

MEDIA RELEASE

Wednesday 9 May 2018

**From Silos to Strategy and Self-Empowerment
*AICD in Partnership with CERI Present Director Download: Monetising Your
Intellectual Property***

On Monday 14 May 2018, the Australian Institute of Company Directors (AICD), in partnership with the Centre for Entrepreneurial Research and Innovation (CERI), will offer its members and non-members the opportunity to attend the next instalment of the Director Download series from 6pm-7pm at CERI, 1/22 Stirling Highway, Nedlands Perth.

The event will focus on intellectual property strategy and innovation for directors and will feature keynote speaker Charlie Bass, founder and chairman of independent charity, CERI. Bass is an experienced board director with leadership and entrepreneurial experience across both the corporate and not-for-profit sector. He successfully established two ASX-listed resource companies: Eagle Mining Corporation and Aquila Resources, as well as the Bass Foundation which provides education for disadvantaged children.

Well-known for its prestigious director training programs, the AICD offers a range of courses and events to enable sector-specific and organisation-specific issues to be covered in-depth. AICD is active in all states and its governance courses are ideal for companies and organisations of all sizes.

“We are pleased to be able to provide the WA community with this exciting opportunity to hear from Charlie Bass, a leading local expert in innovation and entrepreneurship. Through stimulating events such as the Director Download series, the AICD aims to provide new and inspiring pathways for directors,” said Jody Nunn, WA State Manager, AICD.

Originally from the United States, Bass has called Perth home for almost four decades. In 2015 he established CERI to encourage WA researchers to develop an entrepreneurial mindset and has worked hard to foster a start-up culture in high-knowledge and high-value industries in WA.

Bass is of the view that in today’s business landscape, it is more important than ever for directors to move away from siloed thinking towards innovative and strategic decision-making and adopt an interdisciplinary approach.

‘Directors need to take a strategic approach in dealing with intellectual property. It is no longer acceptable to remain static, but rather, we must be dynamic and promote the cross-pollination of ideas and disciplines. This is the key to innovation and adding value,’ said Bass.

**AUSTRALIAN INSTITUTE
of COMPANY DIRECTORS**

Bass explains that a dynamic IP strategy requires directors to examine all of the elements that make up their invention, product or service, then assess all of the risk areas and form a plan about how to mitigate against these risks.

“It is a cultural shift in a business which needs to come from the top-down. A lot of directors think IP is just about getting a patent for their idea, but what they should be developing is an IP strategy that can be embedded into their business,” Bass added.

At the Director Download event, Bass will speak to guests about innovation and the importance of an entrepreneurial mindset and the need to generate quality IP in the global market and why IP is critical to adding value to businesses. He will also delve into the strength of the start-up community in WA, where it is heading and why it is vital for our future prosperity and introduce guests to the CERI start-ups, who will share their experiences and demonstrate their innovations.

WA members wishing to enquire about the AICD governance programs can contact the WA Office on 08 9320 1700 or WA@aicd.com.au

For more information on the Director Download event or to book tickets visit: www.aicd.com.au and search ‘Director Downloads’.

ENDS

For media enquiries please contact:

Momentum²: 02 9212 2000

Lyn Tuit” ltuit@momentum2.com.au 0405 160 275

Caitlin Maxwell: cmaxwell@momentum2.com.au 0415 316 554

The Australian Institute of Company Directors is committed to excellence in governance. We make a positive impact on society and the economy through governance education, director development and advocacy. Our membership of more than 41,000 includes directors and senior leaders from business, government and the not-for-profit sector.