



Information for Event Organisers

The **Australian Innovation Festival** was created in 2002 to highlight and promote Australian innovation and entrepreneurship. Ten years later, this Festival is Australia's largest industry festival and is increasingly recognised as the major platform to celebrate, promote and enhance the value of Australia's innovation and entrepreneurial endeavours.

The 2010 Australian Innovation Festival showcased the best of Australian Innovation with 682 events and almost 400,000 participants in every State and Territory. This year the Festival Secretariat will offer enhanced benefits for participants and event organisers. We are calling for expressions of interest from organisations interested in participating with Australia's largest celebration of creativity and enterprise development. The 2011 Australian Innovation Festival, celebrating its 9th anniversary this year, promises to be bigger and better than ever.

Dates

The Festival is held from **Tuesday 26th April to Monday 31st May 2011** with events in all States and Territories. Senator Kim Carr, Federal Minister for Innovation, Industry, Science & Research is scheduled to launch the Festival on Wednesday 20th April 2011 in Sydney. Launch dates for other states are listed in www.ausinnovation.org.

Theme

In line with the 2011 festival theme on **"Business | Innovation | Growth"**, events will also feature the 4Cs of Innovation – **Creativity, Connections, Collaboration & Commercialisation**.

Festival Objectives

The principal purpose of the Australian Innovation Festival is to create greater public awareness of the importance of innovation and entrepreneurship. These four major objectives determine the future directions of the Festival, namely:

- *Profile Australia's intellectual capital.*
- *Demonstrate R&D and commercialisation.*
- *Reinforce innovation process, from idea to market.*
- *Build networking and business development opportunities for innovators, entrepreneurs, research institutes and investors.*

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Event Registration

The Australian Innovation Festival is now calling for registrations from event holders interested in holding an event or listing an existing one as part of the 2011 Australian Innovation Festival. If you would like to discuss an idea or event that may be suitable, please contact a Festival staff member.

Events can be registered online via the simple new online registration form that can be found on www.ausinnovation.org/InnovationFestival/Events/EventRegistration. Event holders are encouraged to register online whenever possible as this will enable the Festival Secretariat more time to market and promote the Festival and individual events. Don't forget to save a copy of the event registration once it has been completed.

Once an event registration has been received, event confirmation details will be sent out. This will outline what is required of your organisation regarding logo usage, Festival publication deadlines etc. It will also provide helpful advice on promoting and marketing your event to ensure it receives maximum publicity and attendance.

Please note that there are **NO** costs associated with registering an event with the Festival. However event holders are responsible for the management and costs associated with their event.

Benefits

Events registered with the Festival will benefit from national exposure due to ongoing marketing and media campaigns conducted. Event details will also be listed on the Festival website www.ausinnovation.org/InnovationFestival/Events which is linked to federal, state and territory government websites, and numerous other sites. All events will be listed in program guides including the 2011 "Australian Innovation" Festival Program. The Festival Secretariat will also assist in further promotion for events by providing media contacts with leads to interesting and relevant stories and assisting event holders in seeking additional media coverage.

All event holders receive invitations to both the national launch scheduled for Sydney on the 20th April 2011 and to specific State and Territory launches. These launches are excellent occasions to meet fellow innovators and provide great networking opportunities.

Registration Deadlines

Event holders are welcome to register their events up until the start date of the Festival. However, to be included in media and marketing promotions such as the national Festival program, events must aim to be registered with the Festival Secretariat by the end of **March 2011**.

If you are interested in supporting the Festival, contact the Festival Secretariat on **03 9827 2116** or info@ausinnovation.org. It is an ideal opportunity to build your organisation's profile, extend networks and encourage innovation and enterprise development to occur in Australia in all industries.

Australian Innovation Festival **Principal Partners** include:

