



2 Day Conference  
9 Master Classes  
2 Deep Conversations  
Gala Dinner  
& Performances  
Associated Events



**2012**

# CREATIVE INNOVATION.

ASIA PACIFIC

*“WICKED PROBLEMS, GREAT OPPORTUNITIES!  
Leadership and courage for volatile times”*

28–30 November 2012 Sofitel Melbourne on Collins, Australia

Proudly presented by

creative  
universe™



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## WHERE ARE WE HEADING?

CHANGE AND COMPLEXITY  
MEGATRENDS

*“WICKED PROBLEMS, GREAT OPPORTUNITIES! Leadership and courage for volatile times”*

*A rare opportunity to learn, think, connect and share ideas with some of the world’s most influential thinkers under one roof. Inspire your leadership and achieve business success.*

## DON’T MISS OUT!

Learn, debate and think with over 40 incredible minds including Baroness Susan Greenfield (UK), public sector innovation expert Geoff Mulgan (UK), Google’s CTO Michael T Jones (USA), global futurist Dr Thomas Frey (USA), strategist Richard Rumelt (USA), systems thinker Adam Kahane (Canada), sustainability and food security entrepreneur Jason Drew (South Africa), psychologist Dr Iain McGilchrist (UK), regenerative medicine leader Professor Nadia Rosenthal (UK), disruptive innovation expert Scott Anthony (Singapore), anthropologist Wade Davis (USA), Li Cunxin (Mao’s Last Dancer), McKinsey’s Michael Rennie, Steve Vamos, Hugh Morgan and many more...

From anthropology to technology, from economics to art and from entrepreneurship to science, Ci2012 brings together leading national and international minds to solve society’s wicked problems.

*“In my 30 years of attending conferences this was the best conference ever...inspirational!”*

Creative Innovation 2012 includes a 2 day conference, Master Classes, Deep Conversations and a Gala Dinner with leading Australian performers.

## IMAGINE COMING TO AN EVENT WHERE...

*You took away real, actionable ideas*

*Your colleagues were amazed at the value of your learnings and new approaches*

*You had time to unlock more of your creativity*

*You discovered some breakthrough ideas to enhance the contribution you and your workplace can make*

*You were spellbound by speakers who really were deep thinkers about creativity and innovation*

*You were delighted to learn about some of the amazing things happening to improve our world*

*You surprised yourself by what you could contribute to the conference*

*You realised the possibilities were endless*

*You were fascinated by what you learned from those around you*

*You found the courage to change*



The main theme of Ci2012 is:

# “WICKED PROBLEMS, GREAT OPPORTUNITIES! Leadership and courage for volatile times”

This theme will be addressed at the personal, organisational and global level across the major sectors of business, industry, community and government. Sessions will allow delegates the opportunity to expand their scope of creative understanding and learn new strategies whilst also leveraging their innate, but sometimes hidden, right-brained creative capabilities. Artists in residence will create moments of non-verbal content that help to change traditional mindsets.

Using innovative audience interaction the sessions will provide an exchange between presenter and audience. The one way communication presentation style that stifles many conferences will be transformed by world class dialogues, facilitators, performers, provocateurs and “hot spot” debate centres.

The theme will also facilitate Deep Conversations around important and challenging issues we face. A series of Master Classes with leading facilitators will enable delegates to take away new strategies and inspiration into their work and lives.

The Gala Dinner will feature outstanding world class entertainment and will allow for plenty of time for further networking and conversation.



## Ci2012 will:

- Feature over **40 world class Australian and international keynote speakers, leaders, artists and thinkers.**
- Highlight **opportunities and global megatrends** that affect business and society in these uncertain and complex times throughout Australia, Asia Pacific and the rest of the world.
- Provide insights and techniques for **unlocking personal and organisational creativity** that will inspire your leadership in times of complexity and change.
- **Deliver strategies, structures and processes** for creating greater organisational performance, productivity and wellbeing.
- Showcase the **world's best practice solutions and ideas** for the development of sustainable and innovative futures for community, business and government.
- Bring together leaders and emerging talent to **discover cross-disciplinary solutions that will make a difference** in your life, organisation and community.
- Offer **outstanding networking and business opportunities.**

*“Wicked problems have no stopping rules. They are the product of an increasingly complex, interconnected world.”*

Eric Knight

## Participants will include:

- CEOs and senior executives of major corporations looking for insights into organisational performance and future trends
- Board Directors, entrepreneurs and business owners
- Technology and information leaders
- Thought leaders and provocateurs seeking change
- Executive and organisational coaches
- Organisation development consultants
- Learning and development professionals
- Principals and consultants in the education and health fields
- HR professionals
- Human performance consultants, trainers and facilitators
- Educators, K-12 and tertiary
- Not-for-profit and CSR professionals
- Leaders and managers in any field wanting to make a difference
- Media, artists and performers

2012 continues to be precarious. The global economy swings between signs of recovery and predictions of imminent collapse. Businesses appear paralysed. Though many are cash-rich, they're risk-averse, strategically incremental and lacking in fresh ideas and innovation. We need to attack big, wicked, problems that improve the economy and society as a whole. The world needs leadership, invention and courage now more than ever. We need audacity not austerity. Bold ideas that represent real business opportunities that spark a revolution for courage and change.

Our world faces incredible challenges. We live in a world full of surprises – there is something about technology that takes us ever closer to the margins than we could go before: drilling oil deeper, taking greater risks within banking, having more planes in the air. When things go wrong and the oil leaks, or the finance sector collapses, or volcanic ash clouds block our skies, they go very wrong indeed.

Inevitably as technology progresses our risks will deepen, and our lives in this millennium will be, as they already are, filled with very large surprises. We face the certainty of uncertainty. Individuals and organisations need creative new ideas and innovative solutions to adapt to constant change and re-invent the future.

The challenge of the 21st century is to transform our organisations to adapt flexibly and rapidly to the ever changing and volatile environments we face. We will have to reduce cost structures while increasing productivity, adopt new

ways of working and invent business models that challenge old ways of thinking.

We have to maintain our commitment to creativity, innovation and growth even as we make the transition away from core businesses that have served us so well in the past. It is a high stakes race to position ourselves to respond effectively to the dynamic challenges emerging around us.

Creativity is of increasingly strategic value to nations, communities and individuals in making the transition to innovation and knowledge-based economies. Sustaining Australia's growth in a globalised economy where innovation, knowledge and expertise are as important as our natural resources is critical and requires new capabilities and skills acquisition.

Creativity and innovation are also vital for businesses exposed to globalisation, increasing competition, diversity among consumers and rapidly changing technology. Tomorrow's competitive success will be based on creative ideas.

The development of people who can imagine and create innovative new solutions is the key to future success and sustainability. A recent IBM CEO Global Study, which surveyed 1500 CEOs, identified creativity as the most important leadership attribute over the next 5 years in an increasingly complex global environment.

*“The best way to predict the future is to invent it.”*

Theodore Hook



*“Most folk content themselves with a conference of a few talking heads, some conversations, and good catering, but you went a stellar mile beyond that with a conference that was filled with a portfolio of possibilities, a cornucopia of conversation. I loved every moment, every chat, every bubble!”*

Professor Stephen Heppell

## Creative Innovation 2012 Asia Pacific

Creative Innovation 2012 Asia Pacific will be the place to learn from world changing innovators, futurists, inspired thinkers and curious souls gathered together in an interactive community. It's a place to learn techniques and strategies, share ideas and gain empowering experiences. A place to imagine the future.

The conference will bring together delegates from all sectors to discuss the challenges that impact global business and society, growth and sustainability issues facing the uncertain Asia Pacific and global business environments, learning institutions and workplaces of the future and best practice for leaders and organisations in a super-connected world.

We believe the program will have enormous relevance in the current uncertain environment and will be an outstanding learning, growth and professional development opportunity. Ci2012 will give your organisation, your people, clients and stakeholders knowledge and networks in the innovation space. There are world class speakers from the business, technology, science, innovation, education, health and research areas and topics of relevance at a community, super-regional and global perspective.

As a result the event will expand creative understanding and unlock the ideas and imagination of participants. We also hope it will inspire increased courage and leadership. This will create a significant ripple effect through individuals and organisations to enhance the growing momentum of creative leadership in our society. Participants will be at the leading edge of this movement.

It will provide a unique opportunity for fresh thoughts, strategies and connections in a creative, high energy, results-focussed environment.

This is not an event for long drawn out presentations. It is an event for interactive, thought leaders to provide a launching pad for new opportunities and innovative futures. There are a maximum of 1000 delegate places at the conference. The event has the potential to transform thinking. The first two Creative Innovation events were described by many delegates as the best conference they had ever attended!

*“Leadership is imagination plus courage.”*

Paul Keating

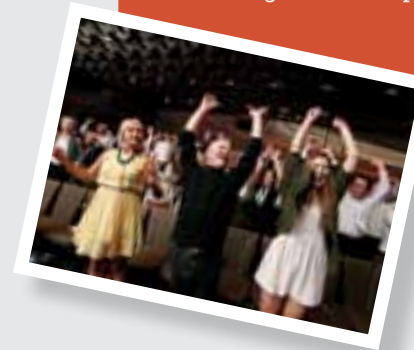
*“What an inspiring, insightful, and inventive conference this was. From entrepreneurship to the latest trends in society and the world, Ci2011 lived up to its creative and innovative name. Brilliantly organized too!”*

Ray Kurzweil

## Who Should Attend?

This event is for future-shaping leaders seeking an Asia Pacific and global perspective: change-makers, activists, innovators, provocateurs, influencers, advisers from business, industry, community and government sectors who want to make a difference.

It is also for anyone who wants to use the latest knowledge in the field of creativity and innovation in their work and life to be inspired, think differently and improve individual, team and organisational performance.



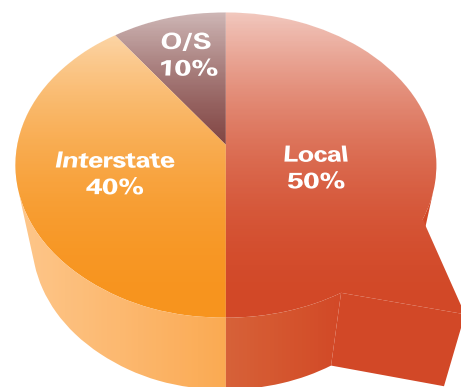
*“Innovation distinguishes between a leader and a follower.”*

Steve Jobs



## Inbound visitation

We expect the audience to be made up of local, interstate and international visitors.



## Ci2011 in a nutshell



Creative Innovation 2011 explored the challenges and opportunities of a super-connected world. Ci2010 and Ci2011 attracted over 1000 participants across the Conference, Deep Conversations, Master Classes and Gala Dinner. The conference delegates included CEOs and Directors of major ASX-listed companies, owners of SMEs, executives from health, banking, finance, advertising, arts, media, education, industry, not for profit and government sectors. There were also a number of emerging leaders involved in the conversation. Over 40% of delegates were from regional areas and interstate and there were also a number of international delegates in attendance.

Interspersed throughout the conference were leading Chairs and creative talents with some art, poetry, music and comedy to transport delegates into a right-brained creative headspace! Everyone shared in the same experience and had the opportunity to participate in the conversation.

Conference participants were educated, inspired and provoked, and, in the process gained a deeper understanding of our increasingly complex global environment, the importance of creativity and innovation, and the interconnectivity between us all.

*“Every human being is creative. Creative capital is a limitless resource. Each of us has creative potential that we strive to exercise, and that can be turned to valuable ends. The great challenge of our time will be to spark and stoke the creative furnace inside every human being.”*

Richard Florida

*“The significant problems we face today cannot be solved by the level of thinking we were at when we created them.”*

Albert Einstein

## Feedback for Ci2011

*“I’ve been to a lot of conferences and Ci2011 was definitely the best. Well done, brilliant!”*

*“I will treasure many of the inspiring presentations and challenging discussions from so many distinguished presenters forever.”*

*“I’ve never seen a conference put together like an artwork before. It was a stunning achievement of vision, serendipity, generosity of spirit and organisation.”*

*“This event will bring about lasting change and ongoing friendships for me and many others. It engaged and challenged us at so many levels.”*

*“Life changing event...I was blown away. Compelling speakers and high quality attendees. When is the next event?”*

*“Ci2011 was an astonishing and dazzling array of minds and speakers and we feel excited, stimulated and energised and already have tons of ideas for our own work. It was wonderful to be with so many like-minded people and everyone was abuzz connecting and learning from each other. The conference was also superbly organised, presented and every detail was exquisite right to the ginger ice-cream on the last day! Congratulations on a world class event.”*



# WELCOME



**Tania de Jong AM,  
Founder & Executive  
Producer Ci Global**

After the overwhelming success of Ci2010 and Ci2011, I am excited and delighted to invite you to join us at the Paris-end of Melbourne this spring. The theme of Ci2012 is “WICKED PROBLEMS, GREAT OPPORTUNITIES! Leadership and Courage for Volatile Times”.

This very important conversation is designed to bring about a manifesto for change in ourselves, our organisations, our communities and our world.

Ci2012 will be a place to connect, create, change, explore, question, share and learn. A place to be entertained and inspired. A place to re-invent the future. The event is bringing together the diverse voices of some of the leading speakers, thinkers, entrepreneurs, innovators, futurists, educators and leaders in our world today.

*Imagine an event and conference that was out of the ordinary... that pushed the boundaries... with over 40 world class speakers and performers!*

Ci2012 is an international community-wide, cross-sector program for leaders and emerging leaders.

The challenge of the 21st century is to transform ourselves and our organisations to adapt flexibly and rapidly to the ever-changing, complex and volatile environments we face. We will have to reduce costs while increasing productivity, adopt new ways of working and invent business models that challenge our commitment to innovation and growth. The world needs leadership, invention and courage now more than ever.

We believe our program is important for anyone interested in leading change and achieving business success as creativity and innovation are the strategic tools for our future. This is a rare opportunity to learn, connect and share ideas across sectors with some of the world's most influential thinkers under one roof.

Together we will unlock some wicked problems and discover bold ideas and great business opportunities that spark a revolution for courage and change. As John F. Kennedy said: *“Change is the law of life. And those who look only to the past or present are certain to miss the future.”*

We look forward to your company at this world class, future-shaping event. Don't miss this unforgettable experience!



**Hugh Morgan AC  
Ambassador Ci Global**

Global change and local complexities have created “wicked”, almost unsolvable problems. They also create incredible opportunities for innovation, development and success. In its third year this ground-breaking Creative Innovation event is bringing together a unique tour de force of innovators, leaders, learning and ideas to inspire and enrich you and your colleagues.

Through these world class speakers and the interactive, future-shaping symposium you will be motivated to greater levels of courage and leadership to face the challenges and find the opportunities in this volatile world. Ci2012 is a very special opportunity not to be missed.



**Sir Gustav Nossal AC, DBE  
Ambassador Ci Global**

The great age of science is increasingly connecting into the world of business in helping to advance and transform our society and communities. In the field of health research, environmental solutions or the advancement of education, science and its twin, technology, are delivering answers and a world of possibilities like we've never seen before. But with these possibilities come wicked problems as well as great opportunities.

Creative Innovation 2012 provides an incredible future-shaping forum to explore, to learn and to build leadership and the courage to innovate. Through the combination of world class speakers from different disciplines and delegates from across the sectors of business, industry, government, not-for-profit and universities and schools at this event there is a rare opportunity for cross-pollination of ideas and future collaborations.

Additionally, as a scientist, I know the empowering benefits of opening the mind through music and the arts. Uniquely this conference applies that technique to make it “the best conference ever” according to many attendees. The learning, results and connections you will make may well change you and the world. I look forward to your support, attendance, thoughts and collaboration. Let's all come together and find the great opportunities within our ‘wicked problems’.



**Professor Allan Fels AO  
Ambassador Ci Global**

If the pressing social, economic and environmental problems of our contemporary world were easy, we would have already solved them.

In this second decade of the twenty-first century, we have learned that those who work in government and the public sector need new ways of thinking and acting and new kinds of ways to generate, shape and connect ideas with the people whose courage and leadership can make them a reality.

With its creativity, its stimulating array of international and national speakers, its emphasis on cross-fertilisation of ideas and its focus on the future and its opportunities, this third Creative Innovation event should not be missed.



# PROGRAM AT A GLANCE

*“For a business person,  
the numbers are the  
measure of success.  
If we don’t have the  
numbers, that’s the  
end of the conversation.  
But if we don’t have the  
conversations that’s  
the end of the numbers.  
It’s a paradox.”*

Yves Bastien, President  
Sanofi–Synthelabo,  
Canada

## WEDNESDAY NOVEMBER 28 PRE-CONFERENCE DEEP CONVERSATIONS AND MASTER CLASSES

Details about all  
Master Classes and  
Deep Conversations  
on pages 28-37

### MORNING

#### Master Classes (9.00am–12.00pm)

1. **Scott Anthony (Singapore)**  
*Creating a Culture of Innovation*
2. **Leigh Gassner & Steve Atkinson**  
*The Change Lab: solving  
complex social problems through  
design thinking*
3. **Andrew & Gaia Grant**  
*Who Killed Creativity? ...and how to  
get it back*
4. **Tim Reid**  
*A Killer Innovations Approach to  
Marketing Your Business*
5. **Charles Kovess**  
*The Courage To Be Different:  
Powerful Strategies To Access Your  
Strength And Resilience To Avoid  
Following The Crowd!*

#### Deep Conversation 1 over Lunch (12.15pm–2:15pm)

*Getting Unstuck! Using innovation to  
create change in large organisations  
and government*

With **Geoff Mulgan (UK)**,  
**Dr Thomas Frey (USA)**, **Scott Anthony**  
(Singapore), **Adam Kahane (Canada)**  
and the audience

### AFTERNOON

#### Master Classes (2:30–5:30pm)

1. **Professor Richard Rumelt (USA)**  
*Strategic Diagnosis and Actions*
2. **Amantha Imber**  
*Innovate like the heavyweights -  
proven stuff, no fluff*
3. **Tim Dalmau and Jill Tideman**  
*Solving Wicked Problems in  
the Workplace*
4. **Gabrielle Dolan & Yamini Naidu**  
*Wicked Problems Need  
Wicked Stories*

### EVENING

#### Deep Conversation 2 with Supper (7:00–9:30pm)

*Now to Next: How will Science  
and Technology help solve our  
wicked problems?*

With **Baroness Susan Greenfield**  
(UK), **Michael T Jones (USA)**,  
**Professor Nadia Rosenthal (UK)**,  
**Dr Iain McGilchrist (UK)**, **Jason Drew**  
(South Africa) and the audience



*“Test fast, fail fast,  
adjust fast.”*

Tom Peters

## DAY ONE THURSDAY NOVEMBER 29

8.45am: The Official Opening of Ci2012 with VIPs, speakers, artists and politicians including a special performance from War Horse.

Following this, each session over the two day conference will involve keynote speakers, a scholarship winner (60 seconds) and will be followed by Q & A/debate with audience.

### 1. Wicked Problems, Great Opportunities! (9.45am)

Eric Knight – Economics consultant and Author *Reframe Reframe: Solving the world's trickiest problems*

Dr Megan Clark – CEO CSIRO

*Large scale, multidisciplinary thinking: Working together to change the future*

Adam Kahane (Canada) – Partner of Reos Partners and Associate Fellow at the Saïd Business School of the University of Oxford

*Transformative Scenario Planning: Working Together to Change the Future*

Moderator: Tim Dalmau

### 2. Who wants to live forever? (11.30am)

Professor Nadia Rosenthal (UK) – leading regenerative medicine researcher

*How will our bodies keep up with technology and what will that mean to society?*

Professor Silviu Itescu – Biotech entrepreneur, Founder and Executive Director Mesoblast

*Stem Cell Therapies... Clinical reality or dream?*

Baroness Susan Greenfield (UK) – Director of the Institute for the Future of the Mind and Professor of Pharmacology at Oxford University

*The Impact of Technology: Making the Most of the 21st Century Mind*

Moderator: Dr Elizabeth Finkel

### 1.00pm – 2.30pm Conversations at Lunchtime

Subject matter lunch hot spots around the Sofitel with selected speakers and provocateurs – Choose your area of interest

### 3. Start-up reality! From idea to market (2.30pm)

Ruslan Kogan – Serial Entrepreneur, Pioneer of online retail, Founder and CEO of Kogan.com

*From Garage to Global: The “Just Do It” attitude to entrepreneurship*

Professor Robin Batterham AO – President of the Australian Academy of Technological Sciences and Engineering, Kernot Professor of Engineering at the University of Melbourne

*Innovation in large companies - the three essentials*

Jason Drew (South Africa) – International business leader, Serial entrepreneur and Sustainability expert

*From Industrial revolution to sustainability revolution - the business of fixing our future*

Moderator: Doron Ben-Meir – CEO, Commercialisation Australia

### 4. The Asian Century and Innovation (4.30pm)

Scott Anthony (Singapore) – President Innosight, Author: *The Innovator's Guide to Growth: Putting Disruptive Innovation to Work* and *The Silver Lining: An Innovation Playbook for Uncertain Times* (Harvard Business Press)

*Innovation Lessons from Asia and Driving Growth in Emerging Markets*

*Innovation Lessons from Asia and Driving Growth in Emerging Markets*

Speaker TBC

Moderator: Michael Johnson

### GALA CONFERENCE DINNER 7.00 – 11.00pm

Sofitel Melbourne On Collins Ballroom

25 Collins Street Melbourne

Entertainment features Katie Noonan, Stefan Cassomenos and Pot-Pourri.

This dinner is proudly supporting Creativity Australia's *With One Voice* programs

## DAY TWO FRIDAY NOVEMBER 30

*“As human beings, our greatest achievement lies not in remaking the world, but in remaking ourselves.”*

Mohandas Ghandi

### 5. Where is technology taking us? (9.00 am)

Michael T Jones (USA) – Chief Technology Advocate, Google

*The future enters by the back door: How and why learning must change with advancing technology*

Geoff Mulgan (UK) – Chief Executive of NESTA, the UK's National Endowment for Science, Technology and the Arts

*Innovations in and around Government: Is democracy keeping up with the pace of social and technological change?*

Dr Thomas Frey (USA) – Executive Director and Senior Futurist at DaVinci Institute, currently Google's top-rated futurist speaker. Author of the groundbreaking 2011 book *Communicating with the Future*

*2 Billion Jobs to Disappear by 2030! Driverless Cars, Teacherless Schools, and Printable Houses: We're in for a Wild Ride*

### 12 noon-1:30pm CONVERSATIONS AT LUNCHTIME

Subject matter lunch hot spots around the Sofitel with selected speakers and provocateurs – Choose your area of interest

### 6. High Performing Workplaces (1.30pm)

Steve Vamos – Founding President, Society for Knowledge Economics, Director Telstra, Medibank and David Jones

*Wicked Conversations! ...that drive alignment and innovation*

Professor Richard Rumelt (USA) – UCLA Chair in Business and Society, global leader on strategy

*Keys to Good Strategy in Volatile Times*

Michael Rennie – Managing Partner, McKinsey & Company

*Love, Fear and High Performance*

### 7. Courage, thinking and leadership to create a successful future (3.30pm)

Dr Iain McGilchrist (UK) – Author of *The Master and his Emissary: The Divided Brain and the Making of the Western World*

*Why things are not what they seem: the courage to think differently*

Li Cunxin – Author *Mao's Last Dancer*

*Mao's last dancer – lessons of creativity and courage*

Wade Davis (USA) – Anthropologist, Explorer-in-Residence National Geographic Society

*The Wayfinders: Why Ancient Wisdom Matters in the Modern World*





## INTERNATIONAL LEADERS



**Baroness Susan Greenfield (UK)**

Scientist, writer, broadcaster and member of the House of Lords; Director of the Institute for the Future of the Mind; Professor of Pharmacology at Oxford University; Author: *ID: The Quest for Identity in the 21st Century*.



**Geoff Mulgan (UK)**

Chief Executive of NESTA, the UK's National Endowment for Science, Technology and the Arts; 2005-2011 Director of the Young Foundation; Founder of the think-tank Demos; Board member of Atomium Culture;

Adviser to many governments around the world on policy and strategy, including recent work for the governments of Singapore and UAE.



**Wade Davis (USA)**

Anthropologist, ethnographer, writer, photographer, and filmmaker; Explorer-in-Residence at the National Geographic Society; Named by the NGS as one of the Explorers for the Millennium; Author: *Passage of Darkness* and *The Serpent and the Rainbow*.



**Dr Thomas Frey (USA)**

Executive Director and Senior Futurist at DaVinci Institute; Currently Google's top-rated futurist speaker; Author of the groundbreaking 2011 book *Communicating with the Future*.



**Professor Nadia Rosenthal (UK)**

Leader in stem cell biology and regenerative medicine at the interface of basic, biomedical and industrial life; Chair in Cardiovascular Science at Imperial College London; Founder Australian Regenerative Medicine Institute at Monash University.



**Dr Iain McGilchrist (UK)**

Author: *The Master and his Emissary: The Divided Brain and the Making of the Western World*; Former Fellow of All Souls College, Oxford; Fellow of the Royal College of Psychiatrists; Former Research Fellow in neuroimaging at Johns Hopkins Hospital, Baltimore.



**Adam Kahane (Canada)**

Partner in Reos Partners; Associate Fellow at the Saïd Business School of the University of Oxford; Author: *Solving Tough Problems: An Open Way of Talking, Listening, and Creating New Realities* and *Power and Love: A Theory*

*and Practice of Social Change, and Transformative Scenario Planning*

Photo by: photographer Móric van der Meer



**Michael T. Jones (USA)**

Chief Technology Advocate, Google; Previously was Chief Technologist of Google Maps, Earth, and Local Search; CTO of Keyhole Corporation; CEO of Intrinsic Graphics; Director of Advanced Graphics at Silicon Graphics



## CORPORATE LEADERS AND ORGANISATIONAL EXPERTS



**Michael Rennie**

Managing Partner of McKinsey and Company, Australia & New Zealand; Global leader of McKinsey's Organisation Behaviour practice which covers organisation performance including innovation.



**Steve Vamos**

President, Society for Knowledge Economics Non Executive Director, Telstra, Medibank and David Jones; Former Vice President of Microsoft.



**Dr Megan Clark**

Chief Executive, CSIRO; Commissioner on the International Commission on Sustainable Agriculture and Climate Change; Former Vice President of Health, Safety, Environment, Community and Sustainability; Former Vice President of Technology with BHP Billiton.



**Professor Richard Rumelt (USA)**

UCLA Chair in Business and Society, global leader on strategy; Author of *Good Strategy/Bad Strategy – The Difference and Why It Matters*; Founding member of the Strategic Management Society; Consultant to numerous firms, non-profit organizations, the Department of Defense, and several governments.

## INCREDIBLE INNOVATORS AND TECHNOLOGISTS



**Scott Anthony (Singapore)**

Managing Director of Innosight Asia-Pacific; Author for Harvard Business Press on innovation; Member of the Board of Directors of Media General; Chairs the investment committee for IDEAS Ventures. Author: *The Little*

*Black Book of Innovation, The Innovator's Guide to Growth: Putting Disruptive Innovation to Work and The Silver Lining: An Innovation Playbook for Uncertain Times*



**Jason Drew (South Africa)**

International business leader; Serial entrepreneur and sustainability expert; Former CEO of a JSE listed business; Chairman of AgriProtein; Author: *The Protein Crunch: Civilisation on the Brink*.



**Ruslan Kogan**

Serial Entrepreneur; Pioneer of online retail; Founder and CEO of Kogan.com; Partner in successful online furniture business Milan Direct; Ernst & Young Entrepreneur of the Year; 2010 Charter Security Retail Innovator of the Year.



**Professor Silviu Itescu**

Biotech entrepreneur; Managing Director and Chief Executive, Mesoblast, the regenerative medicine company; Former Director of Transplantation Immunology at New York's Columbia University Medical Center; Named BioSpectrum Asia Person of the Year.



**Professor Robin Batterham AO**

President of the Australian Academy of Technological Sciences and Engineering; Kernot Professor of Engineering at the University of Melbourne; Chief Scientist to the Australian Federal Government from 1999 to 2005.



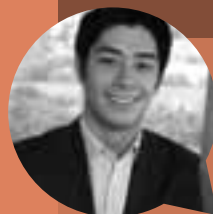
# OUTSTANDING CREATIVITY CONNECTORS

## PHILOSOPHERS AND HUMANITARIANS



### Li Cunxin

Li is *Mao's Last Dancer* (International best-selling book and now a blockbuster film); Former senior manager at one of the largest stock broking firms in Australia; Named 2009 Australian Father of the Year; Board member of The Australian Ballet and the Bionics Institute; Artistic Director Queensland Ballet.



### Eric Knight

Author of bestselling new book, *Reframe: how to solve the world's trickiest problems*; Economics consultant; Former independent consultant to the OECD and the World Bank; Australian Rhodes Scholar; Regular commentator on television and radio.



### Composer in Residence

#### Stefan Cassomenos

Considered one of Australia's most talented young artists; outstanding pianist, composer and conductor; Composer in Residence for Ci2010, Ci2011 and Ci2012.



### Graphic Recordist in Residence

#### Gavin Blake

Worked in the UK, Europe, Asia and Australia since 1999; Clients range from Government and executive level corporate teams to local community groups and dialogue circles; His team visualise messages and ideas in powerful and engaging ways.



### Graphic Recordist and Artist in Residence

#### Jessamy Gee

Melbourne portrait artist, graphic recordist, cartoonist and creative workshop facilitator; Exhibiting since 2005, Jessamy has participated in many group and solo exhibitions; Studied Drawing and Portraiture, Contemporary Painting Techniques and Art Therapy.



### Diva in Residence & Executive Producer

#### Tania de Jong AM

Founder Creative Universe, Creativity Australia, Music Theatre Australia, Pot-Pourri, The Song Room and Founder and Executive Producer of Creative Innovation Global - Ci2010, 2011 and 2012; Australian Social Entrepreneur of the Year; Brainlink Woman of Achievement.



### Poet in Residence

#### Johanna Featherstone

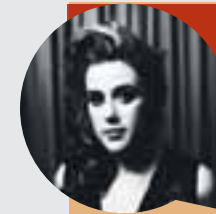
Founder and current artistic director of The Red Room Company; Founding writer for *The Chaser* newspaper; Poetry has featured in a range of literary publications; Served as a judge on a number of literary award committees.



### Master of Ceremonies

#### Michael Pope

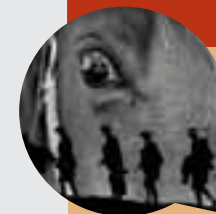
Master of Ceremonies Ci2010 and Ci2011; Boasts 30 years in the entertainment industry; Hosts and produces television programs; Has performed in front of numerous Prime Ministers to the man on the street; Master of improvisation. Standby to be involved!



### Performer

#### Katie Noonan

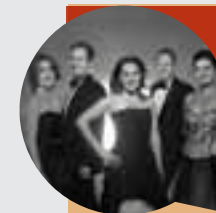
Winner of 4 ARIAs; 6 platinum records; Various releases include album *'elixir'*, the No. 1 selling classical album *'Two of a Kind'* and her gold-selling top ten solo album *'Skin'*; Has worked with the country's top orchestras including Richard Tognetti and the Australian Chamber Orchestra.



### Performer

#### War Horse

The multi-award winning play *War Horse* is a magnificent drama featuring actors and dynamic life size puppets. Winner of five Tony Awards including Best Play, *War Horse* has played to packed houses in London and on Broadway since opening, and has been praised by critics on both sides of the Atlantic.



### Performer

#### Pot-Pourri

With 40 overseas tours and 7 CDs under their belt including Europe, Asia and USA, Melbourne's Pot-Pourri presents their unique and innovative blend of music theatre, cabaret, opera, magic, didgeridoo and comedy in a superbly entertaining show that is so hot it sizzles! Described as brilliantly talented, funny, fresh, moving and must-see... do not miss them!



## LEADING CHAIRS AND MODERATORS



**Tim Dalmau**

Leading global management consultant; Author of an extensive selection of books and other publications; Advises leaders of corporations and engineering focused companies in the resources and manufacturing sectors.



**Doron Ben-Meir**

Founder and CEO of Prescient Venture Capital; Founder and co-founder of six start-up companies; CEO of Commercialisation Australia; Former Principal, Private Equity and Venture Capital at Jagen Pty Ltd; Former General Manager, IT&T Investments at Escor Pty Ltd; Former Investment Director at Momentum Funds Management.



**Michael Johnson**

CEO of Kokoda Capital Group; CEO of Royal Vitamins International Ltd; Director of Myanmar Global Capital Partners; Director of Rugby Channel Online; President of the Australia-Asia Business Council; Former Member of the Australian Parliament; Member of the World Chinese Economic Forum Advisory Board; Regular political commentator on Australia's Sky News network.



**Dr Elizabeth Finkel**

Leading science journalist; Author of *Stem Cells: Controversy at the Frontiers of Science* and *The Genome Generation*; Former research scientist at the University of California; Won numerous awards for her work including the prestigious Michael Daley Award, multiple nominations at the Eureka Awards, winner of multiple Bells Awards and the National Press Club's Higher Education Journalist of the Year in 2011.



**Hugh Morgan AC**

Principal First Charnock; Chairman of the Order of Australia Association; Trustee Emeritus The Asia Society New York; Patron The Song Room; Patron Creativity Australia; President National Gallery of Victoria Foundation; Managing Director of WMC Limited from 1986 – 2003.



**Sir Gus Nossal AC**

Expert immunologist; writer of 5 books and 510 scientific articles; Former President of the Australian Academy of Science, Prime Minister's Science, Engineering and Innovation Council; Currently chairs the committee overseeing WHO's Global Programme for Vaccines and Immunization; Knighted in 1977; Made a Companion of the Order of Australia in 1989; Former Australian of the Year 2000.



**Professor Allan Fels AO**

Dean of the Australia and New Zealand School of Government (ANZSOG). Professor in the Faculty of Economics and Business at Monash University, Professorial Fellow in the Department of Political Science at the University of Melbourne, Fellow of the Academy of Social Science of Australia. Awarded the Order of Australia in 2001.

*'A small group of thoughtful people could change the world. Indeed, it is the only thing that ever has.'*

**Margaret Mead**



# WORLD CLASS CREATIVITY AND INNOVATION EXPERTS



## Professor Richard Rumelt (USA)

UCLA Chair in Business and Society, global leader on strategy; Author of *Good Strategy/Bad Strategy – The Difference and Why It Matters*; Founding member of the Strategic Management Society; Consultant

to numerous firms, non-profit organizations, the Department of Defense, and several governments



## Scott Anthony (Singapore)

Managing Director of Innosight Asia-Pacific; Author for Harvard Business Press on innovation; Member of the Board of Directors of Media General; Chairs the investment committee for IDEAS Ventures. Author: *The Little*

*Black Book of Innovation, The Innovator's Guide to Growth: Putting Disruptive Innovation to Work* and *The Silver Lining: An Innovation Playbook for Uncertain Times*



## Andrew & Gaia Grant

Co-Authors Andrew & Gaia Grant have travelled the world from the classroom to the boardroom, teaching at many levels from tribal education to CEO corporate coaching to discover 'Who Killed Creativity?... and how to get it back!'



## Dr Amantha Imber

Creativity and innovation psychologist; Author: *The Creativity Formula*; PhD in organisational psychology; has consulted on innovation & creativity at leading companies including Coca-Cola,

LEGO, Medibank Private, Red Bull, Deloitte, Vodafone and Westpac.



## Charles Kovess

Australia's Passion Provocateur; Author: *Passionate People Produce and Passionate Performance*, and co-author of *The 7 Heavenly Virtues of Leadership*; President of the Australia-Hungary Chamber of Commerce &

Industry; Former National President of the National Speakers' Association of Australia; Trustee of the Global Energy Network Institute.



## Tim Reid

aka "The Ideas Guy"; Leading ideas and marketing expert; Creator and host of Australia's #1 Marketing show *Small Business Big Marketing*.



## Gabrielle Dolan & Yamini Naidu

Global thought leaders on business storytelling; Co-founders and Directors of One Thousand & One, Australia's first organisational storytelling company that helps companies increase performance through storytelling.



## Tim Dalmau & Jill Tideman

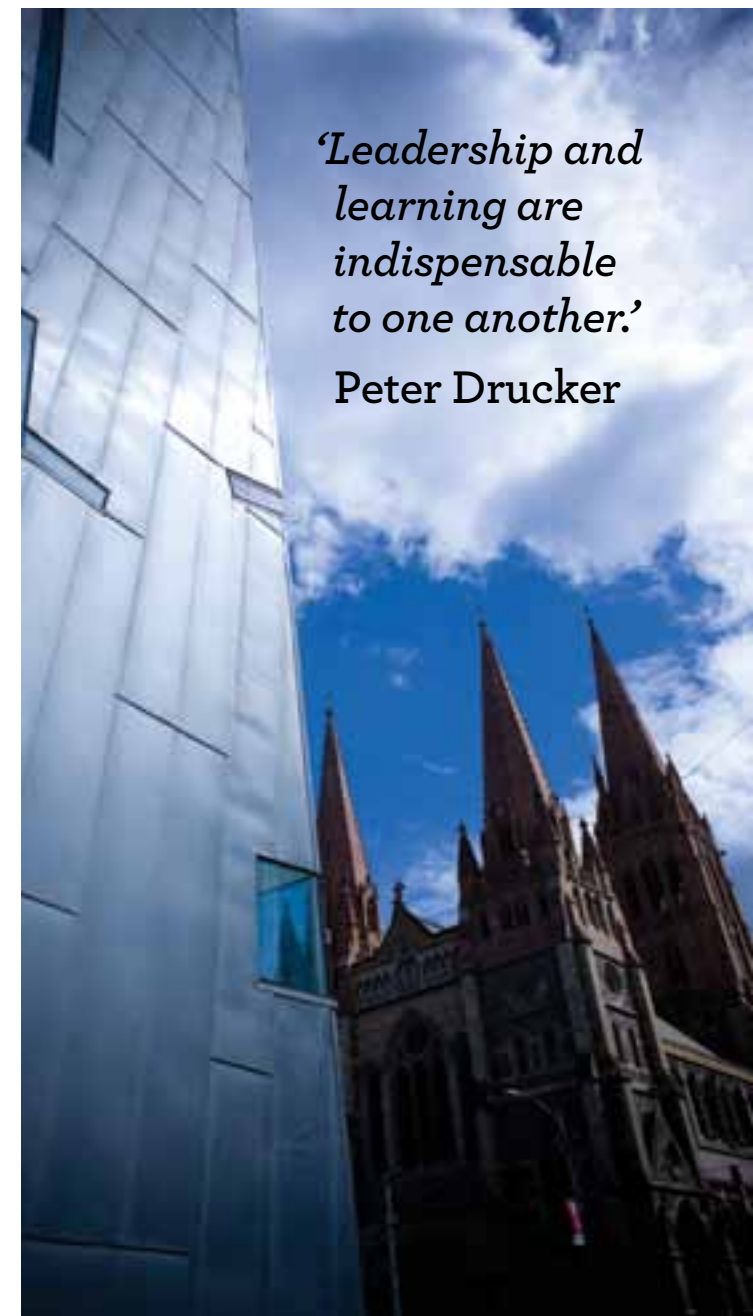
Leading management consultants in the engineering, resource, manufacturing and infrastructure sectors; Tim is the author of an extensive selection of books and other publications; Jill has consulted in sustainability, safety and transport policy in Australia, the UK and the USA.



## Leigh Gassner & Steve Atkinson

Partners in Reos Partners, Melbourne; Steve is a speaker and lecturer at the Gordon Institute of Business Sciences, University of Pretoria on systems and scenario thinking and Leigh is with the Australian and New Zealand School of Government on social system reform.

*'Leadership and learning are indispensable to one another.'*  
**Peter Drucker**



# ADVISORY PANEL

## Ambassadors Ci2012

Hugh Morgan AC

Professor Allan Fels AO

Sir Gus Nossal AC

## Thought Leaders Advisory Panel

**Donald Bates**  
Director, LAB Architecture Studio

**Dr Rufus Black**  
Ethicist, Master Ormond College,  
University of Melbourne

**Stefan Cassomenos**  
One of Australia's leading young  
pianists, conductors & composers

**Leo D'Angelo Fisher**  
Senior Writer, Business Review Weekly

**Mark Dempsey SC**  
Barrister (NSW)

**Jeremy Duffield**  
Director MLC

**Rod Glover**  
Policy Consultant

**Matt Goldberg**  
CEO of Lonely Planet

**Stephen Grant**  
CEO of Asia Pacific Business Coalition  
on Aids, Chairman Alfred Health

**Professor Roy Green**  
Dean, Faculty of Business,  
University of Technology Sydney

**Professor Sarah Hosking**  
Director, National Vision Research  
Institute Australia

**Brad Howarth**  
Futurist, speaker and  
Author: *A Faster Future*

**Silviu Itescu**  
Executive Director, Mesoblast

**Leon Kempler**  
Chair, Australia Israel Chamber  
of Commerce

**Janine Kirk AM**  
Partner Ernst & Young, Chair  
Tourism Victoria

**Charles Kovess**  
Australia's passion provocateur and  
leading speaker

**Peter Kronborg**  
Director, AICD, Creativity Australia

**Denis Moriarty**  
Co-Founder and Group Managing  
Director, Our Community

**Ric Oldham**  
Leighton Telecommunication Group

**Professor Peter Rathjen**  
Vice-Chancellor, University of Tasmania

**Carol Schwartz AM**  
Director of TheTrawalla Foundation

**Clive Scott**  
General Manager, Sofitel Melbourne  
On Collins

**Adam Simpson**  
Managing Partner, Simpsons Lawyers

**Alistair Urquhart**  
Director Affairs of State

**Steve Vamos**  
President Society of Knowledge  
Economics, Director Telstra,  
Medibank and David Jones

**Alison Watkins**  
CEO Graincorp, Director ANZ

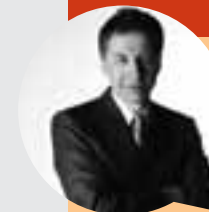
# AGENT PROVOCATEURS

## Tim Wilson



Australian public policy commentator;  
Specializes in trade, intellectual  
property, investment, innovation  
and climate change policy; Director  
of the Intellectual Property and Free  
Trade Unit at the Institute of Public  
Affairs; Senior Associate at SDA Strategic; Member  
of the Department of Foreign Affairs and Trade's  
IP Industry Consultative Group; Associate for IP and  
Development at the Australian APEC Study Centre.

## Nicholas Gruen



CEO and Founder of Lateral  
Economics; Chairman of Peach  
Financial, Kaggle, Online Opinion  
and The Australian Centre for  
Social Innovation; Patron of  
the Australian Digital Alliance;  
Chaired the Federal Government's Landmark  
2.0 Taskforce.

## Jodi Cant



General Manager of Business  
Development at Landgate WA;  
Chairperson at earthmine Australia;  
Board Member at PSMA Australia.

## John Matthews

### (Coach in Residence)



Co-founder and Master Coach at  
the Institute of Executive Coaching;  
Works with senior executives across  
a range of industries, questioning  
assumptions and acting as a catalyst  
for change and performance; Trains hundreds  
of professional coaches each year in the IEC's  
Accredited Coach Training Program.

## Brenton Caffin



Founding CEO of The Australian  
Centre for Social Innovation;  
Advisor to the Adelaide Festival of  
Ideas; Board member of the global  
Social Innovation Exchange; Has  
held executive positions with the  
Department of the Premier and Cabinet, Government  
Reform Commission and WorkCover.



# DEEP CONVERSATIONS AT Ci2012

## WEDNESDAY 28 NOVEMBER

Softel Melbourne On Collins

BOOK  
NOW

The Deep Conversations at Ci2012 will be an opportunity to share in-depth viewpoints with world class Thought Leaders about some of the key issues and wicked problems facing the future of civilization today. The sessions will be facilitated by leading moderators.

## 12.15-2.15PM LUNCHTIME DEEP CONVERSATION

(Including light lunch)

### Getting Unstuck: Using innovation to create change in large organizations and government

A Deep Conversation with the following speakers and the audience...



**Geoff Mulgan (UK)**

See bio on page 16



**Dr Thomas Frey (USA)**

See bio on page 17



**Scott Anthony (Singapore)**

See bio on page 19



**Adam Kahane (Canada)**

Photo by: photographer Móric van der Meer

See bio on page 16

Gigantic organizations occupy vast chunks of our society and economy: in government, in all walks of corporate life, and in areas vital to our wellbeing, such as health and education. Are they destined to be forces for the status quo, slowing down the rate of progress? Does their sheer size and historical legacy mean they are stuck in bureaucracy and loathe to change? Why do they seem to dawdle when so much is changing so fast around them?

What does it take to get “elephants to dance”, in IBM ex-CEO’s Lou Gerstner’s language? How can vast organizations innovate? What does it take for leaders and employees in government and major corporations to encourage change and forward progress?

If we’re going to solve wicked problems, on a national or global scale, we cannot rely only on the great entrepreneur, the garage start up, the viral social marketing campaign, the legions of small and medium-sized companies. The resources available to governments and major corporations must be well harnessed. And their leadership is needed both to respond to change and to create it.

Yet the mechanisms and talents of our political institutions and the governance of our great corporations have been sorely tested in the economic malaise following the global financial crisis. Do we need a rethink?

## 7.00-9.30PM DEEP CONVERSATION WITH SUPPER

(including light supper)

### Now to Next: How will Science and Technology help solve our wicked problems?

A Deep Conversation with the following speakers and the audience...



**Baroness Susan Greenfield (UK)**

See bio on page 16



**Michael T Jones (USA)**

See bio on page 16



**Professor Nadia Rosenthal (UK)**

See bio on page 16



**Dr Iain McGilchrist (UK)**

See bio on page 16



**Jason Drew (South Africa)**

See bio on page 19

The pace of change is relentless. Science and technology has allowed us to create previously unimaginable change over the last 20 years. Mary Meeker of venture capital fund Kleiner Perkins calls it “the re-imagination of almost everything.” And the pace is accelerating.

What are the “next big things?” What new vistas are science and technology opening up? And what opportunities will they create to solve today’s wicked problems?

Of course, science and technology are the enablers of massive transformation. But it’s the human connection that allows great progress. Think of the revolutions in the application of design quality and the search for sheer beauty that have characterised many of the best developments of recent years. How will our pioneers continue to develop the most human elements of technological change?

Also, many of our developments seem like standalone achievements today. Individually marvelous, but often failing to connect or fit together. Leaving their users lost in the complexity of a technological “zoo” and a tsunami of information overload. How will design thinking evolve to consolidate and demystify these individual innovations? Will the “whole” be greater than the sum of the parts?

Finally, science and technology advancement typically spawns a new set of problems. Opportunities for misuse abound. Unintended consequences are rife. New moral dilemmas are created. How will society cope with the ethical and safety issues that may arise out of anticipated rapid change?

# PRE-CONFERENCE MASTER CLASS PROGRAM

Creative Innovation 2012 will include a range of Master Classes led by some of our keynote speakers and other outstanding creativity and innovation experts.

## 28 NOVEMBER (9.00AM-12.00PM)

(including morning refreshments)

### 1. Scott Anthony (Singapore)

*Creating a Culture of Innovation*



Innovation thought leader Scott Anthony blends academic research and field work with leading companies to provide practical, proven approaches to improve the predictability and productivity of innovation. He has authored five books on the subject, including *The Little Black Book of Innovation* and *Building a Growth Factory* (Harvard Business Press).

#### ABOUT THE MASTER CLASS:

It sounds so seductive – a “culture of innovation.” The three words immediately conjure up images of innovation savants like 3M, Pixar, Apple, and Google. The sorts of places where innovation isn’t an unnatural act, but part of the very fabric of a company. It seems a panacea to many companies that struggle with innovation. But what exactly is a culture of innovation, and how does a company build it?

In this Master Class, Scott Anthony will describe the essential elements of a culture where innovation happens naturally and regularly. He will provide practical tips to help you identify and address the barriers facing your organization. Specifically, attendees will receive:

- Tips to identify, motivate, and develop innovation talent inside your organization
- Simple diagnostic instruments to assess your organization’s innovation capacity
- Lessons from innovative leaders like Amazon’s Jeff Bezos and Pepsi’s Indra Nooyi

### 2. Leigh Gassner & Steve Atkinson

*The Change Lab: solving complex social problems through design thinking*



Steve Atkinson and Leigh Gassner are partners in Reos Partners, Melbourne. Reos Partners is an international organisation dedicated to supporting and building capacity for innovative collective action in complex social systems.

#### ABOUT THE MASTER CLASS:

This Master class will show how the Change Lab, a participatory, creative, systemic, and action-oriented process used globally by Reos Partners, can tackle the toughest local and global challenges through transforming social systems. Globally we are being challenged to transform complex social systems through innovative and sustainable action that realises our aspirations and hopes of actually making a difference.

By using systems thinking in Change Labs this Masterclass will expose participants to how:

- They can surface the complexity in social systems to be understood and confronted; and,
- Through collaboration and innovation, co-create and institutionalise the transformation needed for stuck and complex social systems.

Global case studies of the Change Lab and related social change experience will also be discussed.



### 3. Andrew & Gaia Grant

*Who Killed Creativity?  
...and how to get it back*



Authors Andrew & Gaia Grant have travelled the world from the classroom to the boardroom, teaching at many levels from tribal education to CEO corporate coaching to discover 'Who Killed Creativity?... and how to get it back!' (book | keynote | workshop | board game)

#### ABOUT THE MASTER CLASS:

From the authors of the intriguing new book *Who Killed Creativity?* now comes the interactive keynote workshop and simulation exercise. Based around an engaging CSI / Cluedo style board game, in this session participants match their expertise against the latest neuroscientific research to discover the need for creative thinking and strategies for developing it as individuals and organisations.

What the masterclass will involve:

- Participation in the discovery process of what inhibits creative thinking and innovation in individuals, teams and organisations
- Information about the latest neuroscientific and psychological research on creative thinking
- Strategies for developing creative thinking in yourself and others
- Specific solutions for identifying blocks in creative thinking and innovation in participant organisations

### 4. Tim Reid

*A Killer Innovations Approach  
to Marketing Your Business*



Aka "The Ideas Guy", leading ideas and marketing expert, creator and host of Australia's #1 Marketing show Small Business Big Marketing

#### ABOUT THE MASTER CLASS:

Where a typical brainstorming session often only delivers incremental ideas, they rarely result in breakthrough thinking. On the flip side, a Killer Innovations session results in a significant and highly profitable departure from your current practice that will be difficult to imitate. And in a world of sameness, having an edge through innovation is critical. It's one of the last bastions of creating a point-of-difference!

Finding true killer innovations is tough work. Human instinct has us finding the quick answer...then we stop looking once we've found the first answer that approximates the best answer to a given question. We fail to look beyond the obvious...because looking beyond the obvious is scary, it may leave us looking like a fool. It may produce something extraordinary.

In a Killer Innovations session, the concept of a 'me too' idea is thrown out the door... the killer innovation must be a break-through idea that is instantly recognized by the market place.

USING THE KILLER INNOVATIONS APPROACH IS AKIN TO BRAIN STORMING ON STEROIDS!

So, come along with a business challenge and an open mind, ready to improve the marketing of your business.

### 5. Charles Kovess

*The Courage To Be Different:  
Powerful Strategies To Access  
Your Strength And Resilience To  
Avoid Following The Crowd!*



Australia's Passion Provocateur;  
Author: Passionate People Produce, and  
Passionate Performance, and co-author  
of The 7 Heavenly Virtues of Leadership

#### ABOUT THE MASTER CLASS:

In this Masterclass, Charles Kovess will inspire you, enthuse you, envision you, provoke you and teach you strategies and mechanisms that will increase your ability to access your strength and your resilience. Times are definitely changing and the demands on leaders are increasing. Imagine being able to 'go with the flow' that Mihaly Csikszentmihalyi so famously identified, and 'flow' with these demands! How can you stand out by behaving like most other leaders? It takes great courage to follow the beat of your own drum, and not follow the crowd. When you are different, you can experience 'stand out' results!

Key outcomes and issues to be covered include:

- How to avoid the pressure to conform to the behaviours of most leaders
- Why courage is so important for leaders and the subconscious pressure to conform
- Courage is required to be different, to think different
- Understand the direct links between passion and courage
- Understand the direct links between passion and resilience
- Examples of global leaders who were different, and how they generated outstanding shareholder returns
- How can you expect to generate 'above average returns' if you behave in an 'average' way?
- How you can be 'outstanding' as a leader by not following the crowd

# 28 NOVEMBER (2.30-5.30PM)

including afternoon refreshments

## 1. Richard Rumelt (USA)

### *Strategic Diagnosis and Actions*



Richard Rumelt is the Harry and Elsa Kunin Professor of Business & Society at UCLA, a graduate school of business and management. He was voted to be one of the “Top 50 Business Thinkers” in the world (rank 20 in 2011) by the Thinkers50 program, sponsored by the Harvard Business Review and McGraw Hill. He is the author of *Good Strategy/Bad Strategy – The Difference and Why It Matters*. This book was chosen as one of six finalists for the 2011 Financial Times & Goldman Sachs Business Book of the Year Award. He is also a co-author of *Fundamental Issues in Strategy – A Research Agenda* and the author of *Strategy, Structure, and Economic Performance*.

#### ABOUT THE MASTER CLASS:

In this workshop, participants learn about good diagnosis and practice diagnosing strategic issues facing a number of firms. Using real-world example, Professor Rumelt leads participants through the pitfalls and avenues of diagnosing strategic situations, with an emphasis on identifying keystone issues that are both critical and actionable. The workshop then addresses the issue of strategic action, providing examples and exercises on the identifications of proximate objectives and the design of coherent action plans.

This Executive Workshop session will illustrate how top executives can actually break the bad-strategy habit. The main topics covered will be these:

- Why is there so much bad strategy? What are the organisational, cultural, and cognitive reasons for the widespread avoidance of proactive problem-solving?
- What are the principle sources of power of a good strategy? Much of the modern discussion of strategy has focused on the economics of competition. This way of looking at things is very useful, but misses the more general and powerful tools that talented strategists use. These include anticipation, concentration, the creation of proximate objectives, the understanding of chain-link situations, the power of design, the power of focus, the distinction between good and bad growth, the nature of advantage, riding the waves of dynamic change, and understanding entropy and inertia.
- How can individuals and group improve their ability to perform deep and useful diagnoses of their situations?
- Can a “good strategy” process be wedded to ordinary “strategic planning?”
- What is “strategic navigation” and how can a top management team use this tool?

## 2. Dr Amantha Imber

### *Innovate like the heavyweights – proven stuff, no fluff*



Creativity and innovation psychologist; Author: *The Creativity Formula*; PhD in organisational psychology; has consulted on innovation & creativity at leading companies including Coca-Cola, LEGO, Medibank Private, Red Bull, Deloitte, Vodafone and Westpac.

#### ABOUT THE MASTER CLASS:

In this highly interactive Masterclass, Dr Amantha Imber will take you through the latest scientific findings into the key variables that have been proven to drive a culture of innovation. You will learn:

- The results from global field research undertaken by Inventium into companies such as Twitter, PayPal, Etsy, HBO, Coca-Cola, Vimeo, Foursquare, Meetup, IDEO, Whirlpool, Weiden + Kennedy, Xerox, Kimberly-Clark and several others into how they foster a culture that supports creativity and innovation.
- The 13 key variables that have been scientifically proven to create an innovative culture, according to a meta-analysis of 42 top research studies into this topic.
- The 5 most important variables that you need to focus on right now in your organisation in order to drive innovation.

You will leave with not only a stack of innovation driving ideas, but also a clear direction on how to ignite a culture of innovation back at your workplace.



3. **Tim Dalmau and Jill Tideman**

*Solving wicked problems in the workplace – an innovative process and framework for making the confusing understandable and the unpredictable more certain*



Tim is a leading management consultant; Author of an extensive selection of books and other publications; Advises leaders of corporations and engineering focused companies in the resources and manufacturing sectors; Jill has worked in the engineering, infrastructure and resource sectors, and consulted in sustainability, safety and transport policy in Australia, the U.K and the USA.

ABOUT THE MASTER CLASS:

Tim starts from the proposition that our success with solving problems depends in large measure on the type of thinking we use. Some thinking creates problems or makes them worse. Wicked problems share some characteristics which he outlines, and then the type of thinking that is most likely to help resolve them.

Groups of people, whether they are a married couple, a work group, a sports team, corporate organisation, state government or indeed a whole city fulfil the criteria of a complex adaptive system. Complex systems, of their nature, produce wicked problems. Traditional approaches and thinking often amplifies the problem, ironically often moving things closer to the edge of chaos.

This Master Class will help you understand that tools used to solve problems that are more understood and predictable are not appropriate to solving wicked problems inherent in the leadership and management of organizations and social systems.

You will walk away from this session

- 1) Experiencing the use of a tool/process suited to wicked problems
- 2) Understanding the difference in thinking needed to successfully engage wicked problems
- 3) Knowing how to engage with your own wicked problems in the workplace, community or home

This approach has worked with multi-national professional service firms, steel companies, city administrations, peace commissions, forest products companies, large multi-national resource companies, heavy manufacturing companies, pharmaceutical industry, police forces, women’s shelters, community organizations and government. The approach has been used to for diagnosis, planning, facilitation, facilitation design, mapping conversations, coaching, integrating and clarifying issues, and galvanizing and coalescing shared will.

It is cross culturally applicable and has been used in the USA, Canada, China, Australia, New Zealand, South Africa, Argentina, Brazil, Thailand, UK, Singapore, the Netherlands, Germany, Italy, and Vietnam.

4. **Gabrielle Dolan and Yamini Naidu**  
*Wicked Problems Need Wicked Stories*



Gabrielle Dolan & Yamini Naidu are co-founders and Directors of One Thousand & One. One Thousand & One is Australia’s first organisational storytelling company and helps companies increase performance through storytelling.

ABOUT THE MASTERCLASS:

Stories and storytelling can inspire, influence, motivate and engage people where logic and bullet points may not. Think of your own experience. Isn’t it always the story, the anecdote, the example that you remember long after the event?

Business storytelling is storytelling with a business purpose and for business results. Whatever problem you are trying to solve in business - whether you are leading people, selling an idea, creating change, pitching for funds or inspiring people into action, we guarantee that storytelling can help you do it better. Make storytelling part of your wicked solution and watch your results explode!

Gabrielle Dolan and Yamini Naidu are business experts and thought leaders in storytelling. They will help you:

- Understand business storytelling: a core leadership, communication & influence skill
- Explore the use of storytelling as a tool to inspire action
- Identify applications for storytelling within your business to solve your wicked problems and create great opportunities



# GALA DINNER

Thursday 29th November 7.00-11.00pm  
Sofitel Melbourne on Collins Ballroom  
25 Collins Street, Melbourne



The Gala Dinner will take place at the Sofitel Melbourne on Collins Grand Ballroom and will feature outstanding entertainment including ARIA award winner Katie Noonan, sensational Australian group Pot-Pourri (recently named Australian Event Entertainers of the Year), brilliant pianist Stefan Cassomenos, fine food and wine. A number of the Ci2012 keynote speakers will attend the event as guests and host tables.

The dinner will support Creativity Australia's *With One Voice* program assisting migrants, the unemployed and those with disabilities and others to find their voice, skills and employment opportunities and to improve community wellbeing. When many diverse voices come together as "one voice" on a regular basis the outcomes are transformational. Visit: [www.creativityaustralia.org.au](http://www.creativityaustralia.org.au)

Should you wish to engage any of our speakers for private or business events during their time in Australia, please contact Ci2012.

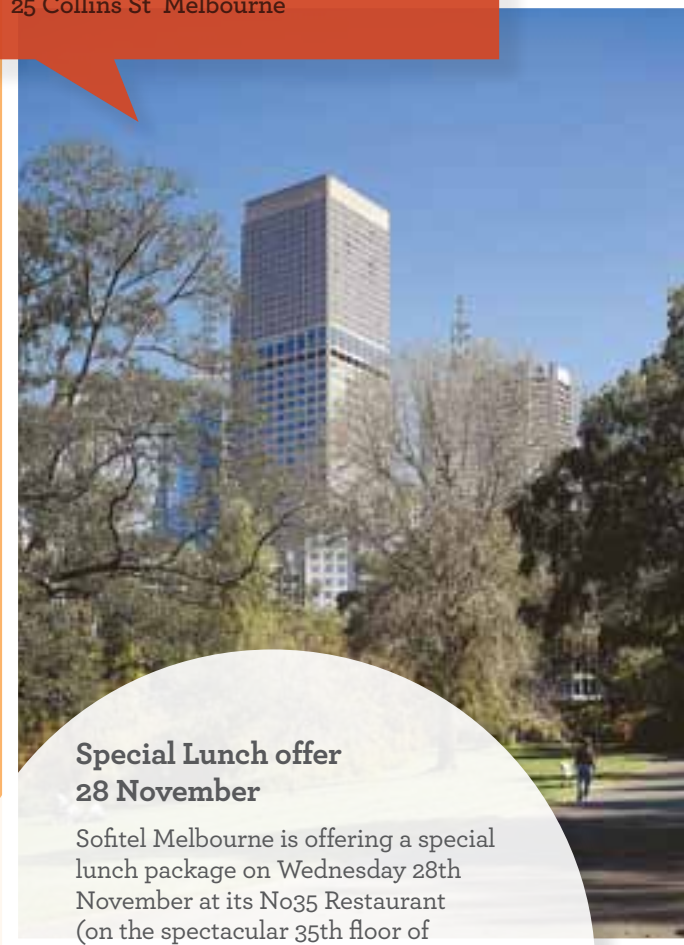
## ASSOCIATED EVENTS

In line with our philosophy to bring together diverse sectors and the arts with business, we will partner with venues, speakers and performers to create associated events during Creative Innovation 2012.

Additional events will be announced, so please keep an eye on our website.

# THE VENUE

Sofitel Melbourne On Collins  
25 Collins St Melbourne



## Special Lunch offer 28 November

Sofitel Melbourne is offering a special lunch package on Wednesday 28th November at its No35 Restaurant (on the spectacular 35th floor of the hotel)

A set 2 course menu (entrée and main course) for \$35.00. Beverages are additional. When booking mention the Creative Innovation 2011 conference to be eligible. Bookings are essential and can be made by contacting the hotel on (03) 9653 0000.

At the Paris-end of Collins Street, this 5 star hotel is close to shopping outlets, art, business, and signature destinations including the Melbourne Cricket Ground (MCG), Melbourne Tennis Centre, Federation Square, the National Gallery of Victoria and Princess & Regent Theatres.

The hotel's luxurious rooms and suites begin from level 36 offering floor-to-ceiling views that stretch across the city skyline, bay and beyond. Each room is complemented by modern furnishings, high speed wireless or cable internet, executive desk and integrated 'touch' technology for ambient lighting modes and digital surround sound.

As a Club Sofitel guest benefit from exclusive services including breakfast, all day refreshments and evening drinks and canapés in a lounge area featuring wireless internet, large plasma televisions, international newspapers and magazines and uninterrupted views.

For meetings and events, the hotel offers a comprehensive integrated conference solution with 12 individual meeting spaces including the Grand Ballroom, a tiered 362-seat auditorium, exclusive 35th floor function rooms and comprehensive audio-visual services including car hoist access.

Complement your stay with the contemporary dining of No35 - awarded a Chef's Hat in 'The Age Good Food Guide 2011'. Headed by Restaurant Chef, Stuart McVeigh, the restaurant offers contemporary artworks, breathtaking views and serves modern cuisine that highlight pure flavours that's matched to wines hand selected by the restaurant's Sommelier. Alternatively, enjoy the cosmopolitan cocktails in The Atrium Bar On 35 or sumptuous high teas and social occasions in Sofi's Lounge on the first floor level.

With a host of other services, discover the luxury of Sofitel.

Address: 25 Collins Street, Melbourne, 3000.

Telephone: +61 (0)3 9653 0000

Facsimile: +61 (0)3 9650 4261

Web: [www.sofitelmelbourne.com.au](http://www.sofitelmelbourne.com.au)

**The Sofitel is pleased to offer Ci2012 delegates accommodation from \$270 per night.**



# SCHOLARSHIPS

## INNOVATION LEADERS SCHOLARSHIPS TO ATTEND Ci2012

**Ci2012 is excited to offer up to 10 places to the conference for emerging leaders from any sector.**

*“Few are willing to brave the disapproval of their fellows, the censure of their colleagues, the wrath of their society. Moral courage is a rarer commodity than bravery in battle or great intelligence. Yet it is the one essential, vital quality for those who seek to change a world that yields most painfully to change. And I believe that in this generation those with the courage to enter the moral conflict will find themselves with companions in every corner of the globe.”*

Eulogy of Bobby Kennedy

*“Victory is not final. Defeat is not failure. It’s all about courage.”*

Winston Churchill

We are searching for the most outstanding emerging leaders and innovators from across Australia who exhibit strong moral courage, that are game-changers and are creating and implementing ideas that are making a difference. Leaders that may at times feel afraid or uncertain yet still rise to confront the needs and challenges of society head on.

These scholarships are provided to innovation leaders of the future to prepare them for the challenges of tomorrow. Included is a full place for the entire Ci2012 event, an opportunity to present your vision for the future in the conference program and on the website, and a 60 second speaking spot during the main conference program.

**To be in the running, please email a maximum 2 page document with the following information:**

- Your name and contact details, links to any relevant websites, blogs, articles etc.
- Short bio (max 150 words)
- Answer the following questions briefly:
  - What are the most wicked problems today and how can we solve them?
  - What is the sort of thinking required to make a shift?
  - What attributes will be required for leaders of the future?
  - How can we inspire a more innovative culture, especially in organisations?

**And please share with us:**

- What is your vision for the future and how are you implementing this right now?
- What are your ideas and solutions for community and global challenges we are facing?
- What is the biggest barrier you anticipate in getting your idea to become a reality?

Please email to [tania@creativeuniverse.com.au](mailto:tania@creativeuniverse.com.au)

**Deadline for submissions is 31 July 2012**

Our Innovation Leaders Selection Panel will consider applications. You will be advised if you have been successful by mid-September.

**Ci2011 Innovation Leaders  
Scholarship Winners**  
(Pictured below)

Chantelle Baxter

Justin Boddey

Adrian Camm

Marita Cheng

Simon Griffiths

Lucinda Hartley

Phillip Kingston

John Persico

Aaron Tait

Walter Villagonzalo



*“Whatever you do, you need courage. Whatever course you decide upon, there is always someone to tell you that you are wrong. There are always difficulties arising that tempt you to believe your critics are right.”*

Ralph Waldo Emerson

# REGISTRATION & PRICING

We have designed some creative packages for you to maximise your attendance at this exciting event...

Event packages	Dates	Early Bird (Until 16 September)	Standard (After 16 September)
<b>Platinum</b> <ul style="list-style-type: none"><li>• 1 pre-conference master class and 1 deep conversation</li><li>• 2 day conference</li><li>• Gala Dinner</li><li>• Premium seating</li></ul>	28-30 Nov	\$2,595	\$3,210
<b>Gold</b> <ul style="list-style-type: none"><li>• 1 pre-conference master class and 1 deep conversation</li><li>• 2 day conference</li></ul>	28-30 Nov	\$2,370	\$2,920
<b>Silver</b> <ul style="list-style-type: none"><li>• 2 day conference</li><li>• Gala Dinner</li></ul>	29-30 Nov	\$2,300	\$2,845
<b>Gala Dinner<sup>2</sup></b>	29 Nov	\$250	\$300
<b>1 day conference pass<sup>3</sup></b>	29 or 30 Nov	\$1,125	\$1,375

Pre-conference Deep Conversations & Master Class options <sup>4</sup>	Dates	Early Bird (Until 16 September)	Standard (After 16 September)
<b>Pre-conference morning master classes - choice of 5</b>	28 Nov (9:00am -12:00pm)	\$250	\$320
<b>Deep Conversation Lunchtime Session</b>	28 Nov (12:15-2:15pm)	\$125	\$145
<b>Pre-conference afternoon master classes - choice of 4</b>	28 Nov (2:30–5:30pm)	\$250	\$320
<b>Deep Conversation Evening Session</b>	28 Nov (7:00–9:30pm)	\$125	\$145

\$25 off listed prices if you book on-line!

\$50 of each full registration package will be donated to Creativity Australia, our charity of choice.

## HOW TO REGISTER

### Online

It's quick and easy to book and pay online. Go to [www.ci2012.com.au](http://www.ci2012.com.au) and click on “register now”.

### Fax Booking

Download a registration form from the web site in pdf format and fax to Baldwin Consulting Group +61 (0)3 9645 9859 or email [contact@ci2012.com.au](mailto:contact@ci2012.com.au)

### Phone Booking

Call +61 (0)3 9645 9858

### Group booking discounts

This is a once in a lifetime experience to share with your team and clients.

- If you attended Ci2011 last year you may qualify for a discount on this year's attendance if you select one of the Full Registration Packages.
- Send 5 or more delegates and receive a 10% discount

Call: +61 (0)3 9645 9858 or email [contact@ci2012.com.au](mailto:contact@ci2012.com.au) to redeem either of these great offers – only one discount applies.

### Venues

**All Events**  
Sofitel Melbourne On Collins  
25 Collins Street Melbourne

## Partnership opportunities at Ci2012

A limited number of partnership opportunities are available for Ci2012. This is a great way to showcase your creativity and innovation strategy to potential clients and provide professional learning and development to your team in a world class forum. For further information please contact Liz Baldwin on +61 (0)3 9645 9858 or email [contact@ci2012.com.au](mailto:contact@ci2012.com.au)

## Special Lunch offer

Wednesday 28 November

Sofitel Melbourne is offering a special lunch package on Wednesday 28th November at its No35 Restaurant (on the spectacular 35th floor of the hotel). A set 2 course menu (entrée and main course) for \$35.00. Beverages are additional. When booking, please mention the Creative Innovation 2012 conference to be eligible for this special offer.

Bookings are essential and can be made by contacting the Hotel directly on +61 (0)3 9653 0000.

The full registration fee includes lunch and morning/afternoon refreshments on Thursday and Friday, conference kit and GST. The fee does not include any other meals or hotel accommodation.

We have sourced a range of special accommodation rates from Sofitel Melbourne On Collins and other hotel partners to provide accommodation of your choice during your stay in Melbourne.

Lunch is not included on Wednesday for Master Class participants (see special Sofitel lunch offer). A light lunch or supper is included for Deep Conversation participants.

<sup>1</sup> Platinum & Gold Packages. If you wish to select more than ONE Master Class and ONE Deep Conversation please contact the organisers on +61 (0)3 9645 9858. Additional sessions can be booked and paid for separately if required.

<sup>2</sup> The Gala Dinner will be a spectacular event and will assist in raising funds for Creativity Australia. There are a limited number of tickets available so we recommend early bookings.

<sup>3</sup> Ideally participants will be fully involved over the 2-3 days, as the conference has a thematic progression to its conclusion and we hope to build a community feel over the event.

<sup>4</sup> Master Class and Deep Conversation ticket price includes morning and/or afternoon refreshments.



# PLACES TO REST

## Sofitel Melbourne On Collins (Conference venue)

25 Collins Street Melbourne

Sofitel Melbourne on Collins is pleased to offer Ci2012 delegates accommodation for the special Ci2012 rates from \$270 per night.

Classic King Room:

- \$270.00 room only (single or double)
- \$300.00 inclusive of breakfast for one in No.35 at guest's leisure
- \$330.00 inclusive of breakfast for two in No.35 at guest's leisure

**TO BOOK** Please download and complete a booking form at [www.ci2012.com.au](http://www.ci2012.com.au) website or contact the hotel on (03) 9653 0000. Quote "Creative Innovation 2012" at time of booking.

At the Paris-end of Collins Street, this 5 star hotel is close to shopping outlets, art, business, and signature destinations including the Melbourne Cricket Ground (MCG), Melbourne Tennis Centre, Federation Square, the National Gallery of Victoria and Princess & Regent Theatres. The hotel's luxurious rooms and suites begin from level 36 offering floor-to-ceiling views that stretch across the city skyline, bay and beyond. Each room is complemented by modern furnishings, high speed wireless or cable internet, executive desk and integrated 'touch' technology for ambient lighting modes and digital surround sound.

## Mercure Spring St (less than 5 mins walk to the conference venue)

13 Spring Street Melbourne

- \$265 including breakfast for one person – Garden View room
- \$285 including breakfast for two people – Garden View room

**TO BOOK** Tel: +61 (0)3 9205 9999 or email: [h2086-re02@accor.com](mailto:h2086-re02@accor.com)  
Quote "Creative Innovation 2012" at time of booking.

Mercure Melbourne Spring Street is located in the centre of Melbourne, overlooking the Treasury Gardens. The perfect place to stay while conferencing in Melbourne, the Mercure Spring Street features 164 newly refurbished rooms. The hotel also features Lime Restaurant and Bar, serving Modern Australian cuisine.



Mercure



Sofitel



Novotel

## Novotel on Collins (A short tram ride or 15 mins walk to the conference venue)

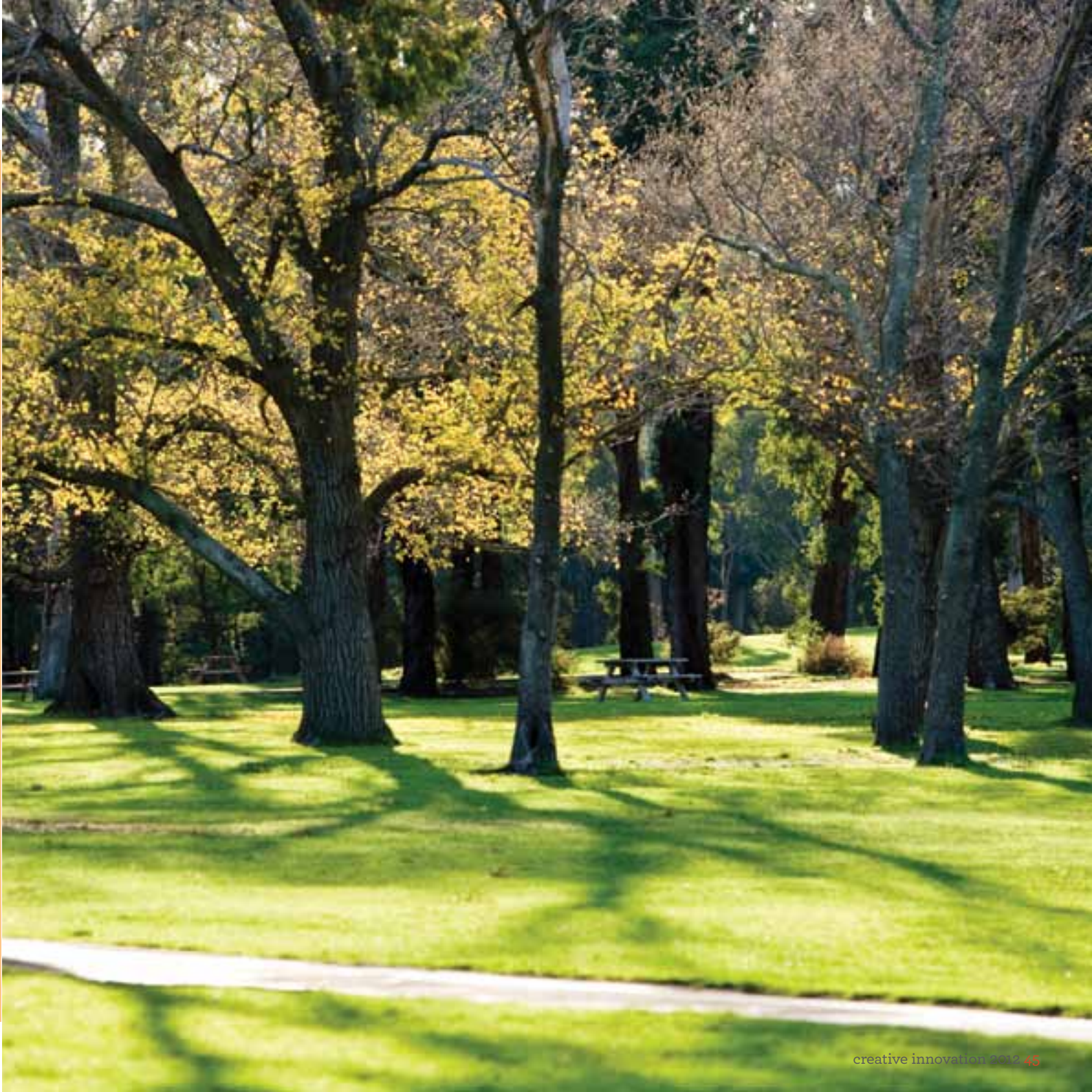
270 Collins Street Melbourne

- \$235 including breakfast for one person – Standard room
- \$255 including breakfast for two people – Standard room
- \$265 including breakfast for one person – Premier room
- \$285 including breakfast for two people – Premier room

**TO BOOK** Tel: 03 9667 5800 or Email: [h1587@accor.com](mailto:h1587@accor.com)

Please quote booking code "CRE281112" or "Creative Innovation" at the time of booking.

For the ultimate Melbourne experience base yourself at the superb 4.5 star Novotel Melbourne on Collins. Located on prestigious Collins Street in the heart of Melbourne, directly above Australia On Collins shopping centre, there is no better location from which to explore Melbourne. The hotel itself boasts an indoor heated swimming pool, fitness centre, stylish restaurant & bar, 24 hour business centre and direct access to the Australia on Collins shopping centre.







Creative Universe makes the extraordinary possible by helping to create sustainable, aligned and high performance organisations. Our goal is to restore purpose and meaning to work and life and help deliver extraordinary leadership performance and productivity.

We offer you a range of innovative leadership programs, speakers, performers, conferences and special events to inspire your most important asset: your people. Through engaging with our transformational programs you will realise the performance and creative potential of your people and organisation.

Our channels for change include Creative Innovation Global, Inspiring Minds creative leadership, capability and team building programs, Tania de Jong AM and other inspirational keynote speakers, Creativity Australia's transformational WITH ONE VOICE social inclusion programs, outstanding Australian group Pot-Pourri and Music Theatre Australia entertainment consultancy and event production company.

Creative Universe is about what has never been...the art of possibility!

[www.creativeuniverse.com.au](http://www.creativeuniverse.com.au)



Tania de Jong



## Charity of Choice



### Creativity Australia

Creative Universe and Ci2012 are proud to support Creativity Australia. Creativity Australia is a not-for-profit organisation that inspires people to find their voice.

The organisation uses creative programs that result in positive social and economic outcomes for individuals, organisations and communities.



Creativity Australia's acclaimed *With One Voice* choir social inclusion and community wellbeing programs aim to recognise each unique voice. The choir programs are unique in that they deliberately build and bridge social capital. They bring together

people of all ages and from all walks of life, cutting across socioeconomic, cultural, religious, generational and linguistic barriers in the pursuit of harmony.

The program deliberately brings together migrants, the unemployed, those with disabilities and disadvantage, and general citizens and workers seeking to unlock their creative potential and make a difference. The programs build bridges of understanding across all areas of society...from asylum seekers to CEOs of organisations.

The choirs which rehearse weekly with a professional choir leader provide important opportunities to develop networks for friendship, belonging and employment. Participants develop leadership potential, build self esteem, communication and creative skills. They also learn how to work as a team and perform at special events and festivals.

When many diverse voices come together as "one voice" on a regular basis, the outcomes are transformational. This has already led to members gaining employment through improved self esteem, contacts and skills developed through the programs.

In just over three years, fifteen With One Voice choir programs have been developed involving hundreds of participants in Victoria, NSW and ACT. These diversity choirs have in turn reached out to thousands of people with their moving stories and inspirational performances. Creativity Australia is now developing a "HOW TO GUIDE", online gateway, major research project and a national distribution plan to enable communities from all over Australia and internationally to develop and experience the benefits of these innovative social inclusion programs.

This is only possible through the generosity of donors and partners. We welcome your support of this transformational program.

[www.creativityaustralia.org.au](http://www.creativityaustralia.org.au)

## ENDORISING PARTNERS





## LEADERSHIP PARTNER



We would like to thank our valued partners for their support of Ci2012

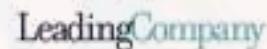
## INNOVATION LEADER



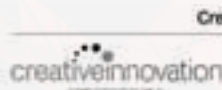
## FOUNDATION PARTNERS



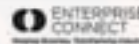
## DIGITAL MEDIA PARTNER



## SUPPORTING PARTNERS



Creative Industries Innovation Centre



## SUPPLIER PARTNERS



## CHARITY PARTNER



Brand experience by



[www.blueboat.com.au](http://www.blueboat.com.au)

