



## MEDIA RELEASE

24 April 2008 FOR IMMEDIATE RELEASE

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### *Helping inventors build on their bright Ideas*

A Regional Innovation Advisory Service program to be held in Ballina on 6 and 7 May will help inventors and innovative small businesses in the Northern NSW develop their bright ideas.

The program, *Building on Bright Ideas*, includes a free seminar and free one-on-one consultations with innovation experts.

It's an opportunity for anyone with a clever idea about a new or improved product, service or process to take the next step towards commercialisation.

The seminar will include tips on commercialising and protecting ideas by representatives from Davies Collison Cave Patent and Trade Mark Attorneys, specialist innovation support services firm IDC and AusIndustry.

Troy White, Commercialisation Manager at the Industry Development Centre (Hunter) Ltd said: "Only a small number of innovations make money in the marketplace. The Innovation Advisory Service can work with innovators to help make an idea marketable and profitable."

The *Building on Bright Ideas* seminar will be held from 6.00 pm to 8.00 pm on Tuesday 6 May at Ramada Hotel & Suites, 2 Martin Street, Ballina. One-on-one sessions can be booked for 7 May.

The program is funded by the NSW Department of State and Regional Development and proudly delivered by IDC. This year's program is part of *Innovation Northern Rivers* - an excellent opportunity for networking, building new connections or simply growing your business.

To register, download a registration form from [www.ausinvent.com](http://www.ausinvent.com) or call 1800 995 299.

*For more information, contact:*

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