



myREGION

**Innovation, Investment,
Export, Sustainability and
the Future of Work and Jobs**

**About Sponsorship
opportunities with the
myREGION platform**

Australia is in trouble

Australia is rated 93rd in the world for economic complexity. Why does it matter?

Because it means fewer high reward – high value jobs, fewer high value industries, fewer opportunities for high value students, many of whom leave the country for jobs overseas, fewer high value exports and fewer options for investment and growth.

When you look at other similar rated countries the problem is easier to understand.

| RANK | COUNTRY | ECONOMIC COMPLEXITY INDEX (ECI) | CHANGE IN 5 YEARS (2016 - 2021) |
|------|------------|---------------------------------|---------------------------------|
| 88 | Kazakhstan | -0.47 | ↓ 8 |
| 89 | Malawi | -0.51 | ↑ 18 |
| 90 | Honduras | -0.52 | ↓ 7 |
| 91 | Armenia | -0.52 | ↓ 21 |
| 92 | Uganda | -0.53 | ↓ 11 |
| 93 | Australia | -0.55 | ↓ 4 |
| 94 | Pakistan | -0.57 | ↑ 4 |
| 95 | Namibia | -0.58 | ↓ 11 |
| 96 | Algeria | -0.63 | ↑ 31 |
| 97 | Senegal | -0.66 | ↓ 5 |
| 98 | Tajikistan | -0.72 | ↑ 15 |

We are good at mining. And we rely on mineral exports, not just for royalties but to support more sophisticated developments in robotics, AI and automation used in other industries – agriculture, defence, energy, space industry.

We now need to use this capacity more wisely, to build capability in related industries to better support our economy, and provide a productive future for our kids and grandkids to enjoy.

We have the means. We just need to channel our energies collaboratively.

What can we do about it?

The myREGION.au platform was developed with collaboration in mind. It is the **only** social platform that enables Australian organisations to collaborate nationally, network across regions and sectors and share knowledge and experience online. Holistically.

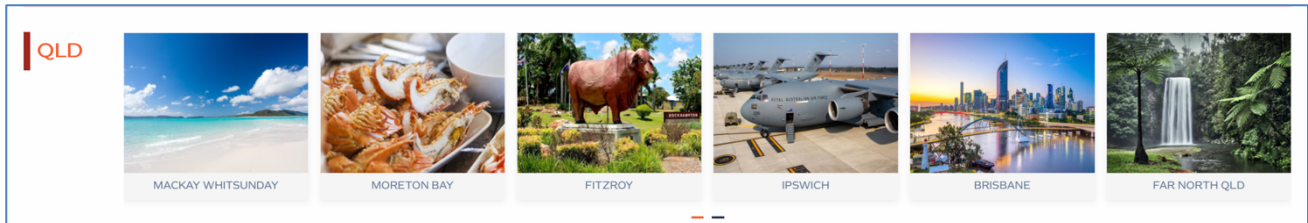
Across all regions, states and territories. Export “shop windows” for the world. Domestic showcase of our most productive businesses. Groups for collaboration organised into ecosystems – defence and security, climate action, innovation, energy, food & agribusiness, advanced manufacturing, ICT, AI & Quantum Computing, Sport & Recreation and so on.

Plus, regional groups for every region across Australia to share best practice, case studies and innovations – to help each region grow their local economy based on evidence and example.

Australian platform

myREGION.au is a national economic development platform, mapped to the 52 regions, 19 industry sectors and 400 business categories across Australia.

Each region has a listing page with contact details, economic focus, brokers, key businesses and capability building tools – events, groups, training, innovation, export, sustainability, investment, future of work and jobs, and a full list of businesses.



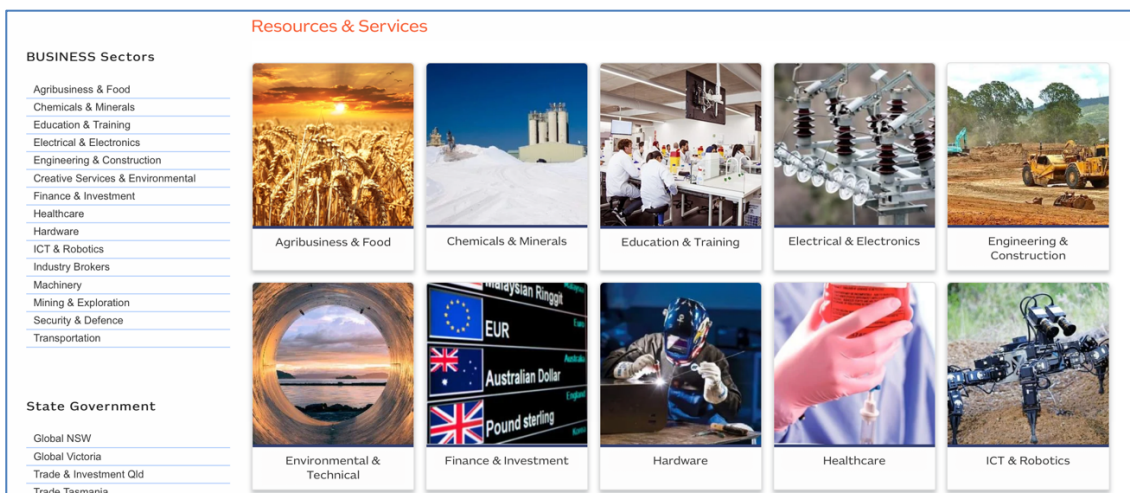
Sign up and use is free. The platform can be used commercially and for networking and promotion. Organisations can choose from a range of subscription options - \$330, \$550 and \$8250.

Research Background

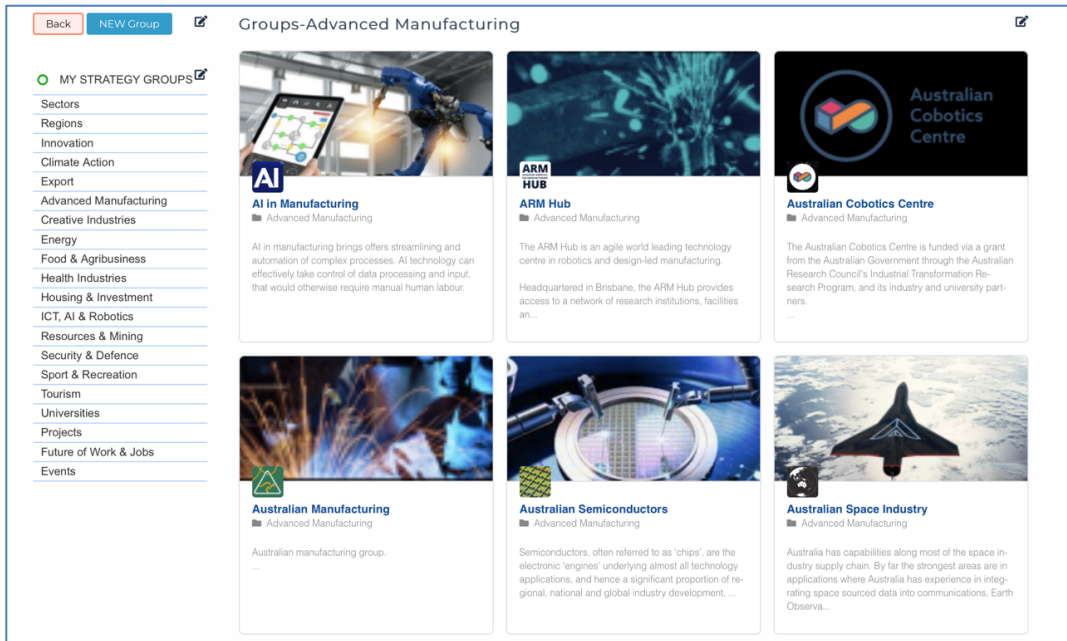
myREGION.au is the result of 50,000 surveys and multiple regional projects, designed to help Australian businesses, not-for-profits, schools and government organisations better manage the challenges of climate change, export, AI, robotics, housing, digital disruption and so on.

myREGION.au delivers:

- A showcase of 5000+ organisations across Australia’s key productive industries
- Export showcases for overseas markets
- Groups – STRATEGY & BEST PRACTICE - enabling industry networks, regions and hubs
- Promotional outreach – message, events, offers – local and national
- Connection to all high schools across Australia



The platform combines the power of online, digital, events, email and collaborative partnerships to generate customer engagement – with groups for STRATEGY discussions and regional discussions and BEST PRACTICE.

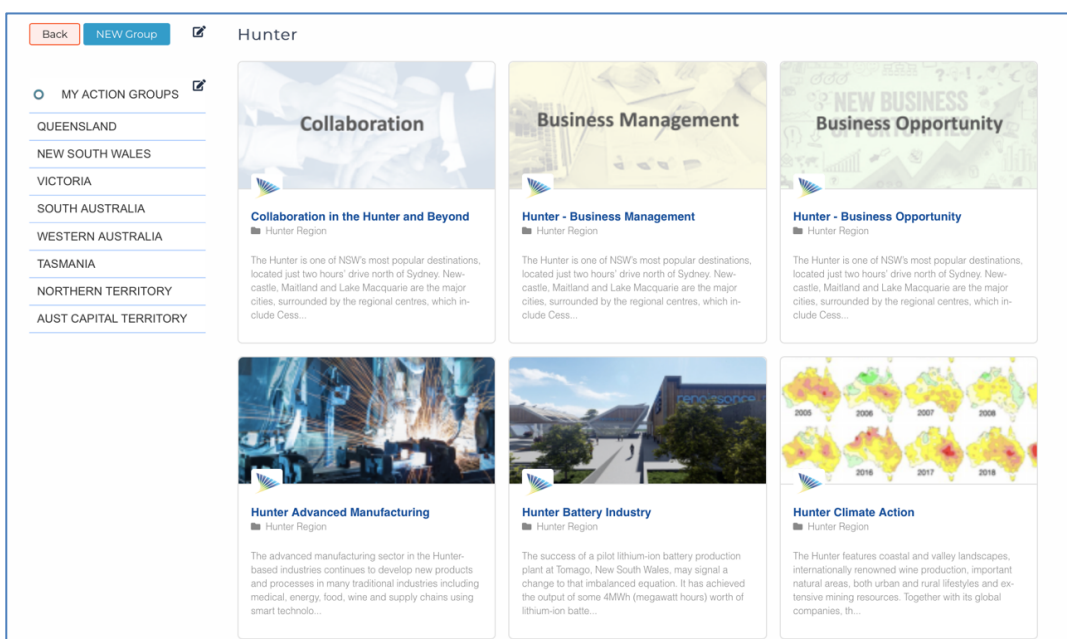


The platform extends what people already do – with their websites, social, email and meetings - and acts as “glue’ connecting organisations together productively and strategically.

The inter-regional, cross-sector model supports in-depth collaboration and sharing, impossible in any other network. Connecting clusters into ecosystems with common interests and critical mass.

Defence, Space, Ag-tech, Robotics, Energy, Drones, Waste management, Water = Export.

Encouraging cross pollination and sharing of ideas. Across and between regions. Across and between industries and networks. Just what we need in a big country, with a small population.



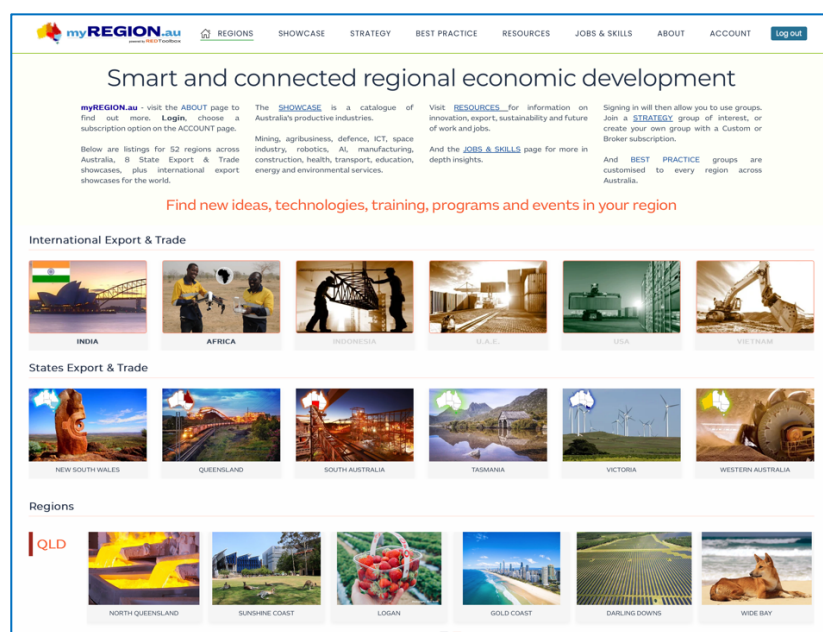
myREGION.au can benefit and connect all regions across Australia, but to grow it needs sponsorship and support, to extend its reach further across all regions, industries and communities in 2024.

Corporate Sponsorship - 2024

Australia needs to take big steps in 2024 to connect and engage regional and industry ecosystems. The myREGION.au platform is designed to help.

But we need more “hands on deck” – to push and promote groups, networks, events, innovations and opportunities in a strategic manner, for the benefit of all regions and communities.

Plus add short surveys – research. And push STEM in schools. And that requires financial support.



myREGION.au sponsorship program

Your sponsorship will help regions, supply chains and the nation, through networking, national events, training and collaboration - building resilience, improving capability across businesses, high schools, not-for-profits and government.

Sponsorship options – Silver (\$7,500), Gold (\$20,000), Platinum (\$50,000) + GST.

Promote your brand to 19 sectors, 400 business categories and 50 regions

Use Groups, Events and Video Testimonials for promotion, 3rd party endorsement and testimonials

Promote Business Events = deliver local - share national

Surveys, reports, case studies and insights for customers and business networks

Corporate sponsors and partners can use the platform to promote messages, publish events and conferences and encourage innovation and collaboration across regions and sectors.

Regular short surveys/reports will inform sponsors and help promote value of STEM to schools.

So, we can improve our economic complexity rating, increase exports, engage with climate challenges, gather business intelligence, promote STEM and help provide 21st century job options for our children and grandchildren.

History

The RED Toolbox was launched in 2018 at a SEGRA event in Port Augusta and used to showcase Australian exporters to visitors at the Commonwealth Games.

During COVID, the platform was configured for Austrade to support Australian Food & Beverage Exporters at the Foodex event in Tokyo. The Japan Showcase is still in use by Japanese buyers.

The platform has been relaunched and renamed – myREGION.au and focuses on key themes – innovation, export, investment, sustainability and climate action, and the future of work and jobs.

myREGION.au tools



Groups: STRATEGY groups can be created by regional brokers and by businesses with a Custom subscription. Groups enable discussions and events for group members. All group updates are shared with group members by email.

BEST PRACTICE groups mirror the economic mix in each region and can be used to share initiatives, projects and case studies of what works.



Training: Training options - Vocational Training (VET), and Academic providers – AI, Coding, Cybersecurity, Manufacturing 4.0, Robotics, Export, Tourism, Entrepreneurship, Water, Environment, Automotive, Energy and Waste.



Brokers: Full list of regional brokers – government, RDA, council, incubator, university, TAFE, peak body etc



Businesses: Showcase of regional businesses and other organisations.



EXPORT



FUTURE of WORK & JOBS

Export: Information resources and links to export agencies re export markets and opportunities, export readiness training and Austrade and State Export offices.

Future of work: Information resources and links to information on industries most impacted by digital disruption. Outlines the technologies that are creating disruption to all industry sectors – with threat and opportunity described.

Of 19 industry sectors, half are seriously challenged by the impact of software, AI and robotics to traditional jobs and activities.

Digital disruption creates the demand for new skills across all industries.

This information is relevant to businesses of all sizes as well as to high schools, teachers and parents in regions across Australia.

Engagement with myREGION.au

Each region includes a wide range of businesses and business brokers - government, academic, incubator and industry association etc with differing interests – business development, economic development, export, environment, skills and training. All need to network, collaborate and share.

Individual businesses can sign up for free, and use the platform to showcase, or pay a small fee to promote a product or service, engage with other organisations and a wide range of services.

Brokers can use the platform to support business improvement by organisations in their regional networks, connect their networks to others, both inside and outside the region, and for collaboration and sharing.

Corporates and government can use the platform to increase resilience and build capability in sectors, regions and supply chains, for promotion and marketing, and to improve export readiness, cybersecurity, disaster resilience, digital capability and workforce skills.

Government departments can choose to partner.

Corporates can partner and/or sponsor the platform.

How to become a Sponsor

myREGION.au combines the power of online, local and national, events, email and collaborative partnerships to generate targeted customer engagement across all Australian industry sectors and regions never seen before – connecting all regions, sectors, productive industries for capability building, export, sales, innovation and jobs.

Sponsorship Options

A sponsor can choose one of three sponsorship packages – Silver, Gold and Platinum.

- Silver: \$7,500 plus GST – one region or industry sector
- Gold: \$20,000 plus GST – 5 regions and 3 industry sectors
- Platinum: \$50,000 plus GST – all regions and industry sectors

Sponsorship package includes:

- Company Logo on front page and selected region and/or sector pages
- Company Listing in all appropriate industry sector/s depending on package selected
- Option to create multiple Strategy Groups – Public, Private, Invite Only
- Option to promote Events to Regions and Sector pages and Groups
- Option to publish promotional videos into the Workshop Library

Sponsorship Value

Sponsorship can deliver direct and/or indirect value for a sponsor:

Direct

Promote relevance of Sponsor brand to 19 sectors, 400 business categories and 50 regions

Use Groups, Events and Video Testimonials as a vehicle for direct promotion and selling, and 3rd party endorsement and testimonials

Promote and deliver Business Events (direct or through Events Company) – events published in Workshop library for further use = deliver local - share national

Use reports, case studies, developments and insights with customers, business networks and government.

Indirect

Market Influence – national agnostic platform, third party endorsement, third party commentary, events and product videos in library – catalysing innovation, export uptake, climate action, investment and jobs in the regions

Access to suppliers and customers and supply chain via groups, networks, hubs and brokers for participants – collaboration, networking and sharing

Direct support for regional economies – mitigate the impacts of digital divide, small population and access to resources, promote 21st century sectors, clarify future of work and job options, promote export, innovation and climate action options

Good neighbour – Innovation, Business Intelligence and Technology partner for Australia – business, regions, high schools, economies

Access to Data & Reports - monitor level of interest in events, videos, sectors and regions – usage data dashboard and reports

Your sponsorship can make a big difference. So become a sponsor today.

Call us to find out more

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