

Benchmarking Regional Entrepreneurial Ecosystems

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Project background

Involvement in the Startups and Regional Ecosystems Challenge

- Literature Review of Entrepreneurship Ecosystems in Regional Areas
- Survey of Incubators, Accelerators and Business Support Groups in Regional Australia
- Survey of Entrepreneurship Ecosystems in Regional Australia
- Survey of SEGRA Challenge Sites (Cairns and Atherton Tablelands)

Project background

Initially planned only to survey incubators, accelerators and business support groups

Our findings in the literature emphasised the importance of not just considering accelerators and incubators but how to develop the ecosystem – two related and complementary tasks that are critical for regional development

Led to us developing three surveys

Project background

Involvement in the Startups and Regional Ecosystems Challenge

- Literature Review of Entrepreneurship Ecosystems in Regional Areas - **completed**
- Survey of Incubators, Accelerators and Business Support Groups in Regional Australia – **completed in NSW only**
- Survey of Entrepreneurship Ecosystems in Regional Australia – **not started, but survey written and seeking funding**
- Survey of SEGRA Challenge Sites (Cairns and Atherton Tablelands) – **partially completed in Cairns**

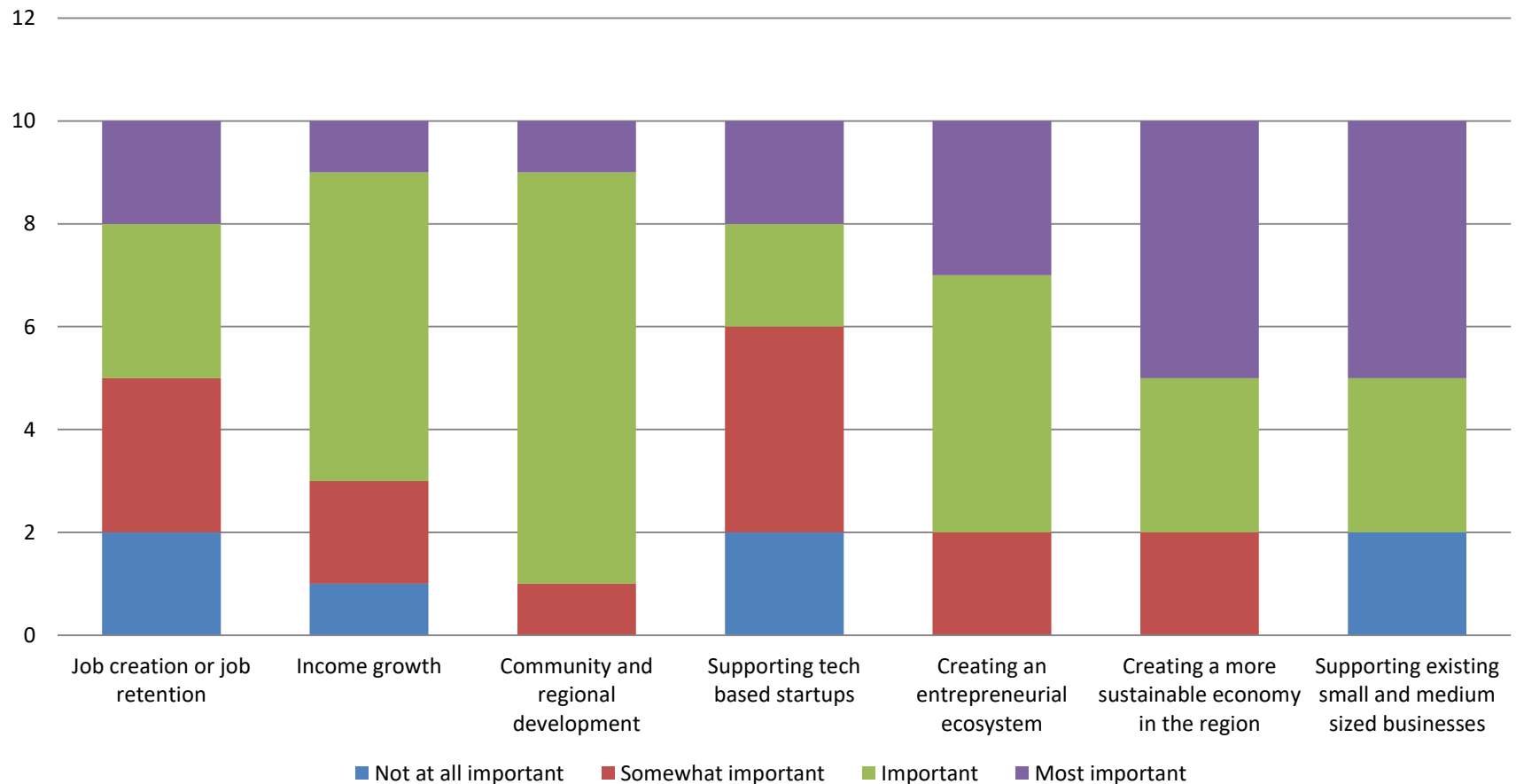
What we are presenting today

- While technology business incubation platforms (TBIs) are a major component of regional entrepreneurial ecosystems, there is a lack of understanding about the presence and activities of TBIs in Regional Australia, and their effectiveness in generating jobs and income in regional areas.
- The purpose of this study is to benchmark existing TBIs in regional Australian communities using items from the OECD's Local Economic and Employment Development Programme.

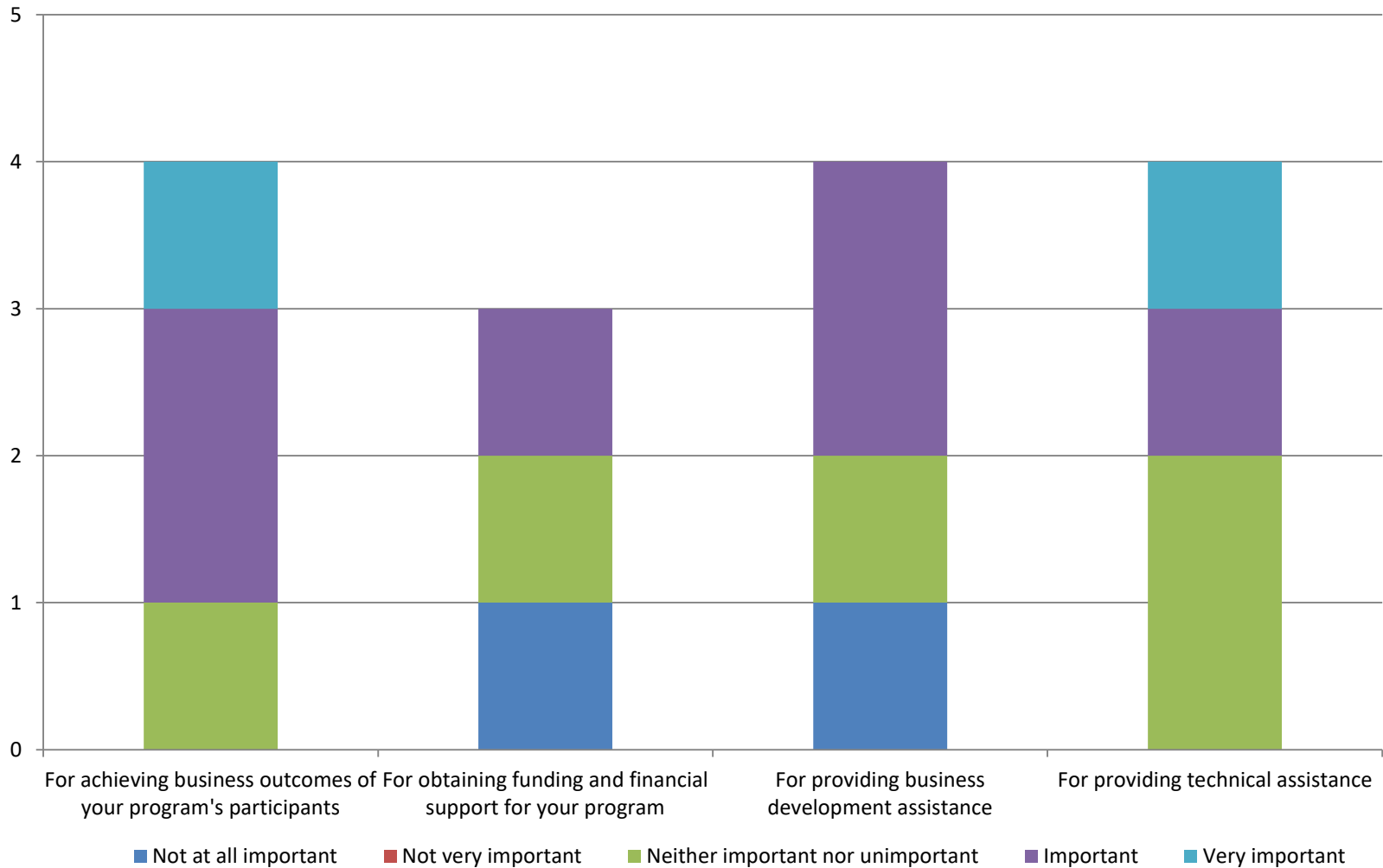
Sample

- Identified 63 towns in regional Australia with populations greater than 20,000 and less than 150,000
- Reporting results for 10 accelerators, incubators and business support groups identified in regional NSW
- Plan to sample other states in coming months

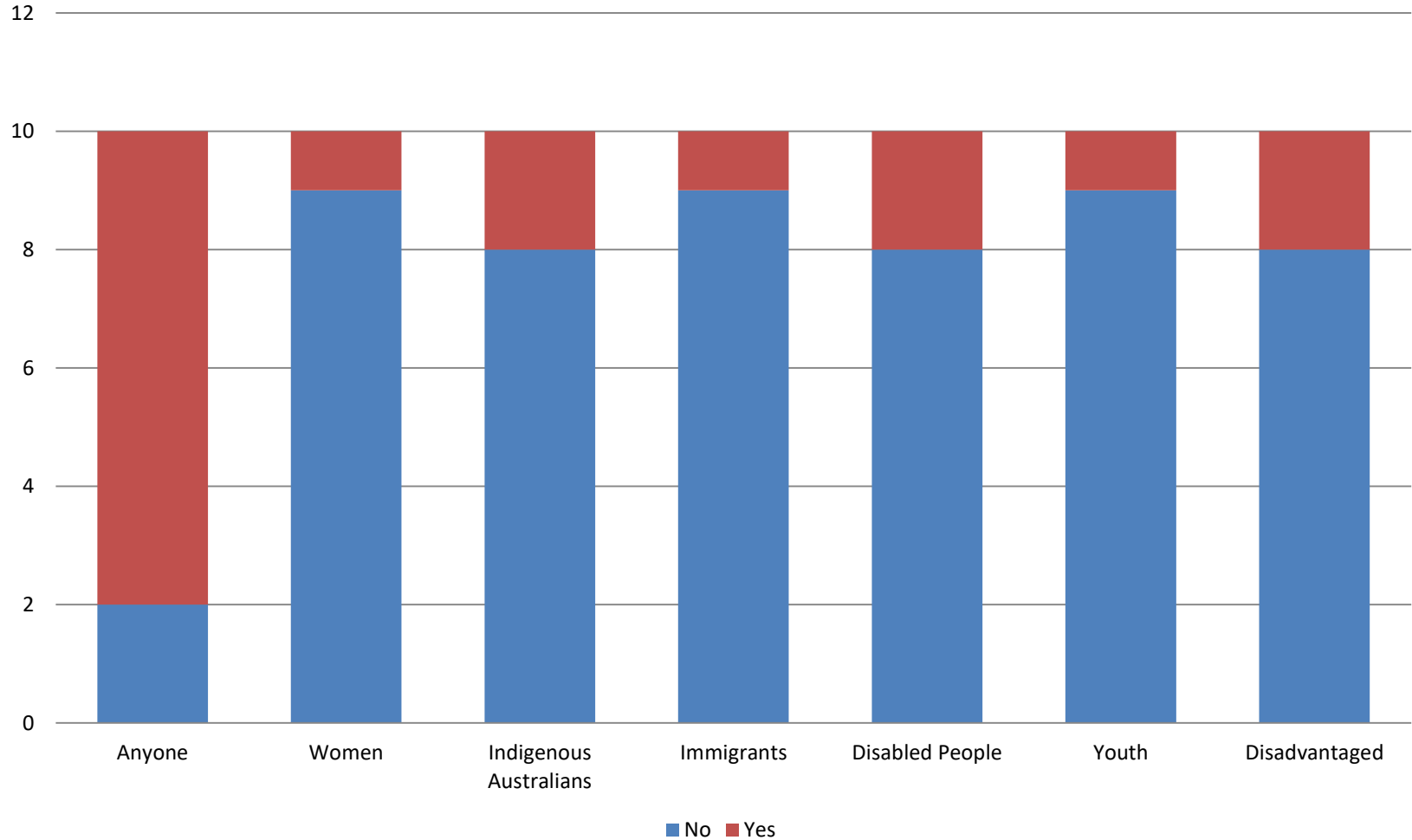
Importance of Different Program Objectives



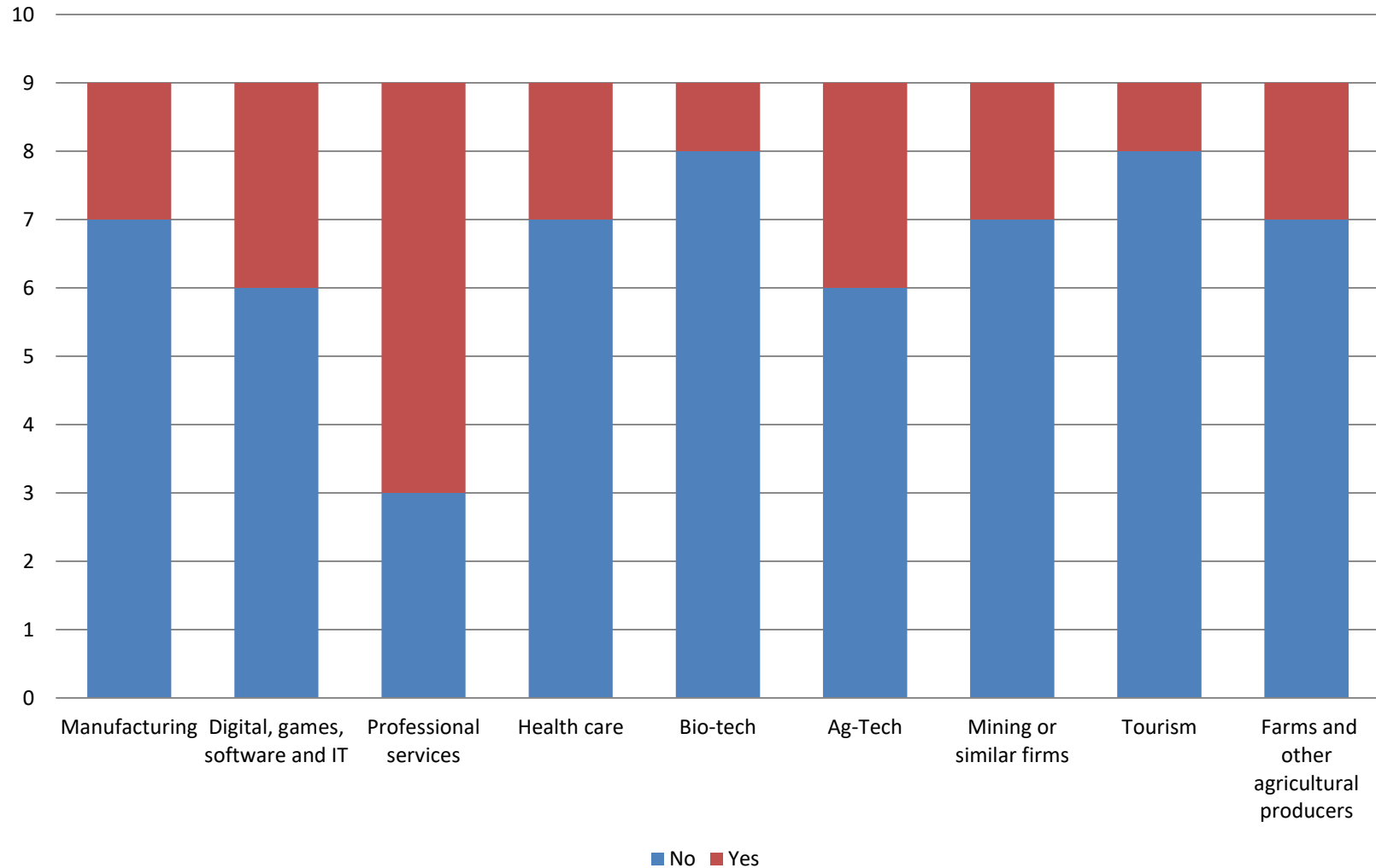
Importance of connection with a university



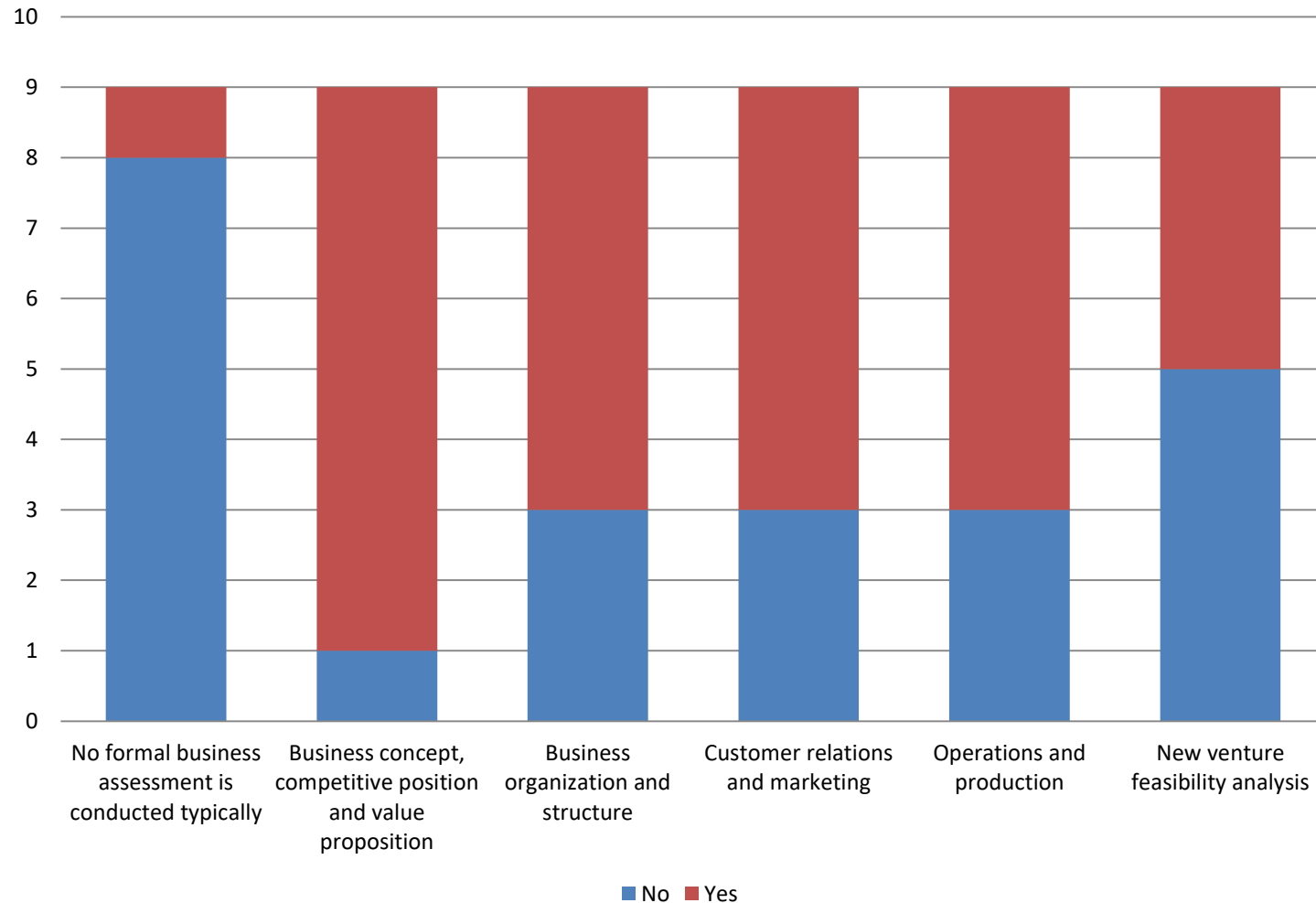
Focus Businesses



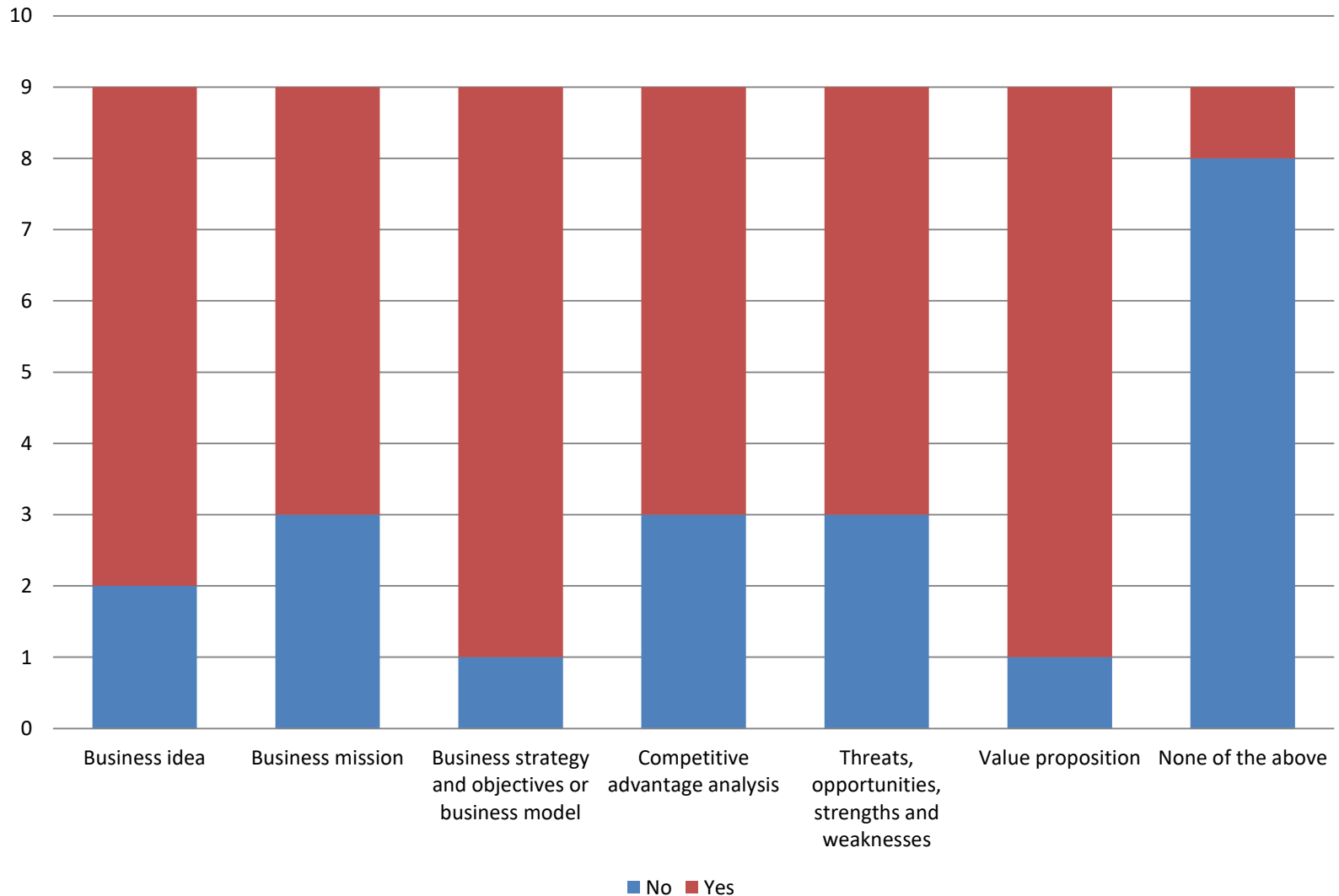
Targeted industries



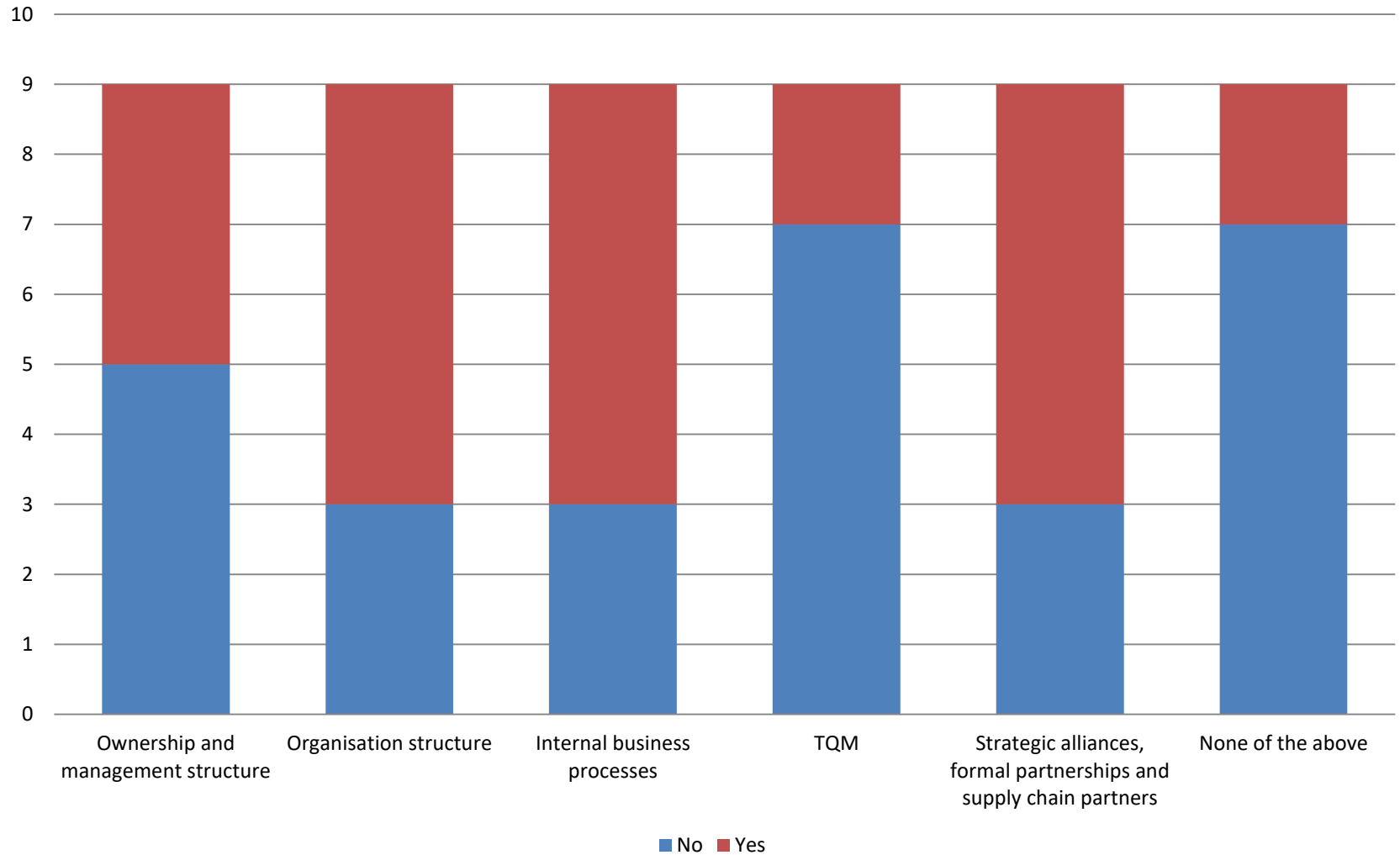
Areas of business helped by the program



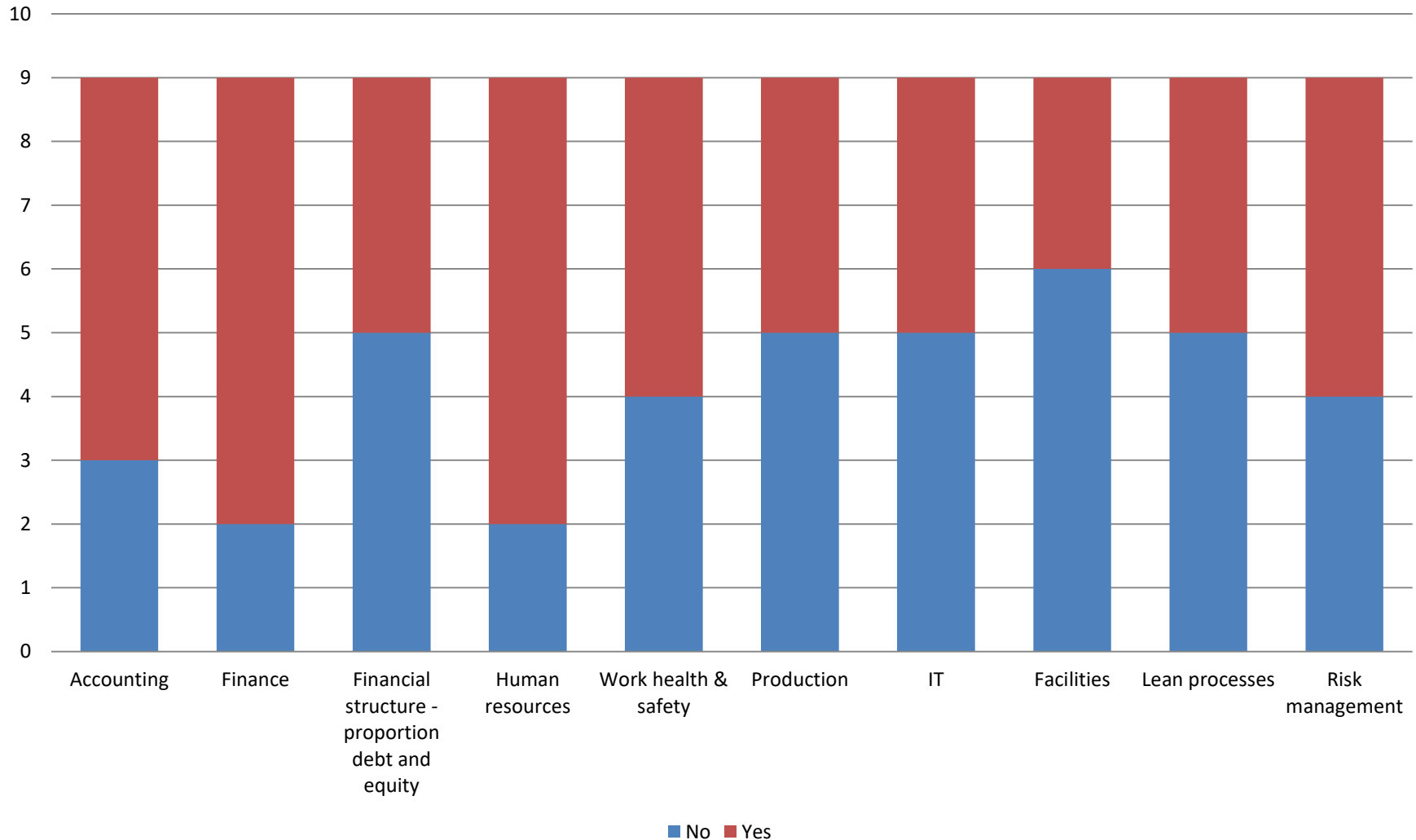
Business concept, competitive position and value proposition



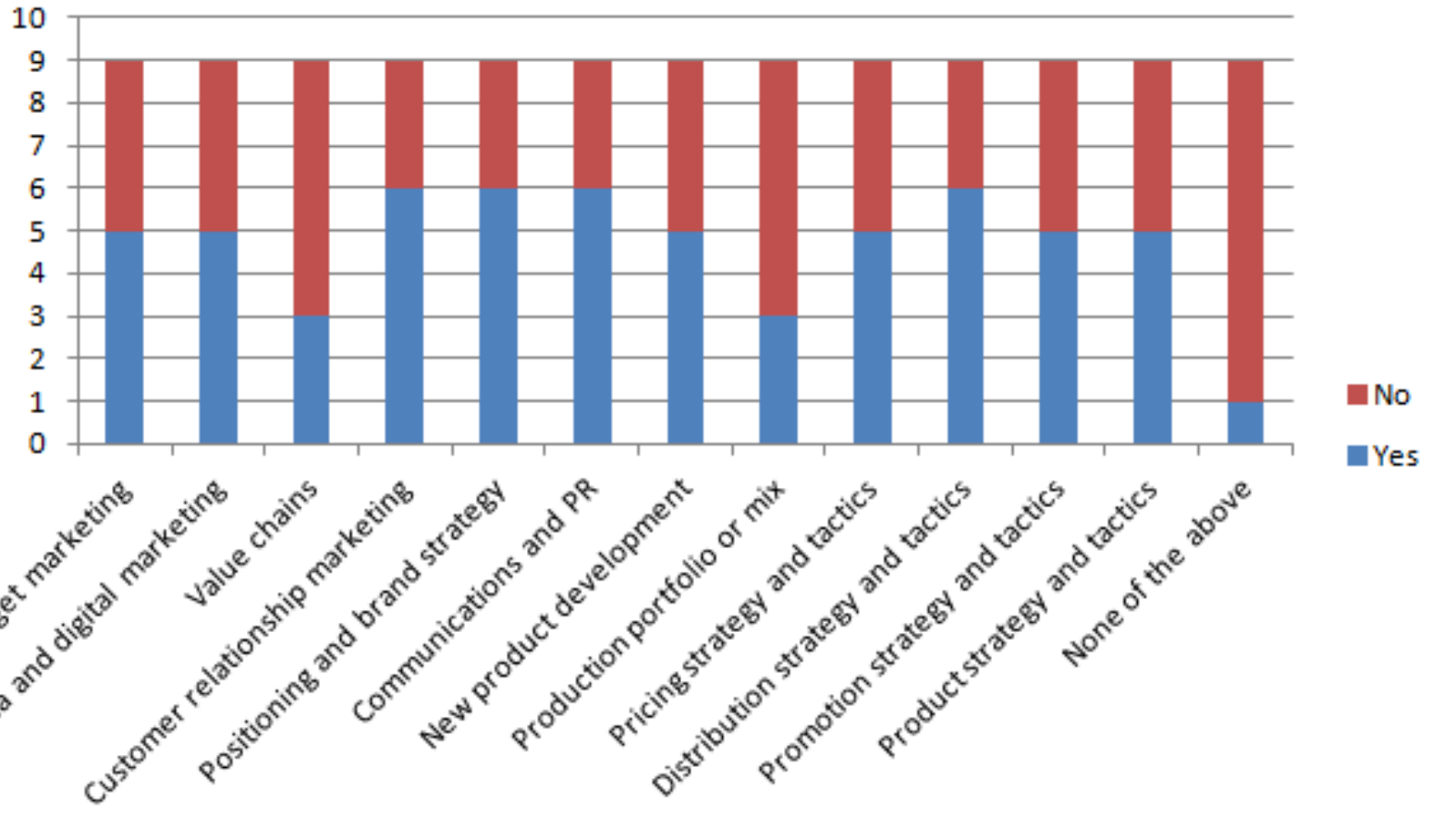
Assistance with Organisational Processes



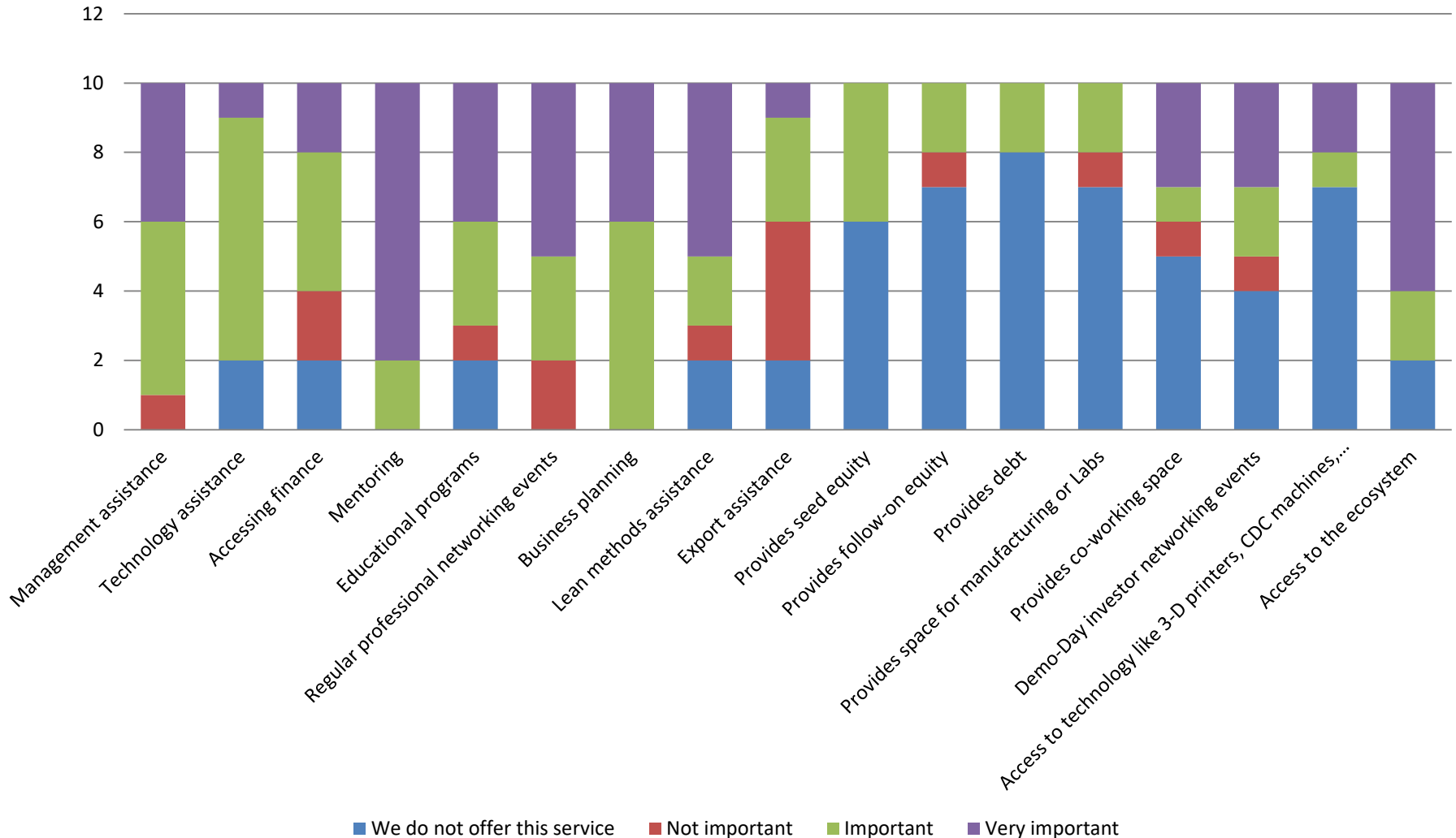
Help with operations



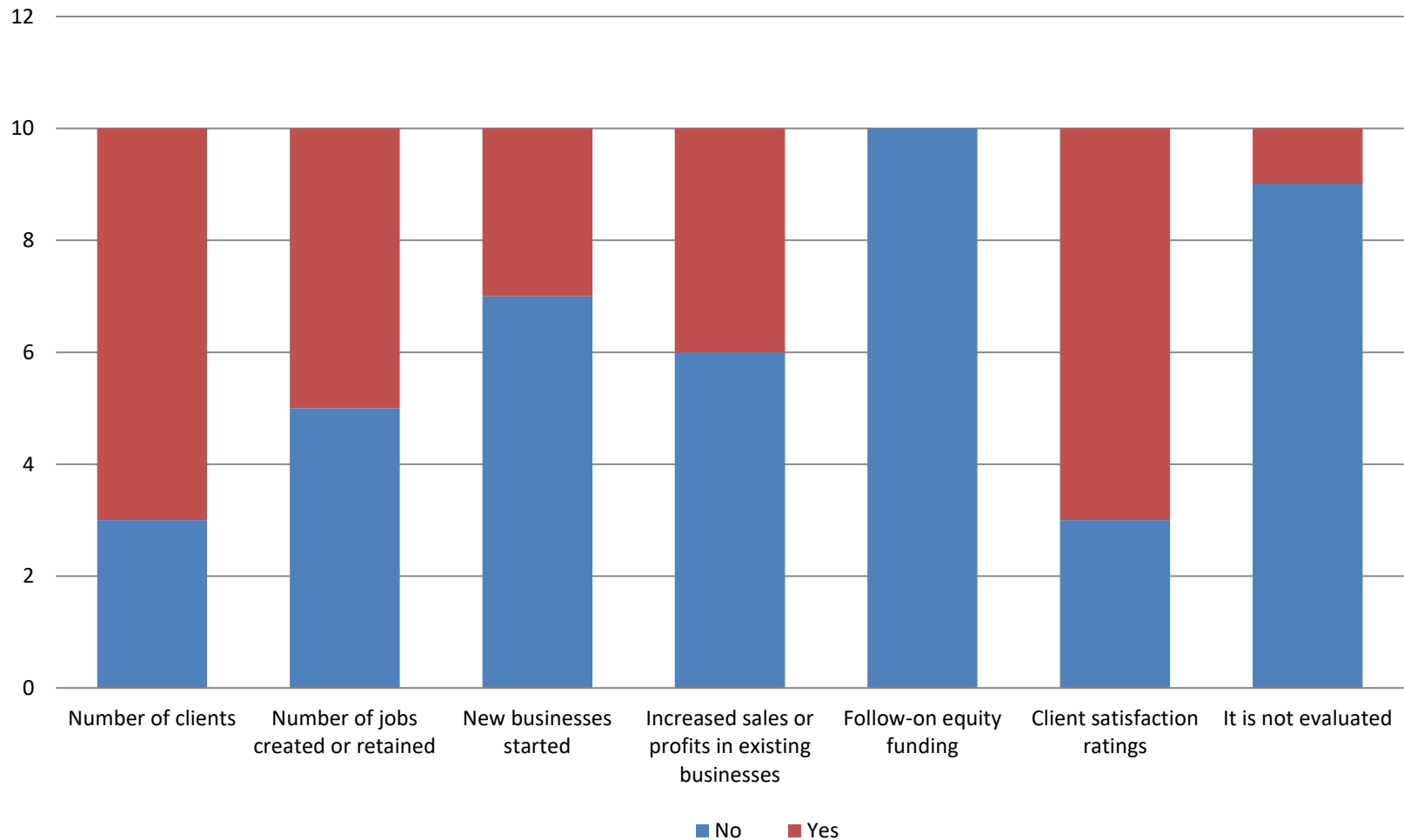
Marketing Assistance



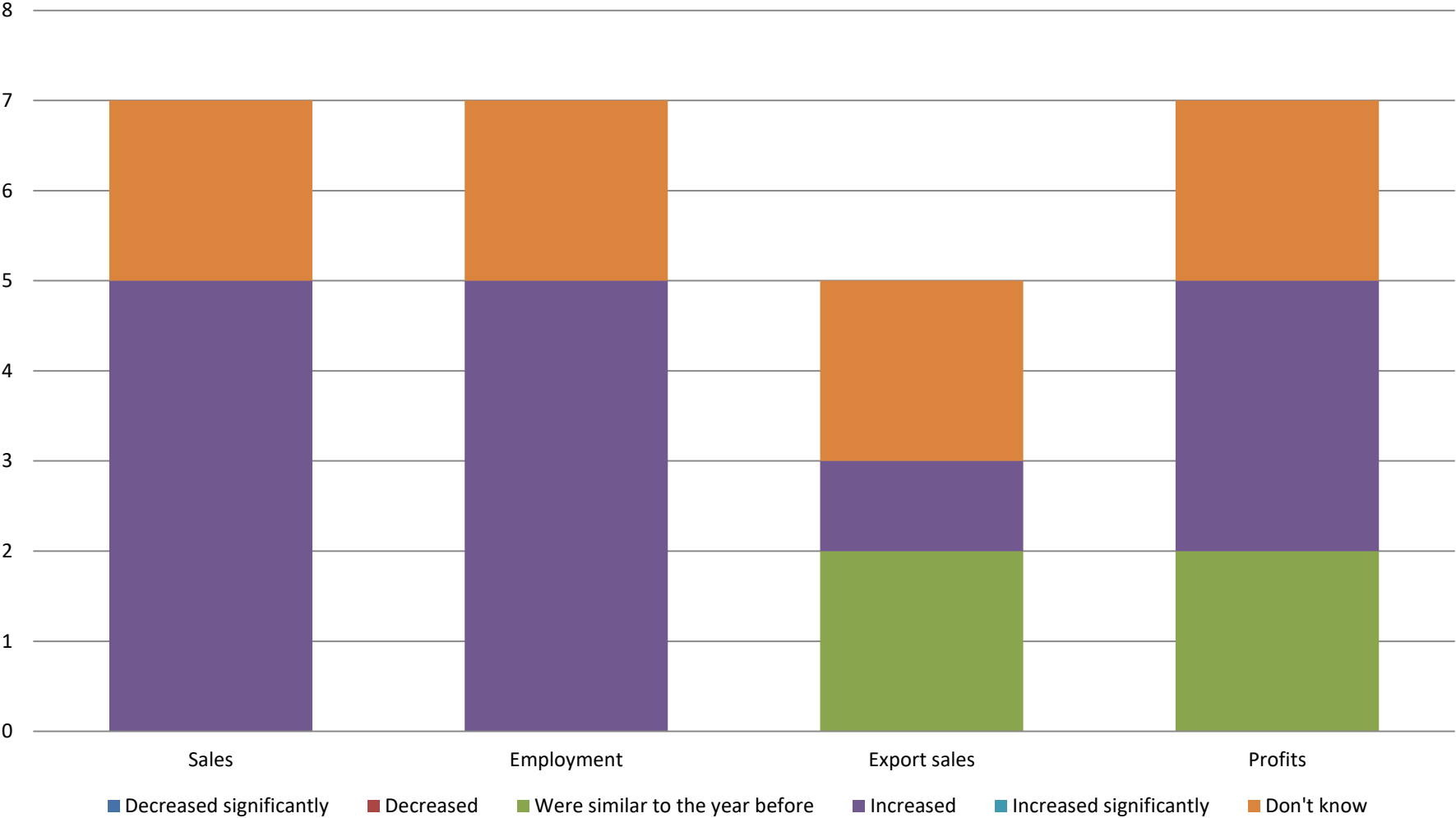
Importance of different activities in helping clients



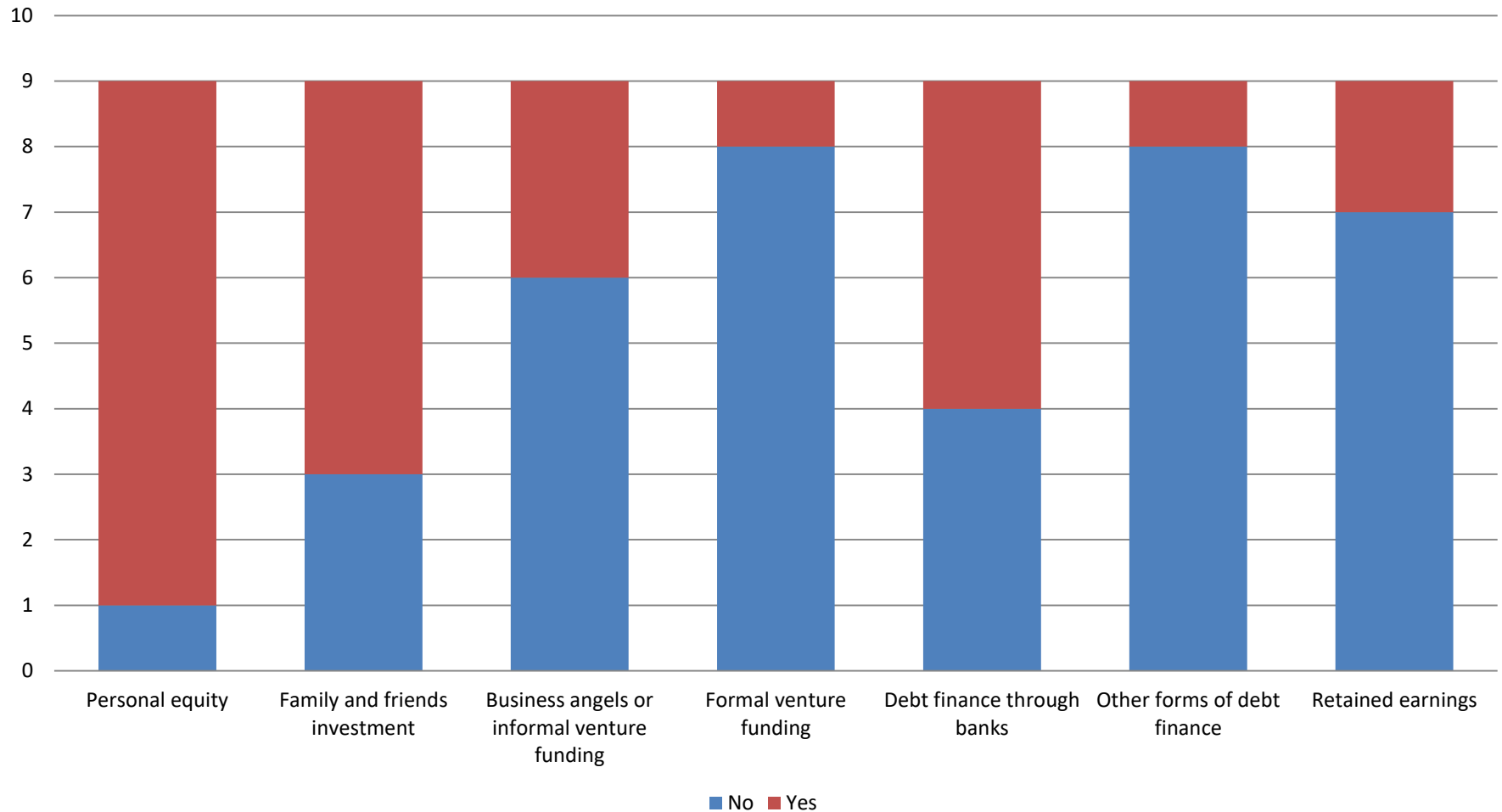
How program is evaluated



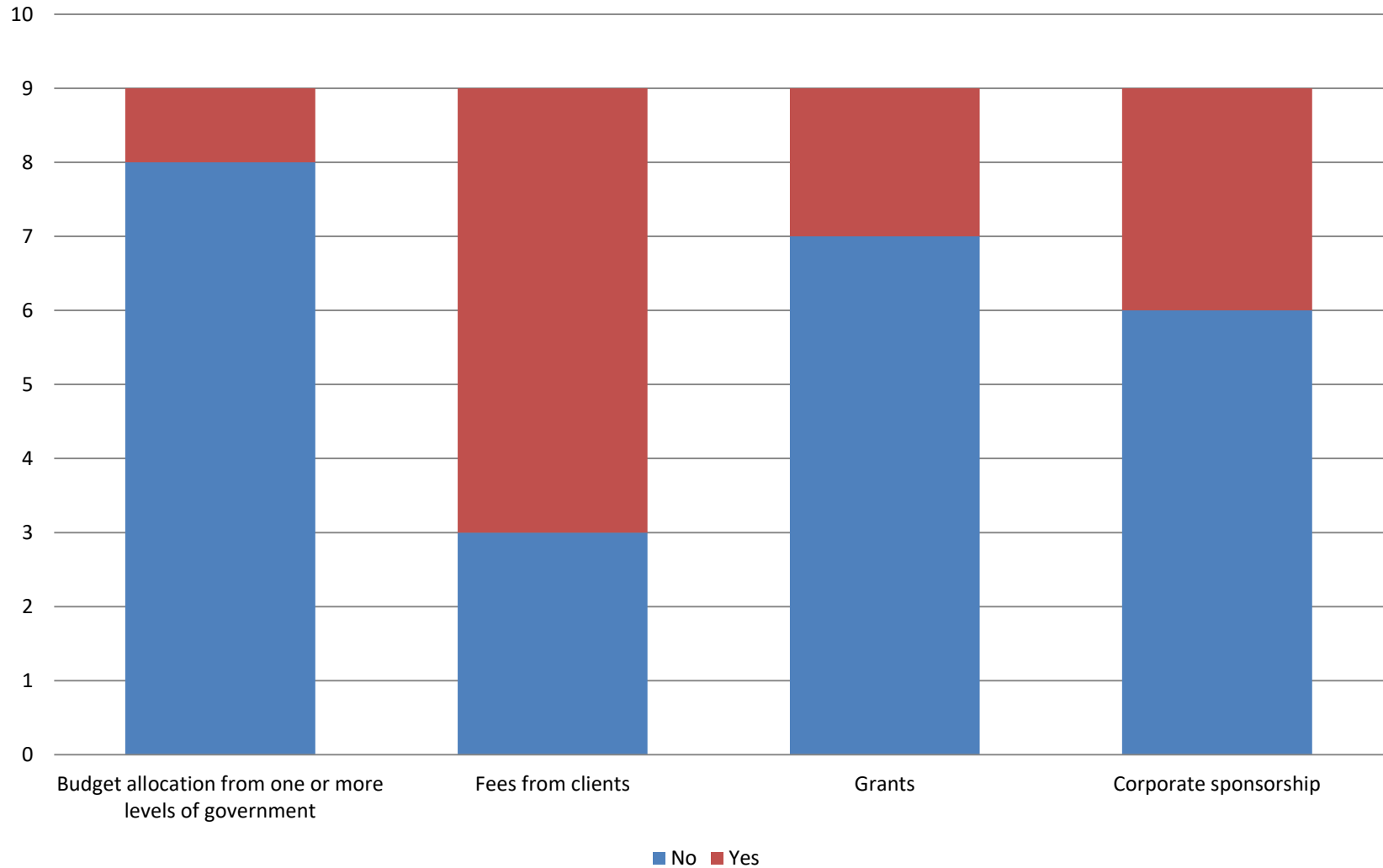
Average client firm performance over the last year



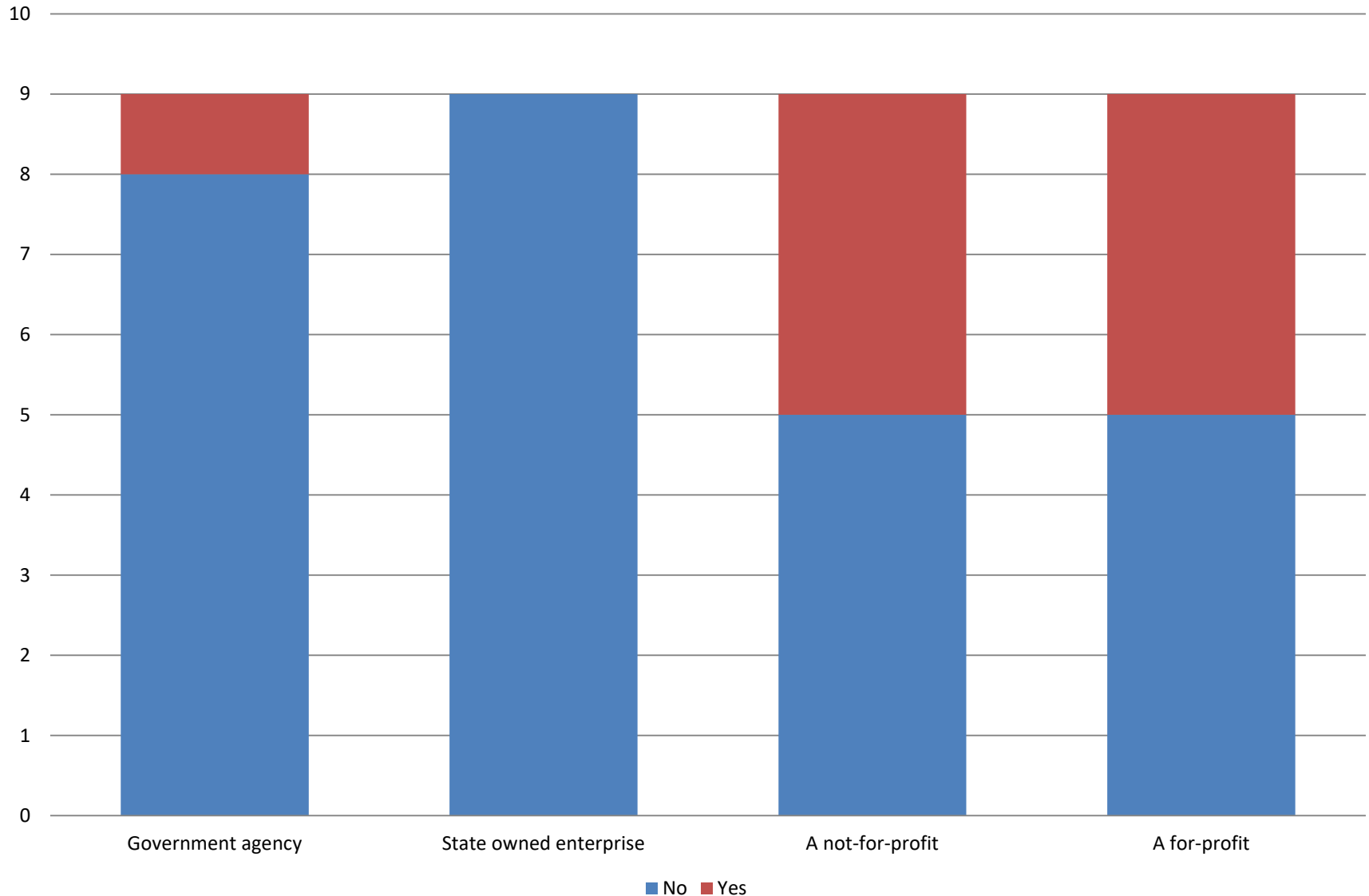
How most client firms are financed



How program is funded



Organisation running program



Program Budget

Budget	Frequency
<\$20,000	2
\$90,000-200,000	3
\$500,000-\$2m	2

Annual number of clients

Number of clients	Frequency
<=10	2
11-20	1
30-50	3
100-120	3
>120	1

Annual number of events run

Events	Frequency
<5	2
6-10	4
11-15	2
16-20	1

Summary

- Mostly focused on supporting SMEs and regional development, not tech startups
- Often run by not-for-profits, and range from having relatively small to reasonably large budgets
- Mostly have a general industry focus
- Some trends emerging suggesting there is some inconsistency in areas of businesses supported
- High importance ascribed to mentoring, management assistance and business planning
- Some evidence that leading to increased sales and employment
- Larger dataset needed for more conclusive results