



28–30 November 2012
Melbourne, Australia



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

MEDIA RELEASE
14 June 2012

WORLD LEADING INNOVATORS ATTACK WICKED PROBLEMS **Global mega-trends create new opportunities for Australian economy**

Melbourne, Thursday 14 June 2012 Australia's paralysed business sector now has a chance to innovate, be bold and learn from the who's who of global thinkers and innovators at the third Creative Innovation Asia Pacific 2012 Global event (Ci2012), 28-30 November 2012 at Sofitel Melbourne on Collins.

Ci2012 “Wicked Problems, Great Opportunities – Leadership and Courage for Volatile Times” will share bold ideas that represent real business opportunities, sparking a revolution for courage and change.

The only forum of its kind, Ci2012 is an interactive community to learn techniques and strategies, share ideas and gain empowering experiences. Ci2012 will give delegates the opportunity to expand creative understanding and leverage their often hidden “right-brained” creative capabilities to help alter traditional mindsets and open the doors for new ways of thinking.

With the Australian business sector stuck with risk-averse strategies and stifling of creativity and innovation, Ci2012 brings a fresh approach to today's wicked problems and will submit its findings and results to the Australian Government for consideration.

Ci2012 Ambassador Professor Allan Fels AO says 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”, Professor Fels said.

Ambassador Sir Gustav Nossal AC says 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 Universe founder and Ci2012 producer, Tania de Jong AM says Ci2012 will feature over 40 world-class Australian and international keynote speakers, leaders, artists and thinkers and highlight opportunities and global megatrends that affect business and society in these volatile times throughout the Asia Pacific and the rest of the world.

“Ci2012 provides insights and techniques for unlocking personal and organisational creativity and courage to inspire leadership in complex times of change and will deliver strategies, structures and processes for increasing performance, productivity and wellbeing”, Ms de Jong said.

“Ci2012 will showcase the world's best practice solutions and ideas for the development of sustainable and innovative futures for community, business and government and bring together leaders and emerging talent to discover cross-disciplinary solutions to make a difference in your life, organisation and community.

This year we are offering ten scholarship places to Ci2012 for emerging leaders from any sector and for the first time we will be presenting our findings and solutions to the Australian Government for their consideration and comment.”

Creative Innovation Asia Pacific 2012 encourages all sectors to be involved. Leaders, emerging talent, change-makers, activists, influencers, innovators, provocateurs, advisers, CEOs, entrepreneurs,



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business owners and executives from all sectors are encouraged to attend and create a super-regional, global perspective to ultimately make a difference.

Ci2012 combines the talents of over 40 world-class leaders, artists, thinkers and innovators. Ci2012 attendees will join forces and spend time with:

- Google’s Chief Technology Advocate, Michael T Jones (USA)
- Scientist, writer, broadcaster and Member of the House of Lords, Baroness Susan Adele Greenfield (UK)
- NESTA Chief Executive Geoff Mulgan (UK)
- *Mao’s Last Dancer* Li Cunxin
- Author of *The Master and his Emissary: The Divided Brain and the Making of the Western World* Dr Ian McGilchrist (UK)
- CSIRO CEO Dr Megan Clark
- Anthropologist and National Geographic Explorer-in-Residence, Wade Davis (USA); Innosight Asia-Pacific’s disruptive innovation expert Scott Anthony (Singapore)
- McKinsey and Company Managing Partner, Michael Rennie
- Stem cell biology and regenerative medicine leader, Professor Nadia Rosenthal (UK)
- Reos Partners systems thinker Adam Kahane (Canada)
- Author of *Good Strategy, Bad Strategy* Richard Rumelt (USA)
- Global futurist and Author of *Communicating with the Future* Thomas Frey (USA)
- Society for Knowledge Economics President and Non-Executive Director at Telstra and Medibank, Steve Vamos
- Economics expert and author of *Reframe: How to solve the world’s trickiest problems*, Eric Knight
- CSIRO Chief Executive, Dr Megan Clark
- Serial Entrepreneur and founder and CEO of Kogan.com.au, Ruslan Kogan and many more.

Ci2012 Conference Ambassadors are Hugh Morgan AC, Professor Allan Fels AO and Sir Gus Nossal AC.

About Creative Innovation Asia Pacific 2012 (Ci2012)

Creative Innovation Asia Pacific is the brain child of Tania de Jong AM, a leading Australian soprano, thought-leader, speaker, 2006 Australian Social Entrepreneur of the Year and founder of Creativity Australia and Creative Universe. Creative Innovation has had rising success since launching in 2010. Currently in its third year, Creative Universe is inspired by thought platforms such as TED (www.ted.com) to bring together the world’s most fascinating thinkers and leaders. Its specific focus is leadership, innovation, education, technology and science. Ci2012 will feature Master Classes, Deep Conversations, two action-packed Conference days, events and social networking opportunities.

Event details:

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

When: 28-30 November 2012

Bookings: To register your interest visit <http://www.ci2012.com.au> or call 03 9645 9858.

Program: To check out the program visit <http://www.creativeinnovationglobal.com.au/Ci2012/program/>

Scholarships: To register your interest and apply for a scholarship to attend

visit: <http://www.creativeinnovationglobal.com.au/Ci2012/scholarships/>

Join <http://www.facebook.com/creative.innovation.global> for updates and comments and follow Ci2012 on Twitter @CInnovation.

Media enquiries:

Tania de Jong AM, Ci2012 speakers and partners are available for interview. Contact Theory Crew Director, Felicity Grey 0401 050 292/ fgrey@theorycrew.com.au