

applying psychological principles to the workplace. Shelley has completed her Doctorate in Organisational Psychology and worked with a broad range of clients across Australia and New Zealand in the Finance, FMCGs, Construction, Manufacturing, Government, and Not-for-profit sectors.

Shelley's experience is in designing and delivering blended learning programs incorporating coaching, training, and assessment. In particular, Shelley's passions lie in challenging others to shift their mindset and make positive changes in their lives. Her expertise is in the areas of employee motivation, energy, and resilience, talent management, organisational diagnosis, selection, and aligning training and development programs to organisational competencies.

ALEXANDER LOTERSZTAIN

Derlot Director, Alexander Lotersztain was born in Buenos Aires, Argentina in 1977 and graduated from Design at Griffith University QCA in 2000. Derlot is a multi-disciplinary studio focusing on projects including product, furniture, branding, hotel design, interior design and art direction.

Clients include IDEE-Sputnik/Japan, Planex/Australia, SIGG/Switzerland, COVO/Italy, Asahi/Japan, ArthurG/Australia, UFL/New Zealand, Escofet/Spain, Centor/Australia, S&G/Australia, Mizuno/Japan, Queensland Art Gallery/Australia, Nestle/Switzerland and the design of the first Design Hotels/Global, Hotel in Australia; The Limes Hotel in Brisbane.

Derlot Editions is a co-brand of Derlot and produces a range of Australian made furniture and lighting for the contract and domestic markets and distributed worldwide.

Alexander has participated in international exhibitions with Sputnik, Designers Block/London, and others in Tokyo, Milano, New York, San Francisco, Berlin and Moscow. One of his designs is part of the design Collection at the Pompidou Museum in Paris. Recently, Derlot and collaborators, Cox Rayner Architects and Aurecon were awarded the Brisbane, Australia Ferry Terminal project. The winning design proposal is adaptable to different terminal locations and incorporates a number of green design strategies.

Alexander was awarded with the inaugural Queensland Premier Smart State Designer of the Year Award in 2010. He was named one of 100 most influential top designers worldwide in &fork by Phaidon, top 10 most influential faces in Design by Scene Design Quarterly 2007. Alexander was named in the top 10 Young Brightest Australian Achievers Bayer/Bulletin Award. He has won many product and interior design awards and his work has appeared in prominent design journals around the world. Alexander is a member of the Queensland Government's design Council in Australia and assisted in drafting Queensland's Design Strategy for 2020.

CRAIG MOUNSEY

Craig was educated at Northumbria University (Newcastle Upon Tyne) in the U.K. Graduating in 1988. After several years of working for noted design houses around the world and following a move to Australia in 1995, he founded CMD. Charged with over 20 souls the company has expertise spanning strategic design integration through to product design delivery.

Craig is a strong advocate of respect for the individual. Within CMD this one thread is bound into a design approach that is customer orientated and focused on championing the experience of the end user. Prior to his role as CEO, Craig worked as an industrial designer, in his heart he still believes he is one and regularly wears T-shirts to meetings.

Craig sits on several government and industry innovation committees and regularly talks in public about design, innovation and strategic thinking. Craig has also lectured industrial design at the Queensland University of Technology.

ANDREW MURROWOOD

Andrew has undertaken a wide range of broadly based Consulting activities with senior Managers as well as Coaching and Mentoring assignments in a variety of industry sectors including Banking, Manufacturing, Bio-tech, Energy, HR, Business Services, Market Research and Hospitality.

In addition to working as a Business Analyst and company Mentor within the Design Victoria program, Andrew is also Chairman of transport and logistics group Chalmers Limited and lectures on Applied Industry Practice in the graduate MBA program at RMIT University.

ROGER SIMPSON

Roger Simpson is an industrial designer, past state and national President of the Design Institute of Australia. He was the first member to be elected to Life Fellowship in both industrial and graphic design (LFDIA). In 1975, he founded a design business that successfully expanded to become the Asia Pacific Partner of a global design and marketing network, with offices Melbourne, Sydney and 12 overseas countries.

Roger has been involved in over 10,000 design projects, typically in the role of design director. His overriding philosophy is that designers have a responsibility to their clients (and the community) firstly, to research and identify real marketplace opportunities, then to develop break-through design solutions that provide measurable commercial and end-user benefits.

Between 2004 and 2010, he enjoyed the role of Professor of Design at Swinburne University, where he was an acclaimed 'Visionary for the Faculty' contributing broadly across the university and internationally. Operating through his company Design Synergy Pty Ltd, Roger has recently chosen to again focus on his core business expertise - strategic design consulting for market-leading organisations and mentoring of senior executives seeking to add value to their business through design innovation and design thinking. He has been involved in three of the four Victorian Design Integration Program pilot projects for the Department of Business and Innovation. In 2011, Roger was delighted to accept a position as an Adjunct Professor at the University of Canberra.

MATT WHALE

How To Impact has delivered significant impact to the bottom line, culture, business models and behavioural and skill set of its clients since 2008. Matt founded How To Impact with a mission to deliver business growth through effective innovation. This approach encompasses: adaptive processes based on higher success rates, accelerated team learning, championing innovation behaviours and deploying a depth and breadth of experience of a specialist innovation team and connected ecosystem of experts.

Matt has used a combination of left- and right-brain thinking to help unlock innovation challenges in over 100 different innovation briefs across diverse categories in Australia, NZ and the UK. He is a leader of innovation strategy, consumer-centric exploration, cross-functional project leadership and coaching.

Before How To Impact, Matt led the client-facing side of ?WhatIf! Innovation Australia - the country's largest innovation consultancy - and has held director-level positions in corporate identity, brand strategy, brand design and public relations.

Contact

Adam Blake

National Manager, Design Integration Program
Enterprise Connect Creative Industries Innovation Centre
adam.blake3@innovation.gov.au / 0400 994 409

designer maker innovator

a design integration symposium.

The Enterprise Connect Creative Industries Innovation Centre (CIIC) is proud to present a one-day design integration symposium, featuring a community of professionals involved in leveraging design as a competitive advantage.

As design led business development offerings in Australia are maturing, and government and industry supported programs are expanding, it is timely to bring together practitioners to discuss design integration approaches, challenges and ideas.

We encourage audience participation. Please tweet @c_innovation #designsym with your comments and questions throughout the day.

About CIIC

The Creative Industries Innovation Centre (CIIC) was one of six Innovation Centres established in early 2009 as part of the Australian Government's Enterprise Connect program. The program offers comprehensive advice and support to eligible small and medium sized businesses, to help them transform and reach their full potential. Since its inception, the CIIC has also been supported by a program of services offered by the University of Technology, Sydney (UTS).



Date & Time.

Wednesday 13th March 2013

RMIT Design Hub Room 1 Level 1 Building 100
515 – 537 Swanston St
(corner Swanston & Victoria sts) Melbourne

Schedule.

| | |
|-------------------|--|
| 9.15am | <i>Welcome.</i> Professor Gerda Gemser, College of Business and the Design Research Institute, RMIT University. |
| 9.20am | <i>A guide to the day ahead.</i> Adam Blake, MC and National Manager, Design Integration Program, CIIC. |
| 9.30am | <i>Insight discovery briefing.</i> Matt Whale, Managing Director, How To Impact. |
| 9.40am | <i>Design – Innovation – Investment.</i> Campbell Gower, chief cook & bottle washer, phil&teds. |
| 10.10am | Panel 1. <i>Design as a catalyst for innovation</i> Campbell Gower, phil&teds, Peter Haythornthwaite, Equip Design Integration, Shelley Logan, Inventium, Alexander Lotersztain, Derlot. Facilitated by Michael Bleby, BRW Magazine. |
| 11.00am | Morning tea <i>I did it my way, with design as my co-driver.</i> |
| 11.35am | Peter Freedman, Managing Director-President, RØDE Microphones & Event Electronics. |
| 12.00 noon | Panel 2. <i>Managing the design led business</i> Nathan Baird, Clear Perform, Sam Bucolo, QUT School of Design, Peter Freedman, RØDE, Craig Mounsey, CMD Product Design & Innovation, Andrew Murrowood, Chalmers Limited. Facilitated by Gerda Gemser, RMIT University. |
| 1.00pm | Lunch. |
| 2.00pm | <i>No-one is going to just give you a seat at the table.</i> Sam Davy, Brand Director, Crumpler. |
| 2.30pm | Panel 3. <i>Driving the design transformation</i> Mark Armstrong, Blue Sky, Sam Davy, Crumpler, Nicki Lloyd, Lloyd Grey Design, Roger Simpson, Design Synergy. Facilitated by Brandon Gien, Good Design Australia. |
| 3.30pm | <i>Insight discovery playback: design integration opportunities and challenges.</i> Matt Whale, Managing Director, How To Impact. |
| 3.55pm | <i>Tying a bow on the day.</i> Adam Blake, National Manager, Design Integration Program, CIIC. |
| 4.00pm | Networking drinks. |

Event speakers.

MARK ARMSTRONG

Mark Armstrong is the founding principle of Blue Sky and Professor of Design Research at Monash University. Mark is well known in the design community and his company has grown into one of Australia's leading Industrial design consultancies.

Mark is an Industrial Designer who has developed an international client base including both government and corporate clients. He has received several Australian design awards and European IF Design awards for lighting and consumer products. Design quality and innovation are key factors in the success of Mark's personal career.

The company was commissioned by the Sydney Organising Committee for the Olympic Games to design the Olympic Torch for the 2000 games.

Blue Sky was commissioned by Qantas to design and develop a new check in system, which has revolutionised the travel experience in Qantas ports across Australia.

Blue Sky was commissioned by EDI Rail to design new trains for the Sydney network and Cochlear to design the next generation products with super slim ergonomics and customer focused features.

Mark has worked in close co-operation with RMIT Centre for Design on projects that are at the forefront of environmental design.

Mark plays an active roll in the Australian Design Institute and is also involved in design education. He has recently taken up the position of Eva and Marc Besen International Research Chair in Design at Monash University.

NATHAN BAIRD

Nathan heads up Clear Perform, the capability and training arm of global brand consultancy Clear, from his base in Sydney. Nathan is an experienced brand and innovation strategist and trainer. Some of Nathan's recent engagements include:

Design Integration Coach on New Zealand's Better by Design Programme, insight and empathy training for Unilever's 5000 marketers globally, and innovative thinking training for the Australian Institute of Sport's Scholarship Coach programme.

ADAM BLAKE

Adam Blake has worked in a range of sectors translating ideas into innovative ventures, organisations, and partnerships.

Adam has held senior roles in creative industries, health research, community sector, philanthropic and government sectors, has founded and led a consultancy company, SOCIAL, and a range of successful social ventures. At the Creative Industries Innovation Centre he has been responsible for leading a series of national pilot projects focussed on design, digital and business model innovation.

MICHAEL BLEBY

Michael Bleby started a career in journalism in Tokyo and used it as a way to spend time in London, Damascus and Johannesburg before returning to Australia in 2011. Currently employed as a writer at BRW, he has written for Reuters, Bloomberg, Business Day (South Africa) the Financial Times, The Age, The Sydney Morning Herald and the Australian Financial Review.

DR SAM BUCOLO

Professor Sam Bucolo is a leading academic and practitioner of design led innovation, who has led several projects, which has transformed business through embedding design capability within an organisation. Through multiple practice led and applied research projects, a better understanding of the relationship of design led innovation to business strategy and organisation value is the core of Sam's research. Sam has published widely

on this topic and has undertaken several significant projects with a wide variety of firms to be recognised as a leader in this field.

LISA COLLEY

As Director of the Enterprise Connect Creative Industries Innovation Centre, Lisa Colley offers an understanding of the challenges facing small to medium creative businesses, and significant experience within the arts and cultural sectors. She has three decades of experience across strategic planning, policy and business development, management and events. Lisa has contributed actively to the key policy debates across a diverse range of issues affecting artists and arts organisations, giving her an insider's perspective into creative business.

SAM DAVY

Sam Davy, Brand Director at Crumpler, has over 15 years experience as a Creative Director.

A UK native, Sam's multidisciplinary approach and vast experience in digital creativity, design and marketing has enabled his career to span the globe.

With a focus on strategic branding, original thinking and design innovation across the product and retail sector, Sam was appointed as Brand Director of Crumpler in 2009.

Prior to joining Crumpler, Sam was the Global Creative Director at Apple Inc based in California.

PETER FREEDMAN

With over 40 years' experience in the professional audio industry, RØDE Microphones founder and Managing Director Peter Freedman is one of the most recognisable faces in Australia's professional audio industry.

Through his early years working with his family's business Peter developed a sound engineer's ear and an entrepreneur's mind for business, which resulted in the development of the first RØDE microphone in the early 1990s.

In addition to his duties as the company's owner and chief executive, Peter is still highly active in product development and the marketing innovation.

Peter is extremely passionate about driving innovation in domestic manufacturing for an internationally sustainable competitive advantage.

PROFESSOR GERDA GEMSER

Since late 2012, Professor Gerda Gemser has a joint appointment at RMIT's College of Business and the Design Research Institute. This joint appointment provides unique possibilities to expand her acclaimed work on design effectiveness. Gerda earned her PhD degree at the Rotterdam School of Management (The Netherlands). She has held positions at different universities in The Netherlands, including Delft University of Technology (Faculty of Industrial Design Engineering), University of Groningen (Faculty of Economics and Business) and Erasmus University (Rotterdam School of Management). She has been a visiting scholar at the Wharton School, University of Pennsylvania (US) and Sauder School of Business, University of British Columbia (Canada). Her research interests include value creation and value appropriation, particularly in the field of design. She has published in numerous highly prestigious management and design journals.

BRANDON GIEN

Brandon Gien is the Managing Director of Good Design Australia and Chair of the Australian International Design Awards. In 2011, he was elected to the position of President-Elect of the International Council of Societies of Industrial Design (ICSID), the first Australian to hold this position.

Prior to founding Good Design Australia, Brandon was General Manager of Design Strategy and Head of Corporate Services at Standards Australia. Through his work on the ICSID Executive Board, Brandon has been instrumental in creating the World Design Impact

Prize, a new prize to honour Industrial Design driven projects that make a positive impact on our social, economic, cultural and environmental quality of life.

Brandon studied Mechanical Engineering at the University of Newcastle where he later graduated with a Bachelor's degree in Industrial Design. He is completing a Doctorate in Environmental Design at the University of Canberra's School of Design and Architecture. He is a Fellow of the Design Institute of Australia (DIA) and a professional member of the Industrial Design Society of America (IDSA) and sits on the Advisory Board of the Design Research Institute at RMIT.

Brandon was recently made a Design Ambassador to Japan.

CAMPBELL GOWER

Campbell Gower has been the Managing Director of phil&teds since 1998.

Following university Mr Gower worked at Fay, Richwhite & Co. for 6 years, 1988 to 1994. During this time, he led that firm's work following deregulation of the NZ electricity sector.

Following this, he led the reconstruction of Robt Jones Investments. phil&teds is a global market leader in premium juvenile products under the phil&teds and mountain buggy brands, with design, distribution and marketing and outsourced manufacturing under long term relationships in PRC. Innovation has been instrumental in its growth from tiny origins. From Newtown Wellington, with a focus on creating a uniquely appealing product set (product, price, everything) alongside a compelling and known brand proposition. Mr Gower has built phil&teds, exporting to 50 countries, in 2000 stores worldwide, and winning consumer & industry awards for design innovation (virtually every year) and business awards from Kind+Jugend, ABC Kids Expo, NZTE, iF Design, DesignPries Deutschland, automechanika and Wellington Gold.

Campbell is now Chairman of the Most Excellent Holdings – the parent company of phil&teds.

PETER HAYTHORNTHWAITE

Peter trained as a designer in both New Zealand and the United States. He worked as Senior Designer for Henry Dreyfuss Associates prior to returning to teach design at the University of Auckland. Later he formed PeterHaythornthwaiteDesign, a nationally and internationally respected multi-disciplinary design consultancy. A recipient of many design awards, his work is in the permanent collection of the Museum of Modern Art.

He has established a number of design-based companies including arti-fakt-s, an office products company, arguably the first from New Zealand to successfully compete by design in Europe, USA and Japan. Along with his partners in Equip Design Integration Consultants, he is co-author of the Designshift program [successfully trialled in Australia] and employed for 7 years with over 140 SME's in New Zealand by Better by Design. He continues to mentor a number of the companies who engaged in the NZ program. Peter is an Adjunct-Professor of Design, former President of DINZ, and an active contributor to the design profession; he was recently awarded an Hon.D.Sc. for his services to design.

NICKI LLOYD

Nicola Lloyd is cofounder and director at Lloyd Grey Design, a successful branding consultancy based in Brisbane. As a brand strategist she consults and mentors Australian CEO's and leadership teams from a variety of industries, helping them discover how to effectively integrate branding and design-led thinking more effectively into their business. She is a Fellow of the Design Institute of Australia (Queensland Chapter) and in June 2011 Nicola was announced as the Queensland Premier's Smart State Design Fellow.

SHELLEY LOGAN

Immersing herself in the latest innovation research keeps Shelley on her toes at Inventium. A knowledge sharer at heart, Shelley is passionate about