Mr David Williamson
Introduction

- CEO, Melbourne Innovation Centre
- MIC team member since 2007
- Treasurer, Business Innovation & Incubation Australia
- 8 years of study
- Incubator Manager Cert, iNbia
- Father of 2 young girls
What we will cover

• Brief history of MIC (former Darebin Enterprise Centre)
• Who we are and what we do
• Sustainable incubator models
• Importance of measurement
• Key takeaways

Who we are

• General Purpose Business Incubator established in 1997
• Program sustainable within 2 years
• Hub and Spoke
  • Alphington (1997)
  • Northcote (2010)
  • Heidelberg (2014)
  • Geelong (2016)
  • ? (1st Jan, 2017)
• Currently serving over 100 companies
Regional Context: Melbourne’s North

- Existing and established business incubators in the region:
  - Melbourne Innovation Centre (Alphington, Northcote, Heidelberg West)
    Serving approximately 100 start up companies. Operates at 90% + occupancy
  - Brunswick Business Incubator (Brunswick)
    Serving approximately 40-60 start up companies. Operates at 90% + occupancy

- Investigating business incubation
  - Nillumbik Shire – Incubator Feasibility conducted in 2014/2015
  - Hume City Council – Incubator Business Plan conducted 2016

The Stats That Count

- 86% of MIC businesses are still operating after five years
- The average MIC graduate has revenues of over $1.5M
- MIC has incubated over 340 businesses
- MIC graduates have created over 1350 new jobs
- MIC contributes $66M to the Victorian Economy every year
Business Incubation: Generations

- **1st Generation** – Real estate focus with only reactive and limited business support services
- **2nd Generation** – 1st Generation plus proactive business support services and program delivery
- **3rd Generation** – 2nd Generation plus in-house debt/equity finance for clients or clear channels to finance
- **4th Generation** – 2nd Generation plus purpose built facilities access to extensive business support services and catered programs for businesses at different growth stages i.e. Accelerator and vast networks

Where we are
Our Business Model

• Revenue from licence fees
• Fees for services
• Consultancy
• Turnkey Management
• Events and Training
• Strategic Partnerships
Why is MIC successful? What we do..

Passion + People and Relationships + Persistence and Resilience = Successful Culture

Client Company Industries

- Environmental Technology
- Audio and Sports Technology
- Artisan Brewing
- Carbon Fibre Design
- Horticulture
- Digital Arts
- Professional Services
Client Company Spectrum

Living Vicariously (we like to brag)

- BRW Magazine’s Most Innovative Company
- ABC New Inventors Annual Winner
- People’s Choice No.1 Beer in Australia
- 100’s of Million Albums sold using the Sebatron
- NEIS Change Award Too Deadly Cleaning
Our Partners

- City of Darebin
- Australia Post
- Melbourne Polytechnic
- Australian Government
- La Trobe University
- Banyule City Council
- Melbourne Innovation Centre

Our Team

• Scales 8-14 Employees/Contractors
• Complementary skillsets
  • Accounting and Finance
  • Professional Writing
  • Marketing
  • Management
  • Legal
  • Digital
  • Strategy
Programs Build Capacity

- Digital Enterprise Program – 1400 businesses
- Small Business Online Program – 280 businesses
- NEIS Program – Over 1,000 business
- Indigenous Business Incubator – Over 100 Indigenous owned and controlled enterprises
- Management consultancy

Keys to our sustainable incubator

- Facilities: Floor space, Peppercorn
- Select Entry
- Governance/Management
- Strong Strategic Partnerships
- Entrepreneurial Culture
- Anchor Tenants
- Mentoring/Client Tracking/Graduation
Tracking and Measuring Impact

- Key Metrics
  - Revenue, Jobs created, Capital Raised, Success/Failure Rates
- Consistent data gathering processes
  - Quarterly, half yearly interviews
- Advantages
  - Quantify your program’s impact
  - Attract funding
  - Contribute to consolidated ecosystem and regional impact data

Incubator Challenges

- Coworking – complementary or a threat to the model
- Navigating the NISA and State and Territory Gov equivalents
- Changing client needs (eg. crowdfunding)
- Formal and structured education
- To accelerate or not to accelerate
- Taking equity in client businesses
- Marketing the incubator, not just clients
**Incubator Toolkit**

- Share your resources
- Share your stories
- Drop us a line for procedures, systems, contracts

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**Summary**

- Melbourne Innovation Centre – a sustainable case study
- Developing an entrepreneurial culture
- Measure your impact
- Share and tell your stories
- Build the network and join the cause
Question, Answer and Discussion

• Happy to answer any questions!

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