



# RACE TO THE FUTURE. E<sup>6</sup>

ENVIRONMENT ENERGY ECONOMY  
EDUCATION ENTREPRENEURSHIP  
ETHICAL LEADERSHIP

27-29 NOVEMBER 2013  
MELBOURNE AUSTRALIA

**MEDIA RELEASE**  
**12 June 2013**

## Race to the Future. E<sup>6</sup>

**Global mega-trends and innovative solutions for our Environment, Energy, Economy, Education, Entrepreneurship and Ethical Leadership**

*Combining over 40 world-leading global thinkers, futurists, innovators and leaders with Australia's business community, government, industry and the general public, Creative Innovation 2013 will offer credible forecasts, strategies and practices to help inspire your thinking and transform the leadership of organisations.*

Australia's paralysed business sector now has a chance to innovate, be bold and learn from the who's who of global thinkers and innovators at the fourth Creative Innovation Asia Pacific 2013 Global event (Ci2013), 27-29 November 2013 at Sofitel Melbourne On Collins.

**Creative Innovation 2013 Asia Pacific Race to the Future. E<sup>6</sup> Environment. Energy. Economy. Education. Entrepreneurship. Ethical Leadership** will share bold ideas and new futures across sectors that represent real business opportunities, sparking a revolution for ethical leadership and change.

The only forum of its kind, Ci2013 is an interactive community to learn techniques and strategies, share ideas across sectors and gain empowering experiences. The events brings together big and small business, entrepreneurs, educators, creative, not-for-profit and government leaders, emerging talent and leading thinkers from around the World, Asia and Australia.

Ci2013 will give delegates the opportunity to expand their thinking and leverage their often hidden "right-brained" creative capabilities to help alter traditional mindsets and open the doors for new ways of thinking.

With the Australian business sector stuck with risk-adverse strategies and stifling of creativity and innovation, Ci2013 brings a fresh approach to today's wicked problems and will submit its findings and results to the Australian Government for consideration.

Ci2013 Ambassador Hugh Morgan AC says that successful leadership in business and government often requires simplifying the complex and finding new ways through essential issues.

*"This fourth creative innovation conference provides a unique chance to see through the complexity of the big issues in Environment, Energy, Economy, Education, Entrepreneurship and Ethical Leadership. It is a wonderful opportunity for leaders and potential leaders in all walks of life to explore and understand these issues and to take strategies and new thinking back into their organisations.*



*With its creativity, its stimulating array of international and national speakers, its emphasis on cross-pollination of ideas and its focus on the future and its opportunities, this future-shaping event is a wonderful contributor to understanding innovation”, Mr Morgan said.*

Creative Universe founder and Ci2013 producer, Tania de Jong AM says Ci2013 will feature over 40 world-class Australian and international keynote leaders, innovators, artists and thinkers and highlight opportunities and global megatrends that affect business and society in these volatile times throughout the Asia Pacific and the rest of the world.

*“We are dramatically racing into the future. We need to find innovative solutions to the great problems of today. To make them the opportunities of the future. To develop new personal skills and organisation strategies to address the great challenges, in climate, technologies, behaviours, social structures, energy costs, and scarcities of food, water, skills and resources.*

*Ci2013 will deliver world class best practice solutions pragmatic solutions and ideas for the development of sustainable and innovative futures for community, business and government, and bring together leaders and emerging talent to discover cross-disciplinary solutions, credible forecasts, strategies and practices to help transform you and the leadership of your organisation”, Ms de Jong said.*

Ci2013 is also offering ten scholarship places to Ci2013 for emerging leaders from any sector.

Creative Innovation Asia Pacific 2013 encourages all sectors to be involved. Leaders, emerging talent, change-makers, activists, influencers, innovators, provocateurs, advisers, Board Directors, CEOs, entrepreneurs, business owners and executives from all sectors are encouraged to attend and share a super-regional, global perspective to ultimately make a difference.

Ci2013 combines the talents of over 40 world-class leaders, thinkers and innovators. Ci2013 attendees will join forces and spend time with:

- **Bjorn Lomborg** (Denmark), Global environmental thought leader, Author: *Cool it* and *The Skeptical Environmentalist*
- **Peggy Liu** (China), Chairperson of JUCCCE, international sustainability expert on greening China
- **Bunker Roy** (India), Founder Barefoot College
- **Jon Duschinsky** (Canada), Social innovator, global cage rattler and and change agent, Author: *(me)volution*
- **Professor Stephen Heppell** (UK), Digital Education Leader
- **Scott Anthony** (Singapore), Strategic transformation and disruptive innovation expert, Managing Partner Innosight Asia Pacific
- **Jason Drew** (South Africa), Eco-entrepreneur and sustainability expert
- **Carol Schwartz AM**, Chair, Creative Partnerships Australia, Ourcommunity, Women’s Leadership Institute Australia, Director Stockland, Bank of Melbourne
- **Lisa Paul AO**, Secretary, Department of Education, Employment and Workplace Relations
- **Michael Rennie**, Managing Partner, McKinsey & Company
- **Steve Vamos**, President Society for Knowledge Economics and Non-Executive Director at Telstra, Medibank and David Jones

And many more to be announced...!

Ci Global Conference Ambassadors: Hugh Morgan AC, Professor Allan Fels AO, Sir Gus Nossal AC.

### **About Creative Innovation Asia Pacific 2013 (Ci2013)**

Creative Innovation Asia Pacific is the brain child of Tania de Jong AM, a leading Australian soprano, thought leader, social entrepreneur and innovation expert. She is the Founder of Creativity Australia and Creative Universe. Creative Innovation has had rising success since launching in 2010. Currently in its fourth year, Creative Universe aims to bring together the world’s most important thinkers and



leaders. Its specific focus is leadership, innovation, education, technology and science. Ci2013 will feature a program of Master Classes, Deep Conversations, two action-packed Conference days, a Gala Dinner, Artists-in-Residence and networking opportunities.

**Event details:**

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

**When:** 27-29 November 2012

**Bookings:** To register your interest visit <http://www.ci2013.com.au> or call 03 9645 9858.

**Program:** To check out the program visit <http://www.creativeinnovationglobal.com.au/Ci2013/program/>  
Join <http://www.facebook.com/creative.innovation.global> for updates and comments and follow Ci2013 on Twitter @ciglobal.

**Media enquiries:**

Tania de Jong AM, Ci2013 speakers and partners are available for interview.

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