

MEDIA RELEASE

12 April 2017

Digital BACE turbocharges Melton startups

Melton's Western Business Accelerator and Centre of Excellence (Western BACE) today launched its Digital BACE marketing makerspace, supported by LaunchVic.

The Digital BACE facility was granted \$50,000 from LaunchVic's Round 1 funding which has been used to provide local startups with access to advanced manufacturing equipment, including 3D printing, virtual reality software and equipment for digital marketing activities.

The facility will help startups in Melbourne's western growth corridor develop digital capabilities that will support their growth and contribute to the economic transformation of the West.

Western BACE is the only combined accelerator and co-working facility in the western growth corridor – a region that is predicted to accommodate more than 40 per cent of greater Melbourne's metropolitan population growth over the next 40 years¹.

LaunchVic is proud to be supporting Western BACE. The Digital BACE facility will place entrepreneurship and innovation at the forefront of addressing the employment needs of the western growth corridor.

Quotes attributable to Western BACE CEO, Mark Corrie

Western BACE is creating a community driven business hub in Melbourne's West where people matter, feel a sense of belonging and are supported in striving for growth and excellence.

Thanks to LaunchVic and the establishment of our Digital BACE – a physical space enabling low-cost access to technology and specialist advice – the community can have access to digital and design software and tools; video and photography services; social impact and innovation events as well as expertise provided through our network our support partners.

Quotes attributable to LaunchVic CEO, Dr Kate Cornick

LaunchVic is excited to support Western BACE deliver their Digital BACE facility. This will help provide a hub for startups in the western growth corridor of Melbourne to collaborate, develop and grow.

LaunchVic's role is to support more startups to grow to create new jobs.

¹ [Regional Plan 2016-2019](#), Western Melbourne RDA committee