



The Hon Craig Laundry MP

Minister for Small and Family Business, the Workplace and Deregulation
Member for Reid

MEDIA RELEASE

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Grants help businesses take the sting out of commercialisation

An Australian company taking the fear out of children's medical procedures by turning them into a virtual reality adventure is among 13 innovators being offered more than \$6.6 million in development funding.

Minister for Small and Family Business, the Workplace and Deregulation Craig Laundry today announced grants, provided under the Accelerating Commercialisation element of the Australian Government's Entrepreneurs' Programme, helping businesses undertake commercialisation activities.

To date, the Australian Government has invested \$156.4 million in 311 Accelerating Commercialisation projects, around two thirds of these in priority industry sectors.

"These grants support businesses to take their innovations through often costly commercialisation steps like trials and market testing, bringing them closer to launch in local and international markets," Minister Laundry said.

The latest dollar-matched funding offers include:

- A Melbourne company's immersive virtual reality experience for children undergoing needle procedures. This alleviates distress and helps doctors perform procedures more quickly, safely and successfully.
- A Newcastle company's innovative process for the agriculture industry that rapidly measures crop nutritional quality and composition. This can help improve quality of crops and lower costs.
- A real-time collaboration and management platform (RADAR) for the emergency services and disaster recovery agencies. Developed in Brisbane, the platform allows for fast collection of information, assessment and disaster recovery interventions.
- An advanced robotic structural steel processing system also being developed in Brisbane that has the potential to help Australian firms better compete with cheap imported fabricators.

Mr Laundry said that the funding played a pivotal role in driving businesses innovation.

“The Entrepreneurs’ Programme has a great track record in supporting businesses to develop and commercialise new products and services that will improve business capability, competitiveness and promote economic growth,” he said.

“As many of the successful projects demonstrate, they also have the potential to help Australia remain competitive on the global scale.”

For more information about how to apply for an Entrepreneurs’ Programme commercialisation grant go to www.business.gov.au/ep

More information on the grant recipients is available at www.business.gov.au/ac-funding-offers

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