



The conference that changes minds
16-18 November 2011 Melbourne, Australia



MEDIA RELEASE – FOR IMMEDIATE USE

Dazzling array of international and Australian business identities and innovators to gather at Melbourne’s Sofitel Ballroom for the opening event of Creative Innovation 2011.

All media are invited to attend the Opening which will run from 8:45am-9:45am and other sessions during the event.

An amazing range of international and Australian business identities will gather in Melbourne at the Sofitel Ballroom on November 17th for the opening event of the Creative Innovation 2011 Event.

The three day event will look at the challenges and opportunities of doing business and leading in a super-connected world. A dazzling array of international and Australian experts will be part of the event including Raymond Kurzweil (who has been called ‘the restless genius’ by the Wall Street Journal) and international thinking guru Edward de Bono ... fans of his work include billionaires Donald Trump and Richard Branson.

Deputy Premier and Minister for Innovation Louise Asher will help launch the event with key business identities including Sir Gus Nossal, Hugh Morgan, Allan Fels and many others.

Organisers say the event opening is a great news and photo opportunity and at the launch event there will be special performances and key speeches. Ray Kurzweil will ask some BIG questions at the launch and Edward de Bono will be in attendance.

Tania de Jong AM, who is an award winning social entrepreneur and Founder of Creative Innovation 2011, says it is vital in changing times that companies re-invent themselves and have the ability to foster high levels of innovation. She bluntly warns that the business world needs to become much more focused on creativity to survive in times of enormous uncertainty and complexity.

Tania believes that creativity is the strategic tool of the 21st Century. It’s no surprise Tania is passionate about innovation. She is the grand-daughter of Slawa Duldig (nee Horowitz), founder of the world’s first foldable umbrella in Vienna in 1929.

All media are invited to cover this launch event and if you’d like to attend, please contact Brooke Howden on 8679 6000.

Tania de Jong says she does not believe right now Australian companies are very creative in comparison to global counterparts. She said, “Our ability to turn ideas into commercial reality is definitely below where we should be. We have to bring all the parts of incubation, implementation and commercialisation into line. Major organisations like Google and IDEO understand this. Many don’t. If you focus on getting results quickly you won’t be allowing enough time to hatch incredible ideas. Sharing and co-creation is vital in the workplace.”

Tania de Jong highlights at a time when countries like China and India are rapidly getting richer, internal creativity and innovation are vital elements for success in the future.

Tania de Jong added chief executives, boards and leaders should be rewarded for recognising that everyone in their workforce is innately creative. She says “out of the box” thinking shouldn’t be criticised and says creativity should be taught at all levels of education.

Over 35 world class international and Australian speakers will address Creative Innovation 2011. Speakers at the event will include legendary futurist and inventor Raymond Kurzweil on his first visit to Australia. Raymond has been honoured by numerous US Presidents and believes computers will merge with humans in the coming decades. Remarkable global thinker Edward de Bono, philosopher Daniel Dennett, IDEO partner and Stanford Design Thinking expert Brendan Boyle and educational expert Stephen Heppell will also speak at the event.

Creative Universe and ANZ are presenting **Creative Innovation 2011** to be held at the Sofitel Melbourne On Collins from November 16th to 18th, 2011.

To find out more and register, just go to www.ci2011.com.au. You can also contact Baldwin Consulting Group on 03 9645 9858 or ring Creative Universe on 03 8679 6000.

**To gain media passes to the event please contact Gary or Liz Baldwin
on 03 9645 9858**