

### **Belmont Celebrates Innovation**

Belmont BEC and Textile Clothing Footwear Resource Centre of Western Australia Inc. (TCFWA) plan to celebrate the WA Innovation Festival by co-ordinating a vast array of exciting and practical events staged to assist designers and inventors from across the state

**Belmont Designedge Innovation Festival** will be an action packed fortnight of 14 events that include Fashion Parades, New Invention Displays, Business Workshops and Networking events that will provide opportunities for many hundreds to share ideas, meet inventors, designers and gain a valuable insight into future innovations and WA's design talents. The Belmont Designedge Innovation Festival has been given official Associate Festival status by the WA Innovation Festival and is the only Associate Festival event being staged in the metropolitan area in 2005

Carol Hanlon, Manager of Belmont BEC and TCFWA is a long time supporter of designers, inventors and innovation in business as Carol was a designer, small business owner for over 20 years and understands only too well the many pitfalls and hurdles that one needs to overcome entering design and innovation industries.

The **Belmont Designedge Innovation Festival** kicks off with an action packed night of the Official Belmont Designedge Innovation Festival Launch 6pm April 26th, teamed with the Official Opening of the designedge Belmont fashion store both events will be officially launched by Eric Ripper, Deputy Premier of Western Australia and highlights will also include a Parade of Innovation from Curtin University design students who will be highlighting innovation and new technology in textiles, clothing and accessories. A visual window displays of Focus on TCF Innovation and Wool Innovation at the designedge store will further showcase how intelligent textiles, smart fibres and wearable computers are being developed and new seamless technology and digital textile printing are moving manufacturing into a new era.

Networking is a very important component for small business to find other like minded people in the business supply chain, Belmont BEC and TCFWA will host two networking events during the Belmont Designedge Innovation Festival to provide the opportunity for future manufacturers, business specialists and investors and to meet and listen to new emerging inventors and designers.

The Belmont based WA Inventors Association will be the Guests of Honor at the Belmont Business Sundowner with Joe Iovine, President of WA Inventors will be Guest Speaker together with many other inventors displaying and speaking on their new inventions and how they are progressing in bringing them to the marketplace. David Bennett from Aquabiotics who won the Belmont Small Business Innovation Award in 2001 will outline how today his global small business is demand from governments and countries around the world for his unique water filtration systems.

To further celebrate local WA inventors during the Belmont Designedge Innovation Festival, some who have already been featured on the prestigious ABC Inventors Program, the Belmont Forum Shopping Centre have also come on board to support the Belmont Designedge Innovation Festival with a 3 day public display of inventors and inventions at the Belmont Forum Shopping Centre.

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Belmont BEC will also be hosting workshops in Intellectual Property supported by Watermark Patent and TradeMark Attorneys and Belmont BEC will also provide a complimentary workshop on How to Start a New Business, which will certainly provide a valuable opportunity for any inventor or designer to learn how to turn their idea into reality and the BEC will also conduct a TCF Business Growth workshop to help ANY small business that are currently working too much IN their business than ON the business and presenter Carol Hanlon will assist participants through a step by step business development self assessment business checklist.

TCFWA will be staging a workshop in Innovation in Product Development presented by Anne Farren, Curtin University Department of Fashion & Design, where you will be assisted in a creative 'think tank' to look at your current product and innovation through different eyes and Anne will assist small business to think outside the square and designer Cherie Hewson will present a Information Session on New Global TCF Technology on seamless manufacture and new intelligent textiles.

Another unique workshop is being staged by Stephen Choo, Academic Area Head of Entrepreneurship, Curtin University titled 'Be a Smartarse', where this creativity workshop will help you understand your creative thinking process and Stephen invites you to take his Creative Quotient test to determine how creative you are. TCFWA is also running workshops on How to Start Fashion Label, so there is non-stop action at the **Belmont Designedge Innovation Festival**.

Inventors wishing to access the SBDC Business Innovation Development Funding Scheme (BIDS) can also contact the Belmont BEC who assists people to start a new business or existing businesses to improve or expand their business. TCFWA assists designers from across the state to start a new fashion label and to expand their current fashion label and/or develop new and innovative products.

For further information contact Ena Zhou Belmont BEC 94793777 email [events@belmontbec.com](mailto:events@belmontbec.com) or view [www.belmontbec.com](http://www.belmontbec.com) or [www.tcfwa.com](http://www.tcfwa.com)

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