

INNOVATION: RELOADED!

The third in the “Innovate to Survive Masterclass” series for the food industry

22 & 23 October 2014

University of New South Wales

CBD Campus, 1 O’Connell St, Sydney, NSW



The Masterclass will be a two day intensive seminar that will feature key speakers covering important topics that you need to be across such as:

- Knowledge management
- Business & Innovation models
- Communicating innovation
- Online innovation
- Value chain analysis
- Consumers & market insights
- Design thinking
- Collaboration and networking
- Accessing free IP
- Online innovation
- Patent & trademark strategies



the australian institute of
food science and technology
incorporated



one voice - adding value

0900 – 0915	Opening Address: Peter Schutz, Chair – Food Innovation Australia Ltd	
Knowledge Management		
0915 - 0940	Knowledge Management: Case study – Meat & Livestock Australia's iShare system	George Waldthausen Commercialisation IP Manager, Meat & Livestock Australia
0940 - 1005	Knowledge Management: Tools and Processes to spark innovation	Dr Kate Andrews Principle, Knowable
Innovating to meet Consumers Needs		
1005 - 1030	Creating and sustaining an innovation culture: Bottom up Innovation processes - CCA INNOV8 program	Yvonne Mckay Supplier Innovation Manager Coca-Cola Amatil
1030 - 1055	Innovation in PepsiCo	Nick Hazell R&D Manager, PepsiCo
1055 - 1120	MORNING TEA	
Design Thinking		
1120 - 1145	Design Thinking: What it means and how it may help you drive innovation	Dr Jochen Schweitzer University of Technology Sydney
Business & Innovation Models		
1145 - 1210	Business Model Innovation in the food industry.	Dermott Dowling Director, Creatovate Pty Ltd
1210 - 1235	Innovation Partnership Models	Paul Levins, President, AUS & NZ & Program Director, Intellectual Ventures
1235 - 1325	LUNCH	
Online Innovation		
1325 - 1350	Online Collaboration: Innovation Jams (idea-generation and decision-making tool)	Kate Morrison Founder Vulture Street consulting
1350 - 1415	Online Capability sourcing	Bridget Loudon CEO / Founder, Expert360
Collaboration and Networking		
1415 - 1440		
1440 - 1505	The Food Bowl: New Zealand Innovation Network experience	Sarita Males CEO, Food Innovation Network
1505 - 1530	Food Innovation Centre at Mondelez: Open innovation for SMEs	Angeline Achariya General Manager - Food Innovation Centre, Mondelez
1530 - 1555	AFTERNOON TEA	
Consumer and market insights		
1555 - 1620	Insights driving Innovation in the meat industry	Christine Pitt General Manager MLA
1620 - 1645	Big Data to identify food opportunities and trends	Andrew O'Brien Account Director, Thomson Reuters
1645 - 1800	Cocktails & Networking	

Day 2

THURSDAY 23rd OCTOBER

0830 - 0845	Summary of Day 1 presentations	
Value Chain analysis		
0845 - 0910	Big Data throughout the Supply Chain: What does Big Data mean and how can it be used?	Silvia Estrada Program Manager, Competitive Foods Initiative, Food SA
0910 - 0935	Designing and operating dynamic supply chains in volatile operating environments	John Gattorna Managing Director Gattorna Alignment
0935 - 1000	Supply Chain analysis tools and methods	Martin Kneebone Managing Director, FreshLogic
1000 - 1025	MORNING TEA	
Intellectual Property		
1025 - 1050	UNSW Easy Access IP: IP for free	Dr Kevin Cullen, CEO NewSouth Innovations
Communicating the Benefits of Innovation		
1050 - 11:15	Before you sell innovation outside, make sure you sell innovation inside.	Warwick Absolon Scientific Research & Experimental Development Manager, AECOM
1115 - 1140	Bringing consumers on the food innovation journey.	Paula Fitzgerald, Manager Biotechnology and Strategic Initiatives Dairy Australia Limited
1140 - 1240	LUNCH	

Day 2

THURSDAY 23rd OCTOBER

Intellectual Property – Practical Strategies		
1240 - 1440	Panel Discussion: Practical Patent & Trade Mark Strategy in the Food Industry: <ul style="list-style-type: none"> Value-based brand management. Investing in innovation. Leveraging grants and R&D tax incentives to drive innovation in your business. What is a 'patent box' and why Australia must have one? Lobbying for change. 	Tracey Murray, Director Griffith Hack Consulting Derek Baigent, Principal Griffith Hack Lawyers Tim Heberden, Director of IP Valuation, Griffith Hack Dr Nicola Lake, Patent Attorney Griffith Hack
1440 - 1505	AFTERNOON TEA	
1505 – 1630	One-On-One with Panel Members: <ul style="list-style-type: none"> Speed-dating style opportunity to discuss Patent and Trade Mark issues with individual panellists. Networking opportunity. 	Tracey Murray, Director Griffith Hack Consulting Derek Baigent, Principal Griffith Hack Lawyers Tim Heberden, Director of IP Valuation, Griffith Hack Dr Nicola Lake, Patent Attorney Griffith Hack