

Media Release
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Your idea could be the answer

Turn over a new leaf and mark the start of the new financial year by thinking about whether your new ideas might be worth something.

In this the Year of the Idea, the Australian Institute for Commercialisation (AIC) is inviting Australians to think about ideas as the first step towards innovation.

AIC Chief Executive Officer Dr Rowan Gilmore said new ideas were vital to Australia's future to grow as a nation and to remain globally competitive.

"In times of strong economic growth we as a nation are optimally placed to invest in finding solutions to our problems. Challenges such as global warming, drought, water conservation, energy [reserves] and our decreasing global competitiveness are calling for radical solutions. These will stem from ideas" said Dr Gilmore

"There is a lot of talk around innovation, but we seem to have lost sight of the fact that innovation stems from an idea. We need to get back to basics and embrace ideas as part of our culture.

"Everybody has at least one idea everyday, but how many people actually do something with them? Ideas have the capacity to transform our lifestyles, our businesses and our economies and yet many of these ideas are hidden or even discarded. Now is the time to harvest more ideas and reap the rewards" he said.

Reynolds Soil Technologies (RST), a successful Australian owned company that specialises in developing solutions for soil and water problems encountered in mining, civil engineering and agricultural applications, tried idea harvesting, and they haven't looked back since.

David Handel, Director of RST, encourages all Australians to make the most of their ideas as you never know where they will take us.

"Who would have believed that a bio degradable chemical added to water would result in the reduction of dust and erosion as well as increased soil moisture retention and extension of water resources," Mr Handel said.

"Fortunately we believed in the idea. So we evaluated it, tested the market and found that we had a viable solution to a very real problem," he said.

"It took 15 years of R&D for us to produce water extension, dust control and road stabilisation products but now we have excellent solutions to many of the mining, civil construction and agricultural industries biggest problems."

Inventions such as the lawnmower, the surf lifesaving reel, the Black Box, renewable skin tissue and cervical cancer vaccine are all Australian innovations that started with an idea and a commitment to doing something with it. .

How Australians can become involved and how the AIC can help to create a year full of ideas:

- Adopt 2007 as the Year of the Idea – a year to encourage fresh thinking – in your organisation
- Listen to someone's idea – just because something's been done the same way for the last 20 years, doesn't mean there isn't a better way
- Create an ideas bank within your organisation to capture and assess ideas generated by management and staff.

- Researchers could sign up for a commercialisation bootcamp to find out how to ensure your research has the best chance of commercialisation.
- Small to medium enterprises (SMEs) could look at methods that would improve their processes and products through collaboration. Visit www.techfast.com today
- Value ideas and generate new ideas to solve everyday challenges, and then look for help to take them to market. Visit ideas2market.com and register for a seminar in your local area.
- For our backyard inventors – take the first step to see if there’s any merit in your idea and pursuing those that do. Register for the ideas2market blog and chat online with like-minded entrepreneurs and inventor.

For more information go to www.yearoftheidea.com

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About 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. We address market gaps and accelerate the commercialisation of know how and technology that our clients have created.

About the Year of the Idea

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. The initiative is designed to shine the spotlight on ‘ideas’ as the first step for innovation and begin to change Australia’s ideas culture; to value and recognise ideas and their importance as a way to remain globally competitive. The Year of the Idea is gaining increasing support from industry, research organisations and government.

About RST

Reynolds Soil Technologies (RST), is an Australian owned company specialising in developing products and technologies for the Mining, Civil Construction, and Agricultural industries.. Using their own biodegradable products and proven systems RST evaluates each application’s requirements and then implements site specific products and solutions to environmental issues relating to dust control, extension of water resources soil stabilisation, erosion control, soil moisture retention and water sedimentation.

RST adds value for clients through their on-site technical support. Their experienced technical team advises and works alongside site personnel to implement solutions under a controlled management system. These solutions, whilst adhering to environmental management guidelines, are designed to optimise results in terms of improved site conditions, ongoing soil and water management practices and cost effectiveness.

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