

New Initiatives

2011 Australian Innovation Festival

2011 will be the 10th anniversary of the Australian Innovation Festival. We are delighted that we continue to receive bipartisan support for this festival which has led the way in showcasing the best of Australian innovation and entrepreneurship.

For 2011, under the Festival theme of **Business | Innovation | Growth** we will use our media connections and resources to emphasise that innovation is the cornerstone and primary catalyst in building opportunities for Australian business enterprises. A primary focus is to make this Festival bigger than ever and engage new groups to take advantage of the many activities on offer during the period of 26th April to the end of May 2011. We have already begun this process in a number of ways:

1. We have contacted our associate innovation festivals, event organisers and supporters to begin the process of submitting events that fit this theme for all industry sectors, throughout Australia. We have done this through our website (www.ausinnovation.org), weekly newsletters and publications.

2. We will launch a number of specific initiatives that will expand the innovation network to other businesses, educational institutions, youth groups, SMEs and entrepreneurs. In this way, we will actively promote and support innovative enterprise to develop in Australia. These initiatives include:

- **RED** Program and **Big** Awards with 13 regional programs and associate innovation festivals
- **Big** Education Directory with Innovation & Business Skills Australia (IBSA)
- **Big** Business Directory with Business Council of Australia (BCA), AiGroup and others
- **Big** Xchange with Working 3 – supporting internet/social network platform

These projects will result in an expansion of services that will be complimentary with the Federal Government's AusIndustry and Enterprise Connect programs. In this endeavour, we plan to invite the Prime Minister Julia Gillard, Senator Kim Carr, Peter Garrett and Senator Stephen Conroy to be associated with these new initiatives.

⇒ We invite you to go to the Festival website - www.ausinnovation.org – and register your 2011 events.

⇒ Please go to www.ausinnovation.org/publications and refer to **2010 /11 Media Kit** for further details.