

MEDIA RELEASE

NEWS FROM THE UNIVERSITY OF TASMANIA

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ATTENTION: Chiefs of Staff, News Directors



New UTAS workshop for those with a taste for innovation

A new 100 per cent tuition fee scholarship-supported course will show participants how innovation has a key role to play in the food industry.

Paddock to Plate: How to Innovate in the Food Industry is taught by UTAS' Australian Innovation Research Centre (AIRC) and takes the format of a four-day 9am to 5pm workshop in Hobart on 15, 16 and 17 October and 18 November 2013.

The course will give participants in all areas of the food industry the tools and knowledge to integrate innovation into their business strategies.

It is suitable for both postgraduate students, who can receive a unit credit, and those in the industry seeking professional development, who will receive a Certificate of Attendance.

This unit will introduce participants 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; and
- 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.

The unit is also part of the MBA (Agricultural Innovation), a UTAS and Tasmanian Institute of Agriculture course that provides management knowledge with a focus on developing skills and passion in agribusiness and innovation. This MBA also has competitively awarded \$9000 government funded scholarships available.

How to apply: For details on *Paddock to Plate: How to Innovate in the Food Industry*, please contact the AIRC, on (03) 6226 7384, email Admin.AIRC@utas.edu.au or visit www.utas.edu.au/airc

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