splitter page was added to the site to clearly separate the Australian Innovation Festival and Adair Innovation's other initiatives.

The following analysis shows website audience figures during the two prime Festival months.

www.ausinnovation.org						
	Daily Average			Monthly Average		
Month	**Visits**	**Pages**	**Hits**	**Visits**	**Pages**	**Hits**
Apr-May 2006	277	1649	6920	8292	49470	207,608

The Festival Secretariat wishes to acknowledge the following Festival Advisory Council members:

Festival Advisory Council	
Tricia Berman	General Manager, Innovation Group, Federal Department of Industry, Tourism & Resources
Grahame Cook	Deputy Secretary, Federal Department of Education, Science and Training
Peter Westfield	Director, Adair Innovation & Chair, Australian Innovation Festival
David Hanna	Deputy Secretary, Victorian Department of Innovation, Industry and Regional Development
Peter Laver	Chair, Victorian Learning and employment Skills commission
Ian Cox	Director, Office of Business & Tourism, ACT Government
Mary-Anne Waldren	Executive Director, Australian Science Festival Limited (ACT)
Brian Anker	Exec. GM, Innovation & Emerging Industries, QLD Dept. State Development & Innovation
Wendy Spencer	Assistant General Manager, Innovation, Tasmanian Department of Economic Development
Dr. Rachel Lucas	Director, Office of Innovation, Government of South Australia
Roy Chapman	General Manager, Innovation & Emerging Industries, WA Dept. of Industry & Resources
Larry Bannister	Director, Knowledge & Innovation, NT Office of Territory Development
Michael O'Sullivan	Executive Director, Industry, NSW Dept. State and Regional Development
Peter Petersen	General Manager, Illawarra Development Board
Richard Hancock	Chief Executive Officer, Ballarat City Council
Jim Fountain	Economic Development Manager, Gold Coast Innovation
Tracy Scott-Rimington	Manager, Cluster Program , City of Cairns
Tracey Lonergan	Director Finance, the Commercial Response unit, Wagga
Chris Buckingham	General Manager, Gippsland Tourism Authority

Another key group are the following State, Territory and Associated Festival coordinators:

State, Territory & Associated Festival Coordinators / Government Liaison Officers	
Maryanne Honeyman	Project Coordinator, ICAN Festival (ACT)
Fiona Barbagallo	Project Officer, QLD Dept. of State Development & Innovation
Julie Donkin	Project Officer, Gold Coast Innovation Festival (QLD)
Maria Kalamboyas	Senior Project Officer, SA Dept. of Further Education, Employment, Science and Technology
Penny Griffin	Manager, WA Innovation Centre (Bentley)
Faye Schmidt	Manager, Centre for Innovation, VIC Dept of Innovation, Industry & Regional Development
Christine Lane	Project Officer, Technology and Innovation, TAS Dept. of Economic Development
Janice Warren	Project Officer, NT Office of Territory Development
Bronte Price	Director, Innovation and Technology, NSW Dept. of State and Regional Development
Deborah Desantis	Coordinator, Illawarra Innovation Showcase (NSW)
Mikaela Power	Coordinator, Gippsland Innovation Festival (VIC)

4. FESTIVAL PROGRAM

4.1 Launches

National / New South Wales Launch
140 people attended this event at Studio 1, ABC Ultimo Centre in Sydney. This launch was hosted by James O'Loghlin, ABC's 'New Inventors' and other guests included Senator Helen Coonan, Federal Minister for Communications: David Campbell, NSW minister for Small Business and Regional Development; and Dr. Ian Heath, Director General IP Australia and .
Friday, 21 April 2006.

Australian Capital Territory
The ICAN festival in conjunction with IP Australia was held on World IP Day with inventor, broadcaster and panellist on the ABC TV's The New Inventors, Christine Kininmonth, as she put three Canberra based businesses in the hot seat.
Wednesday, 26 April 2006.

Northern Territory
The Top End Innovation Festival launch was hosted by the NT Dept. of Business, Economic and Regional Development. This morning tea event included the official announcement of finalists in the NT Research and Innovation Awards by the Chief Minister Claire Martin.
Wednesday, 26 April 2006.

South Australia
The SA Dept of Further Education Employment, Science and Technology hosted this event and invited leading business people to the SA launch at the National Wine Centre in Adelaide.
Thursday, 27 April 2006.

Queensland
This year, the QLD launch was held at the Sunshine Coast TAFE College. Speakers included Roger La Salle, Director of INNOVIC; Hon. Peter Slipper MP for the Federal Government; and Dr. John Kapeleris, Director, Australian Institute for Commercialisation.
Wednesday, 26 April 2006.

Victoria
Over 120 guests attended the Victorian Launch at BMW Edge, Federation Square Melbourne. Speakers included Giam Swiegers, DEO Deloitte Australia; David Miles, Chair National Innovation Council; David Hanna, CEO, Victorian Innovation Economy Board; and Councillor Fiona Snedden, Chair Business and International Relations, City of Melbourne.
Wednesday, 26 April 2006.

Western Australia
This year's launch was held at Council House and hosted by the City of Perth. Invited speakers included Fran Logan, WA Minister for Innovation; Councillor Max Kay, City of Perth, Peter Westfield, Chair Australian Innovation Festival; and Carol Hanlon, chair WA Designedge Festival at Belmont.
Wednesday, 26 April 2006.

Tasmania
The TAS Dept. of Economic Development hosted the Tasmanian Festival launch at Hydro Tasmania's Hands On Energy Discovery Centre in Hobart.
Wednesday, 26 April 2006.

4.2   Selected Highlights

The 2006 Festival focus on **Creativity, Connections, Collaboration and Commercialisation**, helped to succinctly demonstrate the innovation process, from creativity and idea generation to business outcomes and future growth.

In supporting this year's Festival, the Prime Minister, **the Hon. John Howard** commented "the Australian Innovation Festival highlights to business, particularly SMEs, the importance of applying new technologies and innovation. Adapting to change and embracing innovation can continue to drive economic growth and international competitiveness."

The Festival is endorsed and supported by federal, state and territory governments and is increasingly recognised as the major national platform to celebrate, promote and enhance the value of Australia's innovation and entrepreneurial endeavours.

These selected event highlights were randomly selected from this year's 518 Festival program:

Canberra - Australia's Creative Economy
Featuring the UK's Kate Oakley, an expert on the knowledge economy and the creative industries.

Innovation Splash 2006
University of Technology Sydney presentations on innovative collaborations, alliances & networks.

Photo Imaging World Show
The latest digital technology at the Sydney Convention and Exhibition Centre

Hot Tables
Melbourne, Sydney and Brisbane network events by Australian Businesswomen's Network

Producing Multi-Platform Television
The latest in a series of forums by the Australian Film Television and Radio School in Sydney

Northern Territory Research and Innovation Awards
Recognising excellence and creativity in public and private sector researchers and innovators.

Innovative Creative Performance - Illawarra Innovation Showcase
An innovative musical performance using mobile phones by the University of Wollongong

Launch of Invest Northern Rivers Technology and Innovation Awards
Inaugural launch to support innovative technology being developed by local people in the region.

QLD Centre for Creative Industries and Innovation
A forum featuring Prof. Toby Miller on the international games industry, media and public policy

Top Design at Melbourne Museum
An exhibition by VCE students in Media, Design, Technology, Systems and Visual Communication

Australian Synchrotron Exhibition - Monash University
From developing absorbent nappies to designing drugs with the newest tool for industry innovation.

i-expo 2006 Next Big Thing Award Finalists
A showcase of the latest Australian innovations - finalists of INNOVIC's 2006 Next Big Thing Award.

Making It Big - Ballarat Innovation Festival
Cocktail Party and seminar featuring Academy Award winning animator, Adam Elliot.

AGIdeas International Design Week
Presenting a series of events that inspire, provoke, challenge and motivate excellence in design.

4.3   State and Territory Programs

This year included substantial numbers of events and attendees in every State and Territory. There were 14 associated festivals including the Desert Knowledge Cross Border festival and extensive non-metropolitan participation supported by local communities, broadcasters and country media.

Australian Capital Territory

The ACT festival program featured 20 events, with ICAN – Canberra's ideas and innovation festival - the signature program in the nation's capital. **The Hon. Jon Stanhope**, Chief Minister, ACT Government indicated, "Festivals like this one are essential links in the nation's innovation chain. They help put "ideas people" in touch with the people who have the skills, and resources, to turn their ideas into new products – products which we may one day take for granted".

Selected events for ICAN 2006 included Canberra's Growth Business with David Koch; Australian Institute of Management's 'For Corporate Survival – Innovation is not Optional"; Creating a Centenary of Innovation at Old Parliament House; and Mastering the Creative Habit with Epicorp.

New South Wales

New South Wales featured 95 events with associated festivals in Illawarra, Narrabri and Wagga Wagga, being major focuses of the state program. The New South Wales Premier, **the Hon. Morris Iemma** commented, "the Australian Innovation Festival is a great idea because innovation and productivity are profoundly important to Australia's economic success".

Major events featured this year included the University of Newcastle's 360 Degrees of Innovation program in building competitive advantage for increased profits; Trans Tasman Business Circle's Emerging Leaders series program; the Illawarra Showcase event on Innovative Business Solutions for efficient use of energy and resources; Ironfest in Lithgow celebrating current and traditional uses of iron and steel; and the annual Mercedes Australian Fashion Week.

Northern Territory

There was an extensive festival program with 27 events in the Territory including two associated festivals: the Alice Springs Innovation Festival and The Desert Knowledge Cross Border Festival. **The Hon. Clare Martin**, Northern Territory Chief Minister commented that "the sheer size of the Northern Territory combined with our geographically dispersed population means we have to go about our business in smarter and more innovative ways. We've learnt to live and work in desert and tropical environments and the result has been a valuable reservoir of knowledge."

Selected events this year include the Desert SMART Gardens open day in Alice Springs; the DKA Cross Border network link up; the 2B Pencil opening; the Indigenous Enterprise and Training Product launch; and Charles Darwin University's Prepare for Impact symposium series.

Queensland

The Queensland program included 74 events across the State from Cairns to the Gold Coast and from Bundaberg to Brisbane. The Premier, **the Hon. Peter Beattie** expressed the view that "If we don't innovate we stagnate. The Government's vision is of a state where knowledge, creativity and innovation drive economic growth to improve prosperity and quality of life for all Queenslanders".

There are two associated festivals in Queensland including the SKI (Science, Knowledge and Innovation) Cairns and the Gold Coast Innovation Festival. Selected events included the World IP Day showcase with IP Australia and AIC; Gourmet Experience and Science on Saturday on the Gold Coast; Speed Consulting for Innovative Entrepreneurs in Mt Isa; and Brisbane events including Corporate Sustainability at University of Queensland, Fresh Innovators and a Robotics Presentation with Engineers Australia.

South Australia

South Australia this year featured 54 events with a major focus being the Limestone Coast Innovation Festival, which incorporates the towns of Elizabeth, Naracoorte, Mount Gambier, Kingston and Mundulla. The Premier, **the Hon. Mike Rann** commented, "In South Australia, we aim to make innovation central to everything we do, because our future as a competitive economy and a strong community is in applying higher and higher levels of knowledge and skill to economic development."

Selected events occurring as part of the South Australian Festival program included the Tall Poppy Innovation Festival Debate; AuSAE 2006 national conference; Innovation in Land and Water as part of the Limestone Coast program; ASMR Rural Schools Week; the Playford Capital Breakfast Seminar; and CSIRO's Innovation and Preventative Health – an Economic Imperative seminar.

Tasmania

The Tasmanian program included 23 events throughout the Island State, from Burnie, Devonport and Launceston in the north to Hobart in the South. **The Hon. Paul Lennon**, Premier of Tasmania, commented, "There's something special about islands. What we lack in size, we make up for with energy, enthusiasm and a new sense of can-do confidence in our ability to compete with the world's best. We've learnt that island isolation gives us advantages that other communities can only dream of. Check Tasmania out and see what we have to offer."

A major highlight each year is AGFEST, one of the largest agricultural and rural technology festivals in Australia. Other selected events included "Beetling about the bush" by Forestry Tasmania; Beneath the Surface forum by Arts Tasmania; and a major medical imaging conference by the Australian Institute of Radiography.

Victoria

The Victorian program featured 136events, which covered all aspects of innovation with substantial programs in metropolitan, country and regional areas. In support, the Victorian Premier, **the Hon. Steve Bracks** indicated, "We live in a world where innovation is recognised as an important driver of economic growth. A world where creative and innovative ideas can translate into economic, social and environmental benefits for our communities. That is why events such as the Australian Innovation Festival are welcome on the innovation agenda."

Selected events occurring as part of the Victorian Festival program included the ATSE Clunies Ross Awards; the Geelong Biotechnology Excellence event by the BioMelbourne Network; the 2006 next Big Thing Awards by INNOVIC; the former Prime Minister the Hon. Paul Keating address in Ballarat; the Leadership Mystique forum at the Melbourne Exhibition and Convention Centre; ENVIRO 2006; Gippsland Business Awards; and the AGIdeas Advantage business event.

This year, there were four associated innovation festivals; the Gippsland Innovation Festival, the Ballarat Innovation Festival, Monash University Innovation Festival and AGIdeas in Melbourne

Western Australia

The WA program included 89 events throughout the State, from Broome, Geraldton, Margaret River, Albany and Fremantle to the inner and outer suburbs of Perth. The Premier, **the Hon. Alan Carpenter** commented, "The Western Australian Government recognises the important role that innovation can play in expanding the State's economic base. Activities such as the Australian Innovation Festival complement Western Australia's innovative initiatives."

As well as two associated innovation festivals (North West Expo in Broome and the Designedge Festival) selected events included the Creative Women in Regional and Isolated Australia event in Belmont; The Problem with Science forum with the University of WA; Innovating for Change with 8M Media and Communications; No Sour Grapes with the WA Department of Agriculture and Food; and the Commercialisation Boot Camp with AIC in Perth.

5. NATIONAL PARTNERS

This list of National Partners and Supporters for the 2006 Australian Innovation Festival includes principal and associate partners, Federal, State and Territory governments and 120 national industry and educational associations:

Principal and Associate Partners

Dept. of Industry Tourism& Resources	Australia Post	Deloitte	Innovation Xchange Network
The Australian newspaper	Media Monitors	AusIndustry	IP Australia
Australian Broadcasting Corporation	Rankin Design	Adair Innovation	National Press Club
Enterprise Adelaide	CSIRO Melbourne Airport	City of Perth	City of Adelaide
Federation Square	INNOVIC	City of Melbourne	WA Technology Park, Bentley
Australian Technology Park	Brisbane City Council	Cerebrum	Powerhouse Museum
Australian Design Awards	ANTHILL magazine	Brown Brothers	Westpac

State and Territory Governments

ACT Chief Ministers Dept.	NSW DSRD	VIC DIIRD	QLD State Development
TAS Economic Development	NT Chief Ministers Dept.	WA DOIR	SA Economic Development

Associated Festivals

ICAN (Innovation Canberra)	Gold Coast Innovation	Belmont Designedge	Illawarra Innovation Showcase
Gippsland Innovation Festival	SKI Cairns Festival	AGIdeas Week	Alice Springs Desert Knowledge
Wagga Wagga Biotechnology Festival	Narrabri Innovation	Ballarat Innovation	Monash Innovation Festival
Limestone Coast Innovation, Mt. Gambier	Gold Coast Innovation	NW Expo, Broome	

National Industry and Educational Associations

Australian Industry Group	ACCI	British Council	Agribusiness Assoc. of Australia
Institution of Engineers, Australia	Ausbiotech	ATUG	Australian Technology Network
Australian Institute for Commercialisation	CEDA	AITD	Business Council of Australia
Australian Vice-Chancellors Committee	ACS	AMI	AIPS - Tall Poppy Campaign
Australian Academy of the Humanities	AVCAL	AIIA	Industry Capability Network
European Australia Business Council	FASTS	RAIA	Aust. Science Communicators
Innovative Research Universities Aust.	SEA Australia	AVCAL	Young Achievement Australia
Business Excellence Network	EABC	ANZBC	Professional Teachers Assoc.
Society of Manufacturing Engineers	AMCHAM	AHRI	ANZA Technology Network
Australian Academy of Social Sciences	KCA	AIMIA	Aerosol Association of Australia
Australian India Chamber of Commerce	AATS&E	AEEMA	Aust. National Schools Network
Institute of Chartered Accountants Australia	Standards Australia	AGDA	Alternative Technology Assoc.
Australian Institute of Company Directors	FINSIA	GS1 Australia	Family Business Australia
Institute of Public Administration Australia	CPA Australia	AIA	Electronics Industry Association
Meetings Industry Association of Australia	BEC Australia	AIM	TIE - The Innovators Experience
Australia Israel Chamber of Commerce	Group of Eight Limited	ARMS	Australian Institute of Export
Aust. British Chamber of Commerce	AMTIL	ASX Australia	Aust. Businesswomen's Network
Technology Parks & Incubators Association	ATP Innovations	Design Foundation	Australian American Association
Society of Manufacturing Engineers	The Warren Centre	MBA Australia	Inventors Association of Australia
Swiss Aust. Chamber of Commerce	Fresh Innovators	ASFA Limited	National Farmers Federation
Australian Science Teachers Association	AIMM	ACBC	Design Institute of Australia
Hong Kong Australia Business Association	ASET	ABW	Australian Davos Connection
Assoc. of Manufacturing Excellence	Australian Water Assoc.	Global Foundation	Trans Tasman Business Circle
Royal Australian College of Surgeons	ACMI	SPAA	Aust. Academy of Science
Australian Singapore Chamber of Commerce	Aust. Wireless Assoc.	IFSA	CRC Association
Business Higher Education Roundtable	CAE Australia	CeBIT	IP Research Institute of Australia
Irish Australian Chamber of Commerce	YEO	FEAST	Business Educators Australasia
French Australian Chamber of Commerce	Curriculum Corporation	GDAA	German Aust Chamber of Industry
Italian Aust. Chamber of Commerce & Industry	Science Industry Aust.	Museums Australia	Australian Business Foundation
Small Enterprise Association of Australia	AFMA	AMIRA International	TAFE Directors Association

Federal Government Departments and Agencies

Australian Business Arts Foundation	AusIndustry	CSIRO	Australian Research Council
Dept. Agriculture, Fisheries and Forestry	Invest Australia	IP Australia	Dept. Foreign Affairs & Trade
Aust. Film, Television & Radio School	Austrade	Questacon	National ICT Australia
Dept. of Education, Science & Training	ANSTO	Australia Museum	Australian Technology Showcase
Dept. of Industry, Tourism and Resources	Desert Knowledge Aust.	ABS	Biotechnology Australia
Rural Industries Research & Development Corp.	NH&MRC	IR&D Board	Aust. Broadcasting Corporation
Dept. Communications, IT & the Arts	CRC Program	AXISS Australia	Australian Sports Commission

6. MARKETING STRATEGY

There was again an extensive range of marketing activities undertaken by the Festival Secretariat this year, in association with State, Territory and associated festival coordinators.

These initiatives ranged from coordinating the national program guide, arranging supplements with various magazines (Anthill, Fast Thinking, Company Directors etc) and with many major metropolitan newspapers and assisting with the publication of various regional supplements throughout Australia.

Other promotional activities related to supporting programs for guest speakers (interstate and international), arranging traveling showcases, undertaking media and PR support for event organisers, coordinating display and promotional materials with banners, displays and posters for launches and other events, and providing general advice and assistance in many other areas.

6.1 Positioning the Message

The principal message of the Australian Innovation Festival is to create greater public awareness of the importance of innovation and entrepreneurship in Australia through an emphasis on the three pillars of future economic growth - excellence in research, development and commercialisation.

The Australian Innovation Festival defines its position as providing a national platform to support and promote Australia and international innovation, entrepreneurship and technology commercialisation. This positioning role is in turn determined by the Festival's mission statement as previously presented in this Report.

6.2 Targeting

The Festival has traditionally focused on two main target segments/markets – **SME's, innovators & entrepreneurs** and **educational & research institutions**. This year, the Festival continued to include a primary engagement in innovation activities by **regional and country Australia**.

As with the previous four festivals, this year's Festival organised and coordinated events for the target audience groupings listed in the following Table.

The 2006 Festival Theme **'Innovation and You'** also presented a complimentary focus on the four **C's** of innovation – **Creativity, Connections, Collaboration and Commercialisation**.

Festival Audience - Target Markets
Educational & research institutions, including schools & universities
Small business enterprises, innovators & entrepreneurs
Business and financial service providers and intermediaries
Government agencies (local, state and federal)
Commercial organisations and large & medium sized corporations
Young people involved in Innovation, Entrepreneurship and Technology Commercialisation
Australian and internatonal media organisations, and
The general public

This year, marketing objectives were set for the Festival's major target groups, with the following outcomes achieved:

Target Market	Objective	Outcome
Overall	Over 200 events from target market sectors	518 events showcased in every Australian State and Territory to all sectors of the target market.
Education	Deliver events nationally for young people, education & research institutions.	Most of Australia's universities organised major events for the festival. In every State, this remained a major focus and there was an increase of events aimed at this target group. In WA, half of the 89 events were youth / education focused. Event organisers included Central TAFE, University of WA, Triple S, CSIRO Science Centre, Compu.Ed, Curtin, Edith Cowan and Murdoch Universities and WA Technology Park.
Regional	Target broader innovation community, particularly in country & regional Australia	The acceptance of the Festival in regional communities was again pleasing with over 250 events. As well as 14 associated festivals, there were regional expos, fairs and major events throughout country Australia.
Enterprise	Maintain focus on events for SME's innovators & entrepreneurs	A large percentage of our national industry and educational association partners work closely and are responsible for helping this large target group. These 120 associations worked closely with us this year and most will continue to support next year's festival. There were also 'innovation' debates organised to further engage inventors and entrepreneurs by Business ACT, ANU, Desert Knowledge, Australian Businesswomen's Network, ABC Online and others. Other programs designed to encourage entrepreneurs were undertaken throughout Australia by ATP Innovators, INNOVIC, AusIndustry, Australian Institute for Commercialisation, CSIREO, Young Achievement Australia, WA Innovation Centre, Australian Technology Showcase, Deloitte Australia and others.

A key outcome was the satisfaction levels achieved by event organisers catering for these target market groups.

The **2006 Feedback Survey** again recorded high satisfaction rates. 75.2% of respondents were either satisfied or very satisfied with the festival. Only 3.4% of respondents expressed dissatisfaction with either the festival or the running of their event.

6.3   Marketing Program

The Australian Innovation Festival continued to provide:

- Promotion and publicity for all events co-ordinated in each State and Territory.
- Secretariat support and co-ordination for most States and Territories this year. Branding guidelines and assistance for event organisers. A condition of registration is that the Festival Logo is included with promotional and marketing materials.

Target Market	Direct Marketing	Website	Direct Selling	PR and Advertising
Event Organiser	Target groups were emailed with event details. The National Program was widely circulated	Updated Website developed to help promote all of the festival events.	Existing and potential event organisers were contacted to encourage inclusion into the festival program.	Traffic was encouraged to the website via linkages with The Australian and other web linkages.
Festival Attendees	All event organisers were encouraged to market to their mailing lists with relevant details.	The festival website included venue, price and contact details.	Event organisers were encouraged to use email, telephone and other direct selling methods to attract participants.	PR and inhouse advertisements were organised for many metropolitan, regional & suburban newspapers throughout Australia. Promotionals support was provided by the ABC, News Corp newspapers, and many regional TV and radio programs.

6.4 Media and Promotion

The 2006 Australian Innovation Festival was again supported by its two major national media partners – 'The Australian' newspaper and the Australian Broadcasting Corporation.

The Australian newspaper produced the Festival program, which was distributed on April 21st to coincide with the national / NSW Launch at ABC Ultimo studios in Sydney. A design supplement was again incorporated in the festival program to highlight the 2006 Australian Design Awards.

The Australian Broadcasting Corporation also provided major support as the national broadcaster. Editorial coverage included radio and TV at similar levels to last year. The ABC also provided prominent local personalities as hosts for the various National, State and Territory launches.

Key target segments of the Festival's promotional program can be summarised as follows:

Medium	Target	Objectives
Press	Press	A minimum of 1 article per publication
	Major local State and Territory newspapersThe Australian	5 or more articles in general or on specific events
	Industry or and trade magazines	A minimum of 1 article per targeted publication
Radio	Metropolitan and regional stations	5 or more interviews or news items in general as well as on specific events
Television	Business Programs	One story on the festival per program
	Current Affairs	One story on the festival in any one program
	News Programs	One story on the festival in any one program

6.5   Distribution of Materials

For the 2006 Festival, there was an increase with the production and distribution of marketing and promotional materials, compared with the previous four festivals.

While most of the following materials were aimed at the overall festival audience, the Secretariat specifically encouraged and supported event organisers who catered for the festival's three major target groups – **SME's and innovators**, **education and research institutions** and **regional Australia**. The production and distribution of materials referred to in the following Table does not include extensive editorial and promotional coverage received from the print and electronic media.

| Coordination	Marketing and Promotional Materials	Distribution
Festival Secretariat	National Program Guide	140,000 Guide copies were inserted in The Australian and distributed on 21st April 2006. An additional 15,000 copies were sent to State & Territory Coordinators and 5,000 copies were individually distributed around Australia.
	Magazine Supplements and Special Reports	Special reports in Anthill magazine and Fast Thinking. The Secretariat arranged extra distribution for Anthill.
	Festival Banners	New banners produced and distributed to launch events
	Festival Posters	3,000 festival posters were distributed – 2 to 3 posters to each registered event. The majority were post delivered
	Festival postcards	3,000 postcards produced and distributed
	2006 Event Information, And Festival Updates.	Distributed by email to all potential and existing event organisers and interested groups and individuals
State & Territory Programs	Metropolitan Newspaper Supplements	Half of the major Australian newspapers produced and distributed supplements – The Canberra Times (organised by ICAN festival), The Herald Sun (Melbourne) and the Adelaide Advertiser.
	State Program guides	The SA Government / City of Adelaide produced a program guide with The Advertiser
Associated Festivals	Regional Supplements	A majority of the 14 Australian associated festivals produced and distributed supplements and special reports with local newspapers.
	Program Guides	Many of these associated festivals also distributed program guides throughout their regions (Illawarra, Gippsland, Belmont, Limestone Coast, ICAN, NW Expo)
Event Organisers	Brochures, Flyers and Advertising	Many of the larger event organisers produced and distributed an assortment of promotional materials. For example, AGIdeas, Ironfest, CeBIT, Mercedes Fashion Week etc. advertised extensively as well as producing separate program guides.

7.   MEDIA COVERAGE

Media Monitors conducted an analysis of the media coverage of the 2006 Australian Innovation Festival. The analysis was expanded to include information received as part of the event survey feedback forms distributed after the festival.

Coverage	Media Items	2006
Electronic	National Broadcasters	15
	Metropolitan Broadcasters	16
	Regional Broadcasters	122
	Online Stories / Features	12
Print	National Newspapers	20
	Metropolitan Newspapers	32
	Suburban Newspapers	17
	Regional Newspapers	132
	Industry & Educational	24
TOTAL		**390**

7.1   Media Segments

As seen in the above table, this year's Australian Innovation Festival generated **390** items of media coverage from across the country during the period 1 April to 30 May 2006. Regional coverage was clearly dominant in both print and electronic media.
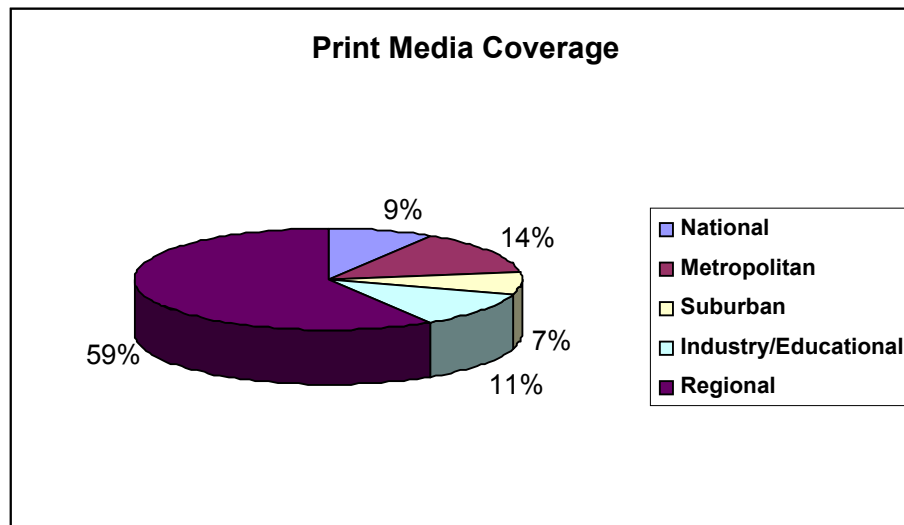
The 2006 Festival 2006 generated 225 items from the print media during this festival period. The majority of items were published in regional newspapers (59%), followed by metropolitan (14%), industry and educational publications (11%), national (9%) and suburban (7%).

Electronic Media Coverage
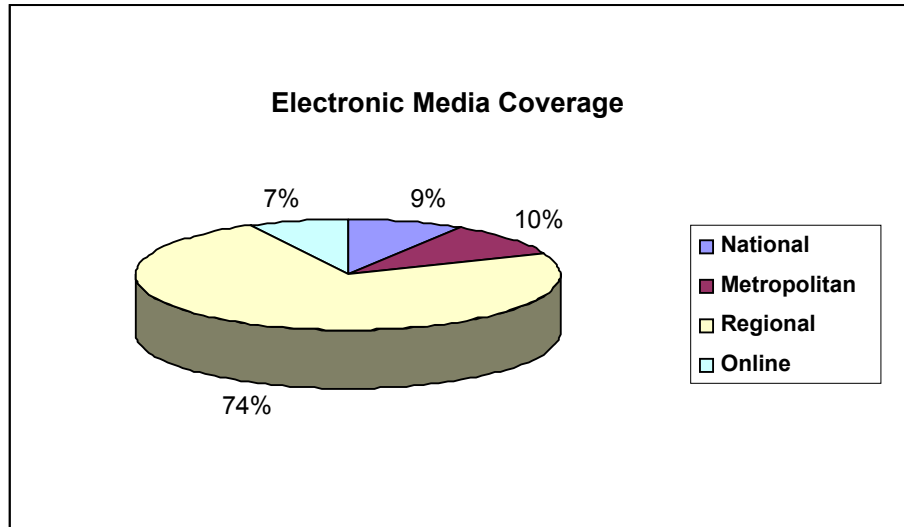
The Festival acquired 165 electronic media items in 2006 with a running time of approximately 14 hours. Regional Broadcasting constituted 74% of the total coverage received.

	KEY MEDIA		
SEGMENTS:	**Electronic Media**	**Print Media**	**Internet**
National	🗑	🗑	
Metropolitan	🗑	🗑	
Regional	🗑	🗑	
Suburban		🗑	
Industry & Educational		🗑	
Magazines			
Brochures & Newsletters			
Advertising & Promotion			
Linkages			
Festival Website			🗑

The Table above indicates Key Media Segments used to maximise coverage and attendance for the 518 events. While the Festival attracted considerable coverage in most Key Media Segments, only those indicated above, were included this year for comparative analysis by the AIF Secretariat in association with Media Monitors.

Online Media Coverage	
Online Stories/Features	**# of Items**
ABC Catapult	5
ABC Regional Online	4
InnovationXchange Network Newsletter	2
Monash Commercial Update	1
Australian Government Culture and Recreation Portal	NA
Australian Institute for Commercialisation website	NA
Business NSW e-news	NA
WSITC website	NA
University of Technology, Sydney Website	NA
Linux Australia Website	NA

7.2   Electronic Media

Radio Adelaide (Adelaide)
Breakfast - 27/04/2006 - 08:17 AM
Australians are an inventive and innovative bunch. They always seem to have their finger on the pulse of what the world needs and there's a festival to celebrate Australian innovations. The Australian Innovation Festival comes to town shortly and this year's festival is the fifth Australian Innovation Festival**.**

ABC Northern Tasmania (Launceston)
Drive - 01/05/2006 - 04:15 PM
National Innovation Festival helps promote scientific innovation amongst youth. There is a traps and trails forum occurring in Tasmania 10 to 12 May 2006 plus the AGFEST field days at Carrick.

6PR (Perth)
Nightline - 02/05/2006 - 10:21 PM
Mabury talks to Iain Murray from Curtin University's Department of Electrical and Computer Engineering about the celebration of the **Australian Innovation Festival** at the University this year. Mabury says Murray explores innovations that help hearing and seeing impaired persons to more effectively communicate with the wider world.

WIN Gippsland (Sale)
WIN News - 03/02/2006 - 06:14 PM
Latrobe City has thrown its support behind this year's **Gippsland Innovation Festival**.

ABC North Coast NSW (Lismore)
Morning Show - 02/05/2006 - 10:11 AM
The Tall Poppies Business Women's Network Regional Conference is to be held in Coffs Harbour over three days later this week as part of the **Australian Innovation Festival** this week.

ABC Central Australia (Alice Springs)
NT Country Hour - 12/05/2006 - 12:24 PM
People are an innovative lot and that was proven once more at last night's NT Research and **Innovation** Awards. Amongst the finalists was the long running Alice Springs water reuse project, the project aims to attract a horticulture industry to the area by making recycled town water available for irrigation.

ABC Darwin (Darwin)
15:00 News - 12/05/2006 - 03:04 PM
The Director of the Centre for Sustainable Towns says it was an honour to be recognised in the Northern Territory Research and **Innovation** Awards announced in Darwin last night.

National Electronic Media Coverage					
National Broadcasters	**Duration**	**# of Items**	**Regional Broadcasters (cont.)**	**Duration**	**# of Items**
ABC 702 Sydney (National)	0:16:18	1	4MIG	0:03:25	1
Radioworks	0:39:00	13	5CCR	0:03:25	1
ABC2 Digital (National)	0:00:45	1	5GTR (Mt Gambier)	0:01:24	1
Sub Total	**0:56:03**	**15**	5PBA	0:03:25	1
			5SE (Mt Gambier)	0:10:15	3
Metropolitan Broadcasters			5TCB	0:03:45	5
6PR Perth	0:10:00	1	6RTR RTRFM 92.1	0:03:25	1
97.5FM (Melbourne)	0:40:00	2	7HFC ultra106five	0:03:25	1
ABC 612 Brisbane (Brisbane	0:01:05	1	7RGY Huon FM	0:03:25	1
ABC 666 Canberra (Canberra)	0:01:05	1	7TAS	0:03:25	1
ABC 774 Melbourne	0:09:35	1	ABC Central Australia	0:06:12	1
ABC 774 Melbourne	0:10:35	1	ABC Central QLD	0:01:05	1
ABC 774 Melbourne	6:02:00	1	ABC Central West NSW	0:01:05	1
Access 31 (Perth)	0:17:00	2	ABC Coast FM - Gold Coast	0:01:05	1
FM104.7 (Canberra)	0:00:30	1	ABC Coast FM - Sunshine Coast	0:01:05	1
Radio Adelaide (Adelaide)	0:03:18	1	ABC Darwin (Darwin)	0:01:44	2
Radio Adelaide (Adelaide)	0:00:23	1	ABC Far North (Cairns)	0:01:05	1
Twin Cities FM (Perth)	0:19:00	1	ABC Gippsland (Sale)	0:14:50	4
WIN Canberra	0:01:00	2	ABC Illawarra (Wollongong)	0:07:54	4
Sub-Total	**7:55:31**	**16**	ABC Mid North Coast NSW	0:05:35	1
			ABC New England N West	0:01:47	2
Regional Broadcasters			ABC Newcastle (Newcastle)	0:01:05	1
1ART	0:03:25	1	ABC North Coast NSW	0:08:05	2
2BAY Bay FM	0:03:25	1	ABC North Queensland	0:01:05	1
2BBB 2BBB-FM	0:03:25	1	ABC North West Qld (Mt Isa)	0:01:05	1
2BOB	0:03:25	1	ABC Northern Tasmania	0:02:40	1
2CCC	0:03:25	1	ABC Riverina (Wagga Wagga)	0:01:05	1
2CHR CHR FM	0:03:25	1	ABC Radio North Tasmania	0:05:00	1
2LIV ninefourone FM	0:03:25	1	ABC South East NSW (Bega	0:01:05	1
2MCE	0:03:25	1	ABC Southern Queensland	0:08:05	2
2MIA	0:03:25	1	ABC Tropical North (Mackay)	0:01:05	1
2NBC	0:03:25	1	ABC Upper Hunter	0:01:05	1
2NCR North Coast Radio	0:03:25	1	ABC Western Plains NSW	0:01:05	1
2NSB FM99.3	0:03:25	1	ABC Western Queensland	0:04:50	3
2OCB FM107.5	0:03:25	1	ABC Wide Bay (Bundaberg)	0:01:05	1
2PSR	0:03:25	1	ABC2 Digital (National)	0:00:45	1
2REM	0:03:25	1	ABC South West	0:03:10	1
2SSR	0:03:25	1	ABC Midwest & Wheat belt	0:03:05	1
2TM (Tamworth)	0:07:59	4	ABC Radio Great Southern	0:03:15	1
2UNE TUNE! FM	0:03:25	1	Central Coast (Gosford)	0:01:05	1
2UUU Triple FM	0:03:25	1	Curtin FM (Perth)	0:06:24	1
3BA FM (Ballarat)	0:04:36	4	Ten Victoria Gippsland	0:00:30	2
3GV (Traralgon)	0:03:45	7	Twin Cities FM	0:20:00	1
3PVR Plenty Valley FM	0:03:25	1	WIN Ballarat	0:00:45	3
3UGE UG FM	0:03:25	1	WIN Gippsland (Sale)	0:05:40	6
4BSR Beau FM	0:03:25	1	Southern Cross News	0:03:25	1
4CAFM	2:00:00	10	WIN Cairns	0:10:00	3
4CCR Cairns FM 89.1	0:03:25	1	**Sub-Total**	**6:33:25**	**122**
4DDD Dalby Community Radio	0:03:25	1	**Online Media** Sub Total		**12**
			TOTAL	**14:28:56**	**165**

7.3   Print Media

Online innovation eclipses others
The Australian Innovation Festival runs hundreds of events, including a three week national festival, starting on April 26, that has seminars, workshops, exhibitions and networking events in every state and territory. Founded in 2002, the not for profit organisation has long relied on its website as its primary link to partners such as the federal and state governments, government agencies, industry associations and universities.
Sydney Morning Herald, 11/04/2006, Page 28, Journalist: Adam Turner

School Innovation
An energy efficient lighting system and classroom practice firm are among the latest winners of Mount Gambier's Innovators of the month awards. The event formed a part of the Limestone Coast Innovation Festival.
Border Watch, 28/04/2006, Page 3

Focus on enhancing what's here, ACT Businesses told
Canberra's business leaders have been warned not to set ambitions for the region's growth at unrealistic levels. British author and economist Kate Oakley spoke at The Canberra Times Business Series as part of the ICAN innovation and ideas festival.
Canberra Times, 09/05/2006, Page 3, Journalist: Kanchan Dutt

Ballarat's shinning legacy
Ballarat has been a home for innovation, and later this month the City of Ballarat, in association with *The Courier* and ABC will host the 2006 Innovation Festival. The festival showcases the innovative work being done in industrial, technical, social and educational areas across central Victoria.
Ballarat Courier, 12/04/2006, Page 12

Kevin's guppy super vessel
Kevin Argent's innovation is being celebrated and showcased along with other innovators at the Innovation Festival 2006 in Tasmania. Mr. Argent has built an unconventional dinghy with a concave base instead of a convex one.
Hobart Mercury, 28/04/2006, Page 22, Journalist: Phil Beck

A class of inventors
Lachlan McConnell, a 10 year old student from Burleigh Waters, had a habit of letting his trumpet point to the ground instead of maintaining its conventional horizontal position. He has invented a gravity-controlled arm attached to his music stand that moves in all directions but always remains parallel to the ground. The invention took him to the top of his class in the school's section of the New Inventor program at the Gold Coast City Council's Innovation Festival.
Gold Coast Sun, 10/05/2006, Page 34, Journalist: Phil Murray

Food goes digital
Desert Knowledge Australia has taken food shows into the digital age with a virtual trade fair held on May 9. The fair was held under the branch of the Australian Innovation Festival and drew around 50 attendees with a follow up live trade fair in the evening at Mt Isa.
Open House Food Service, June 2006, Page 14

See WA Satellites
A free open day on how information is extracted from satellite views of WA will be conducted in Floreat on Saturday. The event gives people an opportunity to see how the service harnesses the very latest satellite technology. Increasing public awareness about the amazing work conducted by the SRSS is what the Australian Innovation Festival is all about.
Subiaco Post, 13/05/2006, Page 20

National Print Media Coverage			
National Newspapers	**# of Items**	**Regional Newspapers (cont)**	**# of Items**
The Australian	19	Border News (NSW)	4
Weekend Australian Magazine	1	Border Watch (SA)	5
Sub total	**20**	Broome Advertiser	1
		Capricorn Coast Mirror	1
Metropolitan Newspapers		Casterton News	1
Adelaide Advertiser	4	Cairns Post	4
Canberra City News	3	Centralian Advocate	4
Canberra Times	14	Clarence Valley Review	1
Herald Sun	2	Daily Advertiser	7
The Age	4	East Gippsland News	1
Sydney Morning Herald	1	Gippsland Times and Maffra Spectator	6
The Hobart Mercury	3	Gladstone Observer	3
WA Business News	1	Goulburn Town and Country	1
Sub Total	**32**	Gold Coast Bulletin	2
		Gold Coast Mail	2
Suburban Newspapers		Gold Coast Sun	7
City Weekly (Melbourne CBD)	4	Illawarra Mercury	8
Western Suburbs Weekly	3	Kalgoorlie Miner	2
City Chronicle (ACT)	1	Kiama Independent	2
Subiaco Post	1	Lakes Post	6
Progress Leader	1	Lake Macquarie News	2
Knox Leader	1	Latrobe Valley Express	16
Mail Maribyrnong	1	Life Weekly Gold Coast	1
Williamstown Advertiser	1	Narrabri Courier	5
Heidelberg Leader	1	Northern Leader	1
Inner Western Suburbs Courier	1	Philip Island & San Remo Advertiser	1
Mornington Peninsula Leader	1	Port Macquarie News	1
Frankston Independent	1	Shoalhaven & Nowra News Chronicle	1
Sub Total	**17**	South Coast Register	3
		South East Coastal Leader	2
Industry and Educational		South Eastern Times	1
Australian Anthill	11	South Gippsland Sentinel Times	1
Fast Thinking	1	Southern Gazette	2
In Business (SA)	3	Southern Highlands News	1
50s Lifestyle - Tasmania	1	Star	1
Dynamic Small Business	2	Tamborine Times	1
R+D Review	1	Toowoomba Chronicle	1
Ragtrader	1	Tumut and Adelong Times	1
Foodweek	1	Wollongong Advertiser	1
Tasmanian Business Reporter	1	Altona Laverton Mail	1
Gold Coast Business News	1	Great Lakes Advocate	1
Open House Food Service	1	Port Macquarie Express	1
Sub Total	**24**	Noosa Journal	1
Regional Newspapers		Sub Total	**132**
Albert & Logan News	7		
Ballarat Courier	9	TOTAL	**225**
Belligen Courier Sun	1		

8. FEEDBACK SURVEY

At the conclusion of the 2006 Festival, a survey was sent out via email to all event organisers.

The following comments are based on responses received and are a good representation of how the festival was received throughout Australia this year.

8.1   Questions

1.   Which category best represents your event?

The events were categorized into three categories - Showcase/Celebration of Innovation, Building Innovation/Entrepreneurial Capability and Encouraging Education Initiatives and Youth Innovation/Entrepreneurship. The majority of events fell in the first category.

Categories	%
Showcase/Celebration of Innovation	50.6
Building Innovation/Entrepreneurial Capability	29.2
Encouraging Youth Innovation/Entrepreneurship & Education Initiatives	20.2
Total	100

2.   How many people attended the event (approx.)?

On the basis of responses to this Feedback Survey, **367,941** people attended **518** events. These respondents represented a majority of all participants attending the 2006 Festival.

3.   Were you satisfied with the overall response to your event?

According to the diagram, 75.2% of the respondents were either satisfied or very satisfied with the festival. Only 3.4% of respondents expressed dissatisfaction with the running of their event. No Comment includes all responses that did not answer this question, and does not reflect on overall satisfaction levels.

Festival Satisfaction

- Very satisfied — 35%
- Satisfied — 41%
- Unsure — 3%
- No Comment — 18%
- Dissatisfied — 3%
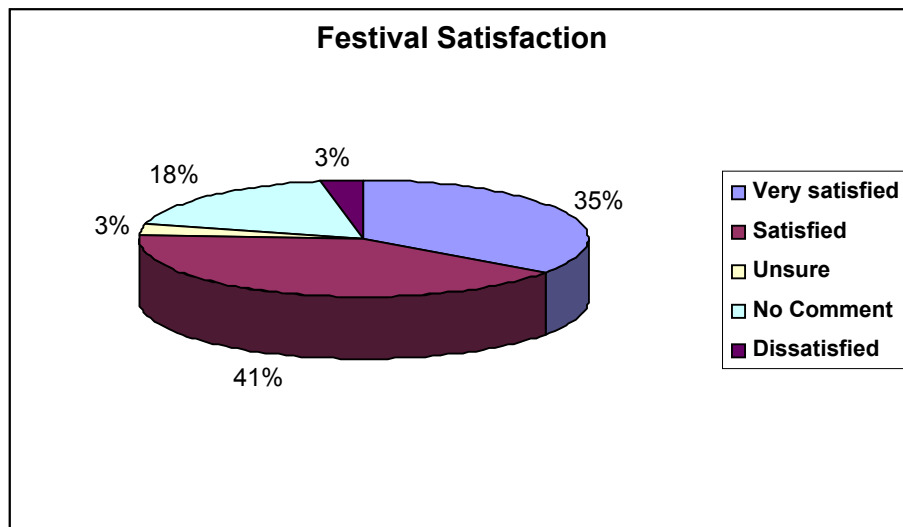
4. Who made up the audience at your event?

The majority of designated participants included SMEs/innovators/entrepreneurs, government representatives and corporate executives. The following bar graph shows the audience spread under these categories.
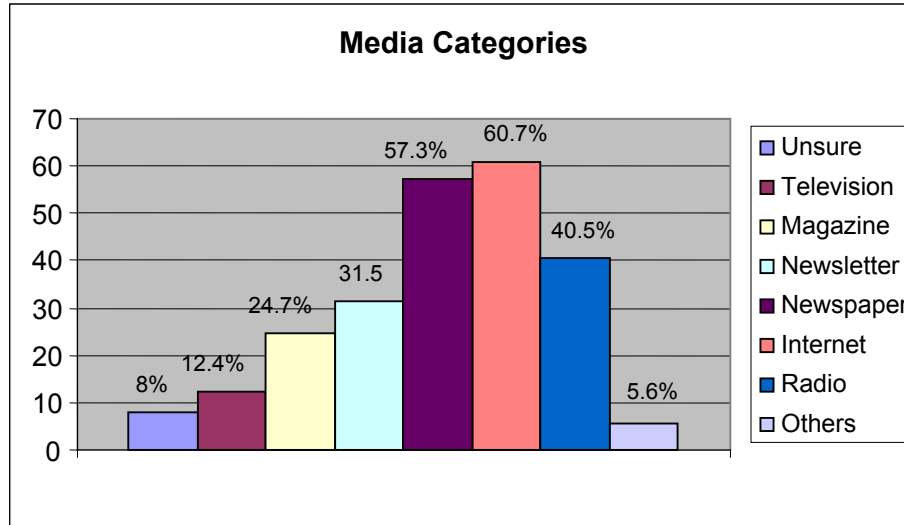
Festival Audience
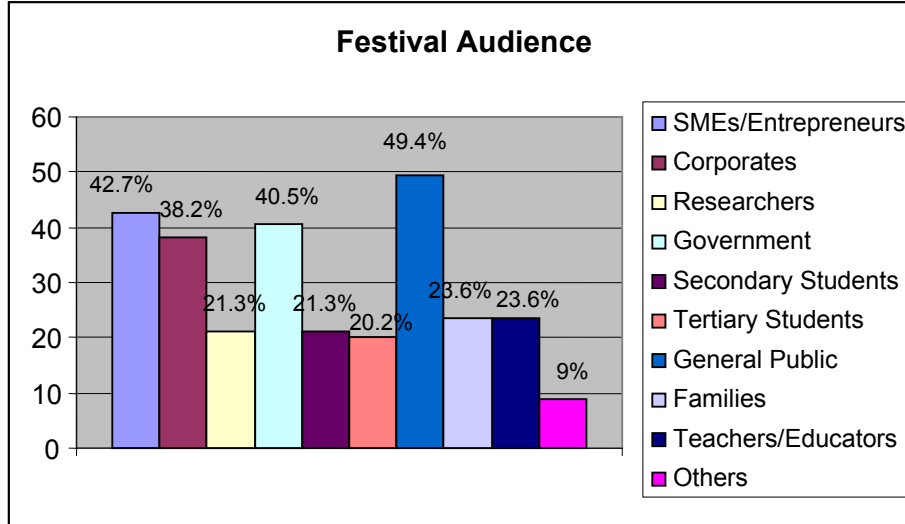
5. What promotional activities, separate from those of the Festival, did you undertake for your event?

Many different activities were used by associated events to promote the festival as the size and nature of each event varied. Clearly, the most popular promotional activity was the distribution of Leaflets and Flyers, followed by specific event press releases.

Promotional Activities
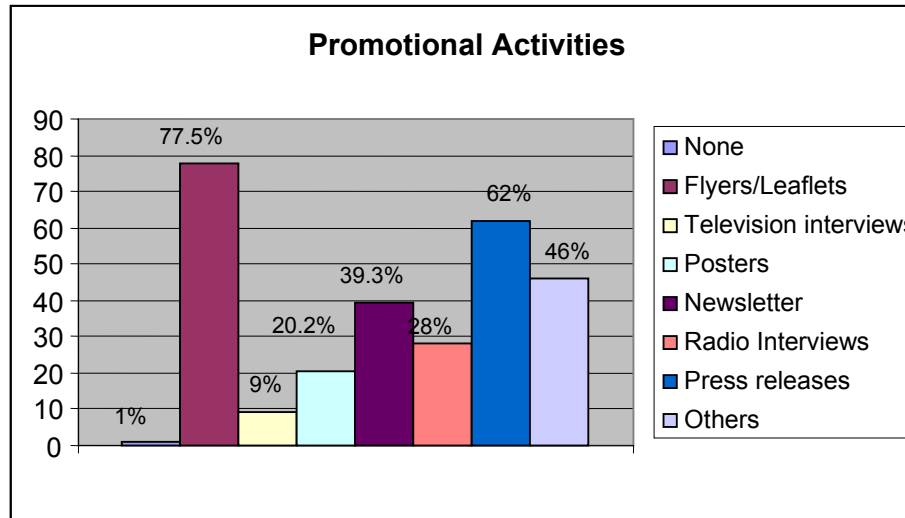
6. Did you receive any of the following types of media coverage for your event?

The categories included various forms of broadcast media, print media, internet and other coverage. Broadcast media constituted 53% of the coverage provided compared to 60.7% received from the Internet. The following bar graph shows the breakdown of each type of media.

Media Categories

- Unsure: 8%
- Television: 12.4%
- Magazine: 24.7%
- Newsletter: 31.5
- Newspaper: 57.3%
- Internet: 60.7%
- Radio: 40.5%
- Others: 5.6%

7. How would you rate the support from the festival secretariat?

Overall, 2006 Festival participants were satisfied with the support they received. A total of 78.5% considered the support to be good or very good. 19% thought it was average while only 2.5% were dissatisfied.

Secretariat Support

- Very Good: 19%
- Good: 59%
- Average: 19%
- Poor: 3%
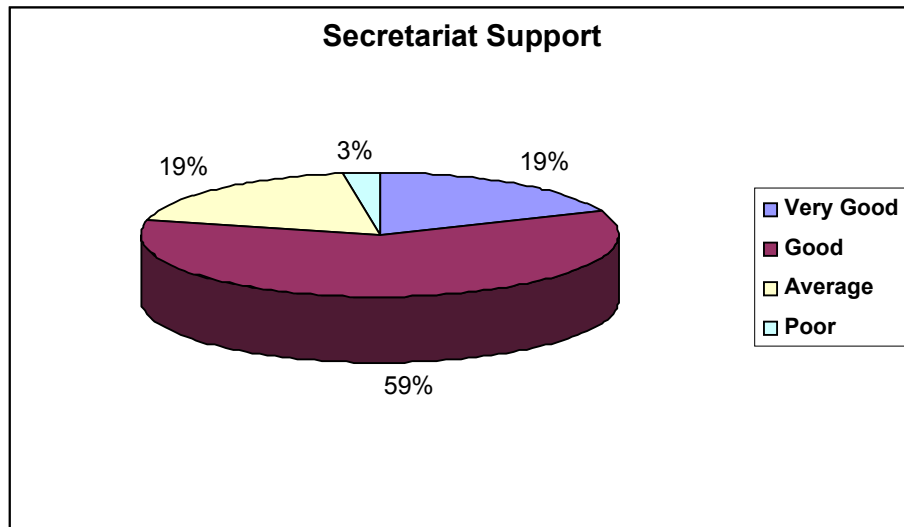
8. Do you plan to be part of the 2007 Australian Innovation Festival?

Almost 75% of event organisers responded positively to being involved next year. Only 9% of organizers did not plan to hold an event next year while 15.7% were unsure. We would expect there to be a lower response from those that did not reply to this survey.

Holding events in 2007

16%

9%

40%

35%

Legend:
- Yes
- Probably
- No
- Unsure
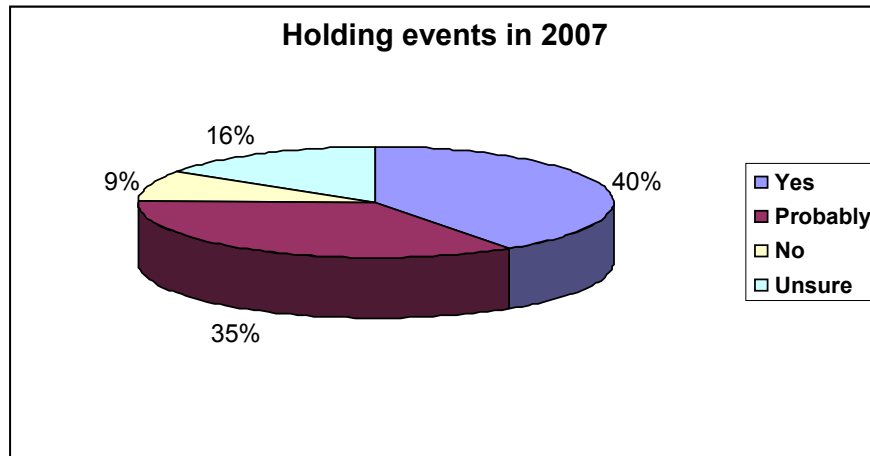
9. Comments and feedback to improve the Festival for next year.

Below are a few randomly selected responses that event organisers freely provided. The Festival secretariat will work on the suggestions received to make the 2007 Festival a bigger and better one.

The secretariat were great; thanks for your assistance/encouragement etc., and including our little seminar in your events. A great idea and one I hope you will continue.
Australian Maritime College, TAS

Make the on line event listing process more user friendly and seamless.
BioMelbourne Network, VIC

Have a dedicated event/expo in each state to showcase innovation. A lot of the events in the program are not necessarily innovative as such. Having an event which is held each year would build momentum and branding for the festival.
Department of Agriculture and Food, WA

Have a way of entering on the website cross border events - the DKA cross border events were only listed as NT events, where in fact they linked WA, SA, QLD, NSW and NT, so it didn't really represent what was happening. Also having a section for internet based events would be good.
Desert Knowledge Australia, NT

We were very well catered for by the Illawarra Showcase Festival and their marketing company. The Australian Innovation organisers provided some promotional materials and also some email coverage. We needed to be included in the organisation of the festival well in advance (we didn't have much lead time). This would ensure a greater participation and better events.
Kiama Municipal Council, NSW

Better promotion in regional Aust - the Australian is not widely read in regional Aust. The event went very well, however most RSVP's came from our own promotion, not from AIF website or the Australian lift out. However, didn't expect to get many from the website or lift out so I guess satisfied!
AusIndustry, ACT

Increased marketing budget for awareness
Venture Capital Board, SA

There was very little media coverage in SEQ. Maybe further promotion. We are trying to promote the festival from our end but budget constraints are a problem. I'm sure you have the same issues.
Gold Coast City Council, QLD

Table 1: 2006 Events and Attendances

	No. of Events	Award	Conference	Education Program	Expo	Industry Workshop	Information Session	Launch	Lecture	Exhibition	Open Day	Seminar	Networking	Forum	Other
ACT	20	-	2	-	-	1	3	-	1	-	1	4	-	6	2
NSW	95	4	5	6	6	5	8	8	-	7	6	19	6	6	9
NT	27	1	1	3	1	-	2	3	1	2	2	2	7	1	1
QLD	74	2	2	13	4	5	3	2	3	-	-	24	3	8	5
SA	54	1	2	18	-	3	11	2	1	-	3	8	3	1	1
TAS	23	-	4	1	-	-	-	1	2	3	-	9	-	1	2
VIC	136	9	5	14	3	14	6	8	2	12	-	18	16	15	14
WA	89	4	3	4	1	5	5	6	4	4	3	28	2	10	10
	518	**21**	**24**	**59**	**15**	**33**	**38**	**30**	**14**	**28**	**15**	**112**	**37**	**48**	**44**

	Projected attendees	Award	Conference	Education Program	Expo	Industry Workshop	Information Session	Launch	Lecture	Exhibition	Open Day	Seminar	Networking	Forum	Other
2006	**89 events** (responses)	3	2	5	7	16	12	9	5	5	7	10	4	4	-
	Actual attendees	1,160	850	375	79,077	668	787	1,712	686	99,797	804	950	252	290	-
	429 events	18	22	54	8	17	26	21	9	23	8	102	33	44	44
	Av. per event (based on 2005 data)	x 667	x 445	x 251	x 1,000	x 26	x 79	x 254	x 688	x 3,040	x 440	x 127	x 75	x 82	x 696
	Projected attendees	12,006	9,790	13,554	8,000	442	2,054	5,334	6,192	69,920	3,520	12,954	2,475	3,608	30,624
	367,881	**13,166**	**10,640**	**13,929**	**87,077**	**1,110**	**2,841**	**7,046**	**6,878**	**169,717**	**4,324**	**13,904**	**2,727**	**3,898**	**30,624**