

REPORT
TRADE MISSION
TO
THE UNITED STATES OF AMERICA

G'DAY USA 2010

LED BY
THE HONOURABLE ANNA BLIGH MP
PREMIER OF QUEENSLAND
AND MINISTER FOR THE ARTS

15 - 22 JANUARY 2010

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PROGRAM

PROGRAM

Time Zones

Time in bold indicates local time

Time in normal font indicates Brisbane time

Time Differences

New York City	15 hours behind Brisbane
Los Angeles	18 hours behind Brisbane
San Francisco	18 hours behind Brisbane

Thursday 14 January 2010 – New York

Overnight New York City

The Alex Hotel
205 East 45th Street
(between 2nd & 3rd Avenue)
New York, NY 10017

Friday 15 January 2010 – New York

**6:00am – 7:00am (for
6:20am start)
9:00pm (Friday)** **Live interview on Fox & Friends with Tourism
Queensland Best Job in the World Island Caretaker,
Mr Ben Southall**

Venue:
Fox News Channel
1211 6th Avenue (between West 48th & West 49th)
New York, NY

**8:30am – 9:15am
11.30pm (Friday)** **Times Square Tourism Promotion with Tourism
Queensland Best Job in the World Island
Caretaker, Mr Ben Southall and Mr Steven Alan,
designer of the V Australia “Perfect Bag”**

Venue:
TKTS Staircase,
Times Square,
New York, NY 10017

**10:00am – 11:00am
1:00am – 2:00am
(Saturday)** **Meeting with Aaron Etra, Director of the
International Council for ICMAN (International
Conference on Mechanisms of Action of
Nutraceuticals)**

Venue:
The Alex Hotel,
205 East 45th Street,
(between 2nd & 3rd Avenue),
New York, NY 10017

12:00noon
3:00am (Saturday) **Official Opening and Luncheon for the Microskin Clinic in New York City**

Venue:
317 East 34th St
New York

2:00pm – 3:00pm
5:00am – 6:00am
(Saturday) **Briefing with Mr Joseph A. Lavorgna, Managing Director, Chief US Economist for Deutsche Bank Securities**

Venue:
3rd floor
60 Wall Street
New York

Overnight New York City

The Alex Hotel
205 East 45th Street
(between 2nd & 3rd Avenue)
New York, NY 10017

Saturday 16 January 2010 – New York/Los Angeles

9:00am
Midnight (Saturday/Sunday) Depart New York City for Los Angeles on American Airlines Flight AA1
Travel time: 6h 40m

12:40pm
6:40am (Sunday) Arrive Los Angeles and transfer to Paley Center
Travel Time: 30m - 1h 30m depending on traffic

1:30pm – 1:45pm
7:30am – 8:30am (Sunday) **Promotion with Tourism Queensland Best Job in the World Island Caretaker, Mr Ben Southall, at the Queensland Stand to announce the Qantas and Tourism Queensland campaign**

Venue:
Paley Center, Beverley Hills
465 N. Beverly Drive
(cross street Little Santa Monica)
Beverly Hills CA 90210

2:30pm
8:30am (Sunday) Transfer to hotel
Travel time: 30m

3:15pm
9:15am (Sunday) Check in at Hotel

Renaissance Hollywood Hotel
1755 North Highland Avenue
Hollywood, California 90028

3:30pm – 4:00pm **Briefing by the Trade Queensland Office for the**

9:30am – 10:00am (Sunday) **Americas**

Venue:
Private Meeting Room
Renaissance Hollywood Hotel

4:00pm
(10:00am) Sunday

Return to room – Prepare for Gala Dinner

5:45pm
11:45am (Sunday)

Depart for Black Tie Gala Dinner
Accompanied by the Commissioner

6:00pm – 7:00pm
12:00pm – 1:00pm (Sunday)

Attend G'Day USA Black Tie Gala Dinner, including red carpet entry and present Greg Norman with award.

Venue:
Grand Ballroom Foyer
5th Floor
Hollywood and Highland Complex
Renaissance Hollywood Hotel

7:00pm – 10:30pm
1:00pm – 4:30pm (Sunday)

Host Queensland table at G'Day USA Black Tie Gala Dinner and Meeting with Steve Burrill, Chief Executive Officer of Burrill and Company

Venue:
Grand Ballroom
5th Floor
Hollywood and Highland Complex
Renaissance Hollywood Hotel

Overnight

Los Angeles

Renaissance Hollywood Hotel
1755 North Highland Ave
Hollywood, CA 90028

Sunday 17 January 2010 – Los Angeles

10:00am – 11:30am
4:00am – 5:30am (Monday)

Site Visit and Meeting with Dr Glenn Begley, Vice President and Global Head, Haematology and Oncology Research, Amgen Incorporated

Venue:
One Amgen Centre Drive
Thousand Oaks CA 91320

12:15pm – 2:00pm
6:15am – 8:00am (Monday)
(including light lunch)

Site visit and luncheon at the Southern California Equestrian Center and meeting with Mr Terry Colless, Director of Fodder Solutions

Venue:
Rancho Del Las Palmas,
3566 Sunset Valley Road,
Moorpark (near Thousand Oaks)
CA 93021

Overnight

Los Angeles

Renaissance Hollywood Hotel
1755 North Highland Ave
Hollywood, CA 90028

**Monday 18 January 2010 – Los Angeles/San Francisco
Martin Luther King Jr. Day - national public holiday**

9.00am – 9.30am
3.00am (Tuesday)

Tourism Promotion with V Australia and Tourism Queensland Best Job in the World Island Caretaker, Mr Ben Southall, at LAX Airport to announce the “Perfect Project” campaign in partnership with V Australia and Tourism NSW

Venue:
In front of the LAX sign at the entry to LAX Airport

12:10pm
6:10am (Tuesday)

Depart Los Angeles for San Francisco on American Airlines flight AA1936
Flight time: 1h 30m

1:40pm
7:40am (Tuesday)

Arrive in San Francisco and transfer to hotel

2:00pm

Transfer to the hotel
Travel time: 45m

The Westin St. Francis
335 Powell Street.
San Francisco, CA 94102

4:30pm
10:30pm (Tuesday)

Meeting with Kiff Gallagher of Music National Service

Venue:
Meeting Room
Westin St Francis
335 Powell Street.
San Francisco, CA 94102

6:30pm – 9:00pm
12:30pm – 3:00pm
(Tuesday)

Meeting and Dinner with Mr Chuck Feeney, Atlantic Philanthropies

Venue:
One Market Restaurant
1 Market Street
San Francisco, CA 94105

Overnight

San Francisco

The Westin St. Francis
335 Powell Street.
San Francisco, CA 94102

Tuesday 19 January 2010 – San Francisco

8:15am
2:15am (Wednesday)

Depart hotel for Silicone valley

9:15am – 10:45am
4:00am – 4:45am
(Wednesday)

Site Visit of Solazyme and meeting with President and CEO

Venue:

Solazyme
560 Eccles Avenue
South San Francisco
California 94080

10:45am
4:45am (Wednesday)

Depart for Bloom Energy

11:00am (Site Visit)
5:00am (Wednesday)

Tour of Bloom Energy hosted by Dr KR Sridhar CEO, Bloom Energy, followed by –

11:30am for 12:00noon (Luncheon)
5:30am for 6:00am
(Wednesday)

Luncheon: ‘Innovation and the Green Economy: Opportunities for International Partnerships’

Venue:
Bloom Energy Corporation
1252 Orleans Drive,
Sunnyvale, CA

1:15pm
7:15am (Wednesday)

Depart Silicone Valley for Emeryville (Amyris)
Travel time: 50m

2:00pm
8:00am (Wednesday)

Meeting with Mr John Melo, Chief Executive Officer, Amyris Biotechnologies

Venue:
5885 Hollis Street
Suite 100
Emeryville, CA 94608

3:00pm

Meeting with Professor Jay Keisling, Chief

9:00am (Wednesday)

Executive Officer, Joint BIO Energy Institute (JBEI)

Venue:

5885 Hollis Street
Emeryville, CA

4:00pm – 5:00pm
10:00am – 11:00am
(Wednesday)

**Meeting with Lawrence Berkeley, National
Laboratory (Berkeley Lab)**

Venue:

Berkeley Campus
717 Potter Street
Berkeley, CA

Depart for hotel

Travel time: 20m – 50m by car, dependent on traffic

7:00pm
1:00pm (Wednesday)

Meeting with Mr Bob Epstein, E2

Venue:

The Westin St. Francis
335 Powell Street.
San Francisco, CA 94102

Overnight

San Francisco

The Westin St. Francis
335 Powell Street.
San Francisco, CA 94102

Wednesday 20 January 2010 – San Francisco/Silicon Valley/San Francisco

am

Depart San Francisco hotel for Silicon Valley
Travel time: 1h

8:00am – 8:30am
2:00am – 2:30am
(Thursday)

**Meet with Queensland participants of the
Australian Innovation Shootout**

Venue:

Microsoft
Building One
1065 La Avenida
Mountain View CA 94043

8:30am – 9:15am
2:30am – 3:15am (Thursday)

Attend Australian Innovation Shootout 2010

Venue:

Microsoft
Building One
1065 La Avenida
Mountain View CA 94043

9:15am – 9.45am
3:15am – 3:45am (Thursday) **Meeting with Mr Dan'l Lewin, Corporate Vice President, Strategic and Emerging Business Development, Microsoft**

Venue:
Microsoft
Building One
1065 La Avenida
Mountain View CA 94043

9:45am
3:45am (Thursday) Depart Australian Innovation Shootout for Googleplex

10:00am
4:00am (Thursday) **Meeting with Google Foundation**

Venue:
1600 Amphitheatre Parkway
Mountain View,
Santa Clara County,
California

pm Depart by car for San Francisco
Travel time: 1h

12:30pm – 1:30pm
6:30am – 7:30am (Thursday) **Working lunch hosted by TPG**

Venue:
345 California Street
San Francisco CA 94104

1:45pm
7:45am (Thursday) Depart working lunch for hotel and check-out

2:30pm
8:30am (Thursday) Depart hotel for airport
Travel time: 45m

4:35pm
10:35am (Thursday) Depart San Francisco for Los Angeles on American Airlines Flight AA2578
Travel time: 1h 30m

6:05pm
12:05pm (Thursday) Arrive at Los Angeles Airport

10:30pm
4:30pm (Thursday) Depart Los Angeles for Sydney on Qantas flight QF12
Travel time: 14h 55m

Thursday 21 January 2010 – In flight

In-flight

Friday 22 January 2010 – Sydney/Brisbane

8:25am Arrive Sydney Airport

10:05am Depart Sydney for Brisbane on Qantas flight QF516.
Travel time: 1h 30m

10:35am Arrive Brisbane

OBJECTIVES

- To represent Queensland at the highest level during the G'Day USA Australia Week 2010 program and raise the profile of the State during the promotion.
- To support Queensland companies participating in G'Day USA Australia Week 2010.
- To reinforce the high priority the Queensland Government places on its relationship with the United States of America.
- To strengthen relationships with key government, business and community leaders in the United States of America.
- To promote Queensland as an attractive trade, investment and tourist destination and to encourage growth in Queensland exports to the United States of America, especially in clean technology and climate change policy including water management and renewable energy, biotechnology, creative industries, and tourism.

OFFICIAL DELEGATION MEMBERS

The Honourable Anna Bligh MP	Premier of Queensland and Minister for the Arts
Mr Eddie Burke	Media Advisor Office of the Premier
Detective Senior Sergeant Darren Cowles	Queensland Police Service

TRADE QUEENSLAND REPRESENTATIVES IN MARKET

The Honourable Peter Beattie	Trade and Investment Commissioner – The Americas
Mr Stuart Dignam	Trade and Investment Deputy Commissioner – The Americas

COMPANIES PARTICIPATING IN THE PREMIER'S PROGRAM AT G'DAY USA 2010

There are 8 Queensland companies participating in the Premier's G'Day USA program.

A further 3 companies, not headquartered in Queensland but with Queensland interests are also participating.

Queensland companies

- Ms Linda Lowndes Founder and Director, Microskin
- Mr Andrew Castles Sales Manager, Coral Princess Cruises
- Professor Peter Gray Chief Executive Officer, Australian Institute of Bioengineering and Nanotechnology (AIBN), University of Queensland
- Mr Greg Brown CEO, Impedimed
- Mr Mario Pennisi CEO of Queensland Clinical Trial Network
- Mr Terry Colless Director, Fodder Solutions International
- Mr Don Sands CEO, Synengco
- Mr Wayne Patterson CEO, MultiTrode

Companies with a Queensland interest

- Ms Lily Chan Director of Business Development, Shangri-La Hotels
- Ms Tori Smyth International Sales Executive, Hamilton Island
- Mr Don Morris Qantas Airways

(Source: Trade Queensland Los Angeles, and Communications and Marketing, Trade Queensland, Brisbane)

MEETING INFORMATION

NEW YORK

INTERVIEW ON FOX NEWS CHANNEL PROGRAM, FOX & FRIENDS

Date: Friday 15 January 2010
Time: 6:00am – 7:20am (interview to be held at 6:20am)
Venue: Fox News Channel
1211 6th Avenue (between West 48th & West 49th)
New York, NY

Attire: Business

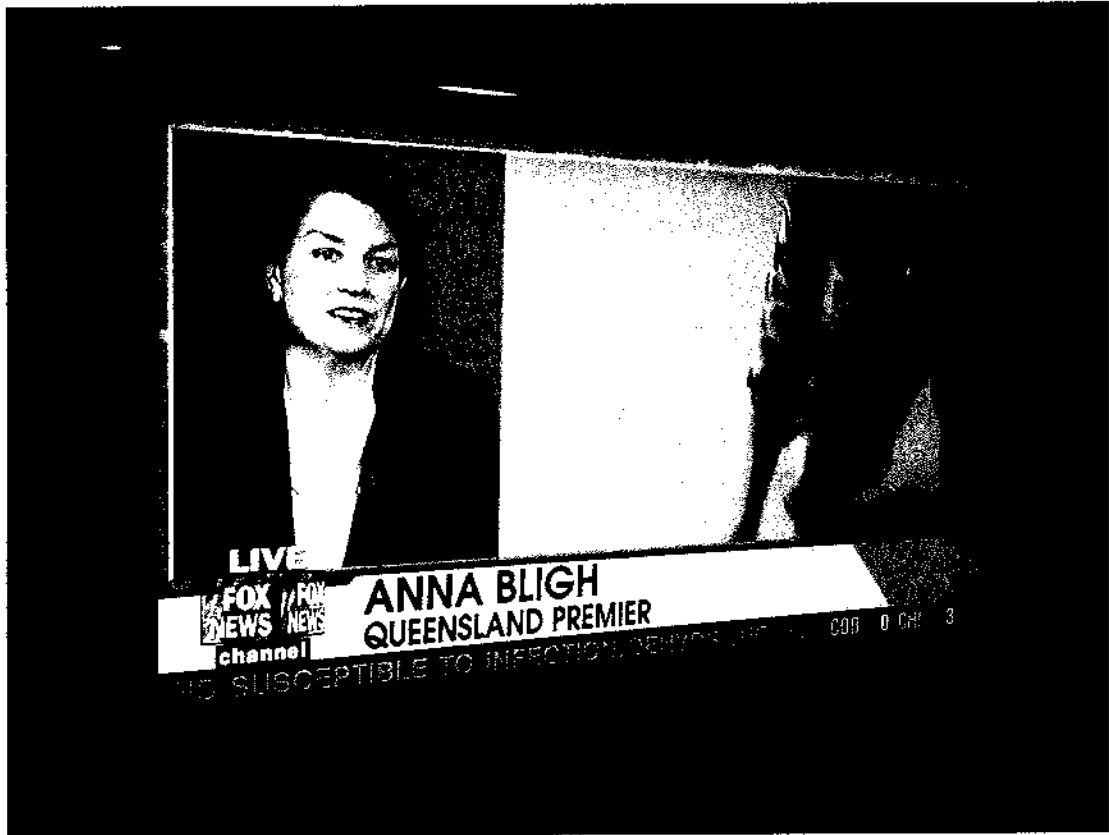
ATTENDEES

Mr Ben Southall Tourism Queensland Best Job in the World former Island Caretaker and Queensland Tourism Ambassador

Ms Shana Pereira Tourism Queensland Regional Director, The Americas

KEY POINTS

- Mr Ben Southall and I did a live interview on Fox News Channel program, Fox & Friends.
- We took this opportunity to speak about Queensland generally, our friendship with the US and to invite viewers to visit Queensland.
- The hosts were Mr Steve Doocy, Ms Gretchen Carlson and Mr Brian Kilmeade.
- The hosts spoke with Mr Southall about his experiences in the Best Job in the World and his time in the US.
- Fox & Friends, on the Fox News Channel, is the number one cable news morning program with the latest Fox News Live headlines and analysis the news of the morning.
- The average audience is 955,000 viewers per day, 58% of which are aged 35-64. This is Queensland's key demographic for American travellers.
- Fox & Friends is syndicated to the Fox cable network around the world, including Australia.



Premier Anna Bligh appears on FOX & FRIENDS morning program to promote Queensland Tourism with Ben Southall

PHOTO OPPORTUNITY - TIMES SQUARE, NEW YORK CITY

Date: Friday 15 January 2010

Time: 8:30am - 9:00am

Venue: TKTS Staircase
Times Square,
New York City,
New York, 10017

ATTENDEES

Mr Ben Southall	Tourism Queensland Best Job in the World former Island Caretaker and Queensland Tourism Ambassador
Mr Steven Alan	Designer, V Australia Perfect Project bag
Mr Jon Simon	Perfect Bag Photographer

KEY POINTS

- A photo opportunity was organised in Times Square to promote Mr Ben Southall's and my visit to New York.
- Mr Southall and I handed out 200 Queensland beach bags to passing New Yorkers to encourage them to visit Queensland.
- An invitation for New Yorkers to meet Mr Southall was also posted on his Twitter account and Tourism Queensland's Facebook page.
- V Australia Perfect Project bag designer, Mr Steven Alan, also attended the photo opportunity.



Premier Anna Bligh gives out Queensland beachbags to freezing New Yorkers to promote Queensland tourism in Time Square.

MEETING WITH MR AARON ETRA, DIRECTOR OF THE INTERNATIONAL COUNCIL FOR THE INTERNATIONAL CONFERENCE ON MECHANISMS OF ACTION OF NUTRACEUTICALS (ICMAN)

Date: Friday 15 January 2010

Time: 10:00am – 11:00am

Venue: The Alex Hotel,
205 East 45th Street,
(between 2nd & 3rd Avenue),
New York, NY 10017

ATTENDEES

Mr Aaron Etra	Director of the International Council for International Conference on Mechanisms of Action of Nutraceuticals (ICMAN)
Mr Stuart Dignam	Queensland Government Deputy Trade Commissioner for the Americas
Mario Pennisi	CEO Queensland Clinical Trials Network Inc
Dr Thomas VOSS	Advisor to ICMAN
Jeff Huffines	Chairman of the NGO/DPI Executive Committee
Sherrill Kazan	Ex Director of the World Council of people for the United Nations
Shamina De'GONZAGA	President of the World Council of people for the UN
Lenzie HARCUM	VP New York Econ Dev Corp - Biotechnology
DoHyun CHO	Korean Health Industry Development Institute
Dr Ashfaq PARKAR	Assistant Director Mechanistic and Investigative Pharmacology, Exploratory and Internal medicine Therapeutic Department - Sanofi Aventis

KEY POINTS

- I announced that Queensland will host the 2011 International Conference on Mechanisms of Action of Nutraceuticals. Aaron Etra presented a letter as an official acceptance of Brisbane's bid to host the conference which will take place between 13 and 15 October 2011.
- I discussed the business opportunities and potential research collaborations that this will create for the Queensland complementary medicines and nutraceuticals sector as well as the ICMAN Council.
- The ICMAN Council is the owner of the International Conference on the Mechanisms of Action of Nutraceuticals. This bi-annual event is a science based symposium which attracts industry, researchers, academics and other stakeholders in the international complementary medicines and nutraceuticals sector. The themes for the conference centre around strengthening evidence based research in complementary medicines and nutraceuticals product development.

- Direct economic results from the conference are A\$727,000 based on 400 delegates over a three day event. Other outcomes will include trade delegations from Europe, Asia and USA to Brisbane for the conference as well as strategic research and business links that will be forged between local, national and international delegates.
- The commissioner for the Americas met with Mr Etra in New York on 17 November 2009 and negotiated ICMAN's commitment to the conference being held in Brisbane
- Over the last 12 months stakeholders from Queensland's local industry, led by the Queensland Clinical Trials Network (QCTN), have been negotiating with the ICMAN Council. A formal Queensland bid was submitted to the ICMAN Council in August 2009.
- The ICMAN Council sent delegates to Brisbane in late October 2009 to undertake a due diligence process. During their visit to Queensland they met with a number of relevant business and research interests.
- Queensland partners supporting this International Conference bid include Queensland Health (OHMR), Department of Employment, Economic Development and Innovation (DEEDI) (Office of Biotechnology and Therapeutic Medicines and Devices), Sanofi-Aventis, Queensland Clinical Trials Network, Brisbane Convention and Exhibition Centre and Brisbane Marketing.
- Mr Aaron Etra said the decision to take the conference to Brisbane was a credit to the people of Queensland. He said Queensland's pursuit of the conference had been "wonderfully relentless".
- Mr Etra mentioned he had visited Brisbane and had visited the Sanofi Aventis facility. He had been impressed by the infrastructure and facilities. He said he hoped to set up an Asian Pacific ICMAN organization based in Queensland.
- In response to a Question from Sherrill Kazan about the indigenous population in Queensland I said the indigenous culture in Queensland was 40,000 to 50,000 years old and indigenous medicine was an interesting area for nutraceuticals researchers and scientists to investigate. Ms Kazan said the area was one that she would like to feature in an article for the United Nations magazine Centrepoinnow.
- Aaron Etra expressed an interest in the area and there was general agreement that it could be an area that was explored at the 2011 conference.
- Dr Thomas G Voss enquired about the use of solar power in Queensland. Premier Bligh outlined a number of initiatives the Queensland Government had undertaken including the State's ongoing solar hot water heater rebate.
- DoHyun CHO said his organization was interested in an Australian presence. I said they would warmly welcome any approach to Queensland. She said that Korea was one of Queensland's most important trading partners and that Queensland was always keen to grow that relationship.

OFFICIAL OPENING AND INFORMAL RECEPTION FOR THE MICROSKIN CLINIC IN NEW YORK CITY

Date: Friday 15 January 2010

Time: 11:45am for 12:00noon start

Venue: Official Opening:
317 East 34th St
New York

Luncheon:
Trattoria Alba
233 East 34 Street
New York

ATTENDEES

Ms Linda Lowndes <u>New York Partners</u>	Founder and Director, Microskin
Dr Roy Geronemus	Director of the Laser & Skin Surgery Center of New York
Ms Joan Agnetti	Chief Operating Officer, Laser and Skin Surgery Centre of New York.
Mr Stuart Dignam	Queensland Government Deputy Trade Commissioner for the Americas

KEY POINTS

- I attended and gave a speech at the official opening of the Microskin Clinic in New York City, which was followed by an informal reception at the premises.
- Microskin International Pty Ltd (Wavell Heights) was formed in 2005 to help improve the confidence of skin condition sufferers. Applied topically over an affected area, Microskin International reduces the appearance of burns, scars, birthmarks and any other skin discolouration by creating a "simulated secondary skin". The business has been involved in a clinical trial at the Royal Brisbane Hospital Burns Unit.
- This is Microskin's first clinic outside Australia. The US clinic will be located within the Laser & Skin Surgery Centre of New York which is an established medical facility in New York City treating skin disorders.
- Dr Roy Geronemus, co-host at the official opening and one of the New York partners, will be running the New York Microskin Clinic.
- I was given a demonstration of what the Microskin product can do with a member of staff who has a birthmark on her arm.
- I also spoke to Linda Lowndes about a new product she has developed. The product is a type of sunscreen which can be applied once and which then lasts for several days.
- Linda said she had put this product on the "backburner" while she concentrated on getting the Microskin product to market.

- She said she was now interested in developing the sunscreen product and had received some interest from companies in the United Kingdom.
- I said that the Queensland Government would like to be involved and said we would investigate what we could do to assist. Details have been forwarded to Trade Queensland for follow up.



Microskin employee demonstrates the product at the opening of the new New York office.

BRIEFING WITH MR JOSEPH A. LAVORGNA, MANAGING DIRECTOR, CHIEF US ECONOMIST FOR DEUTSCHE BANK SECURITIES.

Date: Friday 15 January 2010

Time: 2:00pm – 3:00pm

Venue: Deutsche Bank Securities
Floor 3
60 Wall Street
New York

ATTENDEES

Mr Joseph A. LaVorgna Managing Director,
Chief US Economist
Deutsche Bank Securities, Inc.

Mr Stuart Dignam Trade Queensland Deputy Trade
Commissioner for the Americas.

KEY POINTS

- Insights into the current and expected future performance of the US economy, including the effects of the Global Financial Crisis (GFC), were discussed with a view to gaining an understanding of the potential impacts on the global in general, and Queensland in particular, economies.
- We discussed the impacts the GFC has had on the US and world economy, and I sought views on how Australia and Queensland's economies may respond over the next 12 to 18 months.
- I also sought views on how recent global economic and financial events may influence the trade policies of major trade partners.
- We were briefed on President Obama's economic recovery measures, a year after his election as President, and how this will influence the Australian and Queensland economies into the near future.
- Mr LaVorgna presented an historical analysis of the US economy relevant to the current situation. He predicts a strong recovery in the US economy this year, however he expects the speed of the economy to lag behind past cycles. He noted that the reduction in payrolls has been so long and deep that companies have over-cut labor and noted that the unemployment rate could be close to a peak.

MEETING INFORMATION

LOS ANGELES

QANTAS AND TOURISM QUEENSLAND PROMOTION

Date: Saturday 16 January 2010
Time: 1:30pm – 2:30pm
Venue: The Paley Center for Media, Beverly Hills
465 N. Beverly Drive
(cross street Little Santa Monica)
Beverly Hills CA 90210

ATTENDEES

Mr Ben Southall	Best Job in the World Queensland Tourism Ambassador, Tourism Queensland
Mr Don Morris	Chairman, Tourism Queensland
Mrs Wendy Harch	Acting CEO, Tourism Queensland
Ms Shana Pereira	Regional Director Americas, Tourism Queensland
Mr Stuart Dignam	Queensland Government Deputy Trade Commissioner for the Americas

KEY POINTS

- We launched the second year of the Cairns tourism promotion, in conjunction with Qantas.
This includes a Qantas Airways airfare of "Fly Los Angeles to Cairns and add on Sydney, Melbourne, Brisbane or Auckland at no additional cost".
- I fed 'Uluru' – a US born Joey – and spoke to local children about Australia and Queensland.



Premier Bligh feeds US born Joey Uluru and speaks to LA children about Queensland as part of Queensland Tourism promotion in LA as part of the G'Day USA events

BRIEFING BY THE TRADE QUEENSLAND OFFICE FOR THE AMERICAS

Date: Saturday 16 January 2010
Time: 3:30pm – 4:00pm
Venue: Renaissance Hollywood Hotel

ATTENDEES

The Honourable Peter Beattie	Queensland Government Trade Commissioner for the Americas
Mr Stuart Dignam	Queensland Government Deputy Trade Commissioner for the Americas

KEY POINTS

- I received a briefing on Queensland's focus for the G'Day USA Australia Week 2010 program.
- I received a briefing on the current political and business environment in the United States (US) and specifically how this has impacted on the business activities and achievements of the Queensland Government's Los Angeles office.
- The Commissioner and Deputy Commissioner provided me with an overview on new opportunities for Queensland especially in regard to the Obama stimulus packages.

ATTEND THE G'DAY USA BLACK TIE GALA DINNER AND MEETING WITH STEVEN BURRILL

Date: Saturday 16 January 2010
Time: 6.00pm – 7.00pm for Reception
7.00pm – 10:30pm for Dinner
Venue: Grand Ballroom
5th Floor
Hollywood and Highland Complex
Renaissance Hollywood Hotel

KEY POINTS

- The Black Tie Dinner honours high profile individuals for significant contributions in their industries for excellence in promoting Australia and US relations. Past Queensland winners include Rod Laver, Steve Irwin, George Miller and Keith Urban.
- The Queensland Government hosted two tables - one table was hosted by myself and the other was hosted by the Honourable Peter Beattie, Queensland Government Trade Commissioner for the Americas.
- I was accompanied to the pre-dinner cocktail reception by the Honourable Peter Beattie. This included walking the formal media red carpet.
- The 2010 honourees were Toni Collette, Simon Baker, and Greg Norman.
- On the red carpet I presented Greg Norman with a Queensland-made Bodo Muche bronze sculpture of a marlin as a congratulatory gift from the State, honouring him for his contribution to strong Australia – USA relationship through sports.
- Former Queensland tennis stars, Rod Laver MBE and Roy Emerson were in attendance for the red carpet presentation.
- An Australian style dinner was prepared by celebrity chefs' Curtis Stone, ex-Queenslander Pete Evans and Wolfgang Puck.
- For this event I wore a Queensland designer outfit and accessories. These designers are participating in HEAT Fashion, the Queensland Government strategy to promote and increase export sales for our local fashion designers.
- Sitting next to me at dinner was Mr Steve Burrill, CEO of Burrill and Company.
- We discussed Queensland's participation in a strategic relationship with leading US venture capital company Burrill & Company with the goal to attract new investment into the State's growing portfolio of life science technologies and companies.
- We discussed how Burrill & Company's Strategic Relationship with Queensland will provide strategic exposure of Queensland technology to high-level USA and international thought leaders and investors.



Premier Anna Bligh presents Queenslander Greg Norman with an award at the G'Day USA Gala dinner



Premier Anna Bligh meets with Steve Burrill at G'Day USA Gala dinner

SITE VISIT AND MEETING WITH DR GLENN BEGLEY, VICE PRESIDENT AND GLOBAL HEAD, HAEMATOLOGY AND ONCOLOGY RESEARCH, AMGEN INCORPORATED

Date: Sunday 17 January 2010
Time: 10:00am – 11:30am
Venue: Amgen Facility
One Amgen Centre Drive
Thousand Oaks CA 91320

ATTENDEES

Dr Glenn Begley	Vice President and Global Head, Haematology and Oncology Research, Amgen Inc
Mr Andrew Gengos (<i>JEN-JOSS</i>)	Vice President, Strategy and Corporate Development, Amgen Inc,
Dr Brian Kotzin	Vice President, Medical Sciences, Amgen Inc.
Dr Scott Patterson PhD	Executive Director, Medical Sciences, Amgen Inc.
Mr Peter Schindler	Senior Manager, Pilot Plant, Amgen Inc.
Mr Mario Pennisi	CEO of the Queensland Clinical Trials Network
Professor Peter Gray	Director, the Australian Institute for Bioengineering and Nanotechnology (AIBN) at the University of Queensland
The Honourable Peter Beattie	Commissioner for the Americas

KEY POINTS

- We successfully progressed outcomes of the meeting between senior Queensland Government officials and Amgen executives held at BIO2009 that identified opportunities to strengthen the partnership between Amgen and Queensland.
- I invited senior Amgen executives to visit Queensland and tour the Translational Research Institute (TRI) facility, possibly during biotechnology related events in Queensland prior to the AusBiotech national conference in Melbourne in October 2010.

- We discussed identified barriers and opportunities to increase Amgen's level of activity in Queensland in terms of research and clinical trials.
- I determined the role of Amgen in the translation research environment in Queensland – particularly in relation to developing biobank capability.
- Dr Scott Patterson outlined Amgen's approach to drug development which has a biomarker development philosophy. This means the company can determine whether a drug will work on an individual patient by identifying these biomarkers.
- Dr Brian Kotzin said that Australia was a great place to do clinical trials but new regulations being imposed by the federal government were making it more difficult for these trials to take place. He said he understood that regulations needed to be in place but that the Australian Government was in danger of imposing a regulatory regime that was anti-competitive. He said if the level of enrolment in clinical trials in Australia continues to slow down there was a danger that research could move to countries like Poland. He said right now Australia has an edge, but that it was easy to lose it.
- We discussed the fact that Queensland was in the early stages of developing its Translational Research Capabilities. I noted that we are interested in developing a relationship with Amgen so that we could learn from their mistakes as well as their successes. I outlined how we have reached a pivotal moment in the Smart state project. We have the funding, we have the building and now we have to make sure we get the research right.
- Both Dr Patterson and Dr Kotzin said they were delighted to be part of what was happening in Queensland and said that a new research partner benefited everyone.

SITE VISIT TO SOUTHERN CALIFORNIA RIDING CLUB AND MEETING WITH MR TERRY COLLESS, DIRECTOR, FODDER SOLUTIONS

Date: Sunday 17 January 2010

Time: 12:15pm – 2:00pm

Venue: Rancho Del Las Palmas, 3566 Sunset Valley Road, Moorpark
(near Thousand Oaks) CA 93021

ATTENDEES

Mr Terry Colless	Director, Fodder Solutions
Ms Misty Cassar	Equestrian record holder
Ms Katie Cocquyt	Fodder Solutions / Green Stride Equine
Dr Robert Cassar / Mr Mark Cassar	Co-owners, Rancho Del Las Palmas
The Honourable Peter Beattie	Queensland Government Trade Commissioner for the Americas
Mayor Janice Parvin	Mayor of Moorpark
Dale Parvin	President, Chamber of Commerce, Moorpark
David Pollack	City Councilman

KEY POINTS

- The event was designed to highlighted the export success of Toowoomba-based Fodder Solutions.
- We inspected the Fodder Solution feeding system recently purchased by the equestrian centre.
- There was discussion with Ms Cassar the benefits to her equestrian horses since they started consuming Fodder Solutions derived feed.
- I inquired from the Centre's owner Dr Robert Cassar about how he learned about Fodder Solutions and the benefits obtained since purchasing the unit. His estate is home to competition show jumping facilities and over 150 horses.
- We noted that Fodder Solution exhibited at the Country Christmas Western Gift Expo at the Sands Expo Convention Center in Las Vegas, December 2009.
- I thanked Mr Colless for the meeting and congratulate him on his success in the United States market, in particular his successful export outcome of A\$450,000 for their hydroponic biomass growing chambers.
- Mr Colless spoke about how when he developed his product he knew he was on to something special but he didn't know how to run a business.
- He expressed his gratitude to Trade Queensland for helping his business towards success in international markets.



Premier Anna Bligh watches as Toowoomba man Terry Colless feeds a sample of his product to an appreciative horse.

LAUNCH OF THE V AUSTRALIA - TOURISM QUEENSLAND - TOURISM NEW SOUTH WALES PARTNERSHIP

Date: Monday 18 January 2010
Time: 9:00am – 9:30am
Venue: Los Angeles International Airport
West Century Blvd, just east of Sepulveda.
6225 West Century Boulevard
Los Angeles, CA 90045

ATTENDEES

Mr Don Morris	Chairman, Tourism Queensland
Mrs Wendy Harch	Acting CEO, Tourism Queensland
Mr Vito Anzelmi	Regional Sales Manager, V Australia
Mr Matias Friess	General Manager Sales, V Australia
Mr Ben Southall	Tourism Queensland Best Job in the World former Island Caretaker and Queensland Tourism Ambassador

KEY POINTS

- On the 20 October 2009, I announced a three-year A\$8 million partnership between Tourism Queensland, Tourism New South Wales and airline partners. This partnership acknowledges that international visitors do not recognise state boundaries and allows for key destinations in both states to be marketed together.
- The first major joint activity under the partnership is the 'Perfect Project'; a joint marketing campaign with V Australia, Tourism Queensland, Tourism New South Wales and Tourism Australia, promoting Sydney and the Great Barrier Reef to the US market.
- The first phase of the campaign ran from October to December 2009.
- V Australia is about to launch the second phase with the production of the 'Perfect Bag' and the introduction of major US online booking agency, Travelocity, to sell the program.
- The 'Perfect Vacation' package is on sale until 31 March 2010 for travel from 1 May - 15 June 2010.



Don Morris, Ben Southall and Premier Anna Bligh promote Queensland tourism at LAX airport

MEETING INFORMATION

SAN FRANCISCO

MEETING WITH MR KIFF GALLAGHER, CHIEF EXECUTIVE OFFICER AND FOUNDER, MUSICIANCORPS

Date: Monday 18 January 2010

Time: 4:30pm – 5:30pm

Venue: Westin St Francis
335 Powell Street
San Francisco, CA 94102

ATTENDEES

Mr Kiff Gallagher CEO and Founder, MusicianCorps

KEY POINTS

- There was discussion with Mr Gallagher about his experiences in implementing MusicianCorps in the United States, to help inform a potential ArtistCorps model for Queensland.
- MusicianCorps is a "musical peace corps" that recruits, trains and places talented musicians in under-resourced schools, low income communities and health care settings for a year of music public service.
- The Queensland Government is interested in exploring a similar (though not identical) model for employing artists to work in school and community settings on a range of social policy issues, helping to deliver on Q2 ambitions.
- Recently I met with United States arts advocate, Mr Eric Booth, on his visit to Queensland to discuss ArtistCorps models. Mr Booth suggested I meet with Mr Gallagher on my visit to the United States.
- Mr Gallagher and I discussed the possibility of an exchange program with artists from Queensland working in the US and vice versa.
- Mr Gallagher agreed to help in any way he can. He outlined the application process in the United States for his programs and explained how each location was given autonomy to operate in a way that suited them.
- He said he had been amazed at the level of interest in America and said there was a real hunger for the program. He noted that the impulse behind service to the community and creativity was similar.
- He mentioned that some of the programs he was involved in, including "music in the brain" which is operating in New Orleans could be found on the internet.
- I have directed Arts Queensland to begin talking to Mr Gallagher about the program generally and also about the possibility of an exchange program.

MEETING AND DINNER WITH MR CHUCK FEENEY, ATLANTIC PHILANTHROPIES

Date: Monday 18 January 2010
Martin Luther King Jr. Day - National Public Holiday

Time: 6:30pm – 9:00pm

Venue: One Market Restaurant
1 Market Street
San Francisco, CA 94105

ATTENDEES

Mr Charles (Chuck) Feeney	Founder, Atlantic Philanthropies
Dr Regis (Reg) Kelly	Professor of Biochemistry and Biophysics at University of California, San Francisco (UCSF) and Director of the California Institute of Quantitative Biosciences
Dr Sam Hawgood	Dean of University of San Francisco Medical School
Professor Peter Gray	Australian Institute for Bioengineering and Nanotechnology (AIBN), University of Queensland
The Honourable Peter Beattie	Queensland Government Trade Commissioner for the Americas

KEY POINTS

- I thanked Atlantic Philanthropies (AP) for their interest and investment into Queensland bioscience projects to date.
- I promoted Queensland's biosciences capabilities, future directions and potential new and developing areas that AP may wish to support.
- I sought a briefing on the work and projects that Atlantic Philanthropies are currently involved with, particularly relating to biosciences.
- I provided an update on Queensland projects that AP has supported including the Australian Institute for Bioengineering and Nanotechnology (AIBN), the Institute for Molecular Bioscience (IMB), and the Queensland Brain Institute.
- I indicated the strong presence that Queensland companies have at the annual BIO Conference and the potential for AP to meet with the visiting delegates should they be attending the conference in Chicago, during May 2010.



Premier Anna Bligh and Chuck Feeney at dinner in San Francisco

MEETING AND SITE VISIT WITH SOLAZYME

Date: Tuesday 19 January 2010

Time: 9:15am – 10:15am

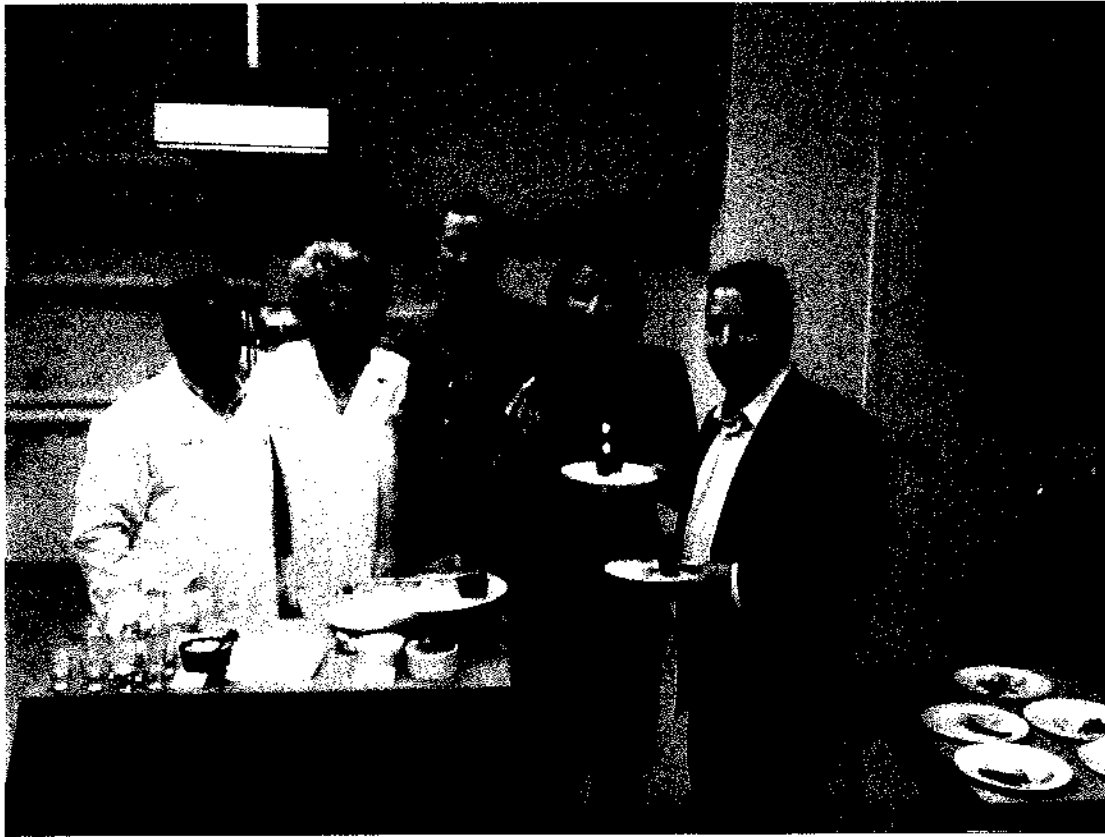
Venue: Solazyme
560 Eccles Avenue
South San Francisco
California 94080

ATTENDEES

Mr Jonathon Wolfson	Chief Executive Officer of Solazyme
Mr Harrison Dillon	President and Chief Technology Officer
Ms Genet Garamendi	Vice President, Corporate Communications
The Honourable Peter Beattie	Queensland Government Trade Commissioner for the Americas.

KEY POINTS

- We inspected the Solazyme facility and was briefed on the production and research projects currently underway.
- I was shown samples of solafuel and soladiesel – products that are currently being tested by the United States Army and Navy.
- Johnathon Wolfson explained that Solazyme considered their product to be more like the production of crude oil which is then used for plastics, chemicals, soaps and other products. He envisaged their product as a replacement for oil.
- We were given a 'taste' test of food products that have been created by Solazyme using Algae feed with sugar. Chocolate muffins, cookies, a soy milk style beverage and honey mustard sauce were among the products tasted.
- We were also given a demonstration of skin care products being developed by the company.
- I promoted Queensland's strengths and commitment to growing our renewable fuel and bio-based products sector by attracting companies such as Solazyme to establish research and development partnerships and invest in manufacturing operations in the State.
- I noted that the attraction of a significant bio-based manufacturing operation in Queensland could form the basis for new regional industries bringing with it new green jobs, economic growth for regional Queensland and address fuel security, global warming and 'cost of carbon' issues.
- Solazyme and Queensland University of Technology are currently reviewing opportunities for collaboration.
- Mr Wolfson said the company were considering setting up their own production factory in Queensland, possibly in Mackay.
- He said other locations like Brazil were under consideration but Queensland had better infrastructure and a more stable political and legal system. I have requested that the Trade Commissioner and Trade Queensland follow up the possible location to Mackay.



Premier Anna Bligh, Jonathon Wolfson and Harrison Dillon taste algae food with food technicians at Solazyme facility in Silicon Valley.

SITE VISIT OF BLOOM ENERGY AND LUNCHEON: 'INNOVATION AND THE GREEN ECONOMY: OPPORTUNITIES FOR INTERNATIONAL PARTNERSHIPS' HOSTED DR KR SRIDHAR, CEO, BLOOM ENERGY IN PARTNERSHIP WITH TECHNET

Date: Tuesday 19 January 2010
Time: 11:00am – Tour of Facility
11:30am for 12:00 noon – Luncheon
Venue: Bloom Energy Corporation
1252 Orleans Drive,
Sunnyvale, CA

ATTENDEES

Dr KR Sridhar	Principal Co-founder and Chief Executive Officer Bloom Energy
Mr Josh Richman	Director, Bloom Energy
The Honourable Peter Beattie	Queensland Government Trade Commissioner for the Americas.
Katy Hayes	CISCO Systems
Kirsten Vernon	Technet
Chris Winter	Redflow
Chris Greene	Greene Engineering
Dean Dibiasi	Redboot Partners
Kinkead Reiling	Amyris
Stu Aaron	Bloom Energy
Walter Reichart	HP
Joe Paluska	A Better Place
Dan Baldi	SVB
Kelly Sims	Austrade
Don Sands	Syngengo
Laurie Yoler	GrowthPoint Technology Partners
Wayne Patterson	Multitrode
Adam Rak	Symantec
Greg Galanos	Bloom Energy Director

KEY POINTS

- The Chief Executive Officer of Bloom Energy, Dr KR Sridhar briefed us on the overriding objectives of his company.
- He used a satellite image of the world with the areas where light was concentrated to show how much of the globe was still undeveloped and not connected to the grid.

- He said there was nothing in the law of physics that said electricity has to be dirty and unsustainable. He said he wanted to create a more 'democratic' system of energy where people didn't need to be connected to the grid to have power.
- There was discussion of the fact that Queensland was a place with very remote communities – some of the most isolated on earth – and his vision could be very important to places such as these.
- KR Sridhar hosted a tour of the Bloom Energy facility where I was able to see some of the revolutionary technology that is under development.
- Afterwards Mr Sidhar introduced me to Bloom Energy Director Greg Galanos. Mr Galanos spoke about a scandium deposit in Queensland that could result in the State becoming part of the supply chain for the energy systems Bloom Energy is developing.
- I have asked the Department of Mines and Energy to engage with him on this issue.
- I informed Mr Sridhar that Queensland was very interested in using his new technology as well as being part of the supply chain.
- I then attended a luncheon hosted in partnership with Technet. Technet is an industry group whose members include CEOs from Bloom Energy, Cisco, Google, eBay, and Microsoft.
- The luncheon was an opportunity to promote Queensland's capabilities as an emerging hub of clean tech innovation.
- I promoted Queensland clean technologies, biotechnology, alternative energies and clean coal with the intent of raising interest for investment in Queensland companies in these sectors.
- I highlighted Queensland's attractiveness as an investment destination and partner for research, development and scale up of emerging bio energy technologies
- I positioned Queensland as a gateway to the markets of China, India and the Asia Pacific.
- There was discussion of incentives put in place in Queensland to encourage local companies in Queensland to engage with overseas companies.
- Laurie Yoler asked how US companies could partner with Queensland companies.
- I outlined our commitment to this process. I outlined how our grants required Queensland companies to have international partners. I said we also welcome applications from companies outside Queensland and that the Trade Commission and his office could help to identify suitable Queensland partners for US companies.
- Greg Galanos asked for an update on the natural gas industry in Queensland. I outlined the status of our growing LNG industry, which is expected to be in production by 2014.
- There was a discussion of how successful our water conservation measures have been in Queensland then Chris Greene asked if there was a limit on energy consumption for households in Queensland. He outlined the Title 24 law that was introduced in California in 1975. I explained we had a number of green measures in place, such as every new home will need to have a solar hot water heater and how black roofs had been banned on new homes. Mr Greene said the strength of

Title 24 was how it didn't ban anything, rather it allowed architects to do what they wanted with the design as long as they met the energy targets. I said it was an interesting approach and something we would look into.



Premier Bligh and KR Sridhar at Bloom Energy

MEETING WITH MR JOHN MELO, CHIEF EXECUTIVE OFFICER, AMYRIS BIOTECHNOLOGIES

Date: Tuesday 19 January 2010
Time: 2:00pm
Venue: Suite 100, 5885 Hollis Street,
Emeryville,
California 94608

ATTENDEES

Mr John Melo	Chief Executive Officer, Amyris
Mr Kinkead Reiling	Senior Vice President Business Development, Amyris
Mr Neil Renninger	Chief Technology Officer, Amyris
Peter Gray	Director of the Australian Institute of Bioengineering and Nanotechnology at the University of Queensland
The Honourable Peter Beattie	Queensland Government Trade Commissioner for the Americas.

KEY POINTS

- I witnessed the signing of a new agreement between the University of Queensland (Peter Gray) and Amyris (John Melo) which could result in jet fuel being made from Queensland sugar cane.
- The Australian Institute of Bioengineering and Nanotechnology, a key institute at the University of Queensland, formally agreed to explore potential business opportunities in jet biofuel with Amyris.
- There was discussion around the fact that a key to further establishing clean technology industries in Queensland would be through attracting investment from world-leading companies.
- Amyris maintains a strong interest in the production of advanced renewable fuels from sugar – and Queensland's world-leading sugar industry has potential to give them what they need.
- I said that attraction of a significant bio-based manufacturing operation to Queensland could form the basis for thriving new regional industries and that means jobs for Queenslanders.
- I promoted Queensland's strengths and commitment to growing our renewable fuel and bio-based products sector, by attracting companies, such as Amyris, to establish research and development (R&D) partnerships and set-up manufacturing operations in the State.
- Invest Queensland and the Trade Queensland Americas Office have worked jointly, since mid 2008, to attract Amyris to Queensland to establish operations in the bio-based production of advanced renewable fuels from sugar feedstocks.
- Attraction of a significant bio-based manufacturing operation to Queensland could form the basis for new regional industries, based on sustainable inputs into bio-refineries

- Kinkead Reiling then took us on a tour of the Amyris centre and to show us some of the products under development including their renewable diesel.
- He explained that the company's technology is based on the emerging science of synthetic biology. By altering the metabolic pathways of microorganisms, such as yeast, Amyris is able to engineer "living factories" that transform sugar into any one of 50,000 different molecules used in a wide variety of chemical, pharmaceutical and chemical applications.



Peter Gray, Premier Anna Bligh and John Melo sign new MOU.

**MEETING WITH PROFESSOR JAY KEISLING, CHIEF EXECUTIVE OFFICER,
JOINT BIO ENERGY INSTITUTE (JBEI)**

Date: Tuesday 19 January 2010

Time: 3:00pm

Venue: 5885 Hollis Street
Emeryville, CA

ATTENDEES

Professor Jay Keisling	Chief Executive Officer, Joint Bio Energy Institute.
The Honourable Peter Beattie	Queensland Government Trade Commissioner for the Americas.

KEY POINTS

- I advocated Queensland strengths and commitment to growing our renewable fuels and bio-based products sector and to explore partnering options.
- Professor Keisling is prominent in applying biology to making chemicals and renewable fuels, as a leader of major Department of Energy operations, a founder of leading company Amyris and a pioneer in anti-malarial product development funded by the Gates Foundation.
- He explained that biofuels have the potential to create 3.5 billion barrels of fuel for the US domestic market every year.
- He said this would almost replace the need for imported oil.
- He explained that the Joint Bio Energy Institute, as a government agency could conduct broader research than companies such as Amyris because they did not have to be commercially viable.
- He said the co-location with companies such as Amyris was important and he believed they would see positive results from co-locating commercial elements with academic institutions.
- I met with Vice President Al Gore when leaving the Institute.
- I congratulated him on the work the US Government was doing with him and told him that Queensland was keen to be part of the world's alternative energy solutions.



Premier Bligh meets Vice President Al Gore at Joint Bio Energy Institute.

MEETING WITH LAWRENCE BERKELEY NATIONAL LABORATORY DIRECTORS

Date: Tuesday 19 January 2010

Time: 4:00pm – 5:00pm

Venue: Berkeley Campus
717 Potter Street
Berkeley, CA

ATTENDEES

Professor Graham Fleming	Vice Chancellor for Research, University of California
Steve Gourlay	Director Accelerator and Fusion Research Division
The Honourable Peter Beattie	Queensland Government Trade Commissioner for the Americas.

KEY POINTS

- I advocated Queensland strengths and commitment to growing our renewable fuels and bio-based products sector.
- We received a briefing on the operation of the Lawrence Berkley National Laboratory.
- This included the breakdown of funding totalling US \$2245.8 million, the breakdown of the facilities 7360 staff and the evolution of the Berkley Lab Budget from the 1970s to the present day.
- We discussed the possibility of exchange students between Queensland Universities and Berkley.
- I was given a tour of the Molecular Foundry – one of six facilities that make up the Berkley Lab by Staff scientist Ron Zuckermann where he demonstrated liquid nano crystals known as quantum dots. This is a florescent liquid which can be used to mark genes and DNA.



Premier Bligh with Ron Zuckermann as he demonstrates liquid nano crystals known as quantum dots.

MEETING WITH MR BOB EPSTEIN

Date: Tuesday 19 January 2010

Time: 7:00pm

Venue: Westin St Francis Hotel

ATTENDEES

Dr Bob Epstein	Founder, E2 (Environmental Entrepreneurs) Trustee, NRDC (Natural Resource Defence Council)
Ms Amy Roth	Dr Epstein's Wife

KEY POINTS

- I promoted the activities of The Queensland Energy Independence Working Group, which aims to position Queensland with world leaders in the development of a bioenergy industry by leveraging relationships in the State of Hawaii to generate trade opportunities between the two states.
- Mr Epstein outlined the work of his environmental action group including his strategy to recruit senior figures from the business community to voluntarily lobby local, state and national representatives for action to address climate change.
- He undertook to keep in touch with Queensland's Los Angeles office to advise of new trends in clean tech and alternative energies in the US. He will also provide updates on the progress of stalled climate change legislation.

MEET WITH QUEENSLAND PARTICIPANTS AND ATTEND THE AUSTRALIAN INNOVATION SHOOTOUT 2010

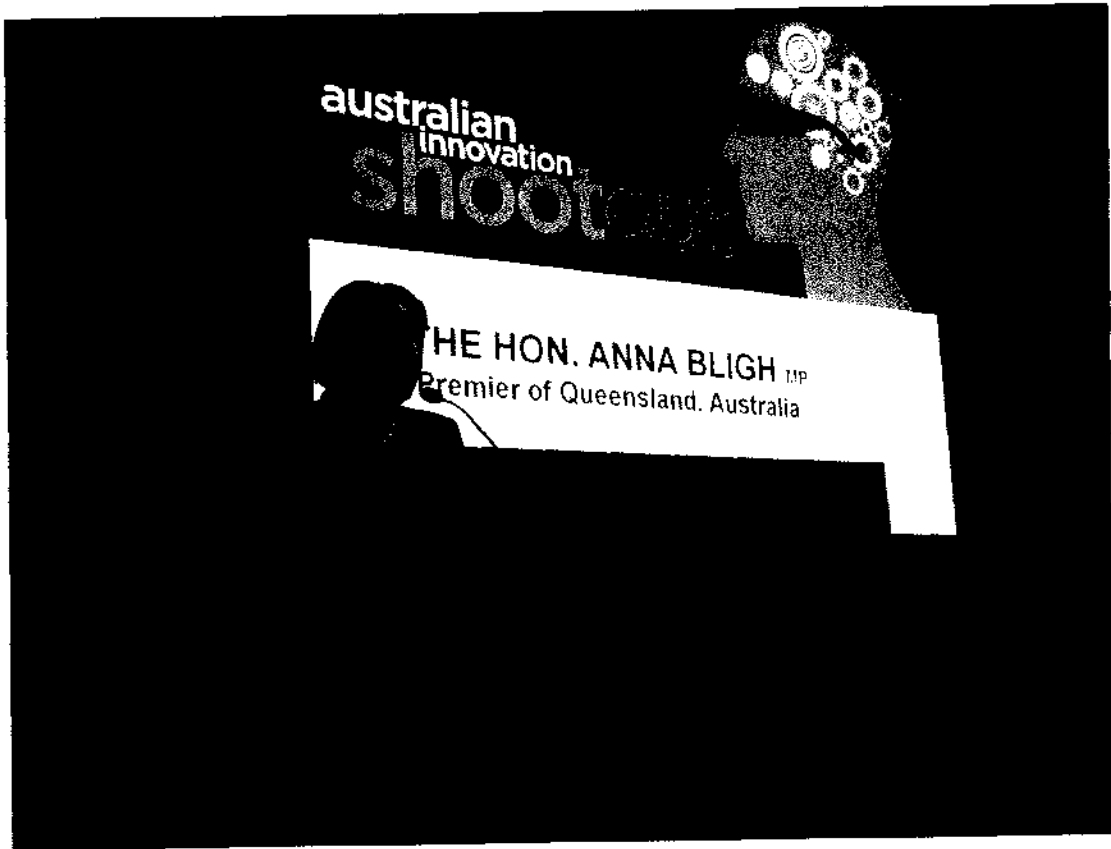
Date: Wednesday 20 January 2010
Time: 8:00am (Meet with Queensland participants)
8:30am – 9:15am (Australian Innovation Shootout 2010)
Venue: Microsoft
Building One
1065 La Avenida
Mountain View CA 94043

ATTENDEES

Mr Nigel Warren	Australian Consul-General, San Francisco
Ms Sally Ann Watts	Austrade Senior Trade Commissioner to Los Angeles
Mr Don Sands	CEO, Synengco Pty Ltd
Mr Wayne Patterson	CEO, MultiTrode Pty Ltd
The Honourable Peter Beattie	Queensland Government Trade Commissioner for the Americas.

KEY POINTS

- I officially opened the competition. This competition is part of G'Day USA and sponsored by the States to promote Australian innovation.
- I reminded everyone that last year, top honours were taken out by a Queensland company, Impedimed.
- As part of my opening address I noted that competition between the states that had driven a lot of innovation in Australia and this was an opportunity to showcase Australian ingenuity on a global stage.
- I also outlined how Australia was a proud supporter of innovation – particularly in science and medicine. And noted that we are responsible for the Bionic Ear, the flight data recorder (black box) and more recently the world's first cervical cancer vaccine.
- This is the fourth year that Queensland has been represented at the Innovation Shoot-Out.
- Impedimed Pty Ltd represented Queensland last year and won the event.
- Eight (8) Australian innovative companies representing four States (New South Wales, Queensland, Victoria and South Australia) will each pitch at the Shoot-Out.
- Queensland was represented by Mr Don Sands CEO of Synengco Pty Ltd and Mr Wayne Patterson, CEO of MultiTrode Pty Ltd.



Premier Bligh gives opening address at the Australian Innovation Shootout.

MEETING WITH MR DAN'L LEWIN, CORPORATE VICE PRESIDENT, STRATEGIC AND EMERGING BUSINESS DEVELOPMENT, MICROSOFT

Date: Wednesday 20 January 2010

Time: 9:15am – 9:45am (TBC)

Venue: Microsoft
Building One
1065 La Avenida
Mountain View CA 94043

ATTENDEES

Mr Dan'l Lewin	Corporate Vice President, Strategic and Emerging Business Development, Microsoft
The Honourable Peter Beattie	Queensland Government Trade Commissioner for the Americas.

KEY POINTS

- I promoted Queensland as a 'hot spot' for innovation, including ICT, in the Asia Pacific region.
- I highlighted Queensland's niche ICT strengths in the areas of digital content and electronic games, e-security and e-health applications, and mining services.
- I gained an understanding of Microsoft's approach to supporting the start up and early stage business development of ICT entrepreneurs and possible lessons for Queensland.
- I encouraged Microsoft to collaborate with the Information Industries Bureau (IIB) within the Department of Employment Economic Development and Innovation (DEEDI) to promote Microsoft's industry and business development programs particularly the 'BizSpark' program in Queensland.
- We discussed the area of e-Health and how Queensland, because of the remoteness of many of our communities, was a place where e-Health could be developed. We also discussed the National Broadband Network and the opportunities that could present for a collaboration in Queensland.
- We also discussed technologies being developed by the UQ Centre of Mining Institute and the potential for collaborations there.

MEETING WITH MR DAN REICHER, DIRECTOR OF CLIMATE CHANGE AND ENERGY INITIATIVES, GOOGLE INC. AND MR CHARLES BARON, ADVISORY BOARD, CLIMATE AND ENERGY, GOOGLE FOUNDATION

Date: Wednesday 20 January 2010

Time: 10:00am

Venue: 1600 Amphitheatre Parkway, Building 43
Mountain View,
Santa Clara County, California
(Parking will be reserved between buildings 41 and 42)

ATTENDEES

Mr Dan Reicher	Director of Climate Change and Energy Initiatives, Google, Inc.
Mr Charles Baron	Advisory Board, Climate and Energy, Google Foundation
Dr Amy Luers	Environment Program Manager
The Honourable Peter Beattie	Queensland Government Trade Commissioner for the Americas

KEY POINTS

- I sought a brief on Google Foundation's future activities related to environmental sustainability, with the view to promoting investment into Queensland renewable energies particularly the solar energy sector.
- There was a discussion around Geothermal Energy and how Australia and to some extent Queensland was leading the world with this technology.
- Dan Reicher said that the US under the former President George Bush did not invest in Geothermal energy and now they looked to Australia for the latest research.
- He said that Google was interested in creating a world map of Geothermal energy reserves and that they would like to partner with Australian Governments in this.
- A new real time and historical mapping system for deforestation across the world was discussed and I mentioned that this could have an application in Queensland to police our land clearing laws.
- Mr Reicher discussed a plug in car that Google had developed and said he expected all major car companies to release an electric 'plug in' car in 2010. He said an area of interest for Google was how to stop the grid crashing when everyone plugs in their car.
- We discussed software in use in Queensland that stops people using their pool pumps at peak times and noted that there was some scope for collaboration here.
- Mr Reicher outlined a new application that Google are developing called the Google power meter that will monitor your homes power usage and be displayed on a desktop computer. He said that Google was interested in finding partners to trial the technology.

- I informed him that Queensland would be happy to partner with Google on projects such as these and I have requested that Trade Queensland follow this up with Google.

WORKING LUNCHEON HOSTED BY TPG

Date: Wednesday 20 January 2010

Time: 12:30pm – 1:30pm

Venue: TPG San Francisco office
Suite 3300
345 California Street,
San Francisco,
CA 94101

ATTENDEES

Mr Ed Norton	Senior Advisor- Environment, TPG Capital
Mr Dan Carroll	Managing Partner, TPG Asia
Dr Geoff Duyk	Managing Director, TPG Growth
Mr Bill Reilly	Senior Advisor to TPG Capital
Mark Gudiksen	Senior associate at TPG Biotech
Fred Cohen	TPG Partner
Tiffany Frey	
The Honourable Peter Beattie	Queensland Government Trade Commissioner for the Americas.

KEY POINTS

- I promoted Queensland as an investment destination, specifically in emerging technologies and biotechnology.
- I gained a perspective on investment trends and predictions as the economy begins to recover from the Global Financial Crisis (GFC).
- I sought TPG advice of their investment strategies for the near future.
- I invited key TPG executives to visit Queensland to scope out investment opportunities first hand.
- Explained how our funds, which support the development of new technologies, require international collaboration, which is an opportunity for US-based cleantech companies to seek funded partnerships with Queensland.
- I indicated a number of Silicon Valley companies are already partnering with Queensland institutions such as University of Queensland, QUT and James Cook University.
- TPG expressed interest in Queensland's agricultural expertise, especially in sugar, and also Queensland's connections with Brazil. TPG indicated that they have a rapidly growing interest in clean energy and have strategic investments in a number of emerging technologies and companies. They also expressed interest in Queensland's rail and port asset sales and will have their Australian office (Sydney) follow up with the asset sales team.

DOMESTIC PUBLICITY EXPOSURE REPORT

BEN SOUTHALL, G'DAY USA PROMOTION



12/01/2010 to 21/01/2010

Total TQ Publicity Value: \$345,704

Publicity Date	Medium Item	Program	Author / Presenter	Heading / Description	TQ Publicity Value
12/01/2010	Canberra Times		Jessica Marszalek	Ben waves goodbye to \$150,000 dream job	\$10,535
12/01/2010	Courier Mail (weekdays)		John Wright	Ambassador Ben jets off to say G'Day USA	\$13,720
12/01/2010	Tourist Queensland			Ben Southall still with Tourism Qld	\$1,491
15/01/2010	4KQ Brisbane	News	Newsreader 6.35am	Ben Southall, Winner of Qld Tourism's Best Job Promotion, has arrived in New York as part of his new role	\$500
15/01/2010	Zinc FM Townsville (Townsville)	News	Newsreader 8.01am	Former Hamilton island caretaker Ben Southall is in the US	\$325
16/01/2010	Channel 7	News	Sharyn Ghidella 6.14pm	Queensland Premier, Anna Bligh, has hit the streets of New York in a bid to sell Queensland	\$45,063
16/01/2010	The Australian (Sat)		Susan Kurosawa	All geared up for spray and stay - Hamilton Island	\$94,512
17/01/2010	Sunday Canberra Times			Best job pays off	\$1,288
17/01/2010	Sunday Examiner			US warms to best-job-in-world winner	\$1,876
17/01/2010	Sunday Mail (Qld)		Darrell Giles	Hey Mr Pres, please come on	\$51,100

				down	
18/01/2010	ABC Sunshine & Cooloola Coasts (SC)	News	Annie Gaffney 10.19am	Gaffney interviews Ben Southall winner of BJITW and Acting CEO of TQ, Wendy Harch	\$13,175
18/01/2010	ABC Western Queensland (Longreach)	News	Melissa Madison 7.33am	Ben Southall, Tourism Qld Ambassador and former caretaker of Hamilton island, is in the USA with Anna Bligh...	\$1,125
18/01/2010	Channel 7	Seven Regional News	Rob Brough 6.00pm	Premier Anna Bligh and Ben Southall, BJITW Winner, have today offered return	\$72,600
18/01/2010	Channel 9	Today morning program	Georgie Gardner and Karl Stefanovic	Regular segment: News with Alicia Gorey. After the successful "Best Job in the World" tourism campaign, Qld Premier Anna Bligh...	\$31,003
18/01/2010	Townsville Bulletin			Premier and Best Job winner due tour US	\$2,170
19/01/2010	ABC North Queensland (Townsville)	News	Newsreader 6.32am	Tourism Whitsundays says its confident a promotional trip to the US	\$1,200
19/01/2010	ABC Tropical North (Mackay)	News	Melissa Madison 6.33am	Ben Southall, former caretaker of Hamilton island, and Anna Bligh...	\$1,025
19/01/2010	Triple M (Brisbane)	The Morning Show	Marto, Sully, Emily Jade and Ian Sk8ippen 6.42am	Martin questions whether it is racist to not like English people.	\$0
21/01/2010	Whitsunday Times			Ben charms US	\$2,996

AMERICAS PUBLICITY EXPOSURE REPORT

BEN SOUTHALL, G'DAY USA PROMOTION



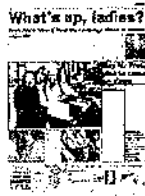
12/01/2010 to 28/01/2010

Total TQ Publicity Value: US\$126,705 (AUD \$143,147) /

Total Audience: 2,798,929

Publicity Date	Medium Item	Program	Heading / Description	TQ Publicity Value	Estimated Audience Number
14/01/2010	NBCW Today Show	Morning breakfast program / 10.00am	Best Job in the World welcome to America/ National Television	\$69,686	1,539,352
14/01/2010	NBC Show - 5 NBC Chicago News/WMAQ	Chicago News at 5.00pm	Best Job in the World winner Ben Southall arrives in the US to kick start his global promotional tour of Queensland	\$3,913	86,455
15/01/2010	Fox Friends/ National Cable show and FNC	Fox Friends/ 6.41am	Best Job in the World Queensland tourism ambassador Ben Southall with Queensland Premier Anna Bligh promoting Queensland in the US	\$31,358	692,703
21/01/2010	KTLA Morning News	News/ 8.23am	Former Island Caretaker Ben Southall promotes Queensland in the US at G'Day USA talks about his experiences abroad	\$4,093	90,419
26/01/2010	CH News Now Toronto	News at 15:00	Best Job in the World Ben Southall visits Canada as part of his push to sell Queensland	\$1,580	35,000
26/01/2010	CH News at Noon Toronto	News at 12:00	Best Job in the World Ben Southall visits Canada as part of his push to sell	\$1,950	43,000

			Queensland		
26/01/2010	CH News Now at 11:00 Toronto	News at 11:00	Best Job in the World Southall visits Canada as part of his push to sell Queensland	\$4,850	107,000
26/01/2010	CP24 Breakfast Toronto	Breakfast Morning Show	Best Job in the World winner Ben Southall visits the US as part of G'Day USA promoting Queensland and his time of the Reef	\$1,350	30,000
26/01/2010	CITV Show Global	Morning Edition	Best Job in the World Island Caretaker Ben Southall is in Canada in his new role as Queensland tourism ambassador to promote the Great Barrier Reef	\$1,675	37,000
25/01/2010	CKND Show Global	Prime News	Best Job in the World Island Caretaker Ben Southall is in Canada in his new role as Queensland tourism ambassador to promote the Great Barrier Reef	\$6,250	138,000



*Prem
 - Trade*

Hey Mr Pres, please come on down

Darrell Giles
 POLITICAL EDITOR

US President 42 loved it, and now Queensland Premier Anna Bligh is hoping No. 44 will follow his lead.

Ms Bligh, on a trade trip to New York, has written to President Barack Obama and invited him to spend some time in the Sunshine State.

Bill Clinton and wife Hillary fell in love with north Queensland, particularly Port Douglas, during visits in 1996 and 2001.

Ms Bligh and *Best Job in the World* winner Ben Southall, now a full-time Queensland tourism ambassador, hit Times Square yesterday promoting trips Down Under.

The Premier made President Obama an offer she hoped he would not refuse.

"Bill Clinton had a wonderful time in Queensland when he was president, and I think President Obama would enjoy some time in our beautiful state just as much," she said. "President Obama is expected to visit Australia this year, and we wanted to make sure that he doesn't miss the best part."

She signed and posted the letter to the White House from Times Square after handing out Queensland beach bags to New Yorkers yesterday.

"The beach bags contained some details of great new flight deals between Brisbane, Los Angeles and New York and we had plenty of interested customers," Ms Bligh said.

She also pushed the tourism

message to more than a million viewers on the high-rating cable TV show *Fox & Friends*.

Travelling to LA today for the C'Day USA event, Ms Bligh said she would launch a campaign for Americans to follow in Mr Southall's footsteps. The State Government has teamed up with Qantas and Tourism Tropical North Queensland to offer cheap trips.

"The Great Barrier Reef has long been one of the 'must dos' on American travellers' lists," Ms Bligh said.

They will be able to fly from LA or San Francisco to Cairns from \$US 898, with a free stop-over in Sydney, Melbourne, Brisbane or Auckland.

“Bill Clinton had a wonderful time in Queensland when he was president, and I think President Obama would enjoy some time in our beautiful state just as much”





Sunday Mail Brisbane
Sunday 17/1/2010

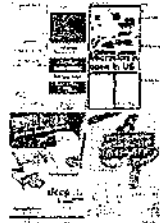
Page: 5
Section: General News
Region: Brisbane Circulation: 537,784
Type: Capital City Daily
Size: 473.38 sq.cms.
Frequency: -----S

Brief: PREM_ASAP
Page 2 of 2



SUNNY OFFER:
Premier Anna Bligh and Ben Southall posting the invitation yesterday (above); Bill and Hillary Clinton (left) loved Queensland; and Ms Bligh hopes President Obama (right) will also visit the state.





Northside Chronicle
Wednesday 27/1/2010
Page: 14
Section: General News
Region: Brisbane Circulation: 60,100
Type: Suburban
Size: 136.26 sq.cms.
Frequency: --W----

Brief: PREM_OTHER

*Prem
- Trade Mission*



P/184676

OVERSEAS AMBITIONS: Microskin founder Linda Lowndes.

Microskin is open in US

A WAVELL Heights business is kicking goals internationally with a groundbreaking product.

Last week Premier Anna Bligh opened a New York clinic for Microskin International, a product helping people with skin conditions and being trialled by the Royal Children Hospital to aid child burn victims.

"What is different between our product and other cosmetics is it is formulated for individuals and lasts for days," Barry Lowndes said.

He said people could shower or swim with the product, and it would still stay on.

Mr Lowndes, whose wife Linda founded the business, said the microskin study was being undertaken by University of Queensland.

"If it is a success, Queensland Health will look at supplying the product free of charge to these kids," he said.

■ Microskin is at 271a Rode Rd, Wavell Heights. Phone 3260 6125.



Central Telegraph

Friday 22/1/2010

Page: 6

Section: General News

Region: Bileola QLD Circulation: 3,587

Type: Regional

Size: 30.98 sq.cms.

Frequency: ---F---

Brief: PREM_MREG

Bligh meets Gore

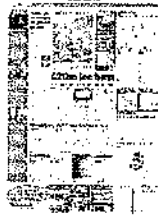
PREMIER Anna Bligh had a chance meeting with Al Gore on Wednesday during the Silicon Valley leg of her US Trade Mission.

Ms Bligh met with the former Vice President when they both visited Silicon Valley cleantech company Amyris.

"I congratulated him on the work the United States is doing in the areas of biofuel and clean energy technologies," she said.

"Queensland has the potential to not only produce the sugar cane or biomass needed to create new biofuels but we can also be involved in creating these new fuels."

*Prem
- Hade mi Seem*



Toowoomba Chronicle
Saturday 23/1/2010
Page: 33
Section: General News
Region: Toowoomba QLD Circulation: 30,419
Type: Regional
Size: 22.91 sq.cms.
Frequency: MTWTFSS

Brief: PREM_OTHER

*Prem
- Trade mission*

Bligh claims success of US trade trip

BRISBANE: Queensland Premier Anna Bligh has hailed her United States trade mission a success. Ms Bligh said her biggest success was in developing ties with green technology companies in San Francisco wanting to work in biofuels in Queensland. She said she had also sewn up some new tourism opportunities. "During this trade mission I've had the chance to sell some very attractive new airfares into the Cairns market," she said.



Courier Mail
 Saturday 23/1/2010
 Page: 78
 Section: General News
 Region: Brisbane Circulation: 295,056
 Type: Capital City Daily
 Size: 156.02 sq.cms.
 Frequency: MTWTFS-

Brief: PREM_ASAP

*Plum
- trade mission*

PS... DESHOUGHTON

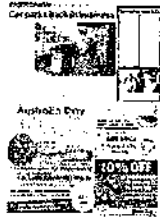
But for now, it's not about the gas, it's about the water



houghtond@qnp.newsltd.com.au

Monumental effort

ANNA "Princess Pinocchio" Bligh met philanthropist Chuck Feeney in San Francisco during her US holiday jaunt. The Irish-American has so far given or has pledged more than \$270 million to Queensland medical researchers. Feeney, 79, continues to dig deep despite his Atlantic Philanthropies foundation taking a big hit in the global financial crisis. We should build a statue to the guy.



Whitsunday Times
Thursday 21/1/2010
Page: 4
Section: General News
Region: Airlie Beach QLD Circulation: 7,416
Type: Regional
Size: 113.06 sq.cms.
Frequency: -W----

Brief: PREM_MREG

*Prem
- Trade
- Mission*

Ben charms US

BEST Job in the World winner Ben Southall has started his new job as Tourism Queensland ambassador in style, accompanying Premier Anna Bligh on a top rating US morning program to kick off his G'Day USA: Australia Week tour.

After arriving in New York last week, Southall and Ms Bligh appeared on Fox & Friends to promote visiting Queensland.

Fox & Friends is the number one cable news morning program in the United States with almost one million viewers every day.

"Ben and I look the opportunity to encourage every one of those one million viewers to visit

Queensland this summer," the Premier said.

Former Island caretaker Ben Southall is in the United States to give its citizens more of an idea about what Queensland's all about.

"I will be educating Americans all about all the wonderful places in Queensland I have visited over the last year," he said.

After the television show appearance Ben and Ms Bligh travelled to Time Square where they handed out Queensland beach bags to sun starved New Yorkers.

G'Day USA: Australia Week events are a unique way to promote Queensland to the US, and run from January 9 to 22.



Ben Southall, Premier Anna Bligh and Tourism Queensland Chairman Don Morris are in the United States to promote Queensland. Photo by Danny Moloshok.



HOME ABOUT US ADVERTISE SUBSCRIBE SITEMAP HELP CONTACT

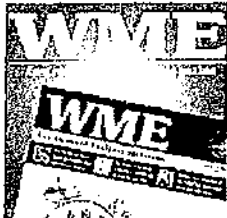
Thursday
21 January 2010

[Make EMN my HomePage](#)

CleanTech: Bligh seeks US partners for greener growth

Thursday, 21 January 2010

Queensland Premier Anna Bligh is pressing the flesh in California's Silicon Valley this week, promoting the green energy and cleantech expertise of her state in the home of high tech innovation. She said Queensland is strongly represented at the G'Day USA "Australian Innovation Shootout" now underway, with seven companies presenting before a highly-regarded judging panel and an audience of more than 200 business leaders and tech investors.



WME
Resources



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Thursday 21 January 2010

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TODAY'S STORIES

CleanTech: Bligh seeks US partners for greener growth (Thursday, 21 January 2010)



Queensland Premier Anna Bligh is pressing the flesh in California's Silicon Valley this week, promoting the green energy and cleantech expertise of her state in the home of high tech innovation. She said Queensland is strongly represented at the G'Day USA "Australian Innovation Shootout" now underway, with seven companies presenting before a highly-regarded judging panel and an audience of more than 200 business leaders and tech investors. Full Story...

Queensland biotech industry gets US funding (Tuesday, 19 January 2010)

The Queensland Government has sealed a US\$70,000 (\$75,500) deal with a US life sciences investment company to attract offshore investment for Queensland's growing biotechnology sector. Premier Anna Bligh met with Steven Burrill, CEO of Burrill and Company, to launch the new Queensland partnership. Full Story...

CleanTech: What's wrong with the sector? (Thursday, 21 January 2010)

This should be the time when the cleantech stocks start to significantly outperform all other stocks. It should be the time that those that have been investing in the sector finally get to say 'I told you so!' So why are the cleantech stocks in Australia faring so badly? John O'Brien from Australian CleanTech looks behind the numbers. Full Story .



MORE Sustainability

Trillions needed for a low carbon economy
Consumers overhaul needed to avoid ecological collapse: report
Global IT networks delivering a Green Touch

VIEW ALL STORIES

CleanTech

CleanTech: Bligh seeks US partners for greener growth (Thursday, 21 January 2010)

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CleanTech: Battle to control ENE won, but war not over (Thursday, 21 January 2010)



Greenspark's \$2.75 per share bid for Energy Developments Limited (ASX:ENE) closes Friday, but the battle is far from over. It now has effective control of the company, holding at least 56% of the stock. But the existing board maintains the offer undervalues the company, and continues to recommend shareholders reject it. Greenspark has now given up talking to the recalcitrant directors, instead taking steps to control the board's composition. Full Story...

CleanTech company profile: Synengco (Thursday, 21 January 2010)

Synengco is a specialist engineering consultancy and the developer of

MORE CleanTech

CleanTech: What's wrong with the

SentientSystem Software, which helps optimise power station performance to reduce downtime, improve efficiency and decrease greenhouse emissions. Set up in 1996, the company is currently managing and analysing assets across Australia and the US with a value in excess of \$8b, and is billed by Premier Anna Bligh as one of the firms "blazing a new trail for Queensland".
Full Story ..

In brief: SA funds e-waste clean out
(Thursday, 21 January 2010)

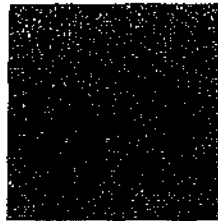


- SA funds e-waste clean out
- Getting HandsOn with volunteers
- Himalayan warnings overblown

Full Story...

Vic seeks water from hot stones
(Wednesday, 20 January 2010)

A team of RMIT University researchers are looking to jointly provide clean energy while tackling Australia's ongoing issues with drought, developing an all-in-one geothermal system that can produce power and water at the same time. The \$1.12 million research project, conducted with industry partner Greenearth Energy, was launched yesterday by Victorian Energy and Resources Minister Peter Batchelor, who also announced funding to help map the state's geothermal hotspots.
Full Story...



SKM to change behaviour in Perth
(Wednesday, 20 January 2010)



Voluntary behaviour change techniques will be employed to help Perth householders become more efficient in their use of energy, water, car travel and waste management, with Sinclair Knight Merz (SKM) engaged to deliver the Living Smart program as part of the Perth Solar City program.
Full Story...

Clean up notices: act swiftly or pay dearly
(Wednesday, 20 January 2010)

If you or your company receives a clean up notice from a NSW council or the state EPA, take notice and swing into action because a delay could cost you dearly. A three month delay in taking steps to comply with a clean up notice recently cost one company over \$157,000 in fines and legal fees, writes Gadens lawyer Jodie Wauchope.
Full Story ..



sector?

- CleanTech: Battle to control ENE won, but war not over
- CleanTech company profile: Synengco

VIEW ALL STORIES

Water

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Full Story...

MORE Water

Hunter Valley dam costs soar
Wormald's water saving initiative

VIEW ALL STORIES

Waste/Resources

E waste recycling scheme has councils at odds

(Tuesday, 19 January 2010)

Not all councils are prepared to wait for a new, industry-backed electronic waste recycling scheme green lighted by the Environment Protection and Heritage Council in November. Some have already banned it from kerbside collection as of January 1.
Full Story...

MORE Waste/Resources

Back to the future for energy
PVC may get environmental upgrade
SA cleans up its act on waste recovery

VIEW ALL STORIES

Air/Climate

US EPA breathes new life into poor smog standards

(Wednesday, 13 January 2010)

The US EPA has proposed newer

Tracking the source of power outages

(Wednesday, 20 January 2010)



Eaton Corporation has created an online Blackout Tracker that provides a snapshot of reported power outages across Australia and New Zealand. From burrowing animals and human errors to extreme weather and vandalism, power can go down without warning from a variety of causes.
Full Story...

and stricter health standards to date for smog. The agency is proposing to replace the standards set by the previous administration, which many believe were not protective enough of human health.
Full Story...

Energy

In brief: Calls to axe solar water heaters from RET

(Wednesday, 20 January 2010)

- Calls to axe solar water heaters from RET
- Sydney's air worsened in 2009
- Whiskey turns a shade of green



Full Story...

Vic seeks water from hot stones

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Full Story...

Shining a light on electricity blackouts in WA

(Tuesday, 19 January 2010)



Perth has suffered two days of power outages as electricity demand reaches record levels on the hottest day in two years and the hottest January day since 1991. The Western Australian Sustainable Energy Association (WA SEA) says the south-west has an energy generation crisis, including peak demand, reported problems of coal mining contract deliveries, oil leaks polluting the environment, and gas supply problems from the North West Shelf.
Full Story..

MORE Energy

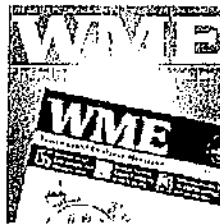
- Tracking the source of power outages
- Shining a light on electricity blackouts in WA
- Back to the future for energy

[VIEW ALL STORIES](#)

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Full Story...



Built Environment

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Full Story...

Back to the future for energy

(Tuesday, 19 January 2010)



Like ideas from a science fiction story, Australian futurist David Hunter Tow sees interesting challenges and changes courtesy of climate change. The director of the Future Planet Research Centre sees the "intelligent Web 4.0" as a key factor as technological advances in clean energy and traditional energy based systems fail to prevent the runaway effects of global warming.
Full Story..

MORE Built Environment

- Paving the path for greener cities

[VIEW ALL STORIES](#)

Mining & Resources

Queensland biotech industry gets US funding
(Tuesday, 19 January 2010)

The Queensland Government has sealed a US\$70,000 (\$75,500) deal with a US life sciences investment company to attract offshore investment for Queensland's growing biotechnology sector. Premier Anna Bligh met with Steven Burrill, CEO of Burrill and Company, to launch the new Queensland partnership.
Full Story...



In brief: 2010 Carbon offset guide announced
(Tuesday, 19 January 2010)



- 2010 Carbon offset guide announced
- US buying less cars than ever
- Wave energy project set in motion

Full Story...

Carbon tariff idea resurfaces post-Copenhagen
(Monday, 18 January 2010)

Some leading lights in the European Union are again flirting with carbon border tariffs after the post-Copenhagen climate talks failed to deliver a robust global framework to tackle climate change. However the border adjustment concept has gained little support from the EU's incoming trade commissioner, smaller EU nations and US business groups.
Full Story...



PVC may get environmental upgrade
(Monday, 18 January 2010)



The Green Building Council of Australia is proposing to reverse its stance on PVC plastic, from working to minimise its use in buildings to encouraging the "development and use of best practice PVC material". The move follows a softening of the GBCA's position in December on the use of timber in buildings.
Full Story...

Trillions needed for a low carbon economy
(Monday, 18 January 2010)

US, European and Australian investor groups representing US\$13 trillion in assets called on US Congress and other global decision-makers "to take rapid action" on carbon emission limits, energy efficiency, renewable energy, financing mechanisms and other policies that will accelerate clean energy investment and job creation.
Full Story...



Hunter Valley dam costs soar
(Monday, 18 January 2010)

Mining and resources industry out of step
(Friday, 15 January 2010)

Less than 50% of Australian mining and resource companies are measuring their carbon footprint despite legislative and public pressure to do so, according to new research commissioned by business solutions company IFS. However, 87% of respondents to the study indicated reducing carbon emissions was important.
Full Story...

MORE Mining & Resources

Victoria appoints group to tackle brown coal emissions

[VIEW ALL STORIES](#)

Finance

Sand taxes

(Friday, 15 January 2010)

As Australia flip flops into 2010, the world's 'beach democracy' is still feeling OK. CSR's sugar unit is attracting Chinese attention, Koreans are seeking our iron ore, more overseas tourists are flopping down on the beach and the market is positive, if a bit wary. And in Canberra the hot rumours is the resources sector will get a supersized resource rent tax. By Francis Grey.
Full Story...

Policy/Law

Clean up notices: act swiftly or pay dearly

(Wednesday, 20 January 2010)

If you or your company receives a clean up notice from a NSW council or the state EPA, take notice and swing into action because a delay could cost you dearly. A three month delay in taking with a clean up notice recently cost one company over \$157,000 in fines and legal fees, writes Gadens lawyer Jodie Wauchope.
Full Story...

MORE Policy/Law

Carbon tariff idea resurfaces post-Copenhagen

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A damning report by the NSW Environmental Defenders Office stated the cost of building the controversial Tillegra Dam in the NSW Hunter Valley could double to \$1 billion because the site has complex geological issues that have been ignored.
Full Story...

In brief: Sydney town hall goes green
(Monday, 18 January 2010)

- Sydney town hall goes green
- EU seeks deeper CO2 cuts
- Emissions from electricity drop

Full Story...



Biodiversity

Independent reviewer backs overhaul of EPBC Act
(Monday, 11 January 2010)

The independent reviewer of the federal *Environment Protection and Biodiversity Conservation Act* has made 71 recommendations following an extensive review of the 10-year-old law governing nationally significant developments. Dr Allan Hawke in December found it too repetitive, unnecessarily complex and, in some areas, overly prescriptive, recommending it be re-written.
Full Story...

[View Yesterday's Stories](#)

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Australian
Thursday 21/1/2010
Page: 11
Section: General News
Region: Australia Circulation: 134,100
Type: National
Size: 54.37 sq.cms.
Frequency: MTWTF

Brief: PREM_ASAP

Strength!



GRAPHIC EFFECT

1/10

Al and algae bickies

QUEENSLAND Premier Anna Bligh had a "chance" meeting yesterday with climate preacher Al Gore in Silicon Valley. Seizing the moment, Bligh congratulated him on US work on biofuel and clean energy technologies, and made a pitch for her state, as she should. "Queensland has the potential to produce the sugar cane or biomass needed to create new biofuels. . . I told Al Gore that our state has the scientists and the raw materials." Later, Bligh tasted biscuits made from algae grown from Queensland sugar. "Tasting cookies made from algae which was grown using sugar, which the company are interested in sourcing from Mackay, was a real eye opener," Bligh said.



*Prem
trade*

Anna unveils 'perfect bag'

By **BRUCE MCKEAN**
bruce.mckean@dailymercury.com.au

OUR Great Barrier Reef has inspired another promotion to attract American tourists to Queensland and New South Wales.

Top American fashion designer Steven Alan came to the reef recently to get inspiration to help design an exclusive travel bag to promote Queensland as the "perfect" vacation for Americans.

Unveiling a prototype of the limited-edition bag in Los Angeles, Premier Anna Bligh said the idea of

the perfect bag for the perfect vacation was inspired by airline V Australia, which had joined forces with Tourism Queensland and Tourism New South Wales.

"Steven Alan is one of America's most eminent fashion designers and he travelled to Queensland late last year to seek inspiration for a new, luxury, limited-edition travel bag deemed the 'perfect bag'," Ms Bligh said.

"While in Queensland, Steven spent time exploring the Great

Barrier Reef and blogging about his experiences and, on his return to the US, set to work designing an exclusive piece of luggage inspired by his trip.

"Only 100 of the bags will be produced and it's envisaged they will cause quite a stir in the fashion world when they're released on February 1."

Ms Bligh said the limited-release bag would feature at the designer's New York and Los Angeles boutique stores.



Tourism Queensland chairman Don Morris, left, promotes our sunny state alongside Premier Anna Bligh, Best Job in the World winner Ben Southall and V Australia staff at Los Angeles Airport. *PHOTO: CONTRIBUTED*



Gold Coast Bulletin
 Tuesday 19/01/2010
 Page: 9
 Section: General News
 Region: Gold Coast QLD Circulation: 40,151
 Type: Regional
 Size: 176.73 sq.cms.
 Frequency: MTWTF--

Bin: 0036
 Brief: PREM_ASAP

Handwritten:
 Prem
 Trade
 M.S.

Bligh woos Yanks but Coast shuns drive in US

by Tanya Westthorp
 tourism reporter

THE United States is in the grip of Australia-mania but while Premier Anna Bligh has been selling far north Queensland in New York and Los Angeles, the Gold Coast is largely missing out.

Gold Coast Tourism has boycotted the annual G'day USA trade fair which showcases the best of Australian culture, fashion, food, tourism and business, saying the 'seriously expensive' investment would be a waste of precious dollars.

But any hopes of leaving Gold Coast promotion up to the Queensland Government also appear gone as Ms Bligh and Best Job in the World winner Ben Southall spend most of their time spruiking Queensland's far north.

On Sunday, Ms Bligh announced that Americans would be enticed to far north Queensland with free stopovers in a new travel deal with Qantas.

She said her Government had partnered with the airline and Tourism Tropical North Queensland to offer flights from Los Angeles or San Francisco to Cairns from \$964, with a free stopover in Sydney, Melbourne, Brisbane or Auckland.

But there does not appear to be anything to lure Americans to the Coast. Instead, Australia's favourite playground is lumped in with the other statewide promotion of the Sunshine

State at the Government's trade booth.

Gold Coast Tourism CEO Martin Winter said his international marketing manager met with Tourism Australia last week when it was decided to opt out of involvement in G'day USA.

"It's a seriously expensive proposal to get involved in . . . and the US is not a big source market for us," he said.

"We believe we should invest our money more carefully where there's more return. If US tourism continues to grow for us we will look at it very seriously in the future."

Ms Bligh was last week in New York City's Times Square handing out Queensland beach bags in sub-zero temperatures and has also appeared on the US's number one cable morning news program, *FOX & Friends*.

Mr Winter said while he was thankful for the State Government's support in promoting the Coast, it was very clear its focus was on getting more tourists to far north Queensland.

"Because the Coast has done well and weathered the economic storm better than other destinations like far north Queensland we are not getting the same level of focus," he said.

"We are not complaining and if we were in the same position as Cairns, we would expect the same special treatment they are getting."

Mr Winter said Gold Coast Tourism would embark on an adventure-focused online marketing campaign to lure young travellers from the US.



Townsville Bulletin

Monday 18/1/2010

Page: 6

Section: General News

Region: Townsville QLD Circulation: 27,525

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Brief: PREM_OTHER

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Premier and Best Job winner duo tour US

AMERICANS will be enticed to Queensland with free stopovers in a new travel deal through Qantas.

Queensland Premier Anna Bligh said the government had partnered with the airline and Tourism Tropical North Queensland to offer flights from Los Angeles or San Francisco to Cairns from \$964, with a free stopover in Sydney, Melbourne, Brisbane or Auckland.

In Los Angeles for the G'Day USA trade fair, Ms Bligh said the offer was the next

best thing to the best holiday in the world. Briton Ben Southall won the position of Great Barrier Reef caretaker through the hugely successful *Best Job in the World* campaign, and has been promoting Queensland through blogs and interviews. He is joining Ms Bligh at G'Day USA on the next part of his mission, to talk about his experiences. The pair has appeared on the US's No.1 cable morning news program, *FOX & Friends*, where Mr Southall spoke about being stung by a jellyfish.



*J/L
16/01/2010*

Townsville designer has global appeal

Katelyn Aslett

KATELYN Aslett is no fashion sheep.

While the Townsville designer may use the animal's by-product – wool – to create her unique, internationally popular designs, it's far from a run-of-the-mill product.

For the second year Ms Aslett has been selected to showcase her label at the G-day USA Australian Fashion Designer Showcase in New York from January 19 to 21.

Only 10 Australian labels have ever won

the right to showcase their collections to the New York fashion industry, comprising retail buyers, fashion editors, stylists and agents at the Australian Consulate-General in New York over three days.

Since her Australian merino wool clothing line was discovered in 2005 she has broken into the fashion market in the US, Italy, France, Australia, Germany, Singapore and New Zealand.

"It's a great natural material," she said.

"I've also found a lot of interest in recycled wool that would have ended up in landfills or as waste.

"I love the vibrancy and colour you can get from wool."

While Ms Aslett has found a niche market for her product, there's more to the craft than just a business.

"It was a bit of a hobby that became a real passion," she said.

Queensland Premier Anna Bligh congratulated the North Queensland designer and said Ms

Aslett would also showcase her designs at the influential Los Angeles Fashion Market event four days before the New York showcase.





Vandata ran amok



Townsville Bulletin

Friday 15/01/2010

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Section: General News

Region: Townsville QLD Circulation: 27,525

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Bin: 0036

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Prem
Trade
7:53

Premier works the US

QUEENSLAND Premier Anna Bligh is ending a family holiday to the US with a trade mission promoting tourism, clean energy and bioscience technology.

Ms Bligh, who has been holidaying with her family in the US this month, will begin the six-day trade mission from Friday, starting in New York.

Among her engagements is attending the opening of Queensland's award-winning second skin technology company Microskin's New York clinic before representing the state at G'Day USA events in Los Angeles on Saturday.

Ms Bligh will then travel to San Francisco to meet investors and company directors to discuss clean energy and bioscience technology before visiting a Silicon Valley event showcasing Australian innovation.

Ms Bligh had been holidaying in the US with her family in January and paid for her own flights.

The Opposition has been critical of the visit.



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Brief: PREM_ASAP

PREM
by
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Bligh back, forth to US

PREMIER Anna Bligh will end her holidays in New York today as she leads a six-day trade mission to promote Queensland in the US.

The Premier will also attend the G'Day USA promotions in Los Angeles and travel to San Francisco to promote clean energy and biotechnology projects.

Ms Bligh has spent the past few weeks on a personal holiday in New York and will meet the costs of her own flights.

But the Opposition has criticised the Premier, after it was revealed she would return to the region in April on another trade mission including a visit to Latin America and a stop at the annual biotechnology conference in Chicago.

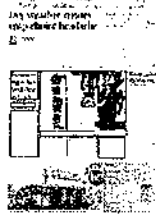
Opposition Leader John-Paul Langbroek questioned why Ms Bligh needed to make two trips to the same country just months apart, when taxpayers already funded former premier Peter Beattie to be Queensland's trade commissioner to the Americas.

But a spokeswoman for the Premier said having her lead the trade trips helped open doors in other countries.

"The meetings held during trade missions are often a first step in the development of trade opportunities which are realised over many years," she said.

The spokeswoman said Japanese company JFE Steel announced it would invest about \$560 million in a new coal project venture in Queensland after meeting with Ms Bligh on a trade mission.

Rosemary Odgers



*Pilm
- Trade Mission*

Business signs key feed deal in USA

By MEGAN MASTERS
megan.masters@thechronicle.com.au
HORSES and cattle worldwide are hitting peak condition due to the efforts of a little company from Preston.

Toowoomba-based Fodder Solutions has just secured a deal in the United States to supply an innovative new stock food solution to the Southern California Riding Club.

Systems have also been exported to companies in South Korea, Ireland, Turkey, South Africa, New Zealand and the United Kingdom.

Fodder Solutions president Terry Colless, who demonstrated

the new system in operation at the Californian club this weeks, said the company was thrilled with its performance.

"Not only is it producing low-cost, reliable feed, but it is also delivering dramatic health improvements in the horses," Mr Colless said.

"International Grand Prix rider Misty Cassar tells me that after just a few weeks on Fodder Solutions feed her horses hooves look much better, their coats have improved and they are generally happier, stronger animals," Mr Colless said.

Queensland Premier Anna Bligh attended the event at the

riding club as part of her G'day USA Australia Week tour and was impressed with trial results.

"Fodder Solutions is a Toowoomba-based company that has developed a high quality feeding system which sprouts grain and legume seeds as nutritious and cost effective livestock feed," Ms Bligh said.

"The Fodder Solutions feeding system uses significantly less water than conventional farming methods and allows a consistent supply of high quality horse feed that is clearly in demand in the US."



Fodder Solutions president Terry Colless explains the company's feed systems to Premier Anna Bligh in California.

PICTURE: SUPPLIED



*Prem
- trade*

Newcomer designers for G'Day USA gig

BRISBANE: Two influential Queensland fashion designers will showcase their creations on the runways of New York as part of G'Day USA: Australia Week.

Premier Anna Bligh (right), who is currently in the US and will attend the event, confirmed designs from hip Brisbane fashion label Vanguard and Townsville's Katelyn Aslett (left) will appear at the invite-only fashion show. Brisbane brothers Jono and Sam Cottee are behind Vanguard.

They started out with a range of hand-printed T-shirts in 2004 and are now providing stock to more than 40 top boutique outlets in Australia and New Zealand.

Katelyn Aslett only entered the world of clothing design in 2005.

In 2006, her designs won a Townsville Regional Export Award and her self-titled label is stocked in San Francisco, as well as fashion houses in Italy, France, Austria, Germany, Singapore and New Zealand.

government is dedicated to helping the states' unique designers to get their products to the global stage," said Ms Bligh in a statement from the US.

G'Day USA: Australia Week which usually showcases most things Aussie — popular tourist destinations like Uluru and the magnificent Great Barrier Reef, iconic vegemite, roast lamb dinners, meat pies, kangaroos and Holden Commodore cars — runs from January 19-21.



"The Queensland





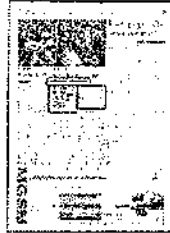
Sunday Canberra Times
Sunday 17/1/2010
Page: 14
Section: General News
Region: Canberra Circulation: 34,000
Type: Capital City Daily
Size: 23.81 sq.cms.
Frequency: ---S

Brief: PREM_CAP

*Prem
- Trade*

Best job pays off

QUEENSLAND tourism has cashed in on the Best Job in the World campaign after the winner Ben Southall appeared on the US's No 1 cable morning news program. Southall, accompanied by Queensland Premier Anna Bligh, was interviewed on prime time show *Fox & Friends*. He told the US audience he was stung by a jellyfish during his six-month stint and has been employed to promote Queensland for a further 18 months. "It was certainly a job, not a holiday," he said.



Australian Financial Review

Monday 18/1/2010

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Region: Australia Circulation: 79,201

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Brief: PREM_CAP

*Am
- Trade*

PREMIER PLUGS CAIRNS BARGAIN

The Queensland government has partnered with Qantas and Tourism Tropical North Queensland to offer flights from Los Angeles or San Francisco to Cairns from \$US898 (\$973), with a free stopover in Sydney, Melbourne, Brisbane or Auckland, Premier Anna Bligh said yesterday.

In Los Angeles for the G'Day USA trade fair, Ms Bligh said the offer was the next best thing to the "Best Job in the World" campaign, where Briton Ben Southall won the position of Great

Barrier Reef caretaker and has been promoting Queensland through blogs and interviews for the past six months.

Ms Bligh said there were early indications the campaign had increased the state's market share of international visitors in key markets.

In the year ending September 2009, US visitors spent \$282 million on trips to Queensland, 4 per cent more than the previous year.

AAP