

Media Release

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Year of the Idea kicks off in Queensland

Minister for State Development, the Hon John Mickel today officially kicked off the Year of the Idea across Queensland with the launch of a new education program to help local entrepreneurs to successfully start or grow their businesses with new ideas.

“The Year of the Idea is about valuing ideas and doing something with them. The new Ideas2Market seminar series has been designed to do just that - help notice innovators and entrepreneurs in our state’s metropolitan and regional areas to take their ideas to market,” Mr Mickel said.

“Ideas are critical to the strength of Queensland’s economy and critical for the realisation of the Smart State. This is why the Queensland Government invests in programs and activities that will speed up industry innovation and the commercialisation of ideas.”

Ideas2Market is an initiative of the Queensland Government’s Department of State Development and is delivered by the Australian Institute for Commercialisation (AIC).

“The new Ideas2Market program offers steps and strategies to assist in commercialising ideas and features presentations from experts in their field,” Mr Mickel said.

Topics include: how to conduct a feasibility study; how to protect intellectual property; commercialisation options; finance; business; and marketing planning. The Seminar Series will be held on the Sunshine Coast, Gold Coast, Brisbane, Cairns, Rockhampton and Townsville from March through until June this year.

Run as a pilot in late 2006, the Ideas2Market Seminar Series was a resounding success. The new format allows participants to attend on a session-by-session basis, choose topics relevant to their individual learning needs and provides greater flexibility to juggle work commitments.

On Australia Day this year, the AIC called on Australians to adopt 2007 as the Year of the Idea to help the nation grow and remain globally competitive. This call has been heard with governments and industry supporting the initiative.

AIC Chief Executive Officer Dr Rowan Gilmore the Ideas2Market Seminar Series was the perfect opportunity for people with an idea to learn how to turn it into a rewarding business.

“There are plenty of people who have an idea, but how many people actually do something with them? Ideas2Market provides entrepreneurs and inventors with the knowledge and access to people with the know-how to assist in the launching of an idea.

“Throughout the Year of the Idea, we hope to see many people harvest their previously hidden ideas and do something with them, and Ideas2Market is an excellent way to learn how to take an idea to the next level,” he said.

Ideas2Market began in 2005 and has assisted more than 600 people commercialise their ideas, innovations and inventions.

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Previous Ideas2Market attendee Charl Liebenberg said that the information he gained from the series was invaluable.

“Without a doubt the best money I’ve spent in a long time. Armed with a power pack of information, I now feel so much more confident diving into the uncertain waters of commercialisation,” he said.

Ideas2Market facilitator Jo Luxmoore said she loves seeing people achieve their commercialisation goals.

“Having run my own business for more than 15 years, Ideas2Market provides me with an opportunity to help other entrepreneurs turn their ideas into profitable businesses,” she said.

The AIC is taking Ideas2Market around the state throughout the year. The table below provides dates and venues for the first semester 2007.

Sunshine Coast	13-16 Mar 07
Rockhampton	17-20 Apr 07
Brisbane Nth	1-4 May 07
Townsville	22-25 May 07
Cairns	5-8 June 07

To find out more about these seminars or to register, visit www.ideas2market.com.au or call 3853 5292.

A similar Ideas2Market program is being launched this year in Tasmania later this month following the success of the program in Queensland.

As part of the Year of the Idea, the AIC has launched the Ideas2Market blog designed to provide past participants of the program with an avenue to keep up-to-date with commercialisation news and stay in touch with other like-minded entrepreneurs and inventors. Each month the AIC will provide a topic for bloggers to discuss.

The AIC hopes that through this blog, a breeding ground for idea generation, thought-swapping and innovation will be established. To register as a ‘blogger’ on this site, please visit www.ausicom.com/blog. Anyone with an interest in innovation and entrepreneurship can register.

Ends

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The Australian Institute for Commercialisation is a leading service organisation helping innovators achieve commercial success. Around Australia we help business, research organisations and governments convert their ideas into successful outcomes.