



# MEDIA RELEASE

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## Spot the opportunities that work

According to the 2007 Census Data, the Sunshine Coast has almost 27 000 businesses with 0-19 staff and less than 1000 that employ more than 20 people. This evidence suggests the Sunshine Coast economy is dominated by small and micro businesses and has many people working for themselves, as freelancers, consultants, or owning their own businesses.

In the current economic climate, many people are looking to self-employment as more and more jobs are cut and redundancies are hitting hard.

For many people this means a chance to finally take the leap and follow their business dream. For others, it means, trying to spot the opportunities for business ideas that will take off.

The University of the Sunshine Coast's Innovation Centre has helped over 55 start-up companies through their growth and development stages since beginning in 2002.

The Innovation Centre hosts over 30 business development events annually, including their free Enterprise Tuesday series, designed to educate on a certain topic of starting a business and connect the local business community with talent from the University.

The next event in the Enterprise Tuesday series features Managing Director of Auzion Sustainable Solutions, Mark Leckenby, discussing, "Ideas into Action: spotting business opportunities and creating a successful business".

Auzion Sustainable Solutions provide solar panel solutions to create sustainable communities. They began at the Innovation Centre nine months ago and have already experienced high demand and positive feedback.

Colin Graham, Innovation Centre CEO, commented 'its important when starting a business to first understand the market and determine whether there will be demand for your product'.

He continued 'turning that idea into a successful business idea takes a lot of patience, determination often coaching and late nights'.

The Enterprise Tuesday event on Tuesday 28<sup>th</sup> April 2009 will showcase the Auzion case study and give attendees some pointers and inspiration.

This event is the second in a series of seven for the Enterprise Tuesday schedule in 2009. Each event features an entrepreneurial speaker presenting on a particular topic and concludes with networking time.

The next event will feature a panel of experts discussing "The Future is Online: an opportunity to rethink your business model" on Tuesday 26<sup>th</sup> May 2009.

The Innovation Centre's Business Development Events program for 2009 is proudly sponsored by

Westpac.

For more information or to register for any of the upcoming events at the Innovation Centre visit [www.innovation-centre.com.au](http://www.innovation-centre.com.au), phone +61 7 5450 2600 or email [innovationcentre@usc.edu.au](mailto:innovationcentre@usc.edu.au).

**ENDS**

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