



VISION
2020
SERIES

VISIONING THE FUTURE

> Why Vision 2020?

“ The future belongs to people who see possibilities before they become obvious.

Theodore Levitt
American Economist and
Marketing Professor

What will Australia be like in the next decade? What are the driving forces shaping the next 10 years? While we can prepare, one thing is certain; in 2020 we still won't be able to predict the future. And yet, there are visionary leaders who note what is, and take advantage of what can be.

This inaugural series will invite Australian and international business and community leaders to present their considered points of view on major issues, trends, scenarios and challenges that will affect their industry sectors and ultimately have an impact on all of us in the future. This series of 10 luncheons and seminars will be held this year and next year in Sydney, Melbourne and Perth.

The organising partner has a vested interest with this Series. Australian Innovation's The New Exchange magazine presents thought leadership articles on new ideas, emerging issues and major trends affecting future change in Australia and overseas. The mission of Variety, as the series charity, is to support children in need and by doing so, help to empower our future generation.

Series Organiser

Australian Innovation

Adair Communications Pty Ltd is the company behind Australian Innovation, this country's pre-eminent innovation advisory and research group. We specialise in working with medium to large business to create sustainable innovation solutions. Australian Innovation organises major events and national innovation festivals (here and overseas); publishes magazines, directories and newsletters; conducts entrepreneurial research; and provides advisory and consulting services.

The Australian Innovation Festival celebrated its 10th anniversary in 2011 (28 April -30 May) with 725 events, over 420,000 participants and 24 associate festivals in all States and Territories.

Principal Charity

Variety, the Children's Charity

Variety is the preeminent charity for the media and entertainment industries in Australia and overseas. Variety works directly with individual families and organisations, with its mission to empower children who are sick, disadvantaged or have special needs to live, laugh and learn.

Variety is a national and worldwide charity, which began in Australia in 1975. To date, more than \$180 million has been raised to help Australia's sick, disadvantaged and special needs children.

The **Vision 2020 series** present corporate leaders and review key issues and trends affecting future opportunities for Australian and international business. The event schedule includes:

Event	Theme	Partners	City and Venue	Date
1: Future of the AFL	Building a Global Code	AusInnovation	Melbourne - Grand Hyatt or KPMG	Wednesday 29 February 2012
2: AIF 2012 - National Launch	Creating the Knowledge Economy - Part 1	AusInnovation and Accor	Sydney - Sofitel Wentworth	Wednesday 18 April 2012
3: AIF 2012 - Victorian Launch	Creating the Knowledge Economy - Part 2	AusInnovation and KPMG	Melbourne - KPMG	Friday 27 April 2012
4: Media Futures 1	Content and the New Agenda	AusInnovation	Melbourne - Grand Hyatt or KPMG	Wednesday 23 May 2012
5: Future of Mining	Benefiting Australia's Wealth	AusInnovation and WA Govt	Perth - Novotel	Wednesday 13 June 2012
6: Media Futures 2	The New Digital Age	AusInnovation	Sydney - Sofitel Wentworth or KPMG	Wednesday 1 August 2012
7: Future of Retailing	Consumer Trends and Internet Impact	AusInnovation	Melbourne - Grand Hyatt or KPMG	Wednesday 3 October 2012
8: Media Futures 3	Social Media versus Traditonal Media	AusInnovation	Sydney - Sofitel Wentworth or KPMG	Wednesday 28 November 2012

Vision 2020 Supporters



“The empires of the future are empires of the mind.”

Winston Churchill
British Prime Minister and Author

➤ Format & Speakers



Andrew Demetriou



The Hon. Senator Kim Carr



The Hon. Ted Baillieu



Mike Quigley



Gina Rinehart



Kim Williams



Peter Biggs



Steve Vamos

Invited Keynote Speakers

Future of the AFL	Building a Global Code	Andrew Demetriou CEO, Australian Football League
AIF 2012: Launch 1	Creating Knowledge Economy	The Hon. Kim Carr Federal Minister of Innovation, Industry, Science & Research
AIF 2012: Launch 2	Creating Knowledge Economy	The Hon. Ted Baillieu Premier of Victoria
Media Futures 1	Content and the New Agenda	Mike Quigley - CEO, NBN Co Limited
Future of Mining	Benefiting Australia's Wealth	Gina Rinehart - Chair, Hancock Prospecting
Media Futures 2	The New Digital Age	Kim Williams CEO, Foxtel
Future of Retailing	Consumer Trends & Internet	Peter Biggs CEO, Clemenger BBDO
Media Futures 3	Social versus Traditional Media	Steve Vamos - Chair, Society of Knowledge Economics

Format

Luncheons:
Media Futures 1-3,
Future of the AFL and
Future of Retailing -
Melbourne & Sydney

Cocktail / Luncheons:
Launch of 2012
Australian Innovation
Festival - Sydney &
Melbourne

- MC and Welcome Address by Principal Partner
- Keynote Presentation 1
- Keynote Presentation 2
- Panel and Q&A Session

Half Day Seminar and Luncheon:
Future of Mining - Perth

- First Session - Current State of Mining in Australia with Keynote Presentations
- Second Session - Future Directions and Global Trends with Keynote Presentations
- Gala Luncheon - Driving WA's Future with WA Premier
- All Sessions include Q&A and Panels

NOTE: These speakers have been invited to participate in the Vision 2020 Series. The Organising Partner will ensure that these or other comparable keynote speakers will be featured in each event.

These first two events feature the Australian Football League (AFL): Building a Global Code and the National Launch of the 2012 Australian Innovation Festival: Creating a Knowledge Economy.

Invited speakers for these two events include:



Andrew Demetriou



Caroline Wilson



Kevin Sheedy



Bruce McAvaney



The Hon. Senator Kim



The Hon. Katrina Hodgkinson



John Croll



David Kirk

“ Vision is not enough. It must be combined with venture.”

Vaclav Havel
Czech President and Playwright

Melbourne - AFL: Building a Global Code

Wednesday 29 February 2012 - Sofitel on Collins, Melbourne

- **Andrew Demetriou** : CEO, Australian Football League
- **Caroline Wilson** : Chief Football Editor, The Age
- **Kevin Sheedy** : Coach, Greater Sydney Giants, and AFL Legend
- **Bruce McAvaney** : Seven Network Sports Broadcaster (MC)

Sydney - National Launch: Creating the Knowledge Economy

Wednesday 18 April 2012 - Sofitel Wentworth, Sydney

- **The Hon. Senator Kim Carr** : Federal Minister for Innovation, Industry, Science and Research
- **The Hon. Katrina Hodgkinson** : NSW Minister for Small Business and Primary Industries
- **John Croll** : Chief Executive Officer, Media Monitors (MC)
- **David Kirk** : Director, Variety NSW and Executive Chairman, Hoyts

“ Keep your eyes on the stars and your feet on the ground.”

Franklin D. Roosevelt
American President

Cost: \$150 per person; partnerships and corporate tables also available
Time: 12.00pm for 12.30 start.
 Concludes at 2.30pm

Register/Contact

Peter Westfield
Director, Adair and Chair,
Australian Innovation
Phone: 03 9827 2116 / 0418 251 017
Email: peter@ausinnovation.org

Carol Wallbank
Senior Associate,
Australian Innovation
(Western Australia)
Phone: 0408 201 610
Email: carol@createenterprises.com.au



Bruce Trengove
Corporate Partner and Sponsorship Manager,
Variety Victoria
Phone: 03 8698 3931 / 0448 107 072
Email: brucetrengove@varietyvic.org.au

David Small
Chief Executive Officer,
Variety New South Wales
Phone: 02 9819 1002 / 0414 854 043
Email: david.small@varietynsw.org.au



> Investment/Benefits

> Series and Event Partners Investment	Principal	Gold	Silver	Per Event
5 x Vision Events - Media Futures, AFL and Retailing Futures: Melbourne & Sydney (+GST)	\$50,000	\$35,000	\$20,000	\$5,000
2 x Creating the Knowledge Economy - AIF Launches: Sydney & Melbourne (+GST)	\$20,000	\$15,000	\$10,000	\$5,000
1 x Future of Mining - Half Day Seminar: Perth (+GST)	\$15,000	\$10,000	\$7,000	
All 8 x Vision 2020 Series Events (+GST)	\$80,000	\$50,000	\$25,000	

> Series and Event Partners Benefits	Principal	Gold	Silver	Per Event
> Acknowledgement				
Prominent display of corporate banner/signage at Vision events	✓	✓	✓	✓
Acknowledgement (organisation and logo) at Vision event	✓	✓	✓	✓
1 x Complimentary table (10 guests) for each event	✓	✓	✓	✓
Invitation to National & Victorian launches - 2012 Australian Innovation Festival	✓	✓	✓	✓
Logo in Vision series report linked to Variety and AusInnovation networks	✓	✓		
Include corporate profile on guest list booklet (souvenir program)	✓	✓		
Additional complimentary table (2 tables & up to 20 guests - per Vision event)	✓	✓		
Invitation for thought leadership article in New Exchange magazine	✓	✓		
Opportunity to present door prizes/gifts with MC acknowledgement	✓			
Organisation profile in Vision 2020 brochure (souvenir program)	✓			
Sponsorship listing and hyperlink to Variety and AusInnovation websites	✓			
> Promotion				
1 x Vision related article in Variety & AusInnovation websites	✓	✓	✓	✓
Networking and business development opportunities with other partners	✓	✓	✓	✓
Opportunity (at own cost) to exhibit in the foyer of each event	✓	✓	✓	✓
Invitation to profile staff in social network site - www.BigXchange.com	✓	✓	✓	✓
Commitment to assist your company with related VIP introductions	✓	✓		
Strategic placement of staff at Vision events to maximise networking	✓	✓		
Complimentary space inside the event to display products and services	✓	✓		
Banners and promotion for major events - 2012 Australian Innovation Festival	✓			
Profile in all other promotion - e.g. invitations, advertisements, audio-visuals	✓			
Full year promotional support related to involvement in the Vision series	✓			
Sponsor exposure, listing and signage in all related media coverage	✓			
> Privileges				
Invitation for senior staff to attend select Variety and AusInnovation events	✓	✓	✓	✓
Sponsors encouraged to distribute promotional material at each Vision event.	✓	✓	✓	✓
Opportunity to use Vision events for corporate entertainment & networking	✓	✓	✓	✓
First right of refusal at same level of sponsorship for future Vision events	✓	✓		
Discounted rates on additional seats and tables to Vision events	✓	✓		
Discounted rates for full page and banner ads - New Exchange and websites	✓	✓		
On request, opportunity to preview guest list prior to function	✓	✓		
Commitment to arrange introductions for selected keynote speakers	✓			
Priority seating at all Vision events, including an extra seat at VIP table	✓			
Invitation for senior representative to speak at selected Vision events	✓			
Invitation to join Variety and AusInnovation in planning future Vision events	✓			

“A leader has the vision and conviction that a dream can be achieved. He inspires the power and energy to get it done.”

Ralph Lauren
American Fashion Designer and Entrepreneur



www.ausinnovation.org

www.variety.org.au

VISION 2020 SERIES

