



MEDIA RELEASE

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Hunter Innovation Advisory Service – Awarding Innovation

The Hunter Innovation Advisory Service is holding its inaugural *Building on Bright Ideas Award*. The Award celebrates innovation and acknowledges Hunter Innovation Advisory Service clients and their bright ideas.

The overall winner for the *Building on Bright Ideas Award* will be the 'bright idea' judged by a panel of industry and Government representatives to have the greatest commercial potential, and will win \$1000 cash, a trophy and public commendation for their ingenuity.

The Award will also provide entrants with excellent exposure and the opportunity of attracting potential investors, business partners and customers.

Applications for the Award will be open to Hunter Innovation Advisory Service clients throughout September and October with the winner announced in early November.

The Hunter Innovation Advisory Service is an initiative of the Department of State and Regional Development, which is proudly delivered by the Industry Development Centre (Hunter) Ltd (IDC).

The service provides a range of free and subsidised services to help innovative individuals and small-to-medium enterprises in the Newcastle, Hunter and Central Coast regions to develop their bright ideas. Each year Hunter Innovation Advisory Services provides assistance to more than 1000 innovators/inventors.

Further information on the Hunter Innovation Advisory Service and the Award, please phone IDC on 1800 995 299 or visit www.innovation.org.au/award.html.

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