

# STRATEGIC DIRECTIONS

2023-28

Together with our clients, partners and supporters, we connect, promote and grow the ACT innovation ecosystem. In doing so, we engage with entrepreneurs and innovators, startups, SMEs and established businesses, researchers, youth and students, governments and NGOs, higher education and research institutions, corporates as well as with the general public.

## COMPANY OBJECTS

- Provide a network linking businesses and entrepreneurs to services, facilities and stakeholders that accelerate their innovation and growth.
- Promote a culture of innovation and entrepreneurship in the ACT.
- Take a central role in growing the innovation ecosystem in the ACT and building individual and corporate capability.
- Develop innovative approaches to provide services that support the growth and diversity of the ACT economy.

## VISION

Canberra is a clever, connected, creative city where entrepreneurs and innovative businesses build on our excellence in research and innovation to create social and economic benefits for all.

## PURPOSE

**Empowering entrepreneurial people to make an impact and change the world.**

## PRINCIPLES

Our vision and mission are enabled by three guiding principles:

The **Collective Impact** principle underpins how and why the stakeholders come together in CBRIN, the **Rainforest-like culture** is all about sharing, leveraging and maximising connections with a collaborative and inclusive mindset. And finally, we are building a balanced and **Innovation-driven entrepreneurial (IDE) ecosystem**.

These principles are based on world-class innovation research and best practice.

## STRATEGIC DIRECTIONS

### Direction 1: Innovation Capacity



Build capability in segments of the community that do not identify as entrepreneurs to drive more innovation, collaboration and job creating entrepreneurship.

### Direction 2: Entrepreneurial Capacity



Grow the entrepreneurial capacity of our innovation ecosystem by developing, delivering and linking programs and resources that support growth of ambitious innovation and technology companies.

### Direction 3: Placemaking



Operate ACT's central innovation hub with active linkages to a powerful network of innovation precincts that work together to grow new industries and solve complex problems by leveraging science, innovation and entrepreneurship.

## HORIZONTAL THEMES

- **Community of Communities.** We act as a catalyst, multiplier and a glue of the ecosystem, promoting a culture of collaborative innovation that connects and lifts everyone.
- **Broader reach.** Through storytelling we highlight legendary as well as ordinary local entrepreneurs, exemplar innovation and technology companies and ground-breaking innovations that Canberrans can be proud of.
- **Growing diversity.** We continue to experiment with ways to support more people from underrepresented groups in innovation and entrepreneurship.
- **Government and community as customers and partners.** We work with our community and government to develop collaborative innovation solutions for a better future.
- **Network growth.** We experiment with new engagement mechanisms for high-growth innovative companies, venture capital providers, higher education and research institutions and those who contribute to the strength of our network.

## AMPLIFICATION AREAS

- **Funding.** We will work with ACT Government to dedicate funding for innovation grants to support critical phases of growth of innovation ventures (startup, scale up and SMEs).
- **Partnering.** We will engage people in complex problem solving for governments and corporates, enable clustering of sectors and connect them to innovation.
- **Marketing.** Amplified marketing is essential for us to broaden the innovation community, build innovation brand value and establish new partnerships and recognition nationally and internationally.
- **Collaboration.** We will work towards increasing connectivity of all resources in the network - emerging incubators, programs, makerspaces and innovation initiatives.
- **Building.** Working towards acquiring the entire building, we will partner with the ACT Government to operate an iconic central Innovation Hub for the ACT that will include scale up space for companies in their 'teenage' years.



## INCUBATION

A team of mentors, experts and advisers that support startups and established businesses to grow and scale to national and international markets.



## ACCELERATION

Structured programs led by seasoned Canberra business founders, who mentor and invest in selected startups to create successful businesses.



## FUNDING

A range of funding opportunities, grants in collaboration with the ACT Government, workshop scholarships and pathways to investment and capital.



## COLLABORATION

Connecting the brightest and most innovative minds to solve industry, corporate and social challenges in a creative, curated and facilitated atmosphere.



## COWORKING

A thriving coworking community in the city centre and an interactive support network for innovators and entrepreneurs across the Canberra region.



## INNOVATION SKILLS

Practical workshops that help participants master lean innovation and advanced startup techniques. For entrepreneurs, researchers and corporates.



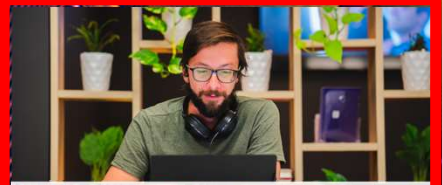
## EVENTS

Calendar of events that energise, share stories and encourage collaboration between investors entrepreneurs, researchers, and innovators of all sorts.



## NETWORKING

Attend First Wednesday Connect, and connect with everyone you need to know in our innovation ecosystem. Every First Wednesday of the month.



## CONSULTATIONS

Book a 30 min Intro Meeting to find the right information, opportunities and connections to help you turn your idea into a high impact, commercial reality.

Right now the world needs more ideas, more entrepreneurs and more businesses. Whatever stage your business is in, there are a range of opportunities in Canberra: we'd love to talk to you about the possibilities. Book an Intro Meeting to start!

>>> [cbrin.com.au](http://cbrin.com.au)  
Turn your impossible into the possible.

# WORKPLAN 2024-25

## Implementing the 2023-2028 Strategic Directions

Together with our clients, partners and supporters, we connect, promote and grow the ACT innovation ecosystem. In doing so, we engage with entrepreneurs and innovators, startups, SMEs and established businesses, researchers, youth and students, governments and NGOs, higher education and research institutions, corporates as well as with the general public.

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#### 1.1 INNOVATION SKILLS

**Objective** Scope and deliver events and initiatives that introduce and enhance innovation skills and capability in the broader community, including students, researchers, government, NGOs, under-represented groups, etc.

**Activities** Innovation educational, networking and introductory events targeted at different audiences

**KPIs**  
12 events, 1 InnovationACT  
400 participants

#### 2.1 ENTREPRENEUR PIPELINE

**Objective** Build a strong pipeline of entrepreneurs and innovators and triage them into programs and services that support their progress, and link them to funding, entrepreneur education and mentoring.

**Activities** Intro meetings, Innovation Connect Grants, education and networking events

**KPIs** 200+ participants, 150 intro meetings, 2 grant ICON funding rounds with \$400k+ deployed to 14+ ventures

#### 3.1 ECOSYSTEM ENGAGEMENT

**Objective** Collaborate to design and deliver a comprehensive set of engagement activities and events that connect, grow and diversify the innovation ecosystem and support delivery of other objectives in this workplan.

**Activities** Marketing, outreach, PR, events, partner & external engagement

**KPIs** 150 events, 5,000 participants, 20 stories, 4 events for under-represented groups, 1 showcase, 10 external (intern., national, regional) engagements

#### 1.2 COLLABORATIVE INNOVATION

**Objective** Design and deliver collaborative events, challenges and hackathons that activate partnerships, support growth of key sectors and help government, corporates and community address 'wicked' problems through collaboration & innovation.

**Activities** Collaborative innovation events, hackathons and competitions, and a series of systemic collaborations

**KPIs**  
12 events, 300 participations, 3 sectors

#### 2.2 GROWTH PROGRAMS

**Objective** Deliver programs and services that contribute to growth of innovative ventures, including deep tech, social impact, startups, scaleups and SMEs.

**Activities** Mill House, Griffin, Scale Up Program, SME Program, Mentor & investor network, Mentor and investor connections

**KPIs** 40 ventures assisted p.a., 90 founder sessions p.a., 30 mentors engaged p.q.

#### 3.2 INNOVATION HUB(S)

**Objective** Deliver and grow coworking in the central innovation hub, work with others to connect their hubs into a network offering for entrepreneurs & innovators in Canberra and beyond.

**Activities** central hub operation and improvements, Launch on NB operation, events, coordination w other hubs

**KPIs**  
170+ co-workers in 50+ companies  
20 connected events at hubs  
Expansion to open ScaleUp & SME hub

# 2024 IMPACT REPORT

## What is the economic impact and ROI in CBRIN?

This report was prepared by PwC Australia, it estimates CBRIN's economic impact and can be downloaded at [www.cbrin.com.au/impact](http://www.cbrin.com.au/impact).

### Stakeholder reported benefits

Increased skills & capacity

86%

Businesses realising at least 1 identified outcome

92%

CBRIN's impact was high/critical in achieving outcomes

53%

\$1 of ACT Government funding (cash) directly supported

\$53

of *direct* GSP over 2022-2024

equivalent to

\$320m

### CBRIN's contribution to business outcomes

Validate & progress new ideas

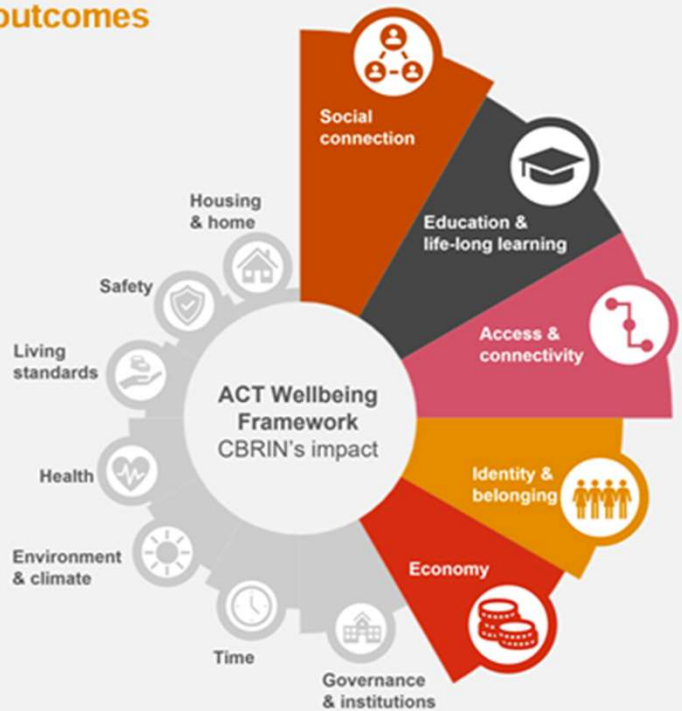
Think more commercially

Establish connections

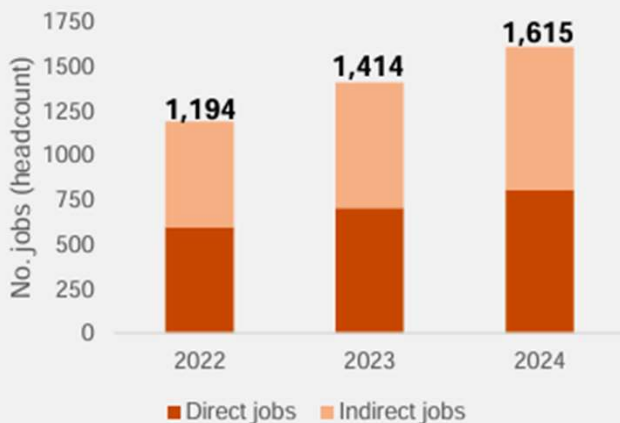
Ambition, purpose & vision

Manage a business

### CBRIN's contribution to wellbeing outcomes



### Employment impact by component (headcount)



### GSP impact by component (\$2024, million)

