

Media Release
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BUSINESS FAILURE RATES ON THE RISE

With more than 135,817 Australian businesses ceasing operation since 2003-04¹, the need for innovative and sustainable growth strategies is on the rise.

One way that Rockhampton small business owners and entrepreneurs can avoid being another statistic is to attend a practical, hands-on Ideas2Market workshop.

Specifically designed to combat this challenge, the workshop is a low cost module that can help existing businesses achieve sustainable growth through strategy and innovation.

Fiona Solomon, newly appointed Education Manager at the AIC, said the workshop was aimed at existing business owners, managers and small business professionals who wanted to take their business to the next level.

"The workshop has been designed to arm people with the knowledge they need to successfully develop their business or idea, access international markets and ensure future sustainability," Ms Solomon said.

"The Ideas2Market program started in 2005 and since then more than 1,000 people have participated throughout Queensland," she said.

"The program covers a range of topics including accessing international markets, developing growth strategies, strategic intellectual property management, validating your business model and building a successful team."

Past Ideas2Market participant and Rockhampton entrepreneur Deanne Hartley, said the workshop was exactly what she and business partner Anita Lobegeiger needed.

"We were stuck in a rut as to which direction to take with the business, but the Ideas2Market workshop was nothing short of brilliant!" Ms Hartley said.

"It really opened up another door for us, which in turn has lead to bigger and better things. It was informative, enjoyable and we learnt so much from it."

Delivered by the Australian Institute for Commercialisation (AIC) at the Department of Tourism, Regional Development and Industry on Bolsover Street, the workshop will run in Rockhampton on May 7, 2008 from 4:00-8:00pm for just \$55 per participant.

To register, and for more information on the program, telephone the AIC on 3853 5271 or visit www.ideas2market.com.au.

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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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¹ ABS, *Counts of Australian businesses including entries and exits June 2003-2006, June 2006.*

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