

MEDIA RELEASE

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THE WORLD'S MOST INNOVATIVE THINKERS ARE COMING TO MELBOURNE

Creative Innovation 2016 Asia Pacific - *The Exponential Shift: Making Transformation Happen*

With an estimated 47% of jobs to be lost due to new technology,¹ **Creative Innovation 2016 Asia Pacific - The Exponential Shift: Making Transformation Happen** (Ci2016) gives attendees the opportunity to hear from 40 global thinkers, futurists, innovators and disruptors as well as from Australian business, government and industry leaders.

Ci2016 will help participants understand and make the most of the **exponential advances** in robotics, artificial intelligence, the automation of jobs and vehicles, healthcare, energy, workplaces and industries of the future, and other major trends.

Creative Innovation Global is now regarded as the leading innovation event in the Southern hemisphere having won Corporate Event of the Year in the global Eventex Awards and in the Australian Event Awards. The event will be held this year at **Sofitel in Melbourne** from **7-9 November 2016**.

Exponential technologies continue to converge, challenge and create unexpected and significant issues. This poses an existential challenge to many organisations who cannot survive, let alone thrive, by executing more efficiently and effectively.

These waves of disruption also create new growth markets. Rising to the transformation challenge requires fresh mindsets, skills and organisational designs. Leaders who evolve and rise to the challenge have a chance to drive substantial growth and impact.

Ci2016 is not only about managing the dramatic changes being wrought by new business models associated with the internet, technology and globalisation but learning from these changes and seizing opportunities.

Ci2016 Ambassador Hugh Morgan AC says that successful leadership in business and government often requires simplifying the complex and finding new ways to achieve sustainable growth.

"This event provides a unique chance to see through the disruption we are experiencing and find new ways of collaborating to achieve lasting growth," says Hugh Morgan AC, Ci2016 Ambassador.

"It's an opportunity for leaders everywhere to explore these issues and to take new mindsets back into their organisations," he says.

Creative Universe founder and Ci2016 Executive Producer, Tania de Jong AM, says Ci2016 gives delegates the opportunity to expand thinking and leverage their often hidden "right-brained" creative capabilities to help alter traditional mindsets, fixed corporate cultures, fear of failure and open the doors to new solutions.

¹ 2015 CEDA report. The stat varies from 40% to 55% depending on the source. Full report available here: <http://goo.gl/a0lMvn>

“Ci2016 is a cross-sector, community-wide program and the cross-pollination of ideas at this event is a significant factor for anyone wishing to innovate and develop more of a culture of collaboration and innovation,” says Tania de Jong AM, Ci2016 Founder and Executive Producer.

This is a rare opportunity to learn, connect and share ideas across sectors with some of the world’s most influential thinkers and innovators under one roof,” she says.

Ci2016 combines the talents of over 40 world-class leaders, thinkers and innovators:

- **Professor Hiroshi Ishiguro (Japan)**, Director Intelligent Robotics Laboratory, Department of Systems Innovation in the Graduate School of Engineering Science at Osaka University
- **Martin Ford (USA)**, Silicon Valley Entrepreneur, Futurist and Speaker; Leading expert on the Robot Revolution, Artificial Intelligence, Job Automation and the Impact of Accelerating Technology on the Economy and Society
- **Dr Daniel Kraft (USA)**, Physician-scientist, inventor and innovator; Faculty Chair for the Medicine and Exponential Medicine program at Singularity University, exploring the impact and potential of rapidly developing technologies as applied to health and medicine
- **Scott Anthony (Singapore)**, Strategy and Disruptive innovation expert; Managing Partner Innosight; Harvard Business Review Author
- **Ramez Naam (USA)**, Leading expert on innovation, energy, environmental challenges and neuroscience; CEO Apex Nanotechnologies; Futurist and award winning author of 4 books
- **Dr Abigail Allwood (USA)**, Astrobiologist, Jet Propulsion Lab, NASA; first female principal investigator on a Mars mission
- **Professor Stephen Heppell (UK)**, Chair Learning Innovation Universidad Camilo José Cela Madrid; Chair in New Media Environments Bournemouth University; One of the most influential academics in the field of technology and education globally
- **David Gonski AC**, Chairman ANZ and Coca-Cola Amatil
- **Dr Alan Finkel AO**, Australia’s Chief Scientist
- **Hugh Morgan AC**, Principal, First Charnock; Lafarge International Advisory Board; Chairman Emeritus Asia Society AustralAsia Centre; Former CEO Western Mining Corporation; Former Chair Business Council of Australia
- **Bill Ferris AC**, Chair Innovation Australia; Founder & Co-Chairman CHAMP Equity
- **Professor Michelle Simmons**, Scientia Professor of Physics, University of New South Wales; Australian Research Council Laureate Fellow
- **Martin Bean CBE**, Vice Chancellor and President RMIT University
- **Renee Leon PSM**, Secretary of the Department of Employment
- **Carolyn Hewson AO**, Director of BHP Billiton and Stockland Group; Trustee Westpac Foundation; Member of Federal Government Growth Centres Advisory Committee
- **Dr Alex Zelinsky**, Australia’s Chief Defence Scientist (DSTO); computer scientist, systems engineer and roboticist
- **Tania de Jong AM**, soprano, social entrepreneur, creative innovation leader, Founder Creative Universe, Creativity Australia and Creative Innovation Global
- **John Stanhope**, Chairman Australia Post & AGL; Chancellor of Deakin University
- **Steve Vamos**, Non-Executive Director Telstra and Fletcher Building, venture investor, business advisor, speaker
- **Associate Professor Rufus Black**, Master Ormond College; Principal Fellow in the Department of Philosophy at the University of Melbourne; Deputy Chancellor Victoria University

- **Professor Tanya Monro**, Deputy Vice Chancellor Research & Innovation and an ARC Georgina Sweet Laureate Fellow University of South Australia; award-winning Australian physicist known for her work in photonics

About Creative Innovation 2016 Asia Pacific (Ci2016)

Currently in its sixth year, Ci2016 brings together some of the world's most important thinkers and leaders to share strategies, solutions and best practice. Its focus is leadership, innovation, education, technology, entrepreneurship and science and features a program of 13 Master Classes, Deep Conversations, two action-packed conference days, a Gala Dinner, Artists-in-Residence and networking opportunities.

Creative Innovation Global is the brainchild of Tania de Jong AM, a leading Australian soprano, thought leader, social entrepreneur and creative innovation expert.

Where: Sofitel Melbourne On Collins, 25 Collins Street, Melbourne 3000

When: 7-9 November 2016

Join: <http://www.facebook.com/creative.innovation.global> for updates and comments and follow Ci2016 on Twitter @CIInnovation and #ciglobal

For further information: www.ci2016.com.au

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For media enquiries including interviews with speakers ahead of the event:

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