



CREATIVITY
IS **THINKING**
UP NEW THINGS.
INNOVATION
IS **DOING**
NEW THINGS.

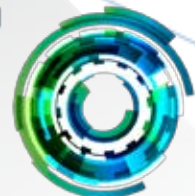
THEODORE LEVITT

Join us in
recognising & celebrating
those who are doing
new things
in the region.



TROPICAL NORTH QUEENSLAND

INNOVATION
AWARDS 2016



The Tropical North Queensland Innovation Awards are a refreshed approach by Cairns Regional Council to recognise and reward those working innovatively across Tropical North Queensland region.

As a key driver of economic growth, innovation is a crucial element of our regional economy and we are committed to putting the spotlight on local businesses and individuals who are changing our economic landscape through the development of original products and processes.

The 2016 Innovation Awards will recognise those who are pushing the conventional boundaries of their business or their ideas to discover what could be and, in doing so, have demonstrated excellence in innovation.

The TNQiA provide an opportunity for local inventors, innovators and businesses to showcase their inventive and innovative ideas, projects and processes to potential investors, mentors, government officials and the public.

It is an opportunity for applicants to realise the potential commercial value of their invention or innovation and contribute to the export and employment potential of the region.

Since 2010, Tropical North Queensland has been firming its reputation as an innovation hot spot through the Tropical Innovation Awards.

In 2016, we will continue to celebrate tropical knowledge, expertise and innovation with the presentation of eight awards for innovative products and processes.



AIMS

There are three overarching aims of the Tropical North Queensland Innovation Awards:



To recognise, reward and support innovation, invention and commercialisation across the Tropical North Queensland region;



To promote a climate of pride in the business community; and



To be a platform for business promotion and networking.

It takes
a special kind of
organisation with
its finger on the pulse
to identify tomorrow's
opportunities but an even
bolder one with strategic
foresight to capitalise
on them.



CATEGORIES

iMAKE AWARDS

Recognising the creation or commercialisation of an innovative **product** that benefits business and / or broader community.

iMAKE - EMERGING INNOVATION

For applicants in the early stages of development (patented or not patented).

iMAKE - ESTABLISHED INNOVATION

For applicants in the later stages of development (product on the market, available to users and/or an existing customer base).

iSHAPE AWARDS

Recognising the creation or commercialisation of an innovative **process, procedure or service** that benefits business and / or broader community.

iSHAPE - EMERGING INNOVATION

For applicants in the early stages of development (patented or not patented).

iSHAPE - ESTABLISHED INNOVATION

For applicants in the later stages of development (product on the market or actively in use).

iBLOOM - SUSTAINABLE INNOVATION AWARD

Recognising the creation or commercialisation of an innovative **product or process** that delivers specific environmentally sustainable benefits to the region.

iDEVELOP - INDIGENOUS INNOVATION AWARD

Recognising the creation or commercialisation of an innovative **product or process** by an Indigenous organisation or individual.

iVOTE - PEOPLE'S CHOICE AWARD

Awarded to recognise a **product or process** based on votes by the general public.

iINSPIRE - MAYOR'S CHOICE AWARD

Awarded by the Mayor to recognise a **product or process** that stands out due to quality of concept or implementation.

iWIN

Each award winner receives a customised package of professional services to assist in further development and promotion of their innovation, valued at over \$2000.



PROGRAM

AWARDS LAUNCH

Combined with launch of Small Business Week
Monday 26 May

AWARDS SUBMISSIONS OPEN

26 May - 8 August

INDEPENDENT JUDGING

15 August - 26 September

PEOPLE'S CHOICE VOTING OPEN

1 - 31 October

AWARDS PRESENTATION

W/c 14 November
(Global Entrepreneurship Week)

TARGET MARKETS

Our media and promotional campaign for the is aimed directly at the businesses and individuals throughout the Tropical North Queensland region.

There are over 13,000 locally owned business in the Cairns region alone and they produce of \$7.47 billion gross regional product.

These local businesses are primarily owned, operated and staffed by local residents who, in turn, own or rent properties locally, utilise local services and are the basis of the local community.

Applicants can be businesses or individuals working in the Tropical North Queensland region which includes the following local government areas:

- Cairns Regional Council
- Cassowary Coast Regional Council
- Shire of Hinchinbrook
- Tablelands Regional Council
- Shire of Etheridge
- Shire of Croydon
- Shire of Carpentaria
- Shire of Burke
- Shire of Cook
- Shire of Cowanyama
- Shire of Pompuraaw
- Shire of Mapoon
- Shire of Arakun
- Napranan Shire
- Shire of Lockhart River
- Northern Peninsula Area Region
- Shire to Torres

For further information about
2016 Tropical North Queensland Innovation Awards contact:

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Information provided in this sponsorship package is correct at the time
of printing.