

#SCRIPT

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Sunshine  
Coast  
Regional  
Innovation  
Pipeline  
Team

2018

ANNUAL  
STAKEHOLDER  
REPORT



# OUR VISION IS TO FUEL THE CULTURE OF INNOVATION ON THE SUNSHINE COAST

**Innovation:** Advancing a new and diverse innovation agenda

**Longevity:** Permanent and lasting change to the economy

**Demand-Driven:** Agile and responsive project approval

**Accountability:** Strong governance and communication

**Performance:** Measuring clear outcomes and success

**Partnership:** Co-investment and collaboration for the benefit of the Sunshine Coast

**OUR UNIQUE REGION AND WAY OF LIFE IS A  
MAGNET FOR BIG THINKERS, EXPERIENCED  
LEADERS AND WORLD CLASS TALENT.**

It's the place where they come to do world class work without compromising their aspirations for family, health and life.

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# #SCRIPT is about to celebrate its first anniversary

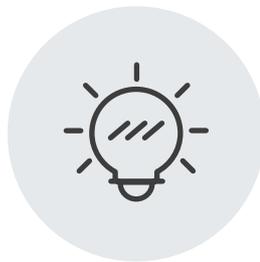
look what we have achieved



The conversation of innovation is on the rise.



THE CONVERSATION OF INNOVATION IS ON THE RISE.



SOME BUSINESSES APPOINTING INNOVATION-FOCUSED ROLES (UNITYWATER)

6

Six job opportunities have been created on the Sunshine Coast by the program in only 8 months with an anticipated job creation of over 30 new jobs in the next three years.

# SCRIPT has supported a number of innovation events across the Sunshine Coast including:

- Chamber of Commerce Breakfasts
- Co working space forums/workshops encouraged & implemented
- Start Up Weekend
- Delorean Youth Project

New support networks created by SCRIPT – STRIVE, THRIVE, Innovation Masterclass (Noosa), Myriad, Visting Entrepreneurs

5

SCRIPT partners have grown from 26 to 31 since Oct 2017 which shows people believe and want to participate in our entrepreneurial efforts.



RECEIVED 12  
INNOVATION  
PROJECT PROPOSALS

INVESTED IN 6  
PROJECTS TO DATE

600

number of attendees at SCRIPT innovation events in the last year

90+

SCRIPT participants attended Research and Development Lab events



Sunshine Coast sent two strong representatives to Start-Up Catalyst (the global innovation mission supported by Steve Baxter and Aaron Birkby). They were able to increase links to USA investors, businesses, mentors and collaborators and also educate Sunshine Coast local businesses upon their return. Myriad also allowed us the chance to increase links interstate and with the 11 other ARIP regions.

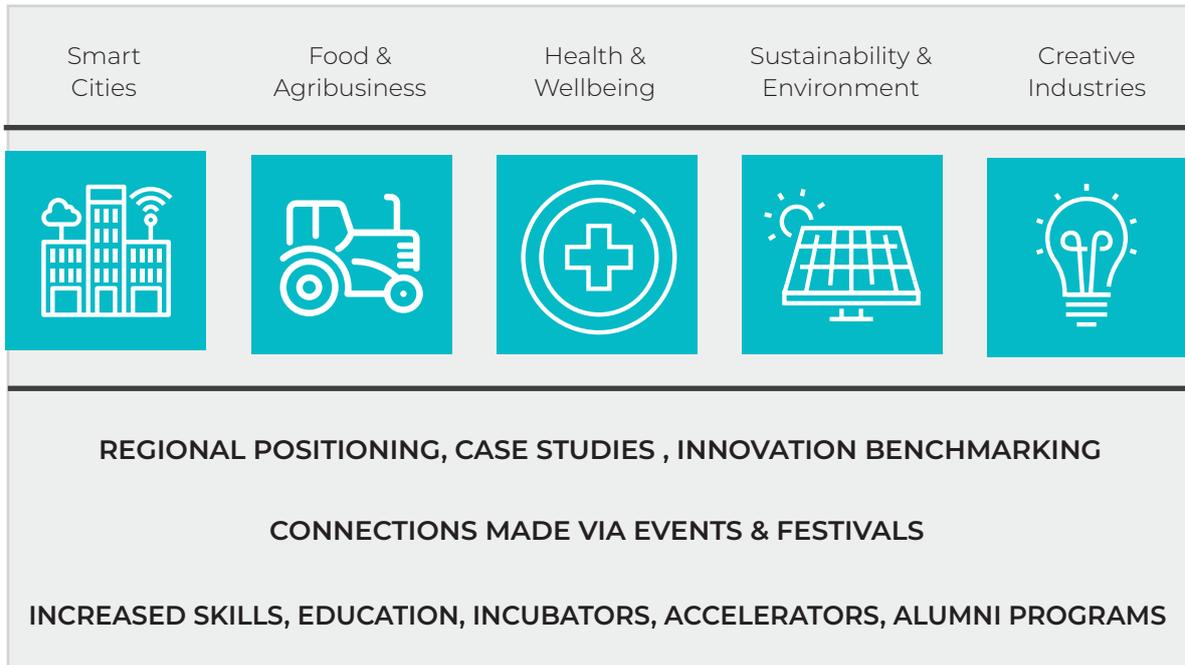


# An overview of #SCRIPT

## About Us

**#SCRIPT is a collaboration of local entrepreneurs, businesses, government stakeholders and community members dedicated to growing innovation and business capacity on the coast. Sunshine Coast has a strong innovation ecosystem and this program provides greater networking and enables more entrepreneurial activity, resulting in more jobs whilst boosting the economy.**

# PRIORITY AREAS FOR SCRIPT



To help fuel innovation, SCRIPT invests in collaborative activities that build capacity in businesses, showcase excellence, incubate and accelerate new solutions and support entrepreneurs and innovators in turning their ideas into commercial reality. We support grassroots projects which help to connect, educate and inspire members of the Sunshine Coast community. The success of SCRIPT projects and programs are measured against clear economic outcomes including:



- Job Creation
- Talent Attraction
- Company Migration
- Improved Productivity
- Growth in Sales/Exports
- New Products, Services & Business Models
- Increased Capital Investment
- Furthered Connections
- Supply Chain Linkages
- New Partnerships
- Educating & Informing Locals
- Cross-Sector Innovation & Collaboration

# Our People

The #SCRIPT program is governed by a Steering Committee comprising regional leaders with expertise in innovation, entrepreneurial activities and who also have an interest in the Sunshine Coast's economic pillars including: Smart Cities, Food and Agriculture, Creative Industries, Health and Wellbeing, and Sustainability. The Steering Committee meets on a monthly basis to analyse and approve project proposals, and discuss strategies to drive the innovation agenda. The #SCRIPT steering committee and staff are a skill-based group of highly talented and awarded business people from across the Sunshine Coast.



**COBY SULLIVAN**  
Coordinator  
#SCRIPT Program



**ANNE LAWRENCE**  
Sunshine Coast Council  
#SCRIPT Chairperson



**DARRELL EDWARDS**  
Industry Representative  
#SCRIPT Treasurer



**PHIL HARMAN**  
RDA Sunshine Coast Representative  
#SCRIPT Steering Committee Member



**MARK PADDENBURG**  
CEO Sunshine Coast Innovation Centre  
#SCRIPT Steering Committee Member



**MICHAEL DONEMAN**  
The Old Ambulance Station  
#SCRIPT Steering Committee Member



**FEDA ADRA**  
CEO ComLink  
#SCRIPT Steering Committee Member



**ROZ WHITE**  
Owner White's IGA  
#SCRIPT Steering Committee Member  
(resigned February 2018)



**MICHELLE  
HAMER**  
CEO Smart Advice  
#SCRIPT  
Steering Committee  
Member



**ELAINE  
JOBSON**  
CEO Jetts Australia  
#SCRIPT  
Steering Committee  
Member



**ANTHONY  
DOW**  
Noosa Council  
#SCRIPT  
Steering Committee  
Member

#SCRIPT

# Our Collaborators

# SCRIPT is funded collaboratively via the State Government (providing \$500,000 over three years) with this funding being collectively matched by 31 organisations providing over \$1 million to develop new innovation and entrepreneurial activities across the Sunshine Coast region.

Our collaborators and partners include:

## #SCRIPT Lead applicant and Government Funders

Proudly supported by:



## #SCRIPT Project Partners (\$20k+ Funders)



## #SCRIPT RoundTable Partners (\$5k+ Funders)



## #SCRIPT Contributors (in-kind)



## #SCRIPT Future Partners and Contributors, Supporters and Interlink Partners



 **ADVANCE  
QUEENSLAND**  
MADE FOR  
INNOVATION

# OUR STORY



Photo: Innovation Minister Leeanne Enoch announcing Advancing Regional Innovation Program (ARIP) - 7th June 2017

## Why was #SCRIPT started?

The Queensland Government initiated the funding for the Advancing Regional Innovation Program across 12 regions to build the State's resilience and strengthen regional economies. Sunshine Coast has for many years been known for its innovation and was the first region to bid for and successfully receive funding.

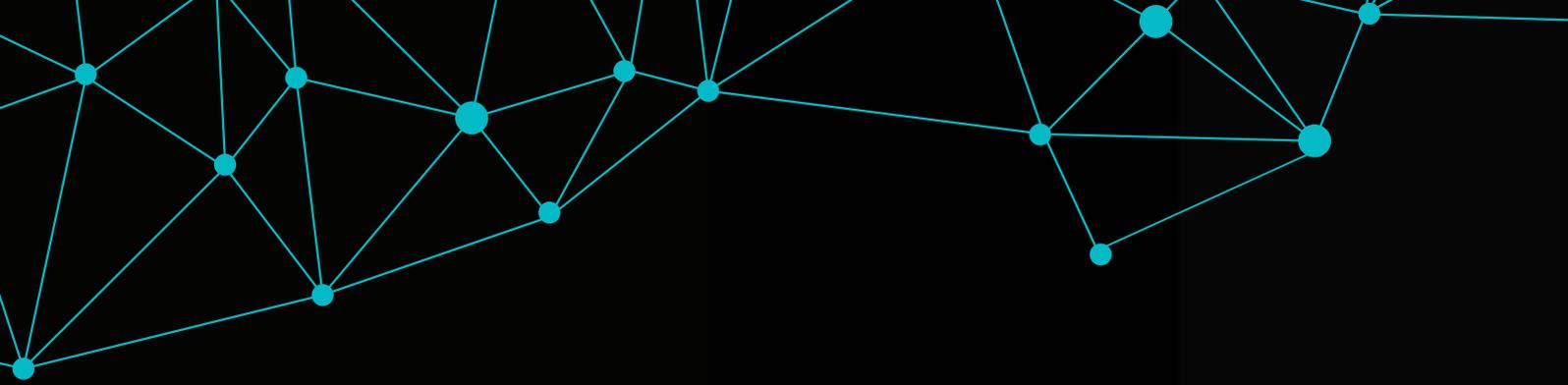
The initiative aims to turn Queensland regions into hubs for innovation and enterprise. It will enable local entrepreneurs, business leaders and key industries to collaborate closely with government to harness innovation and unlock business potential, strengthen existing industries and prepare regional Queenslanders for jobs of the future.

It's a tailored approach to connecting local efforts, harnessing existing strengths and building regional capability. The intention is to build networks of innovative communities that reflect the diversity of Queensland's regions, draw people together and boost grass-roots innovation activities.

Proudly Supported by:



**Queensland  
Government**



# WHAT IS INNOVATION?

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At its simplest, innovation is about **generating new ideas**.  
To be innovative is to be **creative and an action taker**.  
It is about **solving a problem** through new products, services,  
or business models, which **generates value** for the  
customer, company or community.

# WHY INNOVATION AND THE SUNSHINE COAST?

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#SCRIPT presents a chance to boost the **economy & career prospects** on the Sunshine Coast. Sunshine Coast is a great place to live and is renowned for its tourism and lifestyle and now we have the opportunity to boost its business reputation as well as to attract ambitious movers and shakers and large companies to base themselves on the Sunshine

Coast.

This is a chance to make Sunshine Coast an **internationally-recognised, entrepreneurial region** where organisations can work together to accomplish great innovation and recognise that via the sum of our parts we can achieve more than we could individually.

ating value from ideas.

agent of change.

products, services

ue for either the



# What will success look like?

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Approval and implementation of several different capacity- building programs, across a multiplicity of industries, aligned with key priority areas and industries.

Increased community conversations about the innovation agenda across the Sunshine Coast

Entrepreneurs being attracted to the region from interstate and overseas

Companies choosing to relocate or establish their businesses on the Sunshine Coast

Greater jobs and more opportunities

Increase in capital investment, in business and the community

SMEs being supported to create and innovate

Positive publicity and media exposure about Sunshine Coast, the SCRIPT program and business prosperity

## OUR TARGET AUDIENCE & STAKEHOLDERS

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### INNOVATORS

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#### **INNOVATORS:**

with enterprising plans to take new ideas to market, across the Sunshine Coast or around the globe.



### COMMUNITY & BEYOND

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#### **SUNSHINE COAST**

#### **COMMUNITY & BEYOND:**

Our communities who will benefit from the delivery and implementation of the projects including university and high school students, organisational leaders, SME and business owners, and the broader communities.



### FUNDING PARTNERS

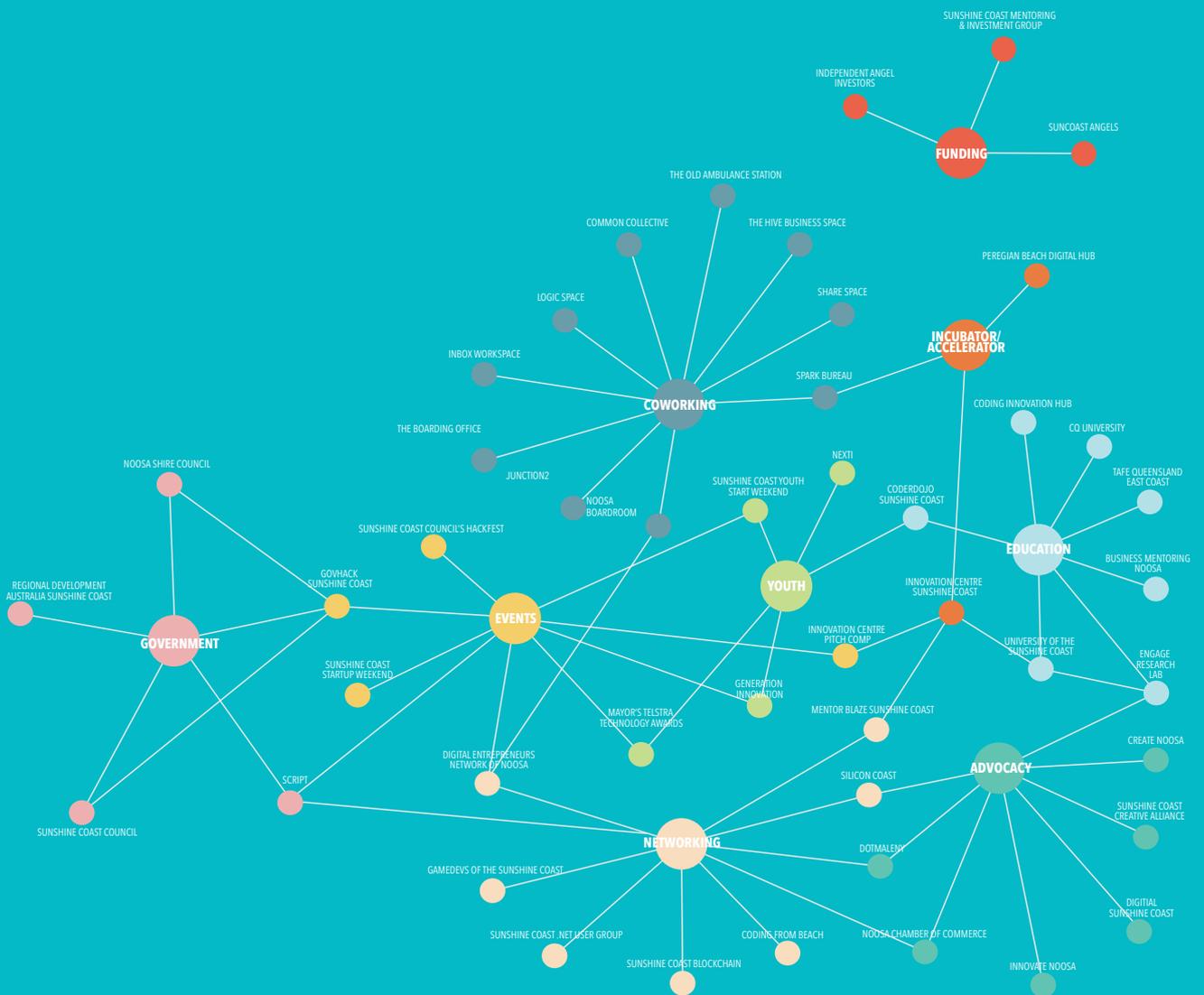
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#### **FUNDING PARTNERS:**

The State Government and the 31 funding partners who are responsible for financing the innovation agenda.

# Innovation Ecosystem

How are we transforming the Sunshine Coast



# From Informal to Formal

## CAPTURING THE VALUE AND INVESTMENT



### PRIORITY AREAS:

- Increased volume and higher quality connections
- Creation of an innovation benchmark, incorporating social capital measures
- Skills and education programs for all businesses

### RESULTING IN:

- New products and services
- Growth in sales and exports
- Job creation and talent attraction
- Business migration to the region
- Increased investment



## **FROM : An informal referral system**

- Where outcomes cannot be tracked
- High transaction costs and missed opportunities

## **TO: A formalised system where there are:**

- Increased volume and higher quality connections – building social capital, including:
  - Targeted and facilitated introductions via the Regional Innovation Coordinator
  - Events and festivals
  - Region-wide platform for connecting and sharing
- Newsworthy measures of success (Creation of an Innovation benchmark)
- Tailor-made skills and education programs (including incubators and/or accelerator programs) in high priority areas



# Our Journey to Success

#SCRIPT has been developed through extensive community and business sector consultation to build a program that responds to the needs of Sunshine Coast to grow the economy and provide stronger diversification and job opportunities. The story of our progress is highlighted below:

## KICK START

DEC 2016

MARCH 2017

JUNE 2017



### SUBMISSION & PRESENTATION

Submission and presentation of business case for Advancing Regional Innovation Program

Queensland Government approves funding for the project

Preparation of governance & program documents

Recruitment of Regional Innovation Coordinator

Over 80 people attended 2 workshops, more than 30 interviews with community innovation members and leaders, 900 emails including correspondence, scheduling, and agenda setting, over 25 bi-weekly calls, over 5 stakeholder meetings, and over a month of weekly webinars.

Build project business case and collate community engagement data to define community needs and project outcomes.

Sign up more than 27 co-funding partners and collaborators



## Commencement of Regional Innovation Benchmark Project with University of Sunshine Coast

1st Project approval

2nd Project approval

3rd Project approval

Research and Development Lab Project  
– 9 community consultation events with 90 people attending the RnD Lab project



SEPT 2017

DEC 2017

MARCH 2018

JUNE 2018

### Queensland Government funding agreement negotiated and signed

Selection and appointment of Steering Committee

Public launch of program October 2017

1st meeting of steering committee in October

Finalisation of Terms of Reference and program guidelines



### MYRIAD FESTIVAL

attendance by 16 Sunshine Coast entrepreneurs

4th Project approval

5th Project approval

6th Project approval

# OUR PROJECTS & INVESTMENTS

## Regional Innovation Benchmark Project (RIB)

The entrepreneurial ecosystems in the region highlights the importance of creating strong regional entrepreneurship ecosystems, and measuring the outcomes, processes and effectiveness of policy and program interventions. This research project aims to investigate the dynamics of regional innovation within the region, by focusing on innovation performance, entrepreneurial diversity and collaboration.

The Regional Innovation Benchmark will document innovation activity in the region in the form of annual benchmarking reports and will provide a series of innovation measures over three years from a representative sample of Sunshine Coast firms, at differing stages of development. This will provide a broad and evolving picture of the region's development, comparing the five priority areas. The findings will report on several performance measures, such as:

- 1 Networking, collaboration and partnerships
- 2 Supply chain development
- 3 New product, service, process and business model innovation
- 4 Productivity changes
- 5 Anticipated job creation
- 6 Local employment and talent retention
- 7 Capital invested

### Case Studies

Ten funded #SCRIPT projects will be followed as case studies (two per priority area) to gain insights into the collaboration processes and outcomes of funded projects. These case studies can be used by #SCRIPT to profile the outcomes achieved and develop good practice examples.

### Final Report

The final report will summarise the outputs of the project from 2018-2020, which can serve as supporting documentation when reporting to Queensland Government, Advancing Regional Innovation Program.

# Investments to date

# SCRIPT has approved and funded the following projects:



## Innovation Masterclass

An innovation workshop aimed at the significant market of SMEs on the Sunshine Coast. Differentiator being it is not just tech based, but all business industries. (\$10K)

<https://www.causewayinnovation.com>



## STRIVE project

A workshop combining the skills and talents of three local organisations (a Public Relations Business, A Presenting Business and Partnerships organisation). Together, educating the community, particularly small and medium enterprise group on how best to utilise these skills to further business and business output. (\$5k)

<http://digitalsunshinecoast.com.au/news/the-strive-project>



## E-Games Tournament

Social Media Mastery (a local business) in conjunction with USC, is delivering a weekend tournament to high school students in the form of an E-Games sport tournament which will simultaneously highlight the career prospects in the E-Games and serious games industry, thus improving job prospects for Sunshine Coast youth. (\$4k)

<https://socialmediamastery.com.au>



### **Australian Health Accelerator Program**

AHx will proactively assist entrepreneurs in the MedTech, Health and Wellbeing sectors to develop and scale their business. Sunshine Coast entrepreneurs are set to benefit from a new six-month Australian Health Accelerator (AH-x) Program to commence from September 2018. The AH-x will be based at the Sunshine Coast Health Institute and run by the Innovation Centre Sunshine Coast – Australia’s most successful regional business accelerator. (\$28k)

<https://innovationcentre.com.au/healthaccelerator>



### **THRIVE Creative and Health Forum**

THRIVE was an intensive two-day forum that explored creative intervention and healthcare innovation across the country. The forum highlighted the social and economic value that can be produced when creative thinkers, arts, and health professionals collaborate to deliver innovative projects with health and well-being outcomes. Hosted by The Old Ambulance Station and Sunshine Coast Creative Alliance, THRIVE featured 25 leading local and national presenters, facilitators and artists. (\$7k)

<http://theoldambulancestation.com/whats-on/past/>

**“this project will shape the culture of innovation and collaboration on the coast”**

**~Julie Coulthard, Founder of Inkee for Strive Project**





## Mayor's Telstra Technology Awards

Recognition and investment in young people becoming innovators and entrepreneurs on the Sunshine Coast. The competition is focused on bringing creative ideas to life by connecting students with industry mentors to develop entrepreneurial thinking. (\$28 k)

<http://www.digitalsunshinecoast.com.au/organisation/mayors-telstra-technology-awards>

“Funding from #SCRIPT enabled us to form Strive Project and draw on our particular skill-sets in human behaviour, public speaking and public relations. We were able to create an interactive presentation to educate and inspire the business, entrepreneurial and student communities on how to present, partner and promote for impact. Without the funding, we could not have coordinated such a large scale event, nor included many TAFE Queensland cohorts in its delivery. We believe this project will shape the culture of innovation and collaboration on the coast and increase the levels of confidence when talking about their offering and storytelling to grow their ventures.”

**~Julie Coulthard, Founder  
of Inkee for Strive Project**

# Snapshot of Regional Innovators

## #SCRIPT SPONSORED 16 BUSINESSES TO ATTEND MYRIAD 2018

**The Myriad Festival 2018 brings together the world's most influential thinkers, entrepreneurs, and innovators to Queensland for Australia's premier technology and innovation event.**

The event attracts more than 100 speakers and 5,000 participants to network and invest in innovation.

The world is hungrily searching for the next brilliant person or project to invest in, and the Myriad Festival brings them to Australia to find it. There's a wealth of talent and entrepreneurial spirit at the festival, and Myriad creates an unprecedented direct link to Silicon Valley.

#SCRIPT identified and sponsored several local Sunshine Coast businesses to attend and network at Myriad Festival 2018, four of whom also had the chance to pitch to USA venture capitalists.







# Startup Onramp

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**Startup Onramp is set to launch on the Sunshine Coast in September 2018.**

Startup Onramp is a 12-week training and mentoring program that gives new and aspiring founders the skills, advice and networks they need to launch and grow their company.

According to Startup Onramp founder Colin Kinner, the program's core mission is to help people make the transition from employee to entrepreneur, and to give them a solid grounding in how to start a successful tech company.

Jacqui Price has been appointed the lead Facilitator for the Sunshine Coast's first Startup Onramp program. Jacqui recently completed the successful delivery of the the Innovation Centre's Grow Coastal 2018 Food Accelerator program and brings extensive product commercialisation experience to the role.

Jacqui will be supported by Gary Swanepoel, Co-founder of Junction 2 Coworking Space and Founding Board Member of Innovate Noosa, along with Coby Sullivan, Regional Innovation Coordinator for #SCRIPT and related partners.

StartUp OnRamp is Proudly supported by Advance Queensland and #SCRIPT



**Queensland  
Government**

# Advancing Regional Innovation Program Launch Photos

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# ENGAGING IN REGIONAL INNOVATION

## How to be Involved

Do you have a project that sounds like a good fit?

Here's the process to apply for investment:

1

Discuss your project proposal with the Regional Innovation Coordinator: [hello@sunshinecoastinnovation.com.au](mailto:hello@sunshinecoastinnovation.com.au)

2

If your project aligns with SCRIPT objectives, you will receive the Project Application Form to complete and submit.

3

Project Application Forms will be received and reviewed by the Regional Innovation Coordinator. If they appear to meet SCRIPT criteria, the application will be passed on to the Steering Committee for appraisal.

4

Committee Meetings are typically held once a month.

5

You may be invited to pitch your idea to the committee and afterwards, they may ask further questions to ensure the project fits SCRIPT investment criteria.

6

The Steering Committee will then determine an outcome (approved/not approved at this stage/conditional).

7

If approved, and once any conditions have been met, you will accept responsibility for the program and sign an investment agreement with SCRIPT.

8

Following the delivery of your program, submit feedback and a report as part of the acquittals process, to a satisfactory standard, as deemed by the Steering Committee.

To discuss how you can become an **innovation partner** or to discuss a **project proposal** contact the Regional Innovation Coordinator at: [hello@sunshinecoastinnovation.com.au](mailto:hello@sunshinecoastinnovation.com.au)

# Contact Us

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## Sunshine Coast Regional Innovation Pipeline Team | #SCRIPT

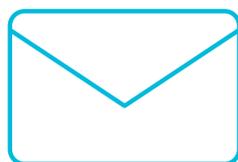
COBY SULLIVAN  
Regional Innovation Coordinator

Executing on the  
Advance Queensland  
Regional Innovation  
Program



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### Email



[hello@sunshinecoastinnovation.com.au](mailto:hello@sunshinecoastinnovation.com.au)

### Website



[www.sunshinecoastinnovation.com.au](http://www.sunshinecoastinnovation.com.au)





# CONTACT US



Sunshine Coast Regional Innovation Pipeline Team | #SCRIPT



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[www.sunshinecoastinnovation.com.au](http://www.sunshinecoastinnovation.com.au)

Executing on the Advance Queensland Regional Innovation Program