



2 Day Conference
12 Master Classes
2 Deep Conversations
Gala Dinner
& Performances

27-29 NOVEMBER 2013
SOFITEL MELBOURNE ON COLLINS

Race to the future. E⁶

ENVIRONMENT. ENERGY. ECONOMY. EDUCATION.
ENTREPRENEURSHIP. ETHICAL LEADERSHIP.



A creativeverse. INITIATIVE
un

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WHERE ARE WE HEADING?

CHANGE AND
COMPLEXITY

MEGATRENDS

Race to the Future. E6
Environment. Energy. Economy.
Education. Entrepreneurship.
Ethical Leadership.

A rare opportunity to learn, think,
connect and share ideas with
some of the world's most influential
thinkers under one roof.

Inspire your leadership, transform
your thinking and achieve
business success.

DON'T MISS OUT!

Learn and think with environmental leader Bjorn Lomborg (Czech Republic), sustainability in China expert Peggy Liu (China), BBC Senior Business Correspondent Linda Yueh (UK), global education expert Stephen Heppell (UK), revolutionary education and activist Bunker Roy (India), social innovator Jon Duschinsky (Canada), disruptive innovation leader and Harvard author Scott Anthony (USA), eco-entrepreneur and futurist Jason Drew (South Africa), workplace of the future expert Steve Vamos, Managing Partner McKinsey & Company Michael Rennie, Monash Chancellor Alan Finkel, Carol Schwartz, Lisa Paul and many more...

From the environment to technology, from science to the economy and from education to entrepreneurship, Ci2013 brings together leading national and international minds across sectors. It will bring you strategies and solutions for innovation and transformation.

'In my 30 years of attending conferences this was the best conference ever...inspirational!'

Creative Innovation 2013 includes a 2 day conference, Master Classes, Deep Conversations and a spectacular Gala Dinner with leading Australia artists.



IMAGINE COMING TO AN EVENT WHERE...



You took away
real, actionable
ideas

Your colleagues
were amazed at
the value of your
learnings and new
approaches

You had time
to unlock
more of your
creativity



You discovered
some breakthrough
ideas to enhance
the contribution you
and your workplace
can make

You were
spellbound by
speakers who really
were deep thinkers
about creativity
and innovation

You were
delighted to learn
about some of the
amazing things
happening to
improve our world

You surprised
yourself by
what you could
contribute to the
conference

You were
fascinated by
what you learned
from those
around you

You
found the
courage to
change

You realised
the possibilities
were endless

THE MAIN THEME OF Ci2013 IS:

RACE TO THE FUTURE. E6.

ENVIRONMENT. ENERGY.
ECONOMY. EDUCATION.
ENTREPRENEURSHIP.
ETHICAL LEADERSHIP.

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, right-brained creative capabilities. Artists in residence will create moments of non-verbal content that help to change traditional mindsets.

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.

The **Gala Dinner** will feature discussion, world class speakers and entertainment and will allow for plenty of time for further networking and conversation.



Ci2013 will:

- **Feature over 40 world class International and Australian keynote speakers, leaders, artists and thinkers.**
- **Highlight opportunities, credible forecasts and global megatrends** that affect business and society in these uncertain times throughout Australia, Asia Pacific and the rest of the world.
- **Unlock personal and organizational creativity** by providing insights and techniques for that will inspire leadership in times of complexity and change.
- **Deliver strategies, structures and processes** for creating greater organizational innovation performance, productivity and wellbeing.
- **Showcase the world's best practice solutions** and ideas for the development of sustainable and innovative futures for community, business and government.
- **Bring together leaders and emerging talent to discover cross-disciplinary solutions** that will make a difference in organisations and the community.
- **Offer outstanding networking and business opportunities.**
- **Offer profiling opportunities** for our Ci Partners.

This unique event brings together big and small business, entrepreneurs, educators, creative and government leaders, emerging talent and leading thinkers from around the World, Asia and Australia to tackle critical issues and opportunities, and **transfer knowledge across sectors.**

It is the must-attend event for everyone seeking fresh insights, ideas, tools and connections.

Join us at Ci2013 to win in the Race to the Future!

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

Eric Knight

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
- Change-makers, activists, influencers, innovators, provocateurs and advisers from all sectors of society

Never before has one species been able to conquer or impact so many elements on Earth so dramatically. We are racing into the future. The rate of change astonishes us.

But, are we the masters of our future? Will we set the direction for the economy and the environment? Will we set out the nature of the ethical society we want to live in? Or will events and mistakes overtake us?

We need to find **innovative solutions to the great problems** of today to make them the opportunities of the future.

To **develop new personal skills and organisation strategies** to address the great challenges, in climate, technologies, behaviours, social structures, energy costs, and scarcities of food, water, skills and resources.

We must find the **great and small ideas, opportunities and the human energy** to create our future success.

The challenge of the 21st century is to transform our organisations to adapt flexibly and rapidly to the ever changing and volatile environments we face.

We will have to reduce cost structures while increasing productivity, adopt new ways of working and invent business models that challenge old ways of thinking.

We have to maintain our commitment to creativity, innovation and growth even as we make the transition away from core businesses that have served us so well in the past. It is a high stakes race to position

ourselves to respond effectively to the dynamic challenges emerging around us.

Creativity is of increasingly strategic value to nations, communities and individuals in making the transition to innovation and knowledge-based economies. Sustaining Australia's growth in a globalised economy where innovation, knowledge and expertise are as important as our natural resources is critical and requires new capabilities and skills acquisition.

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. A 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.

'The best way to predict the future is to invent it.'

Theodore Hook

CREATIVE INNOVATION 2013 ASIA PACIFIC.

Creative Innovation 2013 Asia Pacific will be the place to learn from world changing innovators, futurists, inspired thinkers and curious souls gathered together in an interactive community. 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 uncertain Asia Pacific and global business environments, learning institutions and workplaces of the future and best practice for leaders and organisations in a super-connected world.

We believe the program will have enormous relevance in the current uncertain environment and will be an outstanding learning, growth and professional development opportunity. Ci2013 will give your organisation, your people, clients and stakeholders knowledge and networks in the innovation space. There are world class speakers from the business, technology, science, innovation, education, health and research areas and topics of relevance at a community, super-regional and global perspective.



'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

'Leadership is imagination plus courage.'

Paul Keating

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

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, regarded as the leading innovation event in the Southern Hemisphere.

The event has been proven to transform thinking and inspire excellence in innovation. The first three Creative Innovation events were described by many delegates as the best conference they had ever attended!



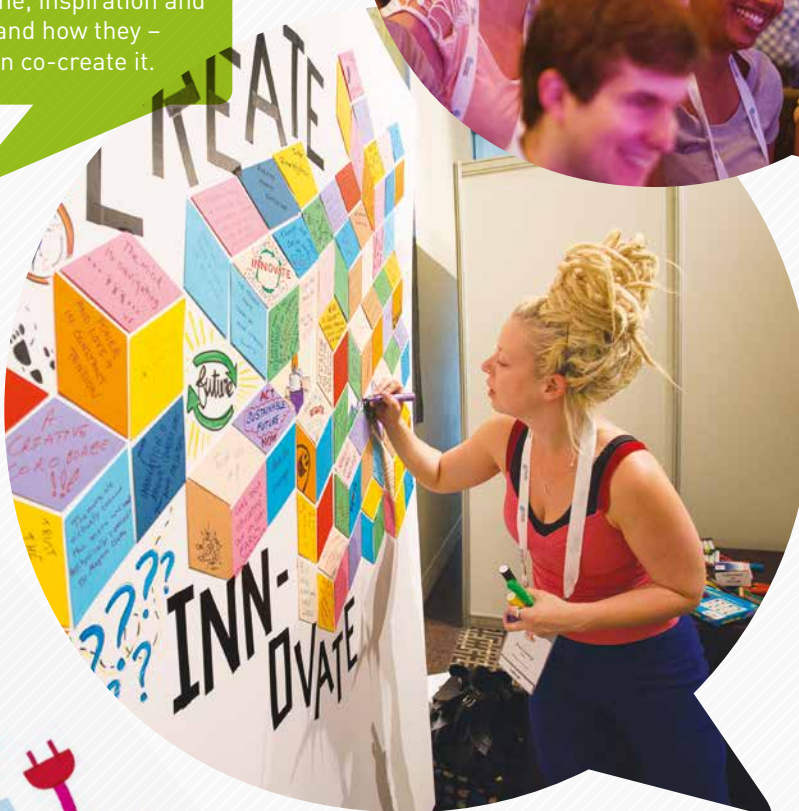
WHO SHOULD ATTEND?

This event is for leaders and emerging talent of the future. It is designed to give change-makers, activists, influencers, innovators, provocateurs and advisers from all sectors of society a local, regional and global perspective of how our world is evolving.

It will challenge them to question if it is the world they want to live in, and provide them the time, inspiration and information to imagine a better future and how they – and the organizations they work in – can co-create it.

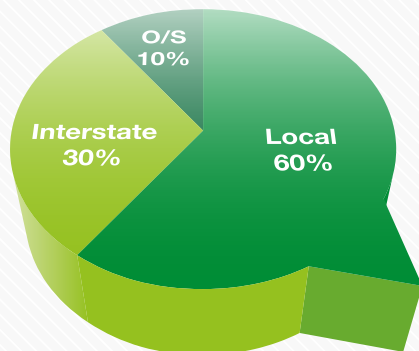
'Innovation distinguishes between a leader and a follower.'

Steve Jobs



INBOUND VISITATION.

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



'Every human being is creative. Creative capital is a limitless resource. Each of us has creative potential that we strive to exercise, and that can be turned to valuable ends. The great challenge of our time will be to spark and stoke the creative furnace inside every human being.'

Richard Florida

Ci2012 IN A NUTSHELL.

Creative Innovation 2012 was an outstanding event that explored **Wicked Problems, Great Opportunities! Leadership and courage for volatile times.** It was a place to inspire, connect and learn. Creative Innovation featured world-changing innovators, futurists, inspired thinkers from around the globe who gathered together with leaders and curious souls in an interactive world. It was a place to network with like-minded people and to learn techniques and strategies; unlock and share ideas and gain empowering experiences. It was a place to imagine and plan for the future!

Ci2012 featured more than 40 international and Australian speakers, thinkers and leaders including Baroness Susan Greenfield (UK), Scott Anthony (Singapore), Wade Davis (Canada), Geoff Mulgan (UK), Richard Rumelt (USA), Nadia Rosenthal (UK), Adam Kahane (Canada), Dr Thomas Frey (USA), Michael T. Jones (USA), Dr Iain McGilchrist (UK), Adam Kahane (Canada), Li Cunxin, Megan Clark, Michael Rennie, Steve Vamos, Eric Knight, Bernard Salt and many others.

Their expertise and knowledge spanned the fields of creativity, innovation, leadership, future, 'The Asian Century', medical research, high performing workplaces, start-ups, entrepreneurship, technology, courage and much more...

Interspersed throughout the conference were artistic talents creating art, poetry, music and comedy to transport delegates into a right-brained headspace of possibilities! Everyone shared their experiences and had the opportunity

to participate in the discussions during the deep conversations, master classes, Q&A sessions and lunchtime hotspots. The event also honoured 10 scholarship winners making a difference through social innovation and enterprise.

Ci2012 attracted over 800 participants over the 2 day conference, 2 deep conversations, 9 master classes and Gala Dinner supporting Creativity Australia's unique With One Voice social inclusion programs. The conference delegates included CEOs and Directors of major ASX-listed companies, owners of SMEs, academics, and executives from health, banking, finance, advertising, arts, media, education, industry, innovation and government sectors. Over 40% of the delegates were from regional areas and interstate and there were also a number of international delegates in attendance.

Conference attendees were inspired, provoked and gained a deeper understanding of our increasingly wicked problems and the importance of courage, creativity leadership and building a culture of innovation in these uncertain and volatile times.

'The significant problems we face today cannot be solved by the level of thinking we were at when we created them.'

Albert Einstein



FEEDBACK FOR Ci2012.



'I came to learn –
I came away
inspired! Best
conference ever.'

Paul Duldig, Vice
President University
of Adelaide

'I thought the whole
conference was
first rate. So much
stimulus!'

Mark Reading, Partner,
PwC

'The conference was a
true experience, one that
changes & develops your
thinking, an evolution
you would not ever reach
on your own. Highly,
highly recommended.'

Nicolas Georges, Mondelez

'A superbly
mounted event:
congratulations.
I was deeply
impressed.'

Robyn Williams,
ABC Science Show

'The thing that struck me
was the value of the collisions
between academics, thought
leaders, advisors, artists,
entrepreneurs, business people
and government officials. The
unusually eclectic mix led to
some fascinating discussions
and deep insights. It was an
unusual conference, in a very
positive way.'

Scott Anthony

'Wonderfully
inspiring and thought
leading conference. Its
magic is not just in the
impeccably curated global
speakers & mind blowing
conversations but in the
way it mobilises networks
to connect.'

Darryl Nichols
Garage Sale Trail

'The wisdom, wicked
thinking, creative
solutions, vast experience,
great conversations,
and the music all really
touched my soul. Thanks
for a terrific few days of
brain food.'

Dr Ann Quinn

'Ci2012 was fascinating
and stimulating. The
presentations were great
and the attendees were
an interesting and diverse
group. It challenged my
thinking.'

Fiona McNabb
Non Executive Director

'Absolutely the best
conference I've ever
attended. Exceptional
organisation, care and
attention to detail not
to mention the brilliant
speaker line-up!'

Stephen Grant

WELCOME.



TANIA DE JONG AM FOUNDER & EXECUTIVE PRODUCER CI GLOBAL

After the overwhelming success of Ci2012, I am excited and delighted to invite you to join us at the Paris-end of Melbourne again this spring. The theme of Ci2013 is **Race to the Future.E6: Environment. Energy. Economy. Education. Entrepreneurship. Ethical Leadership.**

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

Ci2013 will be a place to connect, create, change, explore, question, share and learn...and then take action! A place to be entertained and inspired. A place to re-invent and shape the future we want. Join big and small business, entrepreneurs, educators, creative and

Imagine an event and conference that was out of the ordinary... that pushed the boundaries... with over 40 world class speakers and performers!

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!

Ci2013 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 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 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 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, CBA, FRS, FAA
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 collaboration to develop breakthroughs in complex issues. This Creative Innovation 2013 conference focuses even more on using collaboration along with creativity to be able to develop new insights into breakthrough thinking.

The Ci conference has an amazing balance of creative arts and intellectual knowledge that will feed educators, scientists, innovators, businesses, creatives and thought leaders to reach into and understand matters like never before.

The learnings, results and connections you make may well change you and your world. I look forward to welcoming you to this amazing Ci2013.



HUGH MORGAN AC
AMBASSADOR CI GLOBAL

Successful leadership in business and life often requires simplifying the complex and finding new ways through essential issues. This fourth creative innovation conference provides a unique chance to see through the complexity of the big issues in Environment, Energy, Economy, Education, Entrepreneurship and Ethical Leadership. 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. With its creativity, its stimulating array of international and national speakers, its emphasis on cross-pollinisation of ideas and its focus on the future and its opportunities, this future-shaping event is a wonderful contributor to understanding innovation. It also enables participants to develop themselves, their organisations and communities in very meaningful ways and take actions that will make a difference.

Ci2013 is a very special opportunity not to be missed as we race into the 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 and new kinds of ways to generate, shape and connect ideas with the people whose courage, creativity and leadership can make them a reality.

With its creativity, its stimulating array of international and national speakers, its emphasis on cross-fertilisation of ideas and its focus on the future and its opportunities, this sparkling Creative Innovation event should not be missed.



PROGRAM AT A GLANCE.



'For a business person,
the numbers are
the measure of success.
If we don't have the
numbers, that's the end
of the conversation.
But if we don't have the
conversations that's the
end of the numbers.

It's a paradox.'

Yves Bastien, President
Sanofi-Synthelabo, Canada

'Test fast, fail fast,
adjust fast.'

Tom Peters

WEDNESDAY NOVEMBER 27

DAY ONE

DEEP CONVERSATIONS AND MASTER CLASSES.

Details about all
Master Classes
and Deep
Conversations
on pages 25-40.

MORNING

Master Classes

(9.15am–11.15am)

1. **Scott Anthony** (*Singapore*)
Beating the odds when launching a new venture
2. **Professor Stephen Heppell** (*UK*)
Student led learning design
3. **Dr Ann Quinn**
Become the CEO of your life
4. **Dr Amantha Imber**
How to turn your organisation into a lean, mean, innovation machine

Deep Conversation 1 over Lunch

(12.00pm–2.00pm)

Education: Learning to embrace the future

With Professor Stephen Heppell (*UK*), Bunker Roy (*India*), Meagan Fallone (*India*), Richard Bolt, Dr Alan Finkel AM, Rufus Black and the audience.

Moderator: To be confirmed

AFTERNOON

Master Classes

(2.15pm–4.15pm)

1. **Jon Duschinsky** (*Canada*)
Are you really worth talking about?
2. **Tim Dalmau and Jill Tideman**
Ethical leadership for a sustainable future
3. **Roger La Salle**
INNOVATE or PERISH
– There is no alternative!
4. **Charles Kovess**
Key strategies to create the mindset to master the future

Master Classes

(4.45pm–6.45pm)

1. **Janet Lea Sernack** (*Israel*)
Innovate like an Israeli
2. **Cyriel Kortleven** (*Belgium*)
Lss = mr (Less is beautiful)
3. **Dr Linda Friedland**
E6: Empower, Embrace, Eat, Exercise, Energise, Enrich
4. **Gabrielle Dolan and Yamini Naidu**
Hooked! Storytelling for success

EVENING

Deep Conversation 2 with Supper

(7.15pm–9.45pm)

Are You Ready for the Race to the Future? At the starting line or still getting suited up?

With Bjorn Lomborg (*Czech Republic*), Jon Duschinsky (*Canada*), Peggy Liu (*China*), Scott Anthony (*Singapore*), Jason Drew (*South Africa*) and the audience.

Moderator: To be confirmed



THURSDAY NOVEMBER 28

DAY TWO.

8.45am: The Official Opening of Ci2013 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 audience.

MORNING

1. Education: The first step in the race to the future (9.35am)

Richard Bolt, *Secretary, Department of Education and Early Childhood Development (Victoria)*

Why many shades of grey matters: Thinking and learning for tomorrow's challenges

Bunker Roy (*India*), *Founder Barefoot College*

40 Years of innovation in education - The Barefoot College

Lisa Paul AO, *Secretary, Department of Education, Employment and Workplace Relations (Australia)*

Australian Education Directions

Professor Stephen Heppell (*UK*),

Digital Education Leader, Learning Futurist

Racing to the Future: Total Learning

2. Entrepreneurship: How to be an innovator (11.40am)

Doron Ben-Meir, *CEO Commercialisation Australia, Serial Entrepreneur*

Navigating the Valley of Death: How to commercialise your innovation?

Scott Anthony (*Singapore*), *Strategic Transformation and Innovation Expert, Managing Partner Innosight*

The Empire Strikes Back: How corporate catalysts are helping large organisations win the race for the future

LUNCHTIME AND HOT SPOTS [1.00pm – 2.45pm]

Grab a delicious lunch, connect with someone new and then join a HOT SPOT conversation with some of our speakers and other experts.

AFTERNOON

3. Ethical Leadership: Complex dilemmas, practical solutions (2.45pm)

Are we and our organisations being sabotaged by the rise of selfish 'me-centred' values and the relentless drive for profits? How do we balance our drive for productivity, austerity and personal and organisational performance with the creation of a diverse, egalitarian and supportive culture? How can diversity, innovation and values lead to a more ethical society?

A moderated panel with:

Carol Schwartz AM, *Chair Creative Partnerships Australia, Ourcommunity, Women's Leadership Institute Australia, Director Stockland, Bank of Melbourne*

Deborah Cheetham, *Indigenous Cultural Leader*

Elizabeth Broderick, *Sex Discrimination Commissioner*

Rufus Black, *Ethicist, Theologian, Master Ormond College, University of Melbourne*

Moderator: To be confirmed

AFTERNOON TEA AND NETWORKING (4.20pm)

GALA CONFERENCE DINNER [7.00pm – 11.00pm]

Sofitel Melbourne On Collins Ballroom
25 Collins Street Melbourne

Fine food and wine, networking, world class entertainment and a Grand Hypothetical 'Wherefore Australia 2050?' featuring keynote speakers.

FRIDAY NOVEMBER 29 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

4. Environment, energy, sustainability: Utopia or dystopia? (9.00am)

Bjorn Lomborg (*Czech Republic*), *Global Environmental Thought Leader*, Author: *Cool it and The Skeptical Environmentalist*

Limits to Growth: still wrong, still influential

Dr Alan Finkel AM, *Chancellor Monash University, President ATSE, Co-founder Cosmos Magazine*
The Electric Planet: Seeing the possibilities of an electron economy over an oil economy

Peggy Liu (*China*), *Chairperson of JUCCCE, International Sustainability Expert on Greening China*
A green China needs a new China dream

LUNCHTIME AND HOT SPOTS [12.00pm – 1.45pm]

Grab a delicious lunch, connect with someone new and then join a HOT SPOT conversation with some of our speakers and other experts.

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!

AFTERNOON

5. The Economy and Enlightened Leadership (1.45pm)

Steve Vamos, *Non Executive Director Telstra, Medibank and David Jones*

Defining leadership and business success in the age of endless and rapid change

Jason Drew (*South Africa*), *Serial Entrepreneur, Passionate Environmentalist, Futurist*
How to win in the sustainability revolution –
The future of business in the 21st century

Dr Linda Yueh (*UK*), *Chief Business Correspondent, BBC, Fellow in Economics, University of Oxford*
China's Growth: The Making of an Economic Superpower

Jon Duschinsky (*Canada*), *Social Innovator, Global Cage Rattler, Change Agent*, Author: *(me)Volution*
Being the change – leadership in the age of shared value?

Michael Rennie, *Managing Partner, McKinsey & Company*
Leadership and Prosperity: The Future of the Australian Economy

CLOSING CELEBRATIONS AND DRINKS (5.00pm)

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!

THE WORLD CLASS Ci2013 COMMUNITY

INTERNATIONAL LEADERS.

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



DR BJORN LOMBORG
(Czech Republic)

Environmentalism, Author: **Cool It and Skeptical Environmentalist**; Director of the Copenhagen Consensus think tank; Dr Lomborg researches the smartest ways to improve the environment and the world; Named one of the world's 100 most influential people by Time Magazine; Adjunct Professor at Copenhagen Business School.



SANJIT 'BUNKER' ROY (India)

Founder and Director, Barefoot College; Established the only fully solar electrified Barefoot College in the deserts of Rajasthan in India 40 years ago. It is the only College in India built by the poor and managed by the rural poor who earn less than \$1/day. Named one of the 50 environmentalists who could save the planet by The Guardian.



DR LINDA YUEH (UK)

Chief Business Correspondent BBC; Fellow in Economics at St Edmund Hall, Oxford University; Adjunct Professor of Economics at the London Business School; Visiting Professor of Economics at Peking University.



PEGGY LIU (China)

Chairperson of JUCCCE; Internationally recognized for her expertise on China's sustainability landscape; Time Magazine Hero of the Environment; a Forbes 'Women to Watch in Asia'; Named a China top 50 innovative business leader by China Business News Weekly.



PROFESSOR STEPHEN HEPPELL (UK)

Digital education leader, learning futurist; Professor at Bournemouth University, Chair in New Media Environments; One of the most influential academics in the field of technology and education globally.




JON DUSCHINSKY (Canada)

Social innovator, global cage rattler and a change agent; Author: **(me)volution** and **Philanthropy in a Flat World**; CEO Conversation Farm.



SCOTT ANTHONY (Singapore)

Strategic transformation and disruptive innovation expert; Managing Partner Innosight; Author of five books on innovation, including **The Little Black Book of Innovation** and **Building a Growth Factory**; was a senior researcher with Clayton Christensen on innovation at Harvard Business School.



'We did not
come to fear
the future. We
came here to
change it.'

Barack Obama



CORPORATE LEADERS AND GOVERNMENT LEADERS.



MICHAEL RENNIE

Managing Partner, McKinsey & Company, Australia & New Zealand; Global leader of McKinsey's Organisation Behaviour practice which covers organisation performance including innovation.



CAROL SCHWARTZ AM

Dynamic business leader and philanthropist; Chair Creative Partnerships Australia, Our community, Women's Leadership Institute Australia, Qualitas Property Partners; Director Stockland, Bank of Melbourne, Australian Innovation Research Centre.



LISA PAUL AO PSM

Secretary, Department of Education, Employment and Workplace Relations since 2007; Secretary of the Department of Education, Science and Training from 2004 to 2007.



RICHARD BOLT

Secretary, Department of Education and Early Childhood Development; Diverse career in the Victorian public service, a statutory utility regulator, the Australian Senate, public advocacy organisations and the former State Electricity Commission of Victoria.



STEVE VAMOS

Non Executive Director, Telstra, Medibank and David Jones; Founding President, Society for Knowledge Economics; Former Vice President of Microsoft.



INCREDIBLE INNOVATORS AND TECHNOLOGISTS.



JASON DREW (South Africa)

Serial entrepreneur, passionate environmentalist, futurist, international business leader and author; Former CEO of a JSE listed business; Chairs a number of organizations including www.AgriProtein.com, his latest green venture; Author: **The Protein Crunch**.



DR ALAN FINKEL AM

Chancellor Monash University; President Australian Academy of Technological Sciences and Engineering; Co-founder Cosmos Magazine; Chairman Australian Centre of Excellence for All-Sky Astrophysics; CEO STELR Education



DORON BEN-MEIR

CEO Commercialisation Australia, serial entrepreneur; National Precincts Board; Founder or Co-founder of six start-up companies, as well as an investor, investment manager, and advisor to several others.

PHILOSOPHERS AND HUMANITARIANS.



RUFUS BLACK

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



MEAGAN FALLONE (India)

Global Strategy and Development Manager, Barefoot College; Responsible for overseeing the Women's Barefoot Solar Engineering program, she has been both a donor and a field presence in more than 20 countries since joining Barefoot College in 2011.



ELIZABETH BRODERICK

Australia's Sex Discrimination Commissioner; Member of the World Bank's Advisory Council on Gender and Development, Member of the University of Technology Sydney (UTS) Advisory Board, The Vic Health Advisory Board and Supply Nation.



DEBORAH CHEETHAM

Indigenous cultural leader, Yorta Yorta woman, soprano, composer and author; Founder Short Black Opera Company; Associate Dean of Indigenous Studies and Head of the Wilin Centre for Indigenous Arts at the Faculty of the VCA and MCM, University of Melbourne.

OUTSTANDING CREATIVITY CONNECTORS.



DIVA IN RESIDENCE & EXECUTIVE PRODUCER

TANIA DE JONG AM

Founder Creative Universe, Creativity Australia, Music Theatre Australia, Pot-Pourri, The Song Room and Founder and Executive Producer of Creative Innovation Global – Ci2010, 2011, 2012 and 2013; Australian Social Entrepreneur of the Year; Brainlink Woman of Achievement.



MASTER OF CEREMONIES

MICHAEL POPE

Master of Ceremonies Ci2010–Ci2013; Boasts 30 years in the entertainment industry; Hosts and produces television programs; Has performed in front of numerous Prime Ministers to the man on the street; Master of improvisation. Standby to be involved!



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.



COMPOSER IN RESIDENCE

DAVID PATERSON

Graduate of Royal College of Music (London) and the Australian National Academy of Music, David has featured on ABC Classic FM, Radio National, 2mbsFM and 3mbsFM in addition to having performed in many of the major concert halls and venues in Australia, Romania and the United Kingdom; Works as a pianist specializing in chamber music, completing commissions in addition to his quest to promote active listening amongst his audience.



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.

AGENT PROVOCATEURS.



INTERNATIONAL PERFORMERS

BLUE MAN GROUP (USA)

The blissful party atmosphere created at their live events has become the trademark of a BLUE MAN GROUP experience.

Catch their full show: 8 Nov - 24 November at Her Majesty's Theatre, Melbourne.



NICHOLAS GRUEN

CEO and Founder of Lateral Economics; Chairman of Peach Financial, Kaggle, Online Opinion and the Australian Centre for Social Innovation; Patron of the Australian Digital Alliance; Chaired the Federal Government's Landmark 2.0 Taskforce.



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!



WORLD CLASS CREATIVITY, INNOVATION AND LEADERSHIP EXPERTS.



PROFESSOR STEPHEN HEPPELL (UK)

Digital education leader, learning futurist; Professor at Bournemouth University, Chair in New Media Environments; One of the most influential academics in the field of technology and education globally.



JANET LEA SERNACK (Israel)

Founder and CEO of ImagineNation™; an Israeli Start-Up that is an imaginative, generative and provocative global learning company consulting



JON DUSCHINSKY (Canada)

Social innovator, global cage rattler and a change agent; Author: **(me)volution** and **Philanthropy in a Flat World**; CEO Conversation Farm. Jon thrives by constantly looking at the world around him, thinking about it and using these observations to drive new and creative thinking that break down silos and challenge the status quo.



CYRIEL KORTLEVEN (Belgium)

Innovator, inspirator, author, master of interaction; Cyriel in 21 words: an international speaker, Master of Interaction, 21 Lobster street, Knight of NOW, inspirator, author, human being, brainstorm sessions, large groups, creativity, improvisation, interaction, timespiration, present.



SCOTT ANTHONY (Singapore)

Strategic transformation and disruptive innovation expert; Managing Partner Innosight; Author of five books on innovation, including **The Little Black Book of Innovation and Building a Growth Factory**; was a senior researcher with Clayton Christensen on innovation at Harvard Business School.



DR ANN QUINN

Inspirational global coach of winners in sport and business; Speaker, CEO Quintessential Edge; Women's Tennis Association Professional Development Panel; Author: **'How to be an Extraordinary Athlete, Secrets to Sporting Success'**.





ROGER LA SALLE

Founder, Matrix Thinking; Professional engineer, a Director of a number of companies and a successful business entrepreneur; Chair of Innovation, The Queens University, Belfast; Roger developed and documented his special way of thinking, now referred to as Matrix Thinking, in the four books he has written based on this simple but effective approach.



GABRIELLE DOLAN & YAMINI NAIDU

Global thought leaders on business storytelling; Co-founders and Directors of One Thousand & One; Co-authors of **Hooked: How Leaders Connect, Engage and Inspire with storytelling.**



DR LINDA FRIEDLAND

International health expert; medical doctor, television personality, well-regarded international speaker, corporate advisor and a bestselling author. Authority on corporate health and wellbeing as well as women's health, stress management, parenting, anti-ageing and lifestyle interventions.



TIM DALMAU & JILL TIDEMAN

Leading international management consultants in the engineering, resources, manufacturing and infrastructure sectors, working with Boards and senior teams, and designing systems for change globally; Tim is the author of numerous books and publications; Jill has consulted in sustainability, safety and transport policy globally.



DR AMANTHA IMBER

Creativity and innovation psychologist, Founder Inventium; best-selling author; Inventium was recently awarded the BRW Client Choice Award for Best Management Consultancy in Australia.



CHARLES KOVESS

Australia's Passion Provocateur; Author: **Passionate People Produce**, and **Passionate Performance**, and co-author of **The 7 Heavenly Virtues of Leadership**; President of the Australia-Hungary Chamber of Commerce & Industry; Past National President of the National Speakers' Association of Australia, Trustee of the Global Energy Network Institute.

ADVISORY PANEL.

THOUGHT LEADERS ADVISORY PANEL

Donald Bates

Director, LAB Architecture Studio

Doron Ben-Meir

*Chief Executive Officer,
Commercialisation Australia*

Rufus Black

*Ethicist, Master Ormond College,
University of Melbourne*

Stefan Cassomenos

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

Mark Dempsey SC

Barrister (NSW)

Jeremy Duffield

Innovator, Director MLC,

Rod Glover

Policy Consultant

Stephen Grant

CEO of Asia Pacific Business Coalition on Aids

Professor Roy Green

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

Jackson Hewett

Editor, Business Spectator

Sarah Hosking

CEO, Very Special Kids

Brad Howarth

Futurist, speaker and Author: A Faster Future

Silviu Itescu

Executive Director, Mesoblast

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

Director AICD, Creativity Australia

Denis Moriarty

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

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

*President Society of Knowledge Economics,
Director Telstra, Medibank and David Jones*

Alison Watkins

CEO Graincorp, Director ANZ

INTERNATIONAL ADVISERS

Jason Drew (South Africa)

Eco-entrepreneur and sustainability expert

Dr Thomas Frey (USA)

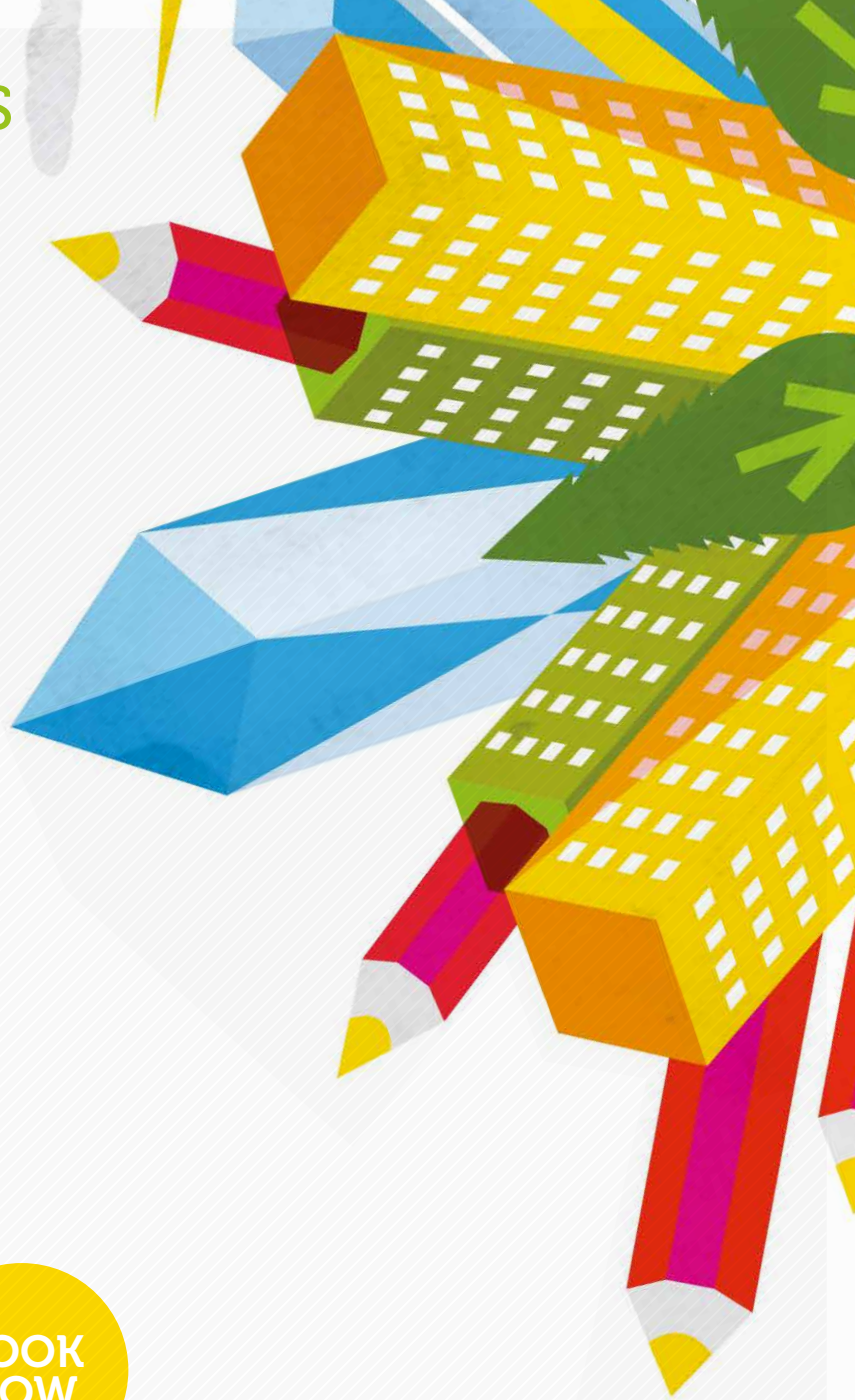
Futurist Da Vinci Institute

DEEP CONVERSATIONS AT Ci2013.

WEDNESDAY 27 NOVEMBER
SOFITEL MELBOURNE
ON COLLINS,
25 COLLINS STREET

The Deep Conversations at Ci2013 will be an opportunity to share in-depth viewpoints with world class thought leaders about some of the key issues, challenges and opportunities facing the future of civilization today. The sessions will be facilitated by excellent moderators.

BOOK
NOW



DEEP CONVERSATION 1.

EDUCATION: LEARNING TO EMBRACE THE FUTURE OVER LUNCH (12.15-2.15PM)

With Professor Stephen Heppell (UK), Bunker Roy (India), Meagan Carnahan (India), Richard Bolt (Australia), Dr Alan Finkel AM, Rufus Black and the audience



Professor Stephen
Heppell (UK)



Bunker Roy
(India)



Meagan Carnahan
(India)



Richard Bolt



Dr Alan Finkel



Rufus Black

MODERATOR TBC

Is education going to lead or follow us in 'the race to the future?' We -- of all ages-- need to learn and adapt to the onrushing future. How will institution-based education play a key role in leading society in this massive change exercise? Or will it come to the party years too late? How will the last generation of teachers keep up with the current or future generation of learners?

Will teaching or learning be more important? Will individuals take the lead on their own learning journeys, empowered by freely available information and massively open online courses? Is it really the year of the MOOC (massive online open courses), as the New York Times claims?

What's the role of technology in education, anyway? From little kids playing ipads to grannies keeping up with the computer revolution and monitoring their medical health needs, what

does all this mean for how people learn? And from the developing to the developed world who stands to make the greatest gains due to the mix of technology and education? Will the digital divide become one further chasm between those with financial resources and those without? Or is technology a great equaliser, giving the young girl in India with a passion for learning the chance to learn from the world's best and brightest in every single field?

And what about the role of ethics and culture in our society? Schools have had a strong role in socialisation and norm-formation over the centuries. As technology and information flow take on a global cast and often a lurid, entertainment-focused approach, what happens to ethical and cultural development? Are economics and ethics in conflict in our education policies? How can we better balance them?

This Deep Conversation asks the really tough questions of how we can make the most out of our technological progress, while enhancing our humanity and our society's strengths.

DEEP CONVERSATION 2.

ARE YOU READY FOR THE RACE TO THE FUTURE?
AT THE STARTING LINE OR STILL GETTING SUITED UP?

WITH SUPPER (7.15-9.45PM)

With Bjorn Lomborg (Czech Republic), Jon Duschinsky (Canada), Scott Anthony (Singapore), Peggy Liu (China), Jason Drew (South Africa) and the audience



Bjorn Lomborg
(Czech Republic)



Jon Duschinsky
(Canada)



Scott Anthony
(Singapore)



Peggy Liu
(China)



Jason Drew
(South Africa)

MODERATOR TBC

The future is not what it used to be – less certain and coming quicker than at any time in human existence.

How will the next 20 years be dramatically different because of the big demographic, environmental and economic shifts? What do we – as individuals, organisations and communities – need to prepare ourselves for this race to the future?

There will be fewer formal jobs even in the mega corporations and more entrepreneurs tackling niche opportunities some of which will have global implications. We have to put the eco back into economy and understand that all our creativity needs to be focused on fixing the future to provide food and work for all.

We will face a rapidly changing environment. Water and food scarcity could change society, break communities and force environmental migration.

Has political power shifted from the politicians to the corporations or the people, or the lobbyists and the media, or others?

Companies and governments will have to move rapidly (and ethically!) and with more consideration of an inclusive society – otherwise we risk our global civilization collapsing as have all regional civilizations before us. How we manage this transition to a new way of being will define the 21st century for humanity.

How do you play your part in this rapidly changing future? What practical choices do you need to consider to both influence and shape the future? What role will you play in this race? Train, coach, run or just watch and pray!!

Ci2013 PRE-CONFERENCE MASTER CLASS PROGRAM.

Creative Innovation 2013 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

WEDNESDAY 27 NOVEMBER (9.15 - 11.15 AM)
INCLUDING MORNING REFRESHMENTS

1 **SCOTT ANTHONY**
(Singapore)

Beating the Odds
When Launching
a New Venture



Managing Partner of Innosight, a boutique consulting and investment company that focuses on strategic transformation, disruptive change, and business model innovation. Based in Innosight's Singapore office, he also leads its Asian consulting operations and its venture-capital investment activities. He has authored five books on innovation, including *The Little Black Book of Innovation* and *Building a Growth Factory* (Harvard Business Press).

ABOUT THE MASTER CLASS

Innovation appears to be an irrational act. After all, most ideas fail to achieve any kind of commercial success. 50 percent of new businesses fail in their first four years. 75 percent of companies that receive venture capital investment never return any capital to their investments. Most corporations have innovation success rates ranging from 10 to 20 percent.

It's natural to think that these poor success rates result from the failure to generate good ideas. However, what distinguishes success from failure isn't the quality of the initial idea. It is the process by which an idea gets translated into impact.

In this Master Class, Innosight Managing Partner Scott Anthony will describe how to beat the odds when launching a new venture. He will draw on his company's unique experience advising some of the world's most innovative companies and investing in and incubating startup businesses in the U.S., Singapore, India, China, and Indonesia.

YOU WILL LEARN:

- A practical process to manage strategic uncertainty
- How to zero in on the key risks that can derail early-stage ideas
- Best practices in designing, managing, measuring, and interpreting market-facing experiments
- How to build a corporate culture that supports experimentation
- How to address the leadership challenges at innovation's first mile



WEDNESDAY 27 NOVEMBER (9.15 - 11.15 AM)
INCLUDING MORNING REFRESHMENTS

2. STEPHEN HEPPELL (UK)

Student led learning design



Digital education leader, learning futurist; Professor at Bournemouth University, Chair in New Media Environments; Stephen is regarded as one of the most influential academics in the field of technology and education globally.

Children redesigning their own learning spaces: engaging, effective, affordable, unexpected, agile, theirs. What's not to like?

This Master Class tracks four student led projects, in Spain and England, and offers a step by step guide of how to follow in their footsteps, including feedback from the students themselves of their expectation about what comes next.

If you thought co-construction was effective, you ain't seen nothing yet!



3. DR ANN QUINN

Become the CEO of your Life



From Grand Slams to Gold medals and World Champions, Dr Ann Quinn has a long track record of creating winners. In addition to inspiring athletes to achieve their greatness, she also coaches executives to conquer their stress, get energised, build their mental toughness and resilience and to Be Extraordinary. With passion and energy, Ann shares her experiences from consulting high achievers on 6 continents and in more than 30 countries.

ABOUT THE MASTER CLASS

In this Master Class, learn how to Become the CEO of your own life and create a winning game plan for an Extraordinary Life.

CONQUER YOUR STRESS

- Learn what really stresses you and drains your energy. What area of your life do you need to focus on the most?
- A sign that you are overworking is irritability, hypertension, impatience and a loss of drive and determination. Working too hard is not good for anyone. Plan to recover to win, in and out of the office.
- Get clear on the life you would love to live. Decide your priorities. Set yourself up with goals that really drive you.

ENERGISE YOU

- Exercise to keep fit. Not only does exercise improve your fitness and strengthen your body, it increases your energy level. Be ready to be energised!
- Find out how to fuel your body with premium fuel.
- Learn the secrets and success routines of top athletes so you can believe in you and radiate a positive, confident attitude.

OPTIMISE YOUR LIFE

- Be open to the flow of life. Have fun. Give yourself the gift of the present. Tune in within and be guided to your greatness.
- Discover how your environment can make a real difference to your well-being.
- Work smarter, not harder. Less is more. Prioritise your priorities. Plan to win at work and in life.



4. DR AMANTHA IMBER

How to turn your organisation into a lean, mean, innovation machine



Innovation psychologist, best-selling author, and founder of innovation consultancy Inventium. Inventium was recently awarded the BRW Client Choice Award for Best Management Consultancy. Amantha has a PhD in organisational psychology and has helped companies such as Coca-Cola, LEGO, Red Bull, Deloitte, McDonalds, Qantas, Commonwealth Bank and many others innovate more successfully.

Amantha is the co-creator of the BRW Most Innovative Companies list. She writes regular columns on innovation for Australian Business Solutions and Leading Company and is the author of 'The Creativity Formula: 50 scientifically proven creativity boosters for work and for life'.

ABOUT THE MASTER CLASS:

Having a lean, fast and customer-focused innovation process is critical to driving innovation as effectively as possible. However, many organisations, particularly larger ones, have flawed innovation processes.

Some of the most common problems we encounter when working with companies to improve their innovation process include:

A process that is overly bureaucratic; Decision making that is characterised by analysis paralysis; A slow and inflexible process; A process that starts with idea generation, rather than actually understanding what customer problems are going to be the most effective and profitable ones to solve; An unbalanced process that favours either the front end or back end.

If you can relate to any of the above problems, then don't miss this Master Class. It will cover:

- What big companies can learn from how startups innovate
- Practical techniques that will enable you to be lean and nimble in your approach to innovation
- The eight absolutely critical stages in a best practice approach to innovation, according to what has been scientifically proven to work
- A stack of easy to apply tips that will radically improve your current innovation process
- How to measure the effectiveness of your current innovation process, and understand how to eliminate key bottlenecks



5. JON DUSCHINSKY
(Canada)

Are you really worth
talking about?



Jon is an observer, a thinker, an author and a cage rattler. He thrives by constantly looking at the world around him, thinking about it and using these observations to drive new and creative thinking that challenges the status quo. He is the CEO of The Conversation Farm, a global agency that develops ideas to change the way people think about problems. The agency grounds its work in social innovation and builds new conversations for some of the world's most innovative organisations in more than a dozen countries. You don't want to miss this one opportunity to see Jon in Australia and to join him on a fast-moving journey into the future of advertising and marketing.

ABOUT THE MASTER CLASS:

Today, companies and charities find themselves fighting to sell their products and services in the same way as they have done for the last 40 years – by entertaining us.

And it's not working.

You cannot out-entertain people anymore. You cannot out-shock them anymore. So how do you communicate your business or your cause? How do you connect with people when the power-base has shifted and they don't need to listen to you anymore?

In a world dominated by peer-to-peer and social innovation, he will challenge you to look at your business differently and find ways of talking about it that will make others talk about you.

You will leave this session inspired, ready to get out there and understanding:

- How to out-intrigue, rather than out-entertain your audience and how this will help you rapidly grow market share
- The importance of giving people something intelligent that gets them thinking
- How to equip others to talk about you and become advocates for your organisation

WEDNESDAY 27 NOVEMBER (2.15 - 4.15 PM)
INCLUDING AFTERNOON REFRESHMENTS

6. TIM DALMAU
AND JILL TIDEMAN

Ethical leadership
for a sustainable
future



Tim Dalmau has worked for the last 34 years as a consultant. 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 24 years experience in facilitating sustainable change in public and private systems in Australia, the UK and the USA. She is a renowned 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.

ABOUT THE MASTER CLASS:

This Master Class starts from the proposition that we need to fundamentally re-think the nature of the relationship between organizations and corporations and their social, economic and physical environments. Very few of us on the planet would continue to believe that the world exists for our exploitation, but equally few have a clear picture of what a sustainable future would actually look like; sustainable in social, economic and physical terms.

Nor can many of us articulate clearly whatever pictures of the future we do have would ask of us in terms of change: change on all levels from the most superficial of how we behave through to the who we are as persons, our core identity as individuals.

Far less of us have put together a framework of what both of these conversations might mean for our own leadership of organizations and corporations, and the leadership by others of these same institutions.

YOU WILL TAKE AWAY FROM THIS MASTER CLASS:

- A clear framework that allows you to distinguish how ready an organization is to work effectively in a contradictory and chaotic future
- A framework for the type of leadership that will foster such organizations
- Clear questions to guide your own choices about how to lead and influence best for that future and an ethical framework to support these choices
- A process for making these choices yourself and for helping others make them

Come to this workshop if you are curious, wish to see alternative perspectives, have your thinking challenged and understand what the future will ask of you and other leaders into the future.



7. ROGER LA SALLE

INNOVATE
or PERISH –
There is no
alternative!



Roger La Salle is a professional engineer, a director of a number of companies and a successful business entrepreneur. Roger developed and documented his special way of thinking, now referred to as Matrix Thinking, in the four books he has now written based on this simple but effective approach.

Matrix Thinking is now licensed in more than 26 countries and to one of the world's largest consulting firms, Deloitte, and is delivered in this form as e-learning modules the world over. Not only does Roger talk on innovation and business building, Roger is also actively involved in business and over the years has created four companies based on his own ideas.

ABOUT THE MASTER CLASS

Learn the secret to business building and how to mitigate the single biggest risk in business.

This is an interactive session that will have you thinking on your feet, innovating, finding a new understanding of business. Why people buy things and how business works. You will come to embrace and understand the one single biggest risk in business.

It is guaranteed that somebody in this session will conceive a patentable new product or service less than 4 seconds once the challenge is laid down and the methodology applied. And the material is takeaway for you to use at your leisure to build your business.

KEY OUTCOMES:

- What is innovation and why innovate
- What is the consequence of failure
- Why does anybody purchase anything at all – there's only one reason
- What is the biggest risk in business – how can we remove that risk
- What is 'coupling' in business building and how does that improve outcomes
- Do I have a good idea – a simple exercise will tell you
- What is an opportunity – is there a method of finding one – Yes it's easy
- How does Matrix Thinking work to get everybody thinking together but 'outside the box'
- How to embed this 'outside the box thinking' into your business as part of its culture

WEDNESDAY 27 NOVEMBER (2.15 - 4.15 PM)
INCLUDING AFTERNOON REFRESHMENTS

8. CHARLES KOVESS

Key strategies to
create the mindset
to master the future



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

ABOUT THE MASTER CLASS:

In this Master Class, Charles Kovess will inspire you, enthuse you, envision you, provoke you and teach you strategies and mechanisms that will increase your ability to take responsibility for your future and the planet's future.

Times continue to change but how do you want them to change? If you don't take responsibility, you will be leaving the future to others to create, and that is a bigger risk than doing nothing! Yet it certainly takes passion and courage to stand up and be responsible. When you choose to take responsibility, you can experience a life that is both fulfilling and generates outstanding results!

KEY OUTCOMES AND ISSUES TO BE COVERED INCLUDE:

- Understanding the pressure to conform and be like others, rather than to take responsibility
- Identifying the specific pressures in society that seduce you into a 'no responsibility' mindset so you can resist them
- Exploring ways to adopt a philosophy and principles to guide your behaviours and decision-making when the future arrives and you need to select from difficult choices
- Understanding the difference between accountability for the future and responsibility for the future
- Aligning your passion for a future that you want and your day-to-day decision-making
- Strategies to access the courage you need to take responsibility
- How to maintain your initial momentum when the blocks arrive to stop you
- Linking your actions to take responsibility with sustainable business success in an uncertain future



WEDNESDAY 27 NOVEMBER (4.45 – 6.45 PM)
INCLUDING AFTERNOON REFRESHMENTS

9. JANET LEA SERNACK
(Israel)

Innovate like
an Israeli



Janet Sernack is the Founder and CEO of ImagineNation™, an Israeli Start-Up that is an imaginative, generative & provocative global learning company consulting globally.

Janet gained her consulting, education, facilitation, training and executive coaching skills, from over 30 years of experience in the manufacturing and retailing and learning and development businesses to Australia's top 100 companies as Compass Learning.

ABOUT THE MASTERCLASS:

Hailed as the 'world's laboratory', Israel has an enviable reputation as the 'Start-Up Nation', providing evidence of economic success through authentic entrepreneurship, cutting edge inventiveness and 'out of the box' thinking. The ability to understand and identify the generative challenge, plus the ability to 'zoom in and zoom out' through audacious leap goals and generative inquiry and debate delivers astonishingly creative and innovative results!

In this Master Class Janet will share the secret ingredients behind this tiny nation's global success and leadership in disruptive high tech innovation through its 'provocative competence'. She will describe how it can be emulated, enacted and embodied within an innovative business eco-system, corporate culture development and learning context.

YOU WILL LEARN:

- A pragmatic and non-theoretical way of being innovative
- How Israel built an innovative eco-system and why they are the key to a sustainable and flourishing global future
- How Israelis innovate through colliding 'necessity' and 'possibility' and what enables its success
- How to develop the intrinsic motivators, mindsets and behaviors of effective innovation management and innovative leadership

WEDNESDAY 27 NOVEMBER (4.45 – 6.45 PM)
INCLUDING AFTERNOON REFRESHMENTS

10. CYRIEL KORTLEVEN
(Belgium)

Lss=mr
(Less is beautiful)



Cyriel in 21 words: an International speaker, Master of Interaction, 21 Lobsterstreet, Knight of NOW, inspirator, author, human being, brainstorm sessions, large groups, creativity, improvisation, interaction, timespiration, present

ABOUT THE MASTER CLASS

This Master Class focuses on an under-exposed topic in the domain of creativity and innovation. Normally the new ideas and implementation get all the attention but we forget that we also need to create 'time and space' to allow these new innovations to get born.

Everybody knows the expression 'Less is more' but applying it in your daily life is quite challenging. We live in a society with an abundance of products and services, connections, technologies and information but a downside is that we almost get paralysed by the choices and possibilities (burn-outs, stress and less and less time for the really important things in life).

This Master Class will give you insights in the exaggerated search for efficiency and the paradox of choice. Get inspired by loads of examples from very different industries and learn how you can apply three simple principles to experience 'less is more': start to stop, simplify and letting go. We will apply these principles to your own challenges.

- Discover how the principle 'less is more' can have a big impact on your innovation power
- Experience the paradox of choice and the disadvantages of a very efficient organization
- In small subgroups, you'll be doing very practical exercises on your own business case to experience the 'less is more' principle
- Get inspired by a lot of (business) examples how you can apply less is more in your own organization
- Go home with very practical tips and tricks to do more with less effort.

11. DR LINDA FRIEDLAND

E6: Empower.
Embrace. Eat.
Exercise. Energise.
Enrich



Linda Friedland is an international health expert, medical doctor, television personality, well-regarded international speaker, corporate advisor and a bestselling author. She is an authority on corporate health & wellbeing as well as women's health, stress management, parenting & lifestyle interventions.

ABOUT THE MASTER CLASS

This Master Class focuses on creative ways to enhance your personal health, performance, mental stamina, energy and vitality. Dr Linda Friedland provides you with a blueprint and a plan to take charge of six essential action areas in your life.

Empower: Take charge of your own life, your perceptions, your physical body, your self-image, your relationships, your time and especially your health

Embrace: Learn to nurture yourself, instead of expecting nurturing from others. Understand how emotional health is at the core of optimal functioning

Eat: Choose the right food for nutrition, pleasure, mood and mental stamina

Exercise: Choose and maintain the right exercise program and combination of strategies to maintain great health throughout your life

Energise: Understand the new Energy & Performance paradigm and incorporate effective stress relief techniques that work for you

Enrich: Challenge and grow your spiritual muscle. Ensure best ways to live with passion, purpose and a deep sense of meaning



12. GABRIELLE DOLAN AND YAMINI NAIDU

HOOKED! Storytelling for Success



Gabrielle Dolan & Yamini Naidu are co-founders and Directors of One Thousand & One. They are global thought leaders in storytelling and business communications and co-authors of *Hooked: How Leaders Connect, Engage and Inspire with storytelling*.

ABOUT THE MASTER CLASS

In this Master Class Gabrielle Dolan and Yamini Naidu will inspire you to take control of your own personal race to the future and rule your world. As ancient Hopi wisdom says 'The one who tells the stories rules the world'. Are you ready to rule your world?

Gabrielle and Yamini promise to make you comfortably disturbed as you learn how to connect, engage and inspire through the art of storytelling. They believe that in your race to the future, stories can save you time, win new clients, help you get that next promotion and communicate your messages in a way people remember and understand.

KEY OUTCOMES AND TOPICS COVERED ARE:

- Determine your own storytelling IQ
- Uncovering what is a story and what isn't a story
- The difference between traditional storytelling and business storytelling
- Understand the importance of emotion in business
- Lessons from Aristotle
- Explore the curse of knowledge
- Construct a story for one of your current business challenges
- Use storytelling for powerful personal branding
- Plus heaps of tips, examples and secrets along the way





GALA DINNER.

Thursday 28th
November

7.00-11.00pm

Sofitel Melbourne On
Collins, Grand Ballroom

25 Collins Street,
Melbourne

The Gala Dinner will take place at the Grand Ballroom of Sofitel Melbourne On Collins and will feature fine food and wine, networking, world class entertainment (to be revealed) and a Grand Hypothetical Conversation **'Wherefore Australia in the Race to the Future?'** featuring Bjorn Lomborg (Czech Republic), Peggy Liu (China), Stephen Heppell (UK), Dr Alan Finkel (Australia), the dinner guests and others to be revealed. A number of the Ci2013 keynote speakers will attend the event as guests and host tables.

Tickets may be purchased separately and there are opportunities to book a limited number of VIP tables of 10 seated in a premium position with one of the keynote speakers as your special guest for the night.



Should you wish to engage any of our speakers for private or business events during their time in Australia, please contact Ci2013.



GRAND HYPOTHETICAL CONVERSATION.

Wherefore Australia in the Race to the Future?

Scenario is Australia 2050

PESSIMISTIC

- Mining boom is over.
- Energy is shifting from carbon and coal to green technologies, but too slowly. As a result, weather patterns have continued to worsen, with extremes of hot and cold, wet and dry, more storms, more droughts.
- The politics of climate change is leading to conflict, over water, land ownership and climate migration. China has bought most of the farms and food processing plants in Australia.
- Around the world governments are running scared – mega-corporations control the economy and angry populations are raising their collective voice on the streets and through social media.
- Greed and ethics are in extreme competition with each other. Advertising restrictions were removed in 2023 so that now fat food and sugary drinks are advertised incessantly throughout every children's activity, and banks advertise loans without advising of hidden costs and risks.
- Advertising hasn't gone away.

- Media power has shifted to the individual in vast numbers and everybody is exposed to public scrutiny through instant dissemination of unverified criticism that can destroy the reputations of individuals, companies or governments in an instant.
- The workforce and taxpayer base is 50% smaller than in 2013.
- Overnight brain reprogramming is a reality, but not always used with the best of intent.
- More than 75% of newborns were genetically programmed in utero.

OPTIMISTIC

- Women are in leadership positions.
- The next boom arrives... Asians and South Americans become the new tourist middle class, with 20 million visiting Australia each year.
- 50% of Australian-born people have Asian ancestry.
- The average longevity of Australians is approaching 100 years.
- 3D, touch feely, aromatised telepresence conferencing replaces the need for business travel.
- We have a highly educated workforce (90% of people have a Master's degree) working full-time at 17.5 hours per week. All repetitive work, anything boring and anything dangerous is done by robots.

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

- Stunningly high quality education is ubiquitous, provided through a mixture of online courses delivered via implanted chips and nanotech devices.
- The singularity has arrived: computers are vastly smarter than human beings.
- Nimble entrepreneurs are creating innovative, productive new futures.
- Most adults have either regenerated organs, synthetic limbs or powerful exoskeletons to overcome illnesses or perceived limitations of their natural bodies. The word 'cyborg' applies.
- Every person has a chauffeur. Not a human being, but the brains behind the autonomously driven vehicle.
- Every guest at every cocktail party knows everybody else's name and background and where they last met. How? Through their knowledge implants.

SCHOLARSHIPS.

INNOVATION LEADERS SCHOLARSHIPS TO ATTEND Ci2013

Ci2013 is excited to offer up to 10 places to the conference for emerging leaders from any sector.

'Few are willing to brave the disapproval of their fellows, the censure of their colleagues, the wrath of their society. Moral courage is a rarer commodity than bravery in battle or great intelligence. Yet it is the one essential, vital quality for those who seek to change a world that yields most painfully to change. And I believe that in this generation those with the courage to enter the moral conflict will find themselves with companions in every corner of the globe.'

Eulogy of Bobby Kennedy

'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 are searching for the most outstanding emerging leaders and innovators from across Australia who are making the future. They are the game-changers in society who are not content to just let the future happen, but rather are actively working to implement ideas that make a difference. Leaders that may at times feel afraid or uncertain yet still rise to confront the needs and challenges of society head on.

Right now, the Race to the Future is occurring faster than we can imagine. The actions we take now will impact future generations in a powerful way. We need to find innovative solutions to the great problems of today to make them the opportunities of the future.

The Ci2013 scholarships are provided to emerging leaders to prepare them for the challenges of tomorrow and help them access the decision makers across the economy and society.



A DIVISION OF QMI SOLUTIONS

QMI SOLUTIONS
Empowering business. Connecting expertise.



SCHOLARSHIP WINNERS RECEIVE

- A full place for the entire Ci2013 event
- The opportunity to present their vision for the future in the conference program and on the website
- 60 second speaking spot/pitch during the 3 day event

ELIGIBILITY CRITERIA

- Australian-based (can be an international student on a study visa)
- Developer or owner (individually or jointly) of the innovation, program or service
- Documented plan to implement your innovation

APPLICATION PROCESS

1. Email a maximum one-sided A4 document answering the following questions:
 - In this Race to the Future, what is your innovation or social enterprise to create a better future?
 - Why is it necessary: what problem does it solve and how does it improve upon its predecessors?
 - How are you implementing your innovation or enterprise right now, and how is it scalable?
 - What is the biggest barrier you face in getting your innovation to become a reality?
 - Who are you and why are you the person capable of creating the change you have identified?
2. Create and send a link to a 90 second video of you pitching your innovation to future users, stakeholders, supporters and/or investors *(Optional, but advantageous)*

Note: This application is strictly one A4 page only. Where more than one page is submitted, only the first will be read. Make sure it is not your cover page!

Note: The video is maximum 90 seconds. Where more than 90 seconds are submitted, only the first 90 seconds will be watched. Make every second count!

Please email to scholarships@creativeuniverse.com.au

Deadline for submissions is 31 August 2013

Our Innovation Leaders Selection Panel will consider applications. Winners will be announced by the end of September.

Ci2012 INNOVATION LEADERS SCHOLARSHIP WINNERS

(Pictured below)

Susan Barton
Jami Bladel
Sally Hill
Rowan Lamont
Dr Shelley Meagher

Avis Mulhall
Darryl Nichols
Julian O'Shea
Susan Wade
Arron Wood



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

Lotte Darso

REGISTRATION AND PRICING.

Event packages	Dates	Early Bird (Until 20 September)	Standard (After 20 September)
Platinum¹ <ul style="list-style-type: none"> • 2 Pre-Conference Master Classes • 1 Deep Conversation • 2 Day Conference • Gala Dinner • Premium seating 	27-29 Nov	\$2,595	\$3,210
Gold¹ <ul style="list-style-type: none"> • 1 Pre-Conference Master Class • 1 Deep Conversation • 2 Day Conference 	27-29 Nov	\$2,370	\$2,920
Silver <ul style="list-style-type: none"> • 2 Day Conference • Gala Dinner 	27-29 Nov	\$2,200	\$2,745
Gala Dinner²	28 Nov	\$200	\$225
Corporate Table of 10 <ul style="list-style-type: none"> • PLUS a Ci2013 Keynote speaker seated at your table, Premium position 	28 Nov	\$5000	
1 day conference pass³	28 or 29 Nov	\$1,125	\$1,375

Pre-conference Deep Conversations & Master Class options ⁴	Dates	Early Bird (Until 20 September)	Standard (After 20 September)
Pre-conference morning Master Classes - choice of 4	27 Nov (9.15am - 11.15am)	\$220	\$275
Deep Conversation Lunchtime Session	27 Nov (12.00pm-2.00pm)	\$125	\$145
Pre-conference early afternoon Master Classes - choice of 4	27 Nov (2.15pm-4.15pm)	\$220	\$275
Pre-conference late afternoon Master Classes - choice of 4	27 Nov (4.45pm-6.45pm)	\$220	\$275
Deep Conversation Evening Session	27 Nov (7.15pm-9.15pm)	\$125	\$145

**\$25 off
listed prices
if you book
on-line!**



\$50 of each full conference package will be donated to Creativity Australia, our charity of choice.

HOW TO REGISTER.

HOW TO REGISTER

Online

It's quick and easy to book and pay online. Go to www.ci2013.com.au and click on 'register now'.

Fax Booking

Download a registration form from the web site in pdf format and fax to Baldwin Consulting Group +61 (03) 9645 9859 or email contact@ci2013.com.au

Phone Booking

Call +61 (03) 9645 9858

Group booking discounts

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

- If you attended Ci2011 or Ci2012 you may be entitled to a discount on this year's attendance if selecting a Full Registration Package.
- Send 5 or more delegates and receive a 10% discount

Call: +61 (03) 9645 9858 or email contact@ci2013.com.au to redeem either of these great offers – only one discount applies.

Venues

All Events

Sofitel Melbourne On Collins
25 Collins Street Melbourne

PARTNERSHIP OPPORTUNITIES AT Ci2013

A limited number of partnership opportunities are available for Ci2013.

This is a great way to showcase your creativity and innovation strategy to potential clients and provide professional learning and development to your team in a world class forum.

For further information please contact Liz Baldwin on +61 (03) 9645 9858 or email contact@ci2013.com.au

SPECIAL LUNCH OFFER

Wednesday 27 November

Sofitel Melbourne is offering a special lunch package on Wednesday 27th November at its No35 Restaurant (on the spectacular 35th floor of the hotel). A set 2 course menu (entrée and main course) for \$35.00. Beverages are additional. When booking, please mention the Creative Innovation 2013 conference to be eligible for this special offer.

Bookings are essential and can be made by contacting the Hotel directly on +61 (03) 9653 0000.

The full registration fee includes lunch and morning/afternoon refreshments on Thursday and Friday, conference kit and GST. The fee does not include any other meals or hotel accommodation.

We have sourced a range of special accommodation rates from Sofitel Melbourne On Collins and other hotel partners to provide accommodation of your choice during your stay in Melbourne.

Lunch is not included on Wednesday for Master Class participants (see special Sofitel lunch offer). A light lunch or supper is included for Deep Conversation participants.

¹ Platinum & Gold Packages.

Two Master Classes & One Deep Conversation are included for Platinum package registrations. One Master Class & One Deep Conversation are included for Gold package registrations. Additional sessions can be booked and paid for separately if required.

² The Gala Dinner will be a spectacular event involving a number of our key speakers and world class entertainment. There are a limited number of tickets available so we recommend early bookings.

³ Ideally participants will be fully involved over the 2-3 days, as the conference has a thematic progression to its conclusion and we hope to build a community feel over the event.

⁴ Master Class and Deep Conversation ticket price includes morning and/or afternoon refreshments.

Sofitel Melbourne On Collins

25 Collins Street Melbourne

At the Paris-end of Collins Street, this 5 star hotel is close to shopping outlets, art, business, and signature destinations including the Melbourne Cricket Ground (MCG), Melbourne Tennis Centre, Federation Square, the National Gallery of Victoria and Princess & Regent Theatres.

The hotel's luxurious rooms and suites begin from level 36 offering floor-to-ceiling views that stretch across the city skyline, bay and beyond. Each room is complemented by modern furnishings, high speed wireless or cable internet, executive desk and integrated 'touch' technology for ambient lighting modes and digital surround sound.

As a Club Sofitel guest benefit from exclusive services including breakfast, all day refreshments and evening drinks and canapés in a lounge area featuring wireless internet, large plasma televisions, international newspapers and magazines and uninterrupted views.

For meetings and events, the hotel offers a comprehensive integrated conference solution with 12 individual meeting spaces including the Grand Ballroom, a tiered 362-seat auditorium, exclusive 35th floor function rooms and comprehensive audio-visual services including car hoist access.

Compliment your stay with the contemporary dining of No35 – awarded a Chef's Hat in 'The Age Good Food Guide 2011'. Headed by Restaurant Chef, Stuart McVeigh, the restaurant offers contemporary artworks, breathtaking views and serves modern cuisine that highlight pure flavours that's matched to wines hand selected by the restaurant's Sommelier. Alternatively, enjoy the cosmopolitan cocktails in The Atrium Bar On 35 or sumptuous high teas and social occasions in Sofi's Lounge on the first floor level.

With a host of other services, discover the luxury of Sofitel.

SPECIAL LUNCH OFFER WEDNESDAY 27 NOVEMBER

Sofitel Melbourne is offering a special lunch package on Wednesday 27th November at its No35 Restaurant (on the spectacular 35th floor of the hotel). A set 2 course menu (entrée and main course) for \$35.00. Beverages are additional.

When booking, please mention the Creative Innovation 2013 conference to be eligible for this special offer.

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Address: 25 Collins St, Melbourne, 3000.

Telephone: +61 (03) 9653 0000

Facsimile: +61 (03) 9650 4261

Web: www.sofitelmelbourne.com.au

Sofitel Melbourne On Collins is pleased to offer special accommodation packages for Ci2013. Please mention Ci2013 on booking your accommodation.

PLACES TO REST.

SOFITEL MELBOURNE ON COLLINS

(Conference venue)

25 Collins Street Melbourne

Sofitel Melbourne On Collins is pleased to offer Ci2013 delegates accommodation for the special Ci2013 rates from \$280 per night.

Classic King Room:

\$280.00 room only (single or double)

\$305.00 inclusive of breakfast for one in No.35 at guest's leisure

\$330.00 inclusive of breakfast for two in No.35 at guest's leisure

TO BOOK Please download and complete a booking form at www.ci2013.com.au website or contact the hotel on (03) 9653 0000. Quote 'Creative Innovation 2013' at time of booking.

At the Paris-end of Collins Street, this 5 star hotel is close to shopping outlets, art, business, and signature destinations including the Melbourne Cricket Ground (MCG), Melbourne Tennis Centre, Federation Square, the National Gallery of Victoria and Princess & Regent Theatres. The hotel's luxurious rooms and suites begin from level 36 offering floor-to-ceiling views that stretch across the city skyline, bay and beyond. Each room is complemented by modern furnishings, high speed wireless or cable internet, executive desk and integrated 'touch' technology for ambient lighting modes and digital surround sound.

MERCURE SPRING STREET

(Less than 5 mins walk to the conference venue)

13 Spring Street Melbourne

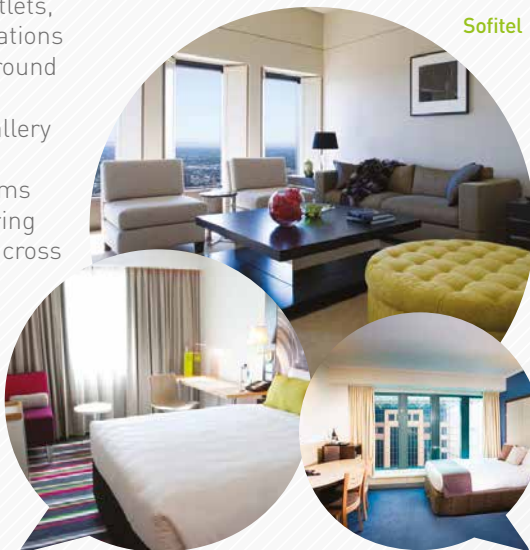
- \$195 including breakfast for one person – City View room
- \$212 including breakfast for two people – City View room

TO BOOK Tel: +61 (03) 9205 9999 or email: h2086-re02@accor.com

Quote 'Creative Innovation 2013' at time of booking.

Mercure Melbourne Spring Street is located in the centre of Melbourne, overlooking the Treasury Gardens. The perfect place to stay while conferencing in Melbourne, the Mercure Spring Street features 164 newly refurbished rooms. The hotel also features Lime Restaurant and Bar, serving Modern Australian cuisine.

Mercure



Sofitel

NOVOTEL ON COLLINS

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

270 Collins Street Melbourne

\$235 including breakfast for one person – Standard room

\$255 including breakfast for two people – Standard room

\$265 including breakfast for one person – Premier room

\$285 including breakfast for two people – Premier room

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

Please quote booking code 'BAL261113' or 'Creative Innovation' at the time of booking.

For the ultimate Melbourne experience base yourself at the superb 4.5 star Novotel Melbourne on Collins. Located on prestigious Collins Street in the heart of Melbourne, directly above Australia On Collins shopping centre, there is no better location from which to explore Melbourne. The hotel itself boasts an indoor heated swimming pool, fitness centre, stylish restaurant & bar, 24 hour business centre and direct access to the Australia on Collins shopping centre.

Novotel



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 restore purpose and meaning to work and life and help deliver extraordinary leadership performance and productivity.

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, 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

CHARITY OF CHOICE.



CREATIVITY AUSTRALIA

Creative Universe and Ci2013 are proud to support Creativity Australia. Creativity Australia is a not-for-profit organisation that inspires people to find their voice.

The organisation uses creative programs that result in positive social and economic outcomes for individuals, organisations and communities.

Creativity Australia's acclaimed **With One Voice** choir social inclusion and community well-being programs aim to recognise each unique voice.

The choir programs are unique in that they deliberately build and bridge social capital. They bring together people of all ages and from all walks of life, cutting across socio-economic, cultural, religious, generational and linguistic barriers in the pursuit of harmony.

The program deliberately brings together migrants, the unemployed, those with disabilities and disadvantage, and general citizens and workers seeking to unlock their creative potential and make a difference. The programs build bridges of understanding across all areas of

society...from asylum seekers to CEOs of organisations.

The choirs which rehearse weekly with a professional choir leader provide important opportunities to develop networks for friendship, belonging and employment. Participants develop leadership potential, build self esteem, communication and creative skills. They also learn how to work as a team and perform at special events and festivals.

When many diverse voices come together as 'one voice' on a regular basis, the outcomes are transformational. This has already led to members gaining employment through improved self esteem, contacts and skills developed through the programs.

In just over four years fifteen **With One Voice** choir programs have been developed involving hundreds of participants in Victoria and NSW. These diversity choirs have in turn reached out to thousands of people with their moving stories and inspirational performances. Plans are underway for programs in other parts of Australia.

This is only possible through the generosity of donors and partners. We welcome your support of this transformational program.

www.creativityaustralia.org.au



ENDORISING PARTNERS.



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!

LEADERSHIP
PARTNER



MAJOR
PARTNER



MAJOR MEDIA
PARTNER



We would like
to thank our
valued partners
for their support
of Ci2013

FOUNDATION
PARTNERS



SUPPORTING
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MEDIA
PARTNERS



SUPPLIER
PARTNERS



CHARITY
PARTNER

