

A CHAT WITH
Dr Alan Finkel AM

CHANCELLOR OF MONASH UNIVERSITY, PRESIDENT OF THE AUSTRALIAN ACADEMY OF TECHNOLOGICAL SCIENCES AND ENGINEERING

You will be presenting on The Electric Planet during the upcoming Creative Innovation Asia Pacific global event. Can you explain the notion?

The Electric Planet is my vision of how we can have a world where we've bypassed the problems of global warming resulting from carbon dioxide emissions. At the moment, the world is getting warmer, and the reason it's getting warmer – that warmth of course leads to climate change – is because we're burning fossil fuels for nearly everything we do. Of course, people are putting solar panels on their roofs, and they're putting wind turbines elsewhere in the country and around the world, but overall it's making very little difference at the moment. Every single year, the level of carbon dioxide in the atmosphere goes up by about another one per cent. And it's not slowing down. We have to make an absolute commitment to reinventing our electricity supplies, to make it a low emissions supply. That's the very first thing we've got to do, and I'm going to be talking about how we can do that cost effectively.

So in my vision for the electric planet, we first replace all of our existing fossil fuel generated electricity with low emissions sources, then we do it a whole lot more. So we take 25-30 per cent of our carbon dioxide budget out by replacing petrol and diesel cars with electric cars. And then we do the same thing in the industrial, commercial and residential heating, by using electricity for heating instead of oil and gas for heating. And by doing it in two steps we'll be replacing all of our existing electricity uses with low emissions, and then expanding our electricity generation capacity and replacing nearly everything else. We can dramatically reduce carbon dioxide emissions without detracting anything in terms of lifestyle and the comfort of living.

What do you think have been the biggest factors to influence your research and innovation?

I grew up in an era where sci-

ence and technology were just fundamentally exciting. It was the 1960s, and pretty much every day, or every week, there was some significant advance being very publicly presented in the newspapers and magazines and on television. I found that very exciting. I have a natural interest in technology and science. And I've always liked the fact that when you get involved as a design engineer in science and technology, it's a very creative process. People think often of creativity as writing a song, or painting a painting. But I've got to tell you, designing some electronic circuits is a very rewarding, creative experience.

You have pioneered STELR, a secondary school science program which has been adopted by many Australian schools. Why is education so important in the areas of science and technology?

All of the things that we have achieved that contribute to health and wellbeing, and comfort in life, depend on a nice blend of science and technology with sociological and legal advances. So you can't have one without the other. But we do have a marvellously healthy and comfortable lifestyle, compared to 100 years ago, and certainly compared to 200 years ago, and I would hope to see that improve every single decade as we go forward. Science and technology are key to all of those comforts. Most people don't see it; they take for granted everything that's around them. Your iPhone, the television, the movies. Everything is underpinned by science and technology. It only happens because there are millions and millions of scientists and engineers working on the next generation of devices and solutions all the time. A lot of those people are overseas and too few of them are in Australia. So we need to be training a science and technology educated workforce to the maximum extent that we can.

How can we encourage innovation in science?

It's very much an attitude thing. We need to develop a culture in our society where people – young people in particular – are willing to take risks, and be applauded for giving things a try, rather than being criticised for non-achievement. And that's something you see in Israel. I was very privileged last December to lead a delegation of Australian neuroscientists to Israel. What we on the Australian side were really impressed by, was how every time the Israelis gave a presentation, they always would talk not about just the science, but how it was about to be introduced. Every time they were doing something they were thinking about how it might be translated into some sort of commercial or clinical application. And that is the essence of innovation: to take the invention and translate it into something practical and useful. So there's this absolute attitudinal commitment that you can do something with the product of your research and the product of your inventions. Australians have got that too, but Israelis have it in spades.

INTERVIEWED BY PHOEBE ROTH

Alan Finkel will be speaking at the Creative Innovation Asia Pacific global event 2013 on November 27-29 at the Sofitel Melbourne. For more information, go to www.ci2013.com.au.

HEADLINERS

SOPHIE WEISZ

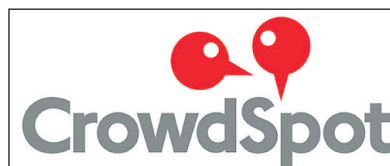
Where the bloody hell are you?

ANTHONY Aisenberg was one of 10 Australians to win the opportunity to present his innovations to the world's elite business thinkers and leaders at Creative Innovation Asia Pacific 2013 as one of the recipients of the Ci2013 Innovation Leader Scholarships.

Aisenberg has been recognised by Creative Innovation as an emerging innovator. He is the founder of CrowdSpot, which creates customised interactive digital maps for people to give input on geographic locations.

From a pool of outstanding applications, 10 emerging leaders were selected for their achievements as founders of a start-up commercial or social enterprise.

The 10 scholarship winners each receive a place at this year's Ci2013, giving them the opportunity to rub shoulders with key industry leaders, share and discuss their ideas and issues, and present their innovation ideas to renowned event speakers and event attendees.



New app brings the buzz

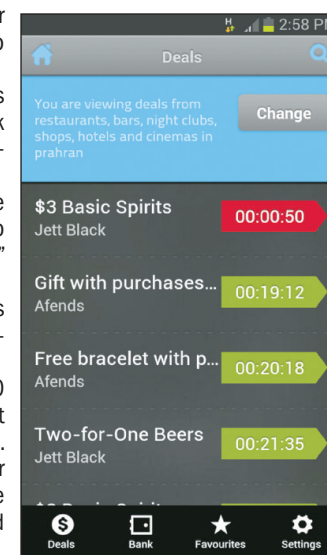
NO more printing vouchers, paying online or making reservations, because the new app bigdeal brings it all to your fingertips.

Co-founder and CEO, **Emma Hoffman**, has created an app which is bringing the buzz back into the hospitality and retail industries by driving traffic in-store rather than online.

"Our business model is so unique that the Australian Taxation Office would need to change current case law to accommodate us," said Hoffman.

The app offers a simple way for consumers to save money at their favourite bars, restaurants, nightclubs, shops and more.

Bigdeal is currently partnered with over 10 major point of sale companies that represent big companies and brands around the world. Bigdeal plans on branching out into other areas such as supermarkets, convenience stores, petrol stations, pharmacies and University campuses in the future.



A 'journey of discovery'

SUE MEYER's upcoming solo exhibition "Time And Again" will feature at the Frances Keevil Gallery in Double Bay from October 26 to November 17.

"For me, painting is a journey of discovery. With time and contemplation, thoughts, feelings and ideas evolve into artworks. I continue to be fascinated with the possibility of creating something beautiful out of chaos and adversity. The smallest detail impacts on the balance and harmony of the whole," said Meyer.

Raised in an Iraqi-Jewish family and growing up amidst the exotic sights and sounds of multicultural Singapore, Meyer's artistic practice is imbued with unique influences that resist easy definition.

She has exhibited continuously in both solo and group exhibitions since 1997. She has been selected as a finalist in numerous competitions, most recently in the Hunters Hill Art Prize 2013 and the Waverley Art Prize 2013.

Her distinctively recognisable work can be found in private and corporate collections.



Hot chocolate

WHEN we think healthy snacks, chocolate doesn't automatically leap to mind but **Jenny Kirschner** is striving to change all that through her company Rawsome Chocolate.

Based in Bondi, Kirschner and her partner hand make all the delectable treats, which are bursting with nutrients and flavour.

The founder of Rawsome, a full time engineer and chocolate enthusiast, Kirschner discovered there was nothing on the market in the way of delicious gluten free, soy free, dairy free, nut free and low GI organic chocolate and so Rawsome Chocolate was born in 2012.

Rawsome Chocolate will be supporting the Jewish International Film Festival in both Melbourne and Sydney this year as part of a healthy goodies bag initiative for over 500 attendees. Rawsome Chocolate is kosher certified by Kosher Australia.

As a brand committed to well-being for one and all, Rawsome currently donates 10 per cent of all sales to Sea Shepherd Australia and PETA.

"We see Rawsome as a vehicle to support organisations with similarly aligned values," says the founder.

Rawsome chocolate is currently available at health food stores throughout Melbourne and Sydney.

