

MEDIA RELEASE – FOR IMMEDIATE USE

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LEADING THE WAY TO AN INNOVATIVE WORLD

Ten emerging leaders and innovators across Australia have been selected as scholarship winners from an enormous pool of talented applicants. They will attend Creative Innovation 2011 and present their innovation for the future to some of the biggest business thinkers in the world including legendary Dr. Edward de Bono, Daniel Dennett, Stephen Heppell and one of the USA's top ten entrepreneurs and inventors Raymond Kurzweil.

Winners will also be able to rub shoulders with over 35 leading innovators and leaders and delegates from an enormous range of industries, government and business.

Creative Innovation 2011 has announced 10 Innovation Leaders who will receive scholarships to this year's inaugural event featuring world-leading thinkers such as Edward de Bono, Raymond Kurzweil and Daniel Dennett.

With well over 100 applicants received from around Australia and Asia, the selection panel's key criteria included current *achievements in the area of innovation, leading innovation to a broader group or community, fulfilling a vision and the potential of applicants to continue and develop as innovators.*

The winners each receive a place at Creative Innovation 2010 enabling them to meet and discuss ideas and issues with other creative thinkers and an opportunity to present their work,

THE 10 winners of the Innovation Leader Scholarships for CI 2010 are:

Chantelle Baxter is the co-founder of One Girl, an organisation that alters the lives of women in girls in Sierra Leone through education and sanitary pads. That's right, sanitary pads. Who knew a sanitary pad could change the world?

Marita Cheng is the Founder and Executive Director of Robogals, which aims to get more girls interested in science, engineering and technology. Founded in 2008, Robogals has run robotics workshops for 3000 girls and has 17 chapters in 6 countries. With the entrepreneurship skills she has gained from that, Marita is currently starting up her own robotics company.

Justin Boddey is a biomedical research scientist studying Malaria at the Walter and Eliza Hall Institute of Medical Research in Melbourne. He hopes to determine how the most lethal malaria parasite uses the liver as a safe-haven to develop in humans before infecting red blood cells, as the liver-stage of malaria holds real promise for the development of a future antimalarial vaccine

Walter Villagonzalo is the The Founder of The Migrant HUB based in Werribee. Australia continues to receive thousands of skilled migrants to satisfy the growing needs of industry while wasting many of the skills of migrants already here. Under Walter's leadership The Migrant Hub is addressing the issue through the establishment of social enterprises to tap this resource of skills, create opportunities for local work

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experience needed for employment and support the migrants to integrate better into Australian society and become more active citizens of their local community.

Adrian Camm was named outstanding Victorian Secondary Teacher of the Year and is a dynamic multi-award winning educator who inspires his students and audiences to consider the effect of new technologies on learning and to rethink the role of the student, the teacher and the school. He is part of a team establishing Quantum Victoria; a Centre of Excellence and Innovation which aims to re-energize science and mathematics education across Australia and beyond.

Trained as a landscape architect, **Lucinda Hartley** is a designer, social entrepreneur and founder of Codesign studio. CoDesign is a multi-disciplinary, non-profit professional design services organisation dedicated to working with disadvantaged communities to co-create solutions for built environment projects.

John Persico is the Founder and CEO of Vumero, an online marketplace to solve all your numbers problems as you connect, trade and freelance with the best numbers professionals in the world. The Vumero community will help millions of people every day to save time, make money, gain knowledge and reduce risk with spreadsheets, financial models and all their modelling needs.

Juliette Wright is the founder of the web based charity GIVIT.org.au. GIVIT champions direct giving, connecting those who have with those who need. Juliette's goal is to alleviate poverty and to ensure those who need, get what they need, when they need it most.

Following military service in Iraq, **Aaron Tait** has gone on to lead ground-breaking humanitarian change in the slums and villages of East Africa. Now, as the Director of Spark*, he is working to change the way Australians engage with extreme poverty, while enabling a new generation of local changemakers in some of the poorest places on the planet.

Phillip Kingston is an interdisciplinary business professional who works with governments, NGOs and companies to solve complex problems involving technology, people, policy and finance. He is The Founder of Cause which allows consumers to use their consumption power for good by re-directing money that companies normally spend on acquiring customers to NGOs that provide access to willing consumers.

Creative Innovation 2011 features over 35 world class speakers, innovators and thinkers at Sofitel Melbourne On Collins from 16-18 November. The event includes a 2 day Conference, Deep Conversations, Master Classes and Gala Dinner.

The stellar line-up includes one of USA's leading entrepreneurs Raymond Kurzweil, acclaimed philosopher and cognitive scientist Daniel Dennett (USA), world authority on creative thinking Edward De Bono (UK), technology entrepreneur Tan Le (USA), Stanford and IDEO design thinking expert Brendan Boyle (USA), "The Innovation Architect" Paddy Miller (USA), McKinsey's Michael Rennie, Graincorp CEO Alison Watkins, education guru Stephen Heppell (UK), Australian of the Year Simon McKeon, MD of Microsoft Pip Marlow, Steve Vamos, Rufus Black, Mehrdad Baghai, Hugh Mackay, James Moody, Gus Nossal, Allan Fels, Adrienne Clarke, Peter Williams, Craig Davis, Amantha Imber, Hugh Morgan, Tania de Jong, Victor Finkel, Stefan Cassomenos and many more...



The conference that changes minds
16-18 November 2011 Melbourne, Australia



It will be a place to imagine the future.

Creative Innovation 2011 is the brainchild of soprano and social entrepreneur Tania de Jong. The conference will cover topics such as the challenges and opportunities of a super-connected world, the future of education and the workplace, the rise of Asia, leading creativity and innovation in organisations, design thinking, social media and technology, mental health, food security and much more.

Places are still available for this opportunity to inspire your leadership and achieve business and personal success.

Public enquiries and to register: www.ci2011.com.au

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