Thank you to the community, your experience and ideas have contributed to the development of the actions in this Strategy.

We welcome the diversity of ideas, people, culture and interests. We embrace our differences and celebrate the values that unite us in contributing to the growth and prosperity of our state.
To create the right culture, improve the capability and mobilise the capital required to make South Australia a global leader in entrepreneurship.
South Australians have always been forward thinking, focusing on what we can be and what we can accomplish.

We have many rich resources and a history of innovation and enterprise that has formed the fabric of our state’s identity.

Today, international forces are reshaping both the local and global business landscapes, creating a new playing field.

This rapid pace of global change presents an enormous opportunity to businesses that can harness new technologies, ideas and knowledge, as well as changes in consumer preferences.

Our focus on innovation and entrepreneurship will transform how all our industries operate and the way they compete in international markets.

We have a vision to make South Australia the leading centre for future industries and entrepreneurship in the southern hemisphere.

Industries like space, defence, cyber, biotech, health, digital and creative are driving economic growth and creating new, knowledge-intensive jobs.

With Australia’s space economy expected to triple to $12 billion in value and job numbers to increase by 20,000 by 2030, and the new National Space Agency opening its doors here later this year, South Australia is in a unique position to capitalise on this growth.

We also boast the largest share of Australia’s defence spend, with major defence companies from across the globe basing their headquarters or operations here in South Australia.

With these and other rapidly-growing industries on the rise, we have an imperative to act now to create an environment that nurtures and encourages entrepreneurs to take risks and create the jobs of the future.

More South Australians will need the entrepreneurial business skills and understanding of business model innovation, digital economies and intellectual property management to transform their ideas into opportunities, and to build scale to access global markets.
We’ve already moved to join up our innovation system and create a cohesive entrepreneurship ecosystem that aims to inspire, equip, enable and celebrate entrepreneurs, from early startups through to South Australia’s leading innovators.

Our development of Lot Fourteen will grow the culture of entrepreneurship in South Australia and attract first-time and serial entrepreneurs and startups looking to scale up into fast-growing industries.

This strategic action plan outlines a list of objectives, strategic directions and specific actions, ranging from immediate projects to longer-term initiatives.

We have listened to your experiences and your concerns, and we are serious about taking strong action to connect South Australia’s entrepreneur community and create an innovation ecosystem that is the best in the nation.

We have an ambitious goal to make South Australia the nation’s startup capital, with the highest rate of business startups per capita within a decade.

South Australia has an amazing future and the potential to create great businesses that can have national and global impact – solving problems and helping to make the world a better place.

But we can’t do it alone – we all need to work together to make our vision a reality.

Hon Steven Marshall MP
Premier of South Australia

Hon David Pisoni MP
Minister for Innovation and Skills
Message from South Australia’s Chief Entrepreneur
As South Australia’s Chief Entrepreneur, I am passionate about seeing great ideas brought to life in our state.

South Australia has a proud history of innovation and entrepreneurship. Over the years, our homegrown entrepreneurship community has improved our lives and our prosperity.

I want to see South Australia recapture that entrepreneurial spirit. I want to see more South Australians becoming ambitious and successful entrepreneurs, forging new pathways and driving growth in future industries.

We have an opportunity to put the state firmly on the global map and become leaders in entrepreneurship, particularly in rapidly growing future industries such as space, defence and cyber security.

To do this, we need to create an environment that gives current and aspiring entrepreneurs the courage and the power to activate their ideas. We need to provide guidance and direction, but we also need to encourage them to take risks and have a go.

We’ve all heard the expression that no one innovates in paradise – in fact, it’s something I often tell budding entrepreneurs. We need to be uncomfortable in order to create change. We need to make mistakes, fall down and have the courage to get up and try again, knowing that the community has our backs.

The Entrepreneurship Advisory Board has your back. That’s why we conducted thorough consultation with the entrepreneurship community through an online survey and stakeholder workshop to see what we’re doing right, and what we could be doing better.

You told us that you want to instil an entrepreneurial mindset throughout the education and business community. You want to build confidence in our state’s capabilities and equip us with the ambition to think and act globally.

You want to build more connections within the community to share knowledge and solve problems together. You want us to be more proactive in marketing South Australia’s advantages to attract investment and talent, and you want government to increase its procurement from early-stage companies to help accelerate their growth.

This plan is the result of your input. We have taken your feedback and translated it into specific actions, overarching objectives and strategic directions.

We will act on your feedback with purpose and urgency to ensure South Australia is once again known as a centre of ideas, innovation and entrepreneurship.

Jim Whalley
South Australia’s Chief Entrepreneur
Chair, Entrepreneurship Advisory Board
Why are we doing this?
We are doing this to accelerate South Australia’s economic growth and prosperity. We want to recapture the entrepreneurial spirit in South Australia and see more South Australians become successful entrepreneurs, attract more interstate and overseas entrepreneurs and future industries to start and grow in South Australia.
**Objectives of the Strategy**

**INSPIRE** individuals, groups and organisations to embrace the spirit of entrepreneurship

A. Inspire a diverse entrepreneurial ecosystem across regions, towns and cities encompassing business, research and social entrepreneurship.

B. Promote the exchange of ideas and problem solving within the community.

**EQUIP** South Australians with the tools, mechanisms and resources to start and grow successful businesses

C. Enhance our entrepreneurial capability through quality education and training.

D. Broaden market access by building and strengthening our partnerships and collaboration with national and international networks.

E. Attract and retain entrepreneurs to South Australia.

F. Facilitate the exchange of knowledge and experience amongst those working to solve problems and seize opportunity.

G. Equip individuals and businesses to be ready to grow and scale companies.
ENABLE a healthy entrepreneurial ecosystem underpinned by business and investment activity

H. Enhance the growth and development of South Australia’s innovation precincts.

I. Advocate for the interests of entrepreneurs and startups from all levels of government through measures such as procurement and tenders.

J. Facilitate partnerships between entrepreneurs and startups with industry, research and government.

K. Improve access to investment for startups.

L. Adopt statewide support for the approach to growing the culture of entrepreneurship in South Australia.

CELEBRATE the achievements of entrepreneurs

M. Promote South Australia as a uniquely compelling location to start and scale a business.

N. Highlight entrepreneur’s journeys through their stories of failure and success.

O. Raise the profile of South Australia’s entrepreneurs and their impact on society.
How are we going to do it?
Together

with the private sector we will inspire, equip, enable and celebrate South Australian entrepreneurs by focusing on the following strategic directions.
Directions for the Strategy

**INSPIRE**

1. Support initiatives that address greater diversity and inclusion in our entrepreneurial ecosystem.

2. Identify local champions to support and mentor aspiring entrepreneurs across South Australia.

3. Support the development and delivery of entrepreneurship curriculum in all South Australian schools.

**EQUIP**

4. Work with the educators in all sectors to embed entrepreneurial thinking as a foundation skill in our State’s education system.

5. Promote South Australia to a national/global audience to attract and retain world-class entrepreneurs, talent and innovative businesses.

6. Develop an online tool for entrepreneurs to navigate the entrepreneurial ecosystem and access information and services to grow their business.

7. Improve the access to business support and coordination of business support services available to entrepreneurs across South Australia.
ENABLE

8. Enhance and connect the capabilities of South Australia’s innovation precincts where researchers, entrepreneurs, mentors, established businesses, investors and customers meet and do business.

9. Activate Lot Fourteen as a world class creation and entrepreneurial neighbourhood with a centrally located startup hub where entrepreneurs, mentors and investors can easily access support to build successful businesses.

10. Facilitate and encourage angel, venture capital, private equity, corporate and other forms of investment into early-stage local businesses.

11. Increase government sourcing from early-stage local businesses and increase the impact of public tenders on the State’s innovation ecosystem.

12. Regularly assess the health of the entrepreneurial ecosystem to inform actions to address roadblocks.

CELEBRATE

13. Establish an annual iconic startup festival in South Australia to inspire and celebrate entrepreneurship.

14. Promote events and activities that celebrate the different pathways in the entrepreneurial journey.

15. Involve media and public relations organisations at events to capture entrepreneurship stories.

16. Support and promote collaboration and interaction with entrepreneurs nationally and internationally.
What action is the Government of South Australia going to deliver?
Working with the private sector (where appropriate) we will commit to the following specific actions.
Government of South Australia actions

a. Adopt and apply diversity and inclusion guidelines in the assessment and support for entrepreneurial initiatives. (Strategic Direction 1)

b. Support the Department of Education to roll-out the State’s Entrepreneurship Learning Strategy across South Australia’s school system and engage more business mentors for teachers and students. (Strategic Direction 3 and 4)

c. Strategically invest in programs that support student and founder-based entrepreneurial pursuits. (Strategic Direction 3 and 7)

d. Develop an overarching narrative that enables a cohesive and emotive communication and marketing strategy that sells the benefits of South Australia to the world. (Strategic Direction 5)

e. Develop and make available online resources to guide individuals working to start and scale a business. (Strategic Direction 6 and 7)

f. Launch the FIXE Network, a hub and spoke business concierge service in partnership with key organisations. (Strategic Direction 2, 6 and 7)

g. Establish a central online calendar of events and activities for aspiring entrepreneurs and business innovators. (Strategic Direction 13 and 14)

h. Explore options to build upon the Gig City network to connect additional innovation precincts with gigabit speed internet. (Strategic Direction 8)

i. Launch the startup hub at Lot Fourteen featuring 650 work spaces where individuals with ideas can work to start and scale successful businesses. (Strategic Direction 8 and 9)

j. Establish an Indigenous Entrepreneurial Hub to increase Aboriginal and Torres Strait Islander employment and business opportunities. (Strategic Direction 1)

k. Establish the Australian Cyber Collaboration Centre at Lot Fourteen. (Strategic Direction 8)
l. Develop Creative Industries Strategy for Lot Fourteen. (Strategic Direction 8)

m. Support the establishment of active angel investor networks to invest in more early-stage investments in South Australia. (Strategic Direction 2, 6 and 10)

n. Facilitate more investment into early-stage ventures through investor education workshops, investor showcases, innovation challenges and hackathons. (Strategic Direction 2, 6 and 9)

o. Work to direct more State-based superannuation fund investments towards supporting local early-stage businesses. (Strategic Direction 10)

p. Advocate for smart procurement policies to source more innovative solutions from entrepreneurs and early stage businesses. (Strategic Direction 11)

q. Develop a digital platform that enables the identification of interstate and overseas talent (entrepreneurs and employees) that may have an interest in moving to South Australia to help build our entrepreneurial capabilities (Strategic Direction 5)

r. Facilitate access to government people, data and resources to create opportunities for new ideas and businesses to emerge. (Objective B)

s. Develop a series and schedule of ‘Meet the Buyer’ and supply chain events to connect startups with potential public and private customers. (Strategic Direction 11)

t. Commission annual surveys of the startup ecosystem and make the results available to the community through an online platform. (Strategic Direction 12)

u. Grow the annual SouthStart conference into our region’s premier startup festival. (Strategic Direction 13)

v. Undertake a system of systems analysis of the South Australian entrepreneurial ecosystem and develop a set of models and tools to assist policy development (Objective H, J, K and L)
The Office of the South Australian Chief Entrepreneur works collaboratively with businesses, researchers and investors to facilitate connections, provide advice and position South Australia as a destination for entrepreneurship, innovation and future industries.

The Office supports the Entrepreneurship Advisory Board, including the Chief Entrepreneur, who provides independent advice to the South Australian Government on entrepreneurship matters.
South Australia has a burgeoning entrepreneurial ecosystem with over 100 innovation and entrepreneurship programs and initiatives to inspire and support new and existing entrepreneurs.

To support research and emerging startups in the local ecosystem, the State Government has established a $28 million Research, Commercialisation and Startup Fund. This includes the following three streams:

**Stream 1:**
Strategic Research Initiatives

**Stream 2:**
Startup and Early Stage Company Incentive

**Stream 3:**
Entrepreneurship and Innovation Ecosystem Initiatives

Key objectives of the fund include driving collaboration and co-investment between businesses, researchers, entrepreneurs and universities to solve industrial problems, commercialise new products and services, attract investment into research and research infrastructure into the State and encourage the establishment and growth of local startups.

A key consideration in assessing applications will be the industry-wide benefits the applicant would create. Examples may include creating broad-based supply chain opportunities, injecting new technologies and capabilities into growth industries, enhancing the State’s sector-wide competitiveness, or fostering the creation of spin-off ventures.

Visit [fixe.org.au](http://fixe.org.au) for more information on the various streams of funding support and the relevant guidelines.
Digital infrastructure

Adelaide is one of the most connected cities in the southern hemisphere with high speed network services available for all ends of the business and research community.

Adelaide is a GigCity

GigCity Adelaide provides ultra-fast internet as much as 1,000 times faster than the Australian average. With broadband speeds from 1 gigabit to 10 gigabits per second (Gbps), startups and growth-focused businesses of all sizes can work with partners at home and around the world to develop and share opportunities and access new markets.

GigCity locations in innovation precincts and co-working spaces are providing businesses with applications to image processing and simulation, augmented reality, data analytics, cloud computing and other sectors.

GigCity Adelaide is available to business customers within the following designated precincts:

- Adelaide Smart City Studio
- Australian Advanced Materials Manufacturing Precinct
- Carclew
- Game Plus
- Gawler Business Innovation Hub
- Hendon Studios
- Hub Adelaide
- Innovation Grid
- Lot Fourteen
- North Terrace Cultural Precinct
- Osborne Naval Shipbuilding Precinct
- Playford (Northern Sound)
- Prospect Road Innovation Precinct
- SA Film Corp (Adelaide Studios)
- Science Park
- St Paul’s Creative Centre
- Stretton Centre
- Technology Park
- The Mill
- Thebarton
- Tonsley Innovation District
- Waite Research Precinct
Ten Gigabit Adelaide

Ten Gigabit Adelaide is a fibre-optic network giving city-based businesses access to cloud-based services and 10 Gbps data speeds unattainable through traditional internet services. Organisations can do business without the restrictions and congestion that plague other networks, boosting productivity and competitiveness. Businesses that connect to the Ten Gigabit network can choose from applications and tools and link to other city-based businesses through secure corporate networks and their own super-fast connections.

The City of Adelaide is working with TPG Telecom to have the Ten Gigabit Adelaide infrastructure connected to more than 3,500 businesses in 1,000 commercial buildings across the CBD.

Adelaide has free WiFi

AdelaideFreeWiFi provides free wireless coverage in outdoor areas in central Adelaide and North Adelaide, which is on par with the best in the world in coverage and reliability. Funded by the City of Adelaide and the South Australian Government, AdelaideFreeWiFi is the largest and best-performing city WiFi network in Australia and on par with global cities coverage and service offerings.
The startup hub at Lot Fourteen, North Terrace

Accommodating 650 workspaces spread across multiple buildings.

The startup hub will be an environment where:

• New entrepreneurs are encouraged and supported to develop their ideas
• Existing startups are encouraged and supported to grow their business
• Investors can readily identify opportunities to back emerging and growing startups
• Successful entrepreneurs can mentor and guide new entrepreneurs
• Events and programs are run to inspire, educate, share with and connect members of the South Australian entrepreneurial community.

The South Australian Government has a partnership with Stone & Chalk, a global innovation leader, as a key anchor tenant and operator of the startup hub for Lot Fourteen to fulfil our ambition to have the highest rate of business startups per capita of any state in Australia.
Stone & Chalk was founded to create a world leading innovation ecosystem in Australia. Together they have helped Australian startups raise over $330m in capital and their community includes over 142 startups, 800 entrepreneurs and 25 global corporate partners. They have an established center of gravity for the entrepreneurial ecosystem and a proven track record of helping entrepreneurs to successfully commercialise and scale new ideas.

Their expansion into Adelaide empowers us to better connect and support South Australian entrepreneurs, providing them access to Australia’s leading startup community and a global partner network.

Check out the website to stay up to date with news and upcoming events. They will be kicking off the interview process for residency within the new Adelaide innovation hub from July. Reach out if you’re interested in finding out more.

stoneandchalk.com.au/adelaide
The Supporting Innovation in South Australia (SISA) Visa for entrepreneurs

Valid until November 2021
Extended to immediate family members
No investment capital required
No additional work permit is required
The SISA is for overseas entrepreneurs – anyone who has an innovative, entrepreneurial idea or concept, or is working on an innovative early-stage business ideally with a Minimum Viable Product (MVP) and some market fit, and wants to develop this idea or concept and build their business in South Australia.

In South Australia, we are inspiring, equipping, enabling and celebrating entrepreneurs to build a culture of innovation and capability.

Priority will be given to proposals in the following industry sectors*

- Food, Wine & Agtech
- Media & Film
- Health & Medical Technology
- Defence & Space
- Robotics
- Digital
  *Including Cyber Security, Big Data & Blockchain

*Applicants must be under 45 years of age at the time of application and continue to be involved in the South Australian innovation sector for the duration of the temporary visa.
With a vision to celebrate the collision of people, ideas and technology on a global scale.

The event showcases leading Australian and global entrepreneurs who come together to share their journeys of triumphs and hardship, expose new developments and uncover new opportunity for the South Australian community.

SouthStart is a festival that will see investors, entrepreneurs and our student future founders come together, SouthStart is where new ideas are explored and the action happens.

southstart.co
To bring the ecosystem together we want to hear and see your stories. Tag and follow:

- @fixe.effect
- @fixeffect
- @fixeffect

Contact.

For further information about the development of the Future Industries eXchange for Entrepreneurship Strategy contact the Office of the South Australian Chief Entrepreneur.

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