

Media Release  
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## **Only innovation and entrepreneurship can secure Australia's economic future**

Falling commodity prices mean Australia's era of predictable prosperity is over, and a new strategy of innovation and entrepreneurship is needed to inject life into the economy, ADC Forum Chief Executive Anton Roux said ahead of the Future Summit 2015.

"Australia's economic future hinges on our ability to innovate, create, and seize the opportunities presented by rapidly advancing technology and a radically changing economy. To do that we need a strategy to cultivate and build the kind of ecosystem where innovation and entrepreneurship can thrive," Mr Roux said.

The Future Summit, which takes place in Melbourne on September 28 and 29, will bring together leading Australian and international investors, entrepreneurs, innovators, and business leaders to find new ways to unleash Australian entrepreneurial success.

"To remain a high-income economy, we must be able to take advantage of the opportunities afforded by rapidly changing technology to turn great ideas into great businesses, which can excel in export markets.

"Australia has some of the best and brightest entrepreneurs in the world, but without a well developed entrepreneurial ecosystem to support them, and opportunities flowing out of our research institutions and their intersections with industry, we will continue to lose too many great people, ideas, investment, and economic potential to competitor nations such as Singapore and the United States.

"A commitment to a strategy of innovation, and a technological future, backed by a coherent and aligned public policy framework, is the only way to secure Australia's long term economic future," Mr Roux said.

The Future Summit 2015 is an exciting and dynamic initiative to confront the innovation challenge facing Australia. Bringing together experts from across the complete entrepreneurial ecosystem, the Summit will focus on identifying the changes in public policy and business culture needed to drive Australia's future economic success.

Key speakers include:

- Knesset member Professor Manuel Trajtenberg, expert on Israel's world-leading entrepreneurial ecosystem;
- Internationally renowned futurist Jamais Cascio, from Palo Alto's Institute for the Future;
- Leading Swedish economist Göran Roos;
- San Francisco-based technology entrepreneur Gregor Freund, CEO of Versal and co-founder of Zone Labs

ADC Forum (Founded as the Australian Davos Connection) is a not-for-profit leadership organisation founded in 1996 by the Australian members and participants of the World Economic Forum.

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- A wide range of leading Australian and international entrepreneurs and venture investors.

The two-day program also explores:

- Success stories and case studies from the best and brightest entrepreneurs in Australia and internationally
- Connecting investors with entrepreneurs and ventures with funding requirements from Angel and Series A to C portfolios
- Going beyond traditional investment pathways and sources of funding
- Realising opportunities from across the Asia-Pacific region
- International best practice in supporting entrepreneurship
- Nurturing emerging company growth and supporting startups
- Corporate innovation and partnerships
- Social entrepreneurship
- Building personal skills and exceptional networking opportunities

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Note: ADC Forum, the Australian Davos Connection, is an independent, not-for-profit organisation founded in 1996 by the Australian members and participants of the World Economic Forum (WEF). For 20 years, ADC Forum has brought together the nation's foremost decision makers and thought leaders across all sectors to focus on the issues that are critical to future prosperity. ADC Forum is an internationally connected community, enabling a strategic architecture for business to intersect with governments and academia across the world.

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