



MEDIA RELEASE

RICHARD MARLES MP

Parliamentary Secretary for Innovation and Industry

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IP TRAINING RAISING THE BAR IN EDUCATION FOR SMALL BUSINESS

Small businesses which need to protect their valuable intellectual property (IP) like inventions, brands and designs can now access a new nationally accredited training package, Parliamentary Secretary for Innovation and Industry, Richard Marles said today.

Understanding IP rights including patents, trade marks and designs is critical for virtually every business, Mr Marles said.

“IP is the competitive advantage many businesses rely on which is why these new training courses are so important,” he said.

“Australian small businesses are smart, tough and resilient. Awareness of IP and its effective management will help businesses grow.”

The training offers small businesses practical knowledge about how to protect and benefit from IP. Available from semester two this year, the IP training package consists of eight units which cover all aspects of IP such as managing IP to grow business, protecting business identity and protecting new inventions.

“The Australian Government is committed to meeting the training needs of small business,” Mr Marles said.

“I strongly encourage the 4,500 Registered Training Organisations which provide accredited training across Australia to offer this suite of IP units.”

The IP training package is funded by IP Australia, and aimed at giving small businesses the skills to compete in today’s knowledge-based economy.

IP Australia is the Government agency responsible for administering registered intellectual property rights. For more information visit IP Australia at www.ipaustralia.gov.au

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