

# MEDIA RELEASE



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## **NEW CIVVIC PROGRAM WILL CONNECT GOVERNMENT WITH STARTUP INNOVATION**

LaunchVic, Victoria's startup agency, has reinvigorated its CivVic program to equip more startups with the know-how to work with government as a customer.

The changes include a Government Liaison Service (GLS) for established startups and scaleups to help them navigate procurement processes and develop valuable networks within Government.

LaunchVic will also introduce a new six-week pre-accelerator for early-stage startups where they will work with government to solve public sector challenges and pitch for seed funding to bring their ideas to life.

Participants will have the opportunity to create solutions to real-world challenges in areas like public safety, circular economy and transport, with support from mentor networks and business building workshops.

LaunchVic CEO Dr Kate Cornick said the program had been refreshed to ensure that more startups had the opportunity to interact and potentially benefit from working with the Victorian Government.

"CivVic has been a very successful program, enabling a small group of startups to work closely with government," she said.

"But now we want to ensure that startups across the lifecycle, from the very earliest stages right through to established scaleups can receive tailored support in their interactions with the Victorian government."

The Minister for Innovation, Medical Research and the Digital Economy Jaala Pulford said procurement was a crucial lever government can pull to fuel startup growth.

"The Victorian Government is focused on making procurement pathways easier for local businesses including startups to drive economic growth and ensure local jobs" she said.

"LaunchVic's CivVic program provides an important platform for startups and government to learn from each other and importantly to find where valuable procurement opportunities may exist."

Since 2018, the CivVic program has supported 38 Victorian startups looking to unlock government as a customer.

One example is social impact startup, She's A Crowd, which is helping government make transport safer for women and non-binary people by shining a light on gender-based violence. The She's a Crowd platform crowdsources stories of experiences across different routes and feeds this data directly to policymakers as a resource that goes much deeper than crime statistics.

LaunchVic CEO Dr Kate Cornick said she hopes to see more success stories from the new iteration of the program.

"Public servants and startups often share a passion for solving key problems. LaunchVic's CivVic program will ensure there is a clear pathway for both to connect."

Expressions of interest for both program streams are now open at [www.launchvic.org/civvic](http://www.launchvic.org/civvic).

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## **About LaunchVic**

[LaunchVic](http://www.launchvic.org) is Victoria's startup agency. We were established by the Victorian Government in March 2016 as an independent agency responsible for growing the State's startup ecosystem.

LaunchVic's role is to drive the long-term success of Victoria's startup ecosystem, recognising the valuable contribution successful startups have on the economy through the creation of high-value jobs and gross revenue for the State.

To find out more, visit [www.launchvic.org](http://www.launchvic.org)

