



Career launch for local filmmakers

12:00a.m. 10th September 2008



The proposed 'new media' Ignition Festival being planned for Noosa early next year, could do more than launch the careers of local film makers or photographers.

It could also spawn the first creative company to come out of the Noosa Creative Alliance project being mentored by well-known international academic Richard Florida.

The alliance announced recently that it had been incorporated as the Sunshine Coast Creative Alliance inc, although it will continue to trade as the Noosa Creative Alliance.

Successful Sunshine Coast entrepreneur Marcus Xavier, director of Cool Ideas, was elected chairman and said

everyone involved in the alliance, including those in catalyst groups working on projects such as the Ignition Festival, was excited about the progress being made.

“Some of the projects definitely have long-term commercial potential,” Mr Xavier said.

“We’ve identified there is licensable or commercial IP in the creative and knowledge sectors that has been falling through the cracks and lost to the region because we haven’t had a cohesive plan.

“We certainly think the processes involved in pulling the Ignition Festival together and distributing it around the world could be commercialised.”

Apart from the festival, Mr Xavier said Alliance catalyst groups are working on a number of projects including Green Sunshine which is looking at the creation of sustainable communities, and another project which is looking at building an online system that can provide support to people who have “gaps” in their business by matching them with people on the Coast with expertise in the particular field.

“We’ve got several projects up-and-running that we believe have got life beyond the pilot stage,” he said.

If anyone should know about the prospects of commercialisation, it’s Mr Xavier.

His Cool Ideas company was set up in 2004 as a commercial incubator to provide strategic planning, with a focus on commercialising IP in new economy-type businesses.

“We’ve been developing a few over the past four years.

“We’ve just launched GoBookster which we think has found a niche in the travel space and has the potential to go global.

“We’ve got another very exciting project dealing with inbound education which we’ll release to the market at the end of this month.”

Mr Xavier said unlike other business incubators, Cool Ideas took an equity stake in the idea, as well as providing a wide range of strategic advice.

“What we’re already finding with the Alliance is a lot of these types of ideas and concepts are coming forward, ideas that would have been lost to the region previously,” he said.

For more information about the Alliance, go to www.sunshinecoastcreativealliance.com.au.