

SME Export Hubs - Growth Centre Priorities

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Purpose

The [Small and Medium Enterprises \(SME\) Export Hubs grant opportunity](#)¹ will build upon existing clustering activities being undertaken by the [Growth Centres](#), as well as other regional development initiatives.

It will fund new and existing export hubs in the Growth Centre sectors:

- Advanced Manufacturing
- Cyber Security
- Food and Agribusiness
- Medical Technologies and Pharmaceuticals
- Mining Equipment Technology and Services
- Oil, Gas and Energy Resources.

Export hubs will be expected to align with national strategies, as outlined in the Growth Centres' Sector Competitiveness Plans.

Under the merit criteria for the SME Export Hubs grant opportunity, expressions of interest will be required to demonstrate how their proposed export hubs address one or more Growth Centres' strategic priorities (including promoting cyber resilience within the hub and participating SMEs).

This paper summarises the Industry Growth Centres Initiative and provides a brief overview of the strategic priorities of each Growth Centre, including:

- Priorities for the SME Export Hubs grant opportunity
- Expectations for applications
- How to engage with individual Growth Centres throughout the application process.

This will assist applicants in filling out expressions of interest and grant applications.

Industry Growth Centres Initiative

The Industry Growth Centres Initiative (the Initiative) is an industry-led approach driving innovation, productivity and competitiveness by focusing on areas of competitive strength and strategic priority.

The Initiative is helping Australia transition into smart, high value and export focused industries, and working with industry sectors to build stronger futures for themselves.

¹ <https://www.business.gov.au/assistance/small-and-medium-enterprises-export-hubs>

Under the Initiative, six Growth Centres have been established in industry sectors of competitive strength and strategic priority, outlined below.

Growth Centres are leading cultural change in their sectors by focusing on four key areas:

- Improving access to global supply chains and international opportunities
- Enhancing management and workforce skills
- Increasing collaboration and commercialisation
- Optimising the regulatory environment.

All six Growth Centres have published Sector Competitiveness Plans, which are strategic visions that highlight opportunities and activities to boost sector productivity and drive cultural change in each sector.

The remainder of this section provides an overview of each Growth Centre and their priorities in terms of the SME Export Hubs grant opportunity. The Growth Centres have provided this advice to the department to inform the development of expressions of interests and applications.

Advanced Manufacturing

The [Advanced Manufacturing Growth Centre Ltd \(AMGC\)](#) is working with the advanced manufacturing sector to drive cultural change and increase the competitiveness.

The future of Australian manufacturing lies in developing high tech, high skill, value added products and processes for global markets. There is a growing market for advanced manufacturers that not only create finished products but add value at every stage within the global supply chain. The AMGC is actively working with industry stakeholders to enable Australian advanced manufacturers to seize these opportunities.

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 production relocated in Australia 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 in-market sales professionals 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

Website: www.amgc.org.au

Cyber Security

The Cyber Security Growth Centre, [AustCyber](#), is committed to the development of a vibrant and globally competitive Australian cyber security industry that will reduce the impacts of cybercrime, protect Australia's national security and drive increased value in our economy.

AustCyber is led by the needs of the cyber security sector and supports businesses from ideation to export, while acting as a multiplier and connector for the industry. Its strategies and activities have been carefully designed to strengthen the competitiveness of Australia's cyber security industry while complementing, and avoiding duplication with, other plans and initiatives within the Australian ecosystem.

AustCyber works with startups, scale-ups, corporates, venture capital funds, government agencies, research organisations, educational institutes and more. Areas of focus include increasing the size, capability and maturity of Australia's cyber security industry and identifying export opportunities. Additionally, AustCyber recognises the importance of a skilled workforce, and delivers programs that attract, train and retain the best and brightest to pursue careers in cyber security.

Sector priorities that applicants should address

All applicants (regardless of the hub sector) should demonstrate how:

- Their activities will address cyber awareness and resilience among participating SMEs
- They will identify and address gaps in participating SMEs' cyber capabilities
- They will raise awareness of cyber-related legislation that may impact export activities.

AustCyber initiatives that export hubs can leverage

AustCyber recommends that export hubs leverage cyber security advice provided by the Australian Government to support the development of their applications, as well as the operationalisation of their hubs. This advice is tiered to different levels of digital, and cyber, literacy as well as security requirements. The main entry points for this advice are:

- [Australian Cyber Security Centre](#)
- [Stay Smart Online](#).

Additionally, export hubs may be required to comply with requirements under the Mandatory Data Breach scheme as set out by the Office of the Australian Information Commissioner. The Commissioner's [website](#) contains a range of tools and resources to assist entities to understand and comply with these requirements.

For more tailored support, AustCyber can help connect export hub participants to Australian cyber security products and services that will help to improve the individual and collective cyber resilience of export hub participants.

Some examples of known and trusted Australian cyber security solutions that provide targeted advice and support to SMEs include:

- [Security Colony](#) by Hivint
- [CarbonCore](#) by Enex Carbon
- [Crystal Eye](#) by RedPirhana.

AustCyber's involvement with applications

Where export hubs have a specific focus on the cyber security sector, AustCyber would like to engage early in the development of their activities to ensure proposed program of work strategically align with, and do not duplicate, existing activities of the Growth Centre.

In cases where cyber security is not an explicit program of work, AustCyber is available as a sounding board to guide export hubs and their participants toward appropriate advice, products and services.

Contact Details

Applicants aiming to develop an export hub focussed on the cyber security sector should direct inquiries to info@austcyber.com.

Website: www.austcyber.com

Food and Agribusiness

The Food and Agribusiness Growth Centre, known as [Food Innovation Australia Ltd \(FIAL\)](#), is building capability and encouraging collaboration and innovation in the Australian food and agribusiness sector.

FIAL is leading cultural change in the food and agribusiness sector, with the aim to inspire sharing and collaboration across the value chain – this will drive competition and increase productivity across the industry.

Australia is well positioned to take advantage of the growing middle class in the Asia Pacific. Australian food and agribusiness already produces enough food to feed over 130 million people, five times its population. FIAL is working with its sector to grow the share of Australian food in the global marketplace.

To achieve the objectives of the Industry Growth Centres Initiative, FIAL delivers programmes and services that fall under three pillars: sharing knowledge, building capabilities, and creating connections.

Sector priorities that applicants should address

Expressions of Interest should address the FIAL “Researcher and Development Priority Areas” and/or the “Management Capability Priority Areas”, summarised below.

Researcher and Development Priorities:

- A Global Market Place
- Future Consumers
- Enhanced Production and Value Addition
- Food Security and Sustainability.

Management Capability Priorities:

- Learning and development models that build the leadership skills and knowledge of the industry and government for better business results
- Managerial systems for the administration of operations such as business and strategic planning, including technical systems like innovation strategies for the effective and efficient use of scarce resources
- Physical and technical systems such as software and robotics that improve efficiencies and reduce costs of production through automation, whilst improving data management of business and customer information, through the use of customer relationship management platforms.

Further information can be found in FIAL’s [Sector Competitiveness Plan](#) (p.16-20).

FIAL initiatives that export hubs can leverage

Depending on the focus of the hub, FIAL delivers several initiatives that could be leveraged by applicants. These include:

- Capability building [workshops](#) and [events](#)
- Programs helping to connect businesses to international markets, such as:
 - [UK Accelerator Programme](#)
 - [China Mentoring Programme](#).
- International trade shows and missions, such as:
 - [Thailand Food and Beverage Mission](#)
 - [Food and Hotel China 2018](#).

Hub members could also sign up to FIAL's tools and platforms, which can help them access market data, connect to qualified international buyers, and connect to expert consultants that can provide advice around building healthier foods:

- [Australian Food Catalogue](#)
- [Market Insights and Information Portal](#)

Finally, hubs may be able to leverage some of FIAL's [funding programs](#).

FIAL's involvement with stage one and two applicants

- FIAL may provide assistance in helping applicants develop regional plans for EOI proposals, if resources are available.
- FIAL will assist applicants with their Stage 2 applications, noting that the level of support provided will depend on the maturity and capability of the applicant organisation.

FIAL's assistance to successful applicants

FIAL will put in place activities to help connect successful applicants in the food and agribusiness sector, including:

- A fortnightly newsletter
- Monthly teleconferences with all food and agribusiness hub managers
- A bi-annual face to face event with guest speakers from around the world attending to share best practice with successful applicants.

A FIAL representative will also work with successful food and agribusiness hubs to provide business and commercial support and guidance, and to bring a national perspective to the regional focus of the hub.

Contact Details

Email: info@fial.com.au Telephone: 03 9731 3422 Website: www.fial.com.au

Medical Technologies and Pharmaceuticals

The Medical Technologies and Pharmaceuticals Growth Centre, known as [MTPConnect](#), is working to forge stronger connections between research and industry, maximising opportunities for Australians to not only make scientific and technological breakthroughs, but to see them developed to proof-of-concept stage and successfully commercialised.

MTPConnect raises awareness, fosters collaboration and competition, aggregates existing knowledge and shares it with the broader sector. We also work to build workforce skills and improve access to international markets and global supply chains to create additional opportunities for start-ups, SMEs and other entities in Australia.

Sector priorities that applicants should address

MTPConnect has seven key Sector Growth Priorities identified in its 10-year [Sector Competitiveness Plan](#) (SCP).

Expressions of Interest should address the below priorities identified by MTPConnect:

- Priority 1: Identify and invest in Knowledge Priorities focused on current and future market needs
- Priority 3: Transform the SME sub-sector to support the growth of smaller companies into larger, more stable and successful companies
- Priority 6: Position Australia as the preferred partner for emerging Asian markets.

MTPConnect initiatives that export hubs can leverage

MTPConnect has formed a partnership with BioPacific Partners centred around an [SME Strategic Innovation Initiative](#). The Initiative will assist Australian medical technology and pharmaceutical companies to better position themselves to engage successfully with multinational companies to boost engagement between Australian SMEs and potential multinational partners, accelerating deal flow within the global value chain.

MTPConnect assistance to successful applicants

MTPConnect engages with Austrade, and partners on international market access missions to support Australian MTP companies break into global markets.

We also work closely with the Entrepreneur's Programme and its Accelerating Commercialisation subelement. By working closely with the Department of Industry, Innovation and Science we have access to extensive global, national and local networks in the MTP area. MTPConnect will leverage these existing relationships and forge new relationships with the export hubs to actively promote the MTP sector.

Contact Details

MTPConnect encourages applicants to keep in touch with initiatives via our [website](#), where they can subscribe to MTPConnect's newsletter. MTPConnect's head office is in Victoria, with hubs in NSW, South Australia and Western Australia.

MTPConnect Head Office

New Horizons Building

Monash University

20 Research Way

Clayton VIC 3168

P: +61 3 9905 1753

Website: www.mtpconnect.org.au

Mining Equipment, Technology and Services

The Mining Equipment, Technology and Services (METS) Growth Centre, known as [METS Ignited](#), is working to strengthen Australia's position as a global hub for mining innovation, and enhance the global competitive advantage of the Australian METS industry.

The \$90 billion Australian METS industry is a global leader in mining innovation and is a significant contributor to the national economy. The sector has potential for further growth through exporting, technology development and the creation of new processes, services and products. METS Ignited is working to seize these opportunities.

METS Ignited's key objectives are to:

- Accelerate the commercialisation of technology
- Enhance METS technical and business capabilities
- Grow the export of Australian METS products and services
- Improve the regulatory environment in which METS operate.

METS Ignited works to address these objective via approaches that foster and promote collaboration across the METS and mining ecosystem and especially between the four key stakeholder groups of miners, METS companies, researchers and government.

Sector priorities that applicants should address

Expressions of Interest should address the below priorities:

- Digital mining including analytics, automation & robotics of the mining value chain
- Social licence including community engagement, environmental performance, mine rehabilitation and closure.

METS initiatives that export hubs can leverage

METS Ignited delivers several initiatives that could be leveraged by applicants:

- METS Ignited International Strategy (contact METS Ignited for further information)
- [METS Ignited Project Funds](#) for collaborative projects
- [METS Accelerator Program](#) (both national and regional), and related pilot accelerator support programs such as business case modelling, scale-up and take-off initiatives
- [METS Test Facilities](#) database
- [Clustering pilots](#) including geographic (e.g. [Bowen Basin](#)) and capability based.

METS Ignited is also available to assist with stakeholder engagement e.g., with Austmine, Minerals Council of Australia, Austrade, and other organisations.

METS involvement with stage one and two applicants

METS Ignited will engage early in the process to help the hubs determine their strategies and select key people, then leverage the hubs' capabilities, opportunities, co-operation projects and specific export strategies to continue to grow their capabilities, exports and community economic development.

Contact Details

Applicants should contact their nearest METS Ignited executive involved with export hub development in their part of Australia:

- Peter Clarke (Perth) (p.clarke@metsigned.org)
- Sarah Boucaut (Adelaide/Melbourne) (s.boucaut@metsigned.org)
- Clare Sykes (Sydney) (c.sykes@metsigned.org)
- Ian Dover (Brisbane) (i.dover@metsigned.org).

Website: www.metsigned.org

Oil, Gas and Energy Resources

The Oil, Gas and Energy Resources Growth Centre, known as [NERA \(National Energy Resources Australia\)](#), is working to create connections and support projects that demonstrate how the full potential of the Australian energy resources sector can be unlocked

Global energy demand is predicted to increase in coming decades. With a total gross value add of \$55 billion, Australia has developed one of the strongest energy resources industries in the world and is also on track to become the biggest exporter of liquefied national gas (LNG). The enormous investment by the energy resources sector in infrastructure, knowledge, capability and capacity gives Australia a global competitive advantage and means that we have a critical role to play in delivering affordable, reliable, efficient and low carbon energy to the world over the next decades.

Australia's energy resources sector today is focussed on being globally competitive, attracting more investment and creating new value and jobs. At the same time, it is responding to society's ambition to reduce carbon emissions and increase the role of renewables in the energy mix. NERA's strategic focus is on the innovation and technology that can improve the sector's competitiveness and transform the sector for the low carbon future of tomorrow.

Sector priorities that applicants should address

The NERA Sector Competitiveness Plan, launched in 2017 and updated in 2018, sets out a roadmap over a 10-year horizon to drive sector level innovation and productivity, with the potential to unlock \$10 billion of new value for the Australian economy, build globally competitive SMEs and new jobs.

The [2018 Update to NERA's SCP](#) sets out the eight Knowledge Priorities that applicants should address in their applications.

These are also summarised in the diagram on the following page.

NERA's Role

NERA is a not for profit, industry-led knowledge organisation, backed by the Australian Government, to create connections and support projects that help unlock the full potential of the Australian energy resources sector.

Strategic Focus

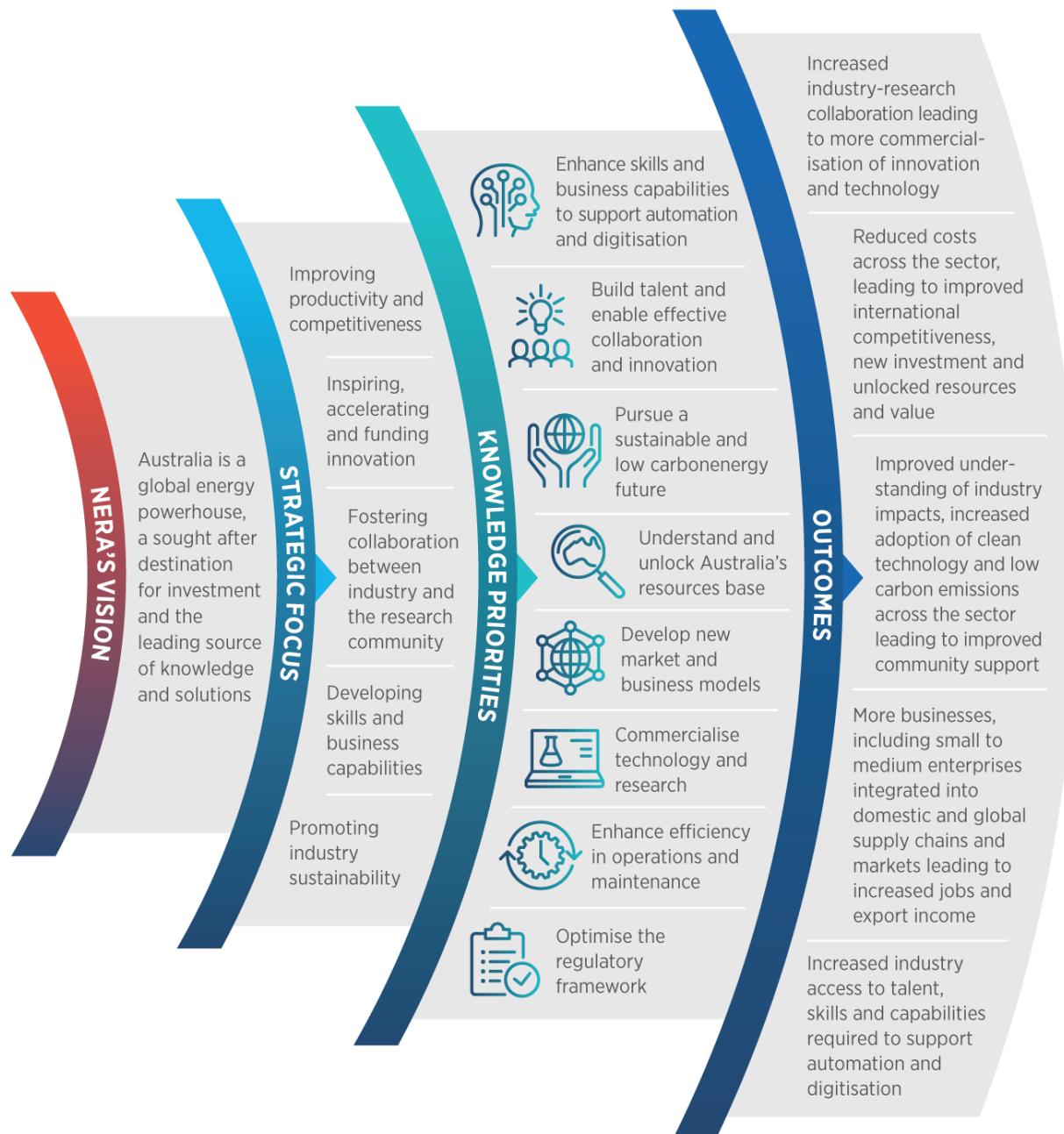
Innovation and technology to improve the sector's competitiveness today and transform the sector for the low carbon future of tomorrow through five strategic priorities:

Knowledge Priorities

This strategic focus then translates into eight knowledge priorities which underpin NERA's activities and engagement:

Outcomes

In 2018 we will continue to work across industry to achieve the following outcomes:



NERA initiatives that export hubs can leverage

Examples are set out in NERA's 2018 update to the SCP. See also NERA's [website](#) for information on key initiatives. Project examples and information can be found [here](#). In particular, see NERA's existing support for a national [Subsea Industry Cluster](#).

NERA assistance to successful applicants

NERA can offer support to export hubs connecting into the energy resources value chain.

Advisory Support

- Review and offer feedback on business plans for successful export hubs
- Advise on operating, governance and business structures for export hubs to consider
- Provide feedback on export strategies developed under the program.

Promotional Support

- Promote export hubs and their successes via NERA's communications channels, including web, social media, direct email, media releases etc.
- Publish case studies on successful export hubs
- Identify and introduce 'good fit' companies to relevant export hubs to help grow membership, capability and collaboration
- Use NERA's international connections to showcase export hub capability and expertise.

Networking Opportunities

- Providing opportunities for the export hub to network, showcase and exhibit their value proposition/s both collectively and where appropriate individually
- Facilitate connections to local firms with connections across the global supply chain
- Facilitate connections with other hubs, state and federal government agencies
- Subsidised access and assistance with NERA's online innovation and collaboration portal – [Nureka](#).

Contact Details

For further information on how NERA can assist with export hubs, contact:

Name	Contact Details
Roma Sharp NERA SME Engagement Manager	1300 589 310 Roma.sharp@nera.org.au
Paul Hodgson NERA General Manager Innovation and Stakeholder Engagement (East Coast)	1300 589 310 Paul.hodgson@nera.org.au

Website: www.nera.org.au