

# MEDIA RELEASE

Wednesday 18 July 2018

## **\$175,000 PLEDGE TO SUPPORT STARTUP ACTIVITY IN GEELONG**

LaunchVic, Victoria's startup agency today announced a \$175,000 commitment to Geelong's burgeoning startup sector with the sponsorship of key startup events for the region.

LaunchVic CEO Dr Kate Cornick said engaging Victorians in the startup ecosystem remained a key driver of LaunchVic's remit.

"We are thrilled to be the Super Sponsor of Pivot Summit 2018, which is a significant event for south west Victoria in terms of supporting the region's thriving digital and startup sectors," Dr Cornick said.

Last year, Pivot Summit was attended by over 800 people with Apple co-founder Steve Wozniak as the headline speaker. Numbers are expected to reach 1,200 this year, with an additional 5,000 set to stream the conference online.

Founder and CEO of Pivot Summit Leighton Wells said it is a great honour to have LaunchVic as the Super Sponsor for Pivot Summit 2018.

"We are extremely appreciative of the LaunchVic contribution to this year's event, which will go towards ensuring this is the best Pivot Summit ever," Mr Wells said. "The scale of the LaunchVic commitment is significant recognition of the important role Pivot Summit plays in the startup ecosystem in regional Victoria."

As part of the new deal, LaunchVic will also run in conjunction with Pivot Summit, a new conference 'Thrive'. Set to be an annual LaunchVic event, it is pitched at those working in local areas, particularly local government, with a passion for growing startup activity in their communities.

Dr Cornick said LaunchVic's recent local government funding round highlighted a strong interest from councils and local communities across the state looking for support to leverage startup activity and really grow and encourage this important part of our economy.

More details on Thrive will be announced shortly.

- **ENDS** -

### **NOTE TO EDITORS**

#### **About LaunchVic**

LaunchVic is Victoria's startup agency. We invest in organisations and projects that empower startups to scale innovative companies, and deliver new industry benefits to the Victorian economy. At LaunchVic, we're fuelling the startup ecosystem by supporting founders and investors to sustainably grow and deliver economic and cultural benefits for Victoria. To find out more, visit [www.launchvic.org](http://www.launchvic.org)