

Tropical Innovation Awards

Supporting an Innovative Culture in TNQ

'Innovation is a key driver of economic development'

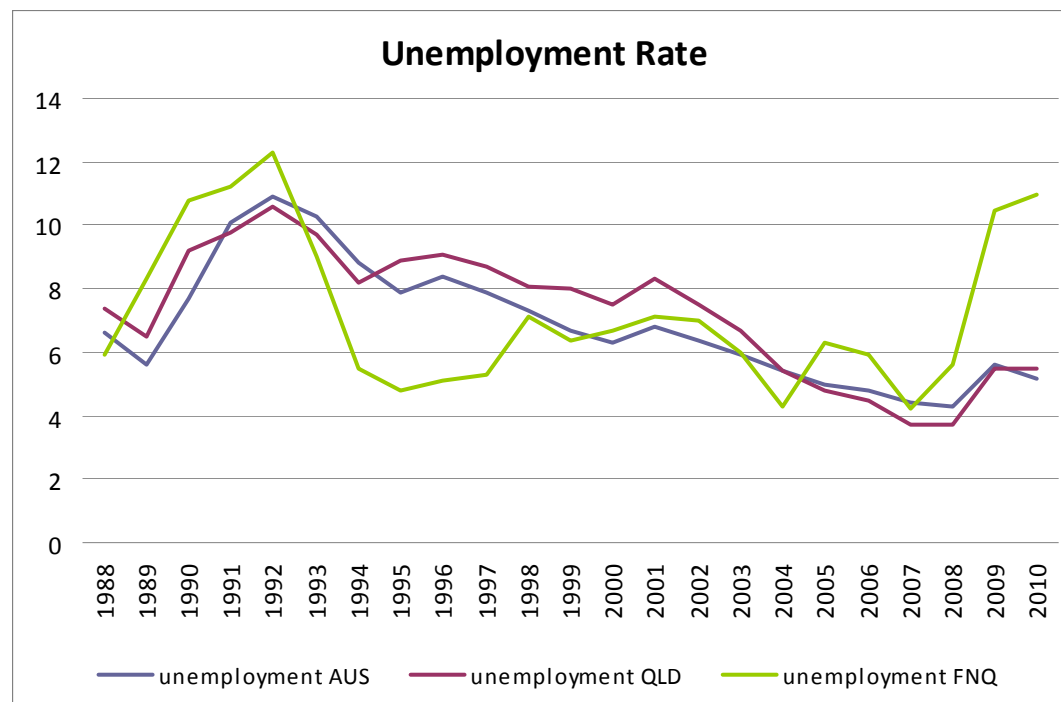
*'Regions which support and drive innovation are
more resilient to change and global economic forces'*



Tough times Cairns 2009/2010 and currently

Economic Context

- High unemployment – 10.6%
- Fragile economy due to lack of diversification
- Susceptibility of Cairns economy to global economic forces



Source: ABS Labour Force Statistics



What are the awards?

- A collaborative innovation program to identify businesses and individuals developing new and innovative products and processes in the Tropical North Queensland region
- Key elements:
 - Twelve steering group members;
 - Private/Public partnership (\$120, 000, \$50,000 in kind);
 - Originally four local government areas;
 - Five award categories;
 - Five judges; and
 - Gala presentation evening – 30 November 2012
- Idea was first developed in July 2010 between Cairns Regional Council and AusIndustry



Tropical Innovation Awards – Aims

- To recognise, reward and support innovation, invention and commercialisation across North Queensland;
- To build economic diversification, sustainability and resilience into our economies through the creation of an outward looking business culture built upon opportunities unique to the Australian Tropics;
- To showcase and brand North Queensland as the centre of tropical expertise and knowledge for the tropical world;
- The Tropical Innovation Awards provide an opportunity for inventors, innovators and businesses to showcase their inventive and innovative ideas, projects and processes to potential investors, mentors, government officials and the public; and
- It is an opportunity for applicants to realise the potential commercial value of their invention or innovation and contribute to the export and employment potential of the region.
- To focus on the importance of innovation in driving key economic benefits for the region including:
 - Better, more competitive business practices
 - Developing and driving ‘locally-grown’ export opportunities
 - Stimulating employment generating activity



Regional Collaboration

Three Levels of Government, Private Sector and University

- Cairns Regional Council
- Far North Queensland Regional Organisation of Councils (FNQROC)
- Regional Development Australia
- AusIndustry
- Queensland Government Department of State Development, Infrastructure and Planning
- James Cook University (JCU)
- Cassowary Coast Regional Council
- Reef and Rainforest Research Centre
- Placid Pools
- Australian Institute of Commercialisation (AIC)
- Kleinhardt



Key stakeholders, partners and sponsors



Achievements

- 98 applicants (46 - 2010, 52 - 2011)
- 3600 people's choice votes
- Over 25 sponsors
- What's your Big Idea Queensland winners

The Collector
Fibreglass application for Eco Splash System
Pole Power
Cairns Marine
Indepth Cases
Cool-Me Vest



- Kevin Rudd launched the 2011 awards
- National and International exposure
- 2011 Economic Development Australia Queensland Awards for Economic Development Excellence
- 2011 National Award for Local Government (Regional Innovation category).
- Regional Collaboration and Partnerships
- Placid Pools Industry lead Tropical Innovators Forum



Tropical Innovation Awards – 2012

Emerging Innovation - \$2,500

Established Innovation - \$2,500

Tropical North Queensland - \$2,000

Youth Innovation - \$1,000

People's Choice Award - \$2,000

Innovation of the Year - \$10,000



Entry Criteria

Who can apply?

- Anyone with a great idea, innovation or invention – all ages, all geographies
- Evidence the work is original and does not infringe on current patents
- \$50 entry fee (includes evening event)
- Innovators with a desire to increase their market potential, meet like-minded individuals and network with other innovators, government officials, innovation experts and investors

Assessment Criteria

- Originality, Creativity and Level of Innovation
- Competitive Advantage & Commercial Potential
- Practicality/Usability
- Social, Economic and Sustainable Design
- Efficiency, Replication/Spill-over, Timeliness, Collaboration



Tropical Innovation Awards – 2012 key dates

17 May – 17 September

Applications open online (www.tropicalinnovationawards.com)

20 September – 12 October

Judging

17 October

Launch People's Choice Award

30 November

Tropical Innovation Awards Gala Event
Cairns Convention Centre



Some winning examples

Eco Splash System, by Placid Pools Innovation of the Year 2010

- Proud local business
- Continuing their research into environmentally-based pool filtration techniques
- Relationship building and export development in Europe and now South Africa
- Winner of QLD Government's Big Ideas competition



Some winning examples

Pole Power, by Evolve Energy Eco Innovation Award

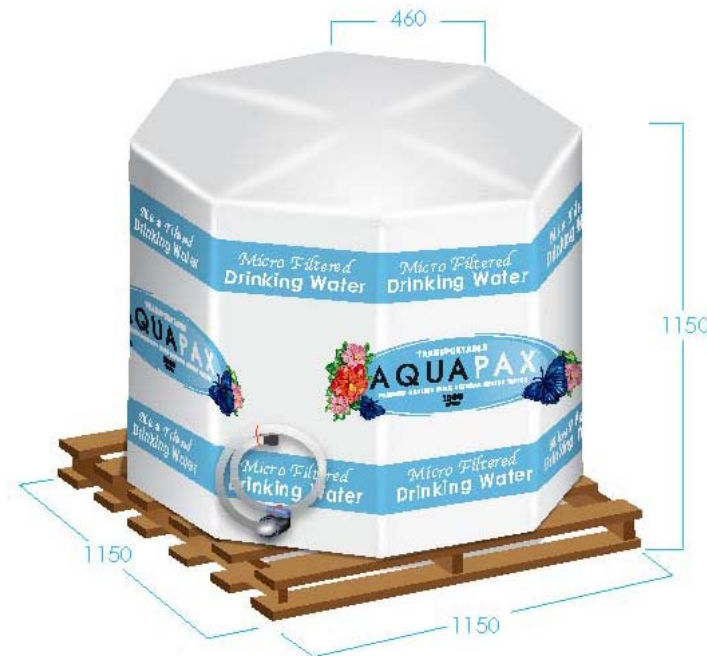
- Ergon Energy now supporting a 12 month trial of PolePower on Magnetic Island
- The team have also developed a roof mount version, SmartSolar™, using smart solar technology
- 20 systems were installed on Magnetic island in 2011. The trial was successful and the team is awaiting ongoing commitment from Ergon Energy.
- Winner of QLD Government's Big Ideas competition



Some winning examples

Transportable Aquapax, by Waterfarms Australia People's Choice Award

- World's first spring water transportation system
- The Aquapax Rehydration System is now being sold to Rio Tinto
- Opportunities for Aquapax to be utilised by AusAid, mining communities, developing countries, rural areas
- Working with local dairy industry to explore long life milk capabilities
- Inventor Martin Anton says "my ambition is to employ a lot more people and to be a growing business in this community"



Tropical Innovation Awards 2011

Building the Model

- **Expansion from regional to international awards**
 - Tropical Innovation Awards launched by Kevin Rudd in Cairns
 - Tropic Zone potential market of 3.3 billion people
- **Engaging regional Queensland**
 - Promoting and supporting innovation in Central and North Queensland
- **Encouraging and promoting youth participation**
 - Engaging local high schools through the BLA (Business Liaison Association)
- **Developing businesses as applicants**
 - Supporting applicants in preparing their applications



Questions



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