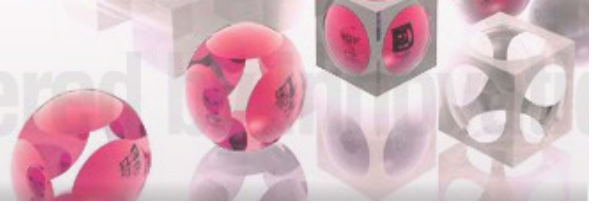




Future Powered by Innovation.



## InnoFuture 2009 Momentum

Connecting the Innovation Community in Australia



Proudly supported by Telstra

### Welcome to Momentum Innovation Network!

InnoFuture Momentum is a dedicated network for innovation professionals to Connect, Attract and Adapt. Feel the buzz of the future! Be inspired!

Margaret Manson  
Chief Inspirator | InnoFuture

**Momentum Host and Sponsor:**  
Telstra

### INSIGHTS FROM THE CUTTING EDGE:

*Culture:*

"Innovation is not just a temporary program. It's a way of life—just as the ultimate wellness program is not a fad diet but a healthy lifestyle. Nurturing a culture of innovation is not a job to be delegated to the marketing department, or Human Resources, or R&D. The spirit of innovation permeates the entire enterprise at great companies. Keep your innovators in peak condition, and encourage your team to do the same." Tom Kelley | IDEO | Speaker at InnoFuture 2007

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[REGISTER ONLINE](http://www.innofuture.com.au/register)

#### InnoFuture 2009 Advisory Board:

Peter Williams | Deloitte Digital

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Ilya Joel-Pitcher | EDS the HP Company

Tony Chadwick | Ozechad blog

Tony Olejnicki | Boeing



## MELBOURNE EVENTS:

### TOPIC: THE FUTURE OF INNOVATION - BEYOND 2009

We are all fascinated by the future. The future always looks brighter. The prospect of a promotion, developing a winning product or promotion, bigger budget, new government incentive ... tomorrow, next quarter, next year ... If we realise that there is no future, only what we do today, we can focus on innovation that will result in a better future. **Risk, courage, learning from parallel industries and cultures, harnessing our talents...** Thinking with an open mind how to create a better world ...

### MELBOURNE OCTOBER 13<sup>TH</sup>, 3.30-6.30pm

VENUE: Telstra Executive Briefing Centre

Level 18, 35 Collins Street, MELBOURNE, 3000

REGISTRATION FEE: \$49 incl GST on [www.innofuture.com.au/register.htm](http://www.innofuture.com.au/register.htm)

#### THE CAST - EXPERTS SPEAK:

- **MC & Host: Leonie Valentine, GM, Customer Experience Marketing, Telstra**
- **Industry Panel:** Diverse industry perspectives will be presented in the form of a discussion.

**Peter Evans-Greenwood 'Mr Random', Unico**

**Ilya Joel-Pitcher, EDS a HP Company**

**Mark Toomey, Infonomics**

**Hafeez Bana, Deloitte**

**Nicole Keating, GHD**

**Discussion Moderator: Neville Christie, CEO Institute, Innovation Group**

- **Interactive discussion and Networking:** walk away with inspiration & ideas to implement. Meet other corporate innovators and innovation evangelists. Share ideas over a drink! Experience the stimulating environment of the high-tech Telstra Executive Briefing Centre.

### FEEL THE BUZZ OF THE FUTURE!



**AGENDA:****Peter Evans-Greenwood, Chief Technology Officer, Unico**

*Making sense of ideas - Innovation has been seen as an arms race--the race for more ideas, more content, more investment, more involvement. If we can see more ideas, get access to more content, get more of our team involved, if we can get it earlier in its lifecycle, then we might be the ones with first mover advantage. However, modern communications technology means that ideas are no longer scarce but freely available. New generation media empires, such as TED, have industrialised the idea collection process, creating vast idea smorgasbords for us to graze on. Today's challenge is synthesis: understanding what problems are interesting, selecting the ideas which add value to a solution (as not all ideas are created equal), and then bringing together these ideas to create something new. How do we step out of the ideas arms race, creating the space and time our team need to synthesize these new, innovative ideas when presented with a challenge?*

**Mark Toomey, Managing Director, Infonomics Pty Ltd**

*"In 1949, Australia was on the bleeding edge of information technology, creating the world's fourth stored program computer – CSIRAC. In the 1970's, Australia was again a world leader in IT innovation, building technology to take mini-computers from scientific laboratories and deploy them to computerise mid sized business. In the 1980's we created the world standard for inter-bank ATM and EftPos transactions that are the backbone of every modern economy. Now, Australia has launched its National Broadband Network initiative to bring incredibly powerful communications to every business and family. But the NBN itself is at best the thin edge of the innovation opportunity – what will make the big difference is how we use the NBN to transform business, industry, government and society. How should Australia harness this opportunity to again lead the world in innovation not just in the pure technology sphere, but in the applied use of the technology?"*

**Ilya Joel-Pitcher, Consulting Services Executive | Asia-Pacific & Japan, EDS , an HP Company**

*The dynamics of customer loyalty are being transformed at an unprecedented rate. The traditional approach of product development, marketing and customer service are no longer enough – customers demand continuous innovation. In response, businesses must change their attitudes to re-imagine their concept-to-market lifecycle and to become an adaptive organisation. Through effective co-collaboration with partners and customers, business can innovate faster, enabling new products and new business models for sustained success.*

**Nicole Keating, Commercial Strategist - Innovation | GHD**

*Transferring learning between industries via collaboration: not many would disagree that diversity is the necessary prerequisite for fresh ideas and innovation both within organisations and industries. But many industries today are suffering from the curse of 'industry think' due to the continual re-cycling of the same people from the same backgrounds into the same types of roles. Why is this happening, perhaps with greater frequency than event? Drawing upon the highs and lows of working across a broad range of industries and within multi-disciplinary innovation teams, Nicole shares an insight into approaches that can be adopted to foster collaboration across industry boundaries.*

**Hafeez Bana, Thinker, Rhinoceros Wrestler | Deloitte**

*Be afraid. Be very afraid. Innovation is risky and simply saying 'screw it, let's do it' perhaps works for Sir Richard Branson. Most of us are not in the same position and we do need to consider risk, mostly in scenarios when there is not enough information to build a traditional business case. Yet, the show must go on. So, how do you mitigate and work with Risk? And what hidden potential is hidden in the realms of Organisational Innovation? Hafeez is an intrapreneur at Deloitte and goes by the title Rhinoceros Wrestler, because he can.*