Festival Report

1. SUMMARY

The **2009 Australian Innovation Festival** provided a national showcase of the best that Australia can offer. Our purpose is very much to provide a range of exciting and relevant events that will inspire many more people to become involved with innovation and entrepreneurship.

The festival's theme **'Solutions for Success'** was very much about highlighting and profiling leading centres of excellence. In all States and Territories of Australia, there are specific clusters of innovation that stand out as world class networks. In line with this theme, there was a specific focus on the 4 C's of innovation – "Creativity, Connections, Collaboration and Commercialisation."

After eight years, this Festival is now recognised as the major national platform to celebrate, promote and enhance the value of Australia's innovation and entrepreneurial endeavours.

Summary statistics of the 2009 Festival are as follows:

Australian Innovation Festival			2009
Events:	Australian Capital Territory		18
	New South Wales		162
	Northern Territory		19
	Queensland		113
	South Australia		62
	Tasmania		12
	Victoria		118
	Western Australia		99
	TOTAL		**603**
Attendance:	Total event attendance	- Australia	**370,936 people**
Website Visits:	Festival website	- May 2009	21,672 hits
		- June 2009	41,077 hits
Media Coverage:	Print media Items	- Australia	137 items
	Print coverage reach	- Australia	95% of total pop. (20 million)
	Electronic items	- Australia	50 items
	Electronic duration	- Australia	4:05:03 Hours

The 2009 Australian Innovation Festival exceeded marketing targets, in terms of events held and total number of Festival attendees. There were **603** registered events and **370,936** participants. Media coverage (print and broadcast) was excellent and website interest resulted in more than a million hits a month leading up to and after the Festival (22nd April to beginning of June 2009).

This year's Festival engaged the private sector more than ever. There was a substantial increase in support from over 120 National Industry and Educational Associations as well as Federal government agencies, including the Australian Broadcasting Corporation, AusIndustry, Austrade, IP Australia and CSIRO.

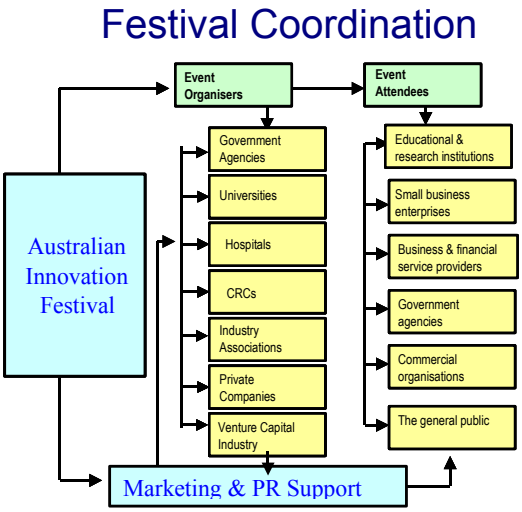
Both the Festival Advisory Council and the Festival Secretariat look forward to working with event organisers, associated festivals, leading industry and educational groups, principal sponsors, media partners, Australian federal, state and territory governments and other supporters – to ensure that the success of the 2010 Festival is repeated next year.

2. OBJECTIVES

The Australian Innovation Festival was established to celebrate the best of international innovation. Its mission is to increase public awareness of the importance of innovation and entrepreneurship through an emphasis on the three pillars of future economic growth – excellence in development, research and commercialisation. These major objectives determine the Festival's future direction:

- 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.

The Secretariat's role is to build and co-ordinate the event program and nationally market the Festival. Each event is hosted, marketed and funded by organisations with an innovation focus.



2.1 Festivals

The annual Australian Innovation festival started in 2002 as a showcase of the best of Australian and international innovation and entrepreneurship:

- The inaugural **2002 Festival** included 200 events - 157 capital city & 43 regional events. 76,200 people attended and print coverage alone reached 7.5 million people.
- The **2003 Festival** attracted 334 events including over 120 regional events and more than 150,000 people attended festival events.
- 243,000 participants and 502 registered events in the **2004 Festival** program, which also included over 200 events in country and regional Australia.
- The **2005 Festival** included 724 registered events and 400,000 people attended these events. A major highlight was the large increase in associated festivals.
- There were 518 events and 370,000 participants in the **2006 Festival**, with increased support from the private sector including national Industry & educational associations.
- The **2007 Festival** was the largest ever; in terms of events, participation, media coverage and website interest, with 400,000 participants and 781 registered events.
- The **2008 Festival's** theme 'Clusters of Innovation' highlighted leading Australian centres of excellence, with over 330,000 people attending the 584 events.
- The **2009 Festival** was held in the midst of the global financial crises. There was increased interest from the previous year with 603 events and 370,000 participants.

3. HIGHLIGHTS

3.1 National Launch

The Australian Innovation Festival was launched in Sydney on 22nd April 2009 with 150 people in attendance. In line with the Festival's theme **"Solutions for Success"** the overriding message was that in a period of global uncertainty, "innovation" is more important than ever. Guest speakers included:

Mark Paterson
Secretary, Dept of Innovation, Industry

James O'Loghlin
Event MC & ABC Host "The New Inventors"

Hon. Ian MacDonald
Minister, NSW Dept of State Development.

Peter Westfield
Co-Chair, Australian Innovation Festival

Australian Capital Territory

The CRC's "Pathfinders" innovation conference was held in Canberra from 26th to 28th May and attracted 539 people, representing Universities, industry, government and students.

Key speakers included **Senator Kim Carr** (Co-Chair of the Australian Innovation Festival – pictured left), CSIRO's Megan Clark, Chief Scientist Penny Sackett, Jean-Claude Gavrel, Associate Vice President of Canada's Networks of Centres of Excellence and Access Economics' Chris Richardson.

Northern Territory

The Desert Innovation Festival was held in May and connected people across desert Australia. A **Solar Open Day** in Alice Springs (above) attracted locals wanting to learn more about solar technology.

Cross-border meetings using audio-conferencing with web support, kick-started collaborations across tourism, local produce, mining, sustainable buildings and creative industries.

Queensland

Brisbane's Q&A Festival Launch was hosted by **James O'Loghlin**, ABC's The New Inventors (pictured). Lord Mayor Campbell Newman presented the welcome address.

This Thursday 21st May event from Brisbane Marketing was a great success and a chance for 150 key business people to review the direction of innovation for Brisbane, as Australia's New World City.

Victoria

Inspecting the Hammerhead aircraft at the Ballarat Innovation Festival launch in May are Ballarat Mayor **Judy Verlin**, Advanced VTOL Technologies Director **David Howe** and City of Ballarat CEO **Anthony Schinck**.

Tasmania

Business over Breakfast: Pictured above is Premier **David Bartlett** with **Daren Alexande**r, CEO Autech Software & Design

The "5 Days of Innovation" Festival was launched by Premier Bartlett on May 14th at Launceston's Hotel Grand Chancellor. 110 guests attended this event to welcome in the new initiative, and support the planned May 2010 event.

Western Australia

The 2009 Designedge Innovation Festival was launched at the Ferrara Bar in Perth on 22nd April. Picture features **Leanne Manado** from Lila Dara Design showcasing her artwork with **Ben Wyatt**, MLA, Shadow WA Treasurer.

This festival of 56 events includes workshops, networking forums and displays and has a strategic link with the BEC Innovation Festival, and both are associate festivals of the Australian Innovation Festival.

New South Wales

Vice-Chancellor Professor Steven Schwartz officially opened the 5th annual Macquarie University Innovation Awards on May 6th 2009.

The winning team from Macquarie University's spin-off company **Applimex Systems** (picture above) celebrate their Innovation Award for commercialising new enzyme processes.

South Australia

The South Australian Centre for Innovation launched the State program on 29th April at the National Wine Centre with over 180 professionals.

Speakers were **Brian Cunningham**, (pictured) Chief Executive, Dept. Trade & Economic Development and Greg Boundy, newly appointed CEO of the SA Centre for Innovation. The keynote speaker Dan Atkins addressed the theme of "Innovation in a World Crisis".

4. OVERVIEW

The Australian Innovation Festival started in 2002 under the auspices of the previous federal government's Backing Australia Ability initiative and still remains a collaborative venture between private and public sector organisations in this country.

The 2009 Festival celebrated our eighth anniversary. We are again appreciative of the continued support from federal, state and territory governments and agencies, as well as leading national industry and educational organisations, Australian universities and TAFE colleges and the many hundreds of event organisers that have a genuine passion for promoting and building Australia's innovation and entrepreneurship.

Since its conception, the Australian Innovation Festival has increased in size and range with virtually every major town and city throughout Australia included in the celebrations. The Festival aims to inspire a culture of innovation in all Australians. The 2009 Festival featured over 600 events and included every major Australian industry from finance and biotechnology to tourism and the creative arts. Each event highlighted aspects of the festival's 4C's of Innovation theme: Creativity, Connections, Collaboration and Commercialisation.

What determines innovation success? We often hear that Australians are innately inventive, but hopeless at commercialising our inventions. Or that all our best ideas end up overseas. Or that we don't spend enough on research and development. Or that all our best scientists go offshore, leaving Australia the victim of a 'brain drain'. Or that we don't manufacture enough, and that wealth creation still relies excessively on agriculture and mining.

This widespread perception is not reality. Australians have a rich innovative history and an entrepreneurial spirit that is comparable to the best in the world. This year, there were again many examples to show that this proud tradition is alive and prospering. It is with this overriding goal that the Australian Innovation Festival was established to showcase and promote these innovative and entrepreneurial abilities.

The website (www.ausinnovation.org) was improved with additional features. The festival program was released to coincide with the National/NSW Launch on 22nd April in Sydney.

4.1 Coordination

As has happened each year since 2002, the Secretariat started the process by bringing together event organisers as well as interested groups including universities, TAFE and educational institutions, national and state industry associations, regional councils, potential associated festivals and federal, state and territory government departments and agencies.

The Australian Innovation Festival performs a key role in '**value adding**' the importance of innovation and entrepreneurship. In this regard, the most important determinant of the festival's success is the level of support, commitment and engagement from existing event organisers.

The Secretariat undertakes a "principal driver" role by starting the organisational process for each year's festival. This involves encouraging event organisers and participants to develop networking linkages. In most Australian States and Territories, the Secretariat performs the key position of local festival coordinator. This responsibility extends to identifying suitable collaborators, providing advice and guidance, helping to develop each new or modified event, assisting with aspects of event management and promotion, and working closely with each and every government liaison officer.

The major priority for the Festival continues to be that of seeking ways to maximise benefits for event organisers, through increased attendances, media coverage and networking and sponsorship opportunities.

4.2 Associated Festivals and Website

A major reason for the Festival's success this year is the increase in associate festivals.

Associated Innovation Festivals		2002	2003	2004	2005	2006	2007	2008	2009
Illawarra Innovation Showcase	NSW	✓	✓	✓	✓	✓	✓	✓	✓
ICAN Innovation Festival (Canberra)	ACT	✓	✓	✓	✓	✓	✓		
Gold Coast Innovation Festival	QLD		✓	✓	✓	✓			
Gippsland Innovation Festival	VIC		✓	✓	✓	✓	✓	✓	
Limestone Coast Innovation Festival	SA			✓	✓	✓	✓	✓	✓
Desert Knowledge Festival (Alice Springs)	NT			✓	✓	✓	✓	✓	✓
Rosemount Australian Fashion Week	NSW			✓	✓	✓	✓	✓	✓
SKI (Science, Knowledge, Innovation) Cairns	QLD			✓	✓	✓	✓	✓	
North West Expo (Broome)	WA				✓	✓	✓	✓	✓
Swinburne Innovation Festival	VIC			✓	✓				
Designedge Innovation Festival (Belmont)	WA				✓	✓	✓	✓	✓
Monash University Innovation Festival	VIC			✓	✓	✓			
Wagga Wagga Biotechnology Festival	NSW				✓	✓	✓		
Ballarat Innovation Festival	VIC				✓	✓	✓	✓	✓
AGIdeas Festival	VIC					✓		✓	✓
VECCI Festival Program	VIC						✓	✓	✓
CitySmart Innovation Festival (Brisbane)	QLD							✓	✓
Hunter Central Coast Innovation Festival	NSW							✓	✓
National Manufacturing Week 2008	VIC/NSW							✓	✓
Northern Rivers NSW Innovation Festival	NSW							✓	✓
Western Sydney Manufacturing Week	NSW							✓	✓
Universities Innovation Showcase	VIC							✓	✓
Mid North Coast Innovation Festival	NSW								✓
Wonthaggi Energy Innovation Festival	VIC								✓
Creative Gippsland Innovation Festival	VIC								✓
E Festival of Ideas	NSW								✓
BEC Australia Innovation Festival	AUST								✓
Greenfest	QLD								✓
Agfest	TAS								✓
5 Days of Innovation Festival	TAS								✓
Macquarie university Innovation Program	NSW								✓

The 2009 Australian Innovation Festival website is a one-stop-shop for all things innovation.

www.ausinnovation.org						
	Daily Average			Monthly Average		
Month	Visits	Pages	Hits	Visits	Pages	Hits
May 2009	45.76	184.84	699.04	748	8,335	21,672
June 2009	33.28	134.42	990.45	1,430	15,143	41,077

4.3 Advisory Council and Coordinators

The Festival Secretariat wishes to acknowledge these Festival Advisory Council members:

Festival Advisory Council	
Tricia Berman	General Manager, Innovation Group, Federal Department of Industry, Tourism & Resources
Peter Westfield	Director, Adair Innovation & Chair, Australian Innovation Festival
David Hanna	Deputy Secretary, Victorian Department of Innovation, Industry and Regional Development
Peter Laver	Chair, Victorian Learning and employment Skills commission
Ian Cox	Director, Office of Business & Tourism, ACT Government
Kylie Bell	Deputy Director, Austrade NSW
Rick Andrew	Executive Director, Science Infrastructure and Engagement, QLD Government
Wendy Spencer	Assistant General Manager, Innovation, Tasmanian Department of Economic Development
Greg Boundy	Manager, SA Centre for Innovation, Government of South Australia
Roy Chapman	General Manager, Innovation & Emerging Industries, WA Dept. of Industry & Resources
Ian Prince	Director Policy, Economic Development, NT Government
Michael O'Sullivan	Executive Director, Industry, NSW Dept. State and Regional Development
Peter Petersen	General Manager, Illawarra Development Board
Peter Forbes	Manager, Ballarat Innovation Festival
Carol Hanlon	Chair, Belmont Designedge Festival, WA
Tracy Scott-Rimington	Manager, Cluster Program , City of Cairns
Tracey Lonergan	Director Finance, the Commercial Response Unit, Wagga
Mikaela Power	Chair, Gippsland Innovation Festival
Kelly Claudius	Director, Business Development, CSIRO
Peter Willimott	Director, Marketing and Customer Strategy, IP Australia

The following are key State and Territory and Associated Innovation Festival coordinators.

Major Festival Coordinators	
Camilla Cowley	Manager, Hunter Central Coast Innovation Festival, NSW
Roger Babolka	Manager, Limestone Coast Regional Development Board, SA
Penny Griffin	Manager, WA Innovation Centre
Joss Evans	Chief Executive Officer, Victorian Innovation Centre
Mark Warrener	Manager, Technology and Innovation, TAS Dept. of Economic Development
Mike Crowe	Chair, Alice Springs Desert Knowledge Festival, NT
Vikki Hine	Senior Manager, Innovation and Technology, NSW Dept. State and Regional Development
Robert van Aalst	Manager, Innovation and Industry Development, ACT Chief Minister's Department
Aimee Cowan	Marketing Manager, Australian Institute for Commercialisation, QLD

5. NATIONAL PARTNERS

National Supporters for the 2009 Australian Innovation Festival includes principal and associate partners, Federal, State and Territory governments and 120 industry and educational associations:

Principal and Associate Partners

Dept. of Innovation, Industry, Science & Research	Australia Post	Deloitte	IXC Australia
The Australian newspaper	Media Monitors	AusIndustry	IP Australia
Australian Broadcasting Corporation	Rankin Design	Palamedia	National Press Club
Brisbane City Council	CSIRO Melbourne Airport	City of Perth	City of Adelaide
Rio Tinto	INNOVIC	City of Melbourne	WA Technology Park, Bentley
Australian Technology Park	Microsoft	Cerebrum	Powerhouse Museum
Australian Design Awards	Australian Anthill	Brown Brothers	Westpac

State and Territory Governments

ACT Chief Ministers Department	NSW DSRD	VIC DIIRD	QLD State Development
TAS Economic Development	NT Chief Ministers Department	WA DOIR	SA Economic Development

Associated Festivals

Australian Science Festival (Canberra)	City Smart Innovation Festival	Belmont Designedge	Illawarra Innovation Showcase
Creative Gippsland Innovation Festival	Agfest (Tasmania)	AGIdeas Week	Alice Springs Desert Knowledge
Hunter Central Coast Innovation Festival	5 Days Innovation on the Island	Ballarat Innovation	BEC Australia Innovation Festival
Limestone Coast Innovation, Mt. Gambier	Greenfest (Brisbane)	NW Expo, Broome	VECCI Innovation Program
Mid North Coast Innovation Festival	Northern Rivers Festival	Macquarie University	AGIdeas Festival (Melbourne)
Rosemount Australian Fashion Week	Western Sydney Manufacturing	Ironfest, Lithgow	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	AVCAL	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	GDAA	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 Aust.	ABS	Biotechnology Australia
Rural Industries Research & Development Corporation	NH&MRC	Innovation Australia	Aust. Broadcasting Corporation
Dept. Broadband, Communications &Digital Economy	CRC Program	Enterprise Connect	Australian Sports Commission

6. MARKETING STRATEGY

There was again an extensive range of marketing activities undertaken by the Festival Secretariat this year, in association with State, Territory and associated festival coordinators.

These initiatives ranged from coordinating the national program guide, arranging supplements with various magazines (Anthill, Fast Thinking, Palamedia etc) and with many major metropolitan newspapers and assisting with the publication of various regional supplements throughout Australia.

Other promotional activities related to supporting programs for guest speakers (interstate and international), arranging travelling showcases, undertaking media and PR support for event organisers, coordinating display and promotional materials with banners, displays and posters for launches and other events, and providing general advice and assistance in many other areas.

6.1 Positioning the Message

The principal message of the Australian Innovation Festival is to create greater public awareness of the importance of innovation and entrepreneurship in Australia through an emphasis on the three pillars of future economic growth - excellence in research, development and commercialisation.

The Australian Innovation Festival defines its position as providing a national platform to support and promote Australia and international innovation, entrepreneurship and technology commercialisation. This positioning role is in turn determined by the Festival's mission statement as previously presented in this Report.

6.2 Targeting

The Festival has traditionally focused on two main target segments/markets – SME's, innovators & entrepreneurs and educational & research institutions. This year, the Festival continued to include a primary engagement in innovation activities by regional and country Australia.

As with the previous four festivals, this year's Festival organised and coordinated events for the target audience groupings listed in the following Table.

The 2009 Festival Theme **'Solutions for Success'** also presented a complimentary focus on the four C's of innovation – Creativity, Connections, Collaboration and Commercialisation.

Marketing objectives were set and achieved for each of these 2009 Festival major target groups.

Festival Audience - Target Markets
Educational & research institutions, including schools & universities
Small business enterprises, innovators & entrepreneurs
Business and financial service providers and intermediaries
Government agencies (local, state and federal)
Commercial organisations and large & medium sized corporations
Young people involved in Innovation, Entrepreneurship and Technology Commercialisation
Australian and international media organisations, and The general public

7. FEATURE STORIES

The Innovative Technologies Expo at Brisbane Square foyer was part of the **CitySmart Innovation Festival** (18th May to 5th June) and featured University of Queensland's solar car, the "Sunshark".

In 1995, a group of undergraduate engineering students at the University of Queensland formed a team with the aim of building Australia's fastest solar car. With minimal budget, no industry or academic supervision, the team designed and built a car run entirely on the energy from the sun, and entered it in the world's premier vehicle race – the World Solar challenge in 1996. Several Brisbane companies have emerged due to this success - Tritium Pty Ltd (high power electronics) & Ultramotive Pty Ltd (efficient motor design).

Hunter Central Coast Innovation Festival was launched at the new GHD Tower in Newcastle on 11th May 2009 by Neville Sawyer, Hunter Central Coast Festival Chair and Peter Westfield, Chair Australian Innovation Festival.

More than 250 people attended with special guest and MC for the evening, ABC Inventors Panelist, Chris Russell.

Speakers included the Lord Mayor and Chair of HEDC, John Tate, an inspiring presentation from the Chair of the Hunter Central Coast Innovation Festival committee, Neville Sawyer, AM, and an entertaining New Inventors type interview with Panelist Chris Russell and Professor Paul Dastoor about his innovations in solar paint (**pictured left**).

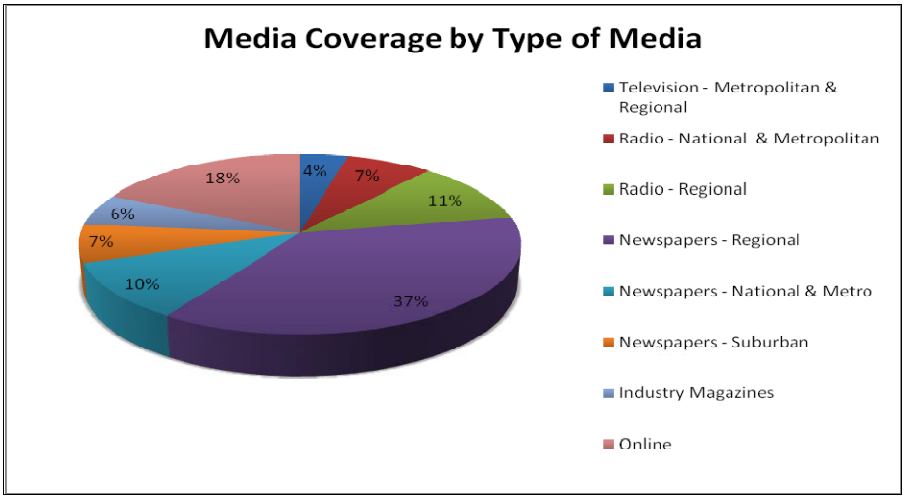
Queensland Sustainable Energy Innovation Fund Expo was held on 27th May 2009 to celebrate outstanding energy achievements.

This expo highlighted innovative energy leaders of the QSEIF program. Celebrated 2009 recipients of these Achievement Awards include:

Standing, from left to right: Darryn Rackemann (QUT), Iain Smith (Redflow), David Finn (Tritium), David Carrigan (Anova), Phil Barry (Biocane), and Tim Wade. **Sitting**: George MacDonald (Growcom) and Heather Elliott (WEARS).

8. MEDIA COVERAGE

In 2009, online and regional print media had the greatest increase in coverage, showing that the Festival has built an increased national profile.



Note: All values expressed as percentages

8.1 Electronic Media

WIN Wollongong News - 25/05/2009 - 06:36 PM – Duration 1:24
Kerryn Johnston - Journalist Ms Joanna Woodburn 02 6361 4599
A number **of** Illawarra organisations are this week showcasing their groundbreaking achievements in innovation. A series of lectures, tours and competitions are all part of Australian Innovation Week Festival celebrations. Steve Sanders from AusIndustry is interviewed.

ABC Ballarat (Ballarat)
Breakfast - 13/05/2009 - 07:13 AM - Duration: **6:49**
Compere Dominic Brine mentions that the Get Into Games Expo is part of the Ballarat Innovation Festival**.** Martin Wilkes, Project Manager, says the biggest change in the industry recently has been the entry of Nintendo into the market with their Nintendo Wii as well as games on the iPhone.

ABC Central Coast (Gosford)
Mid Mornings - 05/05/2009 - 11:17 AM - Duration: 14:43
Interview with Mary O'Kane, NSW Chief Scientist, about the Central Coast Innovation Festival. O'Kane says that she is the patron of the Festival, and that she doesn't know all of the details of the events that are happening. O'Kane says that many science jobs are in firms which research, citing industrial based research such as BHP Billiton's research and development facility that used to be in the Hunter Region.

Prime North Coast (Lismore)
Prime Local News - 04/05/2009 - 06:31 PM - Duration: 0:37
Innovation and creativity are being celebrated with the Innovation Festival 2009 being launched tonight in Coffs Harbour. The idea is to show what is happening in the region. It is hoped the new ideas create funding, and in the long term more technologically exciting jobs on the North Coast.

ABC 612 Brisbane
Breakfast - 22/04/2009 - 06:20 AM - Duration: 1:04
Spencer Howson. Producer Ms Majella Marsden 07 3377 5161
The Australian Innovation Festival is launched in Canberra today.

National Broadcast Media Coverage

	# of Items	Duration	State		# of Items	Duration	State
TV - Metropolitan & Regional				**Radio - Regional**			
ABC Darwin	1	0:27	NT	ABC Kimberley (Broome)	1	4:48	WA
WIN Wollongong	2	2:00	NSW	ABC Central Aust (Alice Springs)	1	3:22	NT
ABC Illawarra (Wollongong)	1	0;46	NSW	ABC South East (Mt Gambier)	3	14:36	SA
Prime North Coast (Lismore)	1	0:37	NSW	2TM (Tamworth)	1	0:52	NSW
ABC Central Aust (Alice Springs)	4	6:51	NT	ABC Ballarat	2	13:32	VIC
Sub Total	**9**	**0:10:41**		ABC North TAS (Launceston)	1	7:05	TAS
Radio - National & Metropolitan				ABC Capricornia (Rockhampton)	1	0:44	QLD
ABC Radio National	1	16:40	ACT	ABC Central Coast (Gosford)	1	14:43	NSW
Territory FM (Darwin)	1	6:35	NT	2CS FM (Coffs Harbour)	1	0:37	NSW
ABC 774 Melbourne	5	0:50:10	VIC	3BA FM (Ballarat)	1	3:24	VIC
ABC 891 Adelaide	1	5:38	SA	ABC South East	1	7:45	SA
Curtin FM (Perth)	2	14:34	WA	ABC North West Qld (Mt Isa)	1	3:53	QLD
6RTR (Perth)	1	11:27	WA	ABC Western QLD (Longreach)	1	4:02	QLD
ABC 702 Sydney	1	1:32	NSW	ABC Central Victoria (Bendigo)	8	0:39:33	VIC
ABC 936 Hobart	1	0:54	TAS	2RE (Taree)	1	0:28	NSW
ABC 720 Perth	1	0:48	WA	**Sub Total**	**25**	**1:59:24**	
ABC 612 Brisbane	**1**	**1:04**	**QLD**				
3AW (Melbourne)	1	5:36	VIC				
Sub Total	**16**	**1:54:58**		**Total**	**50**	**4:05:03**	

8.2 2009 Print Media

Examples of Australian Innovation Festival specific News print media coverage:

Innovative Start to Day at Business Breakfast
More than 90 innovators, entrepreneurs and industry representatives attended the Business over Breakfast event at Launceston on May 14 to launch the 5 Days of innovation festival. This festival will be held in may 2010 is supported by the Department of Economic Development and Tourism, the Launceston Chamber of Commerce, the Launceston City Council, the University of Tasmania and Autech Software & Design.
Tasmanian Business Reporter, June 2009, Page 7

Future Lies with Bright Ideas
Innovation Festival chairman Doug Jones believes the Mid north Coast business community is cottoning on to the realisation that bright ideas will bring about sustained commercial success. More than 3500 people attended the 25 events from Coffs harbour to Taree as the region participated in the Australian Innovation Festival.
Mid-Coast Observer, Wednesday 24 June 2009, Page 3

Lord Mayor's Awards
The Brisbane Lord Mayor's Business Awards for 2009 were launched as part of the CitySmart Innovation Festival recently and the week provided a platform for Brisbane marketing's new world City branding.
Business Acumen Queensland, Monday 1 June 2009, Page 3

Bus Depot wins Award
A Bus Depot designed to save 49 Olympic pools of water a year has won the ninth annual south-east Queensland Healthy Waterways Awards for sustainable design this year.... The awards were part of the second annual CitySmart Innovation Festival, a program of 70 events showcasing the latest innovation under the Australian Innovation Festival.
Satellite (Northern Edition), Wednesday 10 June 2009, Page 3

Showcase proves popular
AusIndustry Illawarra and South Coast regional manager Steve Sanders has received plenty of positive feedback about this year's Illawarra Innovation Showcase, run on a limited budget last week.
Illawarra Mercury, Thursday 4 June 2009, Page 26

In a 'Blink' the Central Coast is under the spotlight for Innovation
The economy may be in slow down, but that couldn't be further from the mind of a young innovator her on the Central Coast. Ben Thomas-Brigden is happy to be working with the Central Coast Committee to be a part of the range of events during the Hunter Central Coast Innovation Festival starting on 8 May.
Central Coast Business Review, May 2009, page 17

Global effort to save our Bacon
Is green the new black? Environmentalists the world over say yes. Brisbane's funky young things are taking their cues and learning how to play a vital role in a global effort to mitigate climate change. They are going to a free event called VEGAS 2015: The Brisbane retrofit project as part of the CitySmart Innovation Festival.
City News, Thursday 21 May, Page 7

Cool view on climate
Controversial climate change scientist David Archibald raised eyebrows and hopes among the Belmont business community in a lecture for the Designedge Innovation Festival yesterday.
Southern Gazette, Tuesday 19 May, Page 13

Cyber rubbish tip cause for concern
The nation needs a national scheme to cope with a rising mountain of toxic electronic waste, Lord Mayor Campbell Newman has said.....The forum "Green ICT and eWaste" is being held at 9am today as part of the CitySmart Innovation Festival (www.brisbaneinnovation.org).
Courier Mail, Tuesday 19 May, Page 17.

New World City
The Launch of the CitySmart Innovation Festival was positive plus. Brisbane was touted as a New World City on the verge of heart-pumping happenings. Lord Mayor Campbell Newman kick started the hype: an hour of interactive questions and answers kept the bubble afloat.
Sunday Mail Brisbane, Sunday 24 May, Page 30

Editor's Message
Brisbane is shooting ahead....The CitySmart Innovation Festival is kicking off this month in Brisbane. But there are challenges ahead for venture capital. Economic efficiency can be rapidly improved by new ideas but the risk of venturing into the unknown poses challenges- but that's entrepreneurship for you.
Brisbane Business News, May 2009, Page 3

Innovative Endeavours in Spotlight
Ballarat will showcase the research and development activities happening at the Technology park and invite businesses to discover how to tap into these developments when the City of Ballarat hosts the Ballarat Innovation Festival.
Ballarat Courier, Wednesday 13 May, Page 22

Get the Edge for business success
South Perth designer Leanne Manado launched the online store for her new label Lila Dara at the opening of the Designedge Innovation Festival 2009 in Belmont.
Southern Gazette, Tuesday 12 May, Page 31

Crises identifies opportunities
South Australia's automotive sector companies can develop intellectual property, build new industries and identify future opportunities through innovation, experts say. Sustainability expert and Toyota Australia's former environmental affairs manager Dan Atkins believes every crises also brings in opportunities to completely transform businesses... it will be his message as the keynote speaker at today's state launch of the month long Australian innovation Festival at the National Wine Centre.
Adelaide Advertiser, Thursday 30 April, page 44

BEC Australia Innovation Festival
This inaugural festival will be held from 26 April to 30 May as part of the Australian Innovation Festival. During this time, you can attend innovation themed events at your local BEC - including events partnered between IP Australia and BEC Australia.
My Business, April 2009, Page 79

Learn about protecting ideas at free forum
Innovative Territorians can learn how to develop and protect their great ideas by attending a free forum in Alice Springs on Friday, May 8. The forum will be held to celebrate World IP Day and the launch of this year's Australian Innovation Festival, being held from April 26 to May 30.
Centralian Advocate, Tuesday 14 April, Page 9

Protecting good ideas
Territorian Steven Rowe came up with a great idea. The founder and chief executive of Darwin based SRA Information Technology created the EnviroSys, which manages environmental information and allows organisations to capture and monitor their impact on the environment, including green gas emissions.
NT Business Review, April 2009, Page 3

National Print Media Coverage

Regional Newspapers	# of Items	National & Metro Newspapers	# of Items
Ballarat Courier	9	AAP Newswire - National	1
South Gippsland Sentinel Times	11	Weekend Australian	2
Western Advocate (Bathurst)	1	Business Acumen Queensland	2
Barrier Daily Truth (Broken Hill)	1	Brisbane Business News	2
Advocate (Coffs Harbour)	8	Queensland Country Life(Qld)	1
Central Western Daily (Orange)	1	Australian Canegrower	1
Tasmanian Business Reporter	2	City Weekly (VIC)	1
Broome Advertiser	1	Herald Sun (Melbourne)	1
Tully Times	1	Advertiser (Adelaide)	3
Mid-Coast Observer	1	MX - Melbourne	1
Myall Coast Nota	1	The Age	1
Great Lakes Advocate (Forster)	1	Sunday Mail (Brisbane)	1
Manning River Times (Taree)	4	City News	1
Illawarra Mercury	6	Courier Mail	1
Caboolture News	1	Northside Chronicle (Canberra)	1
Port Macquarie News	5	Sun-Herald(Sydney)	1
Guardian News	2	Sunday Times (Perth)	1
Newcastle Herald	9	Northern Territory News	1
Area News - Griffith	1	NT Business review	1
Singleton Argus	4	**Sub Total**	**24**
Wauchope Gazette	2	**Newspapers - Suburban**	
Launceston Examiner	2	Moorabbin Leader	1
Ballarat News	1	Caulfield Glen Eira Leader	1
Central Coast Express - Gosford	1	Bayside Leader	1
Bellingen Courier Sun	1	Melbourne Leader	1
Geraldton Guardian	2	Melbourne Weekly - Eastern	1
Centralian Advocate	2	Cranbourne Leader	1
Great Southern Star	1	Berwick Leader	1
Phillip Island & San Remo Advertiser	1	Satellite Newspaper (Northern Edition)	1
Sub Total	**83**	Melbourne Weekly	1
Magazines		Southern Gazette	3
Packaging News - July Trade	1	Canning Community	1
Desktop - Science/Technology	2	Central Coast Sun Weekly	1
Central Coast Business Review	3	Waverley Leader	2
Australian Anthill	1	Port Phillip Leader	1
Capital Magazine	1	**Sub Total**	**15**
My Business	1		
Popular Science	1		
FEN (Factory Equipment News)	2	**Total**	**137**
Splash	1		
Sub Total	**13**		

8.3 Online Media

Online Media coverage

Media items that regularly mention the Australian Innovation Festival:

Website	Web address	# Items
1888 Press Release	http://www.1888pressrelease.com	1
7th Space Interactive	http://7thspace.com	1
Anthill Online	http://www.anthillonline.com	1
AussieInnovation	http://aussieinnovation.com	4
Desert Knowledge CRC, On Track blog	www.desertknowledge.com.au	1
DTRDI Queensland	http://www.dtrdi.qld.gov.au	2
Fast Thinking	http://www.fastthinking.com.au	1
Innovic	http://www.innovic.com.au	1
Live PR	http://www.prnewswire.com	1
Minister – Innovation, Industry, Science and Research	http://minister.industry.gov.au/Pages/default.aspx	1
My Booking Manager	http://mybookingmanager.com	1
Premier & Ministers of South Australia	http://www.ministers.sa.gov.au/index.php	1
Dept of Trade & Economic Development SA	http://www.southaustralia.biz/Events.aspx	1
Tasmanian Government	http://www.service.tas.gov.au/	1
Transport & Logistics News	http://www.tandlnews.com.au/	1
	Sub Total	**19**

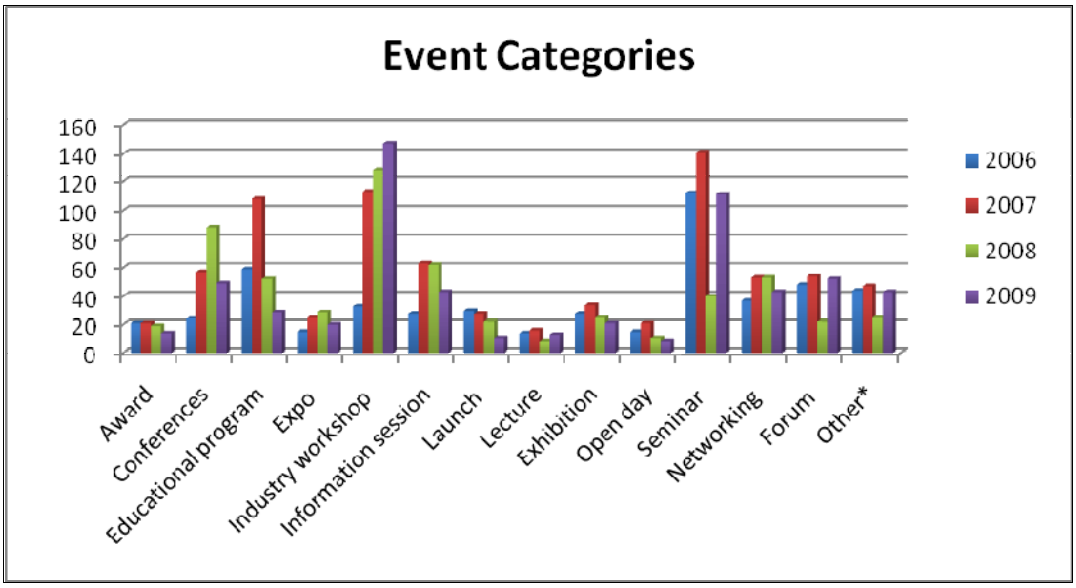
Media items that refer to a Festival event:

Website	Web Address	# items
Next Big Thing Award	http://www.nextbigthingaward.com/	1
Community Builders Website	http://www2.communitybuilders.nsw.gov.au	1
AGDA (Graphic Design Asn)	http://archive.agda.com.au/eventsnews/national/news/2008/Callfo.html	1
Victoria OnLine portal	http://www.vic.gov.au/	1
Business Mums Network	http://www.businessmums.com.au/TopMenu/AboutUs/Awards/	1
Australian Ageing Agenda	http://www.australianageingagenda.com.au/2008/02/11/article/OCIZTBFAZG.html	1
Young Australian Rural Network	http://www.yarn.gov.au/cb_pages/news/nextbigthing.php	1
Melbourne Museum	http://museumvictoria.com.au/melbournemuseum/WhatsOn/Current-Exhibitions/INNOVIC/	1
RMIT University	http://131.170.40.30/browse;ID=q5u1iq5cu98a	1
The Small Business Support Network	http://www.ozsmallbiz.net/News/999999687.html	1
Australian Institute for Commercialisation	http://svc043.wic135dp.server-web.com/02_cal/details.asp?ID=292	1
YouTube	http://www.youtube.com/watch?v=Zqvrw3KE7n4	1
Australian International Design Awards	http://www.designawards.com.au/	1
Designophy – Design Knowledge Sharing	http://www.designophy.com/article.php?id=1882	1
PowerHouse Museum Sydney	http://www.powerhousemuseum.com/exhibitions/design_awards.asp	1
Icsid IDA	http://www.icsid.org/events/events/calendar152.htm	1
Wake Up WA	http://www.wakeupwa.com.au/index.php?option=com_content&task=view&id=108&Itemid=108	1
Every Woman Expo 2009	http://www.everywoman.com.au/meet-the-designers.asp	1
WHEC 2008	http://www.whec2008.com/	1
The University of Queensland	http://www.uq.edu.au/engineering/call-for-papers-for-world-hydrogen-energy-conference-2008	1
Asia Research News	http://www.researchsea.com/html/calendar.php/eid/2945/cid/2	1
	Sub Total	**21**

9. COMPARATIVE ANALYSIS

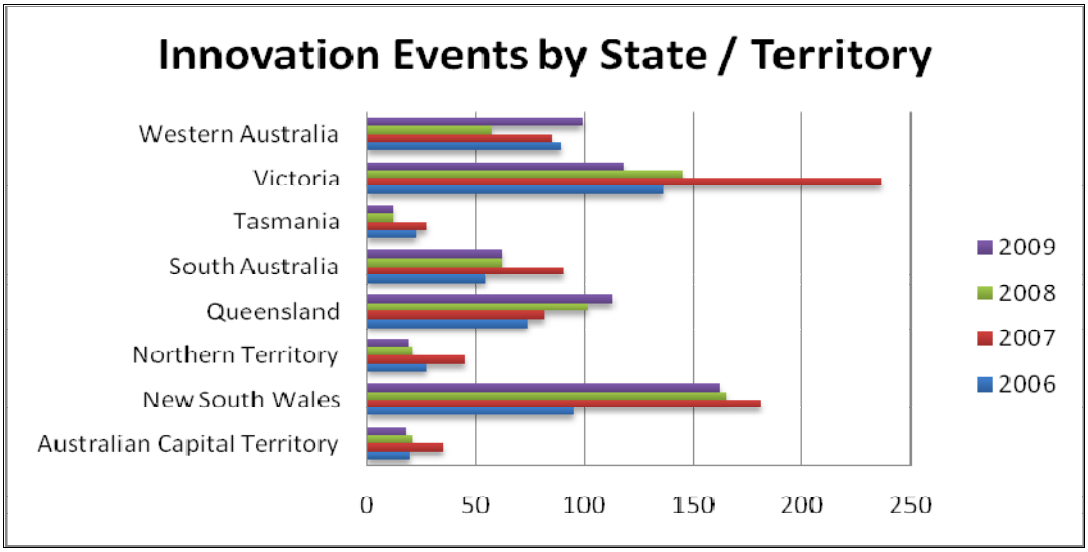
9.1 Event Categories

Event Categories	2006	2007	2008	2009
Award	21	21	19	14
Conferences	24	57	88	49
Educational program	59	108	52	29
Expo	15	25	29	20
Industry workshop	33	113	129	147
Information session	28	63	62	43
Launch	30	28	22	10
Lecture	14	16	8	13
Exhibition	28	34	25	21
Open day	15	21	10	8
Seminar	112	141	40	111
Networking	37	53	53	43
Forum	48	54	22	52
Other*	44	47	25	43
TOTAL	**518**	**781**	**584**	**603**



9.2 Innovation Events

Australian State / Territory	2006	2007	2008	2009
Australian Capital Territory	20	35	21	18
New South Wales	95	181	165	162
Northern Territory	27	45	21	19
Queensland	74	82	101	113
South Australia	54	90	62	62
Tasmania	23	27	12	12
Victoria	136	236	145	118
Western Australia	89	85	57	99
Total	**518**	**781**	**584**	**603**



9.3 Audience Projection

For this year and previous festivals, the Festival Secretariat calculates audience participation with a methodology based on adding average participation rates for all non-respondent events with received statistics from past category events. As a result, we are able to deduce reasonably accurate participation rates for each even.

There were 603 registered events for the 2009 Australian Innovation Festival. Participation rates for 29% (177 events) were calculated using this methodology. Actual attendance statistics were received from event organisers for 426 events (71% of total Festival events). These event organisers participated in the Feedback Evaluation Survey.

10. FEEDBACK SURVEY

At the conclusion of the 2009 Festival, a survey was sent to event organisers. Many were also contacted by telephone. This approach gave the Festival Secretariat the opportunity to exchange further information with event organisers. The following comments are based on responses and are a good representation of how the festival was received throughout Australia this year.

10.1 Questions

1. Which category best represents your event?

The 603 Festival Events were categorized into three categories – Showcase/Celebration of Innovation; Building Innovation/Entrepreneurial Capability; and Encouraging Education Initiatives as well as Youth Innovation/Entrepreneurship.

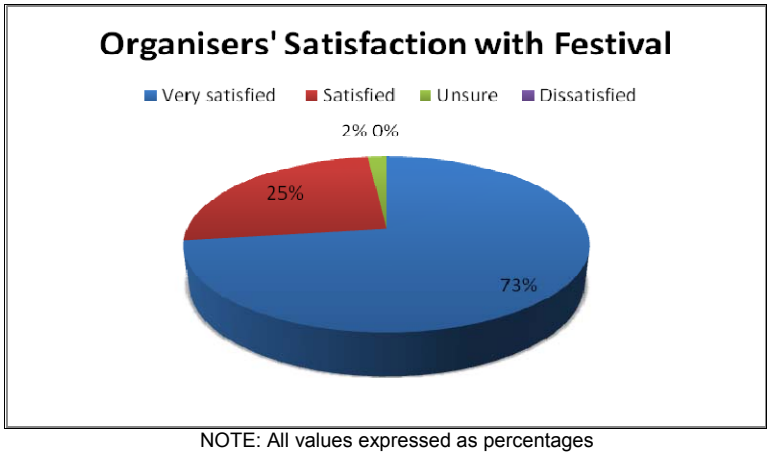
Categories	%
Showcase/Celebration of Innovation	42
Building Innovation/Entrepreneurial Capability	43
Encouraging Youth Innovation/Entrepreneurship & Education Initiatives	15
Total	**100**

2. How many people attended your event?

On the basis of responses to the 2009 Feedback Survey, **370,936** people attended the **603** registered Festival events.

3. Were you satisfied with the overall response to your event?

According to the diagram below, **98%** of respondents were either satisfied or very satisfied with this year's Festival. **2%** of respondents were non committal or unsure in completing the Survey.

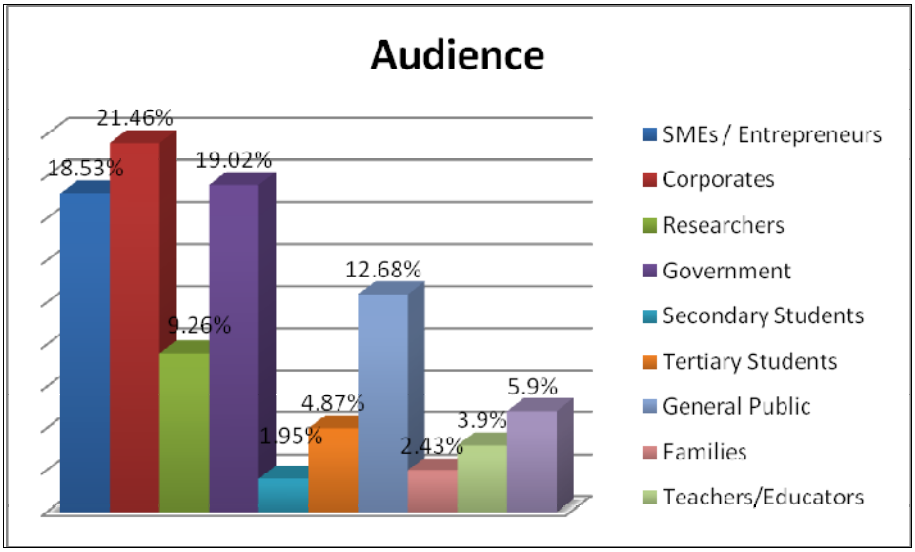


NOTE: All values expressed as percentages

4. Who made up the audience at your event?

The majority of Festival participants included SMEs/entrepreneurs, corporate executives and government representatives.

Other audience groups included professionals or trades in the same industry as the organisation holding the event. For example, marketing professionals made up the majority of audience members at an event organised by the Australian Marketing Institute.

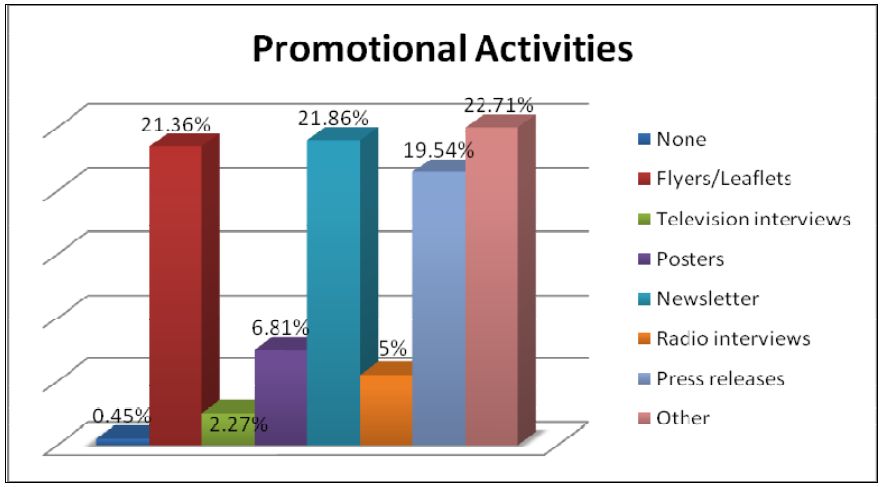


NOTE: All values expressed as percentages

5. What separate promotional activities were undertaken for your event?

Many different activities were used by associated events to promote the festival as the size and nature of each event varied.

A large proportion of promotion was done this year through the Internet using the organiser's own website, or by sending targeted invitations and communications to the organiser's database. A select few also promoted their event by leveraging sponsors/partners capabilities ("Other" category).Press releases are a major means of promotion, second to the distribution of flyers.

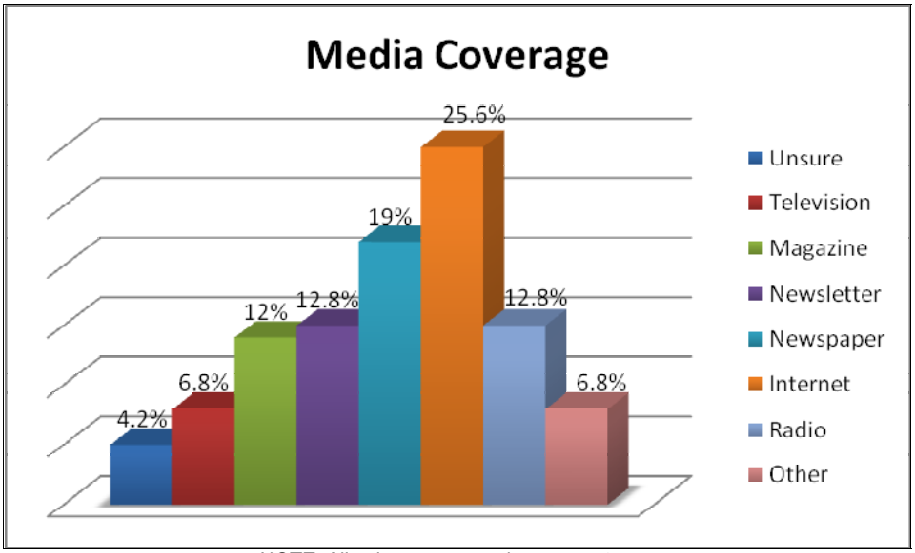


NOTE: All values expressed as percentages

6. Did you receive any of the following types of media coverage for your event?

The categories included various forms of broadcast media, print media, internet and other coverage. Broadcast media constituted 18.2% of the coverage provided compared to 16.6% received from the Internet. The following bar graph shows the breakdown of each type of media.

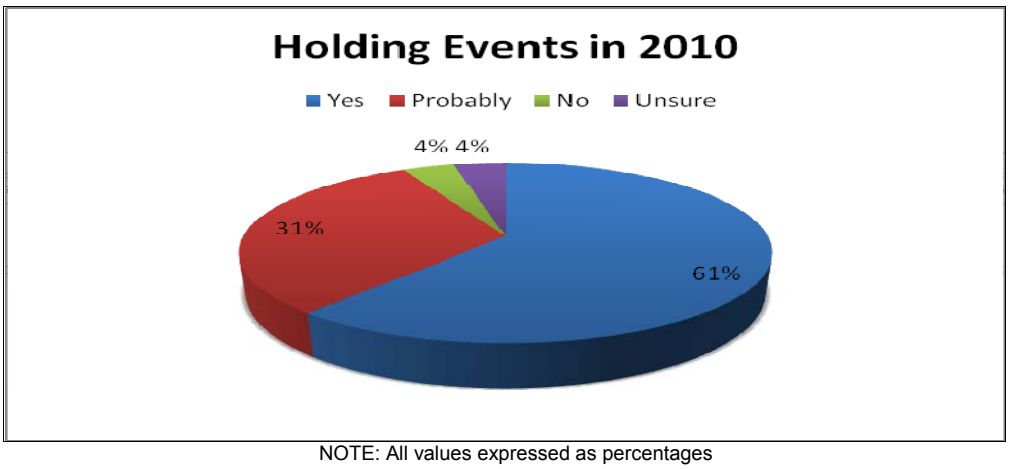
The "Other" category represents those events that did not attract coverage, either because the organiser did not seek it and/ or the event was closed to media, or because media coverage was not deemed appropriate for the type of event.



NOTE: All values expressed as percentages

7. Do you plan to be part of the 2010 Australian Innovation Festival?

92% of event organisers responded positively to being involved next year. Only **4%** of organizers did not plan to hold an event next year while **4%** were unsure. This is because quite a few were waiting to see whether the budget would be allocated by their organisation, or whether they would still have the support of one or more major partner or sponsor. Another reason for uncertainty is because several events in this year's Festival were one-offs.



NOTE: All values expressed as percentages

8. Comments and feedback to improve the Festival for next year.

Below are a few random responses that event organisers provided. The Secretariat will work on these and other suggestions to ensure that the **2010** Festival a bigger and better one.

'Communication was good – thank you for your efforts.' **Spatial Sciences Institute, QLD**

Overall, the CitySmart festival was very well organised and promoted successfully via the BCC and Innovation Festival websites. Greater benefit/publicity could be achieved through more active participation of the media partners e.g. Interviews with key people involved in the festival - and perhaps some more visible signage/billboard/s in the city? Thanks for the opportunity to be part of this event. **Arup, QLD**

I don't think you can do anything to improve the event. I was very happy with the quality of people I met at all of the functions and I was very impressed with the professional manner is which Rochelle managed the event. My wife and business partner Roxine made a comment at one of the functions on how Rochelle made her feel more than welcome, with her friendly personality. I would be keen to be apart of next year's Festival and other similar events that were organised by Rochelle and Adair Communications. **Greening the Planet Pty. Ltd and GreenBIZcheck, QLD**

In the Hunter, the planning for the festival needed to begin sooner. A project officer could work all year round in a part-time capacity to prepare more thoroughly. **Hunter Valley Research Foundation, NSW**

We want more SME involvement. **Kennovations, NSW**

More general media promotion would be good- separated into regions for rural areas. **Wonthaggi Energy Innovation Festival Inc, VIC**

We run an event that offers information on how to get into the video games industry. Many of our best responses have been via direct marketing to the audience via specialist media and websites. Potential here to expose the festival to many that are not in contact or likely to view or receive any information in relation to the festival and its offerings. **Ballarat Council, VIC**

I do not believe the brochure added to individual events as it is too cumbersome and difficult to read. **Baw Baw Shire Council, VIC**

Australian Innovation Festival A3 Coloured Brochures as Per 2005 & 2006. **Inventors Assistance Australia, WA**

Hold organisational meeting, be responsive + proactive rather than reactive. Allow sufficient time for states to provide information and feedback. Give appropriate recognition to others work. **Department of Economic Development and Tourism, TAS**

Refresh the event - suggestions include:
• Reducing the festival to 2-3 weeks - month long event looses its impact
• Amalgamating (appropriate) seminars into a major event over a few days (one-stop-shop model) – include successful company showcase/Govt Departments/Councils/other agencies etc
• What's new or 'festive' about the Innovation Festival? AusIndustry regularly conduct program information sessions through out the year (as do other departments)
• Give the event greater attention by running a poster competition with the focus being 'Innovation' – encourage participation across all sectors, including tertiary sectors. **AusIndustry, SA**

Full house – packed. **Eastside Business Enterprise Centre, SA**

11. ASSOCIATED FESTIVALS

Table 1: 2009 Events and Attendances

	No. of Events	Award	Conference	Education Program	Expo	Industry Workshop	Information Session	Launch	Lecture	Exhibition	Open Day	Seminar	Networking	Forum	Other
ACT	18	0	5	1	0	3	1	0	1	1	0	3	1	0	2
NSW	162	5	11	8	7	40	10	4	2	8	1	30	4	14	18
NT	19	0	0	3	0	3	1	0	0	0	1	1	5	5	0
QLD	113	2	13	4	1	17	8	2	4	0	0	33	5	11	13
SA	62	0	5	0	2	24	14	1	0	2	0	7	2	5	0
TAS	12	0	1	1	1	3	0	0	0	2	1	0	3	0	0
VIC	118	6	12	9	7	19	9	2	2	4	3	16	10	10	9
WA	99	1	2	3	2	38	0	1	4	4	2	21	13	7	1
	603	14	49	29	20	147	43	10	13	21	8	111	43	52	43

	Projected attendees	Award	Conference	Education Program	Expo	Industry Workshop	Information Session	Launch	Lecture	Exhibition	Open Day	Seminar	Networking	Forum	Other
2009	426 events (responses)	4	32	19	16	122	30	6	3	14	5	72	30	40	33
	Actual attendees	630	5650	4852	84735	2381	1966	840	147	132778	1140	3260	1860	10617	53290
	603 events	10	17	10	4	25	13	4	10	7	3	39	13	12	10
	Average per event (based on 2005 data)	x 667	x 445	x 251	x 1,000	x 26	x 79	x 254	x 688	x 3,040	x 440	x 127	x 75	x 82	x 696
	Projected attendees	6670	7565	2510	4000	650	1027	1016	6880	21280	1320	4953	975	984	6960
	370936	7300	13215	7362	88735	3031	2993	1856	7027	154058	2460	8213	2835	11601	60250