



# Annual Report

2020/2021



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# About Us

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2020 - 2025



## PURPOSE

We facilitate opportunities and networks to grow innovation and entrepreneurship capability for the benefit of the Mid West Community

## VISION

The Mid West Community values the significant economic and social benefits from innovation and entrepreneurship facilitated through Pollinators and its networks

## VALUES

Connected – Collaborative – Creative



# Strategic Objectives

## **COMMUNITY**

Grow and retain our community, providing compelling reasons to be a member of the Pollinators community.

## **INNOVATION**

Facilitate the Delivery of an innovation ecosystem that demonstrably improves the social and economic wellbeing of the Mid West.

## **FINANCIAL PERFORMANCE**

Have reliable, diversified revenue streams which ensure the organisation's ability to deliver sustainably.

## **STRATEGIC PARTNERSHIPS**

Seek and nurture strategic partnerships with government, business and community groups to leverage our ability to facilitate a regional innovation ecosystem.

## **COMMUNICATION**

Clearly communicate our value proposition, celebrate our successes, share learnings and learn from others.

# A message from the Chair

After the COVID pandemic of 2020, I was hoping for a mundane 2021, but alas we narrowly dodged the brunt of TC Seroja and our co-working partners Yamatji Arts also survived the fire that burnt down the adjoining old Vic Hotel, defying the odds, and such a blessing that valuable art works were saved along with the Yamatji Arts building. 2021 has seen Pollinators consolidate our business to reflect the strategic focus set by the board in 2020...that being:

- Pollinators community via the new membership model to encourage growth in membership and to enhance member benefits.
- CityHive –as the physical hub that underpins the ecosystem that supports our mission, vision and values, and as the #1 place in Geraldton to cowork and collaborate
- The transition from the delivery of the Innovation Agenda and Action Plan to a facilitation role
- Consolidating strong partnerships in support of transition objectives
- Establishing strong corporate partnerships

CityHive continues to be the #1 place to co-work, and a valued community hub, bringing us all together for the betterment of our community. Throughout 2021, Pollinators has facilitated the delivery of NEIS program, KickStart, BaseCamp, SheCodes, Be Connected, Young Sparks Innovation workshops and NextGen Entrepreneurs, Business Speed Dating, and co-sponsored the VJzoo light show and workshops for the inaugural Shore Leave festival. We have hosted lunchtime learnings, and a Master Chef in Jenny Lam, welcomed various state and federal politicians, including the new state Minister for Innovation Hon Don Punch to CityHive, provided a meeting space to a number of our local community groups, and continued to support regional start-ups and innovators. We value and have grown our collaboration with local partners and supporters of regional innovation including Node One, MeshPoints, RSM Business Local, MWCCI, City of Greater Geraldton, MWDC, Hon Melissa Price MP, and Lara Dalton MLA.

A huge THANK YOU to Pollinators staff, Alan, Angie, Emma, Linda, Paul and Demi, who have made great headway with implementing Pollinators strategy this past year and for making CityHive the great place it is to work and collaborate, through their support of everyone that walks through the yellow CityHive door... and on that note, I thank and acknowledge the 'Face of CityHive' Angie West, who after 8 years as our Spaces Lead is leaving us to work full time on her own venture...Thanks Angie for being an integral part of the Pollinators journey..And thank you to fellow board members Jason McFarlane, Todd West, Katarina Smelikova, Tom Gorman and Scott Perry who volunteer their time in support of building the capacity of regional communities.

Natasha Colliver

Chair, Pollinators Inc

# Strategic Lead Comments

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So it has been another interesting year here at Pollinators, my first full year working with the team. In this dynamic global pandemic environment we are living in at the moment, the only constant is change. This year has been constantly requiring adaptation to the changing circumstances around us. The latter half of 2020 required us to be vigilant on how COVID was moving around the Country, with events like the Goodness Festival managed to minimise risk and postponed for 2021, similarly ShoreLeave was postponed, many other local activities that Pollinators would support suffering the same risk management approach.

In addition, the WA Government election cycle resulted in some changes with portfolios and programs, including the innovation support structures. Minister Punch has accepted the Innovation responsibilities and is building his team and experience in how WA should respond to the innovation challenge for WA to build a diversified economy for WA. Pollinators has had several positive meetings with Minister Punch, with the support of our new local Member for Geraldton Lara Dalton. We look forward to seeing positive changes to the programs to build regional communities innovation culture across WA.

Pollinators also secured some funds to assist us secure some innovative light show equipment to support events and festivals in the Midwest. Assisting with night time events to encourage tourists to stay overnight. We have already been able to assist the City of Greater Geraldton with bringing VJzoo to Geraldton for the ShoreLeave event, funded through a REDs grant. The City of Greater Geraldton is also contributing to our Light Show equipment, thanks.

The year also threw some new threats at us with a fire at the Blue Heelers Tavern site impacting on one of our valued clients Yamitji Arts. The Pollinators team was able to rally support and help Yamitji Art move their stock/art to safe locations and provide them with office space in CityHive to continue operating while the building remained closed through the demolition process. These buildings are still under liquidation and the future uncertain.

April brought Cyclone Seroja to town which devastated wide areas of the community and Geraldton City Centre was the only location with secure communications and power for a few weeks. Pollinators offered free use of our spaces at this time to allow people to continue working.

Pollinators has launched our new Next Generation Entrepreneurs competition and we have received great support from sponsors and interest from participants. We will be looking to grow this youth innovation program across WA in the coming years.

Pollinators is a member based organisation and although we can afford a small team of dedicated staff, they all deliver well and truly beyond the norms of a paid employee, other members volunteer their time to help Pollinators build a culture of innovation here in Geraldton. I am truly thankful to be working with everyone and I hope to see a growing interest in Pollinators and a bright future for us. :)

# About Us

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- 600 hours of Events
- 238 External Events
- 90 hours of FREE meeting space for 9 local community groups
- 101 Members
- 41 Learning events & workshops



# Our Team

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**Angie West**

Pollinators Inc. - Spaces + Collaboration Lead

Meshpoints - Regional Practitioner

Kids Hub Training & Consultancy - Director

2015 - current



**Natasha Colliver**

Pollinators Inc. Board Member, Chair

City of Greater Geraldton Councillor

Regional Community Supporter

2012 - current



**Scott Perry**

Pollinators Board Member

Director - Process Engineering Australia Pty Ltd Director

Australian Ag Commodities Pty Ltd



**Todd West**

Pollinators Board Member, Vice Chair

CEO at Glass Co WA.

Glass Co WA is a progressive, people focused company servicing regional Western Australia.



**Jason McFarlane**

Pollinators Inc. Board Member, Chair of Economic Development Australia

Managing Director at Far Lane

Regional Economics Innovator

2017 - current



**Alan Bradley**

Pollinators Inc. General Manager/Strategic Lead

An experienced and forward thinking professional - Experienced in the public sector across a range of natural resource management agencies and community groups.

Aug 2019 - current



# Our Team

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**Katarina Smelikova**

Pollinators Inc. Board Member

Marketing Consultant, Personal Branding Photographer

Outcome-oriented Entrepreneur

2018 - current



**Tom Gorman**

Pollinators Inc. Board Member

Principle at Beacon Evolution

Business Analyst

2018 - current



**Linda Liem**

Linda is a CityHive Host,

in-house Digital Content Creator and ideas generator. Find her buzzing around,, running Q+A events, while unleashing creativity on the socials..

2021 - current



**Demi Bradley**

Demi is the tall CityHive Host.

She's known for signing up people for memberships, getting folks acquainted at the Hive and organising events.

2021 - current



**Emma Jackson**

Pollinators Inc. Learning Lead

O2 Marine - Senior Spatial Analyst

Goodness Festival Lead and Community Volunteer

Nov 2018 - current



**Paul Sheriff**

Paul has been our resident volunteer over the last few years. He's that tech-guy, who represent's Pollinators at local conferences and events.

Recently starting the be connected program



# Community

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# Community

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Pollinators is regional Australia's leading member-based organisation focused on growing innovations and entrepreneurship.

Members connect, collaborate and benefit from member perks while growing a stronger communities.

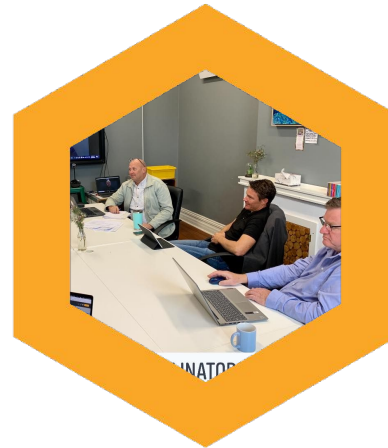
Members get access to regular events, online forums, newsletters and collaborative projects.

**60+ hours of FREE meeting space for local community groups**



# GeroSoup 2019

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The 2019 annual GeroSoup night saw record funds being raised for our community.

\$7618 was raised on the night for four local community projects.



# Space

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# Spaces

Pollinators coworking space CityHive provides a space to work, meet, learn and collaborate.

During the past 12 months in a post 'WA' pandemic, we have proved the model of flexible workspaces are still needed and offer a space where emerging ideas right through to corporate tenants can co-locate and create a thriving eco system.

CityHive returned to being fully tenanted over the past year and continues to receive applications to secure an office studio in our building that offers more than just work space, we offer networks and connections to community that can't be replicated in a silo-world workspace.

CityHive is WA's first and largest regional Coworking space and continues to be a sustainable model with no reliance on grant funding for operational costs.

This year saw 27 businesses and organisations use CityHive as their choice of space to succeed.

## What did one of our funded space applicants say?

"The access to extra co-working enabled me to spend more hours working on my business in a productive manner. As I live out of town, it also enabled me flexibility in dates to meet up with clients, attend more networking opportunities and to provide training to help them market their business"

Sylvia Vella - Bee Box Marketing

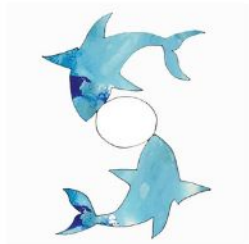


# Who is in our space?

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BUSH HERITAGE  
AUSTRALIA



MAOA

Midwest Aboriginal Organisations Alliance



katie  
sluka  
& CO



RED  
LIME  
JONES.  
great granola

BEE BOX  
MARKETING



FLASH Marketing



Gabcor Trading

Business Improvement Special



shine

inspire . achieve . belong



CreativeHub is located between 189 - 191 Marine Tce in the CBD of Geraldton.

These spaces continue to provide activated space for youth and arts organisations, Headspace Geraldton continues to be a key tenant at CreativeHub along with Yamiji Arts Geraldton.

Headspace Geraldton is a free, youth-friendly and confidential service for young people aged 12 – 25 years. Lead by Youth Focus, headspace Geraldton, brings together a range of services, to provide a holistic “one-stop-shop” for young people and creates a vibrant and safe space for local youth, they are located in the lower space of CreativeHub at 191 Marine Tce.

Yamaji Art gallery is a 100% Aboriginal owned & operated art centre in the Mid West and is located within CreativeHub at 189 Marine Tce. Yamaji Art provides professional services to support and develop Aboriginal artists living in the Lower Murchison region of Yamaji Country with a focus on sustaining cultural maintenance and arts practice while creating economic benefit.







# Learning

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# Learning

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From inspiring speakers to intensive workshops to speed dating. Pollinators has given the its members and the Geraldton community a lot to think about this year.

“One of the most unexpected benefits was realising that some of the business issues I was experiencing were just the same as the other participants in BaseCamp.”

## 31 Learning events & workshops





# BaseCamp Incubator

Pollinators was successful in receiving a \$120,000 WA State Government grant to establish BaseCamp: Science & Ecotourism Incubator.

2020 saw nine participants complete the program, enabled the creation of a dedicated incubator space and supported the successful running of multiple workshops and community events.

“I’m always keen to learn new things and improve what I’m doing in my business, so I couldn’t pass up the opportunity.”

- Carol Redford, BaseCamp participant



# Learning

## SHE{CODES}

She{Codes} Flash is a one week taster program for women, aimed at teaching you the basics of the key emerging fields in tech. Run online out of City Hive in June 2020 with 15 participants, the event was proudly supported by Regional New Industries Fund, Pawsey Data Centre and Joblink Midwest.



In Partnership with Business Foundations in Fremantle, Pollinators has helped to deliver the Federal Government's New Enterprise Incentive Scheme (NEIS) here in the Midwest. The NEIS program is a self-employment program backed by the Federal Government to help eligible Western Australians establish and run their own businesses.

*“NEIS has given me the opportunity to turn my small business idea into a successful business plan. It has been able to bring me out of my comfort zone and teach me all the things I need to learn to run a small business. I really recommend the NEIS program for entrepreneurs who want to develop their small business idea.”*

– Cameron Williams, Midwest Adventure Tours

# Our work with Meshpoints

Pollinators, as leaders in establishing regional co-working spaces and growing regional innovation, are an integral part of the Meshpoints state practitioner team.



Meshpoints is in its 2nd year of funded delivery, in partnership with Spacecubed in Perth.

Formed to fill an unmet demand in regional Western Australia, the Meshpoints model is to grow regional innovation and capacity by reducing the reliance on fly-in-fly-out Perth based consultants. That is, we nurture and grow regional talent.

Meshpoints aims to:

- Deliver professional advice, mentoring, operational support and services on a commercial basis using regional contractors, and
- Supports a voluntary network of practitioners using volunteers, a percentage of commercial earnings and external funding.



# Next Generation Entrepreneurs

Pollinators has now established a new program to engage school children in innovation and entrepreneurship.

- NextGEN Entrepreneurs is a competition to introduce school children in WA to the concept of problem-solving with new improvements or a clever idea to make the world around us a better place.
- The theme this year is **A future with Green Energy - Solar, Wind and Hydrogen** with students learning about the issues and challenges in these areas from industry experts over the workshops in term four.
- Students are required to create a poster or video of their new innovative idea based on the theme. Finalists from each age category then pitch their idea to a panel of judges to win the competition.





# NextGen Sponsors

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Thank you to our sponsors and partners

PREMIER SPONSOR



PREMIER SPONSOR



RioTinto



ILUKA

CHAMPION BAY  
SENIOR HIGH SCHOOL



ENLIGHTEN



Pawsey

market  
creations.  
agency





# Goodness Festival



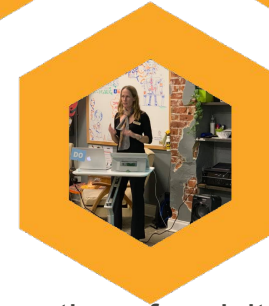
The 2021 Festival was cancelled due to the risk of events with ongoing COVID lockdowns. Looking to reinvigorate the event in 2022.



# Events

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# Events



We have hosted 238 external booked events and meetings for visitors to Geraldton, these include organisations such as Australian Federal Police, Chartered Accountants ANZ, Elders, Sinosteel, Equip Super, Medibank, Commonwealth Bank Australia.

**Supporting entrepreneurs, connecting community and enabling regional opportunities.**

**Over 600 hours worth of events**

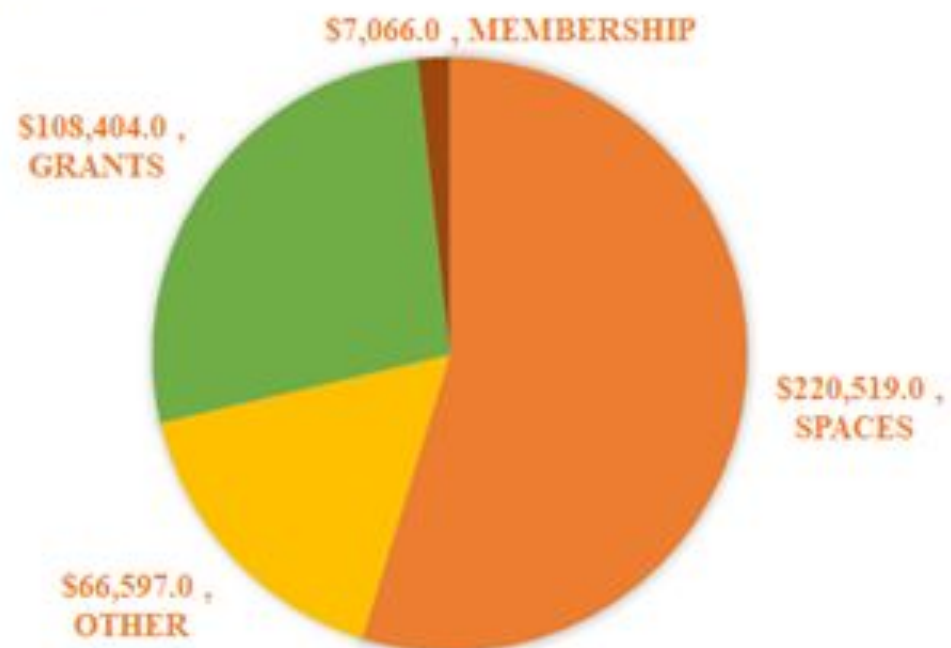


# Financials

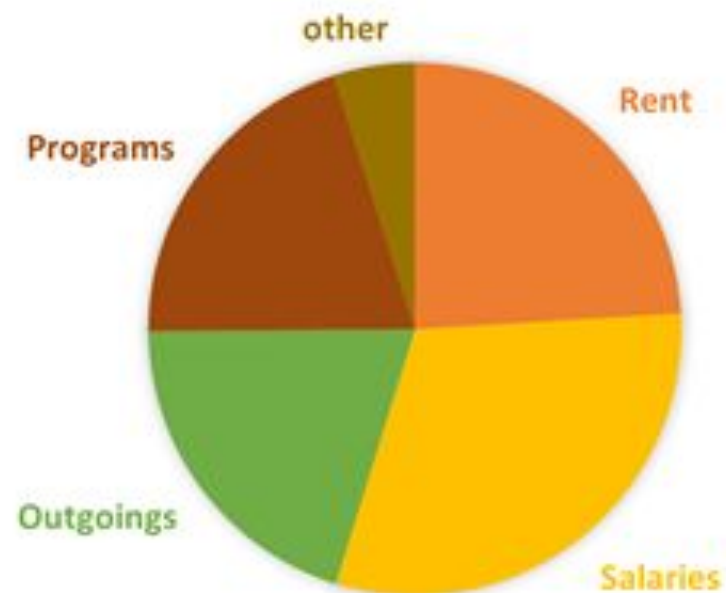
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# Financials

INCOME 2019/20 - \$397,586



EXPENSES 2020/21 - \$386,721







# Additional

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# Strategic Plan 2020 - 2025

## Strategic Objectives

## Strategies

<b>COMMUNITY</b>	Grow and retain our community, providing compelling reasons to be a member of the Pollinators..	<ul style="list-style-type: none"> <li>● Review and establish valued memberships levels.</li> <li>● Member benefits promoted</li> </ul>
<b>INNOVATION</b>	Mature the innovation ecosystem to improve the social and economic well being of the Mid West.	<ul style="list-style-type: none"> <li>● Adopt the ecosystem maturity assessment model</li> <li>● Data collection – targeted and strategic and Systemised</li> <li>● Define Pollinators role and monitor performance against Innovation Agenda and Growth Plan</li> </ul>
<b>FINANCIAL PERFORMANCE</b>	Create reliable, diversified revenue streams which ensure the organisation’s sustainability.	<ul style="list-style-type: none"> <li>● ID, develop and resource additional revenue streams</li> <li>● Develop strong relationships with corporates</li> <li>● Defined sponsorship packages and processes + PR activities</li> <li>● Capitalise on CityHive Space</li> </ul>
<b>STRATEGIC PARTNERSHIPS</b>	Seek and nurture strategic partnerships to leverage our ability to mature the innovation ecosystem	<ul style="list-style-type: none"> <li>● Identify strategic partnerships and develop plan to achieve</li> </ul>
<b>COMMUNICATION</b>	Be creative in communicating our vision, celebrating our successes, share our learnings and learn from others.	<ul style="list-style-type: none"> <li>● Broaden social media focus to include partners posts</li> <li>● Ensure media is up to date and topical</li> </ul>

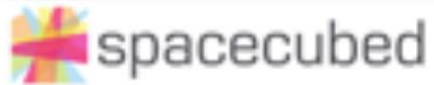
# Accomplishments

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- 600 hours of Events
- 238 External Events
- 41 Learning events & workshops
- 90 hours of FREE meeting space for 9 local community groups



# Our Sponsors



Government of Western Australia  
Mid West Development Commission



**Australian Government**  
**Department of Education,  
Skills and Employment**





# Pollinators

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