

13th May 2024

Stephanie Smith
Manager City Growth
City of Karratha

To Stephanie,

RE: Venture North Anti-Conference Sponsorship Opportunity

Thank you for taking the time to consider supporting SEED Innovation Foundation in our quest to *Connect the City of Karratha with WA's broader Innovation Ecosystem*.

As part of our mission to embed a spirit of self-sustaining entrepreneurialism in the community, and protect our region against being at the economic mercy of the resources sector, we are launching the regions very first Anti-Conference, Venture North

Venture North – What is it?

It's everything a normal conference isn't! The very first Venture North Summit will be a compact but vibrant series of events connecting regional founders, innovators and ecosystem enablers with the world of investment and start-up thought leaders (inspired by [West Tech Fest Perth](#) and [South Start SA](#)).

Supported by the New Industries Fund (Confidential)

To be announced shortly is confirmation of SEED Innovation Foundation's successful X-Tend Grant funding application through the WA Governments Department of Jobs, Tourism, Innovation and Science's (JTSI) New Industries Fund. Part of this funding is to support the launch of Venture North.

Exclusive Opportunity for the City of Karratha

SEED Innovation Foundation is asking for a contribution of **\$38,000+GST** from the City of Karratha to support Venture North.

This ask is split into two parts:

Part 1: Exclusive Premier Parter Sponsorship	\$20,000
Part 2: Naming Sponsor of Plus Eight LEAP Bootcamp	\$18,000

Each of these parts has an accompanying attachment:

Part 1: Please see the [Venture North Sponsorship Prospectus](#)

Part 2: Please see the Plus Eight LEAP Bootcamp Prospectus (attached)

Thank You

We thank you for considering this Proposal, and stand ready to provide additional context and information as a report is prepared for Council to consider this ask.

Eliza Carbines and Brigitte McDowell



A Little About How We're Addressing a Market Need

The City of Karratha, and broader Pilbara region, are significantly under-represented in the innovation ecosystem within WA.

One of the most important regional hubs in Australia, with \$77.8 billion Gross Regional Product, a \$177 billion pipeline of new mega-project investment, and a population of just over 60,000 (ref. Pilbara Development Commission June 2023 Economic Snapshot), the Pilbara, particularly the City of Karratha, is without local access to ongoing programs, support, networks, and a vibrant culture that supports innovators, entrepreneurs, start-ups and venture capital investment.

SEED Innovation Foundation, co-founded by female founders and long-term City of Karratha residents Eliza Carbines and Brigitte McDowell, was established in late 2023 to deliberately solve this gap in WA's ecosystem reach. Our targeted mission is to permanently bring WA's innovation ecosystem to the North, and to positively improve the culture of local innovation, visibility of opportunity, attraction of entrepreneurs, and diversity of investment in one of the state's most important regions.

We believe we also have a role to 'be the change' and have worked hard to engage local stakeholders (City of Karratha, Pilbara Development Commission, RDA, CCI and Pilbara University), and will help collaboratively lead the maturing of the local entrepreneur start-up space.

Return on Investment

Mining and Construction make up 63% of all employment across the Pilbara (ref. Pilbara Development Commission June 2023 Economic Snapshot), this is both an indication of the strength of the resources industry and a phenomenal risk to population and economic stability when those industries are repeatedly impacted by global commodity lows and widespread redundancies.

Protecting the City of Karratha from volatile global resources cycles and creating depth in employment opportunities is not only critical for the stability of our regional population but also for the longevity of our City overall. Building an innovation and entrepreneurial ecosystem is in part based on a 'built it and they will come' mindset, in Karratha, we hope to first achieve 'build it and they will stay', and we are modelling our goals on the achievements of the comparable South West Innovation Cluster.

The Cluster, in 2023, delivered 7 programs, 30 workshops, supported 52 businesses, hosted 14 events, and had 596 event/workshop attendees. While we understand these numbers may be hard to achieve in our first year, or even two, this funding provides the essential platform from which we can launch our anchor event in Venture North, and ultimately create a groundswell of engagement as we contribute to the creation of real economic diversification and associated job creation in the years following.



Our Programs and the City of Karratha Vision

Both VentureNorth and Plus Eight LEAP Bootcamp strongly align with the City of Karratha's vision to be Australia's most liveable regional City.

1. Economic Diversification and Strengthening
 - a. Attracting Investment: By highlighting entrepreneurial opportunities and showcasing the region's potential, VentureNorth and the LEAP Bootcamp can attract both local and international investors. This influx of investment can spur economic growth, leading to the development of new businesses and industries in Karratha.
 - b. Creating Jobs: New ventures and startups emerging from the event can create employment opportunities, reducing dependence on mining and oil and gas industries and fostering economic resilience.
2. Educational Development and Knowledge Transfer
 - a. Bridging the Knowledge Gap: By bringing together experts from government, universities, and the corporate sector, the event helps bridge the knowledge gap between metropolitan areas and regional Australia. This ensures that local entrepreneurs and businesses have access to the latest knowledge, trends, and technologies.
 - b. Skill Development: Workshops, seminars, and networking sessions at the event can help local entrepreneurs and business owners develop essential skills, from business management to technological proficiency.
3. Fostering Collaboration and Innovation
 - a. Building Networks: VentureNorth facilitates connections between various stakeholders—government officials, academic leaders, corporate executives, and venture capitalists. These networks are crucial for fostering collaboration, which can lead to innovative projects and partnerships.
 - b. Encouraging Innovation: By providing a platform for sharing innovative ideas and success stories, the event encourages local businesses and startups to adopt innovative practices and technologies.
4. Support from Government and Institutions
 - a. Policy Support: The involvement of government officials in the event can lead to the development of supportive policies and initiatives that encourage entrepreneurship and innovation in the region.
 - b. Academic Partnerships: Collaborations with universities can lead to research opportunities, the establishment of incubators and accelerators, and educational programs tailored to the needs of local entrepreneurs.
5. Sustainable Growth
 - a. Long-term Vision: By focusing on sustainability and long-term growth, VentureNorth and the LEAP Bootcamp ensures that the development of the Pilbara's innovation ecosystem is not just a short-term boost but a foundation for enduring prosperity and liveability.



The Community

VentureNorth is designed to appeal to a diverse audience, encompassing local entrepreneurs, business owners, students, investors, and community members with an interest in innovation and economic development. By being inclusive and not industry-specific, both VentureNorth and Plus Eight welcome anyone with a creative idea, fostering a culture of openness and collaboration. The event addresses key areas of community interest such as economic development, technological advancements, and educational opportunities, ensuring its relevance to a wide range of participants. This broad appeal helps to engage various sectors of the community, making the event a pivotal point for networking and knowledge sharing.

The Market

Stakeholder engagement has revealed a significant community appetite for an event like VentureNorth. Consultations with local business leaders, educational institutions, and government representatives have yielded overwhelmingly positive feedback, highlighting a strong desire for initiatives that foster innovation and economic growth. This aligns seamlessly with Karratha's strategic goals of economic diversification and its vision of becoming Australia's most liveable regional city. VentureNorth supports existing initiatives aimed at driving business growth and innovation, addressing a notable gap in the market. Currently, there are no other large-scale, innovation-focused events in the Pilbara region, positioning VentureNorth as a unique platform for knowledge exchange and networking. Coordination with the City of Karratha's event calendar ensures that VentureNorth avoids scheduling conflicts, thereby maximising community engagement and participation.



Venture North – The Details

- We will host the event at REAP on 23rd July 2024.
- We are expecting at least 150 delegates to attend.
- 30% of these will be from the Pilbara Region and expect the remaining to attend from Perth and surrounds.
- All catering will be coordinated with local suppliers.
- Print media will be sourced locally where possible.

Event Overview:

- VentureNorth is a conference-style event aimed at fostering entrepreneurialism and developing the innovation ecosystem within the Pilbara region. The event will take place in Karratha.
- Location - The main event will be hosted at the Red Earth Arts Precinct. There will be some 'spin-off' sessions held at local restaurants.
- Program - The event features a comprehensive program designed to engage and educate attendees:
 - Keynote Speeches
 - Panel Discussions
 - Workshops
 - Networking Sessions
- Speakers & Key Attendees:
 - Hon. Stephen Dawson MLC - Minister for Emergency Services; Innovation and the Digital Economy, Science and Medical Research
 - Derek Gerrard – Purpose Ventures, Venture Capitalist, Entrepreneur
 - Marcus Tan – Venture Capitalist, Co Founder HealthEngine
 - Nicole Lockwood – Malka Foundation
 - Paula Taylor – Co-Founder First Nations X, Founder West Tech Fest
 - Peter Rossdeutscher – Co-Founder First Nations X, Venture Capitalist
 - Curtin University
 - Department of Jobs, Tourism, Science and Innovation



Plus Eight LEAP Bootcamp – The Details

- We will host the event at REAP on 27th July 2024.
- We are expecting 20 attendees.
- 1000% of these will be local.
- All catering will be coordinated with local suppliers.
- Print media will be sourced locally where possible.

Event Overview:

- Plus Eight Bootcamp is a full-day program designed to provide entrepreneurs and founders the foundational skills to build their idea into a sustainable business.
- Program – The bootcamp is a hybrid model of learning, 70% practical activities, 20% direct mentorship, 10% traditional classroom learning.



Correspondence communicated via email

Important note of context.

The correspondence outlined below is additional information asked for by the City of Karratha over a series of emails and provided by SEED Innovation Foundation since the submission of this original letter on the 13th of May.

This correspondence takes the form of question and answer and we have copied it below exactly as requested by the City of Karratha.

We note that this is typically not how we would format an application, however on the instruction of the City of Karratha, we have not altered the format of what was asked and responded to.

We stand ready to clarify any point that may require further explanation.

To be included into the application / letter:

- Expected value of all sponsorships: Min. \$120,000.
 - o Secured to date: \$50,000 (WA State Government Department of Jobs, Tourism, Science, and Innovation New Industries Fund X-Tend Grant).
- We are selling tickets to the event.
 - o Approx. \$350 per attendee (per day TBC – depending on final program).
 - o The LEAP Bootcamp will not be a revenue generating part of the program, it is intended this is fully sponsored by the City and is offered either for free, or for a very small nominal fee.
- There are no other income streams except for ticket sales and sponsorships.
- Legal Status: SEED Innovation Foundation Pty Ltd is a Not-For-Profit Proprietary Limited Company.
 - o The term ‘not-for-profit’ describes the category of organisation (i.e. not-for-profit vs. for-profit). Just as there are many types of ‘for-profit’ company (publicly listed, private, sole trader, consortium...etc) There are also many types of ‘not-for-profit’ company, including but not limited to Charity, Public Company Limited by Guarantee (PCLG) and Proprietary Limited Company. The structure SEED Innovation chose, based on a 29-page consult and advisory paper independently delivered by Jackson McDonald Lawyers, is a not-for-profit proprietary limited company.
 - o What this means: not-for-profit proprietary limited companies, including SEED Innovation Foundation Pty Ltd, are governed by a Constitution for a proprietary limited company. However, the company’s Constitution is tailored to include the requirements interests, rights, and obligations that are legally necessary for a not-for-profit entity. These include:
 - A not-for-profit purpose and character.
 - A dissolution clause which prevents the shareholders, directors, and officers from receiving the property or assets of the company, including the prevention of profit distribution to shareholders.
 - o This entity was set up precisely for the purpose of being eligible for grant funding.
 - o The Western Australian State Government has some of the strictest frameworks in place regarding the release of funding. And the \$100,000 JTSI New Industries



- X-Tend Grant was issued to the Foundation due to it being a legally recognised not-for-profit company type.
- We are more than happy to provide our company constitution, and extracts from the Jackson McDonald advisory paper if required.
 - (from the CoK): As you may already have told, the final decision of whether an event is sponsored lies with council. i.e. They may decide not to fund you, or to fund you any amount between \$0 and what you have requested, or the full amount that you have requested.
 - What are the odds of this event continuing if the council were not to fund it? The event will absolutely go ahead should the Council choose not to fund, but the scale and scope of what is delivered will be materially impacted. Our ask of the City of Karratha is a sponsorship of \$38,000+GST. The split of that funding is: \$20,000 Venture North Event Sponsorship (this is allocated to speaker expenses [flights and accommodation], venue hire [REAP, etc] and a portion of marketing and event visibility. Without this component, our presenter ambitions will be limited, venue options may be impacted and visibility of the event across the broader Pilbara will be hampered. The second component of funding is \$18,000 to cover the cost of the Plus Eight LEAP Bootcamp. Without this funding, the Bootcamp will not take place, and it is an anchor part of our program. (information regarding these two funding streams, as well as information about Plus Eight LEAP was provided in our initial email to Steph, please do let us know if you would like that reforwarded to you...though I understand you are already in possession of it all).
 - What would be the breakpoint (i.e. minimum amount from council that you require) for this event to take place? The breakpoint could be considered at a \$28,000 Cash Contribution (a reduction of \$10k), this is reliant however on the Council being willing to provide in-kind sponsorship of the REAP facility – which has been budgeted at \$10k in our program budget forwarded to you by Brigitte earlier today.
 - As you may be aware, this item will only be raised at the June council meeting that will be held on Friday 28 June. After that we still need to finalise a funding agreement, raise a requisition before you will be paid.
 - How dependent are you on the funding? We are dependent on the funding, but it is not the only funding stream we have secured. The State Government has contributed \$50,000 in sponsored support to the initiative as it falls perfectly within their State ambitions outlined in the WA State Government Innovation Strategy. Having multiple funding sources is critical for us to contingency manage the financial security of the event, and the Council funding is the next primary partner we are pursuing.
 - If you are dependent on the funding, will you have the capacity to organise the meeting in the few weeks before 23 July? Yes, the elements of the program we wish to attribute the City of Karratha funding will be able to be organised between June 28 (or upon notification of a successful funding application) and June 23rd.



Entitlements

- Exclusive naming rights
- Recognised as the delivery partner.
- Recognition on all digital and print media.
- 2 x display banners in the room throughout the whole program.

In context of the Bootcamp, I also need the following:

- How many people do you expect will attend. - **There is not limit to attendees but we are aiming for 20pax**
- Geographical breakdown of attendees. – **100% Local**
- What proportion will stay and on average how long. – **Not applicable**

These are the questions are contained in the City of Karratha policy document, that SEED Innovation Foundation has responded to:

1. Strategic Alignment

- a. Describe how the event contributes to the City of Karratha's vision to be Australia's most liveable regional City.

6. Economic Diversification and Strengthening

- a. **Attracting Investment:** By highlighting entrepreneurial opportunities and showcasing the region's potential, VentureNorth can attract both local and international investors. This influx of investment can spur economic growth, leading to the development of new businesses and industries in Karratha.
- b. **Creating Jobs:** New ventures and startups emerging from the event can create employment opportunities, reducing dependence on mining and oil and gas industries and fostering economic resilience.

7. Educational Development and Knowledge Transfer

- a. **Bridging the Knowledge Gap:** By bringing together experts from government, universities, and the corporate sector, the event helps bridge the knowledge gap between metropolitan areas and regional Australia. This ensures that local entrepreneurs and businesses have access to the latest knowledge, trends, and technologies.
- b. **Skill Development:** Workshops, seminars, and networking sessions at the event can help local entrepreneurs and business owners develop essential skills, from business management to technological proficiency.

8. Fostering Collaboration and Innovation

- a. **Building Networks:** VentureNorth facilitates connections between various stakeholders—government officials, academic leaders, corporate executives, and venture capitalists. These networks are crucial for fostering collaboration, which can lead to innovative projects and partnerships.
- b. **Encouraging Innovation:** By providing a platform for sharing innovative ideas and success stories, the event encourages local businesses and startups to adopt innovative practices and technologies.

9. Support from Government and Institutions



- a. Policy Support: The involvement of government officials in the event can lead to the development of supportive policies and initiatives that encourage entrepreneurship and innovation in the region.
- b. Academic Partnerships: Collaborations with universities can lead to research opportunities, the establishment of incubators and accelerators, and educational programs tailored to the needs of local entrepreneurs.

10. Sustainable Growth

- a. Long-term Vision: By focusing on sustainability and long-term growth, VentureNorth ensures that the development of the Pilbara's innovation ecosystem is not just a short-term boost but a foundation for enduring prosperity and liveability.

3. Community/ Social Impact

a. Detailed Description of the Event

VENTURENORTH

Event Overview:

VentureNorth is a conference-style event aimed at fostering entrepreneurialism and developing the innovation ecosystem within the Pilbara region. The event will take place in Karratha.

Location - The main event will be hosted at the Red Earth Arts Precinct. There will be some 'spin-off' sessions held at local restaurants.

Date and Time - The main event will be 23rd July 2024.

Program - The event features a comprehensive program designed to engage and educate attendees:

- Keynote Speeches
- Panel Discussions
- Workshops
- Networking Sessions

Speakers & Key Attendees:

- Hon. Stephen Dawson MLC - Minister for Emergency Services; Innovation and the Digital Economy, Science and Medical Research
- Derek Gerrard – Purpose Ventures, Venture Capitalist, Entrepreneur
- Marcus Tan – Venture Capitalist, Co Founder HealthEngine
- Nicole Lockwood – Malka Foundation



- Paula Taylor – Co-Founder First Nations X, Founder West Tech Fest
- Peter Rossdeutscher – Co-Founder First Nations X, Venture Capitalist
- Curtin University
- Department of Jobs, Tourism, Science and Innovation

Alcohol - A networking cocktail hour will be held at the end of the main event from 5:30 PM to 8:00 PM, where alcohol will be served in a controlled and responsible manner.

PLUS EIGHT BOOTCAMP

Event Overview:

Plus Eight Bootcamp is a full-day program designed to provide entrepreneurs and founders the foundational skills to build their idea into a sustainable business.

Location - Red Earth Arts Precinct.

Date and Time – 27th July 2024.

Program – The bootcamp is a hybrid model of learning, 70% practical activities, 20% direct mentorship, 10% traditional classroom learning.

No alcohol will be served.

b. Appeal to the Broad Community

Inclusivity:

VentureNorth is designed to appeal to a diverse audience, including local entrepreneurs, business owners, students, investors, and community members interested in innovation and economic development.

VentureNorth and Plus Eight are not industry specific and are relevant to any individual with an idea.

Broad Appeal:

The event addresses key areas of interest such as economic development, technological advancements, and educational opportunities, which are relevant to a wide range of community members.

c. Demonstrated Community Appetite

Stakeholder Engagement:



Consultations with local business leaders, educational institutions, and government representatives have been overwhelmingly positive, demonstrating a clear community appetite for an event of this nature.

d. Synergy with Current Programming and Market Gap

Alignment with Karratha's Vision:

VentureNorth aligns with Karratha's strategic goals of economic diversification and becoming Australia's most livable regional city. The event supports existing initiatives aimed at fostering innovation and business growth in the region.

Market Gap:

Currently, there are no similar large-scale innovation-focused events in the Pilbara region. VentureNorth addresses this gap by providing a platform for knowledge exchange and networking that is not available through other local events.

Avoiding Clashes:

Coordination with the City of Karratha's event calendar has been undertaken to avoid conflicts and ensure maximum community engagement.

4. Economic Impact (The economic benefit to the City compared to the \$ value that the City will spend on it).

- a. How many delegates do you expect.
 - i. 150
- b. What proportion of these delegates will be local, from the Pilbara, WA, other states, international. How did you obtain these figures.
 - i. 30% Pilbara
 - ii. 60% WA Metro
 - iii. 10% other states
 - iv. Given the strong interest in the Pilbara region and the advanced understanding of the innovation ecosystem by delegates from the Perth Metro area, we anticipate a significant number of attendees traveling to Karratha for VentureNorth. As this is the inaugural event and the concept is new to local entrepreneurs and businesses, we expect local attendance to be modest initially. However, we also foresee a substantial turnout from interstate participants due to their contributions to the program.
- c. What will be the economic impact for the City. You can provide input on this by stating: (If you provide the following information, then I will work out the impact for you)
 - i. What will your direct spending be in the City. (i.e. estimated spend with local suppliers within City of Karratha)
 1. Venue hire REAP & Karratha International Function Area
 2. Prearranged restaurant functions x 3 for program contributors
 3. Coffee van hire
 4. All catering (breakfast, lunch, dinner & breaks)
 5. Print marketing materials
 6. MC services
 7. Event management services
 - ii. Accommodation spent determined by:



1. Proportion of delegates that will stay over - 105
2. How many nights delegates will stay – 2 nights
3. Average cost per day. (We will accept the Tourism WA Interstate Average Daily Spend value of \$123 per day – see LGA Visitor Factsheet 2021 attached).
- iii. Any other direct spending at local business relating to your event.
 1. N/A
4. Environmental impact
 - a. Does the event show any impacts (positive or negative) on the environment?
 - i. Emissions related to travel
 - ii. All print materials will be 100% recyclable and kept to a minimum using an online platform
 - b. What is the distance from the event space to the closest residential property? (If at REAP, then just state that all activity will be at REAP).
 - i. All activities will be at REAP
 - c. What are the proposed event times?
 - i. VentureNorth 7.30am to 9pm
 - ii. Plus Eight 7.30am to 6pm
 - d. What are the proposed noise impacts
 - i. Nil
5. Media and promotion impact
 - a. How will the event be promoted?
 - i. The event will be promoted via Facebook, Instagram and LinkedIn advertising.
 - ii. Direct marketing with the support of the KDCCI and CORE Innovation Hub
 - iii. Direct marketing through the innovation ecosystem network
 - b. How will sponsors be recognised.
 - i. Sponsors will be acknowledged through out the marketing, website and programs.
 - ii. Sponsors will be recognised on the day as per the sponsorship guidelines depending on their tier.
 - iii. Sponsors will be recognised in post event marketing and in 2025 marketing.
 - c. Media coverage for the event
 - i. The event will be covered by the Pilbara News and Triple M Radio.
 - ii. Media announcements will be made on LinkedIn before, during and post event.
 - iii. The West Australian and ABC Pilbara will be contacted regarding the event in the lead up.
 - d. How will the success of the event be measured.
 - i. Attendance: 150 delegates
 - ii. Attendance: 10 accelerator entrepreneurs
 - iii. Positive feedback from attendees, speakers and sponsors.
 - iv. Increased awareness and reputation of VentureNorth within the ecosystem.
 - v. Quantity and quality of collaborations and partnerships formed.
 - vi. Post event media coverage and positive EOI round for 2025 sponsor support.
6. Previous experience delivery events
 - a. Other events
 - i. Eliza Carbines: extensive experience chairing and coordinating large-scale conferences. Eliza is the Chair of the Association of Proposal Management Professionals which hosts international conferences every 18 months. Eliza



- was also a core member of the MIT REAP Committee 2022 & 2023 that hosted a week long conference in Perth that she was critical in arranging.
 - ii. Brigitte McDowell: experience chairing and presenting at national conferences. Brigitte was president of the Karratha Rotary Club for two terms and hosted and coordinated the RFDS Gala 2019 and the Camp Quality Gala 2021 with over 200 guests at each. Brigitte also holds a Master of Project Management and is an experienced project and event manager.
- b. Sponsorships
 - i. This event will have multiple sponsors from within the innovation ecosystem but these are yet to be confirmed.
 - ii. Presenting sponsors include Seed Innovation Hub Pty Ltd and Department of Jobs, Tourism, Science and Innovation.
- c. Insurance
 - i. Seed Innovation Foundation Pty Ltd will be sufficiently insured prior to the event with Public Liability and Workers Compensation.
 - ii. CoC will be provided to the City prior to event.

How will the entrepreneurs for the Plus Eight LEAP Bootcamp be identified?

Potential participants will be reached via the KDCCI newsletter, City of Karratha mailing list, and Pilbara Development Commission mailing lists. We understand these organisations have active and thorough audiences, and we will run a four week campaign to ensure all potential participants are provided the opportunity to secure a place in the bootcamp.

Can you please confirm that the entrepreneurs for the Plus Eight LEAP Bootcamp will only be from the City of Karratha? (The City is unlikely to sponsor an event for people that is not from here).

That's correct. Spacecubed specifically run these Bootcamps in partnership with the LGA regions, and the 30 available places will be limited to City of Karratha registered organisations.

Would you mind if the City has some presence at the event. I think we can strengthen your Plus Eight LEAP Bootcamp entitlements if you offer that some City officials can attend the event as observers.

Absolutely. This isn't not a concern, and will not subtract from the allocated places for active participants.

