

**Media Release**  
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## **Cairns Business Takes Aged Care Idea to Market**

With more than 23 percent of Australia's population heading towards retirement, the provision of adequate residential and aged care facilities is fast becoming an issue.

Local Cairns architects Wim van den Herik and Tanya Harris decided to put their 35 years of experience in the design and construction of aged care facilities to the test to overcome these industry challenges.

After four years of research and hard work progressing their business *Ageing In Place*, the pair attended a Cairns-based Ideas2Market seminar in 2007 to find out more of what was involved in the process of commercialising an idea.

This provided them with an opportunity to network with other like-minded entrepreneurs, gain access to industry experts and learn more about the pitfalls and challenges of the commercialisation pathway.

Specifically designed to combat the challenges faced by emerging businesses, the workshop is a low cost module to help existing businesses achieve sustainable growth through strategy and innovation.

Wim said the Ideas2Market workshop provided him with the reinforcement, clarity and direction needed to help progress his business venture.

"Ideas2Market gave us greater focus in translating our ideas into marketable products and we attended at just the right time," Mr van den Herik said.

"It also helped us to see that relying on just one product might be very limiting and we have since diversified to actively explore other markets," he said.

"Probably the most challenging thing is to succinctly explain to potential investors and customers what it is we do. Ideas2Market was the first public forum at which we were required to do this and think critically about what we wanted to say.

"We are now confidently able to say that we help people to modify their homes and not their lifestyles and we are ready to launch our product in the Australian market."

Mr van den Herik will present his case study at the Cairns Ideas2Market workshop, which will be delivered by the Australian Institute for Commercialisation (AIC) at the Cairns Colonial Club, 18-26 Cannon Street. The workshop will run on May 22, 2008 from 4:00-8:00pm for just \$55 per attendee.

To register, and for more information on the program, telephone the AIC on 3853 5292 or visit [www.ideas2market.com.au](http://www.ideas2market.com.au)

Ideas2Market is an initiative of the Queensland Government's Department of Tourism, Regional Development and Industry and is delivered throughout Queensland by the Australian Institute for Commercialisation.

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### **About the AIC**

The Australian Institute for Commercialisation (AIC) is a leading service organisation helping innovators achieve commercial success. Around Australia the AIC helps business, research organisations and governments convert their ideas into successful outcomes to increase the success rate of commercialising Australian innovation.

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