



GARY BERTWISTLE

Acting Creative

WORDS BY ELLE HOLLAND

Gary is Australia's new pioneer in thinking. As an author, Gary has published two books. In 2006 he published *The Keys to Creativity*, which I have read and thoroughly enjoyed. His most recent release was *Who Stole My Mojo?* His third book, *What Made You Think of That?* is due out in all good bookstores now.

I had the privilege of meeting Gary and seeing him in action at this year's Thought Leaders Conference in Sydney. Gary was a keynote speaker at the event and certainly got my mind juices moving. Gary speaks on the thinking behind creativity, innovation, marketing, brand and performance.

As quoted by Dan Meiklejohn, Director of Sales and Marketing, SCA Hygiene Australasia, New Zealand, "Gary is like a shot of adrenalin to the right side of your brain." I totally agree with him - he really does rock the room!

In 2002, Gary opened Australia's first ever creative thinking venue at Fox Studios in Sydney called The Ideas Vault. His venue is now used by some of the biggest corporations in the country for creative thinking, meetings, seminars and training sessions. He is the co-founder of one of Australia's leading cycling foundations, which raises money in an effort to cure cancer. The Tour

de Cure has now raised well over a million dollars in donations and many millions of dollars in publicity since its inception in 2007. He is also the founder of a corporate fund raising day called the Day of Inspi-

his venue is now used by some of the biggest corporations in the country for creative thinking, meetings, seminars and training sessions

ration, which gathers together keynote speakers, entertainers and performers at the Four Seasons Hotel in Sydney for a one-day event in front of a corporate crowd to raise awareness and funds towards the curing of Cancer.

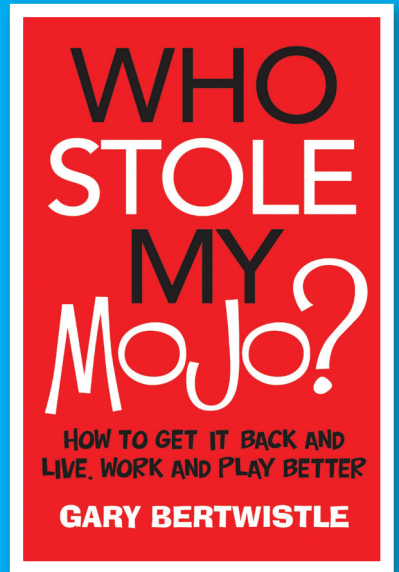
He's won the TEC Speaker of the Year Award in both 2007 and 2008 and is renowned for his passion and drive in helping people to think differently about their life, family, business and Mojo.



THE IDEAS VAULT

In 2001 Gary opened The Ideas Vault, Australia's first dedicated creative space. The Ideas Vault was designed specifically to enable companies and groups of people to generate better ideas for their business or project. Not simply your standard workshop room, The Vault's octagonal shape, natural light, outdoor space, furniture, colourful environment and facilities make it a unique and exciting venue for workshops or meetings.

BOOKS WRITTEN BY GARY BERTWISTLE:



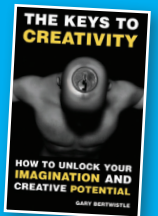
Who Stole My Mojo?

How to get it back and live, work and play better.

Gary's second book '*Who Stole My Mojo?*' was released in June 2008. Published by Allen & Unwin, it is available in all good bookstores nationwide or online.

The Keys to Creativity

Gary's book '*The Keys to Creativity*' was written to help you make the most of your creative potential and be the best that you can be.



What Made You Think of That?

In this increasingly changing world there has never been a more important time for every individual and every company to be thinking differently about themselves and their business.



Who Stole My Mojo?

In January 2009, '*Who Stole My Mojo?*' was released in the UK.



To purchase these books, go to:
www.garybertwistle.com.au