As Australia's fastest growing and third largest economy, Western Sydney's future is the targeted development and application of knowledge, innovation and disruption. With a diverse and socio-economically dynamic business environment, Western Sydney has the entrepreneurial spirit and capacity to transform the region into a global technology hub, able to drive new industries and create smart jobs.

To enable this future, Western Sydney University is collaborating with government and key corporate partners to deliver Launch Pad, a network of business and innovation support centres (Smart Business Centres) across Western Sydney’s key growth areas of Penrith, Parramatta, Liverpool and Macarthur.

For Western Sydney’s technology-based businesses whether they be in IT development, advanced manufacturing or logistics, Launch Pad provides an end-to-end innovation experience. With the opportunity to access in-house mentoring and a modern collaborative work space, clients work within a community of technology-focused entrepreneurs and enjoy the opportunity to partner with one of Australia’s fastest growing and most applied Universities.

Launch Pad is acting as a catalyst and rallying-point for an innovation eco-system across Western Sydney that is adapted from places such as, Silicon Valley, Tel-Aviv and Bangalore where major universities have partnered with government and industry to transform their regional economies into global technology hubs.

Western Sydney’s innovation eco-system will be based on building blocks such as, developing a pro-entrepreneurship culture, delivering entrepreneurship education, increasing access to venture capital, driving greater collaboration between entrepreneurs and with the university and delivering specialised mentoring to help Start-Ups develop and scale into global businesses.

Launch Pad program services are delivered through a specially designed model developed by Western Sydney University to provide assistance in a way that maximises results for clients and measures the efficacy of interventions to inform future research and industry policy making.

Launch Pad is a critical component in transforming Western Sydney into a globally recognised technology and innovation region. We hope that you can be part of the journey.

Professor Barney Glover
Vice-Chancellor
COLLABORATE
INNOVATE
GROW
Launch Pad has been designed with a specialised methodology to support every business in an individual and tailored manner. The mantra, Collaborate, Innovate, Grow is not just a tagline, it encapsulates a deliberate structure that maximises the opportunity for entrepreneurs to achieve success in today’s technology driven world. That is, making connections, using those connections to develop new ideas that can be successfully commercialised, maximising growth of the business.

Launch Pad process for delivering business support is not ad-hoc. We deliver our services through a specially designed business support model developed by Western Sydney University called Business Innovation Tracking and Evaluation or BIPET, for short. BIPET does not diagnose your individual business situation using typical measures such as size or turnover; instead we use measures that reflect the true dynamics and nuances of your business. We then set a tailored program of assistance based on your individual circumstances and needs and measure each step in the process to demonstrate how and where improvements have been made.

As Australia’s fastest growing and third largest region, Western Sydney’s future is based on how well it adopts knowledge and innovation as key drivers in transforming the region into a global technology hub.

Western Sydney University is enabling this future through Launch Pad, in partnership with industry and government. Launch Pad is developing a network of Smart Business Centres across Western Sydney’s key growth areas, including, Penrith, Parramatta, Liverpool and Macarthur.

The Launch Pad initiative supports business by providing modern but low-cost serviced office and co-working space, which is enhanced with specialist business advice, mentoring, events, networking, training and education. Clients work within a highly collaborative environment with other technology-focused entrepreneurs, leading to problem solving, sharing of expertise and experience.

Another important feature of Launch Pad is that it provides its clients with a central access point to the resources of Western Sydney University. The shop-front model offers a direct link into the university’s multi-faceted expertise in key fields along with a huge range of manufacturing and scientific testing equipment and includes access to the university’s far-reaching network of government and corporate partners.

By unlocking the university’s research, innovation, facilities and student resources, Launch Pad and its partners are delivering an unparalleled level of business and innovation support that will drive Western Sydney’s high-tech regional economy. Including:

- Increasing knowledge industries and smart jobs
- Developing a high-technology start-up sector
- Being positioned as a global high-tech and innovation hub
- Increasing research, innovation and university industry collaborations
- Developing a high performing small medium enterprise (SME) sector with a strengthened innovation focus, and
- Increasing supply chain clustering and collaboration
Collaborate Innovate Grow

LAUNCH PAD SERVICES

BUSINESS ADVICE
Launch Pad works with business to assess their needs and connect them to the best source of assistance. Whether it is working with our team, with a government program, referring business to a specialist partner, or a mix of all of these options, support is tailored to meet individual needs.

TECHNOLOGY BUSINESS INCUBATOR
Launch Pad offers a high quality technology business Incubation program for early stage and high-growth businesses in Western Sydney. The Incubator provides clients with modern low-cost office accommodation and in-house mentoring services to help them establish and grow.

ACCELERATOR PROGRAM
Launch Pad will deliver a range of accelerator programs beginning in 2016. The accelerator program model has been developed collaboratively with our partners KPMG and NAB to maximise opportunities to rapidly develop high technology Startups that have the potential to scale into globally competitive businesses.

COLLABORATIVE WORK SPACE
Launch Pad provides business with the opportunity to operate from modern high quality and low-cost work space and has a range of options to meet individual requirements including fully furnished offices to co-working space and hot desks.

RESEARCH AND CONSULTING
Launch Pad offers clients an excellent pathway to access Western Sydney University’s resources for research and consultancy collaborations, innovation and industry focused PhD study to undertake joint research and development activity.

STUDENT RESOURCES
Western Sydney University has a range of student talent from nine different academic schools. With almost 45,000 students, Western Sydney University has one of the largest student populations in Sydney and offers a range of options to engage with Students including: special projects, placements and internships.

MAKER SPACE FACILITY, SCIENTIFIC AND TESTING EQUIPMENT
Launch Pad is able to facilitate access to Western Sydney University’s full range of specialist research facilities and advanced scientific equipment. Access is also available to Western Sydney University’s Maker Space facility. This resource adds a whole new dimension to our service offering, by enabling clients with the ability to undertake prototyping, testing and low volume production, through a great range of high technology equipment and facilities.

FACILITIES
Launch Pad has a range of meeting and training rooms available for casual hire. This includes: small and large rooms, seminar and event areas. Rooms include high speed internet access, Audiovisual equipment also offer video Conferencing for virtual collaboration.
A collaborative initiative between Western Sydney University, Government and Industry, Launch Pad is building a new culture of innovation in Western Sydney to drive knowledge-based business growth and position the region as a key global technology and Innovation hub.

Launch Pad is putting in place the building blocks for a new Western Sydney Innovation Ecosystem

- Pro-entrepreneurship culture
- Entrepreneurship education
- Expert mentoring
- Tolerance for risk
- Technical expertise
- Access to venture capital
- Research collaboration
- Global linkages
- STEM skills development

PRIVATE OFFICES, CO-WORKING HUB AND HOT DESKS

Launch Pad provides business with the opportunity to operate from modern high quality and low-cost work space and has a range of options, ranging from fully furnished offices to co-working space and hot desks. The Launch Pad work space and facilities include:

- Fully furnished offices (9 – 28 sqm)
- Hot-desk or dedicated desk places
- High speed Wi-Fi internet access
- Reception desk with admin support
- Creative meeting spaces with whiteboard walls
- Training and meeting rooms for up to 40 people with advanced A/V
- Board room with video conferencing
- Print and photocopying facilities
- Outdoor work area overlooking landscaped grounds and lake
- Secure building with 24/7 swipe card access
- Fully equipped kitchen facilities with free tea and coffee
- Client technology showcase area
- Shower facilities and lockers
- On-site parking and on-site Café

Note: Available services at individual locations vary according to capacity and available facilities.
Case Study

3D BRINK

3D Brink is a business owned by Stephen Brinks a local entrepreneur from Penrith who is designing and building his own range of high-tech 3D printing machines.

Stephen had been operating his business with mixed success for two years from his home based workshop in his garage. While his technology was very good, he was struggling to solidify the business and generate profit. Stephen’s story is very typical of many good engineers; they love technology and develop great ideas but often have difficulty in managing the financial and marketing management aspects of the business.

Stephen discovered Launch Pad at a university networking event. Within a month of moving into Launch pad’s incubator the business was being totally overhauled. As part of the Incubator program delivered at Launch Pad’s Smart Business Centre, Stephen has his own professional office and workshop area to assemble his machines.

Through the in-house business mentoring service offered through the incubator program, Stephen is transforming the business into a sustainable and profitable venture. Working with his mentor, Stephen has made significant changes to his business:

- Revised the overall financial management and cash flow planning approach allowing the freeing up of funding to move to more efficient batch style production where economies of scale can be achieved
- Re-defining of the business model to identify ways to sell additional wrap-around services with the actual machine that provide an after sales revenue stream
- Reviewed the businesses R&D tax benefit claim through Launch Pad’s partnership with KPMG to maximise the potential tax benefits for the business.
- Developing an application for funding of R&D activities for a new generation machine through the NSW Governments Tech Vouchers program
- Developing a marketing plan to reposition the product range in a way that maximises 3D Brink technology and quality advantages over similar priced competitor machines
- Taken on a Western Sydney University industrial design student through the university’s internship program to assist in their manufacture and assembly process
- Provided new market contacts leading to additional machine sales.

The experience of 3D Brinks at Launch Pad has been absolutely transformative within a very short time frame. The business is continuing to work through a program of improvement with the Launch Pad business mentors that will set the business up for sustainable growth and profitability, with opportunities to develop new technologies in the 3D printing field in collaboration with the University.
Launch Pad offers clients an excellent pathway (via REDI Research Engagement, Development, Innovation) to access Western Sydney University resources, for research, consultancy collaborations, innovation, industry focused PhD study, specialised facilities and equipment.

RESEARCH, DEVELOPMENT AND INNOVATION

Western Sydney University is a world-class university with a growing international reach and reputation for academic excellence and impact-driven research.

Ranked amongst the top two percent of the universities in the world by the prestigious Times Higher Education World University Rankings, we are globally focused, research-led and committed to making a positive impact - at a regional, national and international level.

We’re continuing to invest in areas of research strength, our facilities and high quality research education.

RESEARCH INSTITUTES, CENTRES AND GROUPS

Research Institutes
- Hawkesbury Institute for the Environment
- Institute for Infrastructure Engineering
- Institute for Culture and Society
- MARCS Institute

University Research Centres
- National Institute for Complementary Medicine (NICM)
- Centre for Educational Research (CER)
- Centre for Health Research
- Centre for Research in Mathematics
- Religion and Society Research Centre

INNOVATION AND EASY ACCESS IP

Western Sydney University is committed to Easy Access IP and is a preferred model for the commercialisation of IP.

Whilst Western Sydney University will still protect and commercialise some IP through more traditional revenue-based licensing or start-ups, we will offer much of our IP to industry partners and entrepreneurs for free. It is intended that this model will increase the take-up of IP and accelerate its development and pathway to market. Significantly, adoption of the Easy Access IP model signals our priority to engage more easily with our partners, encourage new collaborations and achieve impact by our research.
## ABOUT WESTERN SYDNEY UNIVERSITY

### STUDENT HEADCOUNT

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<thead>
<tr>
<th>Gender</th>
<th>Headcount</th>
</tr>
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<tbody>
<tr>
<td>Female</td>
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<tr>
<td>Male</td>
<td>19,781</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>43,955</strong></td>
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### BY RESIDENCY STATUS

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### BY COURSE LEVEL

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### BY CAMPUS

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<tbody>
<tr>
<td>Bankstown</td>
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<tr>
<td>Blacktown/Nirimba</td>
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<tr>
<td>Campbelltown</td>
<td>7,152</td>
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<tr>
<td>Hawkesbury</td>
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<tr>
<td>Lithgow</td>
<td>69</td>
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<tr>
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<td>Penrith</td>
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### BY AGE GROUP

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<td>50 and above</td>
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### CAMPUSES SIZE (HA)

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<td>Bankstown</td>
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<tr>
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<td>Hawkesbury</td>
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<td>Penrith</td>
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<td>Westmead</td>
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<tr>
<td>Lithgow</td>
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### STAFF

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<tr>
<th>Group</th>
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<tr>
<td>Academic Staff*</td>
<td>1,490</td>
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<tr>
<td>Professional Staff**</td>
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### EXPENDITURE

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<th>Type</th>
<th>Amount ($)</th>
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<tbody>
<tr>
<td>Total Operating Expenses</td>
<td>729.6</td>
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</tbody>
</table>

All figures shown are as of 30 June 2015.
*Equivalent full-time student load
**Full-time equivalent and includes estimated casual staff for 2014
LAUNCH PAD
P: 9678 7200
E: launchpad@westernsydney.edu.au
W: westernsydney.edu.au/launchpad

WERRINGTON
14 Great Western Highway, Werrington, 2747

PARRAMATTA
91 Phillip Street, Parramatta, 2150

LIVERPOOL
33 Moore Street, Liverpool, 2170