

E P O n e n t

Showcasing **Innovation, Science & Technology** in Tasmania

Business builders pitching their innovative ideas

On the 29 April 2008, Australian Anthill and Christo Partners, with support from the Innovation Science and Technology Unit of the Department of Economic Development and Tourism, held its first Pitch Club event in Hobart.

Pitch Club is a lively and dynamic event which is aimed at bringing together early stage entrepreneurs with advisors and investors to foster the development of a state-based network. The objective is to bring together an outgoing group of people and provide an intimate, exclusive and spontaneous environment for them to interact and showcase their ideas. The venue, in this instance, was The Loft and it provided the perfect feel for this unique event.

The Hobart event involved the participation of ten entrepreneurs who provided a fast 90 second pitch of their business or business idea to an audience of around 60 entrepreneurs, innovators, investors and other interested parties. The audience then selected four finalists for a five minute pitch, had the opportunity to ask questions of each entrepreneur and network with contestants and other audience members.



Pitch Club finalists from left to right: Roger Wang, Toby Simmons, Paul McNamara, and Les Courcha (overall winner).

Hobart's four Pitch Club finalists were Roger Wang, Toby Simmons, Paul McNamara, and Les Courcha. The overall winner for the event was Les Courcha who is planning on expanding his Tasmanian business, Remasters – audio and video restoration, into the mainland market.

The event was highly successful and planning is already underway to take Pitch Club to Launceston.

To find out more information about Pitch Club, visit www.pitchclub.biz

Inspiring a culture of innovation in Tasmania

The Australian Innovation Festival was launched in Tasmania by Parliamentary Secretary to the Premier, Lisa Singh MP on 21 April 2008 in front of an audience of innovators, entrepreneurs, professionals and advisers.



Lisa Singh MP presents Andrew Cassidy, CEO, OnPix Pty Ltd with a certificate in recognition of Point, Shoot, Print, an innovation in the online digital photo market.

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41° South Ginseng cultivating organic ginseng in Tasmania

Invention: Cultivating organic ginseng in 'cool climate' environment

Inventors: Ziggy and Angelika Pyka

41° South Ginseng, a family business based in Deloraine has developed an innovative method of cultivating ginseng in Tasmania.

Ginseng is a slow-growing perennial plant with stunning blooms and broad leaves that die off during the winter months. The plant's bright red fruits start to produce seeds after three years and its roots become mature enough for harvesting only after four to six years.

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BELIEVE IN YOUR IDEAS

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Minister's message



Tasmanian innovation is at the forefront of EXPOnent in this edition as we celebrate the 2008 Australian Innovation Festival in Tasmania and around the nation. The capacity of Tasmanian businesses to innovate is demonstrated time and again through the development of diverse new products and services that continue to

satisfy consumer demand at home and globally. Maintaining our competitiveness in all our major markets will continue to be underpinned by innovation, and is the key to continuing Tasmania's strong economic performance of recent years.

I am very committed to assisting all Tasmanian businesses develop their potential to be the best they can be. Through accessing the programs and services offered by the Department of Economic Development and Tourism, Tasmania's culture of innovation can thrive. The autumn EXPOnent has plenty of examples of how my department has assisted Tasmanian businesses to make headlines.

The series of events organised in conjunction with the Australian Innovation Festival through April and May 2008,

was an excellent networking opportunity for the business and research community and assisted with professional development, investment attraction, strategic alliances and consortia formation.

You will read about creative Tasmanian businesses that have developed a diverse range of innovative products, processes and services ranging from growing organic ginseng to smart water storage solutions. These innovators have benefitted from commercialisation assistance to accelerate their market entry.

The establishment of a formal Tasmanian Biotechnology Network is another interesting news item in this edition, which is one of the early outcomes of the Tasmanian Biotechnology Strategy.

I look forward to sharing these stories of Tasmanian success with you. If you think your business could benefit from any of the programs the Department of Economic Development and Tourism offers, or would like to subscribe to EXPOnent and receive information on our services, I recommend you follow the contacts throughout EXPOnent and take a step towards your own innovation pathway.

Hon. Paula Wriedt MP
Minister for Economic Development and Tourism

Innovation and the agri-food industry

By Dr Susan Nelle from the Australian Innovation Research Centre

The future of the Australian food industry will depend on innovation all along the value chain... including new products, services, production processes and even new business models.

That was the conclusion of the members of the National Food Industry Council in November 2006. Challenged by the Hon. Peter McGauran MP who chaired the Council to describe a 'future vision' for the industry, Council members (who included Tasmanian Jane Bennett, Managing Director, Ashgrove Cheeses) developed four themes that captured their view of future trends and opportunities for the Australian food industry.

- **Consumer café** – A wide range of complex and sometimes competing consumer demands of food (i.e. healthy, good value and ethically produced) create opportunities for innovative products and services.
- **Moving from the middle** – Food producers need either large scale, efficient production to be price competitive; or smaller scale but special products to attract price premiums.
- **Less is more** – Food producers should shift their focus from production to profitability and find the optimal 'sweet spot' that balances volume with optimal returns.

- **Our space** – Our space should be the 'smart space.' Food businesses can be better brand and service managers by investing in R&D and 'smart systems' to support specialised products and processes.

Many Tasmanian food producers are well placed to take advantage of these future trends. Some producers may need to consider new ways to identify specific opportunities and to work together to deliver consistent, reliable supply.

A more complete description of the 'future vision', and the stories of food businesses who are already realising these opportunities, can be found in a book produced by the National Food Industry Strategy Ltd. in 2007 entitled, 'The Innovators', which can be accessed on www.nfis.com.au. (Huon Aquaculture is a Tasmanian company profiled in 'The Innovators').

One of the lessons learned through the National Food Industry Strategy is that it's important to understand how the 'innovation system' works. Businesses innovate, but their interactions with research and development providers, investors and public policy makers can greatly facilitate or hinder their capacity to innovate.

Inspiring a culture of innovation in Tasmania

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Since its inception in 2002, the Australian Innovation Festival has increased in size and range with virtually every major town and city in Australia now included. The Festival is a not-for-profit initiative which aims to inspire a culture of innovation in all Australians, reinforcing the rich, innovative national history and an entrepreneurial spirit, which is comparable to other developed nations. The Innovation, Science and Technology (IST) unit organises the launch of the festival in Tasmania every year.

This year, the launch incorporated a mini expo showcasing innovators who were funded under the Market Access and Partnership Program (MAPP) through the Intelligent Island program. The mini expo highlighted the diversity of activity within the Tasmanian information, communications and technology industry.

The interactive displays provided the opportunity to showcase and promote these local companies and individuals engaged in innovative and entrepreneurial business activities. Successful MAPP recipients were also presented with certificates by Lisa Singh MP, in recognition of their achievements in commercialising an innovative product or service.

In support of the festival and to raise awareness of the levels of innovation taking place in Tasmania, the IST unit organised a suite of events including the Pitch Club, the Innovation Development Early Assessment System (IDEAS) Workshop and i-cubed Networking Events with themes such as 'Utilising Our Biodiversity – Successes and Challenges' and the upcoming 'Capital Ideas – Is Your Company Investment Ready?'.

You can read more on the Pitch Club on page 1 and on the IDEAS Workshop on page 7. The i-cubed Networking Event 'Capital Ideas – Is Your Company Investment Ready?' will be held on Tuesday 10 June 2008 in Launceston. Please, call Business Point on 1800 440 026 if you would like to attend.

To receive regular notifications of events organised by the IST unit, register at

www.development.tas.gov.au/innovation/register.html



The team of Roar Film Pty Ltd exhibited their innovative on-line educational project at the launch. The company was also acknowledged with a certificate for commercialising their Roar Educate products.

41° South Ginseng cultivating organic ginseng in Tasmania

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Ginseng plants on the farm of 41° South Ginseng.

The ginseng root has been long used as a herbal remedy in Asian cultures and has also become popular in western herbal and health supplements.

41° South Ginseng's break-through cultivation processes are concentrated on the seed production and the growing methodology designed to shorten the length of time it takes for the plant to mature. It involves using shade cloth canopies to create a sheltered environment imitating forest canopies under which this sensitive plant grows in its natural environment.

The first harvest is due in 2010 and the next stage for the company is to successfully commercialise raw and value-added ginseng in niche markets both in Australia and overseas. 41° South Ginseng has received a Tasmanian Innovations Program, Early Stage Commercialisation grant of \$20 000 to assist its efforts to commercialise premium quality ginseng products in the state.

Economic Development and Tourism's innovation program provides financial assistance to Tasmanian businesses to commercialise an innovative product, process or service.

For more information, call Business Point on 1800 440 026 or visit www.development.tas.gov.au/innovation/grants.html

BELIEVE IN YOUR IDEAS

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Intelligent Island update

The Intelligent Island program has had another busy season and some excellent outcomes are beginning to emerge from companies funded under the Market Access and Partnership Program (MAPP) in rounds one and two. The Tasmanian ICT Centre has now become a fixture in the exciting chain of innovation which Tasmanian industries now have access to when seeking assistance to explore and exploit world class ideas. An increasing number of partnerships between ICT companies and enterprises in other industry sectors locally, nationally and internationally is a strong indicator that the MAPP program is comprehensively achieving its core objectives.

Market Access & Partnership Program

Round three of the MAPP program has now concluded. It was another competitive round, with 22 quality applications for both commercial and special grants submitted for consideration. The MAPP panel interviewed, and recommended, seven companies for funding, comprising six commercial grants and one special grant, bringing the total amount of funds committed to MAPP recipients to \$12.7 million.

The successful applicants include:

Commercial Grants:

Etech Tasmania Pty Ltd

Mobile Learning Interface and Content (MLIC) Project

Pan Logica Pty Ltd

Neptune – Optimal Aquaculture Planning Solution

ICS Multimedia Pty Ltd

Tracker – an Integrated Tourism and Parks Management Tool

Future Medium Pty Ltd

INVESTRAK – web-based superannuation and funds management products

Blue Rocket Productions Pty Ltd

Toonpets.tv – children's broadband entertainment channel

Point Duty Pty Ltd

Point Duty Intelligence System – Phase 2

Special Grants:

TasICT

ICT Industry Capability Assessment

The majority of round three companies have finalised their contract negotiations and are underway with their projects. Round four of the program has now closed and 33 applications have been received from Tasmanian ICT organisations. In this final round, there is approximately \$5.6 million remaining in the fund, with \$900 000 of those funds available for Special Grants.

Tasmanian ICT Centre

The Tasmanian ICT Centre has had a busy quarter, and now has 26 staff working across their portfolio of research activities. The Battery Point based centre has undergone renovations and to enable the expansion of their capability, this refurbishment has now been completed. Tristan Ling from the School of Computing and Information Sciences has been enrolled as the first joint CSIRO – UTAS PhD scholar. Tristan is undertaking research into the use of artificial intelligence techniques to deliver improved health outcomes. In 2008, the centre will be continuing their series of open forums with the CSIRO National Research Flagship Program Directors across diverse topics such as Preventative Health, Climate Adaptation, Energy Transformed and Food Futures.

The Intelligent Island Program is funded by the Australian Government and is managed by the Tasmanian Government through the Department of Economic Development and Tourism. For more information on the Tasmanian ICT Centre, visit www.csiro.au/org/ICT.html

Elizabeth Jack Deputy Secretary



Elizabeth Jack, Deputy Secretary, Business and Community Development, Economic Development and Tourism.

Elizabeth (Liz) Jack has recently been appointed Deputy Secretary, Business and Community Development and is looking forward to working with members of the Innovation, Science and Technology unit. Liz succeeds Greg Johannes who has been appointed as Head of the State Government's Climate Change Office.

Born in Launceston, Liz's life has until now revolved around sports excellence. After learning to dive at an early age, she

became a member of the Australian Olympic diving team that competed in Montreal in 1976, where she competed in both the women's springboard and platform events.

Following the Montreal Games, Liz continued her diving training in Canada, while attending McGill University in Montreal; graduating in 1980 with Honours and a BA in Modern Languages.

After retiring from diving in the same year, she became one of Canada's most successful national team coaches, not only coaching at World Championships and Commonwealth and Olympic Games, but coaching an Olympic gold medallist and three finalists at the 1984 Olympic Games in Los Angeles.

Liz retired from coaching in 1990 and, after coaching and managing approximately 40 junior and senior international teams, she returned to Tasmania and took up the position of Director of the Tasmanian Institute of Sport.

In 1998 Liz was seconded to the Sydney Organising Committee for the Olympic Games, where she was responsible for running the Olympic diving events at the Sydney 2000 Olympic Games.

She returned to Tasmania at the end of 2000 and again took up the position of Director of the Tasmanian Institute of Sport, following which she was appointed as the Director of Sport and Recreation Tasmania in 2004. In this role, Liz was responsible for the overall development and delivery of sport, recreation and physical activity infrastructure, programs and services within Tasmania.

Establishment of the Tasmanian Biotechnology Network

BioVision Tasmania 2007-2015, Tasmania's Biotechnology Strategy, was launched in June 2007. The strategy outlines actions aimed at growing the Tasmanian biotechnology industry. One action to come out of the strategy is the establishment of a formal Tasmanian Biotechnology Network.

The main purpose of the Biotechnology Network is to contribute to the implementation of the key actions in the Tasmanian Biotechnology Strategy. The network will assist with:

- strengthening industry, researcher institute, and government links in Tasmania
- identifying opportunities for national and global partnerships
- providing advice on strategic biotechnology infrastructure investments for Tasmania
- encouraging commercial outcomes from R&D innovations
- attracting investment to the Tasmanian biotechnology sector
- informing and engaging the community on biotechnology concepts and issues
- identifying current and emerging trends in the international biotechnology marketplace.

Network members consist of Tasmanian industry, academia, and community members, as well as interstate biotech industry representatives.

The Tasmanian Biotechnology Network will provide a continual avenue for feedback to Government on the effectiveness of the initiatives as well as providing further networking opportunities for key players in the biotech sector in Tasmania.

To learn more about the Tasmanian Biotechnology Network, visit www.development.tas.gov.au/innovation/tbn.html

Redevelopment of Science and Technology website

The Science and Research Industries webpage, situated on the Department of Economic Development and Tourism's Innovation, Science and Technology website, has recently undergone redevelopment.

The new and improved website has been renamed Science and Technology, to better represent this industry in Tasmania. The website contains information about Tasmanian science and technology companies and research organisations and includes two new features, the Science and Technology Capability Map and an events calendar:

The Science and Technology Capability Map was an initiative of the Science and Technology Council in conjunction with the Department of Economic Development and Tourism and the Department of Infrastructure, Energy and Resources.

The capability map is an online map that displays businesses and research organisations situated within the science and technology industry in Tasmania. Brief information is given for each business and organisation, such as their location, current projects, skills and capabilities. The aim of the map is to encourage collaboration, business partnering and investment.

The events calendar will include information on upcoming conferences, seminars, skills development workshops and other science and technology-related events.

The biotechnology webpage has also been redeveloped, and will include new features such as a biotechnology newsletter (Tas BioSpace), promotional DVD footage giving an overview of Tasmania's biotechnology capability, and a biotech-specific events calendar:

To visit the new and improved Science and Technology website, go to www.development.tas.gov.au/innovation/sat.html

SConsulting – innovative thinkers in the finance sector

Invention: Retail Banking eLearning System

Inventor: Simon Ofor

SConsulting, a management consulting, training and technology company, has been directly involved in developing new retail banking products. SConsulting's experience in Asia and the United Kingdom's retail banking markets has assisted the company to develop an innovative product, called the Retail Banking eLearning System, which increases customer product holding, service standards and market standing.

This unique product is based on a series of eLearning modules that aim to improve sales to bank customers throughout all contact points within a bank.

SConsulting's product is used in Asia by Allianz, the second largest insurance company in the world. Thanks to

SConsulting's system, Allianz has been able to link its trainers' results to sales as well as improve communication between branches and head office. To further commercialise its innovation in the Australian and overseas markets, SConsulting successfully applied for state government assistance through the Springboard Accelerator program which is based at the Glenorchy Technopark.

The Springboard Accelerator provides a package of business assistance services as well as financial assistance to early stage Tasmanian technology businesses to help them turn their ideas and products into commercial success stories.

For further information on Springboard, contact Dr Larry Podmore, Springboard Business Manager on (03) 6273 6788, email lpodmore@thespringboard.com.au or visit the Springboard website www.thespringboard.com.au

ICT industry celebrates tenth birthday

The peak body of the Tasmanian ICT industry, TASICT, recently celebrated its 10th birthday at a luncheon for 150 members and associates of the ICT Industry, sponsored by the Intelligent Island Program. Supporting the event was new Minister for Broadband, Communications and the Digital Economy, Stephen Conroy. Making his first visit to Tasmania since the change of Government in December 2007, Mr Conroy outlined his vision for Broadband Services in Tasmania, and congratulated TASICT on the work they had undertaken over the decade supporting the fast growth ICT industry.

After ten years of solid service TASICT is approaching the future with confidence reinvigorated by a new name, a new website and a new and diverse committee headed up by President, Peter Gartlan and Vice President, Amanda Bergmann.

TASICT is committed to understanding its membership and industry better in order for the organisation to continue with its core business of representing the interests of Tasmanian ICT businesses, creating networking opportunities and celebrating the success of members.

To better enable a range of targeted services, policy and lobbying, TASICT is about to embark on a three year industry capability assessment with \$250 000 of funding granted through Round Three of the Market Access and Partnership Program through the Intelligent Island Program. This will provide important information about the size, structure, capability, diversity, rate of growth, economic contribution, export performance, market reach and investment attractiveness of the Tasmanian ICT



Vice President of TASICT Amanda Bergmann, Minister for Broadband Communications and Digital Economy Stephen Conroy and President of TASICT Peter Gartlan at TASICT's 10th birthday luncheon.

industry, and assist in developing strong strategic policy to lead the industry into its next ten years.

As part of its role of peak body for the industry, TASICT have been handed the reigns of the ICT Industry Directory, which has until now been run out of the Department of Economic Development and Tourism and has functioned as a portal for information and an access point for industry. Now, the ICT directory has moved to a permanent home with TASICT and will be reinvigorated as part of the services TASICT offers to the ICT sector in Tasmania.

For more information about joining TASICT, visit www.tasict.com.au

Tasmanian innovators assess commercial potential

Tasmanian Innovators attended one-day workshops in Hobart and Launceston in February and May 2008, to assess the feasibility of their ideas and see how to develop these ideas into a commercial success with the help of a low-cost, comprehensive and systematic method called the Innovation Development Early Assessment System (IDEAS).

The IDEAS method provides the capacity for innovators to identify strong ideas and eliminate likely failures before embarking on the costly commercialisation process. IDEAS can be used to make an early assessment of the commercial strengths and weaknesses of innovations and get further direction as to how to refine and further develop them. The method can also be used as a presentation tool by those who seek further commercialisation assistance.

The IDEAS method was developed and delivered by Associate Professor Jack English, from the Australian Innovation Research Centre (AIRC). During his career, Associate Professor English has developed and introduced a variety of programs focused on

entrepreneurship, creativity, innovation and commercialisation. He is the author of 23 books including *How to Organise and Operate a Small Business in Australia*, which has been in print for more than 25 years in 10 editions.

One of the Hobart workshop participants said IDEAS "highlighted valid issues which need to be addressed by me, and assisted me in focusing my effort in the right directions".

IDEAS is an initiative of the Innovation, Science and Technology unit and the AIRC in recognition of the importance of assistance for those who have an innovative idea and for those who already have an innovative product, process or service developed that needs further refinement for successful commercialisation.

For further information on IDEAS, please contact Business Point on 1800 440 026 or visit www.development.tas.gov.au/innovation/skills_programs.html

BELIEVE IN YOUR IDEAS

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PROFILE – Dr Hans Drielsma



Dr Hans Drielsma, Member, Tasmanian Science and Technology Council.

Dr Johannes (Hans) Drielsma has been a member of the Tasmanian Science and Technology Council since 2005. He is the Executive General Manager at Forestry Tasmania, and is responsible for planning, resources, research and development, business systems and information technology. Hans completed a Bachelor of Science with Honours at the Australian National

University. During his studies he was awarded the University Medal and the Schlich (Forestry) Medal. He continued his studies and completed his Masters in Forest Science and a Doctorate at Yale University.

Hans has 35 years experience in the forestry industry. He started his career as a forester at the Forestry Commission of NSW in 1973, and achieved the role of Commissioner in 1990. In 1993, Hans became the Managing Director for State Forests of NSW before moving to Tasmania to take on his present role at Forestry Tasmania in 1997.

Hans' commitment to the Tasmanian forestry community is apparent in his many professional memberships. He is currently a member of the Tasmanian Forest and Forestry Industry Council and the Tasmanian Forest Practices Advisory Council, and a director of the CRC for Forestry, the Tasmanian Timber Promotion Board, and the Australian Forestry Standard Ltd. He is also a fellow of the Institute of Foresters of Australia and of the Australian Institute of Company Directors.

For more information on the Tasmanian Science and Technology Council, visit www.development.tas.gov.au/industry/sciencetechcouncil.html

Economic Development and Tourism Programs and Services for Innovators	New to business	Start-up business	Existing business
Business Point Offers free confidential referral and information services to Tasmanian businesses.	✓	✓	✓
i-cubed Network Seminars Promotes interaction between innovators, investors and intermediaries to assist with professional development, investment attraction, strategic alliances and consortia building through a series of seminars and evening functions.	✓	✓	✓
Business Over Breakfast Brings together researchers and business people with the aim of quick information diffusion and opportunities for product development and capacity building.	✓	✓	✓
IDEAS Workshop Provides assistance to assess the commercial potential of innovative ideas.	✓	✓	✓
Tasmanian Innovations Program: Mentoring Assistance Provides financial assistance of up to \$20 000 to engage an appropriate mentor to provide guidance to further the commercialisation of an innovative product, process or service.		✓	✓
Tasmanian Innovations Program: Early Stage Commercialisation Assistance Provides financial assistance of up to \$20 000 for direct costs incurred in commercialising an innovative product, process or service.		✓	✓
Market Ready Commercialisation Program Provides innovative businesses with the advanced skills they need to commercialise their products and ideas.		✓	✓
Tasmanian Innovations Program: Commercialisation Assistance Provides financial assistance of up to \$150 000 for direct costs incurred in commercialising an innovative product, process or service.			✓
Research Partnership Program Provides financial assistance for collaborations between Tasmanian-based enterprises and local public sector research institutes on a project basis.			✓

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Subscribe to be part of our Innovation, Science and Technology business network and receive information on networking events, professional development programs and current news by visiting our website at:

www.development.tas.gov.au/innovation

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