

Media Release

For immediate release

22 February 2007

What the devil...?

Tasmania's Senator Guy Barnett today officially kicked off the Year of the Idea in Tasmania with the launch of an innovative education program that will help local small businesses to successfully grow their businesses with new ideas.

The program, Ideas2Market, is a series of one-day workshops that will be conducted across Tasmania in 2007 under the Australian Government's Building Entrepreneurship in Small Business (BESB) program. It will be delivered by the Australian Institute for Commercialisation (AIC) with the support of the Tasmanian Department of Economic and Regional Development.

The Ideas2Market workshops will be conducted in Hobart, Launceston, Burnie and Devonport from March to May this year.

AIC Chief Executive Officer Dr Rowan Gilmore said the Tasmanian Ideas2Market program aimed to help 200 local innovators take a strategic approach to successfully building and growing sustainable businesses.

Ideas2Market, which was launched in Queensland in 2005, has been specifically tailored to the Tasmanian market and will help small businesses succeed by showing owners and managers how to harness their ideas and convert them into viable outcomes.

"Ideas2Market has had overwhelming success in Queensland with more than 600 innovators participating in the program over the past two years.

"With the value and importance of ideas often overlooked in lieu of the operational issues, Ideas2Market is the perfect opportunity for people with an idea to learn what to do next, the common pitfalls to avoid and strategies to achieve growth," Dr Gilmore said.

Each Ideas2Market Tasmanian workshop will cover five modules including: commercialisation options, marketing at the start-up stage, intellectual property management, organising the business and financing. The cost of \$55 includes the comprehensive Ideas2Market Guidebook.

AusIndustry's Victorian State Manager Geoff Atkinson said participants must already own their own business and should be looking to grow or expand in some way.

"For example, participants may be looking to take over the family business, expand interstate or increase their existing product line. However, all business owners who see themselves as being innovative and want to learn how to capture and utilise their ideas are encouraged to attend," Mr Atkinson said.

In addition to expanding their knowledge through the Ideas2market modules, there will also be presentations from AusIndustry about Australian Government Financial incentives.

In addition, participants of the one-day workshop will be eligible for a one-hour mentoring session with John (Jack) English, the Ideas2Market Tasmania facilitator, to help them apply the principles they have learnt and also ask specific questions directly related to their businesses.

"I'm really looking forward to working alongside business owners and providing real value to their business ideas and concerns," Mr English said.

So, if you notice an increase in the number of flourishing local businesses over the next 12 months, it is possible that the owners have attended Ideas2Market and are busily making improvements.

Ideas2Market 2007 program details are:

Hobart	20/03/2007
Launceston	22/03/2007
Hobart	24/04/2007
Burnie	1/05/2007
Devonport	3/05/2007
Launceston	15/05/2007
Hobart	22/05/2007

Entrepreneurs interested in attending the event should visit www.ideas2market.com.au for more information.

On Australia Day this year the AIC called on Australians to adopt 2007 as the Year of the Idea to help the nation grow and remain globally competitive. The initiative is gaining increasing support from industry, research organisations and government.

ENDS

About the AIC

The Australian Institute for Commercialisation (AIC) is a leading service organisation helping innovators achieve commercial success. Around Australia the AIC helps business, research organisations and governments convert their ideas into successful outcomes to increase the success rate of commercialising Australian innovation.

Media Enquiries:

Michelle Tucker

AIC Marketing & Communication Manager, michelle.tucker@ausicom.com or (07) 3853 5274.

ENDS