

**Submission  
No 32**

## **SUPPORT FOR START-UPS IN REGIONAL NEW SOUTH WALES**

**Organisation:** Ideation at Work  
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**Position:** Creative Director  
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The Hon Katrina Hodgkinson MLC

Parliament's Committee on Investment,  
Industry and Regional Development  
NSW Legislative Assembly  
Parliament House  
Macquarie Street SYDNEY  
NSW 2000

Via email: [portfoliocommittee6@parliament.nsw.gov.au](mailto:portfoliocommittee6@parliament.nsw.gov.au)

Dear Ms Hodgkinson

**Inquiry into the support for start-ups in regional NSW**

Ideation At Work (IAW) is an innovation and creativity training and consultancy company operating out of Newcastle. IAW works with corporates, government organisations, SME's and Start-ups. The company offers a range of services to entrepreneurs, businesses and organisations to strategise, prototype and iterate innovative products and services.

IAW is led by founder and creative director Christina Gerakiteys, with the business purpose being to ignite creativity and innovation in entrepreneurs and intrapreneurs, businesses and organisations. Ideation develops strategies to ensure businesses act with passion and intent. IAW aims to assist regional businesses and the broader communities, to secure a sustainable future. The company does this through the presentation of workshops and events, facilitation and ideation sessions.

IAW welcomes the opportunity to comment on the inquiry into the support for start-ups in regional NSW. The following comments reflect contextual observations from both industry and investment, research and adoption through extension activities across the private and government sectors. This submission will focus on opportunities relevant to the diverse, small to medium business sectors.

Where possible, the NSW Government should consider intervention options that will avoid perverse outcomes and future regulatory burden on viable, regionally based industries that continue to contribute to healthy, productive regional communities. IAW supports a transparent approach taken by government that reflects the needs of those who wish to commence or expand small to medium business operations.



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W: [www.ideation.global](http://www.ideation.global)



## Overview

A key challenge faced by Australian regional communities is not only the result of restrictions due to the lack of connectivity and technological infrastructure. Ongoing support services, facilitation of innovation and small business creation are also creating a disadvantage to those operating in regional areas. Rather than viewing this as an ongoing limitation, it is recommended that government sees this as an opportunity. By enabling and facilitating the up-take of 'innovation concepts' in regional areas, be it on farms or from within the business communities, regional areas could and would provide the perfect platform for long term, sustainable start-up ecosystems.

## Opportunity for government

Regional communities are traditionally innovative by nature. Service provision, is typically lacking. IAW acknowledges the commitment government has placed on investing in rural and regional areas, however, provision of services both private and government, need to be more collaborative in the approach to business needs. Currently there are many avenues and streams of funding and advice for the regions based on strong strategic direction and policy developed across multiple portfolios of government. There is however, a requirement for regional communities and start-up ecosystems to have access to the latest knowledge, expert advice and ongoing support just as their counterparts have access to in cities.

Newcastle is a fantastic example of regional diversity with a strong population of new businesses. Entrepreneurs and start-ups are based on ideas that are being harvested through business support services in addition to educational and inter-business networks. This strong and successful start-up ecosystem has taken over ten years to develop.

Achievements are a result of the ongoing commitment of government and very much a result of the commitment of local businesses and services to support the long term vision and opportunities for building regional resilience through business diversity.

IAW would welcome the opportunity to work with government to develop a solution for regional stakeholders.

Should you have any queries relating to this submission, please contact me.

Yours sincerely

Christina Gerakiteys  
Founder and Creative Director  
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