

**Submission
No 29**

SUPPORT FOR START-UPS IN REGIONAL NEW SOUTH WALES

Organisation: Australia Agriculture Academy
Name: Mr Gregory Medway
Position: Chief Executive Officer
Date Received: 31 July 2017

30/07/2017

**SUBMISSION:
The NSW Parliament Committee on Investment, Industry and Regional
Development**

**Inquiry into the best ways to support the budding entrepreneurial ecosystem
of start-ups in Regional NSW**

Australia Agriculture Academy Ltd

[REDACTED]

**Submission by Dr John Troughton Chairman Australia Agriculture Academy
Advisory Board
Greg Medway CEO Australia Agriculture Academy Ltd**

Contact: Greg Medway Office

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1. Geographical Facts and Figures

The population of Regional Australia is 8.8 million persons, with 4.5 million living in 31 larger regional cities and 4.3 million persons living in traditional small towns in Australia. It is estimated approx 900,000 persons live in these smaller country towns in NSW

Our Submission and concentration is on these small and in many instances, forgotten small towns in country NSW.

We believe handled correctly these “encouraged” start-ups could be a game changer for the many struggling small towns.

How Do We Go About It?

The first process that you DON'T DO is to apply “city thinking” to the issues involved. Country people are suspicious of “fly in” consultants/presenters/meetings, they instead build long term trusting relationships in their own community, they think about things more, and tend not to display great excitement, they can appear to be quite shy.

**It is important to work with and respect the characteristics of country people
Its all about relationships, therefore building trusting and encouraging relationships is critical to success for the country entrepreneur.**

To be effective and put in place a process that is going to succeed and secure great outcomes, much nurturing/encouraging/mentoring will need to occur, encouraging persons from these small towns to come forward with their business concepts and ideas.

What is The Process?

**The Seven Levels to establish and sustain a Start-Up in Country NSW
And Stage 1 is the critical factor for success**

- 1. Survival....the idea, creating and manifesting the concept, co working space**
- 2. Relationships...building support groups, securing professional help.**
- 3. Self-esteem.....getting the platform into place, expanding your network**
- 4. Transformation....adapting into a business operation**
- 5. Internal cohesion....Developing a strong support base, stakeholders, clients, staff**
- 6. Making a difference....connecting your product/services ethically.**
- 7. Service.... Connecting into humanity and voluntary service**

1. Survival

Encouraging people to come forward with an idea or concept will require on-going “publicity.” There is “no city bright lights” so there needs to be people around these budding entrepreneurs who are in the first instance, “**encouragers**”

At this early stage, budding start-ups don't need consultants/finance people/mortgage brokers/car salesmen/ not even mentors, they need authentic encouragers, that is people with heaps of EQ(emotional intelligence) to keep these budding entrepreneurs striving to achieve their dream/their idea.

Emotional Intelligence

There needs to be an established list of successful “ authentic encouragers,”

How are they recognized? With a simple Emotional Intelligence (EQ)questionnaire, and also noted the 27 components of emotional intelligence can be learnt. There is an EQ Diploma available.

NO they don't have to be hugely successful business people or long term staff/management people., encouragers need to simply possess those critical components eg: authentic listening, aware of emotions, the ability to empathise, able to build relationships., encourage creativity.

“And everyone who receives encouragement, young or old, successful or less than successful, unknown or famous, is changed by it.” John C Maxwell

Co-Working Space

Because small towns just don't have the numbers as per cities, any Co-working space established, may be in a central town and operate as “spokes in a wheel”

For Example, the area we know best is the Hilltops region of country NSW, which contains the major town of Young and the smaller towns of Boorowa, Harden and Murrumburrah. To these four towns we would add the nearby town of Cootamundra.

For example, in the future, many budding entrepreneurs may materialize out of, for example Boorowa, then a “spoke” would be connected from the central location of Young. to Boorowa.

The Co-Working Space should NOT be Free!

Specific time and dates at the co-working space should be allotted to each registered entrepreneur.

It is important that any budding entrepreneur recognize that they are pursuing and creating an entrepreneurial business, with all the costs and expenses that go with it.

Co-Working Space creates Excitement,

Entrepreneurs should be encouraged to exchange ideas and assist each other, there must be a minimum of basic house rules in the co-working space to encourage “freedom of thinking “ and innovation.

Building a Successful Start-Up System

We believe each NSW Country area should have its own identifiable, localized system of governance. eg the Hilltops Region.. Start-ups will then identify with their own town, and their own region, thereby promoting excitement and innovation and encouraging growth into their country town.

Local organisations could then be encouraged to “oversee” the total process in a region, with a business performance base.

Its really very simple,

Start-up entrepreneurs need all the encouragement they can get to materialize their dreams, their ability to innovate.

No its not about how great the Co-Working space is, or the capabilities of a computer system, rather its about getting entrepreneurs out of the “Survival “ state, and into a belief system that they can achieve>>>trusting and encouraging relationships help deepen their belief in their abilities to be innovative and solve business problems. and create great businesses.

A game changer for the small country towns of NSW>

The Future Unfolds and its Success Grows

2. Relationships

With the budding entrepreneur established in the co-working space, and with the concepts manifesting into a future business, the “encourager” now works with the entrepreneur to recognize areas in his birthing business where new relationships are required to reach the next level of success. Business mentoring becomes important, along with initiating future relationships/ nurturing future clients and how to achieve this.

The “encourager” starts to recede from the process.

3. Self-Esteem

As the business moves beyond the established platform, Mentoring may now be expanded into specific areas, efficiency, sales pipeline, marketing, productivity, business growth, new premises.

4. Transformation

As the business grows it becomes adaptable to disruption and change and seizes the opportunities to grow into new directions.

5. Internal Cohesion

The whole business develops a very flexible and cohesive movement, sudden change is welcomed.

6. Making a Difference

The business has developed new strategic partners and alliances, all our stakeholders vhold to our ethics for business.

7. Service

The business possesses a culture of service to others and the people encourage each other into voluntary participation