

## Media Release

15 May 2008

### Townsville's Own Kenny Takes No. 1 Invention to Market

Townsville's very own Kenny has taken his No.1 portable urinal invention to the market and made a real splash.

A unique design that rivals any port-a-loo on the market, the No. 1 Aussie Hangout, has struck a chord with mining companies across the country that need to improve their hygiene standards before the introduction of regulatory washroom laws.

Founder of the No.1 Aussie Hangout Ken Anderson attended a local Ideas2Market small business workshop, where he learned a number of valuable lessons crucial for commercialising his idea. Ken said his only regret was not having attended the workshop 12 months earlier.

"Ideas2Market was just what I needed; if I'd attended sooner it really would have saved me a lot of time and money. It did give me a clearer direction for where I had to go in the future," Ken said.

"I had been progressing down the wrong path and had made some simple mistakes that were expensive to correct."

Australian Institute for Commercialisation (AIC) Education Manager Fiona Solomon said the workshop was aimed at existing business owners, managers and small business professionals who wanted to take great business ideas to the marketplace.

"The workshop was designed to arm people like Ken 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 business planning and corporate structures, intellectual property protection strategies, market research and entry strategies for start-ups, how to become investor-ready and source capital, government grants and resources, and how to retain creativity and innovation in a small business".

Ken will be presenting his case study at the Townsville Ideas2Market workshop, which will be delivered by the Australian Institute for Commercialisation (AIC) at the Leisure Inn Plaza Hotel, 409 Flinders Street. The workshop will run on May 20 and 21, 2008 from 8:30am-5:00pm for \$220 per attendee.

To register, and for more information on the program, telephone the AIC on 07 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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