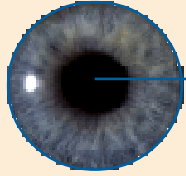


THE
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The
Innovation &
Commercialisation
Seminar
Series



THE INNOVATION GROUP

Facilitating Technology Diffusion

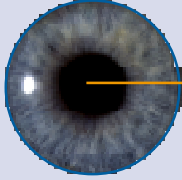
The Innovation Group was born from the realisation that a practical, innovative forum was required to enhance the commercialisation of Australian research, and encourage Council and State Government policy to create a knowledge based economy.



The Innovation & Commercialisation Series is the product of that ideal. It is designed to empower Australian scientists, dissolve adverse perceptions regarding commercialisation, and promote active networking. It will provide case study dissection, with the ultimate goal of promoting the commercialisation of Australian research in this country.

'The Group' is based in Melbourne at the heart of Australia's scientific community. Members represent both the business and research sectors, and all recognise that the essential assets of a modern economy are knowledge, skills, and creativity.

Australia has yet to take full advantage of the exceptional research performed locally. We should not allow this problem to continue.



A NEED FOR COMMERCIALISATION

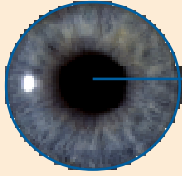
It is well recognised that the real competition for commercial, technological and scientific leadership does not come from within Australia, but from overseas. With improved collaboration between our world-class scientific and business sectors, Australia has the capacity to not only be globally competitive, but also globally directive.

The commercialisation of Australia's world-class research is hindered by a range of factors that hold back the potential of both sectors. The cultural division between research and business goes far beyond the simple 'language' problems encountered daily. In fact, diversion of the two sectors is clearly evident in attitudes of students at the undergraduate level.

BRIDGING THE GAP

Some of the factors contributing to the segregation of our communities and the resulting loss of capital and investment include:

- Risk averse investors.
- A lack of incentives and rewards for entrepreneurial researchers within universities.
- A lack of flexibility in university human resource policies.
- Limited multi-disciplinary personnel.
- Limited interaction between research and industry.



INNOVATION & COMMERCIALISATION

The Innovation and Commercialisation Seminar Series will provide active solutions designed to break down the barriers between research and industry, in order to create start-up companies.

The program will provide a structured, multi-disciplinary series providing active solutions to problems associated with the commercialisation of research.



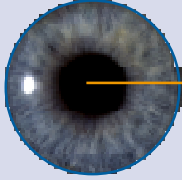
One of the principal goals of the series will be to establish strong links that will endure long after the final forum.

The series is devoted to the formation of consortia; to consolidate the issues raised during each evening forum, assess projects, and obtain funding to commercialise projects.

WHO SHOULD ATTEND?

Anyone who has a vested interest in the commercialisation of research in this country:

Research Scientists
Industry Representatives
Patent Attorneys & Lawyers
Funding Groups
Government & Regulatory Agents



A FORUM OF DISCOVERY

THE FORMAT

- Six evening forums.
- Forums held over a two month period beginning 2 October 2000.
- Forums will run from 6-10pm (finger food provided).
- Each forum will consist of:
 - several expert speakers
 - professionally facilitated workshops
 - a strong emphasis on networking.
- Exit booklet - each participant will receive this comprehensive guide to the series.

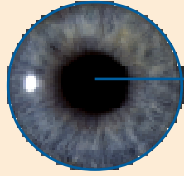
SERIES LOCATION

Each evening forum will be held at
THE MELBOURNE TOWN HALL
(Swanston Street, Melbourne)

THE POST SERIES PROGRAM

An integral component of this seminar series is the post series program. The objectives of which are:

1. Maintain networks with participants.
2. Develop strong relationships between science and industry.
3. Provide a non-threatening environment to discuss current and emerging issues.
4. Provide a mechanism to establish the development of consortia to assess and fund research projects.



SEMINAR PROGRAM

FORUMS 1-3

FORUM 1 - October 2

OPPORTUNITIES AND THEIR FULL MEASURE

The first evening forum is designed to explore the idea of a knowledge based economy and the part we will all play within it. Critical information will be gathered, and the expectations of all participants will be assessed to ensure satisfaction. Speakers will cover techniques for evaluating opportunities and assessing the commercial value of technology at the infant stage.



FORUM 2 - October 17

THE ESSENTIAL TOOLS FOR COMMERCIALISATION

Evening two will provide an exploration of the terms, structures and issues that cause the gap between industry and research. These sectors will be compared, and the assets of each sector assessed. This forum will also cover the necessary legal issues, including university intellectual property ownership. In addition, the various stages of funding for commercialisation and the appropriate funding sources will be addressed.

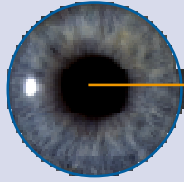


FORUM 3 - October 30

INTER-SECTOR COLLABORATION

Evening three will explore the benefits of cross-sector collaboration, i.e. between science and business, both in a general sense and also in a sector specific sense. The essential assets that are unique to each sector will be discussed along with the hidden traps and pitfalls.

This session will also cover the impact of the “publish or perish” concept, as well as the true value, purpose, and preparation of business plans.



SEMINAR PROGRAM

FORUMS 4-6

FORUM 4 - November 8

COMMUNICATION & THE MEDIA

Evening four will address the issues involved in communicating with all facets of the media: TV, radio, and print. Participants will learn the complexities of media presentations from timing of media events and writing effective media releases, to preparing for interviews and dealing with confidentiality issues in the media. Part of the evening will involve a 'question and answer' session with a panel of experts representing the various media channels.



FORUM 5 - November 27

SUCCESSFUL NETWORKING, GOVERNMENT FUNDING & CONSORTIA FORMATION WORKSHOP

Evening five will involve a critical analysis of the networking throughout the series, and cover successful techniques for building and maintaining productive networks. The majority of the evening will be devoted to the formation of consortia via a workshop process.

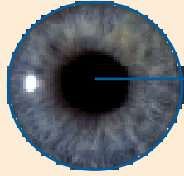
This forum will also discuss a range of government funding schemes, in particular those available through AusIndustry with an emphasis on targeting applications to review panels.



FORUM 6 - December 4

FINAL PRESENTATIONS & INNOVATION GROUP COCKTAIL PARTY

Evening six will contain a number of final presentations, and a summary of the series. Final materials and exit booklets will be presented to all participants. Concluding remarks by the Innovation Group will be followed by the official series cocktail party.



SEMINAR PROGRAM PRESENTERS (A-H)

PROFESSOR JOHN **BAILEY**

Chair, Carlton Consulting Group

MR BOB **BEAUMONT**

Manager, Business Angels Services, VECCI

MS KERRY **BOULTON**

Managing Director, Nexus Business Coaching

MR RODGER **BOUETTE**

Managing Director, Freehills Technology Services

MS PARIS **BROOKE**

Science Communicator, SciMedia

MR JAMES **CHERRY**

Partner, Freehills Patent Attorneys

MR BARRY **COOPER**

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MS ALISON **COUTTS**

Client Director-Biotechnology, Deloitte Touche Tohmatsu

MR MICHAEL **DEAN**

Director of Legal Services, University of Melbourne

MS JAYNE **FACEY**

Regional Director, AusIndustry

MR RON **FINKEL**

Principal, Momentum Investment Group

MR PETER **FRANCIS**

Partner, Francis Abourizk Lightowers

MR SIMON **GILFORD**

Associate Director, Deloitte Touche Tohmatsu

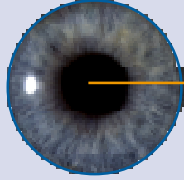
MS KATYA **HARVEY**

Public Relations & Science Liaison, Macfarlane Burnet

Centre for Medical Research

DR SHANE **HUNTINGTON**

Director, The Innovation Group



SEMINAR PROGRAM PRESENTERS (I-Z)

DR RUSSELL JOSHUA

Manager, Commercialisation, Science, Technology and Innovation, Victorian Department of State and Regional Development

MR GEOFF KLESTADT

Montech Pty Ltd

PROFESSOR RICHARD LARKINS

Dean, School of Medicine, Dentistry and Health Sciences, University of Melbourne

MR ROGER LA SALLE

Director, Innovation & Technology Strategy, Invetech

MR BILL LOUGHLIN

Deputy Regional Director, AusIndustry

PROFESSOR JOHN LOVE

Australian Photonics CRC / ANU

MR RUSSELL LOWE

Director, The Ortho-K Clinic

MS JENNIFER M'EWAN

Senior Associate, Blake Dawson Waldron Lawyers

DR JACK C MALECKI

Commercial Manager, Australian Animal Health Laboratory, CSIRO

PROFESSOR GRAHAM MITCHELL

Principal, Foursight Associates Pty Ltd

PROFESSOR KEITH NUGENT

Head, School of Physics, University of Melbourne

DR CHRIS SOTIROPOULOS

Director, The Innovation Group

PROFESSOR GEOFF STEVENS

Head, School of Chemical Engineering, University of Melbourne

MS BRONWYN WILLIAMS

Deputy Director, AusIndustry

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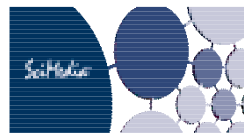
The Innovation Group would like to acknowledge the support of the following organisations:

**The Carlton
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Touche
Tohmatsu**



**WOW Events
& Productions**



Science Communication



**Freehills Technology
Services**

**Russell Lowe
& Associates**

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