



2011

CREATIVE INNOVATION.

“The challenges & opportunities of a super-connected world”

16–18 November 2011, Sofitel Melbourne On Collins, Australia

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

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WHERE ARE WE HEADING?

CHANGE AND COMPLEXITY

MEGATRENDS

“The challenges and opportunities of a super-connected world”

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

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 found the courage to change

You were fascinated by what you learned from those around you



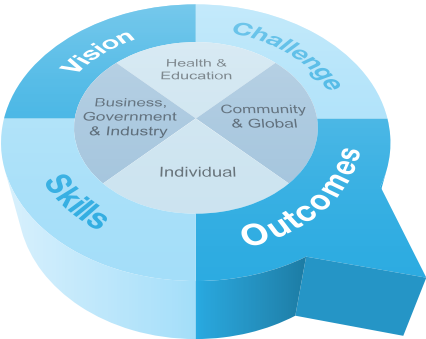
The main theme of Ci2011 is:

THE CHALLENGES AND OPPORTUNITIES OF A SUPER-CONNECTED WORLD

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, creative capabilities.

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.



Ci2011 will:

- Feature over 35 world class Australian and international keynote speakers, leaders, artists and thinkers
- Highlight challenges and opportunities, digital technologies and global megatrends that affect business and society throughout 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 a diverse range of leaders and emerging talent to develop cross-disciplinary solutions that will make a difference in your life, organisation and community
- Offer outstanding networking and business opportunities

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
- 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

Why Attend?

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 new 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.

Creativity is of increasingly strategic value to nations, communities and individuals in making the transition to innovation and knowledge-based economies. 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.

The 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.

Following the overwhelming success of the inaugural Creative Innovation 2010, Ci2011 will be a two day conference program with additional days of Master Classes and Deep Conversation options, performances and a Gala Dinner attracting delegates, thinkers and speakers from around Australia and internationally.

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 business environments of Asia Pacific, learning institutions and workplaces of the future and best practice for leaders and organisations in a super-connected world.

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

The Creative Innovation Conference program will leverage the great work of thought leader symposiums such as TED (www.ted.com). It will provide a unique opportunity for fresh thoughts, strategies and connections in a creative, high energy, results-focused 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 inaugural Creative Innovation conference Ci2010 was described by many delegates as the best conference they had ever attended!

“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

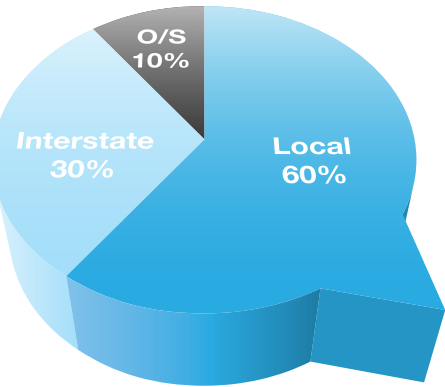
Who Should Attend?

This event is for leaders of the future seeking an Asia Pacific and global perspective: change-makers, activists, influences, 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.

Inbound visitation

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



“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

“Imagination is more important than knowledge.”

Albert Einstein

Creative Innovation 2010 in a nutshell



Creative Innovation 2010 featured more than 35 outstanding world class speakers, thinkers, artists and leaders each speaking for no more than 20 minutes. They included Edward de Bono (UK), Founder of the Future Cities Project Austin Williams (UK), Defence Advisor to the White House Edward Luttwak (USA), Resmed Founder Peter Farrell, Australian of the Year Patrick McGorry, Paul McNamee, Pig Pen Founder Claire Penniceard, Neuroleadership expert David Rock, Peter Shergold, ABC CEO Mark Scott and many others.

Their expertise and knowledge spanned the fields of creativity, innovation, war and peace, food, security, poverty, robots, the brain, leadership, entrepreneurship, technology, education, mental health, communities, the future of work as we know it today and much, much more... Everyone shared in the same experience and had the opportunity to participate in the conversation.

This inaugural event attracted over 1200 participants across the 2 day conference, 2 deep conversations, 8 master classes and 3 inspiring concerts. The 500 plus conference delegates included CEOs and Directors of major ASX-listed companies, owners of SMEs, executives from health, banking, finance, logistics, advertising, arts, media, education, industry and government sectors. Over 40% of delegates were from regional areas and interstate and there were also a number of international delegates in attendance.

Conference participants were inspired and provoked, and, in the process gained a deeper understanding of our increasingly complex global environment, strategies for creativity and innovation, and the inter-connectivity between us all.

Feedback for Ci2010

“Best conference I have ever attended, and I’ve been to many!”

“The combination of business insights, powerful creative moments and provocation made me feel alive and awakened long dormant parts of myself. I feel inspired and re-energised to be a change agent at work.”

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



“The whole experience was transformational. The music and art, the atmosphere, the innovative format, the diversity of speakers and the conference organisation itself. This will be a moment in my life I look back on and remember as a turning point.”

“Thank you for hosting the best conference I’ve ever attended. You pulled off an amazing, life changing event like it was routine.”

WELCOME



**Tania de Jong AM,
Founder & Executive
Producer Ci2011**

Welcome to Creative Innovation 2011. After the overwhelming success of our inaugural event in 2010, I am excited and delighted to invite you to join us at the Paris-end of Melbourne this spring. The theme of Ci2011 is “The challenges and opportunities of a super-connected world”.

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

Ci2011 will be a place to learn, explore, connect, share, think, create, innovate and imagine. A place to be entertained and inspired. A place to re-invent the future.

Imagine an event and conference that was out of the ordinary... that pushed the boundaries... with over 35 world class speakers and performers!

The event is bringing together the diverse voices of some of the leading speakers, thinkers, entrepreneurs, innovators, educators and leaders in our world today. Ci2011 is an international community-wide, cross-sector program.

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. The 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.

Unleashing our creative leadership potential in a world that spins ever faster is essential to bring forward innovative solutions at an individual and collective level to meet the challenges and opportunities we face.

Our voice is symbolic of who we are. Transformation is truly possible when we find and enlarge our own voice and build bridges of understanding, not walls between us. We can then celebrate our diverse voices and come together as one for the common good.

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. As John M. Richardson Jr. said: “When it comes to the future, there are three kinds of people: those who let it happen, those who make it happen, and those who wonder what happened.”

Please come along and make it happen! This promises to be another unforgettable experience.



**Hugh Morgan AC
Ambassador Ci2011**

A super-connected world spinning ever faster...where are we heading? This is a unique opportunity to engage with extraordinary people whose life has been transformed by turning good ideas into something useful. Success in doing so is an art not a prescription and the recognition and adaption of this is a prerequisite condition for a community to be successful innovators and deal with constant change. Our need to make that transition has never been greater. This great symposium is a very special opportunity not to be missed.



**Sir Gustav Nossal AC, CBE
Ambassador Ci2011**

Over the years I have learnt to value individual and collective creativity and innovation; be it working with wonderful scientists at the Walter and Eliza Hall Institute or working with Bill and Melinda Gates on their global health initiatives. As a central core through all of this, I know the value of people’s minds, opportunities for collaboration and cross-pollination of diverse ideas.

Creative Innovation 2011 is an outstanding opportunity to enable all of these three important factors. Stunning minds such as Raymond Kurzweil and Daniel Dennett, a wonderful opportunity for collaboration in a very conducive environment which also uses the arts and music to facilitate openness, and finally great diversity of thought across a myriad of sectors and activities.

We are truly blessed to have such an opportunity on our doorstep, here in Australia and Melbourne, to enable all of this to come together. Congratulations to all involved in helping to make it a wonderful success and I hope it will go on for many years and grow larger and more successful in the international context. I look forward to your support, attendance, thoughts and collaboration.



**Professor Allan Fels AO
Ambassador Ci2011**

Anthropologists tell us our brains are hard-wired to be natural story telling machines; 70% of what we learn is through stories. In the 21st century we have entered an age of Giant Stories: stories that cross the world in an instant, stories that can touch and involve billions of people. The opportunities are immense and liberating, but many of the challenges are the ones that come from our own hard-wired stock of negative stories, stories about strangers to be feared, habits to be clung to and new opportunities to be resisted. My wish for the participants at Ci2011 is that you can come together to create the optimistic new stories of our super-connected time and place.

PROGRAM AT A GLANCE

“Creative thinking is not a talent, it is a skill that can be learnt. It empowers people, adding strength to their natural abilities, which: improves teamwork, productivity and where appropriate, profits.”

Edward de Bono

NOVEMBER 16 PRE-CONFERENCE MASTER CLASSES AND DEEP CONVERSATIONS

Details about all Master Classes and Deep Conversations on pages 24-33

Choose *ONE* morning Master Class
OR Deep Conversation

MORNING OPTION A

Master Classes
(9.30am-12.30pm)

1. **Dr Edward de Bono (UK)**
Strategies for creative thinking
2. **Tim Reid**
Killer Innovation workshop
3. **Frank Gamez (Guatemala)**
Changing your thinking box to SEE new opportunities
4. **Mo Fox**
Create better outcomes by thinking like an artist
5. **Gabrielle Dolan and Yamini Naidu**
The Power of Story: Influence and Motivation through the ART of Storytelling

MORNING OPTION B

Deep Conversation 1
(10.00am – 12:30pm)

“Is this the death of education and the dawn of learning?”

With **Professor Stephen Heppell (UK)**, **Brendan Boyle (USA)**, **Paddy Miller (Spain)**, **Professor Adrienne Clarke AC**

AFTERNOON

Master Classes
(2:00 – 5:00pm)

6. **Brendan Boyle (USA)**
Principles of Design Thinking
7. **Amantha Imber**
Predicting the unpredictable: How to assess, recruit and develop top creative performers
8. **Joanna Maxwell**
Juicy thinking is whole-brained thinking
9. **Rod Matthews**
Try thinking creatively for a change
10. **Charles Kovess**
11 practical steps to explode innovation in your organisation

EVENING

Deep Conversation 2
(6:30-9:00pm)

“Super-connected world – marvel or myth?”

With **Professor Daniel Dennett (USA)**, **Raymond Kurzweil (USA)**, **Tan Le (USA)**, **Craig Davis**

“Is creativity some obscure, esoteric art form? Not on your life. It’s the most practical thing a business person can employ.”

Bill Bernbach



DAY ONE 17 NOVEMBER

8:45 am: The Official Opening of Ci2011 with special VIP guests

Poet in Residence: Philip Salom

Composer in Residence: Stefan Cassomenos

Diva in Residence & Executive Producer: Tania de Jong AM

Artist in Residence: Jessamy Gee

Graphic Recordist in Residence: Gavin Blake

Chairs and Moderators: Hugh Morgan AC, Sir Gus Nossal AC, Adrienne Clarke AC,

Professor Allan Fels AO, Richard Hames, Narelle Hooper, Kate Mills

Provocateurs: Tim Wilson, Nicholas Gruen

1. Imagining the Future: Australia and the world

Simon McKeon – Australian of the Year

In a super-connected world, how important is it for our three great sectors - the Government, business and non-for-profit sectors - to be super-connected?

Professor Daniel Dennett (USA) - One of the world's leading philosophers and a cognitive scientist

Prospective gains and losses from the information explosion

2. Generation Next: The future of education

James Moody – CSIRO, futurist and Author “The Sixth Wave”

Eco-natives: Shaping education in the Sixth Wave of Innovation

Pip Marlow – Managing Director, Microsoft Australia, Outstanding female leader in global technology

Technology in learning environments – will it deliver on its promise?

Professor Stephen Heppell (UK) – world leader in technology and education

Making learning surprising

1pm-2:30pm LUNCHTIME

1:25-2:25pm FREE one hour workshop (open to all delegates)

Donna Hanson - ‘The Technology Translator’; Technology Commentator on Channel 9’s *A Current Affair*

How technology and creativity can grow or blow your business

Details about the gala dinner on page 34

4. The Future of Work and the Whys of Gen Y

Victor Finkel – 2010 World Debating Champion

The Whys of Gen Y

Mehrdad Baghai – Founder of Alchemy Growth Partners, Chair AALD, Author “As One”

As One: A new way to lead

Roya Baghai – Co-founder and Co-chair, High Resolves; Design Director, Alchemy Growth Partners

The Boy Effect on the Girl Effect: How young people can drive gender equity

Troy Flanagan (USA) - Director of High Performance, USA Ski and snowboard association, sports, physiologist and aerospace engineer (interviewed by Kendal McDowell)

From being bold to winning gold: performance techniques for excellence in individuals and teams

Steve Vamos - Founding President, Society for Knowledge Economics, Director Telstra

Leadership, Culture and Management Practices: for a super-connected world and high performance teams

5. Social media: Anarchy or a revolutionary force for good?

Craig Davis - Chief Creative and Co-Chair MOJO, Founder Brand Karma

Tapping into the wisdom of crowds

Peter Williams – CEO Deloitte Digital

The TOP 10 in 10 minutes: social media tips for organisations

GALA CONFERENCE DINNER 7.00 – 11.00pm

Regent Plaza Ballroom, 191 Collins Street Melbourne

DAY TWO 18 NOVEMBER



“Creativity can solve almost any problem. The creative act, the defeat of habit by originality, overcomes everything”

George Lois

6. Connecting for the common good: The challenges of diversity and inequality

Alison Watkins – CEO Graincorp, Director ANZ, one of Australia's leading business women

Self actualization or survival? Innovating for food security

Hugh Mackay – Leading psychologist, social researcher, commentator and novelist

The desires that drive us to connect

Tania de Jong AM – Founder Creative Universe and Creativity Australia

With One Voice: connection and transformation through diversity and social inclusion

7. Exploiting the Emergent: Technology and the Future (60 minute keynote incl Q & A)

Raymond Kurzweil (USA) – World leading inventor; described as “the restless genius” by the Wall Street Journal, and “the ultimate thinking machine” by Forbes Inc. Ranked in the top ten entrepreneurs in the USA.

The Acceleration of Technology in the 21st Century: The Impact on Business, the Economy, and Society

12 noon-1:30pm LUNCHTIME

8. Leadership for a New World: change, strategies and people

Paddy Miller (SPAIN) – “The Innovation Architect”, Advisor to leading global companies

The Evolution of Leadership: leading change, creativity and innovation in organisations

Tan Le (USA) – Technology Entrepreneur, Former Young Australian of the Year

The Future is Closer than You Think: A Headset that Reads Your Brainwaves

Dr Rufus Black – Thought leader, ethicist and public policy expert

The 21st Century leadership we need to avoid being the last generation

9. Design Thinking for our Future: strategies for innovation and collaboration (3:40pm)

Brendan Boyle (USA) - Professor in Design Thinking at Stanford University, Partner IDEO

The principles of design thinking and the power of play

Dr Edward de Bono (Q & A interview)

Creative thinking and leadership – the only way forwards

Michael Rennie – Managing Partner, McKinsey & Company
Closing Address: *Will a super-connected world make us happier?*

THE WORLD CLASS Ci2011 COMMUNITY

INTERNATIONAL LEADERS



Raymond Kurzweil (USA)

Leading inventor of our time; principal developer of the first CCD flat-bed scanner, print-to-speech reading machine for the blind, text-to-speech synthesizer; music synthesizer; Recipient of the \$500,000 MIT-Lemelson Prize; Described as “the restless genius” by the Wall Street Journal, and “the ultimate thinking machine” by Forbes Inc.; Ranked in the top ten entrepreneurs in the USA; Founder The Singularity University.



Dr Edward de Bono (UK)

The leading authority in the field of creative thinking, innovation and the direct teaching of thinking as a skill; Founder of the Six Thinking Hats® technique; Originator of the concept - and formal tools - of Lateral Thinking; Best-selling author: *The Use of Lateral Thinking*.



Professor Daniel Dennett (USA)

Author of *Darwin's Dangerous Ideas* & over 300 scholarly articles on various aspects of the mind; Austin B. Fletcher Professor of Philosophy and Co-Director of the Centre for Cognitive Studies - Tufts University; Guggenheim Fellowships; Fulbright Fellowship; Elected to the American Academy of Arts and Sciences in 1987.



Brendan Boyle (USA)

Partner at IDEO; co-author of *The Klutz Book of Inventions*; has invented & licensed more than 150 consumer products; Associate Professor at Stanford University's d. School; Board Member National Institute for Play.



Professor Stephen Heppell (UK)

“Europe’s leading online education expert”; CEO Heppell.net; Professor Bournemouth University - Chair in New Media Environments; Emeritus Professor Anglia Ruskin University; Visiting Professor University of Wales; Pioneer of social networking; Global leader in learning space design.



Paddy Miller (Spain)

Co-author of *The Innovation Architect*; Advisor to leading global companies on change and innovation incl. World Bank, Abbott Laboratories, Bacardi, Bayer, Boeing, Bosch-Siemens, Bulgari, Ericsson, Henkel AG, Nike, Lufthansa, Thyssen-Krupp, Volkswagen AG; Board member of the Institute of Media & Entertainment in New York; American Academy of Management Award.

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.



Pip Marlow

Managing Director, Microsoft Australia; Outstanding female leader in global technology.



Alison Watkins

Managing Director and Chief Executive Officer of ASX listed agribusiness GrainCorp Limited; non-executive director of ANZ Ltd.



Mehrdad Baghai

Managing Director Alchemy Growth Partners; co-author of bestsellers *The Alchemy of Growth*, *The Granularity of Growth*, & NY Times bestseller *As One*; Founder High Resolves Initiative.



Steve Vamos

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

The world's most creative thinkers are coming to Melbourne!

INCREDIBLE INNOVATORS AND TECHNOLOGISTS



Tan Le (USA)

Technology entrepreneur; Co-founder Emotiv, now a recognized world leader and pioneer in the field of brain computer interface; named one of Fast Company's Most Influential Women in Technology (2010) and Forbes' Names You Need to Know (2011); World Economic Forum Young Global Leader.



James Moody

Executive Director, Development at the Commonwealth Scientific and Industrial Research Organisation at CSIRO; futurist and author of *The Sixth Sense*; Young Australian of the Year in Science and Technology; Australian Financial Review Young Executive of the Year.



Donna Hanson

Donna Hanson is The Technology Translator. She turns computer technobabble into everyday language we can all understand. A regular on Channel 9's *A Current Affair* as their Technology Commentator, Donna has the knack of being able to cut through the jargon and identify what you need to know to get ahead and stay ahead in technology.



Professor Adrienne Clarke AC

Laureate Professor in the School of Botany, Melbourne University; Chancellor of La Trobe University; Fellow of the Australian Academy of Science, Australian Academy of Technological Sciences and Engineering; appointed Companion of the Order of Australia in 2004.



Peter Williams

Global thought leader on innovation and the use of online technologies; one of Australia's leading thinkers and practitioners in the area of innovation, technology commercialisation and all things web, including social media and digital strategy; CEO of Deloitte Digital and Chairman of the Deloitte Innovation Council; adjunct professor of RMIT University.



Craig Davis

Founder of world's first brand-centric social media platform, www.brandkarma.com; Co-Chairman and Chief Creative Officer – Publicis Mojo; global industry spokesperson on ABC, CNN, CNBC, and CCTV.



Victor Finkel

2010 World Debating Champion and voted leading speaker, has completed a Bachelor of Aerospace Engineering (Honours) and Bachelor of Music Performance, is a Level 3 Ski Instructor and has toured the country with multi-platinum artist Pete Murray.



Dr Troy Flanagan (USA)

Director of High Performance, United States Ski & Snowboard Association (USSA), under Troy's leadership the USA ski & snowboard team doubled its medal tally. Background in Physiology & Aerospace Engineering. Developer of innovative state-of-the-art tracking system to measure the movement and running patterns of soccer players.

"Man's main task in life is to give birth to himself."

Erich Fromm

PHILOSOPHERS AND HUMANITARIANS



Simon McKeon

2011 Australian of the Year; Chairman of Macquarie Group (Melbourne), CSIRO & Business for Millennium Development; Director VisionFund, Global Poverty Project & Red Dust Red Models.



Dr Rufus Black

Master of Ormond College at the University of Melbourne; Ethicist, theologian and public policy commentator; Chair of Teach for Australia and Board Member of the New York-based Teach for All.



Hugh Mackay

Leading psychologist, social researcher, commentator and novelist; awarded honorary doctorates by Charles Sturt, Macquarie, NSW and Western Sydney universities; Honorary Professor of Social Science at the University of Wollongong.



Roya Baghai

Co-founder and co-chair of High Resolves; Champion of gender equality; Design Director for Alchemy Growth Partners.

OUTSTANDING CREATIVITY CONNECTORS



Poet in Residence

Philip Salom

Contemporary Australian Poet of National & International acclaim. Two-time winner of both the Western Australian Premiers Prize (twice for Poetry and once for Fiction) and the prestigious Newcastle Poetry Prize (in 1996 and again in 2000). In 2003 he was recognised with the Christopher Brennan Prize.



Artist in Residence

Jessamy Gee

Melbourne portrait artist, cartoonist and creative workshop facilitator. Exhibiting since 2005, Jessamy has participated in many group and solo exhibitions. Jessamy studied Drawing and Portraiture, Contemporary Painting Techniques and Art Therapy at Box Hill Institute of TAFE, Victorian College of the Arts, and La Trobe University respectively.



Composer in Residence

Stefan Cassomenos

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



Graphic Recorder in Residence

Gavin Blake

Gavin has worked in the UK, Europe, Asia and Australia since 1999. His 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.



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 Ci 2010 and 2011. Australian Social Entrepreneur of the Year, Brainlink Woman of Achievement.

“If at first the idea is not absurd, then there is no hope for it.”

Albert Einstein



LEADING CHAIRS AND MODERATORS



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 five 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 (1993-); Knighted in 1977, made a Companion of the Order of Australia in 1989, former Australian of the Year 2000.



Professor Adrienne Clarke AC

Laureate Professor in the School of Botany, Melbourne University; Chancellor of La Trobe University; Fellow of the Australian Academy of Science, Australian Academy of Technological Sciences and Engineering; appointed Companion of the Order of Australia in 2004.



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.



Richard Hames

Recently described as one of this century’s most insightful corporate philosophers. President of Australia21, Chairman of The Hames Group, Founding Director of the Asian Foresight Institute and Founding Partner in The Constellation.



Kate Mills

Editor of Business Review Weekly; Financial & Business Journalist for 14 years.



Narelle Hooper

Editor of AFR BOSS Magazine; has reported on Australian business and financial markets for nearly 20 years.

*“Sing like no one’s
listening, love like
you’ve never been hurt,
dance like nobody’s
watching, and live like
it’s heaven on earth.”*
Mark Twain



WORLD CLASS CREATIVITY AND INNOVATION EXPERTS



Frank Gamez (Guatemala)

Founder of Ideas Nuevas (a Creativity & Innovation Consulting Firm), co-founder of Impact Communications (a Strategic based Advertising Agency), Tomas Alba Einstein, BlueMedia and Fuerza Centrifuga.



Tim Reid

aka “The Ideas Guy”, leading ideas and marketing expert, creator and host of Australia’s #1 Marketing show *Small Business Big Marketing*.



Charles Kovess

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



Dr Amantha Imber

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



Joanna Maxwell

Owner of WorkInColour, coach, creative thinker, trainer and writer; Inventor of programs such as Juicy Thinking™ and The Escape Hatch™ (exit strategies for unhappy professionals).



Gabrielle Dolan and Yamini Naidu

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.



Mo Fox

Accomplished mixed media artist with a background in strategy; author, speaker, trainer and coach; Director of The Strategy Studio and the creator of Studio Thinking™, a methodology that uses art practices to achieve business results.



Rod Matthews

Described as one of Australia’s leading trainers and presenters, has previously worked as National Training Manager at Panasonic, Learning and Development Facilitator at Westpac and Learning & Development Consultant Mitchell, Sutton & Gallagher.

“Knowledge is power.”
Francis Bacon

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.



Nicholas Gruen

Nicholas Gruen is 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 Government 2.0 Taskforce.

THE DEEP CONVERSATIONS

The Deep Conversations will be an opportunity to share in-depth viewpoints with world class Thought Leaders about some of the key issues facing the future of our civilisation today. It will be dialogue, not monologue! The sessions will be facilitated by leading moderators.



BOOK
NOW

WEDNESDAY 16 NOVEMBER (10.00AM-12.30PM)

(including morning tea)

“Is this the death of education and the dawn of learning?”

Deep Conversation with...



Professor Stephen Heppell (UK)

See bio on page 14



Brendan Boyle (USA)

See bio on page 14



Paddy Miller (Spain)

See bio on page 14



Professor Adrienne Clarke AC (Australia)

See bio on page 16

People plus technology breaks cartels. Everyone from the music industry to tin pot dictators are coming to realise this. But the structures and strictures of our formal education system are under threat too, and probably about time. There have been few stronger cartels than the university system. Suddenly, children, undergraduates, mums, CEOs, everyone are realising that they have options when it comes to learning and they are increasingly reaching out for those new options. This has the potential for a bottom-up revolution in our learning lives, a pedagogic Egypt so to speak. It may be the death of education as we know it, but rather excitingly it looks already like a true dawn of learning.

- How long can we keep doing things that are convenient but clearly not effective?
- Less than half a dozen countries dominate car manufacture, or movie making, or aircraft production. Which 5 countries will be the dominant ones in learning? And what will the others do then?
- How did education go, so quickly, in so many countries, from being an investment to being a cost? And what will the consequence be?

WEDNESDAY 16 NOVEMBER (6:30-9:00PM)

(including light supper)

“Super-connected world – marvel or myth?”

Deep Conversation with...



Professor Daniel Dennett (USA)

See bio on page 14



Raymond Kurzweil (USA)

See bio on page 14



Tan Le (USA)

See bio on page 16



Craig Davis (Australia)

See bio on page 17

According to Ray Kurzweil, in the 21st Century we won't experience one hundred years of progress--it will be more like 20,000 years of progress (at today's rate). We are fast-approaching a radically different future in which we merge with our machines, overcome our mortality to live indefinitely, and become billions of times more intelligent. When this happens, we might ask: What is the difference between a human brain enhanced a million fold by neural implants versus an artificial intelligence based on a reverse-engineered human brain?

According to Daniel Dennett this giant brain/mind created by the Internet's massive connectivity is astronomically unlikely. He asks, if the Internet became the planet's mind, what would it care about and why? If it doesn't become much like minds, what will it become, and will it serve us or enslave us?

PRE-CONFERENCE MASTER CLASS PROGRAM

Creative Innovation 2011 will include a range of Master Classes led by some of our keynote speakers and other outstanding creativity and innovation experts.

16 NOVEMBER (9.30AM-12.30PM)

including morning refreshments

1. Dr Edward de Bono (UK) Strategies for creative thinking



The leading authority in the field of creative thinking, innovation and the direct teaching of thinking as a skill; Founder of the Six Thinking Hats® technique; Originator of the concept - and formal tools - of Lateral Thinking; Best-selling author: *The Use of Lateral Thinking*.

ABOUT THE MASTER CLASS:

Would you like to tap into your vast resources of creative potential?

Would you like to explore new and better ways of thinking and extend your repertoire of thinking skills and strategies?

Creative Thinking is a valuable resource, which is becoming increasingly more important if we are to meet the challenges and opportunities presented by our fast-changing world.

Dr Edward de Bono will present a Master Class in Creativity at Creative Innovation 2011. This Master Class is a rare opportunity to learn practical strategies and tools from the master of creative thinking himself, tools which will be invaluable in your professional, social, academic and personal life.

Professor Edward de Bono, one of the world's most pre-eminent thinkers, is the inventor of Lateral Thinking and the very popular "Six Thinking Hats" framework. Based on an understanding of how the brain works as a self-organising information system, Edward de Bono has designed powerful and simple specific thinking tools to maximize the creative process, which can be learned by anyone and used in a deliberate manner.

The Master Class will be useful to all those who are interested in improving and expanding their potential for innovative, conceptual, critical and creative thinking.

"I believe Dr de Bono's work in teaching people to think may be the most important thing happening in the world today." George Gallup

"If you haven't heard of Edward de Bono or of Lateral Thinking, perhaps you have been too busy thinking in conventional ways." Forbes Magazine

FREE
Lunchtime
workshop!
details on
page 33

2. Tim Reid Killer Innovation Workshop



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.

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 an open mind and ready to make the world a better place.

3. Frank Gamez (Guatemala) Changing your thinking box to SEE new opportunities



Founder of Ideas Nuevas (a Creativity & Innovation Consulting Firm), co-founder of Impact Communications (a Strategic based Advertising Agency), Tomas Alba Einstein, BlueMedia and Fuerza Centrifuga.

ABOUT THE MASTER CLASS:

Thinking Boxes, Frozen Paradigms and the Creative Process as a framework for designing unique and exciting ideas for the new challenges

- Is your traditional Thinking Box allowing you to SEE new opportunities?
- Are you generating unique and exciting ideas for your new challenges?

New opportunities require new Thinking Boxes. If you are still inside your old Thinking Box, you will have a hard time SEEING the new opportunities around. If an opportunity is truly new, there may be no answers for it! You need to think different.

OBJECTIVE

In this special session Frank will share with us how to (a) id and remove Thinking Boxes and Frozen Paradigms that will enable (b) the creation of unique, bold and exciting challenges and objectives.

1. How to challenge the rules of your Thinking box in order to see ideas, solutions and opportunities that now seem invisible:
 - How to id & remove paradigms from your Thinking box
 - How to think from the out-side of your Thinking box
 - Learn how to avoid the “framing effect” trap
2. How the Creative Process will guide you to generate excitement and differentiation in your challenges and objectives
3. Idea generator tool kit (a Creative Process model):
 - Neurostarters® (how to open doors in your mind where there are walls)
 - N.E.R.D. Creative-Conversation Model® (how to explore ideas in a group)
 - How to bypass your traditional way of thinking and reach new areas of your mind
 - The neglected value of uncertainty, chaos and change
 - A special surprise: an unusual real-time, real-life creativity application

REQUIREMENTS

1. Please bring a box (any size, any type - gum, cigarettes, tooth paste, matches...)
2. Please bring a photograph or magazine clipping of a door
3. Please bring an open mind

4. Mo Fox Create better outcomes by thinking like an artist



Accomplished mixed media artist with a background in strategy; author, speaker, trainer and coach; Director of The Strategy Studio and the creator of Studio Thinking™, a methodology that uses art practices to achieve business results.

ABOUT THE MASTER CLASS:

Even the bastions of business like McKinsey’s and IBM agree that your success in the next decade will be determined by how differently and creatively you think. Which is why you need to think like an artist. Thinking like an artist means you can tap into your own creative intuition, get to the heart of whatever you are doing and then use the resources you already have to create what you want. And above all, it means you can see things differently.

Which is why I’ll teach you how to draw. Well. In just 3 hours.

Impossible? Not even remotely. Everyone who can write legibly can draw. The trick is learning to see and then to use the skills you already have to transform the outcomes you’re getting into results beyond anything you thought possible. (Now where else in your life and business would that be useful?)

You’ll walk away with:

- A professional standard drawing that you have made (and more)
- A new way of seeing
- New distinctions around the work you currently do
- An understanding of how to move yourself - and the people around you - from resistance to resourcefulness
- An appreciation of your own creative potential
- An understanding of how to be much more agile and effective in everything you do – instantly!



**5. Gabrielle Dolan
and Yamini Naidu**
**The Power of Story:
Influence and Motivation
through the ART of Storytelling**



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 MASTER CLASS:

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?

Organisational storytelling is storytelling with a business purpose and for business results. Whatever it is you are trying to do in business, whether you are leading people, managing change, influencing the board or building your career, we guarantee that storytelling can help you do it better. Storytelling is the creative solution to your business challenges, yet you don't have to be creative to be a good storyteller!

In this practical, interactive workshop, you will:

- Discover organisational storytelling - a hot emerging business and leadership skill
- Explore the use of storytelling as an influence tool
- Identify applications for storytelling within your business
- Get cut through where facts and data have failed
- Fast track trust and credibility

16 NOVEMBER (2.00-5.00PM)

including afternoon refreshments

6. Brendan Boyle (USA)
The principles of design thinking



Partner at IDEO; co-author of *The Klutz Book of Inventions*; has invented & licensed more than 150 consumer products; Associate Professor at Stanford University's d. School; Board Member National Institute for Play.

ABOUT THE MASTER CLASS:

This class will give attendees exposure to the principles of design thinking. The core of IDEO's methodology and its success has been through IDEO's continued focus and development of design thinking. Brendan will conduct an interactive hands-on session illustrating these principles of innovation.

The practice of design thinking employs a combination of needs, problems, insights, opportunities, and rapid prototyping in order to routinely innovate.

7. Dr Amantha Imber
**Predicting the unpredictable:
How to assess, recruit and
develop top creative performers**



Creativity and innovation psychologist; 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:

Amantha gives her audiences practical, science-based tools that they can use to immediately get their brain unstuck, get creative juices flowing and uncover great ideas that will lead to business growth - all delivered in a way that engages, educates, and is often, downright quirky.

You will leave this presentation with:

- The knowledge of how to revamp your current approach to selecting top creative minds for your organisation
- Key variables that predict a person's ability to think creatively
- How to develop your own creative thinking competency
- How to develop your team's ability to think creatively.

8. Joanna Maxwell
Juicy thinking is whole-brained thinking



Owner of WorkInColour, coach, creative thinker, trainer and writer; Inventor of programs such as Juicy Thinking™ and The Escape Hatch™ (exit strategies for unhappy professionals).

ABOUT THE MASTER CLASS:
This Master Class will give you hands-on experience of the latest techniques, with some twists and tricks you won't see everywhere else. You'll leave inspired and ready to use these new tools, not just to adapt and survive in changing times, but to flourish.
In this very practical and interactive session you'll answer the 'What's in it for me?' question, and you'll discover:

- The 4 foundation habits of juicy, whole-brained thinking and how to implement them
- 5 specific techniques that you can use straight away
- How to sidestep the things that get in the way of creative thinking
- That thinking can be fun as well as productive!

"We had a fantastic time with Joanna during our workshop. She is a great facilitator and got the whole team thinking differently. We really enjoyed the scenarios she threw at us and we all used the tools and skills Joanna taught us immediately with great results." Australian Broadcasting Corporation

9. Rod Matthews
Try thinking creatively for a change



Described as one of Australia's leading trainers and presenters, has previously worked as National Training Manager at Panasonic, Learning and Development Facilitator at Westpac and Learning & Development Consultant Mitchell, Sutton & Gallagher.

ABOUT THE MASTER CLASS:
What you will learn:
In this highly interactive and entertaining Master Class you will learn:

- Why creativity and innovation is urgently needed in your life and in the world
- The principles of practical creativity
- The link between creativity and humour
- 5 tools for creative thinking and increasing your sense of humour
 1. Tying
 2. Accepting the Offer
 3. The rule of 9
 4. The skill of linking
 5. The Disney pattern
- The 'Want to,' 'How to' and 'Chance to' of creativity

10. Charles Kovess
11 practical steps to explode innovation levels in your organisation



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

ABOUT THE MASTERCLASS:
Charles Kovess, as Australasia's Passion Provocateur, is an innovative man with an innovative title! This workshop will inspire you to take the often difficult and scary steps in your organisation to increase the likelihood that innovation happens. So many people talk about 'better ways of doing things', but then the 'usual way' culture stifles most progress.

How can you change this depressing scenario? What practical strategies will ensure a viable and sustainable future for you and your organisation?

This workshop will:

- Identify 11 practical steps that are proven to explode innovation levels
- Help you to understand the attitude of the blockers in your organisation to innovation
- How to strategically influence the sceptics and the cynics so they get out of your way
- Inspire you to persist in your vision of increasing innovation because you can see the amazing organisational benefits
- Inspire you to never let go of your passion for innovation, regardless of the opposition
- Share resources that have been shown globally to support the innovation journey
- Discover new ways to understand and interpret your corporate culture to increase innovation levels.

FREE lunchtime workshop (open to all delegates)



17th November 1:25-2:25pm

Donna Hanson
How technology and creativity can grow or blow your business

Donna Hanson is The Technology Translator. She turns computer techno babble into everyday language we can all understand. A regular on Channel 9's A Current Affair as their Technology Commentator, Donna has the knack of being able to cut through the jargon and identify what you need to know to get ahead and stay ahead in technology.

ABOUT THE WORKSHOP:
Are your competitors getting the jump on you with technology?
Does technology seem to change faster than you can blink?
Sticking your head in the sand and hoping technology will go away just doesn't cut it.
This session is a MUST to bring you up to speed with how technology could be blowing your business, and how to get creative and do something about it! In this presentation, Donna will cover 5 low to NO COST ways you can TURBO charge your business by using technology creatively.

GALA DINNER

Thursday 17th November 7.00-11.00pm

Regent Plaza Ballroom
191 Collins St, Melbourne



The Gala Dinner will take place at the Regent Plaza Ballroom and will feature outstanding entertainment including sensational Australia group Pot-Pourri (recently named Australian Event Entertainers of the Year), brilliant pianist Stefan Cassomenos, a mystery speaker, fine food and wine. A number of the Ci2011 keynote speakers will attend the event as guests.

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

Situated in the heart of Collins Street at Melbourne's famous Regent Theatre, the stunning Plaza Ballroom is a venue unmatched in history, grandeur and ambience. Built in 1929, with its striking Spanish Rococo architecture, grand staircase, piazza style foyer, high ceilings and striking chandeliers the venue is renowned as one of Melbourne's most spectacular and impressive events venues.

Should you wish to engage any of our speakers for private or business events during their time in Australia, please contact Ci2011.

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 2011.

We are pleased to announce that there will be **lunchtime musical performances at Collins Place**, 35 Collins St to help celebrate Ci2011 and bring some of the creativity into the wider world at the top end of Collins Street.

Professor Daniel Dennett will also present a **public lecture** at the **University of Melbourne on Tuesday 15th November** at 6:00-7:00pm at the Sidney Myer Asia Theatre supported by the Faculty of Science and the Florey Neuroscience Institute.

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 16 November

Sofitel Melbourne is offering a special lunch package on 16th November at its No35 Restaurant (on the spectacular 35th floor of the hotel)

A set 2 course menu (entrée and main course) for \$30.00. Beverages are additional. When booking mention the Creative Innovation 2011 conference to be eligible. Bookings 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

The Sofitel is pleased to offer Ci2011 delegates accommodation from \$305 per night.

SCHOLARSHIPS

INNOVATION LEADERS SCHOLARSHIPS TO ATTEND Ci2011

Ci2011 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 Ci2011 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 this question: “In this super-connected world, what is your idea for change and a better future?”

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

Deadline for submissions is 31 July 2011

Our Innovation Leaders Selection Panel will consider applications. You will be advised if you have been successful by the end of August.

Ci2010 Innovation Leaders Scholarship Winners (Pictured below)

Brad Krauskopf – Melbourne, VIC

Lisa Clark – Glen Waverley, VIC

Chris Diehm – Elwood, VIC

Greg Nelson – Chermside, QLD

Ash Rosshandler – South Melbourne, VIC

Zoe Lamont – Wagga Wagga, NSW

Dr Catherine Crock – Camberwell, VIC

Stephanie Woollard – Ivanhoe, VIC

Rebecca Olsen – Sorrento, WA

Jono Fisher – Bronte, NSW (not pictured)



“A profound change is taking place in the organisations that are seriously concerned about the future of business and society as they are realising that rational man, is giving way to artful human.”

Lotte Darso

REGISTRATION & PRICING

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

Event packages	Dates	Early Bird (Until 31 August)	Standard (After 31 August)
Platinum <ul style="list-style-type: none">Premium seating2 day conference1 pre-conference master class1 deep conversationGala Dinner	16–18 Nov	\$2,570 (Value: \$3,014) Includes BRW subscription	\$3,185
Surcharge: <ul style="list-style-type: none">de Bono Master ClassBoyle Master Class	16 Nov AM 16 Nov PM	\$100 \$100	\$125 \$125
Gold <ul style="list-style-type: none">Premium seating2 day conference1 pre-conference master class1 deep conversation	16–18 Nov	\$2,345 (Value: \$2,789) Includes BRW subscription	\$2,895
Surcharge: <ul style="list-style-type: none">de Bono Master ClassBoyle Master Class	16 Nov AM 16 Nov PM	\$100 \$100	\$125 \$125
Silver <ul style="list-style-type: none">Premium seating2 day conferenceGala Dinner	16–18 Nov	\$2,275 (Value: \$2,719) Includes BRW subscription	\$2,820
2 day conference pass	17–18 Nov	\$1,950	\$2,450
Premium seating (add to 2 day conference)	17–18 Nov	\$200	\$250
Gala Dinner at Regent Plaza Ballroom **	17 Nov (7:00–11pm)	\$225	\$275
1 day conference pass #	17 or 18 Nov	\$1100	\$1350

Partnership opportunities at Ci2011

A limited number of partnership opportunities are available for Ci2011. 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@ci2011.com.au

Pre-conference Deep Conversations & Master Class options	Dates	Early Bird (Until 31 August)	Standard (After 31 August)
Pre-conference morning master classes - choice of 5 ***	16 Nov AM (9:30 -12:30)	\$195	\$245
de Bono Master Class		\$295	\$370
Deep Conversation with... Morning Session **	16 Nov PM (10:00–12:30)	\$100	\$120
Pre-conference afternoon master classes - choice of 5 ***	16 Nov PM (2:00–5:00)	\$195	\$245
Boyle Master Class		\$295	\$370
Deep Conversation with... Evening Session ***	16 Nov PM (6:30–9:00)	\$100	\$120

Special Early Bird offer

Creative Universe has partnered with the Financial Review, BRW and Financial Review BOSS to offer delegates purchasing Early Bird Platinum, Gold or Silver packages for Creative Innovation 2011 an exclusive annual subscription to BRW as part of their conference registration price.

This exclusive offer includes access to BRW online, as well as a one month trial to the Financial Review website. This represents \$344 in added value to each delegate registration. **Packages must be purchased by August 31st 2011 to redeem this special offer.**

- * 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 – see special lunch offer on p.35
- ** The Gala Dinner will be a fundraiser for Creativity Australia's With One Voice program supporting disadvantaged people. There are a limited number of tickets available so we recommend early bookings.
- *** Master Class and Deep Conversation ticket price incl. morning, afternoon & evening refreshments
- # Ideally participants will be fully involved over the 2 days, as the conference has a thematic progression to its conclusion and we hope to build a community feel over the event.

HOW TO REGISTER

Online

It's quick and easy to book and pay online. Go to www.ci2011.com.au and click on “register now”.

Download a registration form from the web site in pdf format and fax to Baldwin Consulting Group +61 (0)3 9645 9859

Phone Booking

Call +61 (0)3 9645 9858 or email contact@ci2011.com.au

Group booking discounts

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

- Send 5 or more delegates and receive a 5% discount
- Send 10 or more delegates and receive a 10% discount

Call: +61 (0)3 9645 9858 or email contact@ci2011.com.au to redeem this great offer – only one discount applies.

Venues

Master Classes, Deep Conversations and Conference (16–18 November)

Sofitel Melbourne On Collins
25 Collins Street Melbourne

Gala Dinner (17 November)
Regent Plaza Ballroom
191 Collins St Melbourne

PLACES TO REST

Sofitel Melbourne On Collins (Conference venue)

25 Collins Street Melbourne

Sofitel Melbourne on Collins is pleased to offer Ci2011 delegates accommodation for the special Ci2011 rates from \$305 per night.

Classic King Room:

- \$305.00 room only (single or double)
- \$335.00 inclusive of breakfast for one in No.35 at guest's leisure
- \$365.00 inclusive of breakfast for two in No.35 at guest's leisure

TO BOOK Please download and complete a booking form at www.ci2011.com.au website or contact the hotel on (03) 9653 0000. Quote “Creative Innovation 2011” 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

Accommodation from \$205.00 including 1 breakfast and from \$225.00 including 2 breakfasts.

TO BOOK Tel: +61 (0)3 9205 9999 or email: h2086-re02@accor.com

Quote “Creative Innovation 2011” 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.

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

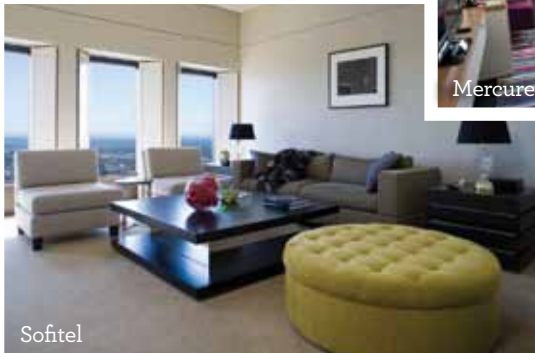
270 Collins Street Melbourne

- \$295 including breakfast for one person
- \$315 including breakfast for two people

TO BOOK Tel: 03 9667 5800 or Email: h1587@accor.com

Please quote booking code CRE161111

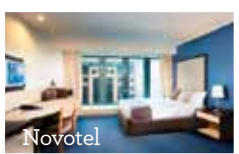
For the ultimate Melbourne experience base yourself at the superb 4.5 star Novotel Melbourne on Collins. Located on prestigious Collins Street in the heart of Melbourne, directly above Australia On Collins shopping centre, there is no better location from which to explore Melbourne. The hotel itself 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.



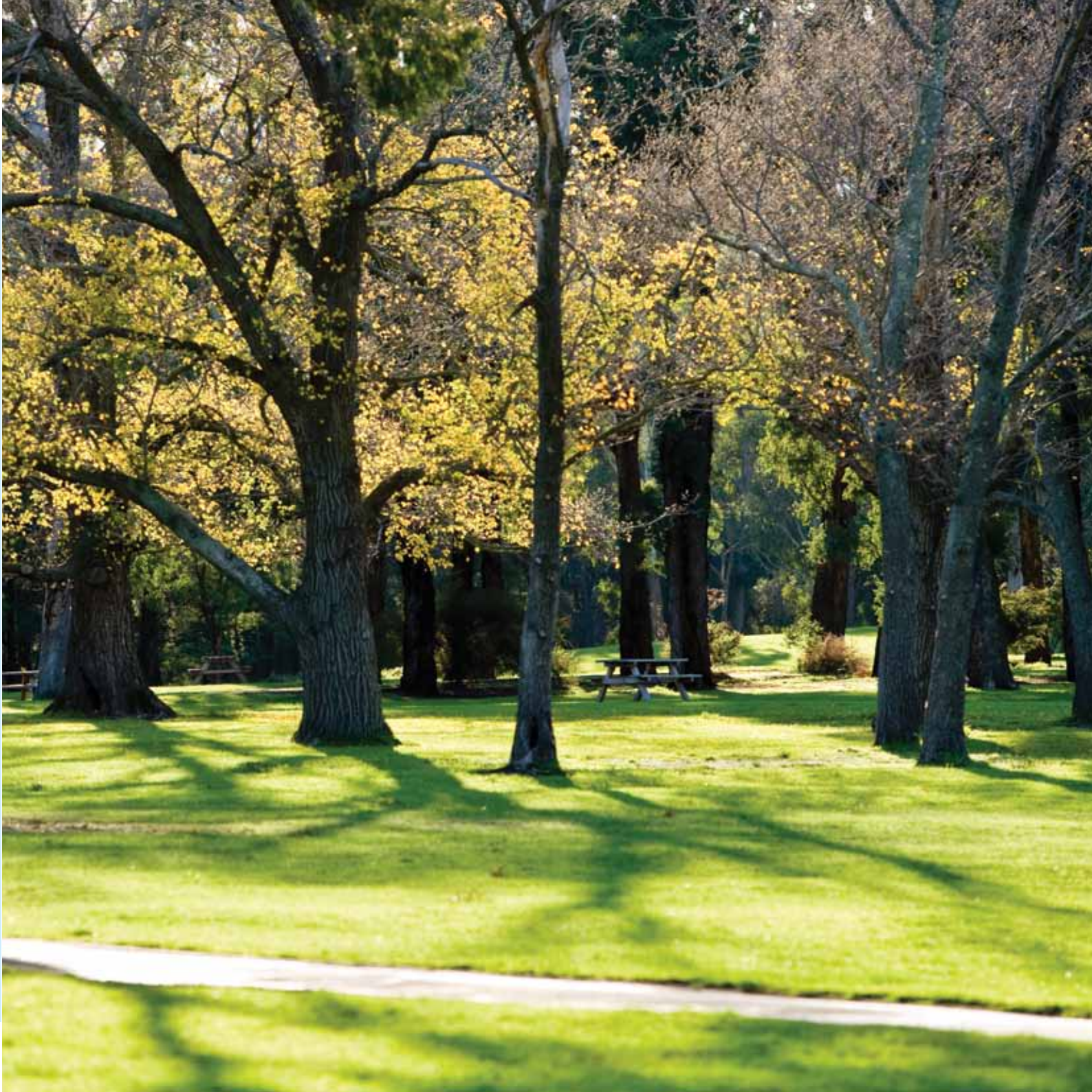
Sofitel



Mercure



Novotel



ADVISORY PANEL

Ambassadors Ci2011

Hugh Morgan AC

Professor Allan Fels AO

Sir Gus Nossal AC

Thought Leaders Advisory Panel

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

Andrew Blair AM
President International Confederation of
Principals

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)

Rod Glover
Policy Consultant

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

Andrew Jaspán
Founder and CEO, The Conversation

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 Royal Flying Doctor Service,
AICD, Creativity Australia

Peter Lamell
CEO Silcar

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

Ric Oldham
General Manager VisionStream –
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Professor Peter Rathjen
Vice-Chancellor, University of Tasmania

Katrina Reynen
Director, Global Education Cisco

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

Alison Watkins
CEO Graincorp, Director ANZ



Creative Universe makes the extraordinary possible by helping to create sustainable, meaningful and high performance organisations. Our goal is to restore purpose and meaning to work and life and deliver extraordinary performance and productivity. Our channels for change include Creative Innovation Global, Inspiring Minds creative leadership and team building programs, inspirational keynote speakers and Music Theatre Australia entertainment consultancy and event production company.

www.creativeuniverse.com.au

Charity of Choice



Creativity Australia

Creative Universe and Ci2011 are proud to support Creativity Australia. Creativity Australia is a not-for-profit organisation that uses creative programs to enhance wellbeing, social inclusion, innovation and productivity for individuals, organisations and communities.

Creativity Australia's acclaimed *With One Voice* choir social inclusion programs aim to recognise each unique voice. The program builds social capital and assists 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 are multicultural, multi-faith, inter-generational and cross all areas of society...from asylum seekers to CEOs of organisations.

The program helps to develop a sense of belonging, new networks, skills and employment pathways. Participants develop leadership potential, build self esteem, communication and creative skills. They also learn how to work as a team. When many diverse voices come together as "one voice" on a regular basis, the outcomes are transformational. Individual mentoring and networking is encouraged.

The choirs rehearse weekly with a professional choir leader and share stories, challenges and dreams. Each choir performs regularly at conferences, concerts, festivals and special events.

There are 12 programs currently operating in Victoria with another three commencing in 2011. Plans are underway for programs in other parts of Australia.

www.creativityaustralia.org.au



Tania de Jong



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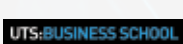
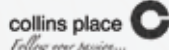


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