

MEDIA RELEASE



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BRILLIANT MINDS AND INFLUENTIAL INNOVATORS TEAM UP TO SHOWCASE GOLD COAST'S IQ

Gold Coast's brand-new eBook *The Imagination Collective* has been unveiled at Asia Pacific's leading trade event for the meetings and event industry as Destination Gold Coast launches the next phase of its business events strategy to profile the city's changing profile as a hub for innovation.

Business leaders, entrepreneurs, academics and industry experts are the first to be featured in the inaugural version of the free eBook, *The Imagination Collective*, a collection of stories about the people, the industries and the growing IQ in the burgeoning city.

Neuroradiologists Dr Hal Rice and Dr Laetitia de Villiers, business leader Rebecca Frizelle OAM and disability advocate and 2021 Queenslander of the Year Dr Dinesh Palipana OAM are the first to be featured.

Destination Gold Coast's Head of Business Events Selina Sinclair said these stories will show Gold Coast's diverse economy and the talented people behind the scenes who are doing extraordinary things that can be leveraged to attract more business events.

"The book is not only a collection of stories about the knowledge, innovation and creativity growing in our city but celebrates many of the Gold Coast's most famous and beloved destinations," Ms Sinclair said.

"*The Imagination Collective* beautifully depicts the scenery and enviable lifestyle that the Gold Coast has to offer with a collection of images of the beaches, waterways and landscapes that sets the perfect stage for any meeting, conference, exhibition or incentive group.

"It's this integrated offering that makes the Gold Coast one of the fastest growing regions in the world and is driving demand for companies looking for a deeper connection to people and place."

Queensland Australian of the Year, Dr Dinesh Palipana OAM, is among the first wave of featured leading innovators who call The Imagination Capital of Australia home.

Dr Palipana's own spinal cord injury has inspired his hunger for developing new rehabilitation techniques for those affected by major trauma and said he was honoured to be featured alongside so many brilliant minds working or living on the Gold Coast.

"*The Imagination Collective* is such an apt name for this book because life is all about imagination, it's about exploring ideas and concepts and this book helps to bring these this to life," Dr Palipana said.

"The Gold Coast is my home and it has helped to bring my dreams to life. I started medical school here, recovered from a spinal cord injury here, became a doctor here, and now I'm working on spinal cord injury research here.

"There is so much happening in this city and this eBook is shining the light on what we are all about".

The Imagination Collective also features brothers, Adam and James Gilmour of Gilmour Space Technologies, who are emerging as a world leader in hybrid rocket technology, as well as Queensland based journalist, Ms Kathy Kruger, who is driving collaborations and investment into the pioneering work underway at the Gold Coast Health and Knowledge Precinct.

This initiative comes off the back of the launch of the revitalised Gold Coast ambassador's program, *BE Connected Gold Coast*, which includes leaders from the valuable academic and scientific world, in addition to a new generation of industry leaders, thought leaders and game changers who are driving change, growing their industries, and helping to move the city forward.

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ENDS

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