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AOQ (Qld) gains 21 'innovative' new members from the 2009 Griffith Innovation Challenge

Alicia Moran

21 ASPIRING entrepreneurs have become members of the Australian Organisation for Quality (Queensland), following their participation in the 2009 Griffith Innovation Challenge.

The Griffith Innovation Challenge is a University-wide business plan competition, which encourages student teams from different study areas to work on new ideas and foster innovation, develop entrepreneurial skills and create new opportunities and businesses.

As part of the competition, student teams are required to develop a product or service idea, create a business plan, and present their ideas to judges – for the chance to share in over \$60,000 in cash and prizes.

A device that stops underwear from moving, riding up or being visible under clothing won the Business Group prize and the Overall Prize at the Innovation Challenge finals on Friday 9 October.

Leonie Chesterton, Belinda Webb, Christina Elvin and Vivienne McNally (team BCLV) were thrilled their cheeky idea hit the right notes with the judges.

“Being in the competition has been good for us because it’s encompassed many of the skills we’ve been learning such as HR (and) financials, and has let us integrate all of those skills,” team leader Leonie said.

Chair of the Innovation Challenge Steering Committee, Ken Bennett, said the competition was an excellent opportunity for students to get their ideas in front of a broad audience.

“Many of these ideas have the potential to go on to become real businesses, and it allows the students to experience what it’s really like to take a concept and business to a market place and pitch it to potential investors,” Mr Bennett said.

AOQ-QLD® President Len Mahon said that the Australian



Left to right: Len Mahon (far right) presents 2009 Griffith Innovation Challenge winners Vivienne McNally, Leonie Chesterton, Christina Elvin and Belinda Webb with their Australian Organisation for Quality prize.



At the event Mario Pennisi, CEO of AOQ-QLD® (left) presented PVC Business Professor Michael Powell, with a Certificate of Appreciation for Griffith University’s continued involvement with the Aged Care Conference.

Organisation for Quality (Queensland) has supported the Innovation Challenge since its inception five years ago, providing 12 month memberships to all finalists of the competition and intends to continue this involvement in 2010.

The finalist teams were:

13LEAK – An innovative franchising network for emergency gas and water services

BCLV – ‘Functional jewellery’ products designed to prevent underwear from moving, riding up or being visible from beneath clothing

BPsyched – A revolutionary software system bridging the gap between sports psychology and practice, designed to improve athletes’ performance ability

Environmental Communications – A specialised communications service for environmental professionals, providing education and support for vegetation and weed management

GlobalEYE – Personalised international exchange service which matches university students to their ideal overseas study experience, and provides ongoing support during the exchange

Healthclub – Animated cartoon series promoting positive health and lifestyle choices in a witty, visually entertaining manner

TARP – Affordable multimedia system designed to enhance the atmosphere and environment of cafes, gyms and other public spaces.

AOQ also provided judges and mentors to the programme as well as face-to-face consulting and training time to the winning team.

More information request Griffith 0205 to
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