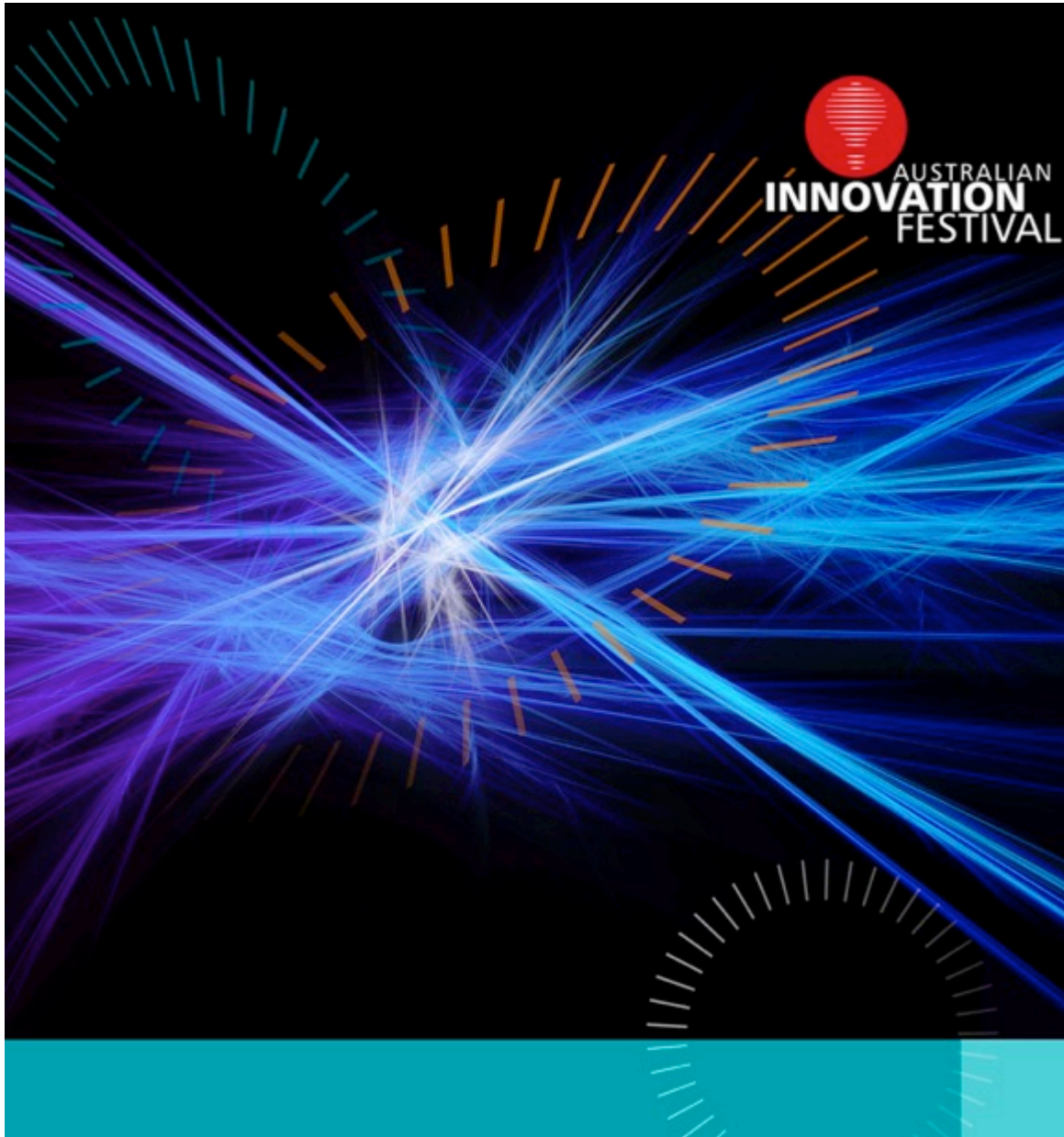


2014 Australian Innovation Festival



Organising Partners



Australian
Department



The Festival

The **Australian Innovation Festival** is a national festival established in 2002 to encourage and support networking and business opportunities for participants in the areas of research & development, and technology commercialisation across all industry areas.

Festival dates each year are from 26 April (World IP Day) to 31 May. After twelve years, this Festival is recognised as the major national platform to celebrate and promote Australia's innovation and entrepreneurial endeavours. For an overview, go to www.ausinnovation.org and click on the 2013 Festival Program. Summary statistics of this Festival are as follows:

Australian Innovation Festival			2013
Events:	Australian Capital Territory		20
	New South Wales		120
	Northern Territory		10
	Queensland		60
	South Australia		38
	Tasmania		15
	Victoria		132
	Western Australia		82
	TOTAL		477 events
Attendance:	Total event attendance	Australia	276,865 people
Website Visits:	Festival website	April 2011	16,443 Unique Visits
		May 2011	19,730 Unique Visits
Media Coverage:	Print media Items	Australia	129 items
	Print coverage reach	Australia	95% of population (23.5 million)
	Electronic items	Australia	120+ items
	Electronic duration	Australia	11.00+ Hours

Principal Festival Partners

Adair Communications is the company behind Australian Innovation (AusInnovation) and supports the Festival Secretariat. AusInnovation is this country's pre-eminent innovation advisory and research group; and organises major events and national innovation festivals (here and overseas); publishes magazines, directories and newsletters and conducts entrepreneurial research surveys.



2014 Directions

The **2014 Australian Innovation Festival** will provide a national showcase of the best that Australia offers. Next year will again be in excess of 400,000 people attending 500 plus events throughout all States and Territories. There will be increased coverage this year from our national and regional media partners and our 22 associate innovation festivals that are part of this national program.

The 2014 Festival Theme '**Sustainable Futures**' will be supported by the continuing focus on the four C's of innovation - Creativity, Connections, Collaboration and Commercialisation.

This Festival continues to be the largest industry festival in the country, with events ranging from networking and business functions to expos, seminars and open days; from conferences, product launches to fashion parades and industry tours. Nearly every Australian industry is included from biotechnology to launches, exhibitions, R&D lectures and information technology showcases.

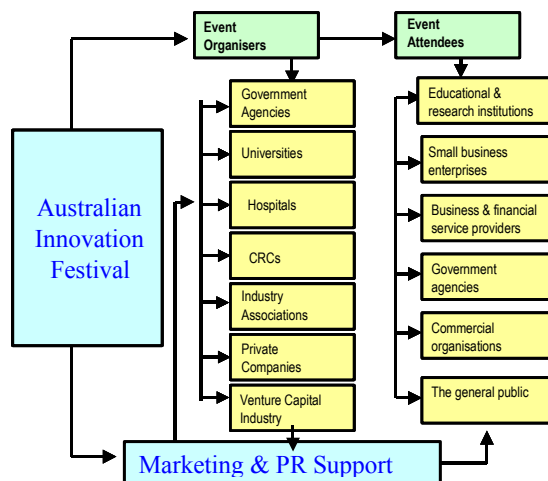
Virtually every major town and city throughout Australia has an event in the Festival. The audience is as diverse as the event program. Attendees range from CEOs to tertiary students; there are no requirements to participate. Even better, many Festival events are free.

Objectives

The **2014 Australian Innovation Festival** aims to showcase the importance of innovation in Australia's economic, social and cultural environments and help to create a culture of innovation for the benefit of all Australians. These objectives determine the Festival's future directions:

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

Festival Coordination



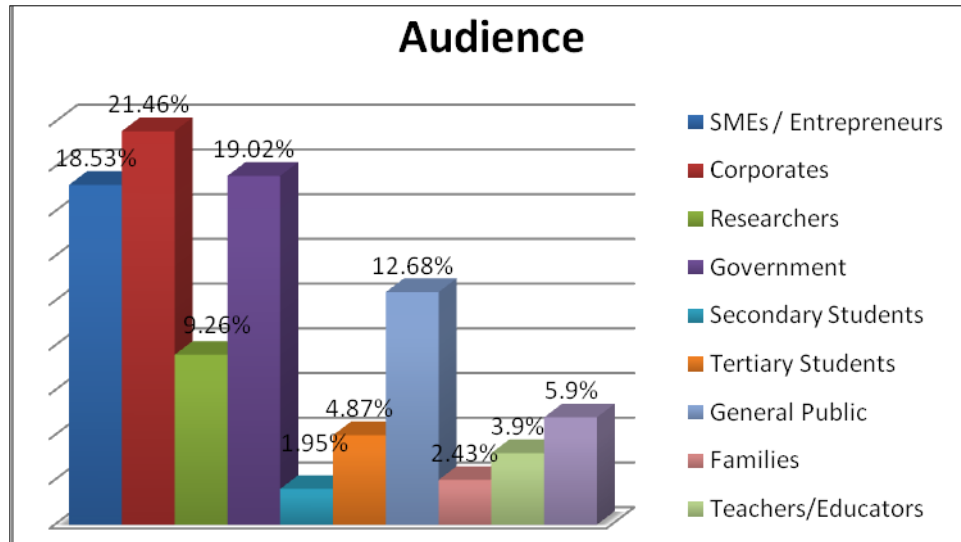
The Secretariat's role is to develop and co-ordinate the event program and nationally market the Festival. Festival Co-Chairs are the Hon. Ian Macfarlane (Federal Minister for Industry) and Peter Westfield (Director of Adair Communications). Each event is hosted, marketed and funded by organisations with an innovation focus.

Festival Partners

Who will attend?

This Festival is designed for those seeking an Asia Pacific and global perspective; change-makers; innovators; provocateurs; entrepreneurs; business, industry, community and government sector representatives; and professionals who seek tangible outcomes by better planning for the future.

The Festival has four main target markets – SME's, innovators & entrepreneurs; educational, youth & research institutions; country & regional Australia; and major corporate organisations.



NOTE: All values expressed as percentages

Festival Opportunities

Partners will be provided with many opportunities to be profiled in this Festival and receive a host of benefits to build engagement, relationships and future planning for their teams and clients.

- Identify, consult and network with key business leaders by this established 2014 Festival.
- Achieve major exposure in media, government and business flowing on to supporting partners.
- Opportunity for leading executives, emerging leaders, board members and clients to attend, develop and connect with key contacts across major Australian industry sectors.
- Promote your products and services to a wide ranging yet targeted business audience.
- Showcase your corporate leadership in areas of business planning, creativity and innovation.
- Develop your organisation's strengths by acquiring environmental and sustainable solutions.

Investment

2014 Australian Innovation Festival INVESTMENT	Principal	Gold	Silver	Per State
2014 Australian Innovation Festival - includes AIF Launches below	\$100,000	\$70,000	\$40,000	\$10,000
2 x Sustainable Future - AIF Launches: Sydney & Melbourne	\$20,000	\$14,000	\$10,000	\$5,000

Partner Benefits

2014 Australian Innovation Festival BENEFITS	Principal	Gold	Silver	Per State
Acknowledgement				
Prominent display of corporate banner/signage at selected Festival events	✓	✓	✓	✓
Acknowledgement (organisation and logo) at selected Festival events	✓	✓	✓	✓
1 x Complimentary table (10 guests) for National/NSW launch in Sydney	✓	✓	✓	✓
Invitation to National & Victorian launches - 2014 Australian Innovation Festival	✓	✓	✓	✓
Logo in 2014 Festival report linked to AusInnovation website	✓	✓		
Include corporate profile in Festival program (New Exchange supplement)	✓	✓		
Additional complimentary table (2 tables & up to 20 guests - per 2 Launches	✓	✓		
Invitation for innovative thought leadership article in New Exchange magazine	✓	✓		
Launch Opportunity to present door prizes/gifts with MC acknowledgement	✓			
Organisation profile in 2014 Festival report	✓			
Sponsorship listing and hyperlink to AusInnovation and related websites	✓			
Promotion				
1 x Innovation related article in AusInnovation website	✓	✓	✓	✓
Networking and business development opportunities with other partners	✓	✓	✓	✓
Opportunity (at own cost) to exhibit in the foyer of selected Festival event	✓	✓	✓	✓
Invitation to profile staff in innovative social network site - www.BigXchange.com	✓	✓	✓	✓
Commitment to assist your company with related VIP introductions	✓	✓		
Strategic placement of staff at Festival events to maximise networking	✓	✓		
Complimentary space inside National Festival launch to display products and services	✓	✓		
Banners and promotion for major events - 2014 Australian Innovation Festival	✓			
Profile in all other promotion - e.g. invitations, advertisements, audio-visuals	✓			
Full year promotional support related to Festival involvement and other events	✓			
Sponsor exposure, listing and signage in all related media coverage	✓			
Privileges				
Invitation for senior staff to attend select Festival launches and events	✓	✓	✓	✓
Sponsors encouraged to distribute promotional material at each Festival event.	✓	✓	✓	✓
Opportunity to use Vision events for corporate entertainment & networking	✓	✓	✓	✓
First right of refusal at same level of sponsorship for future Festivals	✓	✓		
Discounted rates on additional seats and tables to Vision and Festival events	✓	✓		
Discounted rates for full page and banner ads - New Exchange and websites	✓	✓		
On request, opportunity to preview guest lists at all Festival launches	✓	✓		
Commitment to arrange meetings for Festival keynote speakers	✓			
Priority seating at all major Festival events, including extra seats at Launch events	✓			
Invitation for senior representative to speak at selected Festival events	✓			
Invitation to join AusInnovation in planning this and future Festivals	✓			

Expressions of Support



Innovation is vital to Australians' standard of living. The intensification of global competition is compelling Australian firms to offer new or improved products, or to lower the cost of existing products through more efficient and flexible processes. Global competition means that Australian firms must innovate or die.

The Hon. Tony Abbott MP
Prime Minister of Australia

Innovation is essential to Australia's future prosperity in an increasingly connected and competitive world. The overall Festival theme of 'Business Innovation Growth' was particularly relevant as Australia cements its place in the global economy.

The Hon. Julia Gillard MP
Former Prime Minister of Australia



Australia has a proud history of innovation and the Australian Innovation Festival is an opportunity to celebrate those achievements. However, despite our history and strong economic fundamentals, we should not rest on our laurels. Innovation is about the future, about creating the society and economy that we want for our nation.

The Hon. Greg Combet
Former Minister for Industry and Innovation
2013 Australian Innovation Festival Co-Chair

Sustainable Future

"Genius is one percent inspiration, and ninety-nine percent perspiration."

American inventor **Thomas Edison**

"Innovation has nothing to do with how many R&D dollars you have. When Apple came up with the Mac, IBM was spending at least 100 times more on R&D. It's not about money. It's about the people you have, how you're led, and how much you get it."

Apple co-founder **Steve Jobs**

"The more original a discovery, the more obvious it seems afterwards."

British novelist and journalist **Arthur Koestler**

"Creativity is thinking up new things. Innovation is doing new things."

American economist **Theodore Levitt**

"It must be remembered that there is nothing more difficult to plan, more doubtful of success, nor more dangerous to management than the creation of a new system. For the initiator has the enmity of all who would profit by the preservation of the old institution and merely the lukewarm defence in those who gain by the new ones."

Italian philosopher **Niccolo Machiavelli**

"Innovation is the central issue in economic prosperity."

Competitive strategy expert **Michael Porter**

2014 Supporters

National supporters for the 2014 Australian Innovation Festival include principal and associate partners, Federal, State and Territory governments and 120 industry and educational associations:

National Festival Network

Principal and Associate Partners

Dept. of Innovation, Industry, Science & Research	KPMG	Accor	Rankin Design
New Exchange magazine	Media Monitors	AusIndustry	Working Three
Australian Broadcasting Corporation	Cerebrum	CSIRO	National Press Club
Adair Communications	INNOVIC	City of Melbourne	WA Innovation Centre, Bentley
Australian Institute for Commercialisation	Australian Anthill	Innovate SA	Fast Thinking magazine

State and Territory Governments

ACT Chief Ministers Department	WA Dept. of Commerce	VIC DBI Department	NSW Industry & Investment
TAS Economic Development Department	NT Chief Ministers Department	QLD DEEDI Dept.	SA Economic Development

Associated Festivals

ACT Innovation Week at ANU	Creative Sydney	Designedge Festival	Illawarra Innovation Showcase
Creative Gippsland Innovation Festival	Education Week, Victoria	Agfest, Tasmania	Alice Springs Desert Knowledge
Hunter Central Coast Innovation Festival	Greenfest, QLD	Ballarat Innovation	BEC Australia Innovation Festival
Albury Wodonga Manufacturing, Innovation Festival	Ironfest, Lithgow	NW Expo, Broome	5 Days Innovation on the Island
North Coast Innovation Festival	Cross Border Festival	AGIdeas, Melbourne	Bendigo Innovation Showcase
Rosemount Australian Fashion Week	NSW Manufacturing Week	MicroBiz Festival	National Manufacturing Week

National Industry 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	CLC	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	GDA	German/Aust Industry Chamber
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, Training & workplace Relations	ANSTO	Australia Museum	Australian Technology Showcase
Dept. of Innovation, Industry, Science and Research	Desert Knowledge Australia.	ABS	Biotechnology Australia
Rural Industries Research & Development Corporation	NH&MRC	Innovation Australia	Australian Broadcasting Corporation
Dept. Broadband, Communications & Digital Economy	CRC Program	Enterprise Connect	Australian Sports Commission

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