

Heidi Victoria MP

Member for Bayswater District

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KNOX WORKSHOP TO TURN BRIGHT IDEAS INTO BUSINESS OPPORTUNITIES

Knox innovators and inventors can take their bright ideas further through a new local workshop called *Commercialising Your New Idea*, announced today by the Member for Bayswater Heidi Victoria.

The *Commercialising Your New Idea* program is designed for small businesses and individuals who wanted to innovate and develop new products and services.

“This program will provide small businesses the necessary support to develop new products and services that will move their businesses forward into the future” Mrs Victoria said.

The program will help participants to assess the commercial feasibility of their product or idea and the next steps to take, through a five and a half hour workshop and two sessions with experienced business mentors.

The workshop will cover key issues like the commercialisation process, securing and protecting intellectual property, licences, registrations and permits, and how to develop a robust commercialisation strategy and plan.

Held in partnership with Knox City Council, the workshop will be run on Wednesday 23 May and Wednesday 30 May 2012 at Knox City Council, 511 Burwood Hwy, Wantirna South.

The cost, which includes the workshop and mentoring, is \$75 and is limited to 12 people. Participants do not have to share their idea with the group.

Minister for Innovation, Services and Small Business Louise Asher said that while there were innovation development programs aimed at large operators and the technology sector, this new initiative from Small Business Victoria provided practical support on the ground for budding inventors and innovators from small firms.

For more information and to book for a *Commercialising Your New Idea* workshop, please visit the events calendar at business.vic.gov.au/workshops.