



## **MEDIA RELEASE**

### **12<sup>th</sup> designedge Innovation Festival Launches April 20<sup>th</sup> in Belmont**

The 2016 designedge Innovation Festival will launch on Wednesday 20th April, 6pm-8pm at the City of Belmont Civic Centre.

12<sup>th</sup> designedge Innovation Festival will be officially launched by Dianne May, WA State Manager, AusIndustry Business Services, Department of Industry, Innovation and Science and the WA Minister for Mines and Petroleum; Small Business, Hon Sean L'Estrange MLA will provide an update on WA Small Business and will also officially Launch the 23<sup>rd</sup> Belmont & Western Australia Small Business Awards at the event.

The official launch will include a WA Designer Showcase featuring local designers Concrete Ambition, Galibelle Shoes, Jessica Bratich Bags, Jonté Designs, La Luna Lifestyle, Silverstar Designs, SISS on Bare and co-ordinated by Kirsty Noakes, Shop & Style Specialists who was a category winner in the 2015 Belmont Small Business Awards.

Carol Hanlon, CEO of Belmont Business Enterprise Centre Inc., TCFWA Inc. and Founder of designedge Innovation Festival said, "The Festival now in its 12<sup>th</sup> year will run from the 20th of April until the 31<sup>st</sup> of May, and this year will include 90 events".

"The designedge Innovation Festival will include events, parades, workshops, webinars and networking forums being staged in Belmont, Western Australia and broadcasted nationally and globally ONLINE with a number of our online expert presenters from across Australia, Asia, Europe and USA covering a range of topics".

"The festival brings together small business owners, inventors, innovators, fashion designers and community groups,"

Some of the Festival highlights this year include:

#### **IP Australia - Trade marks and Designs – FREE Workshop**

April 21, 2.30pm-5pm, Understand how to protect your trade mark and designs Venue: Function Room, 'The Belmont', Cloverdale

#### **Connect Your Business to the Women's Empowerment Principles – FREE Webinar**

Apr 22, 1pm-2pm, UN Global Compact Women's Empowerment Principles.

#### **Call Me: The art of the telephone - Webinar**

May 10, 3pm-4pm, Rachel Hanlon offers insights from her PhD research on our social relationship to the telephone.

#### **On Folding and Technology: Scale, Dimensionality and Materiality – Webinar**

May 24, 1pm-2pm, Matthew Gardiner discusses the aesthetics of Folding and Technology through the criteria of scale, dimension and materiality.

#### **Ethical Fashion and the Triple Bottom Line – Webinar**

May 31, 2pm-3pm, Understand Green Fashion - what it means and the effect on environment, economy and social sustainability

“As usual we will provide many of the events via webinar, so that audiences across Australia can participate and learn about diverse business and creative topics”, Ms Hanlon said.

“We couldn’t put this event on without our loyal supporters such as **Major Sponsors** Belmont Business Enterprise Centre Inc, Textile, Clothing and Footwear Resource Centre of Western Australia Inc, **Gold Sponsors** IP Australia, Infinite IT and **Silver Sponsor** Department of Industry, Innovation and Science.” said Ms Hanlon.

designedge Innovation Festival events can be viewed at [www.belmontbec.com/2016innovation](http://www.belmontbec.com/2016innovation)

To book events/workshops see [www.belmontbec.com/events](http://www.belmontbec.com/events) or to book webinars [www.belmontbec.com/webinars](http://www.belmontbec.com/webinars)

General Enquiries: Phone (08) 9479 3777  
Email [training@belmontbec.com](mailto:training@belmontbec.com)  
All booking and payment facilities are available online



**For further information please contact:**

Carol Hanlon  
CEO  
Belmont BEC  
P| 08 9479 3777 M| 0417963231  
E| [carol.hanlon@belmontbec.com](mailto:carol.hanlon@belmontbec.com)



### **Belmont Business Enterprise Centre (Belmont BEC)**

PO Box 370, Cloverdale WA 6985 Phone 08 9479 3777 Fax 08 9479 3888  
[www.belmontbec.com](http://www.belmontbec.com) [www.mybusinessincubator.com](http://www.mybusinessincubator.com) [www.bpwbusinessincubator.com](http://www.bpwbusinessincubator.com)  
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### **About Belmont BEC & TCFWA**

**Belmont BEC | BEC Global** is a non-profit community organisation established in 1994, and has provided training and mentoring support services to over 20,000+ individuals and small businesses in WA and across Australia to start or improve their small business. Belmont BEC is a specialist in online virtual business incubation, women in business support and has developed an extensive range of Innovative projects and programs to support small businesses. [www.belmontbec.com](http://www.belmontbec.com) [www.bpwbusinessincubator.com](http://www.bpwbusinessincubator.com)

**TCFWA | TCF Australia | TCF Global** is a non-profit community organisation established in 1998 has assisted over 6,000+ designers and fashion industry small businesses with fashion business skill development, linkages in the global supply chain, International trade and industry networks. [www.tcfwa.com](http://www.tcfwa.com) [www.tcfaustralia.com](http://www.tcfaustralia.com) [www.tcfglobal.com](http://www.tcfglobal.com)