

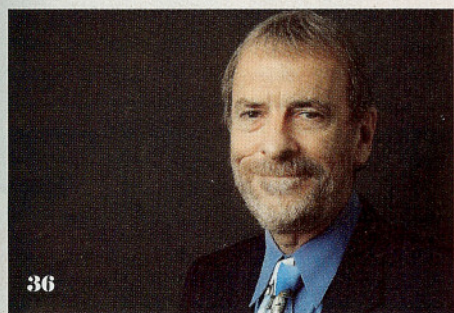
36 DON E. MORGAN, 62, INVENTOR

It's taken the better part of two decades but the Brisbane physicist is finally seeing his revolutionary, shock-absorbing foam lining for helmets out in the marketplace. The "cone-head" design, which won Morgan the 2007 Invention of the Year on ABC-TV's *The New Inventors*, incorporates a series of cones of differing density, providing greater protection for the delicate areas of the skull. He describes it as a "crumple zone in a helmet". A global licensing deal with Hong Kong-based Strategic Sports Ltd, one of the world's largest helmet manufacturers, has seen the design incorporated into motocross, road motorbike, bicycle and skiing helmets distributed under various brands including Kali Protectives, Scott, Uvex, Motovan and Head Sport AG. Already winning fans in Europe and North America, helmets with the cone lining will soon hit our shores.

Year ahead: Hoping to see his technology adapted to baby capsules and child car seats.

37 EMMA MOFFATT, 26, TRIATHLETE

Second place behind reigning Olympic champion and former training partner Emma Snowsill at



September's World Championship Series grand final in Budapest was enough for Moffatt to make it back-to-back world titles. It was a hard-won honour for the Brisbane-based triathlete, who failed to win an event in the series but topped the overall point score through determination and consistency. The win was particularly sweet for the Beijing bronze medallist after she started the year with a seriously injured shoulder following a bike crash.

Year ahead: Going for a third-straight world title on the way to the London Olympics.

38 JASON BAIRD, 43, MAKEUP ARTIST

"And the Emmy goes to ..." In August, Gold Coaster Baird heard his name added to that sentence when the 2010 Creative Arts Primetime Emmy Awards were handed out in Los Angeles. The win was for most outstanding prosthetic makeup in a series, miniseries or movie, and Baird shared it with several members of the 40-plus team he led for the Steven Spielberg/Tom Hanks World War II miniseries *The Pacific*, shot around Queensland in 2007. To Baird, the statuette is acknowledgement not only of his work on the epic, but a 22-year journey through the film and TV world. Baird established his own makeup effects studio JMB FX in 1996, doubling it in size over the years. The studio's film credits include *Star Wars Episode II: Attack of the Clones*, *The Matrix Reloaded*, *The Matrix Revolutions*, *Daybreakers* and *The Ruins*.

Year ahead: Complete work on Spielberg sci-fi TV series *Terra Nova*. Fox will air a sneak peek in May.

39 THE TEN TENORS, VOCALISTS

They're ten blokes with glorious voices who can belt out Puccini's *Nessun Dorma* in one breath and AC/DC's *Thunderstruck* in the other – plus they look sharp in suits. No wonder they've hit the heights. Formed in Brisbane 15 years ago, still managed from here and with a couple of Queenslanders still in the line-up, the Ten Tenors are one of Australia's longest continually running live music exports. They have platinum and gold albums and DVDs to their names and tour overseas up to ten months a year. The global financial crunch saw their travel pared back this year, although they found new audiences in Sweden and the Ukraine and doubled dates in Peru.

Year ahead: Hit stages for the first times in Japan, China and India, and release two new albums.

40 PROF. PERRY BARTLETT, 63, NEUROSCIENTIST

Building relationships with contemporaries in China has borne fruit for Bartlett this year: the director of UQ's Queensland Brain Institute engineered a joint neuroscience laboratory with the Institute of Biophysics within the Chinese Academy of Sciences in Beijing. In a bid to increase our understanding of diseases such as dementia and schizophrenia, scientists in the joint lab will progress world-leading research on the mechanisms and genes involved in learning and memory. Bartlett's research team has been building on his joint discovery nearly two decades ago that cells in the brain can make new nerve cells (neurons). Researchers are hoping to soon show that kickstarting the relevant brain cells with drugs or environmental stimuli to produce new neurons can slow down, if not reverse, the memory and cognitive loss of ageing and dementia.

Year ahead: Hopes for a joint laboratory in Shanghai focused on genes involved in the progress of motor neurone disease, epilepsy and schizophrenia.

41 LINDA LOWNDES, 43, MICROSKIN INVENTOR & DIRECTOR

This year, Lowndes was recognised with a Rotary award for using her spray-on, colour-correcting simulated skin to help disguise the scars of two badly burnt Indonesian girls flown to Australia for treatment. Just as rewarding was the opening of the first overseas Microskin clinic in New York – and her product subsequently being named by America's *Allure* magazine as one of 2010's top 12 ingenious beauty breakthroughs. Another highlight has been working with child burns patients in Australia and New Zealand as part of a study into Microskin's psychological effects. At her Brisbane HQ, Lowndes has been busy completing testing on a sunscreen product and putting the finishing touches on a spray-on retail line in 14 shades for minor blemishes. It should be available by Christmas.

Year ahead: Looking at opening two more US clinics and others in Canada, Wales and London. ▶

