



## Media Release

30<sup>th</sup> March 2010

# IP Australia to launch national Intellectual Property Training in Wollongong

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WEA Business Training and IP Australia have combined forces to launch a new and innovative Intellectual Property training package in Wollongong on 31<sup>st</sup> March at 10am in the Ocean View room at iC Central. On hand at the Innovation Campus for the launch will be over 100 local business people who will hear from The Hon Richard Marles MP, Parliamentary Secretary for Innovation and Industry and “Tall” Tim Pethick, founder of the nudie juice brand

CEO of WEA Illawarra Gareth McKeen comments “*We are thrilled that IP Australia have shown confidence in WEA and in the Illawarra region by hosting the launch of this significant new IP Training program that will soon be available across Australia.*”

*“WEA is aiming to offer the first round of this new accredited training in July to coincide with the opening of our custom designed training centre, however as a taster, will be offering 3 hour workshops on IP during April”*

Tim Pethick, founder of the nudie juice range of products will be the guest speaker at the launch where he will talk about challenging traditional thinking and pushing boundaries through innovation, branding and marketing. He will share with guests his experiences in dealing with and managing intellectual property as he established a new brand in a marketplace that was dominated by a few very large players. Tim established nudie in 2002 and despite a devastating arson attack in the space of 2 ½ years he built nudie into a business turning over \$18m

*“To have such a successful business person and entrepreneur to Wollongong for the IP launch is a major coup for WEA and I am confident the local business people attending the launch will be inspired by Tim’s story”* commented Gareth McKeen

All businesses that offer products or services generate a great deal of IP. It can be an invention, a brand, a design or even a client list. Australians are often said to be good at thinking of new ideas, but poor at capturing the commercial benefits of those ideas. One of the reasons for this is that businesses are often unaware of IP issues until it is too late. The new training units in IP aim to provide businesses with practical skills to use IP to their advantage. By undertaking the units of study, businesses will be better placed to protect and exploit their intangible assets, and learn how to avoid costly infringements.

**The WEA Business Training and IP Australia launch will be held on 31 March 2010 at iC Central, Innovation Campus at 10.00am. The launch will conclude at 11am.**

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**lifestyle courses**

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