

MONDAY, 4 DECEMBER 2023

DEAKIN AND FEDERATION SIGN AGREEMENT TO SUPPORT MANUFACTURING IN BALLARAT

Deakin University and Federation University Australia have signed an agreement that will help drive innovation in the manufacturing sector within the Ballarat region.

The ManuFutures 'Ignite' program will help entrepreneurs and product-based start-up businesses accelerate ideas into innovative, sustainable manufacturing solutions. The program will offer a free 12-week workshop program to support entrepreneurs and product-based start-up businesses to accelerate their business ideas.

After completion of the Ignite program, participants will have the capability to understand how to rapidly accelerate business ideas, develop a business strategy based on market and competitor insights and other critical skills that will help get products ready for commercialisation and help attract investment.

The workshops will be delivered on Federation University's SMB campus in the heart of Ballarat's CBD and will include classroom-based activities that will guide the participants to engage with and apply the content to their specific role or organisation through group work, completion of plans and templates, case study discussions and role-plays.

Interested parties can register their interest or find out more about the Ignite program by contacting Bill Mundy, Associate Director Partnerships and Growth at Federation University b.mundy@federation.edu.au.

Quote attributable to Federation University Australia Vice-Chancellor and President, Professor Duncan Bentley

"This partnership between Deakin University and Federation University Australia will help drive innovation for manufacturing businesses within the Ballarat region. We are looking forward to welcoming local students, entrepreneurs and start-up businesses to our SMB Campus in the heart of Ballarat and helping them convert their inventive ideas into commercial reality, while helping to nurture the spirit of innovation within our business community."

Quotes attributable to Deakin University Acting Deputy Vice-Chancellor, Research, Professor Mathew Clarke

"Deakin University is proud to partner with Federation University to bring the ManuFutures Ignite program to the Ballarat region. This program speaks to Deakin's Impact Theme; 'Advancing society, culture and the economy' by 'building the business capabilities necessary for a strong,

sustainable, diverse and resilient economy'. With great success in the Geelong region, we saw an opportunity to increase the program's impact across Victoria, with Federation University as a critical partner in delivering the program to Ballarat and its regions."

About Federation University Australia

With a history spanning over 150 years, Federation University Australia is Victoria's premier regional dual-sector university with campuses located in Ballarat, Berwick, Gippsland and Wimmera. From 2018-2023 Federation ranked number one in Australia for first-generation student enrolments. In a first for Australia, the globally recognised co-operative education model will be embedded across all Federation programs from 2025.