



EVENT CONFIRMATION

USEFUL MEDIA INFORMATION

2011 Australian Innovation Festival

Each year, innovation and entrepreneurship are showcased during the Australian Innovation Festival. This festival runs from the 26th April (World IP Day) to the end of May 2011 in all Australian States and Territories.

The 2011 Festival theme “**Business | Innovation | Growth**” highlights the importance of innovation during this period of regeneration from the continuing global economic uncertainty. Many people equate the term “innovation” with having a long term R&D perspective, but of limited relevance to immediate business needs. More than ever, organisations need to “innovate” to meet the challenge of increased competition and ever changing consumer and market needs. Innovation has a central role as the primary catalyst in building sustainable growth for any organisation.

“Innovation” is not just the latest in technology and scientific advancement; it is also about generating new ideas and their take-up. Innovation applies to incremental, ongoing changes to existing processes, systems and products; as well as taking advantage of future, over the horizon opportunities.

This festival has national importance because Australians increasingly realise that innovation is the lifeblood of today’s companies and the key to national economic success. Those that fail to innovate are at best standing still, while those receptive to new ideas, realistic to challenges and prepared to make things happen will be successful.

2011 will mark the 10th anniversary of the Festival. We expect up to 400,000 participants to the 500 plus events in this year. The Festival was established in 2002 as a not-for-profit initiative to celebrate and showcase the best in Australian innovation. Its mission is to increase public awareness of the importance of innovation and entrepreneurship through a renewed emphasis on the three pillars of future economic growth – excellence in research, development and commercialisation. Australia is thriving with innovators, entrepreneurs and creative talents.

The Festival is the largest Australian industry festival. It is one of a kind; there is nothing else like it! The Secretariat’s role is also to avoid timing issues as best as possible with events that may have similar themes or industry focus. Please go to our website www.ausinnovation.org for further details.



Festival Dates

This year's Festival will be held from **Tuesday 26th April to Monday 31st May 2011**. Senator Kim Carr, Federal Minister for Innovation, Industry, Science & Research has been invited to launch the Festival in Sydney on **Wednesday 20th April 2011**. State launches are scheduled after this national launch.

Event Promotion

The Australian Innovation Festival will be promoted through an extensive marketing campaign that includes press advertising, websites, television billboards, magazine features, radio interviews, festival posters, banners, flyers and postcards, public appearances, event listings and e-newsletters. Once an event has been approved and confirmed the event will appear on the Australian Innovation Festival website, www.ausinnovation.org. That is the first step!

In addition to the website, you may want to promote your event independently. Firstly, you need to identify your target audience and the purpose of your event. It is best to keep this clear and concise. It is also important to be realistic. The aim of the Australian Innovation Festival is to create a greater awareness of innovation and entrepreneurship in Australia and encourage others to be innovative.

Design and print the promotional material for your event. These can be distributed prior and during the event. Always proofread the material and ensure that the contact details are highlighted. If you would like to generate more awareness of your event invite a local celebrity or politician to launch or host your event. The key to involving a celebrity to promote your event is to ensure the personality is appropriate for your event. Contact your local council and invite your local councillor. For more ideas with promoting your event, contact the Festival's National Secretariat on 03 9827 2116 or info@ausinnovation.org.au.

Media Coverage

The Australian Innovation Festival will utilise a cross selection of press, radio, television and websites. The official national program "Australian Innovation" magazine will be launched on Wednesday 20th April 2011. Fast Thinking magazine plans to publish a Festival feature in their April edition. The Festival Secretariat is working to increase media coverage in all national, regional, local and industry media across print, electronic and online mediums.

Success with your Event

The Festival provides a great opportunity to showcase the innovation achievements of your organisation, so make the most of it by working on an event communication strategy. Approaches suggested include:

- A news release from your office to media editors/producers to highlight the event for local exposure.
- An invitation to local media to attend the event for coverage.
- A news release directed to the Festival Secretariat for national exposure.

The Festival Secretariat has established relationships with the media for national coverage of the Festival events. These relationships include the ABC, Fast Thinking, Anthill, Smart Company, Media Monitors and state and territory broadcasters and newspapers throughout Australia.

Please use the Festival logo (as illustrated in this document) on all media releases sent out. At the end of the Festival, we will send out an event evaluation form. To measure your success record the number of people who attend your event and collate feedback from attendees. Also ask attendees how they found out about your event.



Media Releases

- A media release is an excellent way to increase coverage of your event.
- The Festival Secretariat has sample media releases if you wish to use these as guidelines.
- With your releases, remember to include logo and contact details. Also include the Festival Logo with the following text - **"This event is part of the 2011 Australian Innovation Festival"**.
- Keep the language simple, sentences and paragraphs short and the phrases positive.
- Prepare a list of target journalists and producers. If you already have one, make sure it's up to date. Don't forget to include all forms of media including print, radio, television and online (if applicable).
- The media are most likely to publish information about an event if it is being held in their local area, so make sure you target your local publications and radio stations.
- Please send a copy of your media release or releases to the Festival Secretariat.

Branding Guidelines

These general guidelines apply to all Festival promotional material. The purpose is to achieve a consistency with the national branding of the Festival.

Prominent use of the Festival logo at your event allows each event to be seen as part of a larger program. Participants know that if they enjoy one event, there may be others of further interest.

Each event organiser will receive a copy of the Festival logo. Its positioning on promotional material should be as follows;

- At the head of printed material. If not, then prominently displayed.
- The Festival logo size can vary subject to legibility, but must be in colour wherever possible,
- The Festival logo should not be surrounded by other logos or detracting messages, and;

The Festival logo must be prominently displayed on all event promotional material, unless agreed to beforehand by the Festival Secretariat. After ten years of successful operation, the Festival logo now symbolises the extensive support for the Australian Innovation Festival by all major industry and educational sectors involved in innovation, entrepreneurship and technology commercialisation. The logo brings all events together under the one umbrella, celebrating innovation in Australia.

Important Additions

- Appoint a person within your organisation to deal with enquiries from the media.
- Make sure that those being interviewed on radio and television are adept at handling interviews.
- Write up a detailed budget for your event.
- Familiarise yourself with your target media contacts to understand their news coverage.
- Include the Australian Innovation Festival logo wherever possible.
- Public liability insurance is the responsibility of each event holder.
- Contact tourism agencies to be included in their calendars, if your event is open to the public.

Innovation – it starts with a thought, a dream and the seed of a concept. If properly nourished and supported, it opens doors to entire worlds of opportunity.