

SME Export Hubs - Growth Centre Priorities

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Table of Contents

Purpose	3
Industry Growth Centres Initiative	3
Advanced Manufacturing	5
Sector priorities that applicants should address.....	5
AMGC’s involvement with applications	5
Contact Details	5
Cyber Security	6
Sector priorities that applicants should address.....	6
AustCyber initiatives that export hubs can leverage.....	8
AustCyber’s involvement with applications	8
Contact Details	8
Food and Agribusiness	9
Sector priorities that applicants should address.....	9
FIAL initiatives that export hubs can leverage.....	10
FIAL’s involvement with stage one and two applicants	10
FIAL’s assistance to successful applicants	10
Contact Details	10
Medical Technologies and Pharmaceuticals	10
Sector priorities that applicants should address.....	11
MTPConnect initiatives that export hubs can leverage	11
MTPConnect assistance to successful applicants	11
Contact Details	12
Mining Equipment, Technology and Services.....	12
Sector priorities that applicants should address.....	12
METS initiatives that export hubs can leverage	12
METS involvement with stage one and two applicants	13
Contact Details	13
Oil, Gas and Energy Resources	13
Sector priorities that applicants should address.....	14
NERA initiatives that export hubs can leverage	14
NERA assistance to successful applicants	14
Contact Details	15

Purpose

The [Small and Medium Enterprises \(SME\) Export Hubs grant opportunity](#)¹ will build upon existing clustering activities being undertaken by the [Growth Centres](#)², 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 the proposed export hub addresses 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; and
- 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.

Under the Initiative, the government is funding six Growth Centres as not-for-profit companies, to set the future direction and lead cultural change in the following six industry sectors:

- Advanced Manufacturing
- Cyber Security
- Food and agribusiness

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

² <https://www.industry.gov.au/strategies-for-the-future/growth-centres>

- Medical technologies and pharmaceuticals
- Mining equipment, technology and services (METS)
- Oil, gas and energy resources

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

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

- increasing collaboration and commercialisation
- improving international opportunities and market access
- enhancing management and workforce skills
- identifying opportunities for regulatory reform

All six Growth Centres have published Sector Competitiveness Plans, which are 10-year strategic visions highlighting opportunities and activities to boost sector productivity and drive cultural change in each sector.

This document provides an overview of each Growth Centre and its priorities. Interested applicants should review these priorities and take them into consideration when applying for SME Export Hubs grant opportunities. The Growth Centres have provided this advice to the department to inform the development of expressions of interests and applications.

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.

Advanced Manufacturing

The [Advanced Manufacturing Growth Centre Ltd \(AMGC\)](#) is working with the manufacturing sector to drive cultural change, increase competitiveness, unlock new commercial opportunities and foster innovation.

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 drive increased value in our economy and protect Australia's national security.

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

AustCyber works with start-ups, 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, identifying export opportunities and delivering programs that attract, train and retain the best and brightest to pursue careers in cyber security.

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

Sector priorities that applicants should address

1. Emerging prevention, detection and response technologies
 - a. Prevention: New ways of supporting the nation's cyber security by discovery and understanding of threats, vulnerabilities and opportunities
 - i. Being dynamic and pro-active with approaches to identifying vulnerabilities, including tools to better predict malicious actor drivers and behaviour
 - ii. Prioritising risks in order to maximise the value and impact of prevention efforts
 - iii. Classifying these vulnerabilities
 1. Exploitation by malicious actors
 2. Non-malicious events such as natural disasters, equipment failure and human error
 - iv. From this, developing national resilience, including

1. Encryption of data
 2. Distributed storage systems that mitigate the impact of a breach
 3. Improved user behaviour
- b. Detection: Discovering and assessing intrusions
 - i. Determining which technologies can be used to discover intrusions, and developing methods to differentiate this activity from normal human/machine behaviour
 - ii. Developing methods to detect a breach even if nothing has been affected yet
 - iii. Developing technology to increase the frequency of audits without hampering business activities or incurring significant costs
 - c. Response: Recovering from a breach
 - i. Determining what technologies can be used to remove all known infected systems, applications and devices from the network
 - ii. Understanding ways to embed lessons learned for human behaviour and workplace culture
 - iii. Increasing the speed at which cyber security breach info is shared across the community
 - iv. Ensuring systems continuity, including through self-healing systems
2. Identity, authentication and authorisation in the cyber domain
 - a. Finding new strategies and techniques for systems, applications and individuals to verify, identify and establish trust, including understanding the implications of the abuse of trust
 - b. Identifying ways to manage the increasing digital access points (and therefore threat vectors) because of trends toward integrated platforms and mobility
 - c. Identifying the best use of advanced sensors/intelligent devices to verify trust
3. Ensuring security, privacy, trust and ethical use of emerging technologies and services such as
 - a. Cloud computing
 - b. Cyber-physical systems, including IoT, robotics, self-driving cars etc.
 - c. Machine learning
 - d. Big data and data analytics
 - e. Mobile applications
4. Approaches to deal with the increasingly 'shared' responsibility of cyber security
 - a. Developing a better understanding of user behaviour at the macro level (including norms of behaviour in cyberspace and user interaction with integrated platforms) and its impact on cyber security
 - b. Ensuring the evolution in cyber security policies and skills closely match changes in technology, our adoption and then dependence
 - c. Creating a culture with a deeper understanding of cyber security challenges and breaches, including the importance of information sharing, recognising the interdependence of cyber security with national security, national interest and economic prosperity

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 in 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 RedPiranha.

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 programs 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 the capability and capacity for 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 encourage 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 agribusinesses already produce enough food to feed over 60 million people, more than two times its population. FIAL is working with the sector to grow the share of Australian food in the global marketplace.

To achieve the objectives of the Industry Growth Centres Initiative, FIAL delivers programs 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.

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

- [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 may also 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:

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

A FIAL representative will also work with successful food and agribusiness hubs to provide support and guidance on hub challenges and opportunities, with the aim of bringing 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](#), champions a sector-led approach to accelerating the growth of Australia's medtech, biotech and pharma sector. It 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.

With its head office in Victoria and hubs in Western Australia, Queensland and NSW, MTPConnect raises awareness, fosters collaboration and competition, aggregates existing knowledge and shares it with the broader sector. It also builds workforce skills and improves 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 Sector Priorities identified in its [2019 Sector Competitiveness Plan](#). Expressions of Interest should consider the following priorities identified by MTPConnect:

- Priority 1: Align investment in Knowledge Priorities that meet 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 4: Strengthen Australia as an attractive clinical trial research destination
- Priority 6: Position Australia as the preferred partner for international markets.

MTPConnect initiatives that export hubs can leverage

MTPConnect, in collaboration with BioPacific Partners, has created an [SME Strategic Innovation Initiative to](#) assist Australian MTP companies to better position themselves to engage with multinational companies and international supply chains. An Initiative report, [How Global MedTech & Pharma Corporates Engage with Australia](#), is a valuable resource for SMEs exploring export opportunities and international linkages.

Consistent with Sector and Growth Centre priorities, and MTPConnect's continuing focus on promoting Australia's clinical trials capabilities, MTPConnect's [Clinical Trials in Australia](#) report is another important resource for applicants.

MTPConnect assistance to successful applicants

MTPConnect promotes Australia's capabilities internationally and fosters connections between international companies and institutions and Australian businesses and researchers. It works closely with Austrade and Australia's MTP sector peak bodies to facilitate inbound and outbound trade and investment missions to put Australian MTP stakeholders in front of international customers and investors. It also works closely with the Entrepreneurs' Programme to help prepare Australian companies for international expansion.

MTPConnect will leverage its local and international networks and forge new relationships with the Export Hubs to actively promote the MTP sector.

Contact Details

MTPConnect will work closely with applicants to help them develop their Export Hub proposals. SMEs can contact MTPConnect at ceo@mtpconnect.org.au.

Stay connected with MTPConnect for the latest sector news and events, via the [website](#) or on Twitter – @MTPConnect_AUS and @DrDanGrant.

Mining Equipment, Technology and Services

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

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

METS Ignited's key objectives are to:

- Accelerate commercialisation of innovation
- Develop METS sector capabilities
- Grow METS exports
- Improve the regulatory environment for innovation.

METS Ignited addresses these objectives via approaches that foster 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 priorities below:

- 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.

METS initiatives that export hubs can leverage

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

- METS Ignited International Markets 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 & Greater Brisbane](#)) and capability based.

METS Ignited is also available to assist with stakeholder engagement e.g., with Austmine, Minerals Council of Australia, Australasian Institute of Mining and Metallurgy, 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, cooperative 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@metsignited.org)
- Giancarlo Tosti-Croce (Sydney) (g.tosti-croce@metsignited.org)
- Sam Whitehill (Brisbane) (s.whitehill@metsignited.org)
- Sergio Zaccaria (QLD Cluster Development Manager) (s.zaccaria@metsignited.org).

Website: www.metsignited.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 to unlock the full potential of the Australian energy resources sector.

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 now the biggest exporter of liquefied natural 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 (SCP), launched in 2017 with updates in 2018 and 2019, 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 2019 update to NERA's [SCP](#) sets out the eight Knowledge Priorities that applicants should address in their applications.

These are also summarised as follows:

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.

NERA initiatives that export hubs can leverage

Project examples and case studies are discussed in NERA's 2019 update to the SCP. See also NERA's [website](#) for information on key initiatives. In particular, see NERA's existing support for a national [Subsea Industry Cluster and the Australian Ocean Energy 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, and media releases

- 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
- Provide access and assistance with NERA's Australian Technology Catalogue online innovation and collaboration portal – [Nureka](#).

Contact Details

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

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

Website: www.nera.org.au