



Media Release For immediate release

23 September 2013

Innovation is the key to business success

The Innovativity Program was established in 2010 by the Advanced Manufacturing Cooperative Research Centre (AMCRC) to advance Australia's capacity for innovation through a practical training program developed by industry leaders and researchers.

"This comprehensive hands-on training program will help Australian companies to stay ahead of their competitors by teaching how to identify, develop, protect and commercialise intellectual property. The Program's practical tools will help to reduce risk of taking this IP to market," said Bruce Grey Managing Director of AMCRC. "The Innovativity program is helping Companies to embrace change and understand the power of market driven innovation and the new paradigm of Opportunity Capture."

Roger LaSalle, one of the Innovativity Program's leading innovation experts, recently said: "A failure to innovate and change is a huge risk for business. If you are not constantly moving to stay ahead of the pack you can be sure that new players will enter the market and poach your customers. Indeed these days the extinction horizon is approaching just five years and narrowing."

The Innovativity Program focus is on participants collaborating in groups and finding real solutions to real business issues and how to secure your company's competitive edge. At the program's completion, participants will be able to:

- build an innovation culture
- benchmark your business against best practice to win
- select the right tools to identify new products, services and processes
- finance your innovation

Key Innovativity Dates

Free Innovativity Information Evening - 25 September at the offices of Davies Collison Cave, 1 Nicholson Street, Melbourne from 6.00 to 8.00 pm.

Roger La Salle of "La Salle Matrix Thinking"© will present practical tools to achieve business success through innovation. Register on-line to confirm attendance.

Innovativity Program Dates 2013

9.00am – 5.00pm on 30 October-01 November at RMIT University Melbourne

OR

9.00am – 5.00pm on 12 November, 19 November and 26 November at NAB, Melbourne.

Investment for the three day program is \$1900.00 plus GST

Register now to receive early bird price of \$1500.00 plus GST *

Complete your registration online at <http://register.innovativity.com/courses/7-innovativity-3day-program> .





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MANUFACTURING CRC**
Propelling Australian innovators into global manufacturing

Innovativity sponsors

Innovativity sponsors include the NAB, Davies Collison and Cave, RMIT University, Swinburne University, and Deloitte.

To learn more about Innovativity, contact us on +61 3 9214 4780 or via email

info@innovativity.com.au.

[*Early bird available up to 21 days prior to Program commencement.](#)

About AMCRC

The Advanced Manufacturing CRC (AMCRC) aims to set the standard in innovation creation, practice and education. Through our industry and research collaborations we are working to create intellectual property in next generation technologies, products and processes. The AMCRC is part of the Cooperative Research Centres Program where, with funding from the Australian Government, researchers and industries are brought together to develop lasting innovative solutions. With an emphasis on delivering economic, environmental and social benefits, the CRC program combines leading research capabilities with invaluable industry knowledge and intellectual property. Established with a grant of \$35 million in 2008, the AMCRC will be vital to the development and delivery of cutting edge technologies and a highly skilled workforce that will keep Australian manufacturing industries globally competitive and sustainable. If you are an Australian-based manufacturer with a need to innovate and require assistance in funding, education or research collaboration, contact the AMCRC.

For further information

Jacqui Martin on 03 9214 4780 or jacqui.martin@amcrc.com.au

Marjorie Johnston AMCRC Media Relations on P + 614 07 329 430

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