

MEDIA RELEASE
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2015: THE YEAR OF DISRUPTION

Creative Innovation 2015 sees global thought leaders convene in Melbourne, encouraging bolder direction and challenging industry norms

Disruption! Threat - or opportunity? Insights and life experiences from 40 global thinkers, futurists, innovators, disruptors along with Australian business, community, government and industry leaders at Creative Innovation 2015 will offer important insights into disruption and future strategies and thinking to build a culture of innovation and transform the leadership

Monday 8 December 2014, Melbourne Retail, the media, airlines, telecommunications, even governments globally are all in the throes of fundamental change in response to disruption. Is it a threat to your industry or profession, a problem to be managed - or an opportunity to be seized? Australia's business sector has a chance to understand disruption, to innovate in response, or take the initiative and be a disruptor. Learn from the who's who of global thinkers and innovators at the fifth Creative Innovation 2015 Asia Pacific Global event (Ci2015), 23-25 March 2015 at Sofitel Melbourne On Collins.

Creative Innovation 2015 Asia Pacific: *From Disruption to Sustainable Growth* shares bold ideas, strategies and sustainable growth solutions across all sectors, sparking revolution for leadership, innovation and change, and creating real business opportunities. This is the fifth Creative Innovation event. Ci2013 was named Corporate Event of the Year in the global Eventex Awards.

Ci2015 is about not only managing the dramatic changes being wrought by new business models associated with the internet, technology and globalisation, but learning from these changes and seeing opportunities. Disruption is undoubtedly the greatest commercial and cultural threat all organisations will face over the next 5 years. The changes driven by digital technology don't discriminate. Virtually every business and institution faces competitive threats from new, nimble competitors not hampered by past practice or thinking. Yet, once understood, the threat of disruptive change from outside can be turned to a huge competitive advantage with the opportunities that flow from that understanding.

The only forum of its kind, Ci2015 is an interactive community to learn techniques and strategies, share ideas and lessons learnt across sectors and gain empowering experiences. Join big and small business, entrepreneurs, educators, venture capitalists, government leaders and the next generation of leaders and thinkers from around the world, Asia and Australia for 'positive human collisions' to change the course of the future.

Ci2015 combines the talents of over 40 world-class leaders, thinkers and innovators. Ci2015 attendees will join forces and spend time with:

- **Dr Peter Diamandis (USA)**, CEO & Chairman, X-PRIZE Foundation; recently named one of "The World's 50 Greatest Leaders" by Fortune Magazine, Co-founder Singularity Uni.

- **Nolan Bushnell (USA)**, Founder Atari and Chuck E. Cheese; Inventor of the first video game, the first game console, and co-creator of GPS technology and touch-screen technology; Known as one of the Fathers of the Silicon Valley; Author: *Finding the Next Steve Jobs*
- **Jon Medved (Israel)**, Founder & CEO, OurCrowd, which The Wall Street Journal named "Investment of the Week"; Investor, serial entrepreneur, high tech venture capitalist
- **Danae Ringelmann (USA)**, Co-Founder & Chief Development Officer, Indiegogo, the world's largest crowdfunding platform: Fast Company's Top 50 Women Innovators in Technology and Fortune's "40 Under 40" 0020
- **Dan Millman (USA)**, Author: *"Way of the Peaceful Warrior"* and expert on mindfulness
- **Brendan Boyle (USA)**, Partner, IDEO; Professor, d.School, Stanford University
- **Dr Ernesto Sirolli (USA)**, Founder, Sirolli Institute, the global authority on bottom up economic development
- **Scott Anthony (Singapore)**, Managing Partner, Innosight; Harvard Business Author; strategy, growth and disruptive innovation expert
- **Dr Rory Gallagher (UK)**, Managing Advisor and Director of International Programs for the UK Government Behavioural Insights Team
- **Dr Larry Marshall (USA)**, incoming CEO CSIRO, Managing Director of Southern Cross Ventures, a venture capital firm based in Silicon Valley, Shanghai and Sydney, specializing in growing Australia technology companies in Asia and USA.
- **Pip Marlow**, CEO Microsoft Australia
- **Ian McLeod**, Group Commercial Director at Wesfarmers and Former CEO of Coles
- **Joyce Phillips**, CEO and Group Managing Director, ANZ Global Wealth
- **Dr Tim Flannery**, One of Australia's best-known scientists and environmentalists and best-selling author
- **Matt Barrie**, Chief Executive and Chairman, Freelancer.com; technology entrepreneur
- **Steve Vamos**, Director Telstra, leadership and technology expert
- **Professor Linda Kristjanson**, Vice-Chancellor and President, Swinburne University
- **Lindsay Tanner**, Former Finance Minister and expert on public sector and disruption
- **Rufus Black**, ethicist, Master Ormond College at University of Melbourne and Deputy Chancellor Victoria University

...and more to be announced!

One of Ci2015's Ambassadors Hugh Morgan AC says that successful leadership in business and government often requires simplifying the complex and finding new ways to achieve sustainable growth.

"This fifth Creative Innovation event provides a unique chance to see through the complexity of the disruption we are experiencing and find new ways of thinking and collaborating to achieve lasting growth. It is a wonderful opportunity for leaders and potential leaders in all walks of life to explore and understand these issues and to take strategies and new thinking back into their organisations. This outstanding event is a wonderful contributor to developing a true culture of innovation in this nation."

With the Australian business sector stuck with an insufficient knowledge of disruption, a risk-adverse culture, and stifling of creative thinking and innovation, Ci2015 brings a fresh approach to today's challenges and will submit its findings and results to the Australian Government.



FROM DISRUPTION TO SUSTAINABLE GROWTH

VISION. STRATEGY. INNOVATION. GROWTH.

23-25 MARCH 2015 MELBOURNE AUSTRALIA

Creative Universe founder and Ci2015 Executive Producer, Tania de Jong AM, says Ci2015 gives delegates the opportunity to expand thinking and leverage their often hidden “right-brained” creative capabilities to help alter traditional mindsets and open the doors for new solutions.

“Ci2015 is a cross-sector, community-wide program and the cross-pollination of ideas at this event is a significant factor for anyone wishing to innovate and develop more of a culture of collaboration and innovation. This is a rare opportunity to learn, connect and share ideas across sectors with some of the world’s most influential thinkers and innovators under one roof.”

Creative Innovation 2015 Asia Pacific encourages all sectors to be involved. Leaders, emerging talent, change-makers, activists, influencers, innovators, provocateurs, advisers, Board Directors, CEOs, entrepreneurs, business owners and executives from all sectors are encouraged to attend and share a super-regional, global perspective to ultimately make a difference.

Ci2015 is offering ten scholarships to Ci2015 for emerging innovation leaders from any sector. Ci Global Conference Ambassadors are Hugh Morgan AC, Professor Allan Fels AO, and Sir Gus Nossal AC.

About Creative Innovation 2015 Asia Pacific (Ci2015)

Creative Innovation Global is the brainchild of Tania de Jong AM, a leading Australian soprano, thought leader, social entrepreneur and creative innovation expert. She is the Founder of Creativity Australia and Creative Universe. Creative Innovation has had rising success since launching in 2010. Currently in its fifth year, Creative Universe aims to bring together the world’s most important thinkers and leaders to share strategies, solutions and best practice. Its specific focus is leadership, innovation, education, technology and science. Ci2015 will feature a program of 15 Master Classes, Deep Conversations, two action-packed Conference days, a Gala Dinner, Artists-in-Residence and networking opportunities.

Event details:

Where: Sofitel Melbourne On Collins, 25 Collins Street, Melbourne 3000

When: 23-25 March 2015

Booking <http://www.creativeinnovationglobal.com.au/Ci2015/registration/>

At a Glance <http://www.creativeinnovationglobal.com.au/Ci2015/at-a-glance/>

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