

IDC NEWS

INNOVATION EXCELLENCE AT TAFE HUNTER INSTITUTE



The Children's Services Team with IDC's Executive Officer, Darrell Nicholls

The IDC is proud to continue its sponsorship of the TAFE Hunter Institute Innovation Excellence Award presented at the recent Institute Awards Ceremony. This award recognises innovations by staff and students of the Hunter Institute that demonstrate commercial potential either within the TAFE system and/or in the business world.

This year's winner was the Ourimbah Children's Services Team comprising Robyn Rex, Bernice Triffitt, Jeniene Green, Kimmer Piltz and Richard Allen.

The Children's Services team has developed an innovative suite of products to assist childcare centres discover ways to redesign their sites so they can maximise the learning potential available to them. The package includes a DVD, workbook and photographs and provides a commercial consultancy

AUSTRALIAN ANTHILL COMPANY AWARDS 2008

Nominations are now open for the Australian Anthill 2008 Cool Company Awards. The inaugural Cool Company



Awards was launched in February 2006, as a way for Anthill magazine to recognise Australian companies that are doing things differently - defying business conventions, launching exciting new products, implementing new ways to do business, undertaking 'rule-breaking' thought leadership and challenging the status quo. Visit www.anthillonline.com for more information.

service to fellow industry members. The team is very excited about the prospect of their consultancy service and look forward to helping their industry build better childcare centres. All products in the suite were completely designed and created by Hunter Institute staff of the Children's Services section at Ourimbah campus and the Arts and Media section at the Hunter Street campus. There have already been a number of new clients that have been won as a result of this initiative.

The IDC congratulates the Ourimbah Children's Services Team on their efforts this year and encourages all Hunter Institute staff and students to become involved in this joint initiative to promote innovation.

FOR FURTHER INFORMATION

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IDC NEWS

BUILDING ON BRIGHT IDEAS IN REGIONAL NSW



Department of State and
Regional Development



IDC recently delivered three Regional Innovation Advisory Service programs to help innovators in parts of regional NSW develop their new ideas. The Building on Bright Ideas programs were delivered in Ballina, Coffs Harbour and Newcastle and included free information seminars on protecting and commercialising new ideas and free one-on-one consultations with innovation support professionals.

Overall 95 inventors and innovative small business owners from the regions attended the Building on Bright Ideas seminars and more than 50 one-on-one consultations



Representatives from AusIndustry, Davies Collison Cave & IP Australia with IDC's Executive Officer, Darrell Nicholls and Commercialisation Manager, Troy White at the Newcastle Building on Bright Ideas seminar

were held with participants who needed advice on how to move forward in developing their ideas and protect their intellectual property.

All programs were extremely well-received and generated much positive feedback from participants including:

"Thanks - it is great to have the opportunity to use these kind of services."

"Night was enjoyable, thank you."

"Case studies were very helpful, light-hearted manner was great."

IDC thanks representatives from AusIndustry, Davies Collison Cave and IP Australia who participated in the various programs, for their role and support.

The Regional Innovation Advisory Service is funded by the NSW State Government through the Department of State and Regional Development. IDC looks forward to future opportunities to deliver the program and help more innovators from regional NSW develop their bright ideas.

IDC PRODUCT REVIEW COMMERCIALISATION ASSESSMENT (INVESTMENT READY)

To help inventors and innovative small businesses commercialise new ideas, IDC offers a suite of specialised innovation products and services including a *Commercialisation Assessment (Investment Ready)*.

For IDC clients who are looking for an investor, to borrow money or are applying for a grant to develop their new idea, the service provides a snapshot of where they are now and why they need to be in order to make their proposition attractive to potential investors or lenders.

The *Commercialisation Assessment (Investment Ready)* reviews a client's current business model and planning strategies in line with the requirements of a typical investor, lending institution or grant provider, and helps to identify areas that may require further clarification or supporting information in order to meet these requirements.

For innovators living in NSW, the service is partially subsidised by the Department of State and Regional Development as part of the NSW Innovation Advisory Services initiative. For further information about the *Commercialisation Assessment (Investment Ready)*, please phone 1800 995 299 and speak with an IDC Innovation Adviser, or email mail@innovation.org.au.

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IDC INNOVATION - FAQ SERIES

In helping clients commercialise their new ideas, IDC's Innovation Department responds to many frequently asked questions. In this edition we take a look at:

"What is the correct use of the term 'patent pending'?"

In the US, inventors use the term "Patent Pending" to signify the filing of a patent application. It is generally used to make competitors aware that a patent application has been filed for an invention. In Australia, inventors are encouraged to use the phrase "Patent Applied For" after filing their provisional patent application. If convenient, the application number should also be displayed.

This question was kindly answered by:

Maryam Khajeh
Patent Attorney
Davies Collison Cave

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PUTTING IDEAS TO WORK INNOVATION WORKSHOP FOR HOME-BASED BUSINESS

As part of this year's Home-based Business Week, IDC delivered an innovation workshop to assist home-based small businesses in the creation and capture of new ideas.

The 'Putting Ideas to Work' innovation workshop presented various methods and practical tools for generating ideas - including brainstorming techniques - as well as ways to identify, collect and utilise ideas from a range of other sources. The free workshop, which was held in Sydney, was attended by more than 50 home-based business operators.

The workshop was specifically developed by IDC to assist small businesses as part of Home-based Business Week, an annual event presented by the NSW Department of State and Regional Development, which offers home-based business operators the opportunity to hear expert speakers, network and learn practical tips to improve and grow their business.



IDC's Troy White at the Home-based Business Week workshop

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Upcoming Events

- ▶ Innovation Express - Troy White will be offering commercialisation consultations in Sydney on Thursday, 7 August 2008 and Thursday, 4 September 2008. For further information: mail@innovation.org.au or 1800 995 299
- ▶ Visiting Patent Attorney (VPA) Service - The IDC's highly successful VPA Service is now available in Newcastle and Sydney. Please contact the IDC for upcoming dates and bookings on 1800 995 299 or email info@idc-hunter.org.au

IDC INNOVATION CLIENT REVIEW



Local Newcastle inventor, Simon Hasson has devised a clever way to help prevent valuable items you carry with you from being stolen. The 'Safesack' is a backpack, which incorporates a locking mechanism to keep items such as your keys, mobile phone, wallet/purse or even your laptop secure while you're away from your bag.

Simon came up with the Safesack concept in December 2003 after taking his children to the beach. According to Simon, "While I was sitting at the beach supervising my kids bodyboarding, I heard an announcement repeated every 15 minutes or so over the loudspeaker, 'Beware of bag thieves, keep an eye on your bags.' Then I started to look at the way people would talk on their mobiles then wrap them in their towel and go for a swim, leaving their mobile phone available for thieves to walk off with".

Following this, Simon shopped around and found that there were no products in the marketplace that could solve the problem, so he set about coming up with his own solution. The inventor went to work cutting up bags and attaching lockable bike chains to them. After a cupboard full of potential prototypes and three years of careful design Simon had developed the Safesack, which is now commercially available and enjoying sales success.

In developing his idea, Simon utilised a range of IDC's commercialisation products and services including Preliminary International Patent Search, Technical Assessment (Design Review), Innovation Market Review, and Legal Agreements Kit. In working with IDC to develop his idea Simon had this to say about his experience:

"As a first time inventor I was a ship without a rudder. I had this great product but I did not know how to take the next step. A friend referred me to the IDC and it was a match made in heaven. I was given instant direction. The big picture was always clear as I was led step-by-step through the process. The IDC gave my great idea direction and turned it into a useful product. A big thank you to all the team at the IDC."

To learn more about the Safesack, please visit <http://www.safesack.com.au/>.

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The Winners Circle.

Autumn Conference Survey Winner:
 Port Waratah Coal Services
 Alexis Coleman
 Prize: Wish Gift Card

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ENQUIRIES

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MAP MARKETING FASTEST GROWING®

MAP Marketing's Fastest Growing® is a leading business-to-business event that rewards and recognises growth in private enterprises throughout the Newcastle, Hunter, Central and North Coast regions. IDC is proud to be a continued sponsor of the Fastest Growing® Innovation industry award category, which aims to acknowledge the commercialisation of innovative new products and services.



This year's IDC Innovation award went to Heat Pack Originals by Torinat – manufacturer of novelty heat packs for children. Other Innovation award finalists



IDC Innovation award winner Tracy Norris of Torinat and IDC's Executive Officer, Darrell Nicholls

included Neo Industrial Design and Your Hunter Valley Wedding Planner.

After ten years and over 1000 qualifying private enterprises, 2008 is the last year for the MAP Marketing Fastest Growing® awards. IDC congratulates Maria Charlton and the team at MAP Marketing for their ten-year commitment to Hunter private enterprises and delivering the highly successful and well-recognised Fastest Growing® awards program.

For more information, visit www.mapmarketing.com.au.

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