

“Innovate or Perish”

Guest Speaker>> Innovation guru **Roger La Salle**

- What is innovation?
- Why is innovation so important?
- Consequences of failure to innovate
- How do you actually “do” innovation, is there a method?
- Business plans, the most common reason for failure
- The concept of “Fast Second...”
- What is an opportunity – how do you find one?



Event Details

Date	Thursday 16th October 2008
Time	7am - 9am Optional Information Session 9am - 10am
Location	Rydges Bell City Hotel Ballroom 205 Bell Street Preston 3072
Contact	Deb Redmond Ph: (03) 9479 3339 Email: d.redmond@latrobe.edu.au
Cost	\$44.00 inc. GST per head
Registration	Please download registration form at www.nbaa.com.au and fax back on 03 9467 8310
RSVP	By Tuesday 14th October 2008

Breakfast Dates 2009

February 26th 2009

First Breakfast

Host: Banyule City Council

May 7th 2009

Second Breakfast

Host: Hume City Council

July 2nd 2009

Third Breakfast

Host: Moreland City Council

August 27th 2009

Fourth Breakfast

Host: Shire of Nillumbik

October 22nd 2009

Fifth Breakfast

Host: City of Whittlesea

December 3rd 2009

Grand Finale Breakfast

Host: City of Yarra

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Join us for the
launch of an exciting initiative by
Melbourne's northern region
by the Hon Joe Helper,
Minister for Small Business

Guest Speaker>>
Innovation guru **Roger La Salle**
“Innovate or Perish”

Northern Business Achievement Awards
Inaugural Breakfast Launch
Rydges Bell City Hotel Ballroom

Thursday 16th October 2008 @ 7am
Host: City of Darebin

Information Session >>

“Climate Change: Is Your Business Ready?”
Dr. John Andrews, RMIT University



NORTHERN BUSINESS
Achievement Awards
A Forum for Business Excellence

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“Innovate or Perish”

INNOVATION, is a word so misunderstood that its very meaning has been lost.

If we can gain an understanding of this word, and how it applies to businesses of all types, then we can use innovation as the means to take our businesses to new heights, beat competitors and remove the single biggest risk in business - market risk.

Finding an opportunity is often considered to be simply a matter of luck. Whilst this can be true to some extent, the incidence of opportunities can be heightened by awareness, education and experience.

Roger La Salle, the creator of “La Salle Matrix Thinking” will share his experience with you at the breakfast and provide for you real take away tools that will allow you to implement innovation and opportunity capture in your businesses the very next day.

Speakers Profile - Roger La Salle



Roger La Salle is a professional electronic engineer and also holds a Graduate Diploma in Business Administration. He has many years of experience in both Government, Australian Department of Civil Aviation, and private enterprise in both multinationals and micro corporations. Roger has a number of very successful patents to his name and in

2004 was appointed to a position as Chair of Innovation at the prestigious “The Queens University” in Belfast.

In 2004, Roger was also a regular as an expert panelist on the Australian television program, the New Inventors.

In 1999, Roger documented the way he has been thinking about business and what has allowed him to find some outstanding opportunities throughout his career. The result was his first book, “Think New” on product innovation. A second book, “Think Next” followed on opportunity. It demonstrates a way to systematically search for a new business opportunity. In 2007, his latest book, “Think Again” was published. This is on process innovation and provides some real insights into a systematic way to innovate business processes.

Roger travels the world presenting his method of thinking, referred to as “La Salle Matrix Thinking”. Since its inception in 2000, his way of thinking has now found its way into more than 25 countries and countless businesses world wide. Types of industries that now employ the matrix thinking approach include Banking, Insurance, Manufacturing, Scientific Research, Accommodation and Recreation, including Service Organisations, Charities and Military. Some of the countries in which Roger has worked include Australia, China, Japan, New Zealand, Malaysia, Singapore, England, Ireland, Turkey, Cyprus, USA, Colombia, Panama City, Puerto Rico, Fiji and Indonesia.



Climate Change: Is Your Business Ready?

Plus industry case studies

Climate change will present enormous challenges for industry as the carbon trading and the new government policies on climate change are rolled out in the Australian economy.

Environmental issues, including climate change, are at the forefront of today’s issues for consumers and politicians and for all those who must confront the rising tide of concern about global warming around the world. But what is the role for business and how should leaders prepare for the emerging low-carbon economy?

Speakers Profile - Dr John Andrews



Senior Lecturer RMIT University School of Aerospace, Mechanical and Manufacturing Engineering.

Project Leader NORTH Link “Industry Greenhouse Gas Abatement Programs”

Dr John Andrews from RMIT University and NORTH Link have been working with organisations large and small to identify valuable cost and energy savings projects over the last five years.

Dr Andrews will explain some of these new policies; how they will affect industry and illustrate some stunning examples of cost and energy reduction savings achieved by participating firms.

Sustainability management techniques and enabling technology have evolved and paved the way for innovations that were previously considered unrealistic. How do climate change challenges translate into viable solutions for business and industry? How can business and industry minimise the risks associated with limited resources and rising fuel costs?

The NORTH Link program has been sponsored by the Commonwealth Department of the Environment, Water, Heritage and the Arts.

Organisations will be provided with the opportunity to participate in this ground breaking program’s next batch of projects commencing November 2008.



Northern Business Achievement Awards

The Northern Business Achievement Awards (NBAA) present an opportunity to acknowledge and celebrate the successes and achievements of small to medium sized enterprises within Melbourne’s north.

The NBAA have been created by NORTH Link with funding from the Victorian Government and the support of the Cities of Banyule, Darebin, Hume, Moreland, Whittlesea, Yarra and the Shire of Nillumbik. The Awards are aligned with NORTH Link’s aim of development, marketing and promotion of Melbourne’s north, by recognising local business achievement, encouraging innovation and excellence, and providing valuable networks and opportunities for growth and development.

The NBAA Awards are a partnership of industry, education, local and state government and decision makers across Melbourne’s north and essential events for those seeking to do business in the region. They will recognise the business achievements of SMEs in the northern region of Melbourne. The awards will foster and encourage businesses in the region to achieve business excellence, growth and competitiveness.

NBAA Nominees 16/10/08

Harrop Engineering

Precision Engineering for Industrial, Automotive and Medical

Waive Star Group

Supply Chain Management Solutions for all organisations

