

## ...By the numbers ~ RAPAD Entrepreneur in Residence



- 370** Total days CWQ's Entrepreneur in Residence in region
- 120** Workshops, events and meetups held in all 7 RAPAD member councils
- 3** Total number of coworking spaces setup and used for meetups, trainings, events and video conferencing **with 6 more in process** currently
- 4** People have been resigned their previous job to launch their business full time, hired by consulted companies; many others pursuing concepts part-time
- 15** Participants for Co.STARTERS Spring cohort for an 8 week business foundations course from 4 communities
- 36** Companies, Individuals & Organizations Accessing EIR
- 1** Attendee from CWQ travelled to Paris, France joined **22** other representatives from **4** continents to share her business venture
- 1** The number of Australian remote regions that have hosted a Startup Weekend (actually 2 in CWQ!)
- 36** Event topics conducted by EIR in CWQ region including workshops, camps, startup weekends, business bootcamps
- 10** Delegates attended Myriad Innovation in Brisbane in May and who EIR mentored in making connecting
- 16** Digital Champions trained up in the region to assist in increasing digital literacy standards in the region.
- 3** Outbackhubs setup and trialed - 5 more in process

# *RAPAD Entrepreneur in Residence 2017-18*



RAPAD realized through various conversations and meetings in early 2016 entrepreneurial and innovation skills were important to Central West Qld to ensure the region was not left behind.

Following RAPAD's Kristine Arnold attending as a delegate on the Advance Qld/RAPAD sponsored Startup Catalyst leaders Mission to Silicon Valley in February 2017 and an earlier visit to the CWQ region by USA based entrepreneur, Daniel Johnsen in late 2016, RAPAD scoped the possibility of an Entrepreneur in Residence.

In May 2017, RAPAD engaged Daniel Johnsen for a 12-month contract with funding support from the then Department of State Development's Remote Area Board [RAB] funding, with a role to engage & support emerging and existing business within Central Western Queensland.

This enabled one-on-one help for individuals and businesses to gain an outside perspective, learn new skills and further develop their businesses.

## **Outbackhubs – physical spaces and virtual platform**

Recognising the vast geographic region, the need to connect virtually to reduce down time and costs associated with travelling, and the need for physical spaces for startups/businesses to work and access business equipment and sturdy internet was identified.

Having travelled to Silicon Valley and Boulder in 2017, Kristine identified a solution was to establish and trial three co-working sites and integrate a video conferencing platform.

Zoom had also been used on a regular basis to video link, and it was recognized that community locations with video link access were important for regional growth.

ZoomRoom, a simple to use virtual meeting platform and equipment was set up in a community location in Longreach, Barcaldine and Blackall. These were trialed over 10 months and negotiations are now with RAPAD and also neighbouring, councils to roll these out in all communities.

Outbackhubs allow locals access to:

- physical space with internet and business equipment
- Virtual platform
- Local, national and international business networking, negotiations and meetings using a stable internet platform
- Community meeting venue – online platform

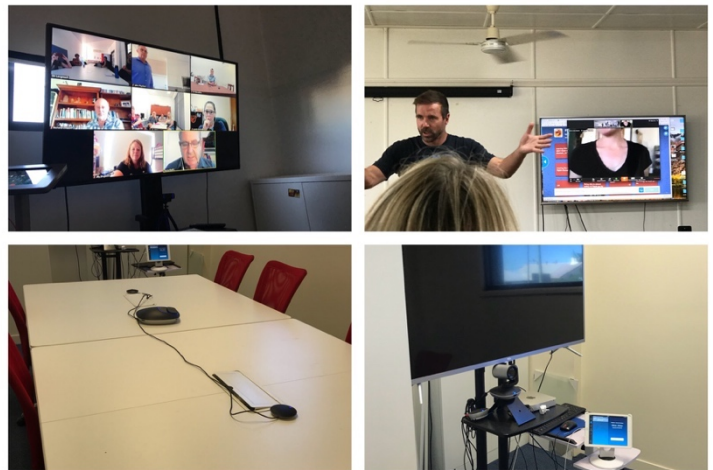
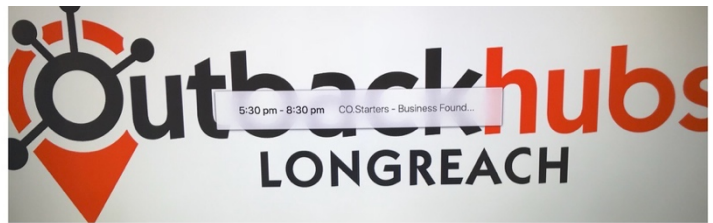
Outbackhubs.com.au – after considerable consultation with other co-working spaces, a white label platform Nexadus has been chosen to provide a regional platform for all Outbackhubs.

This platform enables hubs to advertise their workshops, events, speakers, available office space or meeting rooms.

It also enables participants to book events, meeting rooms or working space and pay online, reducing the HR time required to perform these functions as many sites will have limited on-site supervision.

A part-time regional 'Outbackhubs virtual Manager' role has been established to continue the roll out and operations of these:

- Manage ZoomRoom
- Scope sites/equipment required and assist purchase of suitable equipment
- Set up physical Outbackhub ZoomRooms with local IT and Site Coordinators
- Train Site Coordinators / IT in correct use of ZoomRooms
- Liaise with Zoom.us on requirements, procedures and improvements
- Monitor equipment and be first point of call for trouble shooting
- Manage the backend of website including event booking/advertising



Interest from our neighbouring local governments on the use and setup of our ZoomRooms has led to discussions re them joining under our platform to further increase the reach of workshops and speakers in the outback region.

## CO.Starters Business Boot Camp

Existing and emerging businesses were encouraged to participate in a business boot-camp program, Co.Starters, consisting of nine weeks of business foci including:

- Legal aspects of a business
- Accounting
- Marketing
- On-line presence
- Navigating tax

Three iterations of this program were delivered in the 12 months with a focus on small group size to enable quality interaction.

Several participants across the three programs attended via Zoom which still allowed visual connection and interaction in all activities.

## Developing Regional Digital

Tim Gentle was engaged to visit 14 remote communities in the RAPAD region delivering workshops to develop digital literacy skills. This tour was highly successful and through discussions with Tim it was identified that a more sustainable method would be to engage Tim to train up Regional Digital Champions who would then deliver digital literacy training under the coordination of the EIR and the Outbackhubs. The two-day, live-in camp held in Blackall was again very successful with 18 registrations. Due to the only rain event in 2018, three remote participants were not able to attend in person but two were able to join via our Outbackhubs Virtual ZoomRoom. Coordination of further locally delivered workshops continues through Outbackhubs.

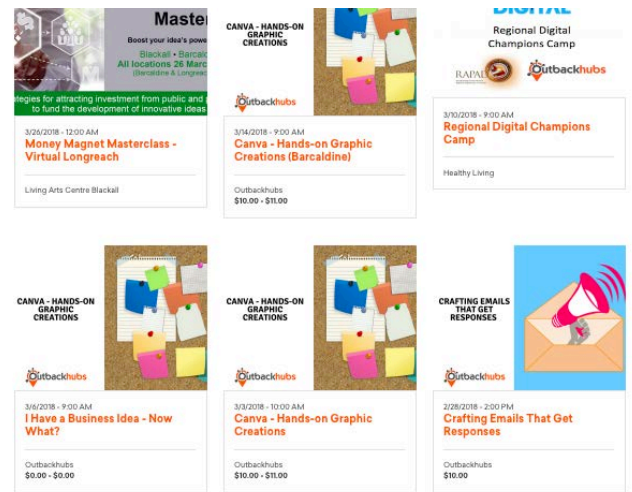




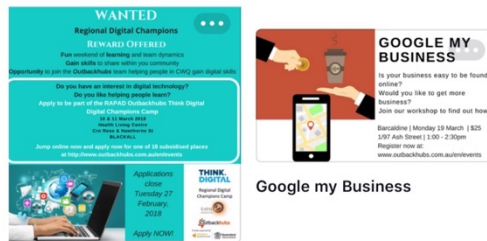
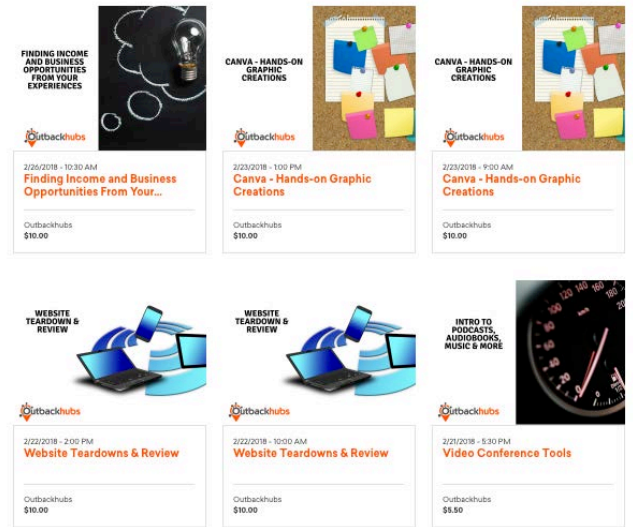
presentations online or held in large metropolitan areas, as the locally based EIR, Daniel was able to prepare and deliver workshops relevant to the CWQ demographic.

Workshops were delivered in 11 communities in the region and had a focus on many aspects and stages of business. They transferred knowledge, showcased tools and demonstrated best practices. Indicative topics:

- marketing
- lean business model canvas
- business progression
- Google my business
- Finding my business online
- ROI
- Online tools for business [free] Canva; Pixlar; Pixabay; Switcher Studio;
- As well as general Microsoft suite usage and digital literacy as required



marketing an... Copy of Add a



Google my Business

## Startup Weekends



As a highly regarded TechStars Startup Weekend facilitator, with 50+ international startup weekends delivered, Daniel, in his EIR role, coordinated and facilitated two startup weekends in Longreach. Both attracted 20+ participants. The first Startup Weekend Outback had mentors from GWI, QANTAS Accelerator Hub, Barefoot Business, Firestation 101. The Second, was part of the Global Startup Weekend Women Techstars program and attracted six international and interstate based mentors from the AQ Hot Desq program.

Several startups have commenced from these two weekends. One group from the first startup weekend recently launched an Indigenous children's literacy book and clothing

line.

Daniel also commenced interactions with other regional regions and Brisbane based entrepreneurs and ecosystem leaders to collaborate and share workshops and presenters via online streaming through our Outbackhubs Virtual ZoomRoom platform.

At present this is still a work in progress which Kristine Arnold will now progress further. This would allow locally based businesses and entrepreneurs to access more workshops and presentations without the huge costs associated with bringing people to the region in every instance.

## Myriad

RAPAD led a delegation of 10 entrepreneurs from CWQ to the two-day Myriad Festival. This event was a great opportunity for our delegates to see and hear other startups and established business people speak about their journey and the prospects available.

Through his established international connections, Daniel was instrumental in introducing several delegates to international and Australian based companies and mentors relevant to their individual businesses or stages in growth.



## Companies, Individuals & Organizations Accessing EIR

Throughout the twelve months of Daniel's EIR role, many businesses and startups across the region have worked with him to progress a concept, fledgling or established business.

This has been through one-one meetings, workshops and bootcamp activities.

Business types have included over 45 startups and established businesses in

- Agricultural
- Retail
- Fitness
- Tourism
- Govt departments - local offices
- Local Governments
- Community groups
- Education facilities
- Indigenous startups
- Tech based startups

## Events Topics

Kid's coding workshop series	Canva – Hands-on Graphic Creations	Graphic Creation Tools: Flyers, Websites and Social Media	Coding with Spheros
Startup Weekend – Outback Edition	Finding Income and Business Opportunities From Your Experiences	Crafting Emails That Get Responses	Techcamp: Getting Started With Tech
Website Teardowns & Review	Techcamp: Making A Sensing Night Light	Finding Off-property Income Opportunities	Being Found Online – Google
COStarters Intake 1	Digital Signage	Cowork Wednesday	An Afternoon of (Family) Coding
I Have a Business Idea – Now What?,	Startup Weekend Women – Outback Edition	Kids Coding – Getting Started	Technology equipment – coding for a vinyl cutter
Technology – setting up a 3D printer	Techcamp: Intro to 3D Printing	Technology – using a 3D printer	Australia Uncorked – Wine Tasting (Startup Weekend Fundraiser),
Finding Business Ideas	Business Idea, now what?,	Social Media: Overview	Website Teardowns & Review
Telstra – Barcoo Tour with Duncan Armstrong	Longreach Regional Council – Big Day In – Employee All Hands	Longreach State High School – Visioning workshops	CoStarters Intake 2
Community Tech Meetup	CoStarters Intake 3	Tuesday's Tips and Tricks	Open coffee mornings

## **mpowHER [formally Entreprenhers]**

The growth of the women's focused entrepreneurial group [original EntreprenHERS] has progressed with several meetings facilitated by the EIR. These sessions focused on deep-diving into the current practices, looking outside the box for opportunities for growth and goal setting for increased ROI.



From Daniel's facilitation, plans have been set for mpowHER's first business bootcamp weekend later in 2019.

Several mpowHER members have individually accessed Daniel to mentor their progress and business skills. Testimonials from some members are included in this report.

## **RAPAD - Taking the chance - Leading the region**

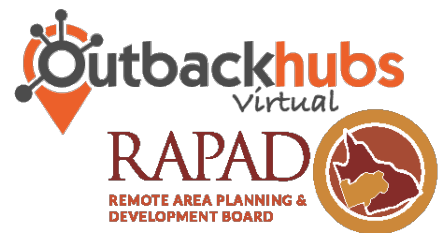
The RAPAD region took a bold step to future proof our region, looking to the future to support a changing technology, innovation and economy.

These efforts are being noticed at the state and federal levels for the level of activity and programming offered to a diverse region.

Recognition has been received in writing from Minister Jones on two occasions and an invitation for RAPAD delegation to present to Minister Jones in the near future was extended recently at Myriad.

## **Continuing the journey**

While great in-roads have occurred in the last 12 months, it is important that there is continued support in the region as the citizens, entrepreneurs, organizations and businesses deep-dive further into non-property income generation and embrace the digital economy, especially as the extended drought continues in the outback region.



If improved telecommunications [internet] infrastructure could be secured, the opportunity to attract urban national and international based businesses to our region would improve. Lifestyle and economics of a small community [housing, child care, limited (or non-existent) daily commuting] would be attractive if the issues of internet and other communications could be addressed.

To further consolidate the progress made in the past 12 months, partnerships, creative thinking, support and funding should be investigated to offset or share the costs of continuing programming and support in the region.

This could include, but not limited to:

- Community-driven engagement and promotion
- Become a Queensland HotDESQ host community or occasionally host HotDESQ participants
- Federal or state innovation grants
- Continuation of virtual/face-to-face workshops, coaching and mentoring at fee for service
- Intraregional networking and talent sharing
- Fee-for-service of reimbursed projects supported by Queensland's Small Business Entrepreneur Grants Program and similar programs; dependent on available skillsets
- Child & youth classes for after school or school holiday breaks on technology & innovation



# Case Study

## ...From Tambo to Paris

### Founder Cailyn's Crafty Creations, Tambo QLD

Cailyn is a Tambo, Queensland based entrepreneur. Cailyn believes her next greatest idea and scalable business hasn't come to her, but with the confidence, opportunity and skills she's developed

over the past 8 months is equipping her to execute on her current business of making sturdy vinyl nappy bags and whatever idea comes next.

Cailyn is one of the few people in the region that has taken advantage of nearly all the programming, skill development and one-on-one assistance provided. Cailyn has participated in Co.STARTERS, an 8 week business foundations course, Startup Weekend, one-on-one coaching & mentoring and multiple workshops to learn new skills.



Cailyn practicing her pitch to be given in Paris, France after a top finish during the Global Women's Startup Weekend (all expenses paid)



Cailyn on the stage in Paris before presenting along 21 other new businesses invited from around the world



Organizations and programs that helped execute the Global Women's Startup Weekend – Outback Edition

### Testimonial Cailyn Muntelwit

*I can't thank RAPAD and all the team enough for what they have brought into our lives!*

*Not only have they brought very important information and learnings to the bush that much of our city population would take for granted as they have much easier access to this sort of education and support. Also bringing these experiences that would've never been achieve able for someone like me (a rural mum who never finished high school who has only ever been a station hand working cattle and dogs)! This organisation really needs support and needs to keep building and expanding. I would love to see everyone in the outback have support in start up businesses as this is where we are heading in the future.*

*There is no better time then now to start using today's technology in areas that have been historically lacking. We need jobs to support our dying towns and businesses create jobs, these businesses are something that can work in parallel with our primary production, diversifying a heavily drought affected industry.*



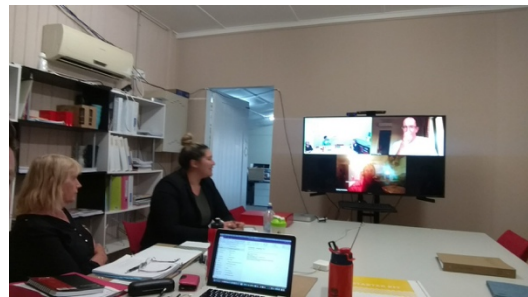
# Some Outback Innovators



Participants from the Global Women's Startup Weekend - Outback edition. CWQ sent a representative to Paris France (all expenses paid by Startup Weekend France). CWQ was one of 21 cities around the world and joined Sydney and Brisbane to host the global competition.



Participants during a hands-on session to create professional flyers and graphics to promote their businesses.



Co.STARTERS participants in one of the 8 week courses on developing business foundations. Attendees were in person and on ZOOM conference



The Outback's first Startup Weekend, here attendees are sharing their business ideas with the crowd



An afternoon of family coding where kids and parents worked together to build sensors and learn coding and electronics

A quick on-property visit to celebrate Joy's Fitness Hub's founding anniversary and meet about strategies to hit 2018 revenue targets and new hires



David Smith, founder of Armoury Fitness learns how to brand his business with Outbackhubs equipment



## Testimonial Julie Brown – Coola Cozzies

*I would like to provide feedback regarding the Entrepreneur in Residence at RAPAD. I have had two meetings with Daniel, the first one, late last year regarding potentially expanding Coola Cozzies into the wholesale market. I was very nervous about whether to try to enter this market and how I would go about it. Daniel was incredibly generous with his time and expertise in clarifying my business picture for me and giving me confidence to give it a go. Since then I have established a wholesale relationship with a retail outlet in Brisbane and am about to expand the network to North Queensland and Western Australia. This experience has also given me the foundation and confidence to accept an invitation to a wholesalers exhibition in Melbourne next month.*

*More recently I met with Daniel to discuss the rebuild of my website. I am not technically minded at all and found it such a daunting task to work my way through the jargon used in the web developer's proposals. Once again Daniel generously gave of his time and expertise to explain in easy to understand terms what the jargon meant and more importantly what it meant for my business. He also raised questions I had not even thought of, which I was able to take back to the web developer, further clarifying my requirements for my website. This has also meant that the money I am investing into the website rebuild is achieving maximum value, as we get it right the first time.*

*To be able to access Daniel's expertise in a timely, convenient manner, and for free, is such an incredible service, especially in a community the size of Longreach/Western Queensland.*

*Thank you RAPAD for having the foresight to employ an Entrepreneur in Residence. I hope that many other small business owners across our region access this great opportunity*

## Testimonial Jodie Browning – Centwest Engineering

*We have been aware of the work that the Outback Hubs team has been undertaking to assist in developing the depth and breadth of digital skills and platforms within our region, so we recently reached out to the Hub team for assistance in upscaling our advertising graphics as we sought to modernise our brand image and enhance the effectiveness of our digital communications.*

*Daniel provided us with information on DIY graphics programs that provided easy to use, accessible templates that required minimal digital skills for the production of high-quality digital media. This simple advice, and our further exploration of such, produced a two-fold effect: it removed our perception that investment in digital media was a 'time & economic burden' on our (very limited) small business resources and it highlighted that we did, in fact, have the capacity to prioritise digital media strategies (encompassing advertising, communications, purchasing/sales platforms etc.) as an investment in our future business progression.*

*Daniel attended our recent Tradeshow and, whilst visiting, he generously took the time to chat with us regarding Facebook strategies and the categorisation of digital uploads in terms of maximising our advertising exposure. Daniel is exceptionally skilled in this area and we were grateful that he took the time to share his knowledge with us. Kristine and Harri followed up with the loan of equipment and additional advice on the use of same, and provided further information on other applications/tricks that we could employ to both broaden our reach and engage our audience.*

*Through the provision of functional tools and knowledge, the Outback Hubs team have been integral in influencing our attitude towards our investment in digital technologies/interfaces. We have appreciated the availability of their knowledge and resources, and the professional and enthusiastic way in which this assistance and education has been offered/delivered to us.*

*Please pass our thanks on to the team.*

## Testimonial Jean Barr – Two Sisters Talking – Birdsville

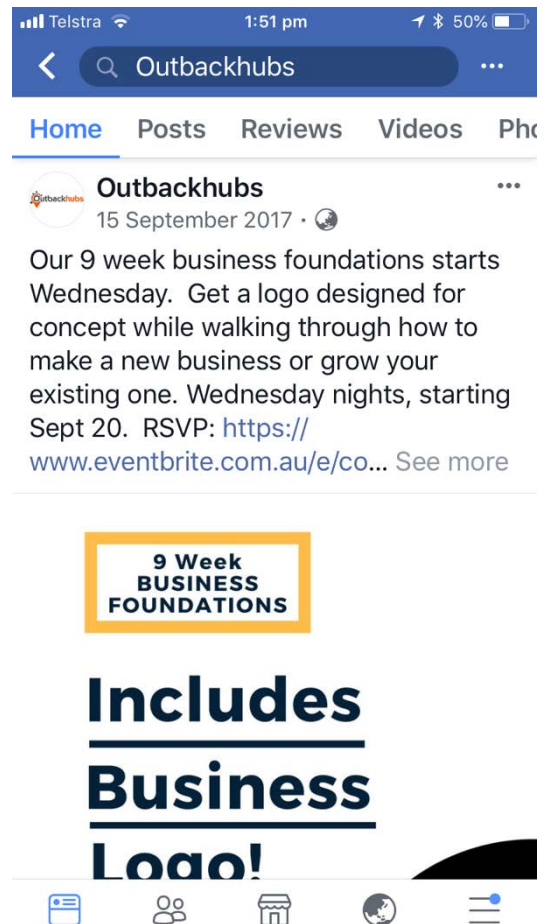
*We attended the startup weekend in Longreach in August. It was a long way to go but that was very big for us. It's like the step we had to take to get us this far.*

*It did help us and we are glad we did attend this. We have achieved something great out of it.*

## Testimonial – Ian Bodill Chief Executive Officer, Longreach Regional Council

*I would like to thank you for your participation in the above event and the manner with which you seamlessly fitted into the flow of things. The event turned out to be a resounding success with your segment receiving a significant amount of support and positive mention by the participants.*





Telstra 1:48 pm 50%

Outbackhubs

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**Outbackhubs added an event.** 16 January

Digital Signage: Putting large displays to work for your business. Considering large displays in your business or want to learn tips & tricks to keep your large screens updated, then this overview if for you. Free.



**DIGIAL SIGNAGE**

**TUES, 23 JANUARY**  
**Workshop: Digital Signage** Interested

You like Outbackhubs

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Like Comment Share

**Outbackhubs** 29 November 2017

Can't make it in person and want to see the 3D Printer build? We're going to stream it on Zoom -- <https://zoom.us/j/814314266>



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**Join our Cloud HD Video Meeting now**  
Zoom is the leader in modern enterpris...


Telstra 1:43 pm 64%

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**Outbackhubs shared their event.** 16 April

Still time to join our business foundations class -- every Wednesday where you'll learn the basics of accounting, getting customers, marketing, legal and a host of others. PLUS -- you'll get a logo created or your informational website. Join us this Wednesday in person or... See more



**8 Week: Business Foundations**  
Covering: Marketing | Accounting | Legal | Revenue | Personalities  
Wednesdays 5:30-8:30PM | Sessions start 10 April | Online & In Person

Register Today:  
[Outbackhubs.com.au](http://Outbackhubs.com.au)

**WED, 30 MAY**  
**CO.Starters - Business**

Telstra 1:51 pm 49%

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**Outbackhubs** 8 September 2017

QUICK! Grab your ticket for you & the kiddos for the coding workshop this Sunday at 1PM; we'll be working with small \$10 devices and making them sense and turn lights/on off! <https://www.eventbrite.com.au/e/an-afternoon-of-family-coding-tickets-37379411827>



EVENTBRITE.COM.AU  
**An Afternoon of (Family) Coding**  
Ever wanted to automate part of your p...



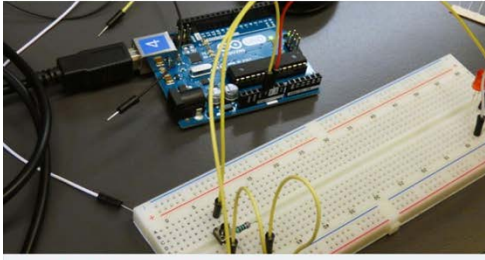
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**Outbackhubs shared an event.** 18 September 2017

Don't forget -- tomorrow doors open at 8:30AM, session starts at 9AM to walk kids through the steps to make a model traffic light & then how to use sensors to monitor temp and humidity -- just \$12/child; recommended ages 10 and above. RSVP: <https://www.eventbrite...> See more



**TUES, 19 SEPTEMBER 2017**  
Kids Coding - Getting Started

Interested

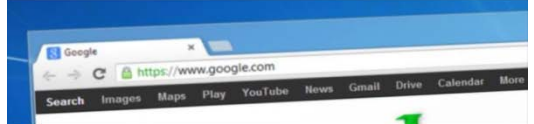
Telstra 1:48 pm 50%

Outbackhubs

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**Outbackhubs added an event.** 16 January

Your customers and tourists want to give you business, but where are they looking for you? Do you meet a quick 3 question test to be a legitimate business found online? We'll help you see how your business is found online and quick next steps to secure your online p... See more



**TUES, 23 JANUARY**  
Workshop: Being Found Online

Interested


Telstra 1:44 pm 53%

Outbackhubs

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**Outbackhubs** 11 March

How blessed our region received rain recently, however it did [for a moment] cause some concern re a couple participants for Rapad's Outbackhubs Regional Digital Champions Camp.. but not for long... [zoom.us](https://zoom.us) #ZoomRooms to the rescue.. Roxy and Michelle were still able to join in.



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Telstra 1:52 pm 49%

Outbackhubs

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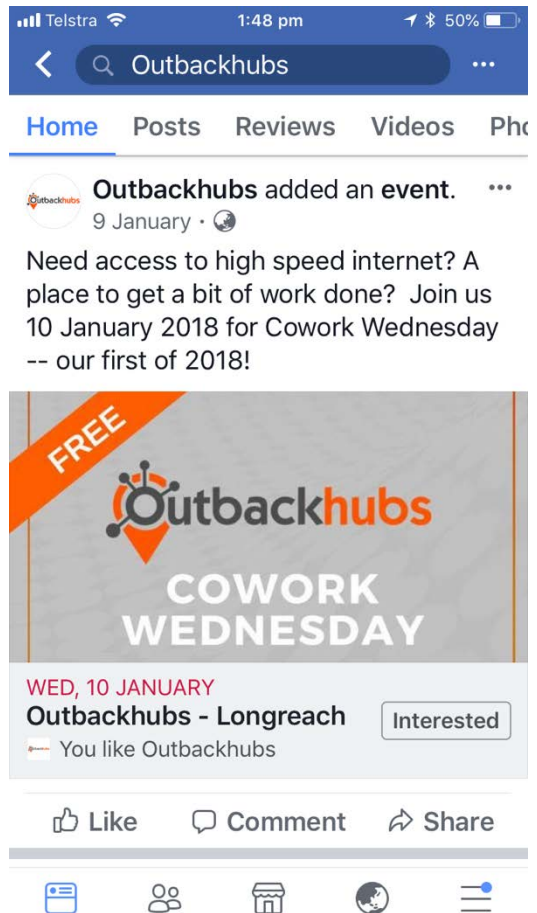
**Outbackhubs added an event.** 7 September 2017

Climb aboard the #ThinkDigitalCoach, a purpose built 14-metre hi-tech classroom on wheels. Engage in one-on-one digital coaching session, group workshops, and digital experiences, with the experienced team of Think Digital. ... See more



**FRI, 8 SEPTEMBER 2017**  
Winton RAPAD Digital Roadshow

Interested





Outbackhubs shared RAPAD Skilling's post. 10 November 2017

RAPAD Skilling 10 November 2017 How your organisation improve sales, reach, productivity and mobility. ... Continue reading



Outbackhubs added an event. 16 January

Graphic Creation Tools: Flyers, Websites and Social Media. How can you make professional looking flyers and graphics on a budget? We'll share free and low-cost tools to make your graphics pop for print and online use. Free.



TUES, 23 JANUARY Workshop: Graphics Creation for Flyers, Social... Interested You like Outbackhubs

Outbackhubs 23 January Digital workshop packed house at the Longreach today. Tomorrow's workshops are in Barcaldine. Register now http://www.outbackhubs.com.au/en/events



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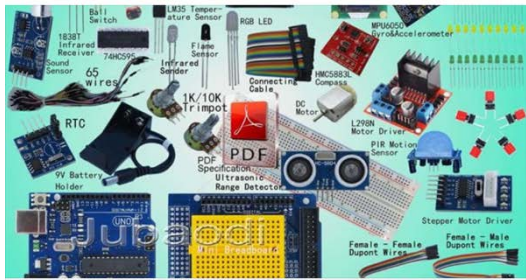
Outbackhubs 15 September 2017 Our 9 week business foundations starts Wednesday. Get a logo designed for concept while walking through how to make a new business or grow your existing one. Wednesday nights, starting Sept 20. RSVP: https://www.eventbrite.com.au/e/co... See more

9 Week BUSINESS FOUNDATIONS

Includes Business Logo!

**Outbackhubs**  
7 December 2017

Still looking for a gift for the kids? We'll be offering classes to learn the items in kits like this -- grab one and have it ready for January so the kids can tinker, learn and build electronics projects! <https://www.ebay.com.au/itm/Professional-UNO-R3-Starter-Kit-for-Ardu...> See more

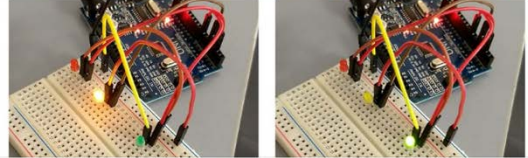


EBAY.COM.AU  
**Professional UNO R3 Starter Kit for Arduino LCD Compass Gyro DIY AU S...**



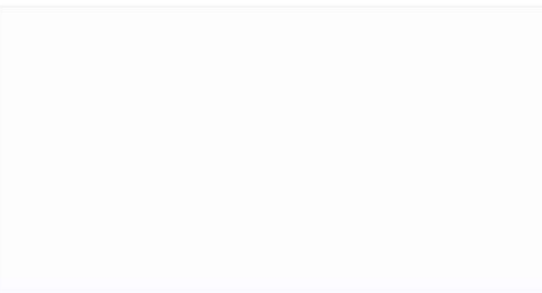
**Outbackhubs** added 2 new photos.  
2 November 2017

We had a great session with the students from Ilfracombe State School where they had an intro to coding and made mock traffic lights! They also programmed a bit with some Spheros.



**Outbackhubs**  
31 October 2017

Have a business idea? Want to have a yarn about expanding your business? Book an appointment with our Entrepreneur In Residence for quick help, introductions or advice: <http://outbackhubs.com.au/entrepreneur-in-residence/>

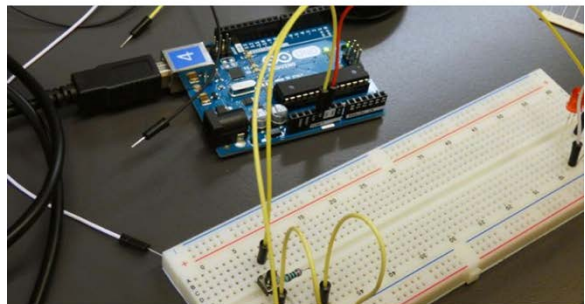


OUTBACKHUBS.COM.AU  
**Entrepreneur in Residence - Outback Hubs**



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4 people interested



