



ACCELERATING COMMERCIALISATION

Concourse Golf: Innovative Smart Wheels are an exciting step forward for golf

Customer Story

Smart wheel technology helps golfers worldwide, but the applications in other sectors are endless

Concourse Golf, creators of the Australian International Design Award-winning CBM2 and CBM3 golf buggies, has invested seven years of design and engineering work into developing their latest innovation, the internationally patented Smart Wheel.

Set to be manufactured in Australia, the Concourse Smart Wheel is a world first.

Cleverly, the hub of each removable Smart Wheel is designed to discreetly contain an electric motor, Lithium battery, sensors, processors and gyroscopes, which all combine to enable wireless communication between the wheels of up to 50 times per second.

“Everything we do is focussed on delivering the best possible experience for the walking golfer - both on and off the course. For our Smart Wheels this means combining engineering, design and advanced technology to deliver a highly reliable, space efficient and easy to use product.”

DAVID MACKAY, MANAGING DIRECTOR,
CONCOURSE GOLF

Accelerating Commercialisation assistance helped finance the Smart Wheel prototype and pre-production, and the AC team helped identify design and manufacturing options within Australia.



The Smart Wheels are in their final phase of development and likely to set a new standard for electric golf buggies globally.

Presently, the Concourse Smart Wheel is in its final phase of development.

David Mackay said with the support of the Australian Government Entrepreneurs' Programme, and more specifically the Accelerating Commercialisation element, Australian entrepreneurs have a real opportunity to reach full global potential with lasting benefits for all Australians.

With faster commercialisation, meaningful business introductions, and financial support, Australian innovations, like the Concourse Smart Wheel, are able to develop product and commence production on-shore.

This not only creates jobs, it also highlights brilliant Australian innovation to the rest of the world.

“AC has been enormously helpful. The rigour around the application process helped us clarify our vision, and proceeding successfully through the highly regarded programme brought us real credibility. This formal recognition from the Australian Government has really helped open doors.”

DAVID MACKAY, MANAGING DIRECTOR,
CONCOURSE GOLF

“The financial assistance has enabled us to speed up the development schedule, and the support provided by our dedicated commercialisation adviser John Grew has been first class. The breadth of advice and the introductions gained from John have been invaluable.”

DAVID MACKAY, MANAGING DIRECTOR,
CONCOURSE GOLF

The walking golf market is big with as many as half of the world's 60 million players taking the option to get some exercise when they play rather than drive a cart.

Interestingly, the commercialisation potential for Concourse Smart Wheels is not limited to golf.

Other industry sectors that stand to benefit from this uniquely Australian initiative include:

- disability and mobility (wheel chairs)
- travel/transport terminals/couriers and removalists (trolleys)
- retail (supermarket and hardware trolleys)
- parenthood and early childhood (prams and strollers).

“We have no doubt that our Smart Wheels will have opportunities in other markets as the relatively complex requirements for golf provides a good platform. We are now happy to commence discussions with other industries that could benefit from our technology,” David says.



Wireless communication and autonomous functionality means significant opportunity beyond golf for the Smart Wheel technology.

The Smart Wheel is the natural progression for Concourse from their initial research and development success stories - the award-winning CBM2 pull buggy and CBM3 push buggies which are both fine examples of compact engineering and effortless useability.

Concourse's CBM2 and CBM3 buggies are now sold in 15 countries.

Concourse has now been named as the official golf buggy of the Qantas Golf Club and, the recently launched CBM3 has been welcomed with excellent reviews from the Australian golf media.

The golf world now awaits the Concourse Smart Wheel launch later in 2017.

View [Concourse Golf](#)

Entrepreneurs' Programme

The Entrepreneurs' Programme is an Australian Government initiative to improve business competitiveness and productivity.

The [Accelerating Commercialisation](#) element helps small and medium businesses, entrepreneurs and researchers to commercialise novel products, processes and services.

Check your eligibility by visiting the [Entrepreneurs' Programme](#) or call **13 28 46**.