

# Media Release

## Chiefs of Staff, News Directors

**Monday, MAY 26, 2014**

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### Unit to suit foodies and students alike

The University of Tasmania is helping the state capitalise on its growing reputation as a foodie hot spot with a new unit on offer in the North and North West.

Taught by the University's Australian Innovation Research Centre (AIRC), *Innovation in the Food Industry* will give participants the tools they need to move to the forefront of a competitive market and stay there.

Lecturer Dr Robin Fieldhouse said innovation has a key role to play in the food industry.

"Tasmania's reputation for producing quality food is enormously valuable," he said.

"This unit is about helping people from all areas of the food industry – from farming, to research, to hospitality – make sure they can use innovation to maximise that value."

The unit includes both online and face-to-face components and will be held in Launceston and the Cradle Coast in July and August this year.

This is the first time the unit has been offered in the North and North West and with the University offering 100 per cent tuition fee scholarships, places are expected to be filled quickly.

Participants will be introduced to key elements of innovation, including:

- Application of innovation to the food industry at a business level

- Effects on commercialisation and entrepreneurship
- Food security and challenges to the food industry
- Regionalisation versus globalisation
- Innovation systems and their use for analysing and developing regions and hubs

Local, national and international case studies will be examined to illustrate the theory and case studies of innovative food businesses and entrepreneurs will be presented. Guest speakers will also be invited to share their insights into the industry.

**Course details:**

**LAUNCESTON**

Online component commences – 21 July 2014

Face to face teaching dates – 30 and 31 July and 22 August 2014

Venue – The Boathouse on Northbank (Launceston) – 9am to 5pm each day

**CRADLE COAST**

Online component commences – 11 August 2014

Face to face teaching dates – 23 & 24 August and 12 September 2014

Venue – UTAS Cradle Coast campus – Rm D201 – 9am to 5pm each day

**How to apply:** For details please contact the AIRC, on (03) 6226 7384, email [Admin.AIRC@utas.edu.au](mailto:Admin.AIRC@utas.edu.au) or visit [www.utas.edu.au/airc](http://www.utas.edu.au/airc)