



Australian Government
Department of Industry,
Innovation and Science

SME Export Hubs Initiative Round 2

Applicant Briefing Webinar

3 September 2019

Purpose

This webinar will give potential applicants an opportunity to:

- Understand the SME Export Hubs Initiative and the application process
- Hear from the Growth Centres to understand their priorities
- Ask any questions

Agenda

No.	Topic	Presenter
1	SME Export Hubs Initiative outline	Lauren Hann
2	Application process	Eleanora Holmes
3	AMGC Export Hub Criteria	Mark Peters
4	AustCyber priorities and sector engagement	Mike Bareja
5	Food Innovation Australia Limited (FIAL)	Rod Arenas
6	MTP Connect	Dr Daniel Grant
7	METS Ignited	Giancarlo Tosti-Croce
8	NERA Sector Competitiveness Plan 2019 update	Paul Hodgson
9	Cyber Resilience	Mike Bareja
10	Questions	Lauren Hann



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**Department of Industry,
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SME Export Hubs Initiative outline

Lauren Hann

Manager, Place Based Policy

Industry Growth Division

Department of Industry, Innovation and Science

SME Export Hubs Initiative – objective

- The Initiative provides grants of \$150,000 to \$1.5 million to help establish and/or operate export hubs
- Export hubs are collaborative business-to-business networks that help small businesses harness opportunities in global marketplaces.
- The Initiative will help Australian SMEs to grow, export and increase local and regional jobs.
- Applicants will need to provide at least matched funding, and projects must be completed by 30 June 2022.

SME Export Hubs Initiative – alignment with Growth Centres

- Export hubs must be in one or more of the priority sectors:



Advanced Manufacturing



Medical Technologies and
Pharmaceuticals



Cyber Security



Mining Equipment, Technology
and Services



Food and Agribusiness



Oil, Gas and Energy Resources

- The Initiative builds on learnings from Industry Growth Centres clustering activities.
- Applicants should align with Growth Centre priorities and relevant local and regional strategies.

Alignment with other initiatives

Industry Growth Centres Initiative
Leadership and vision

Support and alignment

Export Hubs

Export Hubs

Export Hubs

Align with local and regional strategies

Entrepreneurs' Programme

Support for individual firms

Austrade

International network and market information

Supporting resources

State and territory initiatives

Infrastructure, CRCs and CSIRO

What will the Export Hubs do?

Possible activities:

- Develop export strategies focused on current or future global opportunities that reflect local strengths and align with Growth Centre priorities
- Provide market intelligence about export opportunities
- Deliver improved local export capability, including developing the capability of export hub managers
- Enhance workforce skills and management capability through training and seminars
- Increase information and resource sharing between participating businesses
- Help to address barriers to participation by member firms in global supply chains

Changes from Round 1

- New required activity: Projects must support capability development for Hub managers
- Added Indigenous loading to both Stage 1 EOI and Stage 2 Application assessment
- Added remoteness loading to Stage 1 EOI assessment
- Committee is involved at Stage 1 EOI assessment



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Application Process

Presenter: Eleanora Holmes
Program Manager, SME Export Hubs Initiative
Department of Industry, Innovation and Science

How to Apply: Applications only accepted during a funding round

To apply, applicants must:

- Submit an EOI as part of stage 1.
- Complete the online application form at <https://www.business.gov.au/assistance/small-and-medium-enterprises-export-hubs>
- Provide all information (including mandatory attachments) required to assess the application.
- If applicants are experiencing difficulties submitting an application they can call the Contact Centre for assistance.

The Selection Process: Stage 1

- Submit an EOI via the online portal
- We assess EOIs against the eligibility criteria.
- Growth Centre/s advise on the alignment of EOIs with the strategic priorities of the relevant [Growth Centres](#).
- Advisory committee assesses eligible EOIs against the Stage 1 merit criterion and makes a recommendation to the Departmental Program Delegate.
- Most meritorious EOIs invited to submit a stage 2 application.

The Selection Process: Stage 2

- Invited applicants submit a stage 2 application via online portal.
- Advisory committee will assess applications against the stage 2 merit criteria and makes recommendations to the Minister.
- The Minister decides which grants to approve

When can applicants apply?

- The opening and closing dates for the grant opportunity will be published on <https://www.business.gov.au/assistance/small-and-medium-enterprises-export-hubs>
- Expressions of Interest are open now and will close 5.00pm AEDT on 19 September 2019
- Stage 2 applications are expected to open on Tuesday 20 November 2019 & close 5.00pm AEDT 17 December 2019



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Growth Centres Priorities and Engagement

AMGC EXPORT HUB CRITERIA

MARK PETERS

DIRECTOR - Queensland, Northern Territory

ADVANCED MANUFACTURING GROWTH CENTRE

www.amgc.org.au



Sector priorities that applicants should address

Applicants should demonstrate how their hub:

- Focuses on increasing export sales of Australian manufacturing goods or services that are value and/or service driven
- Targets overseas markets for Australian manufactured goods, specifically where Australian products have a superior technical value proposition
- Identifies tangible impact and outcome measurement targets
- Collaborates with existing government agencies and/or other industry members.

Applicants can consider reshoring elements within their hub proposals, where the majority of reshored production will be exported.

AMGC recommends each hub have a General Manager, with considerable experience in the export of manufactured goods to help participants prepare for export and, more importantly, maintain supply to the identified target markets.

In addition, AMGC recommends each hub consider the value of locating sales professionals in-market, to assist participant firms with ongoing sales efforts.

AMGC's involvement with applications

The AMGC will support preparation of applications, and will assist in the implementation of activities by successful applicants.

AMGC State Directors will engage with applicants to drive strategic direction, align export strategies with existing hubs, and form new hubs that complement AMGC's direction.

Contact Details

Applicants should connect with an AMGC state director based on the proposed headquarters of the export hub itself or leading applicant location if proposed hub is virtual/interstate. State Director contact information can be found below.

State	State Director Contact Details
NSW/ACT	Michael Sharpe, 0400 935 101, Michael.sharpe@amgc.org.au
QLD/NT	Mark Peters, 0427 835 816, Mark.peters@amgc.org.au
SA	Michael Haddy, 0412817346, Michael.haddy@amgc.org.au
VIC/TAS	Michael Grogan, 0417 371 069, Michael.grogan@amgc.org.au
WA	Ange Doyle, 0405 390 059, Angela.doyle@amgc.org.au



AustCyber

Priorities and sector engagement

Mike Bareja
Program Director
Innovation and Capability Growth

Who is AustCyber anyway?

- Our mission is to, with our ecosystem, grow a vibrant cyber security industry in Australia:
 - Grow an Australian cyber security ecosystem.
 - Export Australia's cyber security capabilities to the world.
 - Make Australia the leading centre for cyber education.



Cyber Security Sector Competitiveness Plan

Knowledge Priorities:

- 1. Emerging prevention, detection and response technologies
- 2. Identity, authentication and authorisation in the cyber domain
- 3. Ensuring security, privacy, trust and ethical use of emerging technologies
- 4. Approaches to deal with the increasingly 'shared' responsibility of cyber security
 - Human behaviour a key part of this

Download at: <https://www.austcyber.com/>

Applying to establish a Cyber Security Export Hub?

- Ensure your export hub activities are aligned with the Knowledge Priorities and add value to existing efforts in the sector
- Worth considering something 'digital' broader than, but including, cyber
- other export hubs have been created that have remits broader than an individual growth centre
- Get in touch with AustCyber!

Thanks!



Mike Bareja

Email: mike@austcyber.com

Twitter: [@mikebex](https://twitter.com/mikebex)

LinkedIn: [mike-bareja](https://www.linkedin.com/in/mike-bareja)

AustCyber

Web: www.austcyber.com

Email: info@austcyber.com

Twitter: [@austcyber](https://twitter.com/austcyber)

[@cyber_roo](https://twitter.com/cyber_roo)

Become a friend of the network: [**austcyber.com/connect**](http://austcyber.com/connect)



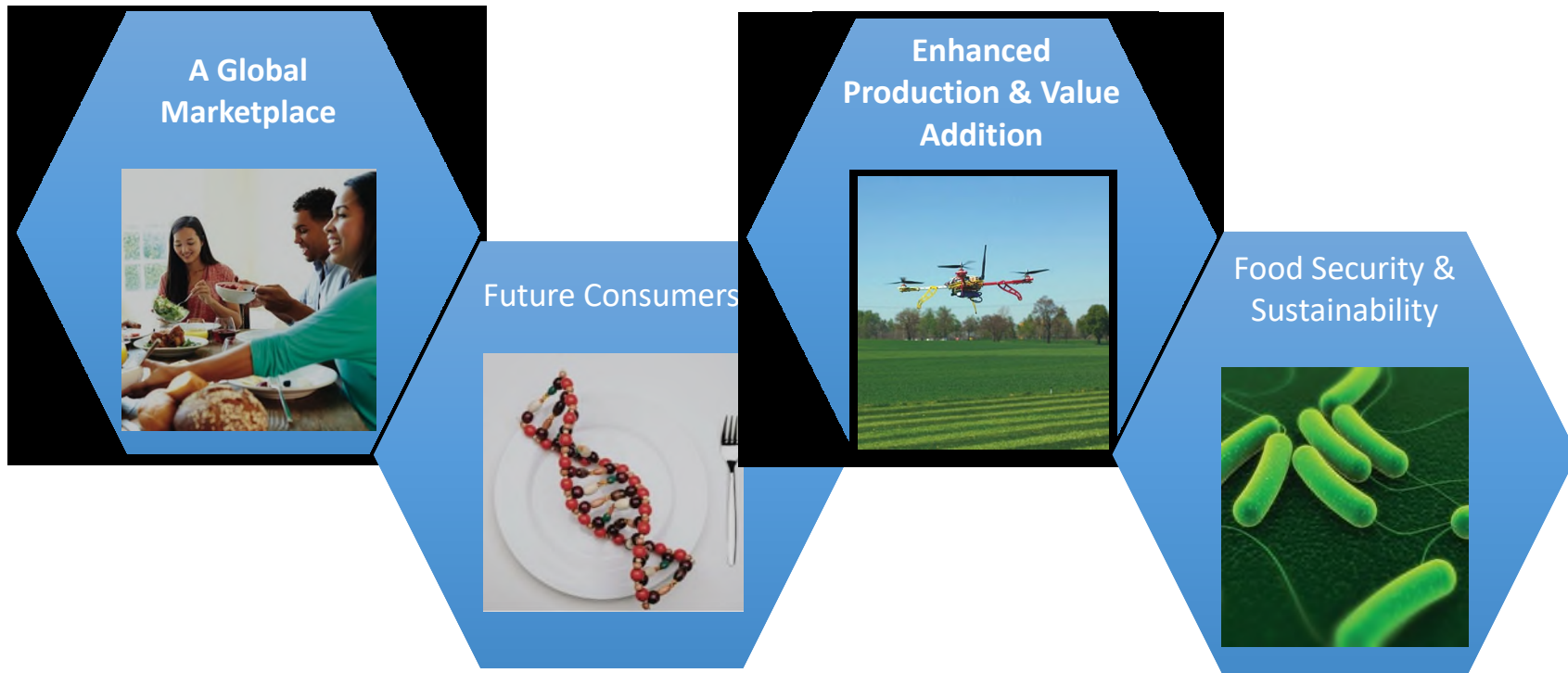
Food Innovation Australia Ltd
Food & Agribusiness Growth Centre

Rod Arenas
September 2019



FIAL
FOOD INNOVATION AUSTRALIA LIMITED

Setting the knowledge priority areas...



https://fial.com.au/Article?Action=View&Article_id=211



What's worked?

Cluster Insights

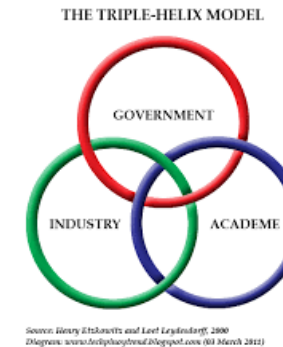
1. A Sense of Urgency toward a common goal



2. Partnerships are integrated across more than businesses



3. Role Clarity of partners



4. Collaboration – no one can do it all



The role of FIAL with SME Export Hubs

Engagement options and expectations

1. Call early, call often
2. Prefer to have an ongoing discussion not a once off conversation
3. Know who your end users and market options are outside your industry partners



How to get in touch

www.fial.com.au

info@fial.com.au

(03) 9731 3422





MTPConnect
MedTech and Pharma Growth Centre

Export Hubs Initiative

Dr Dan Grant

Managing Director and CEO

MTPConnect

→ Championing a sector-led approach to accelerating the growth of the medical technology, biotechnology and pharmaceutical ecosystem in Australia



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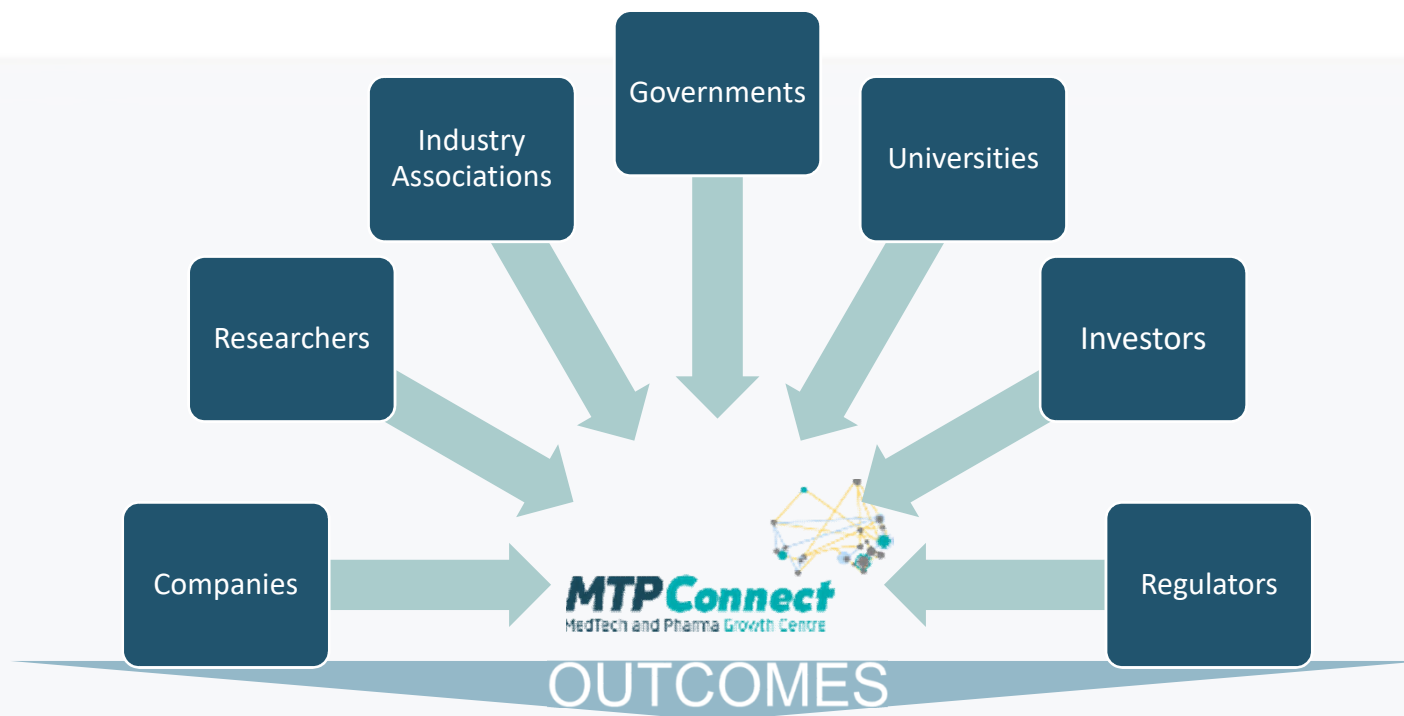
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MTPCONNECT.ORG.AU





MTPConnect – Our Role



Increasing collaboration
and commercialisation
across the sector



Improved management and
workforce skills



Improved access to global
supply chains and
international markets



Optimising the regulatory
environment

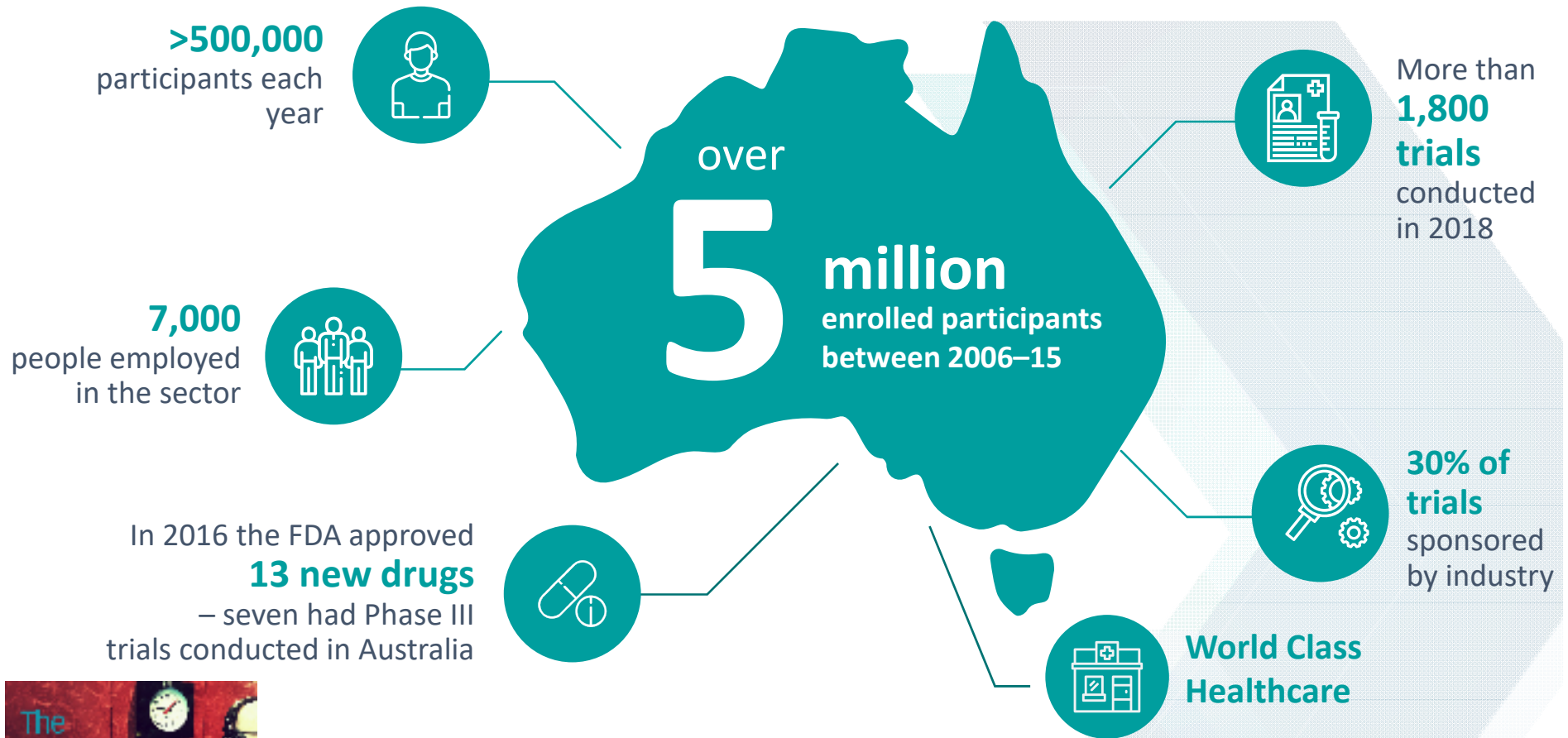
MTP Sector Priorities

	Areas of science	Therapeutic areas	Device / diagnostic areas	Skills / capabilities	Other existing national priorities
Current	Biochemistry and cell biology (including synthetic biology)	Oncology	Diagnostic device – POC / lab	<p>Certain skills / capabilities have been identified through prior work, including advanced manufacturing, clinical trials expertise and big data analytics.</p> <p>MTPConnect to lead a skills audit in 2019 along with sector participants to identify KPs.</p>	Drug repurposing
	Psychology and cognitive sciences	Infectious disease (including antimicrobial resistance)	Surgical devices and consumables		Biosecurity
	Genetics and precision medicine	Neurosciences and neurology	Implantables (including 3D printed custom devices and bionics)		Data science
	Microbiology	Cardiac and cardiovascular systems	Wearable devices		Rare diseases
	Immunology	Diabetes, endocrinology and metabolism	Digital health and monitoring		
	Paediatrics and reproductive medicine	Respiratory disorders (e.g. asthma)			
		Arthritis and musculoskeletal conditions			
		Aged and palliative care			
		Aboriginal and Torres Strait Islander Health			
Emerging	Human movement and sports science	Regenerative medicine			
	Medical physiology	Optometry and ophthalmology			
	Medical biotechnology	Pain management			
	Nanotechnology				

MTPConnect Initiatives that Export Hubs Can Leverage



Clinical trials are part of a robust and diverse health ecosystem in Australia



Listen to the MTPConnect Podcast for 2019 International Clinical Trials Day

CONTACT US FOR FURTHER INFORMATION

Phone +61 3 9905 1753 Email info@mtpconnect.org.au



Join the conversation:
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[#MTPConnect](https://twitter.com/MTPConnect)
[#AusInnovation](https://twitter.com/MTPConnect)
MTPConnect



MTPConnect

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Sydney
1 Cleveland
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2006 Australia

WA Hub

The University
of Western Australia
Harry Perkins Institute of
Medical Research Building
QEII Medical Centre
6 Verdun Street
Nedlands WA 6009
Australia

QLD Hub

Translational Research
Institute
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37 Kent Street
Woolloongabba QLD
4102
Australia



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METS Ignited Export Hub Priorities...



Giancarlo Tosti-Croce
Leader – International Markets



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**Industry
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What is METS Ignited?

We're strengthening Australia's position as a global hub for innovation, and enhancing the global competitive advantage of METS industry



Key objectives :

1. Accelerated commercialisation of innovation
2. Develop METS sector capabilities
3. Grow METS exports
4. Improve the regulatory environment for innovation

Mining Equipment, Technology and Services export hub priorities....

- Digital mining including analytics, automation & robotics in the mining value chain
- Social licence including safety, community engagement, environmental performance, mine closure and rehabilitation
- Enhancing the digital capabilities and business models in mining supply chains.



Resource Base – Australia's METS Sector



- Natural Resources
 - Abundant natural resources.
 - Leaders in mining, equipment manufacturing and technology solution providers.
 - Many of the worlds firsts.
 - Skills, and practical experience.
- Technology Driven Operations
 - Reputation through combination of experience and expertise.
 - Highly productive mining operations and global supply chains
 - Mining leader due to availability of energy, infrastructure and ROI.
 - Australian METS sector is vibrant and with global reach.

**Australia is a Globally Recognised Market Leader in the Mining Equipment, Technology and Services Sector (METS)
SME Export Hub is to Leverage this Leadership Position.**

METS Ignited initiatives that Export Hubs can leverage



- Collaborative Project Funds, Round 4
- Accelerator Program (national and regional)
- Queensland Clustering Pilots
- Test facilities database

Success cases

- RDA Orana Export Hub, Dubbo
- Mackay-Isaac-Whitsunday METS Export Hub, Mackay
- Southern Queensland Innovation in Export Hub, Toowoomba

Engaging with METS Ignited on the Export Hubs initiative...



Contact your nearest METS Ignited executive...

WA, SA – Peter Clarke p.clarke@metsignited.org

NSW, VIC, TAS – Giancarlo Tosti-Croce g.tosti-croce@metsignited.org

QLD, NT – Sam Whitehill s.whitehill@metsignited.org

Cluster – Sergio Zaccaria s.zaccaria@metsignited.org



METS



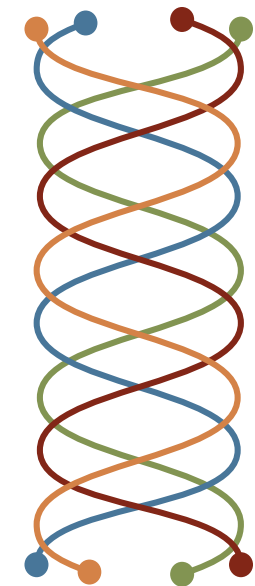
Mining



Research



Government





Sector Competitiveness Plan 2019 Update

- NERA Vision
- Knowledge Priorities

Paul Hodgson
**GM Innovation & Stakeholder
Engagement (East Coast)**

NERA NATIONAL
ENERGY RESOURCES
AUSTRALIA

Creating connections for growth 41

NERA Vision

Australia is a global energy powerhouse, a sought after destination for investment and **the leading source of knowledge and solutions**

Knowledge Priorities

1. Developing New Markets and Business Models
2. Enhance Skills and Business Capabilities to Support Automation and Digitisation
3. Build Talent and Enable Effective Collaboration and Innovation
4. Pursue a Sustainable and Low Carbon Energy Future
5. Understand and Unlock Australia's Resources Base
6. Commercialise Technology and Research
7. Enhance Efficiency in Operations and Maintenance
8. Optimise the Regulatory Framework and Reputation

Southern Queensland Innovation in Export Hub

- Toowoomba and Surat Basin Enterprise (TSBE) was awarded almost \$840,000 in funding from the Australian Government in March 2019 through the SME Export Hub programme.
- Through the hub, TSBE will focus on the **food and agribusiness**, and **oil, gas and energy resources** sectors.
- The hub will promote a regional export culture and help local businesses build their skills and know-how to harness global opportunities.
- Southern Queensland is the location of the world-leading Coal Seam Gas (CSG) to LNG sector.





For further information contact:

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Phone: 0477 992 269

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ENERGY RESOURCES
AUSTRALIA

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Cyber resilience of SME Export Hubs

Presenter: Mike Bareja

Program Director, Innovation and Capability Growth

AustCyber

We're all digital now



Australia's 2.1 million small businesses power the Australian economy.

The best opportunities to grow the economy and create jobs come from developing the capability and productivity of small businesses.

In the 21st century, an increasingly important capability is for small businesses to adopt and successfully implement digital technologies.

Mark Bouris AM, Chair, The Australian Government Small Business Digital Taskforce

Opportunities and risks



SCAMS



KEYLOGGERS



CRYPTOLOCKER



PHISHING



SPYWARE



RANSOMEWARE



VIRUSES



TROJANS



MALWARE

- One in four Australian SMEs affected by online threats in 2017 (Norton)
- Small business are now the target of 43% of all cyber crime (ASBFEO)
- One fifth of businesses affected by 2017 Ransomware attacks could not operating.
- But cyber security is an investment and a business strength
- Not only are you protecting your own profits and people but also creating a new selling point for your business
- In a crowded market, customers are increasingly looking for the 'cyber secure' option

Where to find help

- More information on managing your risks:
 - www.cyber.gov.au
 - <https://www.cyber.gov.au/publications/essential-eight-explained>
 - www.staysmartonline.gov.au
 - <https://www.staysmartonline.gov.au/get-involved/guides/smallbusinessguide>
- Notifiable Data Breaches scheme
 - Understand your legal obligations
 - www.oaic.gov.au



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Questions

Lead: Lauren Hann

Manager, Place Based Policy

Department of Industry, Innovation and Science

Find out more and apply: business.gov.au/smeeh