

The Challenge of Commercialisation:

Exposition, Workshops and Case Studies

Turning Research & Ideas into Money



\$1 = Research
x \$10 = Development
x \$100 = Commercialisation

Commercialisation is about rapid product development, people, customer relationships, strategic alliances, a R & D base, value chain management, opportunistic marketing, profit margins and managing IP as a competitive advantage.

The Challenge of Commercialisation

presented by the Business/Higher Education Round Table and The Triton Foundation

Melbourne, 6 & 7 August 2003

**RYDGES HOTEL,
186 Exhibition St,
Melbourne**

Major Sponsor



The Commonwealth Government believes that innovation-developing skills, generating new ideas through research, and turning them into commercial success is key to Australia's future prosperity. The Commonwealth Government is committed to creating employment and sustainable economic growth for all Australians. The Department of Industry, Tourism and Resources is responsible for industry and market development; science, technology and innovation; export promotion of manufactures and services; investment promotion and facilitation; and enterprise improvement.

PROGRAM and REGISTRATION

The Challenge of Commercialisation is supported by:



Information City is a highly resourced business network dedicated to

accelerating the growth of early stage technology ventures, particularly ICT and biotech. Through its Mentre Program, Information City supports and guides the development of new knowledge-based enterprises arising from public sector and corporate research by:

- screening for good research concepts that can become good businesses;
- establishing and developing new businesses underpinned by good research concepts; and
- growing and building knowledge-based enterprises arising from research opportunities.

PROGRAM DAY 1

- 8.30AM REGISTRATION**
- 8.55AM OPENING AND WELCOME** – Professor Ashley Goldsworthy AO OBE, Executive Director Business/Higher Education Round Table, Executive Chairman The Triton Foundation
- 9.00AM A MAJOR CHALLENGE** – Mehrdad Baghai, Executive Director of Business Development and Commercialisation CSIRO
- 9.30AM TURNING AN IDEA INTO \$MILLIONS** – Dr Bob Frater AO, Vice President Innovation ResMed Ltd
- 10.00AM HIGHER EDUCATION & THE NATIONAL INNOVATION AGENDA** – Professor Frank Larkins AM, Deputy Vice Chancellor (Research) University of Melbourne
- 10.30AM MORNING TEA**
- 10.45AM EFFECTIVE COMMERCIALISATION OF PUBLICLY FUNDED RESEARCH** – Gillian Turner, Managing Director Unisearch Ltd
- 11.10AM FROM MIND TO MARKET** – Dr Peter Jonson, Chair Australian Institute for Commercialisation
- 11.30AM WORKSHOPS 1A, 2 or 3 FOR PARTICIPANTS**
- 12.30PM LUNCH**
- 1.30PM KEYNOTE ADDRESS – GOVERNMENT PERSPECTIVE** - Mark Paterson, Secretary Department of Industry, Tourism and Resources
- 1.55PM THE MENTRE MODEL** – Dr Ian Smart, Deputy Director Information City
- 2.20PM WITH THE BEST IN THE WORLD** – Dr Neil Weste, Chair of Microelectronic Systems Macquarie University and Co-Founder Radiata Cisco Systems Aust. Pty Ltd
- 2.45PM AFTERNOON TEA**
- 3.00PM BUILDING BIOBUSINESS: CHALLENGES & OPPORTUNITIES** – Professor Peter Andrews, CEO Magic Pudding Co Pty Ltd
- 3.30PM WORKSHOPS 1B, 4, 5 or 6 FOR PARTICIPANTS**
- 4.30PM CLOSING REMARKS**

COMMERCIALISATION WORKSHOPS

- 1) **Strategic Process** - developing opportunities for growth and profit. Gail Geronimos, Co-founder & Director Achaeus Ltd

PART A: 11.30AM – 12.30PM
PART B: 3.30PM – 4.30PM



NEWPORT TECHNOLOGY FUND

Newport Technology Fund (NTF) is a specialist Australian technology, media and telecommunications venture capital investment fund. NTF manages \$75M across 2 different investment vehicles. The "Main" fund totals \$38M while the 2nd fund, the "Innovation Investment Fund" (IIF) totals \$37M. Newport Technology Fund is proud to be a licensee of the Australian Government's IIF program. Our investments range from \$1.5M to \$4.5M with a primary focus on early stage telecommunications, media and technology investments that have strong export potential. NTF is run by experienced executives with strong commercial and technology backgrounds, backed by a global network of quality technology investors that bring international connections, distribution and partnering channels and OEM opportunities.

- 2) **Accelerating Innovation** – bridging the gap between innovation and commercialisation. Greg Loudoun, Managing Director FASTRAC AUSTRALIA Pty Ltd
- 11.30AM – 12.30PM**
- 3) **Intellectual Property and Patents** – the pitfalls and traps. Christopher Bird, Special Counsel Allens Arthur Robinson
- 11.30AM – 12.30PM**
- 4) **Nurturing Inventors** – how to overcome the challenges. Alex Lamond, General Manager The Triton Foundation
- 3.30PM – 4.30PM**
- 5) **Positioning for a Capital Injection** – how to reach the top in the investor's in-tray. Mike Hilsden, CEO Newport Technology Fund
- 3.30PM – 4.30PM**
- 6) **Leadership in Innovation** – emotional intelligence and self awareness in leading the innovation process. Associate Professor Robert Marshall, Director Knowledge Teams International
- 3.30PM – 4.30PM**

PROGRAM DAY 2

- 8.50AM REGISTRATION**
- 9.10AM LIFTING THE LID ON RESEARCH - CASE STUDIES** (Vicki Tutungi, Deputy Chief Commercial - CSIRO Manufacturing and Infrastructure Technology; Dr David Mitchell, CSIRO Mathematical and Information Sciences; Kate Gunn, Director Business Development University of Western Sydney)
- 10.10AM MORNING TEA**
- 10.30AM EXPOSING RESEARCH TO REALITY - CASE STUDIES** (Peter Keayes, Vice President Commercial and Company Secretary for CMTE Development Ltd; Dr Robert Cowan CRC for Cochlear Implant and Hearing Aid Innovation; Dr Peter Isdale, CEO IMBcom; Dr Howard Leemon, Manager Innovation and Commercial Development UniQuest Pty Ltd)
- 11.30AM MARKETPLACE** - a continuous opportunity for business, researchers, inventors, venture capitalists and entrepreneurs to network, explore opportunities, discuss ideas and seek potential partners
- 1.00 PM CLOSING SESSION**

KEYNOTE SPEAKER

Mark Paterson – Secretary of Commonwealth Department of Industry, Tourism and Resources
Mark Paterson took up the Secretary's position in January 2002. He was formerly Chief Executive of the Aust. Chamber of Commerce and Industry, a position Mark held from June 1996. Mark is also a former executive director of the Retailers Council of Australia. He has held a wide range of Directorships and, until his appointment as Secretary, was a member of the Aust. Made Campaign Ltd Board, the Aust. National Training Authority, the Standards Aust. International Ltd Board and on a number of advisory boards.

CONFERENCE PRESENTERS

Mehrdad Baghai – Executive Director, Business Development and Commercialisation CSIRO

Topic: Technology transfer, arrangements for co-investing with large corporations and fast growing technology-based SMEs

Prior to joining CSIRO, Mr Baghai was CEO of a health-care technology company in California and a partner with the international management consultancy McKinsey and Company. He is co-author of the international best seller 'The Alchemy of Growth' and a member of the Board of Directors of Unicef Australia. Mehrdad will discuss the strategies of unlocking the value from CSIRO's portfolio of over 3 500 patents and intellectual property, and how he is redefining CSIRO's approach to working with partners. He will highlight the difficulty in making progress without accompanying changes in the strategic investment process and the overall performance management framework.

Dr RH Frater AO – Vice President, Innovation ResMed Ltd

Topic: Turning an Idea into \$Millions, an outside and inside point of view of ResMed Ltd

Dr Frater, a former Deputy Chief Executive of CSIRO, is an eminent Australian scientist and research administrator. Activities in ResMed range across IT, planning, marketing, R & D, training and mentoring with an emphasis on improving the flow of ideas to products. He was made an Officer of the Order of Australia in 1996 for services to science including his work on the construction of the highly successful \$50M Australia Telescope. Dr Frater holds various other positions including advisor to Innovation Capital; council member Aust. Academy of Science and chair Research Committee, Aust. Business Foundation. Dr Frater holds degrees in Science and Engineering (USyd), Doctor of Philosophy, Doctor of Science in Engineering and Honorary Doctor of Science (Macquarie). He is a Fellow of the Aust. Academy of Science and the Aust. Academy of Technological Sciences and Engineering.

Professor Frank Larkins AM – Deputy Vice-Chancellor (Research), The University of Melbourne

Topic: Higher Education and the National Innovation Agenda

Prof Larkins is a graduate of Melbourne and Oxford Universities. He has held the position of Deputy Vice-Chancellor of UMelb since 1990. Responsibilities include research and policy management; industry liaison and innovation initiatives related to IP protection and commercialisation. He is a Fellow of the Aust. Academy of Science and the Vice President of the Aust. Academy of Technological Sciences and Engineering. Prof Larkins is Chair of the National and International Synchrotron Scientific Advisory Ctte and the National Ctte for Chemistry.

Gillian Turner – Managing Director, Unisearch Ltd

Topic: Effective Commercialisation of Publicly Funded Research

Responsible for a portfolio of over 300 seed and pre-seed investments and technology commercialisation projects. The annual revenue of Unisearch is approx. \$20M. The company is supported by a professional staff of 40. Previous positions include General Manager – Corporate Development, Zurich Australia; CEO and director, Standard Chartered Equitor Trustee HK Ltd (Hong Kong); Corporate Finance Manager, Coca Cola Amatil. Gillian holds a Bachelor of Laws (Honours, Sydney), Master of Laws (Harvard) and is a Fellow of the Aust. Institute of Company Directors. In addition to her role with Unisearch, Gillian is a Director of AusHealth International, and a member of the Advisory Ctte for the Centre for Quantum Computer Technology.

Dr Peter Jonson – Chair, Australian Institute for Commercialisation

Topic: From Mind to Market – Australia's competitiveness and policies as an innovative nation; business and researchers... how to encourage better linkages.

Dr Jonson is Chair of the CRC for Microtechnology, a Director of Village Roadshow and Deputy Chair of Pro Medicus Ltd. In 2002 Peter served as Chair of the Biotechnology Centre of Excellence Expert Panel. Peter is Chairman Emeritus of the Melbourne Institute. Other positions held include economist with the Reserve Bank (1972-1988) including 7 years as Head of Research; Managing Director and then Chair of ANZ Funds Management; Finance Director and then Group Managing Director of Norwich Union Financial Services. He is a Fellow of the Academy of Social Sciences in Australia and a Fellow of the Aust. Institute of Company Directors. Peter was educated at Melbourne University and the London School of Economics where he completed a PhD in Economics in 1975.

Dr Neil Weste – Director, Engineering in the Wireless Networking Business Unit (Sydney) of Cisco Systems.

Topic: With the Best in the World

Co-founder of Radiata Communications, an Australian start-up company active in the area of high speed wireless local area network chip sets. This company was acquired by Cisco Systems in 2001. Prior to this he had a 17 year career in the US in the area of integrated circuit design working at R&D companies including AT&T Bell Labs, Symbolics Inc. and TLW Inc.

Dr Ian Smart – Deputy Director, Information City Victoria

Topic: commercialising Public Sector Research using Surrogate Entrepreneurs (the Mentre Model).

Dr Smart started his career as a research scientist in immunology, after which he joined the Victorian Government and worked for many years in a variety of policy and program roles in industry development, the Coode Island review, and in society and industry development in information and communication technology in Multimedia Victoria. Dr Smart moved to a senior role in Melbourne IT, followed by consultancy assignments in creative industries and other areas. He was invited to join Information City Victoria (of which he is a founding director) to develop programs in public sector commercialisation. Dr Smart holds a PhD in Immunology (Melbourne).

Professor Peter Andrews – CEO, Magic Pudding Company Pty Ltd

Topic: Building Biobusiness – opportunities offered, the impediments and possible solutions

Peter Andrews helped pioneer the discipline of drug design in Australia, establishing research laboratories at the ANU, Vic. College of Pharmacy, Bond University and UQ. Outcomes included the design of the Biota flu drug Relenza (VCP), and the discovery of potential anti-inflammatory and analgesic drugs currently in pre-clinical and clinical development (UQ). Prof Andrews has been a founder of several biotechnology companies (Biota, Aussep, Alchemia, Xenome) and joint founder with John Mattick, of the prestigious Institute of Molecular Bioscience. He retired as co-director of IMB and CEO of its commercialisation arm (IMBcom) in 2003 to establish The Magic Pudding Co. which aims to work with scientists and entrepreneurs to build early stage biotechnology businesses. Peter was recently appointed by the Qld Premier as Chair of the Qld Biotech Advisory Council.

WORKSHOP PRESENTERS

Workshop 1

Part A - 6th August 11.30am-12.30pm

Strategic Process - developing opportunities for growth and profit

Part B - 6th August 3.30pm-4.30pm

Gail Geronimos - Co-founder and Director of Achaeus Limited

Achaeus Limited takes entrepreneurs and management teams through a strategic process to develop opportunities for growth and profit. Achaeus has assisted some of Queensland's top entrepreneurs grow their businesses. As well, Achaeus has assisted well over 70 IT companies expand and raise capital. We all know how hard it is to break away from the day to day issues and consider the 'big picture'. But the truth is that opportunities for business growth and profit are often right under our noses and we're simply too busy to see them. To get you focusing on the big picture strategic issues, Gail Geronimos will present a simple process and some tools that you can use to identify and build on your business opportunities and understand your markets and competition.

Workshop 2

6th August 11.30am-12.30pm

Accelerating Innovation – bridging the gap between innovation and commercialisation

Greg Loudoun - Founder and Managing Director of FASTTRAC AUSTRALIA Pty Ltd

FASTTRAC AUSTRALIA Pty Ltd, Australia's leader in entrepreneurial business development and ACUMEN Pty Ltd, a professional consulting and human resource development organisation, focusing on organisational development through people, culture, process and strategic leadership. FastTrac is regarded across the entrepreneurship marketplace as a leading provider of business development interventions.

New Business Reality Check diagnostic tools provide entrepreneurs with a roadmap to develop investment attractiveness based on a solid business model. The diagnostic tools include:

- (1) NIDP - PCP Funding Eligibility Assessment
- (2) Stage of Business Growth Assessment
- (3) Business Practices Assessment
- (4) Business Readiness Assessment
- (5) Investment Readiness Assessment

Workshop 3

6th August 11.30am-12.30pm

Intellectual Property and Patents – the opportunities and the pitfalls

Christopher Bird – Special Counsel, Patent and Trade Marks Attorney Allens Arthur Robinson

Christopher specialises in all aspects of patent work, particularly in the computer science and engineering disciplines. He has extensive experience in matters of intellectual property rights through licensing and other commercialisation routes. In recent times Christopher has worked

closely with companies such as Australia Post, Australian Paper, Web Wombat, Mitsubishi Australia and ANZ Business eCommerce. Prior to relocating to Australia in 1998, Christopher was a patent examiner in the European Patent Office in The Netherlands. He is a member of the Institute of Patent and Trade Mark Attorneys, and the Intellectual Property Society of Australia and NZ. Christopher is also a Fellow of the UK Chartered Institute of Patent Agents and a member of European Patent Institute.

Workshop 4

6th August 3.30pm-4.30pm

Nurturing Inventors - how to overcome the challenges

Alex Lamond - General Manager, The Triton Foundation

The Triton Foundation emerged from the success of the iconic saw-bench as developed by George Lewin. It is a not for profit organization helping Australia's innovators and inventors commercialise their idea or invention. Alex also founded the Melbourne University Entrepreneurs Club. A serial entrepreneur with interests in agriculture, publishing, coffee and software. His education includes undergraduate studies in engineering and computer science, post graduate diplomas in business marketing, applied finance and investment and a MBA (MBS).

Workshop 5

6th August 3.30pm-4.30pm

Positioning Your Business for a Capital Injection – in-tray essentials, key hurdles, positioning for a capital injection

Mike Hilsden - Chief Executive Officer, Newport Technology Fund

Mike has over 30 years experience in the IT&T industry, the last 20 as a CEO. Mike led IT for Castlemaine Tooheys for 12 years as CIO and Bond Technology as CEO, introducing many breakthrough technologies in the industrial, production, distribution and communication sectors. Mike was CEO for Netmap International, Network Solutions, Fingerscan and Chief Marketing Officer for Stanilite; all early stage, successful Australian technology companies. Over a 20 year period, Mike has been responsible for the international development and commercialisation of many Australian technologies and has extensive operational experience in European, US, Middle East and Asian markets. Over the last 5 years, Mike has been intimately involved in the examination of hundreds of IT&AT investment opportunities, initially as CEO of AMWIN Venture Capital, and now as CEO of Newport Technology. Learn how to demonstrate to private investors, venture capitalists or government funding bodies that an investment in your company will allow you to build a sustainable business and manage the risks.

Workshop 6

6th August 3.30pm-4.30pm

Leadership in Innovation - emotional intelligence and self awareness in leading the innovation process

Robert Marshall - Director, Knowledge Teams International

Knowledge Teams International is a company which provides team diagnosis, leadership and team development services to organisations in Australia and overseas. Robert developed the Knowledge Team Effectiveness Profiling system which is used extensively in Australia and internationally to provide a lead indicator of performance in R&D and other teams that use knowledge as their key resource. He is an Associate Professor at Melbourne Business School, the University of Melbourne, where he undertakes research on leaders and teams in technical and knowledge-based organisations and conducts courses for the School's corporate clients. He was previously Group Manager, Leadership Development with CSIRO Australia. The workshop will describe the methodologies and benefits of an experiential approach to leadership development, drawing on insights from the highly successful, B-HERT sponsored program, "Achievement through Teams, Leadership in Innovation." The importance of emotional intelligence and self awareness in leading the innovation process will be discussed and practical techniques for enhancing emotional intelligence will be outlined.

CASE STUDY PRESENTERS - 7th August

Vicki Tutungi – Deputy Chief, Commercial CSIRO Manufacturing and Infrastructure Technology

Case Study: issues involved with developing a technology to produce commercially viable magnesium alloy strip

Vicki has held various positions with the CSIRO with general experience in Commercial Law. Currently she is managing the commercialisation of two critical technologies each to the value of \$10M as well as development and execution of key account management strategy. Vicki's case study focuses on the issues involved with developing a technology to produce commercially viable magnesium alloy for use in industries such as the electronics industry. In order to accelerate commercialisation of the technology CMIT has entered into an agreement with Magnesium International Ltd. Vicki has an LLB, BSc and MBA (MBS).

Dr David Mitchell – CSIRO Mathematical and Information Sciences

Case Study: what's different about array bioinformatics and the challenges of developing a sustainable business model.

David is a reformed molecular biologist whose last contact with statistics was the genetics exam at first year university. Despite this obvious handicap, he is currently running a group of data miners and Bayesian statisticians developing new statistical methods for analysing an array of

data from a variety of sources. David's presentation will cover what's different about array bioinformatics and the challenges of developing a sustainable business model.

Kate Gunn – Director, Business Development University of Western Sydney **Case Study: stone fruit and the development of its commercial pathway**

Kate has many years experience in starting entrepreneurial ventures. Her current role has responsibilities for the commercialisation of research at the University of Western Sydney. In 1999 Kate was a finalist in the Telstra Business Woman of the Year in South Australia. She has also been recognised with business entrepreneurship awards from the National Enterprise Development Institute, ACT Minister for Business, and the ACT Chamber of Commerce and Industry. The UWS and venture capital firm, SciVentures has just signed an agreement (known as PHYTONOVA, Natural Plant Science) to commercialise stonefruit. The stonefruit will have unique marketable characteristics such as the ability to produce fruit ahead of season and to grow in low chill climates.

Peter Keayes – Vice President Commercial & Company Secretary, CMTE Development Ltd

Case Study: maximising 'Value From Commercialisation', tracing the development and commercialisation of the Universal Dragline System technology.

Peter Keayes is Vice President Commercial and Company Secretary for CMTE Development Limited, the company that operates CMTE/CRC Mining. During his 4 years there he has established 7 spin-off companies to commercialise technologies developed by the CRC. His role is to manage the commercialisation, financial and administrative functions of the CRC through early stage management of the spin-off companies. Peter has over 20 years experience as a senior administrative manager, with extensive commercial experience in a number of organisations in Australia and overseas. Peter has a Bachelor of Business (Accounting) from the University of Technology, Sydney and is a Certified Practising Accountant (CPA). Peter's case study will focus on the Universal Dragline System technology. Invented by Dr Jeff Rowlands (UQ) and developed by the CRC, the technology has produced 3 spin-off companies, attracted \$34M in development funding for a minority interest, has been successfully commercialised and has made a significant profit, all within 3 years of the CRC commencing the development of the technology.

Dr Robert Cowan - Director and CEO, CRC for Cochlear Implant and Hearing Aid Innovation **Case Study: Dynamic Hearing Pty Ltd – matching expectations of researchers, financiers and research agencies**

Dr Cowan has been working in cochlear implant and hearing research since 1982. Bob's focus in the CRC has been bringing together the research, educational, clinical and commercial skills of internationally recognised Australian hearing and otological research and leading biomedical companies such as Cochlear Ltd and Bernafon Australia. Dr Cowan holds an Hons BSc (Physiology), MSc (Kinesiology), Grad. Dip (Audiology), PhD (Audiology), as well as Grad. Dips in Technology Management and Health Economics. His case study will reveal the lessons learned in the recent spin out of Dynamic Hearing Pty Ltd with venture capital funding.

Dr Peter Isdale – CEO, IMBcom

Case Study: early commercialisation education and training

Peter Isdale was recently appointed CEO of IMBcom Pty Ltd. Dr Isdale spent 15 years as a marine scientist before trading his wetsuit for a business suit at the Aust. Institute of Marine Science. As the Business Director and Executive of AIMS Peter directed the strategic development of AIMS business and commercial interests including legal and intellectual property affairs. With 16 years experience of sitting on boards Dr Isdale has a record of achievement in private and public companies within Australia and the Pacific Rim. Peter's case study will highlight IMBcom's approach to commercial education through programs such as Induction and Biobusiness Workshops for finishing PhD students. IMBcom's experience gives it the capacity to help young scientists plan their careers within the world of commercial bioscience.

Dr Howard Leemon – Manager, Innovation and Commercial Development UniQuest Pty Ltd

Case Study: how to become an overnight success – after 10 years

Prior to joining Uniquest, Dr Leemon established Australian Meat Technology Pty Ltd (AMT) which developed new equipment for the meat processing industry and SFK Pty Ltd which markets the equipment developed by AMT. Dr Leemon has degrees in Engineering and Science, and a PhD in Mathematical Physics and is a Fellow of the Aust. Institute of Company Directors. He is a Director of Fultec Pty Ltd, which is commercialising a new voltage surge protection device for communications systems. This has become an overnight success – after 10 years.

About B-HERT



B-HERT, established in 1990 as a not-for-profit organisation, is the only body where leaders of Australia's business, research, professional and academic communities regularly come together to address important issues of common concern, to improve the interaction between Australian business and higher education institutions, and to guide the future directions of higher education.

Its Mission is to pursue initiatives that will advance the goals and improve the performance of both business and higher education for the benefit of Australian society.

Membership comprises, by invitation at the Chairman/CEO/Vice-Chancellor level, Australian corporations, professional firms, the major public research organisations (Commonwealth Scientific and Industrial Research Organisation; Australian Nuclear Science and Technology Organisation; and Defence Science and Technology Organisation), the Australian National Training Authority, Australian universities, and business related professional societies (engineering, accounting, law, information technology).

B-HERT plays an important role in helping to shape Australia's higher education system by developing practical, workable policies and strategies for addressing issues in which business and universities have a shared interest.

In pursuing this mission B-HERT aims to influence public opinion and both government and non-government policy on selected issues of importance.

About the Triton Foundation



The Mission of the Foundation is to:

- * Seek out and identify good ideas and the people who create them.
- * Encourage their emergence and development.
- * Publicise positively innovation and innovators
- * Assist the passage of good ideas to commercial success
- * Acclaim the wins and glorify the winners
- * "Close the Circle" to encourage people to be productive with good ideas, and foster a climate of approval and encouragement among peers and society at large, by affirming that inventiveness and enterprise is:
A virtue in itself
A significant contribution to the betterment of Australian society, for everybody
A worthy and credible means of fulfilment of personal life goals, including recognition and reward.

The Foundation is a commercialisation centre. The principle aim of the Foundation is to facilitate the commercial success in Australia of inventions created in Australia for the purpose of creating greater wealth and job opportunities in Australia as a whole. The Foundation exists for the benefit of the inventors and innovators that it serves.

The Foundation publicises the inventive ability of Australians and the commercial success of enterprises based on such innovation for the purpose of fostering a national culture in which innovative enterprise is encouraged, applauded and rewarded.

The Foundation is financially supported by both the Queensland and Victorian Governments and by George Lewin, its founder.

Registration Closes Fri August 1

Tax Invoice

This document will be a tax invoice when payment is made.

COST

Conference Registration

The Challenge of Commercialisation

August 6 & 7 2003

\$324.50 (GST incl) including morning /afternoon teas & lunch

Post:

Business/Higher Education Round Table

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More information

can be found at www.bhert.com or by contacting the B-HERT Secretariat on (03) 9419 8068 (Melb)

REGISTRATION FORM

(Please copy for additional delegates)

The Challenge of Commercialisation Conference on Wed Aug 6 & Thur Aug 7, 2003 at the Rydges Hotel, 186 Exhibition Street, Melbourne.

Please Print in black ink

Title:.....Name:

Position:

Organisation:

Address:

.....Postcode:

Phone:

E-mail:

Payment details

I will be attending **The Challenge of Commercialisation Conference** on Aug 6 & 7, 2003 (\$324.50 GST incl)

Please indicate which WORKSHOPS you wish to attend

1A 2 3

tick one only

1B 4 5 6

tick one only

Amount Payable: \$.....

Cheque Please make cheques payable to **Business/Higher Education Round Table**

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We regret no refunds will be made, however substitute delegates are welcome.

Registrations will only be accepted on an official registration form. One per delegate is required and should reach B-HERT by no later than Fri August 1. Notification of substitute delegates must be received in writing by Mon August 4. A special discount rate for accommodation at Rydges is available. For reservations call 03 9662 1255 or fax booking form to 03 9663 6988. The personal information on this registration form will be held in the strictest confidence. B-HERT reserves the right to alter or amend the program where necessary.