



## Northern Star (Lismore)

Tuesday 13/10/2009

Page: 17  
Section: General News  
Region: Lismore NSW, AU  
Circulation: 14903  
Type: Regional  
Size: 387.34 sq.cms.



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# Easing the path for entrepreneurs

## Innovation service to offer free consultations at Byron Bay

NEED a patent for an invention?

Have a great business idea and not sure where to go next?

Need to find the right commercial market for your business?

For answers to your business questions a free consultation on licensing, commercialisation and capital raising with the NSW Innovation Advisory Service will be available for Northern Rivers businesses tomorrow at the Byron Community Centre.

Inventors like Graham Andrews, who came up with a refrigeration unit which uses solar energy and produces hot water as an outcome of using your air-conditioner, is working with NSW Innovation Advisory Service on licensing his innovation.

He has his patents and is looking to start manufacturing his product.

The NSW Innovation Advisory Service provides services to innovators, inventors, entrepreneurs and small-to-medium enterprises.

It works at turning new ideas into viable products and new business

ventures, assisting more than 1200 innovators with new ideas each year. The seminars are attended by more than 1000 people annually, and Kate Ingham will be hosting the consultations in Byron Bay.

Formerly of Byron Bay, Ms Ingham is known in the area for her past involvement in Screenworks.

She has a communications degree and has worked as a media practitioner and coach for over 20 years. She was director of Pitch '08 and the 2007 Pitchfest, where she assessed applicants and coached small and medium enterprises in the art of pitching to investors.

Ms Ingham has also served in the role of director of Industry and Cultural Development with the Australian Film Commission, as well as managing a range of media organisations in film and television in Australia and the United States.

Now based in Sydney with Alchemy Innovation Development, she is extending her visit to Byron Bay by an extra day for the innovation con-

sultations, which will last between half an hour to an hour.

Ms Ingham said the NSW Innovation Advisory Service had always run regional tours.

She will spend the day at the community centre with Northern Rivers residents who have dynamic business ideas that need help in finding the next pathway.

"I'll have resources available and can help people with market assessments," Ms Ingham said.

The consultations include advice on licensing to distribute products, capital raising, cost-effective mechanisms and securing patents.

"The consultations really are aimed at small-to-medium businesses," Ms Ingham said.

This is a significant opportunity for creative innovators throughout the Northern Rivers.

Call 1300 411 417 to arrange a one-on-one consultation with Ms Ingham.

## Working to advance innovation

AUSINVENT is the online service for the NSW Innovation Advisory Service. The government website <http://www.smallbiz.nsw.gov.au> is committed to advancing innovation and facilitating the promotion and adoption of innovation in business. It supports the NSW Innovation Advisory Service to provide a range of professional services for innovators who are ready to take their ideas to the next stage. These activities are available for free, as well as on a fee for service basis.



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**GIVING ADVICE:** Kate Ingham, senior client manager of Alchemy Innovation Development, will help inventors and entrepreneurs. [business news online at northernstar.com.au](http://business.northernstar.com.au)