



CREATIVE  
INNOVATION.  
ASIA PACIFIC

**MEDIA ALERT**  
**18 MARCH 2015**

**FROM DISRUPTION TO SUSTAINABLE GROWTH**  
VISION. STRATEGY. INNOVATION. GROWTH.

23-25 MARCH 2015 MELBOURNE AUSTRALIA

## CREATIVE INNOVATION ASIA PACIFIC 2015

From Disruption to Sustainable Growth: *Vision. Strategy. Innovation. Growth*

*Under a week to go! The robots are coming!*

**Official Opening 8.30am-9.30am and Gala Dinner 6:45pm-11.00pm**  
**Tuesday 24 March 2015 at Sofitel Melbourne On Collins**

**WHAT:** Creative Universe is hosting the fifth Creative Innovation Asia Pacific Global event (Ci2015), from 23-25 March 2015 at Sofitel Melbourne On Collins.

This event is about managing disruption caused by new business models associated with the internet, technology, robotics and globalisation. This is the greatest threat organisations and government will face within the next five years. Virtually every business and institution is threatened, yet disruption can provide extraordinary opportunities for sustainable growth. Understanding and being comfortable with disruption is a competitive advantage.

**WHO:** Ci2015's **Official Opening** will feature a welcome from The Minister for Communications Malcolm Turnbull, Joyce Phillips CEO of ANZ Global Wealth along with Founder Tania de Jong AM, speakers, artists, and a special salsa.

**Ci2015's Gala Dinner** will include a Grand Disruptive Debate on "How will we humans compete with machines that can compose, diagnose and savour a rose?", entertainment from beatboxing virtuoso **Tom Thum** who has the most-watched TEDTalk ever at over 34 million views, sensational songsters Tania de Jong, Brett Kaye and Jonathan Morton from **Pot-Pourri** and the **With One Voice** choirs. The dinner will raise funds for Creativity Australia's *With One Voice* program. The Grand Debate will feature **Dr Peter Diamandis (USA)**, **Nolan Bushnell (USA)**, **Scott Anthony (Singapore)**, **Dr Larry Marshall**, **Joyce Phillips**, **Dr Alan Finkel AO** and other disruptive guests. Guests include an impressive list of Australian and international identities including Hugh Morgan AC, Rosie Lew, Ted Baillieu, Peter Rathjen, Peter Hunt, Professor Linda Kristjanson, Alison Watkins and Martin Albrecht AC along with speakers.

Speakers at Ci2015 Asia Pacific include founder of the X Prize Foundation and co-founder Singularity University **Peter Diamandis (USA)**, founder Atari and co-founder GPS technologies **Nolan Bushnell (USA)**, innovation expert and Harvard Business author **Scott Anthony (Singapore)**, mindfulness expert and author of "Way of the Peaceful Warrior" **Dan Millman (USA)**, CEO of ANZ Global Wealth **Joyce Phillips**, CSIRO CEO and venture capitalist **Larry Marshall (USA)**, Telstra Director and leadership guru **Steve Vamos**, Managing Director Microsoft Australia **Pip Marlow**, founder of Freelancer.com **Matt Barrie**, Coca Cola CEO **Alison Watkins**, ethicist, public policy and education leader Victoria University **Dr Rufus Black**, founder Creative Universe and Creativity Australia, soprano, social entrepreneur and creative innovation catalyst, **Tania de Jong AM**, and many more...

### WHEN:

- Official Opening 8.30am-9.30am on Tuesday 24 March 2015
- Gala Dinner 6.45pm-11.00pm on Tuesday 24 March 2015

**WHERE:** Sofitel Melbourne On Collins, 25 Collins Street, Melbourne 3000

**WHY:** This is a rare opportunity to learn, think, connect and share ideas with some of the world's most influential thinkers under one roof. This is the largest innovation conference in the Southern Hemisphere and the theme is **From Disruption to Sustainable Growth: Vision. Strategy. Innovation. Growth.**

### PHOTO AND INTERVIEW OPPORTUNITIES:

- Tania de Jong AM is available for interview now and during the conference.
- Official Opening: Tues 24 March, 8.30am-9.30am, interviews and photos.
- Gala Dinner: Tues 24 March, 6.45pm-7.25pm for media photos at Sofitel Grand Ballroom entrance hall.

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**PROGRAM:** <http://www.creativeinnovationglobal.com.au/Ci2015/at-a-glance/>

**SPEAKERS:** <http://www.creativeinnovationglobal.com.au/Ci2015/speakers/>

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