

bioGEEELONG

GROWTH STRATEGY 2009 - 2010



GEELONG:
OPEN FOR BUSINESS

CITY OF GREATER

GEELONG

www.biogeelong.com.au

BIOTECHNOLOGY

- an exciting part of Geelong's economic future

Geelong is consolidating and growing its position as a globally focused, knowledge-driven economy that generates jobs. Geelong has:



STRONG VISION FOR THE FUTURE

BioGeelong aims to establish the Geelong Region as a major Victorian Biotechnology precinct and a significant player in the State Government's vision to position Victoria as one of the top five Biotechnology precincts in the world by 2010.

The **BioGeelong Steering Committee** are committed to this vision and have the ongoing support of local champions.

STRONG LEADERSHIP

Government, Industry and the community are committed to working together to drive Geelong's Biotech Industry. A global reputation is being forged for research excellence with Institutes and companies such as Barwon Health, Deakin University and ChemGenex Pharmaceuticals leading the way.

A STRATEGIC LOCATION

Geelong is located within one hour's drive of Melbourne, the capital of the biotechnology industry in Australia. Geelong offers a range of lifestyle choices - inner city, suburban, waterfront, coastal and rural - all with great value for money.

INFRASTRUCTURE

The Geelong Region boast world-class assets and infrastructure of National and International significance, including:

- CSIRO Australian Animal Health Laboratory
- CSIRO Material Science & Engineering
- Barwon Health
- Deakin University and the Geelong Technology Precinct.



CSIRO

Materials Science & Engineering



FOCUS ON SKILL DEVELOPMENT

The Gordon Institute of TAFE and Deakin University are perfectly positioned to respond to the training needs of the biotechnology industry.

STRONG RELATIONSHIPS

BioGeelong has been instrumental in establishing strong relationships that exist between the local biotechnology organisations. **BioGeelong** enables organisations and individuals to work together to help realise Geelong's potential as a biotechnology precinct.



BIOGEELONG

Growing our networks



BioGeelong is an industry based network formed to grow the Geelong Region's biotech capability and to maximise opportunities generated by Geelong's world-class biotech activities.

Since its inception, BioGeelong has established a functional network of active participants representing most of the academic, clinical and commercial biotechnology organizations in the city.

□ BIOGEELONG'S GOALS AND OBJECTIVES ARE:

- 1 To facilitate biotechnology industry development in the Geelong Region in partnership with appropriate local, state and federal agencies with particular emphasis on:**
 - a. Cluster development** that will strengthen innovation, productivity and competitive advantage.
 - b. Local industry advocacy** that aims to influence government industry initiatives for the benefit of local biotechnology organisations; and
 - c. Industry investment activities** including hosting delegations and providing a point of contact for firms wishing to explore partnering/collaboration opportunities with local organisations.
- 2 To broadly promote the Geelong Region's biotechnology capabilities, strengths and opportunities and to celebrate its successes.**
- 3 To make available a dynamic networking environment that provides the stimulus for stakeholder collaboration.**

□ BIOGEELONG'S KEY FOCUS AREAS IN 2009 - 2010:

BioGeelong has identified a number of key actions intended to ensure that the Biotechnology Industry in Geelong continues to grow and to meet its aim of establish the Geelong Region as a major Victorian Biotechnology precinct.

KEY FOCUS AREAS:

- 1. Investigate the potential for a National Centre for Disease Control in Geelong**

BioGeelong will conduct a feasibility study and develop a business case for the establishment of a National Centre for Disease Control in Geelong.
- 2. Develop targeted investment attraction materials**

In order to promote the region, grow the local biotechnology industry, to enhance networking and attract funding & investment, a clear value marketing and investment attraction strategy is required.
- 3. Conduct a supply chain analysis around existing infrastructure**

BioGeelong will investigate the opportunities for growth associated with key assets and infrastructure.
- 4. Develop a new Governance and Funding Model for the Sustainability of BioGeelong Cluster**

BioGeelong's goal is to be self sustaining in 3 years.
- 5. Provide a service to potential investors**

BioGeelong will continue to link developers with potential tenants and facilitate the connections.
- 6. Conduct networking and promotional events**

BioGeelong will continue to conduct networking and promotional activities.



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