

PARTNERSHIP OPPORTUNITIES

CREATIVE INNOVATION 2011

16 -18 November, Melbourne, Australia

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, CI 2011 will be a two day conference program with additional days of Master Classes and Deep Conversation options, 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.

CI 2011 will:

1. Feature over 35 world class Australian and international keynote speakers, leaders, artists and thinkers
2. Highlight challenges and opportunities, digital technologies and global megatrends that affect business and society throughout Asia Pacific and the rest of the world.
3. Provide insights and techniques for unlocking personal and organisational creativity that will inspire your leadership in times of complexity and change
4. Deliver strategies, structures and processes for creating greater organizational performance, productivity and wellbeing
5. Showcase the world's best practice solutions and ideas for the development of sustainable and innovative futures for community, business and government
6. 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
7. Offer outstanding networking and business opportunities

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-focussed environment.

This is not an event for long drawn out presentations. It is an event for interactive, thought leaders to provide a launching pad for new opportunities and innovative futures. There are a maximum of 1000 delegate places at the conference. Australia, indeed the Southern Hemisphere, has not previously experienced a conference of this nature. The event has the potential to transform thinking.



There will also be pre and post event Master Classes, Deep Conversations, Concerts and a Gala Dinner raising funds to support Creativity Australia's wellbeing and social inclusion programs for disadvantaged people and communities.

“Creativity has become the most universally endangered species in the Twenty First Century. Never has the need for creativity been so compelling and never has genuine creativity been in such short supply.”

Ryan Mathews and Watts Wacker

The Program

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.

Creative Innovation Hub

The Conference will showcase an incredible range of specialists and innovative people and organisations. The foyer will feature advanced interactive creativity technologies, social media sites and creative artists. It will be a hub for meeting and connecting.



The 2011 Speakers

Raymond Kurzweil (USA one of top 10 entrepreneurs in USA - Founder Singularity University)

Dr Edward de Bono (UK global thinker)

Professor Daniel Dennett (USA world leading philosopher and cognitive scientist)

Paddy Miller (Spain “The Innovation Architect” works with top multinationals on change)

Tan Le (USA technology entrepreneur, former Young Australian of the Year)

Professor Stephen Heppell (UK Founder Ultralab, 'one of the most influential academics in the field of technology and education globally')

Brendan Boyle (USA Partner IDEO, Professor Design Thinking the d. School at Stanford University)

Dr Troy Flanagan (USA, Director High Performance US Ski & Snowboard Association)

Simon McKeon (Australian of the Year, Chair CSIRO)

Michael Rennie (Managing Partner McKinsey)

Mike Smith (CEO ANZ Bank)

Alison Watkins (CEO Graincorp, Director ANZ)

Steve Vamos (President Society of Knowledge Economics, Director Telstra)

Mehrdad Baghai (Managing Director Alchemy Growth Partners, Author “As One”, Chair AALD)

Pip Marlow (Managing Director Microsoft Australia)

James Moody (CSIRO, Author "The Sixth Sense")

Dr Rufus Black (Leading thought leader and ethicist)

Hugh Mackay (World class social researcher and commentator)

Craig Davis (Chief Creative and Co-Chairman MOJO, Founder Brand Karma)

Peter Williams (CEO Deloitte Digital)

Charles Kovess (Australia’s Passion Provocateur – “Without passion, forget innovation!”)

Donna Hanson (Creative technology expert)

Amantha Imber (Inventium, expert on developing creative skills)

Agent Provocateurs: Dr James Moody (CSIRO), others TBC

Creativity Connectors: Tania de Jong AM, Stefan Cassomenos, Gavin Blake many more TBC

Chairs: Hugh Morgan AC, Sir Gus Nossal AC, Professor Allan Fels AO, Professor Adrienne Clarke AC, Richard Hames, Narelle Hooper, Kate Mills

CI 2011 Innovation Leaders Scholarships – We will again offer 10 or more scholarships to emerging innovators and social entrepreneurs through a competitive national application process.

Who will attend

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

Participants will include:

- CEOs and senior executives of major corporations looking for insights into organizational performance and future trends
- Board Directors, entrepreneurs and business owners
- Thought leaders and provocateurs seeking change
- Executive and organizational coaches
- Organization 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



Inbound visitation

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

- 60% local
- 30% interstate
- 10% international

Partnerships (For enquiries and confirmation of partnerships, please contact us ASAP)

Innovation and creativity is a community wide, cross-sector program. In line with these concepts the Program will give a limited number of organisations an opportunity to leverage the lead up and conference activities. Partners will be provided with an opportunity to be profiled with this inaugural event and receive a host of benefits to enable engagement, conversation and innovation with their teams and clients.

Benefits to your organization as a Partner

- Identification with the inaugural Creative Innovation 2011 Conference – a prestigious, high level national and international event for leaders and thinkers
- Huge exposure in media, government and business circles for this new event flowing on to supporting partners
- Opportunity for leading executives, emerging leaders, board members and key clients to attend, develop and connect with key contacts across sectors
- Promotion of your company's products and services to a wide audience
- Opportunity to showcase your leadership in the fields of creativity and innovation
- Recognition of your organization as a socially conscious corporate citizen through developing creative solutions to make a positive difference to the community and the world.

| PARTNERSHIP | Naming Rights | Major | Foundation/Innovation Leader* | Supporting |
|-----------------------------------|--|---|---|-----------------------------------|
| BENEFITS | | | | |
| Logo/Brand | All material incl. marketing and supporting materials. | All material incl. marketing and supporting materials | Marketing material *& Innovation Leaders | Marketing material |
| Signage | Quadruple size | Double size | Single size | Half size |
| Public acknowledgement | At Opening Welcome, Gala Dinner & sponsored sessions | At Opening Welcome, Gala Dinner & sponsored sessions | At sponsored session | |
| Sponsored speaker sessions | 3 sessions | 2 sessions | 1 session | |
| VIP function opportunity | Lunch with a key speaker for up to 40 guests | Lunch with a key speaker for up to 20 guests | | |
| Delegate Places | 40 places | 20 places | 10 places *15 places | 5 places |
| Exhibition Booth | Double size and display available | Single size | Available at special partner rate | Available at special partner rate |
| Gala Event | 40 VIP tickets | 20 VIP tickets | 10 *15 VIP tickets | 5 VIP tickets |

*In this category, you may choose to be a Foundation Partner or Innovation Leader Partner – the second option includes supporting the participation of emerging Innovation Leaders in CI 2011 and you will be acknowledged in information and presentations about these leaders and general program.

Partner Investment

Packages range from \$17,500 plus GST. Please contact tania@creativeuniverse.com.au and we will design a package to suit your needs.

In addition, in-kind supporting and NFP partnerships are available at a value of **\$10,000** which includes 2 delegate places to the event. We are also developing partnerships for accommodation and travel for presenters, delegate satchels, technical production, performers, media, charities etc.

Endorsing partnerships will also be available for membership organisations.

Digital Assets & Production

A major component of the event is a digital assets library with the full presentations at the event. In addition to the event speakers, other presentations will be published under the Creative Innovation

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Global and Creative Universe brands and provide a rich library of Australian and global thought leadership.

These assets will provide an ongoing interactive resource for partner organisations to leverage innovative, thought leadership content to help their teams advance creative and innovative outcomes. The assets will be distributed through television, online hubs, event website, event partner education and organisational development programs.

CI 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, ANZ CEO Mike Smith, Hunger Project's Cathy Burke, McKinsey Managing Partner Michael Rennie, Telstra Director Steve Vamos, Australian of the Year Patrick McGorry, Paul McNamee, Pig Pen Founder Claire Pennicard, Neuroleadership expert David Rock, Peter Shergold, ABC CEO Mark Scott, education IT guru Stephen Heppell (UK) and many others.

Their expertise and knowledge spanned the fields of creativity, innovation, war & 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, the importance of creativity and innovation, and the interconnectivity between us all.



Feedback for CI 2010 (and please see attached review from MICE.net magazine)

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

“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.”

“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 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.”

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

Next Steps to a Creative Future

Reach out and contact the conference catalyst for your chance to be involved:

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Phone: +61 (0)3 8679 6000

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Thought Leaders Advisory Panel

Hugh Morgan AC – Ambassador

Sir Gus Nossal AC – Ambassador

Professor Allan Fels AO – Ambassador

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

Andrew Blair AM – President of the International Confederation of Principals

Stefan Cassomenos – One of Australia’s leading young pianists and 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 Kempner AM – 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 – Strategic advisor, Director Royal Flying Doctor Service, AICD, Creativity Australia

Peter Lamell – CEO Silcar

Denis Moriarty - Co-Founder and Chief Operating Officer, Our Community

Ric Oldham – General Manager VisionStream – Leighton Telecommunication Group

Professor Peter Rathjen - Vice-Chancellor, University of Tasmania

Katrina Reynen - General Manager Innovation & Next Practice Division, DEECD

Carol Schwartz AM – Director of The Trawalla 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

“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

news



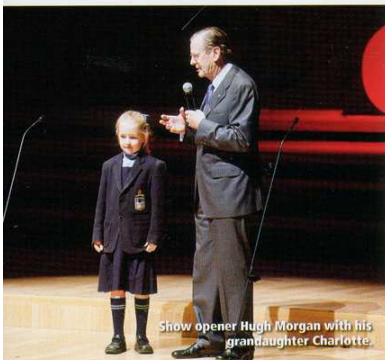
Left to right: Michael Rennie, Steve Vinos, Dr David Rock and Catherine Walker AM.



Tania de Jong and Dame Elisabeth Murdoch.



Prof Patrick McGorry.



Show opener Hugh Morgan with his granddaughter Charlotte.

best conference EVER

FORMER HEAD OF Business Events Australia Joyce DiMascio described the Creative Innovation Conference held in Melbourne as the best conference she had ever attended. She explains why.

STORY BY JOYCE DIMASCIO

A stellar line-up of Australian and international talent gathered on and off the stage for the inaugural Creative Innovation Conference (CI2010) at the Melbourne Recital Centre in September for what organiser Tania de Jong was hoping was the creation of a new "conference paradigm".

Tania's goal was to create an event that would leave people wanting to "make changes in their work and lives".

"I wanted to create a new paradigm for conferences that would engage, provoke, inspire... I also wanted to break down barriers between different sectors - ranging from big business, all levels of government, NFPs, SMEs, health, education, banking, IT, etcetera, and bring together the most diverse range of speakers and delegates possible as I believe that diversity leads to innovation," she explains.

As a professional artist/opera singer, Tania de Jong used a range of art forms to transport the 1000 plus delegates into a different "headspace". She said this was designed to encourage them to think differently and listen with ears and hearts open.

And she did just that by bringing together an inspirational and eclectic group of world leaders and innovators. Among these was ex CEO of Western Mining, Hugh Morgan, who opened the event with his six year-old grandchild, Charlotte. In a commanding opening, he reflected on his own childhood and how different it was to Charlotte's world. Rather than be pessimistic he said he was excited about the future and what might be possible.

"Imagine if we could change the world by transforming good ideas into something useful," he said.

Creative pathways

The nub of the event was to discuss opportunities that can be created by unlocking the keys to innovation through creativity. While "innovation" is the new buzzword in business and government agendas - it is difficult to pursue through new behaviours. This conference explored how creativity could be the pathway to innovation focusing on practical ways to unlock individual, corporate and institutional creativity and behavioral change.

And what made the event so exciting was that CI2010 was pitched at both the left and right brain. It stimulated both the rational and emotional intellect, inspiring the head while touching the heart.

Over the three days a truly inspirational cast shared their stories. Among the 30 big names on stage were:

- Dr Edward de Bono, leading authority on creative thinking
- Australian of the Year, Professor Patrick McGorry, Director of Orygen Youth and world leader in adolescent mental health
- Michael Rennie, managing partner of McKinsey & Company
- Dr David Rock, author of *Your Brain at Work* and Fortune 500 executive coach on the neuroscience of creativity

Images courtesy of Benjamin Townsend Photography (www.btphotography.com.au).

- Dr Peter Farrell, Australian founder and executive chairman of Resmed and now chairman of the Harvard Medical School of Sleep Medicine
- Rural Woman of the Year and pig farmer, Claire Pennicard
- UK's Austin Williams, founder of the Future Cities Project
- Mike Smith, ANZ CEO
- Controversial defense expert, Edward Luttwak, from the US Centre for Strategic Studies

Unlike many conferences where delegates escape to the lobby or shopping centre, delegates at CI2010 were kept engaged with a rich artistic program. There were no embarrassing team-building events or speakers who ran over time, thanks to the capable MC, Michael Pope.

Composer and pianist in residence, Stefan Cassomenos, poet in residence, renowned Australian poet, Chris Wallace-Crabbe, and graphic recorder and visual artist, Gavin Blake were among the many artists who collaborated in the initiative.

And if the speaker and artistic line-up wasn't enough to impress, the appearance of arts patron and mother of Rupert Murdoch, Dame Elisabeth Murdoch at the evening concert certainly was. Although in a wheelchair, the sharp 101 year old enthusiastically participated in the world premiere of "The Art of Thought". The concerto for piano and voice was performed in the splendid auditorium named in her honor.

In a recorded message played at the conference opening, Dame Elizabeth said, "it is most desirable to always try and be creative."

The concerto mapped the creative process from conception, ideation, incubation, intimation and illumination and was written and performed by Stefan Cassomenos, with Tania de Jong singing the evocative vocal components.

The young composer/pianist also performed throughout the conference and at three concerts along with a line-up of community choirs and operatic performers including Tania de Jong's own group, Pot-Pourrie.

Professor McGorry, outspoken Australian Of The Year and advocate for adolescent mental health, spoke about the innovation that was needed to move into a 21st century model for managing Australia's number one resource, health. He said it was important for governments to recognise that health is our major resource, not mining or natural resources, and mental health was a key area.

Interviewed at the conference, Professor McGorry said being named Australian of the Year in 2010 was a huge gift and responsibility. "I have to give the area a voice as it has been kept out of the health discourse for too long," he said.

Creative Innovation 2010 aimed to be a place to learn from world changing innovators, futurists, inspired thinkers and curious souls gathered together in an interactive community. Its creator, Tania de Jong and all her supporters and collaborators can feel proud in what they achieved in this inaugural Australian event.

It was a place where new techniques were learned, strategies unlocked and ideas shared in order to imagine the future.

This was one amazing conference where delegates left utterly inspired. In the words of Dan Credazzi from VisionStream, "Thank you for hosting the best conference I have ever attended. You pulled off an amazing life-changing event like it was routine."