



EVENT OPPORTUNITIES

About the North Coast Innovation Festival (NCIF)

The Festival was launched in 2009 to raise public awareness of the Mid-North Coast's reputation as an innovative and entrepreneurial region, and harness this culture in a way that will help ensure the region's sustainability and future economic growth.

Following on from the successful 2009 MNCIF and the Northern Rivers Innovation Awards, the 2010 Festival will expand to include the Northern Rivers. The North Coast Innovation Festival will encompass the entire NSW North Coast from Tweed Heads to Foster-Tuncurry covering a population of almost 600,000.

The 2010 NCIF is a series of individual events that are designed to showcase the intellectual capital and innovative creativity on the NSW North Coast. Each event will incorporate aspects of innovation, sustainability, research, knowledge and entrepreneurship with the aim of bringing together businesses from all industry sectors to share new ideas and approaches on how to work smarter.

Festival events cover a wide range of businesses and organisations which will involve the entire community including community groups, students and industries such as (but not limited to);

- media & creative industries
- ICT
- health
- marine
- manufacturing
- finance
- medical
- food processing
- forestry
- education
- meat, dairy & horticulture
- tourism
- aquaculture
- science
- community services including aged care

The NCIF target audience includes, but is not restricted to;

- Small business enterprise, innovators and entrepreneurs
- Commercial organisations, small, medium and large sized corporations
- Decision makers in Australian businesses with an interest in innovation, research and development, commercialisation, entrepreneurship, venture capital, export and international competitiveness
- Educational and research institutions, including schools and universities
- Business and financial service providers and intermediaries
- Selected and international experts
- Government agencies (local, state and federal)
- Young people involved in innovation, entrepreneurship and technology commercialisation
- School and university students
- Media organisations
- The general public

Major Objectives of the Festival

Operational:

- To increase the profile and participation of industry in innovation on the North Coast
- To consider the aims and objectives of the recently released Northern Rivers and Mid North Coast economic profiles specifically focussed on the industry identified as priority for development opportunities
- To formulate a successful marketing and communication strategy for the proposed Festival and for ongoing promotion of innovation in industry on the NSW North Coast
- To involve children and youth from the classroom to participate in innovative and creative thinking activities which promote awareness and highlight the importance of innovation for now and in the future
- To demonstrate the value of research, development and commercialisation

Strategic:

- To retain the North Coast's existing skilled workforce through demonstrating competitive innovative industry and work practices
- To increase the skilled workforce and in particular retain the North Coast's potential youth workforce through innovative and broader industry practices
- To facilitate business development through innovative practices relevant to current and projected industry needs
- To position the North Coast as an internationally recognised leader in innovation and attract new business and invest to the region
- To increase the public awareness of investment opportunities through highlighting innovation in industry on the North Coast

The North Coast Innovation Festival website is **www.ncinnovationfestival.com.au**

Festival Management

The NCIF is an initiative of Industry & Investment NSW and Regional Development Australia.

The overall management and guidance of the MNCIF is undertaken by a Management Committee made up of regional stakeholders and each of the events held during the festival month are developed and managed by individual Event Managers.

Festival Region

Region & Population	LGA	Estimated resident population 2008
Northern Rivers Total Resident Population 288,368	Tweed	86,833
	Clarence Valley	51,007
	Lismore	44,993
	Ballina	41,677
	Byron	31,503
	Richmond Valley	22,672
	Kyogle	9,683
Mid North Coast Total Resident Population Total 287,805	Great Lakes	34,853
	Port Macquarie-Hastings	73,870
	Coffs Harbour	70,371
	Greater Taree	47,781
	Kempsey	28,856
	Nambucca	18,921
	Bellingen	13,153
	Total North Coast	14

Source ABS

This data gives a brief snapshot of the current population structure of the entire North Coast.

It indicates the potential for festival participation and benefit for the region's business, industry and community sectors based on population demographics.

The festival includes all towns on the NSW North Coast between Tweed Heads and Forster-Tuncurry covering a population of almost 600,000.



Hosting An Event

The Management Committee would like to invite you to propose an event which would showcase innovation and sustainability relevant to your area of expertise, which contributes to the overall sustainability of the North Coast region.

Festival events will help facilitate networking between innovators and investors that will reinforce the innovation and entrepreneurial process, from idea to market. Businesses, organisations, students and entrepreneurs will also benefit from sharing new ideas and approaches on how to work smarter.

Event Management

An Event Manager is required for each event and this individual or group will have complete responsibility for managing the event and any associated costs.

The Festival Coordinator will oversee the co-ordination of the festival and will liaise with Event Managers on behalf of the festival Management Committee.

Festival Event Criteria

For an event to be included in the North Coast Innovation Festival it must;

- Incorporate aspects of innovation, research, knowledge or entrepreneurship that is relevant to your area of expertise
- The product, process or service must contribute to the overall sustainability of the NSW North Coast
- Be held from 26 April to 31 May 2010
- Be developed and managed by your Organisation/Event Manager

Suggested Event Formats

- Workshop
- Seminar or lecture
- Webinar
- Exhibition
- Performances
- Site Tours of innovative businesses and facilities

Benefits of Participation

- Profile your company or product exposure to and network with potential new business partners, investors, distributors and clients along the NSW North Coast
- Promote your innovative product, process or service and generate media interest
- Learn about the innovation process and commercialisation of ideas
- Raise your profile in your industry as a leading innovator and add value to your brand
- Develop key relationships while learning more about your customer's needs and interests
- Profile your company's intellectual capital
- Be supported by a dedicated Festival Coordinator and an extensive promotion campaign
- Be a part of the only Festival of its kind in our region. By hosting an event you will add to the Festival's success and provide unprecedented exposure for your business and its activities.

Event Promotion

Festival events will be promoted through;

- The festival guide. 10,000 copies will be distributed throughout the North Coast through the NSW Business Chamber, Chamber of Commerce and other networking organisations.
- The festival website **www.ncinnovationfestival.com.au**. The events calendar will promote full details of your event including event details, a 50 word company description and booking details.
- The festival e-newsletter which will be launched in March.

Events will also benefit from festival advertising and promotion through television, radio, the website and printed media.

We will also be working with with organisations such as the NSW Business Chamber, Chamber of Commerce, Councils and educational institutions in augmenting our marketing and promotional efforts.

How To Register Your Event

To register your event complete the attached Event Proposal Form and return via email to tiffanyslacksmith@ncinnovationfestival.com.au or fax to 02 6584 6333. **The deadline for events to be included in the printed festival guide is 10 March 2010.**

Your proposal will be considered by the Management Committee for suitability and you will be advised of the outcome shortly.

Your valued contribution and support will add to the success of the Festival and provide extra exposure for your organisation and its activities.

If you would like to discuss further please contact;

Tiffany Slack-Smith

Festival Coordinator

North Coast Innovation Festival

Email: tiffanyslacksmith@ncinnovationfestival.com.au

Mobile: 0412 880 085

Web: www.ncinnovationfestival.com.au



Event Proposal Form

Event Manager Details

Name:

Organisation:

Address:

Tel: Mobile:

Fax: Email:

Website (if applicable):

Event Details

Event name:

Topic:

Date:

Location:

Venue:

Booking Details (contact name, tel, fax, mobile, cost etc):

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Event Format: ie exhibition, workshop etc:

Primary target audience:

Brief description of event (50 word limit):

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Email form to tiffanyslacksmith@ncinnovationfestival.com.au or fax to 02 6584 6333.

Events registered after 10 March may miss out on being included in the printed festival guide.