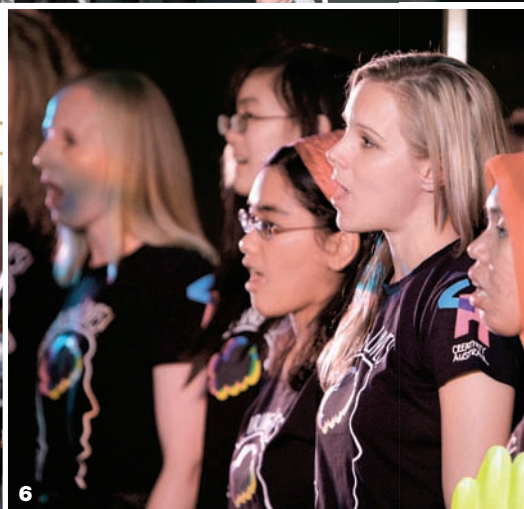


# Wow factor at powwow

The Melbourne Recital Centre will become a think-tank from September 8 to 10 when the Creative Innovation 2010 conference takes place. The event's launch was held last Tuesday night and was attended by 200 business leaders including Sass & Bide co-founder Heidi Middleton, Professor

Allan Fels and Hugh Morgan AC, proving that creativity is needed in all walks of life. Created by social entrepreneur Tania de Jong AM, the conference will focus on how to improve creativity and innovation and will include speakers Edward de Bono and Patrick McGorry. Photographs by Peter Weaving



- 1 David Byers, Dr Michael Porter and Paul McNamee find something very, very funny.
- 2 Tania de Jong gets a snap of Heidi Middleton, Hugh Morgan and Elizabeth Morgan. Yep, not only did the multi-talented de Jong organise the whole shebang, she was a chief snapper, too.
- 3 Hugh Morgan warms up the microphone.
- 4 With One Voice choir sounded so angelic that halos appeared above several members' heads.
- 5 There was creative innovation aplenty when Shaun Islip conducted the choir. Most conductors use a baton, but Islip went with a guitar.
- 6 With One Voice choir had a lot to sing about.
- 7 Charles Kovess tells Claire Penniceard that he would tip his hat to the event, but as he's about to do his Joe Cocker impersonation he'd really rather leave his hat on.
- 8 Clearly, Colin Pidd would love to conduct a choir, too.
- 9 Even the flowers are full of bright ideas.

