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23- 25 MARCH 2015  
SOFITEL MELBOURNE ON COLLINS

**FROM DISRUPTION  
TO SUSTAINABLE GROWTH**  
Vision. Strategy. Innovation. Growth.

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# CONTENTS.



4	Welcome
6	From The Minister for Communications
7	From The Premier of Victoria
8	Program at a Glance
11	Foyer Creativity & Technology
12	Hot Spots
14	Outstanding Creativity Connectors
15	Agent Provocateurs and Moderators
16	Innovation Leaders
17	Ci2015 Full Conference Program
26	Gala Dinner
30	Advisory Panel
31	Get the best out of Ci2015
32	Your notes
37	Charity of Choice
38	The Creative Team
39	Partners



"Leadership is  
imagination  
plus courage."

Paul Keating

# FROM DISRUPTION TO SUSTAINABLE GROWTH.

**Innovate or die? Disrupt yourself or pay the price! The challenge of this century is to transform our organisations to adapt flexibly and rapidly to the ever-changing and volatile environments we face. Giant disruption always heralds huge opportunities.**

Nearly every industry today faces the risk of technology disrupting their existing business models by taking away their customers or changing the economics of their supply chains. In a world of change, standing still is no longer an option, but participating in disruption also has risks. How can leaders and organisations navigate this?


As industries such as finance, tourism, media, retail and education become global, new markets open up. Ideas become reality very quickly – just look at Mark Zuckerberg and Facebook. New entrepreneurs are emerging in major new industries, ranging from social media and big data to biotechnology and neuroscience.

Entrepreneurs are innovators. Businesses and business leaders need to be able to identify, develop and successfully market emerging, disruptive technologies. This is daunting because, as Harvard's Clayton Christensen observes, "markets that do not exist cannot be analysed". Leaders need to be discovery-driven in their strategy and planning.

One of the key obstacles to success with this approach is our innate fear of failure. We will have to reduce cost structures while increasing productivity, adapt new ways of working, be willing to invest in what may be potentially disruptive technology and invent business models that challenge old ways of thinking.

We must find the great and small ideas, opportunities and human energy to create our future success. We have to maintain our commitment to creativity, innovation and growth even as we leave behind established business and market models that have served us so well in the past. We need to be willing, able and brave enough to lead the way into a new world.

Ci2015 is a place where you can gain insights into how you can do this in your organisation, your profession, and your life.



"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

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

Eric Knight

# WELCOME.



**TANIA DE JONG AM**  
FOUNDER & EXECUTIVE  
PRODUCER CI GLOBAL

We are excited and delighted to welcome you to the Paris end of Melbourne in beautiful autumn. This really is the best time of the year to be in marvellous Melbourne. The theme for Ci2015 is “**From disruption to sustainable growth**”. Giant Disruption always heralds huge opportunities. But are we ready? This very important conversation is designed to bring about a manifesto for change in ourselves, our organisations, our communities and our world.

We were so thrilled that Ci2013 was named Corporate Event of the Year in the global Eventex Awards! It certainly is an incredible honour and tribute to all of our amazing Creative Innovation Global team and partners.

Ci2015 will be the place to connect, create, disrupt, change, explore, question, share, grow, learn...and then take action! A place to be entertained and inspired. A place to reinvent and shape the sustainable future we want.

“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.” John M. Richardson

With such a diverse audience representing business, government, industry, academia and the not-for-profit sector we hope you will have many ‘positive human collisions’ that will change the course of the future!

Ci2015 is a cross-sector, community-wide program and the cross-pollination of ideas at this event is a significant factor for anyone wishing to innovate and develop more of a culture of collaboration and innovation.

The challenge of the 21st century is to transform our organisations to adapt flexibly and rapidly to the ever-changing, complex and volatile environments we face. We will have to reduce cost structures while increasing productivity, adopt new ways of working and invent sustainable new business models that challenge old ways of thinking.

In the workplace, creativity is the most powerful tool an individual or organisation can have. Around the world there is a growing recognition that we need to develop our creativity and learn to innovate...or die! Creative, courageous leadership is the strategic tool of the 21st Century.

This is a rare opportunity to learn, connect and share ideas across sectors with some of the world’s most influential thinkers and innovators under one roof.

As John M. Richardson 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.*”

We look forward to co-creating the future with you at this inspirational global event.





**SIR GUSTAV NOSSAL AC**  
AMBASSADOR CI GLOBAL

A key element in the advance of science and education is the process of collaboration. As a scientist and leader, I appreciate the value of using disruptive thinking and collaboration to develop breakthroughs in complex issues.

This Creative Innovation 2015 Asia Pacific conference focuses even more on using disruptive and creative thinking to stimulate collaboration so that we can come together across sectors and develop sustainable solutions for the challenges we are facing at all levels of business and society.

The Ci conference has an amazing balance of creative arts and intellectual knowledge that will inspire educators, scientists, innovators, businesses, creatives and thought leaders to prepare and collaborate together for a new future.

The learnings, results and connections you make may well change you, your organisation and your world. I look forward to welcoming you to this amazing Ci2015.



**HUGH MORGAN AC**  
AMBASSADOR CI GLOBAL

Successful leadership in business and life often requires simplifying the complex, adapting to change and finding new ways through essential issues to achieve sustainable growth.

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

I am extremely pleased to be associated with this world class conference program from its early beginnings. Being named Corporate Event of the Year in the global Eventex Awards is a testament to the visionary thinking and creativity of the organisers.

This outstanding event is a wonderful contributor to developing a true culture of innovation in this nation. It also enables participants to develop themselves, their organisations and communities in very meaningful ways and take actions that will make a difference.

Ci2015 is a very special opportunity not to be missed as we race ever faster into a new future.



**PROFESSOR ALLAN FELS AO**  
AMBASSADOR CI GLOBAL

Never has the world's need for innovation and creativity in every walk of life been greater. If the pressing social, economic and environmental challenges 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 to generate, shape and connect ideas with the people whose courage, creativity and leadership can make them a reality. The theme for Ci2015 "From disruption to sustainable growth" will showcase some of the most disruptive ideas and thinking that will change our world. The leadership, thinking and actions we take will determine whether we can develop a sustainable future.

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 sparkling Creative Innovation event should not be missed.



# FROM THE MINISTER FOR COMMUNICATIONS



The Hon Malcolm Turnbull MP

MINISTER FOR COMMUNICATIONS

## Welcome message to Delegates, Speakers and Special Guests

It is my pleasure to welcome you all to the Creative Innovation 2015 Conference (Ci2015). The theme of Ci2015 is 'From Disruption to Sustainable Growth'. This important event is all about managing disruption, caused by new business models associated with the internet, technology and globalisation.

The Internet and the technologies that are enabled by it have profoundly transformed us and the world we live in. Australia is not without achievements in the digital world, with an impressive track record for innovation and high-tech manufacturing. But a country of our size and sophistication should be doing more to innovate and commercialise our innovations. The Internet provides Australians with tremendous platform to be more innovative and remain a prosperous country.

If we are to remain a high wage and high social welfare net society in an increasingly competitive world, where the Internet has broken down just about every barrier to competition, then we must be willing to take smart risks. This means investing in new technologies, trialling new business models and re-inventing the way we work. We need to adopt a more flexible and entrepreneurial mindset and be more comfortable navigating risks.

Our ability to innovate and be more productive will not be limited by technology itself, but by our technological imagination.

Ci2015 features more than 40 global leaders, innovators and thinkers, and delivers world class creative ideas and pragmatic solutions that will enable you and your business to embrace innovation. You will gain credible forecasts, strategies and practices to help transform you and your organisations.

I hope you enjoy the three days of masterclasses, deep conversations, engaging presentations, performances and hot spot debates. Together we can harness disruption as an opportunity for creative innovation.



Malcolm Turnbull

Parliament House, Canberra ACT 2600 | Telephone 02 6277 7480

287-289 New South Head Road, Edgecliff NSW 2027 | Telephone 02 9327 3988

# FROM THE PREMIER OF VICTORIA .



**Premier of Victoria**

1 Treasury Place  
Melbourne Victoria 3002  
GPO Box 4902  
Melbourne Victoria 3001  
Telephone: (03) 9651 5000  
Facsimile: (03) 9651 5054  
Email: [premier@dpc.vic.gov.au](mailto:premier@dpc.vic.gov.au)  
DX210753

## MESSAGE FROM THE PREMIER

I am pleased to welcome all those participating in Creative Innovation 2015 Asia Pacific, which is being hosted in Victoria.

This year's theme is *'From disruption to sustainable growth'*. Participants will come together and discuss ways to meet our future challenges.

Victoria is an innovation state. We recognise the importance of placing science, technology and research at the heart of our agenda, to create jobs and drive economic growth.

Events like Creative Innovation 2015 Asia Pacific are part of it – bringing international speakers and participants to our state to highlight global trends and change the way we think about our future.

On behalf of the Victorian Government, I thank the organisers, workers and volunteers at the event, and I wish all the participants a successful conference.

Yours sincerely,

A handwritten signature in black ink, which appears to read 'Daniel Andrews'.

**The Hon Daniel Andrews MP**  
**Premier of Victoria**



# MONDAY MARCH 23

## DAY ONE

### DEEP CONVERSATION AND MASTER CLASSES.

#### MORNING

##### Master Classes

(9.00am-11.30am)

includes morning tea

1. **Scott Anthony** (*Singapore*)  
Solving the Transformation Equation
2. **Yamini Naidu** (*Australia*)  
Triple your influence with business storytelling
3. **Jim Grant** (*Australia*)  
In the mood for creating
4. **Steve Lennon & Justin Jones** (*Australia*)  
Business Growth: A Leadership Journey

##### Deep Conversation over Lunch

(12.00pm-2.00pm)

From Disruption to Sustainable Growth

With Dr Peter Diamandis (*USA*), Nolan Bushnell (*USA*), Dr Ernesto Sirotli (*USA*), Danna Hochstein Mann (*Israel*), Scott Anthony (*Singapore*), Dr Rufus Black (*Australia*) and the audience

Moderator: Jon Faine, presenter of Mornings on 774 ABC Melbourne

#### AFTERNOON

##### Master Classes

Early Afternoon Sessions

(2:15pm – 4:45pm)

includes afternoon tea

5. **Ernesto Sirotli** (*USA*)  
Applying the Trinity of Management
6. **Matt Barrie** (*Australia*)  
Opportunity Knocks – Opportunity is everywhere
7. **Tim Dalmau and Jill Tideman** (*Australia*)  
Disruptive Innovation: How to make it happen
8. **Stuart Taylor** (*Australia*)  
Enable Creativity and Deal with Disruption by Building Resilience

##### Master Classes

Extended Master Class

(4.45pm – 8.45pm) Includes supper

9. **Dan Millman** (*USA*)  
Sustainable Success and Mindfulness in Business and Life

##### Master Classes

Late Afternoon Sessions

(4:15pm – 6:45pm)

includes afternoon tea

10. **Craig Mounsey** (*Australia*)  
Using Design Thinking + Behaviours to create customer focused culture
11. **Gabrielle Dolan** (*Australia*)  
Stories, Disruption and Sustainable Growth
12. **Roger La Salle** (*Australia*)  
Opportunity Capture – A new paradigm in business innovation

#### EVENING

##### Master Classes

Evening Sessions

(7pm – 9.30pm)

includes supper

13. **Tansel Ali** (*Australia*)  
Master Your Memory
14. **Nicole Velik** (*Australia*)  
Creativity is Everyone's Business – Techniques to generate game changing ideas
15. **Charles Kovess** (*Australia*)  
Barriers to your organisation's growth? How to smash them down!



Details about all  
Master Classes  
and Deep  
Conversations  
on pages 18-23.

# TUESDAY MARCH 24

## DAY TWO.

[8.30am] The Official Opening of Ci2015 with VIPs, speakers, performers and politicians. Following this, each session will involve keynote speakers, a scholarship winner (60 seconds) and will be followed by Q & A/debate with the audience.

### MORNING

#### Plenary 1 - Disruption, Innovation and Growth (9.30am)

Dr Peter Diamandis (USA) Chairman and CEO, X Prize Foundation; Co-Founder Singularity University

From Linear to Exponential Growth: Using disruptive technologies to leapfrog your competitors

Joyce Phillips (Australia) CEO and Group Managing Director of ANZ Global Wealth

The economic implications of living longer

Scott Anthony (USA) Strategic transformation and disruptive innovation expert; Harvard Business Review Author; Managing Partner Innosight

Tips from the trenches of innovation

#### Plenary 2 - More Disruption, Innovation and Growth (11.45am)

Pip Marlow (Australia) Managing Director, Microsoft Australia

Goodbye to command and control; how to successfully manage disruption

Nolan Bushnell (USA) Founder Atari and Chuck E. Cheese; Inventor of the first video game, the first game console, and co-creator of GPS and touch-screen technology

Innovation, intrapreneurship and the future of technology and gaming

Provocateur: Brad Howarth, writer, speaker, facilitator and consultant

### LUNCH AND NETWORKING (1.00pm)

#### HOT SPOTS (2.00pm)

Subject matter HOT SPOTS around the Sofitel with selected speakers and provocateurs. Choose your area of interest and join a circle discussion.

### AFTERNOON

#### Plenary 3 - The Disruptors – Creative Destruction and Entrepreneurship (2.45pm)

Matt Barrie (Australia) Chief Executive and Chairman at Freelancer.com

Welcome to the Future! A deep dive into technology's transformational power

Dr Elaine Saunders (Australia) Managing Director of Blamey & Saunders

Are you listening? Disrupting the healthcare system

Dr Larry Marshall (Australia) CEO, CSIRO; Former Managing Director of Southern Cross Ventures, a Venture Capital firm based in Silicon Valley, Shanghai, & Sydney

Navigating the valley of death and getting from zero to IPO

Danna Hochstein Mann (Israel) General Partner, Head of Investor Relations at OurCrowd

How Crowdfunding is Changing the World of Innovation Finance

Provocateur: Doron Ben-Meir (Australia), Director of the Entrepreneurs' Infrastructure Programme, Australian Government

### AFTERNOON TEA AND NETWORKING (3.40pm)

#### Plenary 3 continued - The Disruptors – Creative Destruction and Entrepreneurship (4.10pm)

#### GALA CONFERENCE DINNER [7.00pm – 11.00pm]

Sofitel Melbourne On Collins Ballroom  
25 Collins Street Melbourne

Fine food, wine, a **Grand Disruptive Debate** featuring **Dr Peter Diamandis (USA)**, **Nolan Bushnell (USA)**, **Scott Anthony (Singapore)**, **Dr Larry Marshall**, **Joyce Phillips**, **Dr Alan Finkel AO** and world class entertainment including beatboxing virtuoso **Tom Thum**, sensational songsters **Pot-Pourri** and the **With One Voice** choirs.

This dinner will support Creativity Australia's *With One Voice* program.

Details of HOT SPOT Presenters and Topics are on pages 12-13.

# WEDNESDAY MARCH 25 DAY THREE.

'CI Global had a great line up of world class speakers and I left inspired to live with passion and creativity.'

Kate Chaney,  
Wesfarmers



## MORNING

### Plenary 4 - Large Institutions for a Digital Age [8.45am]

Professor Linda Kristjanson (Australia) Vice-Chancellor and President of Swinburne University

Innovation in Higher Education: Investing in our Future

Dr Rory Gallagher (UK) Managing Advisor and Director of International Programs for the UK Government's Behavioural Insights Team

Behavioural insights and public policy: From disruption to sustainable growth?

Alison Watkins (Australia) Group Managing Director, Coca-Cola Amatil

From Disruption to Growth: Leading people and customers

The Hon Lindsay Tanner MP (Australia) Former Australian Minister of Finance and Deregulation, leading economic thinker; Co-Author: *Changing Shape: institutions for a digital age*

AND

Martin Stewart-Weeks (Australia) Strategic innovation and policy reform expert; independent consultant and advisor; Co-Author: *Changing Shape: institutions for a digital age*  
*Changing shape: Institutions for a Digital Age*

Provocateur: Steve Vamos (Australia), Non-Executive Director Telstra, Chair Reading Room

## MORNING TEA AND NETWORKING [10.30am]

### Plenary 5 - People and Planet: Towards a new ecology 11.00am

Dr Ernesto Sirolli (USA) Founder Sirolli Institute, the global authority on bottom up economic development  
How do you do well and do good?

Tim Flannery (Australia) One of Australia's best-known scientists, environmentalists and best-selling author  
Power to the people. Amazing, disruptive clean tech

Wade Davis (Canada) Professor of Anthropology and the BC Leadership Chair in Cultures and Ecosystems at Risk at the University of British Columbia  
*A New Dream of the Earth*

Dan Millman (USA) Author: *Way of the Peaceful Warrior* and expert on mindfulness

The power of mindfulness in a changing world

## LUNCH AND NETWORKING [12.30pm]

### HOT SPOTS [1.30pm]

Subject matter HOT SPOTS around the Sofitel with selected speakers and provocateurs. Choose your area of interest and join a circle discussion.

## AFTERNOON

### Plenary 6 - Creating New Economies and New Leaders [2.15pm]

Steve Vamos (Australia) Non-Executive Director Telstra, Chair Reading Room

Staying NEW – how leaders and organisations survive in disruptive times

Nolan Bushnell (USA) Founder Atari; Co-creator of GPS and touch-screen technology

Education Disrupted for the New Economy

Tania de Jong AM (Australia) Founder Creative Universe, Creativity Australia and Creative Innovation Global Ci2010-2015  
Communities that care: Re-inventing the social sector bottom-up

Dr Rufus Black (Australia) Master of Ormond College; Principal Fellow in the Department of Philosophy at the University of Melbourne; Deputy Chancellor of Victoria University  
Redesigning the Australian economy bottom up

Provocateur: Joanne Gray (Australia), Editor BOSS Magazine, Fairfax Media

## CONFERENCE CLOSING CELEBRATION WITH SPEAKERS AND DELEGATES [4.00pm]

## AFTERNOON TEA AND POST CONFERENCE DRINKS [4.20pm]

Join big and small business, entrepreneurs, educators, creative and government leaders, the next generation of leaders and leading thinkers from all around the world, Asia and Australia for 'positive human collisions' that will change the course of the future!

**NOTE:** This program is subject to change. Being a creative innovation event, we are sure to add lots more wonderful surprises to make this the best conference ever!

# FOYER CREATIVITY AND TECHNOLOGY.

## WIFI

The password is Ci2015.

## CI2015 MURAL

Created by Artist Jessamy Gee

Over the course of the 3-day conference, Jessamy Gee (from Think in Colour) will create an artwork reflecting the key thoughts, ideas, feelings and conversations happening throughout the event.

Delegates can watch the work evolve, and even input their own ideas through the Ci2015 twitter feed.

## LUMI TWITTER SCREEN

We hope you will send out lots of innovative tweets and utilise other Social Media throughout Ci2015 and help spread the word for the future. We have engaged a Social Media team who will assist you with learning how best to use Twitter and other social media tools. We are at #ciglobal and follow us @Cinnovation. Ci2013 trended NUMBER ONE on Twitter during the event.

## FACEBOOK

Please join the dialogue and LIKE our Facebook page - Creative Innovation Global.

## LINKEDIN GROUP

Join our LinkedIn Group: Creative Innovation Global to keep the conversations going.

## READING AND RELAXATION

We are delighted to welcome Dymock's Books who will stock books and CDs from many of our speakers. If you need to unwind and get into the right headspace, please enjoy some marvellous massage at lunchtimes.

## PODCASTS OF Ci2015 AND CREATIVE INNOVATION TV

[www.creativeinnovation.tv](http://www.creativeinnovation.tv)

All Keynotes, Deep Conversation and the Gala Dinner will be videoed (only excerpts of Master Classes). Keep an eye on [www.creativeinnovation.tv](http://www.creativeinnovation.tv) and we will also inform you once these podcasts become available online. We will create a highlights video and interviews with key speakers which will be on our Creative Innovation TV Channel (CiTV). You may also see podcasts and videos from Ci2010-Ci2013 on CiTV and on the Cinnovation YOUTUBE Channel.

## ZEETINGS

Ci2015 has partnered with Zeetings to make sure your voice is heard! With Zeetings, you will be able to follow the presentation materials right from your smartphone, tablet or laptop.

Directly engage with the speakers and other attendees. Vote in live polls, post comments, ask the speakers questions and see who else is in attendance.

The days of presentations being a one way monologue are over. Zeetings will revolutionise your presentation experience.

Jump on to [zeetings.com/Ci2015](http://zeetings.com/Ci2015) to join in. There's no download or sign up and it's completely free. It's time for you to get involved.

## UBER - FIRST FREE UBER RIDE

Uber is a free smartphone app that connects riders with drivers at the touch of a button. We are in 220+ cities worldwide, including Geelong, Melbourne, Sydney, Perth, Adelaide, Brisbane and Gold Coast in Australia. You simply press a button, your ride arrives, the driver opens the door and then takes take you to where you need to go. The entire process is cashless (users set up an Uber account), reliable and of course, enjoyable. Feel free to check out the website: [www.uber.com/melbourne](http://www.uber.com/melbourne)

**To redeem your Ci2015 special offer for \$20 off your first Uber ride:**

1. Download the UBER app on an iPhone or Android device, and create an account.
2. Enter the promo code "Ci2015" when prompted.
3. When you need a car, hit 'REQUEST' and enjoy the ride!

Sign up here: <https://www.uber.com/go/Ci2015>

Conditions: New users only; Valid for trips in Melbourne; Expires 31 March 2015

Details of HOT SPOT Presenters and Topics are on pages 12-13.

# LUNCHTIME HOT SPOTS.

## TUESDAY 24 MARCH LUNCHTIME HOT SPOTS 2.00 PM - 2:45 PM

### GRAND BALLROOM

1. Dr Peter Diamandis (*USA*), CEO & Chairman, X PRIZE Foundation  
Exponential Technologies Causing Disruptive Innovation
2. Dan Millman, (*USA*) Author: *Way of the peaceful Warrior*; mindfulness expert  
What do you really want?
3. Joyce Phillips, CEO & Managing Director, ANZ Global Wealth  
Urgent leadership: turning ideas into action
4. Matt Barrie, CEO & Chairman, Freelancer.com  
Internet Marketing in 2015
5. Steve Lennon, Consulting principal, Fujitsu  
When culture and technology collide
6. Cure Brain Cancer Foundation  
F\*cK Not-for-Profit
7. Judith Alcorn, Resource Recovery Innovator, Melbourne University  
Sustainable Growth – is it what we really need?
8. Tansel Ali, Elite international mental sports athlete, 3-time Australian Memory Champion  
Brain Hacks – How to learn Anything Superfast

### FITZROY BALLROOM

1. Nolan Bushnell, (*USA*) Founder, Atari; Co-creator GPS technology  
How to find the next Steve Jobs
2. Scott Anthony, (*Singapore*), Managing partner, Innosight; Harvard Business Author  
Confronting the Leadership Challenges of Disruptive Change
3. Danna Hochstein Mann, (*Israel*) General Partner, Head of Investor Relations, OurCrowd  
The power of the crowd
4. John Stanhope, Chairman, Australia Post  
Digital Disruption Good and Bad: Are we really prepared?
5. Kate Eriksson, Head of Innovation, PwC Australia  
50% of the future is obvious. Here's what to do about it
6. Tim Dalmau, International management consultant, Dalmau Consulting  
Managing yourself and others in times of disruptive change

### LA TROBE BALLROOM

1. Larry Marshall, (*Australia*), CEO, CSIRO  
The Missionary versus the Mercenary leader: Can you do good and do well at the same time?
2. Ernesto Sirotli, (*USA*), Founder, Sirotli Institute  
Apples and Oranges : Entrepreneurs are Explorers, Managers are Settlers
3. Pip Marlow, Managing Director, Microsoft Australia  
Disruption & diversity: winning in the digital age
4. Steve Vamos, Director, Telstra  
How to have the difficult conversations that enable high performance
5. Russell Fletcher, Owner, The decent people  
Mindfulness at work
6. Jill Tideman, Principal, Dalmau Consulting  
Disruptive Innovation: the role of conversation

## WEDNESDAY 25 MARCH LUNCHTIME HOT SPOTS 1.30PM – 2.15PM

### GRAND BALLROOM

1. Wade Davis, (*Canada*), Acclaimed Anthropologist  
Schooling the World
2. Rory Gallagher, (*UK*), Managing Advisor, UK Government's Behavioural Insights Team  
Making Government more human
3. Dr Rufus Black, Master, Ormond College  
The Entrepreneurial Imagination
4. Claire Rogers, Head of Digital Strategy and Innovation, ANZ  
Fostering a start-up mindset in large organisations
5. Angeline Acharya - General Manager Innovation Asia Pacific, Food Innovation Centre, Mondelēz International  
Showing the Food Industry how to de-risk innovation in the Asean Century
6. Tansel Ali, Elite international mental sports athlete, 3-time Australian Memory Champion  
Brain Hacks – How to learn Anything Superfast
7. Jim Grant, Consultant & Director, Dattner Grant  
Coaching and mentoring your people made simple

# LUNCHTIME HOT SPOTS.

WEDNESDAY 25 MARCH (continued)

LUNCHTIME HOT SPOTS

1.30PM – 2.15PM

## LA TROBE BALLROOM

1. Dan Millman, *(USA)* Author: *Way of the peaceful Warrior*; mindfulness expert  
What do you really want?
2. Dr Elaine Saunders, Managing Director, Blamey & Saunders  
Changing the Future of Health Care
3. Doron Ben-Meir, Director – Entrepreneurs' Infrastructure Programme, Australian Government  
Funding options for disruptive innovation – what does it take to go from invention to funded start-up?
4. Steve Lennon, Consulting principal, Fujitsu  
When culture and technology collide
5. Roger La Salle, Founder of Matrix Thinking  
The purpose built thinking platform: Creating a thinking platform specific to your issue at hand
6. Cara Richardson, Executive Creative Director, Saltree  
Branding for Profit in Our Digital Age

## FITZROY BALLROOM

1. Ernesto Sirolli, *(USA)*, Founder, Sirolli Institute  
Fostering a culture of entrepreneurship and the facilitators (super nodes) at the centre of it all
2. Tim Flannery, One of Australia's best known scientist  
Two astonishing ways we might save the world
3. Stuart Taylor, Director and global board member, The Resilience Institute  
Liberating team creativity by leading with compassion
4. Charles Kovess, Australia's passion provocateur  
What to do when others say you are too passionate and too disruptive!
5. Nicole Velik, Director & Founder, The ideas Bodega  
Leading for Creativity: What leaders can do to create a thriving ideas culture in the workplace



# OUTSTANDING CREATIVITY CONNECTORS.



## DIVA IN RESIDENCE & EXECUTIVE PRODUCER

### TANIA DE JONG AM

Founder Creative Universe, Creative Innovation Global Ci2010-2015, Creativity Australia, Music Theatre Australia, Pot-Pourri, The Song Room, social entrepreneur, soprano, speaker, spiritual journeywoman; Australian Social Entrepreneur of the Year; Brainlink Woman of Achievement. Released solo CD *Heaven on Earth* in 2015.



## MASTER OF CEREMONIES

### RUSSELL FLETCHER

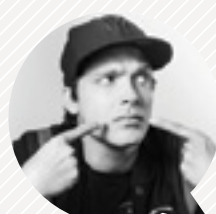
Russell is a consummate entertainer and MC for corporate and community events. He also has over 20 years' experience in devising and leading communication, team-building, leadership and presentation workshops for management training and professional development programs



## COMPOSER IN RESIDENCE

### JOE CHINDAMO

Musical polyglot in the tradition of Bernstein & Previn; global pianist, composer and performer; released 20 CDs and described as one of the best jazz pianists in the world



## PERFORMERS

### TOM THUM

Beatbox virtuoso, his performance at TEDx Sydney 2013 recently became the most watched TEDx video of all time, with over 33 million views



## 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



## PERFORMERS

### 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!



## GRAPHIC RECORDIST & 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



## PERFORMERS

### SENSUAL SALSA THE AUSTRALIAN DANCING SOCIETY

Salsa World Champions and *Australia's Got Talent* finalists Angela Faith McCristal and Juan Carlos Ospina Sanchez will create a special performance for Ci2015.

# AGENT PROVOCATEURS AND MODERATORS.



**JON FAINE**

Presenter of Mornings on 774 ABC Melbourne



**STEVE VAMOS**

Non-executive Director of Telstra; Chairman of Australian start-up (and now New York based), Reading Room Inc, a social network for book lovers; over 30 years' experience in the Information Technology and online Media industry



**DORON BEN-MEIR**

Director, Entrepreneurs' Infrastructure Programme, Australian Government; serial entrepreneur; Founder or co-Founder of 6 start-up companies and investor, investment manager and adviser to several others



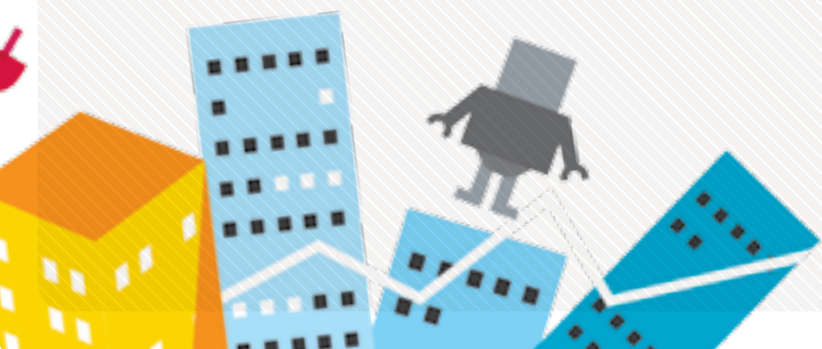
**JOANNE GRAY**

Editor of The Australian Financial Review's BOSS magazine



**BRAD HOWARTH**

Highly sought-after writer, speaker, facilitator and consultant with specialisation in the topic of change and its impact on individuals and organisations; Author: *A Faster Future*



# INNOVATION LEADERS LEADING THE WAY TO AN INNOVATIVE WORLD.

Creative Innovation 2015 is proud to announce the nine Innovation Leaders who have received Innovation Leader Scholarships to this year's event.

Thanks to all applicants for the time and effort put into the scholarship applications. Special congratulations to the 9 Scholarship winners – each of who have received a place at Ci2015 enabling them to meet and discuss ideas and issues with other creative thinkers and an opportunity to present their work to the audience.

## Innovation Leaders Scholarships Selection Panel

- **Tania de Jong AM**, Founder & Executive Producer CiGlobal, Founder and CEO Creative Universe, Founder Creativity Australia
- **Stephen Grant**, CEO of Asia Pacific Business Coalition on Aids
- **Peter Hunt AM**, Chairman Greenhill Australia

Assisted by Alrick Pagnon, Creative Development & Partnership Manager, Creative Universe

- **Elise Bialylew (VIC)** is Founder of Mindful in May, a one month global online mindfulness meditation campaign that teaches people to meditate and raises fund to bring clean, safe drinking water to people in Africa.
- **Chris Breidahl (WA)** is a Founder of MyGuru which is working on delivering online tutoring for every school students in Australia with a focus on improving education equality and the teaching of STEM subjects with a low to no cost model.
- **Elliot Costello (VIC)** is CEO and Co-Founder of YGAP which is an incubator for social change through the provision of youth education and youth leadership. YGAP supports poverty alleviation projects across Australia, Asia and Africa.
- **Steven Farrugia (VIC)** is Founder of ShareTree which educates, engages and empowers people globally to share their time and resources to promote equality and harmony for the benefit of society.
- **Georgina Gold (NSW)** is Creator of Hide and Seek: The Great Inclusion Game which is the world's first empathy-building, social inclusion geocaching game brought via mobile app technology.
- **Victoria O'Collins (Singapore)** is Co-Founder of the Australian Science and Innovation Forum which aims to energise and support innovative scientific endeavours of young scientists, engineers and business professionals.
- **Kate Rodgers (WA)** is Product Manager of Curtin Challenge, a unique game inspired learning platform, where students 'collaborate and apply' working in multi-disciplinary global teams developing solutions to the world's biggest problems.
- **Nadine Saadi (SA)** is Business Development Manager of Strategiize - a platform for innovation stakeholders across universities and industry worldwide to connect and bring cutting-edge ideas and technologies to the community.
- **Kate Weiss (VIC)** is Founder of Table of Plenty which has provided over 80,000 hours of sustainable ongoing work for people with disabilities in the FMCG marketplace.

The nine winners will be giving us a 'mini' presentation throughout the event.

Ci2015 Innovation Leader scholarships are proudly supported by our Innovation Leader Partner



**pwc**

# CI2015 FULL CONFERENCE PROGRAM.

Creative Innovation 2015 Asia Pacific will include a range of Master Classes led by some of our keynote speakers and other outstanding creativity and innovation experts.

"The intuitive mind is a sacred gift. The rational mind is a faithful servant. We have created a society that honours the servant and has forgotten the gift."

Albert Einstein



# MONDAY 23 MARCH

## CONFERENCE DAY ONE.

REGISTRATION FROM 8:00AM

MORNING MASTER CLASSES

9:00 - 11:30 AM (Including morning tea)

### 1. SCOTT ANTHONY (Singapore)

Solving the  
Transformation  
Equation



Scott Anthony is a strategic transformation and disruptive innovation expert. Managing Partner of Innosight and author of *"The Innovator's Guide to Growth"*, *"The Little Black Book of Innovation"*, *"The First Mile: A Launch Manual for Getting Great Ideas into the Market"* published by Harvard Business Press.

### 2. YAMINI NAIDU

Triple your  
influence  
with business  
storytelling



Yamini Naidu is a global thought leader in influence, storytelling and leadership. She is an economist by training, a master influencer by profession and works with business leaders all over the world helping them quantum leap their influence. Yamini is also co-author of *"Hooked: How Leaders Connect, Engage and Inspire with Storytelling"*.

### 3. JIM GRANT

In the mood  
for creating



Jim is a leadership coach, consultant and director of Dattner Grant. He is an expert on emotions and their place in effectiveness and engagement. Jim is also the author of *"Three Spirits of Leadership"* and *"Leader as Coach"*.

### 4. STEVE LENNON & JUSTIN JONES

Business  
Growth:  
A leadership  
journey



Steve, Consulting Principal with Fujitsu, is a strategy, business transformation and culture management expert who has been exploring the global corporate world for more than 20 years.

Justin is one of Australia's leading adventurers (first kayak crossing of the Tasman Sea and first unsupported return South Pole expedition) and motivational speakers. His exploits from a decade of adventure provide insight into real life risk mitigation and how best to weather the storm when the 'proverbial' ... hits the fan.



# DEEP CONVERSATION.

"FROM DISRUPTION TO SUSTAINABLE GROWTH"

OVER LUNCH (12:00-2:00 PM)  
GRAND BALLROOM  
SOFITEL MELBOURNE ON COLLINS



Dr Peter Diamandis  
(USA)



Nolan Bushnell  
(USA)



Dr Ernesto Sirolli  
(USA)



Danna Hochstein  
Mann (Israel)



Scott Anthony  
(Singapore)



Dr Rufus Black  
(Australia)

Featuring key speakers including Dr Peter Diamandis (USA), Nolan Bushnell (USA), Dr Ernesto Sirolli (USA), Danna Hochstein Mann (Israel), Scott Anthony (Singapore), Dr Rufus Black (Australia)



Jon Faine

**MODERATOR: Jon Faine, Presenter of Mornings on 774 ABC Melbourne**

Success has never felt more fleeting. It seems no sooner do we herald the rise of a new upstart than we start to write its obituary. Research shows conclusively that corporate lifespans are shrinking and competitive intensity is increasing. While the process of "creative destruction" has its adherents, this boom-bust cycle carries a heavy cost. Not only do individuals find themselves thrust out of jobs, but corporate assets that were carefully cultivated over years, if not decades, get stripped apart.

Disruption is driving transformation across the global economy, with the coming maturation of technologies such as 3-D printing, drones, driverless cars, MOOCs, big data analytics, and more promising further change.

What if large organisations learned how to harness the power of disruptive change, plugging disruptive developments into existing infrastructure to drive impact at a scale beyond the reach of any startup?

What if the terms of discourse changed, so that instead of seeking to disrupt or disembowel existing companies, startups sought to work in tandem to achieve shared goals?

What if some of the best and brightest talent in the world shifted from chasing the lure of the next lucrative IPO in what some have called the advertising/narcissism complex to instead worked on big global challenges, such as feeding 10 billion people, making healthcare more accessible, or bringing education to pockets of the world that sorely need it?

What if we harnessed our collective creativity in empowering ways rather than dealing with the paradox of unprecedented wealth and prosperity paired with increasing isolation and depression?

How might we shift from disruption to sustainable growth?

# MONDAY 23 MARCH CONFERENCE DAY ONE.

## AFTERNOON MASTER CLASSES

2:15 - 4:45 PM (Including afternoon tea)

### 5. DR ERNESTO SIROLI (USA)

#### Applying the Trinity of Management



Dr Ernesto Sirolli, Local Economic Development authority, TED speaker, and author of *"Ripples from the Zambezi - passion entrepreneurship and the rebirth of local economies"* and *"How to Start a Business and Ignite your Life"*. Founder and CEO of the Sirolli Institute, creator of Enterprise Facilitation® and Trinity of Management® and an inspiration to entrepreneurs, corporations and communities worldwide. The Sirolli Institute works with Entrepreneurs and Innovators throughout the World who want to do something to improve their lot, their communities and humankind.

Ernesto believes that we don't have the technologies to feed, clothe, transport, cure and educate 7 Billion people. We have enough for the middle classes of the world but not for the rest who live on a dollar a day.

### 6. MATT BARRIE

#### Opportunity Knocks – Opportunity is everywhere



Matt Barrie is an award winning entrepreneur, technologist and lecturer, having won numerous awards including being named the inaugural BRW Entrepreneur of the Year in 2011. Matt is currently Chief Executive and Chairman at Freelancer.com.

# MONDAY 23 MARCH CONFERENCE DAY ONE.

## AFTERNOON MASTER CLASSES

2:15 - 4:45 PM (Including afternoon tea)

### 7. TIM DALMAU & JILL TIDEMAN

Disruptive  
innovation:  
How to make  
it happen



Tim Dalmau has worked for the last 38 years as a consultant to the public and private sectors. He is one of Australia's foremost management consultants, the author or co-author of an extensive selection of books and other publications. His practice covers the world, advising leaders of corporations and engineering focused companies in the resources and manufacturing sectors, working with Boards and senior teams, and designing systems for change.



Jill Tideman has 28 years experience in facilitating sustainable change in public and private systems. She has worked in the engineering, infrastructure and resource sectors, and consulting in sustainability, safety and transport policy in Australia, the UK and the USA. She is a highly regarded coach, change designer, educator and advisor to mid and upper management across the resources sector, steel industry, sugar production, engineering, mining, education and road transport.

### 8. STUART TAYLOR

Enable  
Creativity  
by Building  
Resilience



Author of "*Assertive Humility*", director and global board member of the Resilience Institute and with tertiary qualifications in fields as broad as engineering, psychology, finance and IT, Stuart Taylor also speaks from experience. From a brain cancer diagnosis in 2002 (prognosis: 2 years) to a thriving life today, Stuart is an engaging, rigorous and inspiring speaker and thinker.



# MONDAY 23 MARCH

## CONFERENCE DAY ONE.

### SPECIAL 4 HOUR MASTERCLASS

4:45PM-8:45PM includes supper

#### 9. DAN MILLMAN (USA)

Sustainable  
Success and  
Mindfulness  
in Business  
and Life



Author of *"The Way of Zen"*, *"The Way of Zen of Peaceful Warrior"*, Former world champion athlete; Stanford University gymnastics coach; martial arts instructor, and Oberlin College professor.

### LATE AFTERNOON MASTER CLASSES

4:15PM-6:45PM includes afternoon tea

#### 10. CRAIG MOUNSEY (USA)

Using Design  
Thinking +  
Behaviours to  
create customer  
focused culture



Craig is the CEO of CMD a leading Australian design company; designer, businessman, strategist, lecturer and mentor; his designs are everywhere, even featured in the National Design Museum in London; Lead Coach on New Zealand's world leading design integration program, Better by Design

#### 11. GABRIELLE DOLAN

Stories,  
Disruption  
and  
Sustainable  
Growth



Gabrielle Dolan is considered a global thought leader in storytelling and business communications and co-author of *"Hooked: How Leaders Connect, Engage and Inspire with Storytelling"*.

#### 12. ROGER LA SALLE

Opportunity  
Capture - A  
new paradigm  
in business  
innovation



Founder of Matrix Thinking; Professional engineer, a director of a number of companies and a successful business entrepreneur; Chair of Innovation, The Queens University, Belfast.

# MONDAY 23 MARCH

## CONFERENCE DAY ONE.

EVENING SESSIONS MASTER CLASSES  
7:00 - 9:30 PM (Including supper)

### 13. TANSEL ALI

#### Master Your Memory



Tansel Ali is an elite international mental sports athlete, 3-time Australian Memory Champion and best-selling author of *"The Yellow Elephant: Improve Your Memory and Learn More, Faster, Better"*.

### 14. NICOLE VELIK

#### Creativity is Everyone's Business - Techniques to generate game changing ideas



Nicole Velik is a creativity and innovation facilitator, trainer and consultant. She is the founder of an innovation company, The Ideas Bodega. Creativity is what gives people and organisations a competitive advantage in today's world. Now more than ever people need to strengthen their creativity in order to innovate and solve challenges big and small. The number one problem is that many people don't think they are creative. The truth is we are all creative and can't afford not to be.

### 15. CHARLES KOVESS

#### Barriers to your organisation's growth? How to smash them down!



Australasia's Passion Provocateur®, Author: *"Passionate People Produce"*, *"Passionate Performance"* and Co-Author *"The 7 Heavenly Virtues of Leadership"*



# TUESDAY MARCH 24 CONFERENCE DAY TWO.

Unless otherwise noted, all sessions take place in The Grand Ballroom

7:30

REGISTRATION OPENS

8:45 - 9:30

OFFICIAL OPENING WITH GUEST ARTISTS, PERFORMERS AND VIPS INCLUDING MESSAGE FROM THE MINISTER FOR COMMUNICATIONS, THE HONOURABLE MALCOM TURNBULL MP, JOYCE PHILLIPS CEO OF ANZ GLOBAL WEALTH, FOUNDER OF CI GLOBAL TANIA DE JONG AM.

## PLENARY 1 – DISRUPTION, INNOVATION AND GROWTH

FROM LINEAR TO EXPONENTIAL GROWTH:  
USING DISRUPTIVE TECHNOLOGIES TO  
LEAPFROG YOUR COMPETITORS

TIPS FROM THE TRENCHES OF INNOVATION



**DR PETER DIAMANDIS (USA)**

Chairman and CEO of the X PRIZE Foundation; Co-Founder Singularity University; Named one of "The World's 50 Greatest Leaders" by Fortune Magazine; international pioneer in the fields of innovation, incentive competitions and commercial space



**SCOTT ANTHONY (Singapore)**

Strategic transformation and disruptive innovation expert; Managing Partner Innosight; Harvard Business Review author of 6 books, Senior Researcher with Clayton Christensen on innovation at Harvard Business School

THE ECONOMIC IMPLICATIONS  
OF LIVING LONGER



**JOYCE PHILLIPS**

CEO and Group Managing Director of ANZ Global Wealth; named one of the 25 most powerful women in Banking and Finance

11:15 - 11:45

MORNING TEA AND NETWORKING  
(ON THE PROMENADE)



# TUESDAY MARCH 24

## CONFERENCE DAY TWO.

11:45 - 1:00 PM

PLENARY 2 – MORE DISRUPTION,  
INNOVATION AND GROWTH

GOODBYE TO COMMAND AND  
CONTROL; HOW TO SUCCESSFULLY  
MANAGE DISRUPTION



**PIP MARLOW**

Managing Director, Microsoft Australia; responsible for Microsoft's overall business in Australia; she ensures the company meets the needs of its customers and its 14,000 partners

INNOVATION, INTRAPRENEURSHIP  
AND THE FUTURE OF TECHNOLOGY  
AND GAMING



**NOLAN BUSHNELL (USA)**

Founder Atari and Chuck E. Cheese; Inventor of the first video game, the first game console, and co-creator of GPS and touch-screen technology; Known as one of the Fathers of the Silicon Valley; Author: *Finding the Next Steve Jobs*

**PROVOCATEUR:** Brad Howarth, writer, speaker,  
facilitator and consultant

1:00 - 2:00 PM

LUNCH AND NETWORKING  
ON THE PROMENADE

2:00 - 2:45 PM

HOT SPOT Sessions – Grand Ballroom,  
La Trobe and Fitzroy Ballrooms (see pages  
12-13)

Subject matter hot spots can be found with selected speakers and provocateurs – Choose your area of interest and find the appropriate bubble sign. Refer to the topic and location details posted near the registration desk.

2:45 - 3:45 PM

PLENARY 3 – THE DISRUPTORS – CREATIVE  
DESTRUCTION AND ENTREPRENEURSHIP



**MATT BARRIE**

Chief Executive and Chairman at Freelancer.com; entrepreneur, technologist; winner of numerous awards including inaugural BRW Entrepreneur of the Year in 2011



**DR ELAINE SAUNDERS**

Managing Director of Blamey & Saunders; Elaine is an award-winning audiologist, businesswoman and social entrepreneur who has worked in hearing research and technology for forty years.



**DR LARRY MARSHALL**

CEO, CSIRO; Former Managing Director of Southern Cross Ventures, a Venture Capital firm based in Silicon Valley, Shanghai and Sydney specialising on growing Australian technology companies in Asia and USA



**DANNA HOCHSTEIN MANN (Israel)**

General Partner, Head of Investor Relations at OurCrowd the leading crowdfunding platform for accredited investors and angels focused on investing in Israeli startups. The Wall Street Journal named it "Investment of the Week"

**PROVOCATEUR:** Doron Ben-Meir  
Director of the Entrepreneurs'  
Infrastructure Programme, Australian  
Government

3:45 - 4:15 PM

AFTERNOON TEA AND NETWORKING  
(ON THE PROMENADE)

4:15 - 5:00 PM

PLENARY 3 CONTINUED - THE DISRUPTORS  
– CREATIVE DESTRUCTION AND  
ENTREPRENEURSHIP

5.00 PM

DAY ONE CONCLUDES

# GALA DINNER.

Tuesday 24 March

7.00-11.00pm

Sofitel Melbourne On  
Collins, Grand Ballroom

25 Collins Street,  
Melbourne

The Gala Dinner will include Fine food, wine, a Grand Disruptive Debate featuring key speakers **Dr Peter Diamandis** (USA), **Nolan Bushnell** (USA), **Scott Anthony** (Singapore), **Dr Larry Marshall**, **Joyce Phillips**, **Dr Alan Finkel AO** and world class entertainment including beatboxing virtuoso **Tom Thum**, sensational songsters **Pot-Pourri** and the **With One Voice Choirs**.

A number of the Ci2015 speakers will attend the event as VIP guests and host partner and corporate tables.

This dinner will support Creativity Australia's *With One Voice* program.

Donations received will go towards supporting the participation of disadvantaged people.

Please help us to change the world,  
one voice at a time.



*With One Voice*  
choirs



# TUESDAY MARCH 24

## CONFERENCE DAY TWO.

### GRAND DISRUPTIVE DEBATE

HOW WILL WE HUMANS COMPETE WITH MACHINES THAT CAN COMPOSE, DIAGNOSE AND SAVOUR A ROSE?



Dr Peter Diamandis  
(USA)



Nolan Bushnell  
(USA)



Scott Anthony  
(Singapore)



Dr Larry Marshall



Joyce Phillips



Dr Alan Finkel AO

### PERFORMERS



TOM THUM

Beatbox virtuoso, his performance at TEDx Sydney 2013 recently became the most watched TEDx video of all time, with over 23 million views



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!

### BASIC

Computers that can compose, diagnose and savour a rose will cause permanent, massive unemployment.

### AGGRESSIVE

Computers that can compose, diagnose and savour a rose should be banned.

### PESSIMISTIC (AFFIRMATIVE SIDE)

- Computers will be so capable that there will be permanent, massive unemployment and in order for us to continue to lead fulfilling lives we will have to completely reinvent our expectations and the way we live.
- Previously limited to scenarios from science fiction, uploading human brain capacity will be possible, bringing ethical dilemmas and the risk of unlimited power for a tiny number of dominant 'people'.

### OPTIMISTIC (NEGATIVE SIDE)

Computers that can compose, diagnose and savour a rose should be banned.

- We humans will continue to be effective, productive, happy members of society served by computers no matter how sophisticated they become.
- We will finally get to lead the life of leisure we have always aspired to – Utopia might arrive!
- We will all be served by machines and economically supported.

It's a real battle between the optimists and pessimists. Which scenario will win the hearts and minds of the people and save the planet in the race to disruption and sustainable growth?

### MODERATOR

Dr Watson

# WEDNESDAY MARCH 25 CONFERENCE DAY THREE

Unless otherwise noted, all sessions take place in The Grand Ballroom.

**8:00 AM**  
REGISTRATION OPENS

**8:45 - 10:30 AM**  
PLENARY 4 – LARGE INSTITUTIONS  
FOR A DIGITAL AGE

INNOVATION IN HIGHER EDUCATION:  
INVESTING IN OUR FUTURE



**PROFESSOR LINDA KRISTJANSON**

Vice-Chancellor and President of Swinburne University; named Australian Telstra Business Woman of the Year in recognition of her entrepreneurial work in health, science and innovation.

BEHAVIOURAL INSIGHTS AND PUBLIC  
POLICY: FROM DISRUPTION TO  
SUSTAINABLE GROWTH?



**DR RORY GALLAGHER (UK)**

Managing Advisor and Director of International Programs for the UK Government's Behavioural Insights.

FROM DISRUPTION TO GROWTH: LEADING  
PEOPLE AND CUSTOMERS



**ALISON WATKINS**

Group Managing Director of Coca-Cola Amatil; non-executive director of The Centre of Independent Studies; Alison's previous roles include Chief Executive Officer of agribusiness GrainCorp Limited and of Berri Limited, the market leader in Australian juice.

CHANGING SHAPE: INSTITUTIONS  
FOR A DIGITAL AGE



**THE HON LINDSAY TANNER MP**

Former Australian Minister of Finance and Deregulation, leading economic thinker; Co-Author: *Changing Shape: institutions for a digital age*

CHANGING SHAPE: INSTITUTIONS  
FOR A DIGITAL AGE (CONTINUED)



**MARTIN STEWART-WEEKS**

Strategic innovation and policy reform expert; independent consultant and advisor; Co-Author: *Changing Shape: institutions for a digital age*

**PROVOCATEUR: Steve Vamos, Non-Executive  
Director at Telstra, Chair of Reading Room**

**10:30 - 11:00 AM**  
MORNING TEA AND NETWORKING  
(ON THE PROMENADE)

**11:00 - 12:30 PM**  
PLENARY 5 – PEOPLE AND PLANET:  
TOWARDS A NEW ECOLOGY

HOW DO YOU DO WELL AND DO GOOD?



**DR ERNESTO SIROLI (USA)**

Founder Sirotli Institute, the global authority on bottom up economic development; his TEDtalk has been viewed by over 2 million people

POWER TO THE PEOPLE. AMAZING,  
DISRUPTIVE CLEAN TECH



**DR TIM FLANNERY**

One of Australia's best-known scientists, environmentalists and best-selling author of 32 books and over 130 peer-reviewed scientific papers

THE POWER OF MINDFULNESS  
IN A CHANGING WORLD



**DAN MILLMAN (USA)**

Author: *Way of the Peaceful Warrior*; mindfulness expert; Stanford University gymnastics coach, martial arts instructor, and Oberlin College Professor; Author of 16 books published in 29 languages with millions

# WEDNESDAY MARCH 25 CONFERENCE DAY THREE

Unless otherwise noted, all sessions take place in The Grand Ballroom.

## A NEW DREAM OF THE EARTH



### WADE DAVIS (Canada)

Professor of Anthropology and the BC Leadership Chair in Cultures and Ecosystems at the University of British Columbia; Member of the NGS Explorers Council; Author of 17 books; Recipient of 11 honorary degrees

**12:30 - 1:30 PM**

**LUNCH AND NETWORKING  
ON THE PROMENADE**

**1:30 - 2:15 PM**

**HOT SPOTS – Grand Ballroom, La Trobe and Fitzroy Ballrooms (see page 12-13)**

Choose your area of interest and find the appropriate bubble sign. Refer to the topic and location details posted near the registration desk.

**2:15 - 4:00 PM**

**PLENARY 6 – CREATING NEW  
ECONOMIES AND NEW LEADERS**

**STAYING NEW – HOW LEADERS AND  
ORGANISATIONS SURVIVE IN DISRUPTIVE  
TIMES**



### STEVE VAMOS

Non-executive Director of Telstra; Chairman of Australian start-up (and now New York based), Reading Room Inc, a social network for book lovers; over 30 years' experience in the Information Technology and online Media industry

**EDUCATION DISRUPTED FOR THE NEW  
ECONOMY**



### NOLAN BUSHNELL (USA)

Founder Atari and Chuck E. Cheese; Inventor of the first video game, the first game console, and co-creator of GPS and touch-screen technology; Known as one of the Fathers of the Silicon Valley; Author: *Finding the Next Steve Jobs*

**COMMUNITIES THAT CARE: RE-INVENTING  
THE SOCIAL SECTOR BOTTOM-UP**



### TANIA DE JONG AM

Founder Creative Universe, Creative Innovation Global Ci2010-2015, Creativity Australia, Music Theatre Australia, Pot-Pourri, The Song Room, social entrepreneur, soprano, speaker, spiritual journeywoman; Australian Social Entrepreneur of the Year; Brainlink Woman of Achievement. Released solo CD *Heaven on Earth* in 2015.

**REDESIGNING THE AUSTRALIAN ECONOMY  
BOTTOM UP**



### DR RUFUS BLACK

Ethicist, strategic advisor, theologian; Master Ormond College, University of Melbourne; Principal Fellow in the Department of Philosophy at the University of Melbourne; Deputy Chancellor Victoria University; Expert on ethical, public policy and education issues.

**PROVOCATEUR: Joanne Gray,  
Editor BOSS Magazine, Fairfax Media**

**4:00 - 4:20 PM**

**CLOSING CELEBRATION WITH SPEAKERS  
AND DELEGATES**

**4:20 PM**

**AFTERNOON TEA AND POST  
CONFERENCE DRINKS**



# ADVISORY PANEL



## THOUGHT LEADERS ADVISORY PANEL

### Donald Bates

*Director, LAB Architecture Studio*

### Doron Ben-Meir

*Director, Entrepreneurs' Infrastructure Program, Australian Government*

### Dr Rufus Black

*Ethicist, Master of Ormond College, University of Melbourne; Deputy Chancellor Victoria University*

### Sally Capp

*Head of Markets, Victoria KPMG*

### Stefan Cassomenos

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

### Mark Dempsey SC

*Senior Counsel/Barrister (NSW)*

### Jeremy Duffield

*Director, MLC*

### Dr Alan Finkel AO

*Publisher, Cosmos Magazine; Chairman, Stile Education*

### Rod Glover

*Policy Consultant; Associate NESTA (UK)*

### Stephen Grant

*Chief Executive Officer, Asia Pacific Business Coalition on Aids*

### Joanne Gray

*Editor, BOSS at Australian Financial Review*

### Professor Roy Green

*Dean, Faculty of Business, University of Technology Sydney*

### Sarah Hosking

*Chief Executive Officer, Very Special Kids*

### Brad Howarth

*Futurist, speaker and Author: A Faster Future*

### Peter Hunt AM

*Chairman, Greenhill Australia*

### Silviu Itescu

*Executive Director, Mesoblast*

### Michael Johnson

*Director, Westlake Funding Limited*

### Leon Kempler OAM

*Chair, Australia Israel Chamber of Commerce*

### Janine Kirk AM

*Chief Executive, The Prince's Charities Australia*

### Charles Kovess

*Australia's Passion Provocateur and Leading Speaker*

### Peter Kronborg

*Deputy Chairman, Creativity Australia*

### Anthony Mackay

*Chief Executive Officer, Centre for Strategic Education; Chair, Innovation Unit Ltd, UK; Chair, AITSL*

### Denis Moriarty

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

### Joyce Phillips

*Chief Executive Officer and Group Managing Director, ANZ Global Wealth*

### Professor Peter Rathjen

*Vice-Chancellor, University of Tasmania*

### Michael Rennie

*Managing Partner, McKinsey & Company*

### Carol Schwartz AM

*Chair, Creative Partnerships Australia; Director, Women's Leadership Institute*

### Clive Scott

*General Manager, Sofitel Melbourne On Collins*

### Adam Simpson

*Managing Partner, Simpsons Lawyers*

### Alistair Urquhart

*Director, Affairs of State*

### Steve Vamos

*Director, Telstra*

### Alison Watkins

*Chief Executive Officer, Coca-Cola Amatil*

## INTERNATIONAL ADVISERS

### Scott Anthony (Singapore)

*Managing Partner Innosight; Harvard Business Author*

### Jason Drew (South Africa)

*Eco-entrepreneur and sustainability expert*

### Dr Thomas Frey (USA)

*Futurist, Da Vinci Institute*

# GET THE BEST OUT OF Ci2015.

Here are some of the ways you can make the most of attending this and other events:

## PREPARE

We offer Master Classes, Hot Spots and Deep Conversation. Plan ahead to know which sessions will be most valuable to you. Think about what you'd love to achieve from having been part of this event and the Ci2015 network.

## CONNECT

Find out who else will be attending via your networks and social media and check out the delegate list on arrival. Utilise social media networks during and after the conference. Is there someone you know only online or someone you have admired for a long time? Contact them and see if you can make plans to have a coffee together. Meeting face to face adds a new depth to your relationship.

## TAKE NOTES

You may think you will remember everything, but you won't. That is especially true when information overload sets in. Take note of important points and actions you will implement as a result.

## QUESTION

Do not be afraid to ask questions, or to take a point further, we encourage you to use the ZEETINGS online forum to do so.. Chances are that others are wondering the same thing and will be glad you asked. Share your opinion and your ideas. Use our Linked In Creative Innovation Global Group to ask and debate the big Ci2015 questions.

## CONVERSATION

Take the opportunity to talk with other attendees in breaks. Do not spend all of your time with the same group of people. Mingle! You never know who you will meet or what will come of it. Make a resolution that you will approach 3-5 new people each day and have a meaningful dialogue with them.

## BUSINESS CARDS

Remember your cards and collect others. Make a short note on the back of the card as soon as possible after meeting each person. Remind yourself of any follow-up you plan to make. Ci2015 will help you to fill in gaps in your knowledge, learn about new trends and developments across sectors, connect with like-minded people and get great ideas to grow your business and solve challenges. But magic will only happen if you create a plan and follow your plan.

## SPEAKERS

Speakers are usually at the front of the room and like to meet others and make connections too. If you want to meet someone approach them. Take opportunities - you may never be under the one roof again.

## TAKE ACTION

You can learn a lot at a conference, but your new knowledge is only good if you put it to use. When you return from the event, go through your notes and start putting what you learned into action. And keep connecting and following up with your new contacts.



"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

"Innovation  
distinguishes  
between a leader  
and a follower."

Steve Jobs

"Whatever is in  
the way, is the way."

Unknown

"A mind that is stretched  
to a new idea never  
returns to its  
original dimension."

Oliver Wendell Holmes Senior

"Nowadays most people die  
of a sort of creeping common  
sense, and discover when  
it is too late that the only  
things one never regrets are  
one's mistakes."

Oscar Wilde

At Creative Universe we've identified that transformation happens through creativity.

Creative Universe makes the extraordinary possible by helping to create sustainable, aligned and high performance organisations. **Our goal is to help develop creative leaders and build a culture of innovation.**

We offer you a range of innovative leadership and **capability building 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 build a culture of innovation in your organisation.

Our channels for change include Creative Innovation Global, Creative Innovation TV, Inspiring Minds creative leadership, innovation 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)



## CREATIVITY AUSTRALIA

Creative Universe and Creative Innovation Global are proud to support Creativity Australia, a charity founded by award-winning social entrepreneur Tania de Jong AM.

Creativity Australia is building a happier, healthier, more inclusive nation. We bridge the gap between people experiencing disadvantage and those more fortunate through the neuro-scientific benefits of community singing. **We build supportive networks that help people connect to brighter futures.**

Creativity Australia's *With One Voice* program runs a network of community choirs in Victoria, New South Wales and Queensland. The choirs unite people aged 9 to 90, from all faiths and all walks of life: migrants, people with disabilities, job seekers, executives, seniors, students, refugees, asylum seekers and more.

*With One Voice* choirs are led by professional conductors and meet weekly, followed by supper. Through **The Wish List**, participants grant one another wishes big and small: such as resume assistance, friendships, language tuition and jobs. The choirs help people connect to whatever they need in life: friends, mentors, wellbeing, self-esteem, networks, skills and employment.

The *With One Voice* program has twice been named one of Australia's top social innovations in Anthill's Smart 100. In 2014 the program celebrated five years and, following Founder and Chair Tania de Jong AM's **TED Talk** 'How Singing Together Changes The Brain', Creativity Australia has received enquiries from across the globe. Pilot *With One Voice* programs are now under development in the USA and Holland.

Our annual **Sing for Spring video challenge** swaps moustaches and ice-buckets for community singing, aiming to get families, friends, colleagues, sports teams and clubs singing together in every postcode across the nation. Find out more at [www.singforspring.com](http://www.singforspring.com)

Creativity Australia's social impact goal is to help **break down the traditional silos of the social welfare sector, building cohesive communities** that include and support one another, rather than relying on 'top-down' services. Thus, we mobilise and **multiply community change-makers** far beyond the capacity of our organisation: diverse people who will pay it forward and help address the deep issues that impact our society.

Your support is critical to the future of the *With One Voice* program. **Together, we can change the world... one voice at a time.**

Connect with us at

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



Tania de Jong



NOTE: This program is subject to change. Being a creative innovation event, we are sure to add lots more wonderful surprises to make this the best conference ever!

# THE CREATIVE TEAM.

**Executive Producer**  
Tania de Jong AM

**Creative Development & Partnership Manager**  
Alrick Pagnon

**Conference Management**  
Gary Baldwin, Liz Baldwin, Louise Robertson, Cara Robertson, Baldwin Consulting

**Brand Consultant**  
Cara Richardson, Rosie Ren, Kesrini Chetty, Saltree Creative

**PR Support**  
Felicity Grey & Angela Reynoldson, Theory Crew

**Stage Manager**  
Julie-Ann Willems

**Audio Support**  
Barry Findlay, A Audio Hire

**Lighting Support**  
Tom Orchard, Zap Lighting

**Projection Design**  
Nick Azidis, Projection Teknik

**Vision**  
Brad Williams, TDC

**Interactive Technology**  
Tony Surtees, Chelsea Kahle, Zeetings; Sandy Cheng, Lumi

**Robot**  
Courtesy of Professor Leon Sterling, Dean, Faculty of ICT, Swinburne University of Technology

**Assistant to Tania de Jong AM**  
Elle Groch

**Marketing & Event Assistance**  
Penelope Wiffen

**Photography**  
Graham Denholm

**Videography**  
Kelly McLaughlin, Mr Film Production

**Social Media Team**  
William Donovan, Luke Grange, Lina Mbirkou, Hamish Curry of NoTosh, Michelle Lambert

**Venue**  
Clive Scott and Sharon Bretz, Sofitel Melbourne On Collins

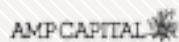
**Bookshop**  
Dymocks Books

**Volunteers**  
Catherine Bragagnolo, Andrea Cerioli, Hwan-Yi Choo, Carissa Cole, Alice Chien, Christine Enker, Zoe Fogarty, Alistair Gray, Lucy Oliveira de Andrade, Pieter de Jong, Christina Gerakiteys, Anna McDonald, Rebecca MacKinnon, George Odell, Vivek Panchakshari, Anetta Pizag, Elana Rubenstein, Nerida Soo, Akshay Sachdeva, Anthony Saffer, Prosper Taruvinga, Sophie Travers, Xiuli Xu, Conan Young

## MEDIA PARTNERS



## ENDORISING PARTNERS



## LEADERSHIP PARTNERS



We would like  
to thank our  
valued partners  
for their support  
of Ci2015

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