



**Australian Government**

**Department of Innovation  
Industry, Science and Research**

## COMMERCIALISATION AUSTRALIA

### Fact Sheet

#### Key Facts and Figures

- Commercialisation Australia will provide a holistic approach to commercialisation assistance, structuring support around the key development stages for the firm in the commercialisation process.
- Commercialisation Australia will assist researchers, individuals and innovative firms to convert their ideas into successful commercial ventures.
- An integrated suite of assistance measures will be tailored to the needs of each successful applicant.
- Commercialisation Australia will receive \$196.1 million over the next 4 years, with ongoing funding of \$82 million a year thereafter.
- A Commercialisation Australia Board will be appointed by the Minister to assist with the administration of Commercialisation Australia. Board appointees will have technical and commercial experience to assess the merit of applications.

#### What assistance is available?

Commercialisation Australia will offer the following assistance:

- *Skills and Knowledge* support for commercialisation will provide successful applicants access to specialised advice and services to build the skills, knowledge and

linkages required to commercialise new ideas. This includes funding of up to \$50,000 to engage specialist services and, where it is deemed appropriate, up to \$200,000 over two years to assist in the recruitment of experienced CEOs and executives. Each successful applicant will be assigned a Case Manager to guide them through commercialisation and to facilitate access to experienced business mentors and other support;

- *Proof of Concept* grants will provide funding of up to \$250,000 to assist with testing the technical and/or commercial viability of the business model or idea for a product, process or service; and
- *Early Stage Commercialisation* grants will provide funding from \$250,000 to \$2 million to undertake activities focusing on enabling a new product, process or service to be developed to the stage where it can be taken to market.

Applications for grant funding will be assessed through a competitive, merit based selection process.

Commercialisation Australia will adopt a mutual obligation approach to assistance. *Early Stage Commercialisation* grants will be repayable on the success of the project.

## **Who is eligible?**

The program will be available to universities and other public sector research organisations, individuals and private enterprises.

## **When will assistance be available?**

It is expected that Commercialisation Australia will be open for applications in early 2010.

## **How do I get more information?**

For further information please contact the Commercialisation Australia team by [email](#) or call (02) 6213 7611.

## **Roles within Commercialisation Australia**

### ***Case Manager***

Case Managers will be contracted by the Department of Innovation, Industry, Science and Research (DIISR) and based in the States and Territories across Australia. They will be recruited through an open tender process and will be expected to have extensive networks and experience in commercialisation.

The role of the case manager will involve:

- managing and tracking the participant's journey from point of entry to the program through to exit;
- assessing the individual needs of the participant and facilitating access to experienced mentors and specialist advice;
- sourcing networking opportunities for the participant from Commercialisation Australia's database and their own networks;

- maintaining regular contact with the participant to ensure timely progress is being achieved;
- referring participants to other programs and support as appropriate;
- recommending funding for specialist advice or services for the participant; and
- reporting to Commercialisation Australia on participants' progress and general industry intelligence.

### ***Volunteer Business Mentor***

Commercialisation Australia will engage experienced business mentors on a volunteer basis to provide specialist advice to participants in the program. Case Managers will arrange a panel of business mentors, based on their relevant expertise, to meet with their participant. Business mentors will offer knowledge, skills and insights on how to turn an idea into a commercial product.

Through the Case Manager, participants will be encouraged to develop working relationships with business mentors who have experience and expertise in particular sectors or research areas. Business mentors will have extensive experience in management and commercialisation.