



Annual Report

2021/2022



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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.

Strategic Plan 2020 - 2025

Strategic Objectives

Strategies

COMMUNITY

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

- Review and establish valued memberships levels.
- Member benefits promoted

INNOVATION

Mature the innovation ecosystem to improve the social and economic well being of the Mid West.

- Adopt the ecosystem maturity assessment model
- Data collection – targeted and strategic and Systemised
- Define Pollinators role and monitor performance against Innovation Agenda and Growth Plan

FINANCIAL PERFORMANCE

Create reliable, diversified revenue streams which ensure the organisation's sustainability.

- ID, develop and resource additional revenue streams
- Develop strong relationships with corporates
- Defined sponsorship packages and processes + PR activities
- Capitalise on CityHive Space

STRATEGIC PARTNERSHIPS

Seek and nurture strategic partnerships to leverage our ability to mature the innovation ecosystem

- Identify strategic partnerships and develop plan to achieve

COMMUNICATION

Be creative in communicating our vision, celebrating our successes, share our learnings and learn from others.

- Broaden social media focus to include partners posts
- Ensure media is up to date and topical

A message from the Chair

With the easing of COVID in the community in the latter half of this year, CityHive has returned to some sort of normalcy. As a result it has been great to see CityHive humming again, full of people and activities that continue to support our community to keep us Connected, Collaborative and Creative.

In 2022, Pollinators has continued to deliver on our strategic objectives with CityHive being the physical hub that underpins our service areas of Community, Spaces, and Learning. This year we have continued to build our membership, deliver a number of learning programs, provide commercial and community space, and strengthen our partnerships with community, industry, and all levels of government through collaboration in pursuit of outcomes that benefit our Mid West community. It has been good to just get back on track after the last two years of COVID disruption. Alongside the busyness that is CityHive, Pollinators was very excited to take ownership of state of the art light show projector equipment, providing us with not only an income producing asset, but an asset that benefits our local community. Thank you to our local MP Lara Dalton for providing the funding for this venture. Pollinators used the projectors to put on a lightshow at the recent Festival of Lights, and have been honing our skills at other community events. With the recent sale of the West End super lot, the Pollinators team have partnered with Local Co and Euphorium on finding innovative ways to activate the many spaces on this lot, and we are very excited to see what 2023 may bring. Our ongoing engagement with the state government continues, as they develop an innovation strategy, Pollinators have become a Towns Team, and we continue to work with government and stakeholders on ways to support regional innovation hubs across the state.

I would like to thank my fellow Pollinators board member Jason McFarlane who is stepping down from the board. Jason has been a board member since 2017, but his involvement with Pollinators goes way back before then. Thank you Jason for giving your time and expert advice and knowledge as an economist with a focus on regional economic development to Pollinators. Thank you also to fellow board members Todd West, Tom Gorman, Scott Perry and Robbie Garvey, and to Pollinators staff Alan, Elise, Emma, Paul, Jas, Marie-Anne and Linda for implementing the Pollinators vision, values and strategy, and to Geraldton's best philanthropist Peter Creek. Without Peter, we wouldn't have CityHive....its hard to imagine the west end without the bright yellow door!

Natasha Colliver - Chair Pollinators Inc

A message from the Pollinators Team

Pollinators continues to be an inspirational organisation to many with a range of activities.

We have over the past 12 months, seen the purchase of new light show equipment, that we have been experimenting with and creating some interest around Geraldton. We are looking for bringing some additional equipment into the Hive that will compliment the projectors and add even more value to the community.

We have been continuing to engage more broadly with potential partners and sponsors and have been able to secure some funding from the Midwest Development Commission to deliver an event around being investment ready, which we will work with the MWCCI to help businesses understand and be ready for potential investment opportunities. The Department of Jobs Tourism Science and Innovation (JTSI) has provided some support for a Master Class in Communications in 2023 and supporting Pollinators link up all the Regional Hubs in a networking Program across the State.

Pollinators has also been participating with the MWCCI to assist in bringing together partners in the Hydrogen Hub Cluster for Geraldton, leveraging off the Next Generation Entrepreneurship Competition, the MWCCI was able to obtain some funds for a facilitator to bring parties together and create the cluster. JTSI has also sought advice from us around Regional Innovation programs, while developing a new Innovation Strategy for WA - which we are hoping will be announced in the near future.

Next Generation Entrepreneurship Competition has been delivered in Geraldton schools again this year. Finalists will be pitching their ideas in the near future and we look forward to growing this program across WA.

Our Space offering continues to be a popular model for businesses and organisations in Geraldton. Our Spacer is in high demand and we are always actively looking to provide better and more opportunities here. The purchase of the Marine Terrace superlot has seen some great ideas discussed around the site and how Pollinators, in partnership with others might make the best of the opportunity for Geraldton. A small win was an RAC Town Teams grant to provide some event gear on the Blue Heelers block.

The Team is looking forward to 2023, with hopefully some greater stability post COVID and a growing interest in Innovation and Entrepreneurship.

Our Team



Elise Jones

Pollinators Inc. Manager People and Places

Midwest Community Living Association Board Member

2022 - 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

2020 - current



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.

2019 - current



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



Robbie Garvey

Pollinators Inc. Board Member

2021 - 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



Jasmine Marsh

CityHive Host

2022 - 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 represents Pollinators at local conferences and events.

Be Connected program - current



Community

Community

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.

FREE meeting space for local community groups



GeroSoup



A signature Pollinators annual event, GeroSoup fundraising event is about supporting local community groups to pitch their projects to a live audience to raise funds to bring their projects to life.

Always a fun night and a great way to raise funds for local projects



Space

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 ecosystem.

CityHive has maintained full tenancy over the past year and continues to receive applications to secure an office space in our building. Office space is scarce and what we offer local small businesses and organisations is 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 co-workers say?

“Joining co-working at City Hive has allowed me to work productively in a welcoming and eclectic space, while meeting networks and making connections that can strengthen my business. Mostly working from home with 2 young children is challenging and presents many distractions, co-working at City Hive gives me time to focus with the added bonus of adult interaction”

Maranda Kretschmann- Sun City Tennis Academy



Who is in our space?



YAMAJI ART

Pollinators has continued to manage the lease of the Yamaji Art space as part of the ongoing relationship with new owners, Margland Group.

Yamaji Art gallery is a 100% Aboriginal owned & operated art centre in the Mid West and is located 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.

It has been great to see the improvements made to the space to create a more accommodating and comfortable environment for the tenants. Manager Roni Kearly has applied for numerous Grants and gained sponsorship locally and from Pollinators to put in 2 sinks, replace broken windows and fix air conditioning.





Learning

Learning

Learning events & workshops

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



New Business Assistance with NEIS*

Pollinators has continued its partnership with Business Foundations, providing local mentor and support for new business owners through the New Enterprise Incentive Scheme (NEIS).

We helped 14 budding business owners, with seven successfully completing the course during 2021/22 and continuing to run their business.



Next Generation Entrepreneurs

Building on the success of 2021, NextGen Entrepreneurs competition has continued to inspire Geraldton students to find innovative solutions for a Carbon Zero Future in 2022.



A Next Gen School Curriculum was developed to increase the scope of the mission to empower students to co-create a sustainable future.

10 lessons with links to resources, evaluation assessments, and links to the WA curriculum is now available on the Pollinators website and we look forward to engaging more schools and teachers with this great opportunity to embed design thinking into their students and interact with industry and innovation leaders in a meaningful way.

NextGen Sponsors & Partners

2021



2022



Scinapse and Goodness Festival



Scinapse community engagement activities saw CityHive buzzing on the weekends with a collaboration with The Geraldton Project in the form of Creative Labs, Science + Creativity + Environment.

Citizen science took a crafty approach as participants weighed resources diverted from landfill. Mending, making, and creating from 'unrubbish', as well as learning how to forage and prepare seaweed and create a wild sown garden at the Wild & Naked Food Expo were all dynamic and interactive opportunities for the community to co-create a sustainable Geraldton.



Events

Events



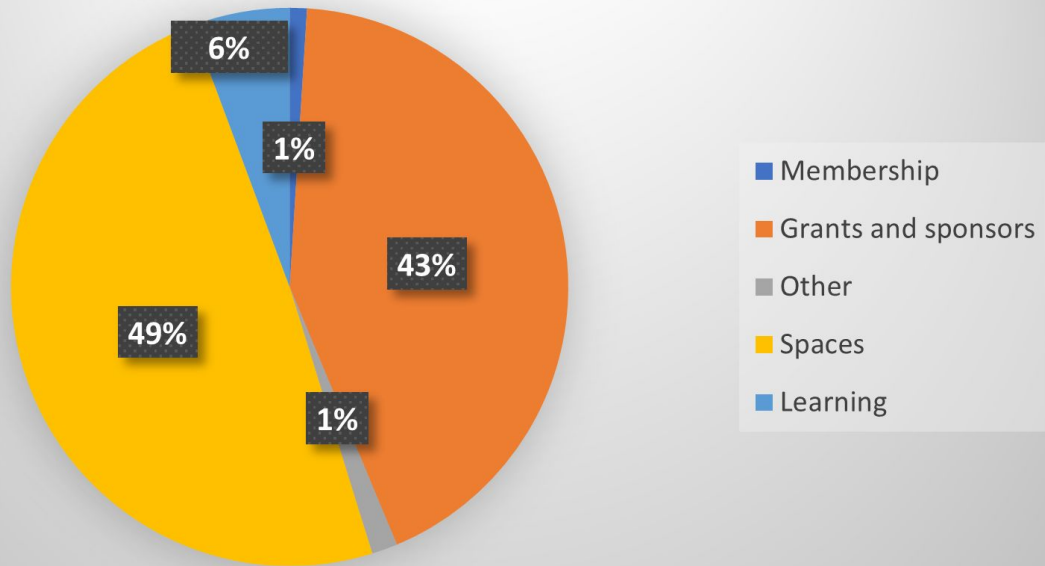
We have hosted 238 external booked events and meetings for visitors to Geraldton, these include organisations such as Australian Federal Police, Chartered Accountants ANZ, Elders, Sinosteel, Equip Super, Medibank, Commonwealth Bank Australia.

Supporting entrepreneurs, connecting community and enabling regional opportunities.

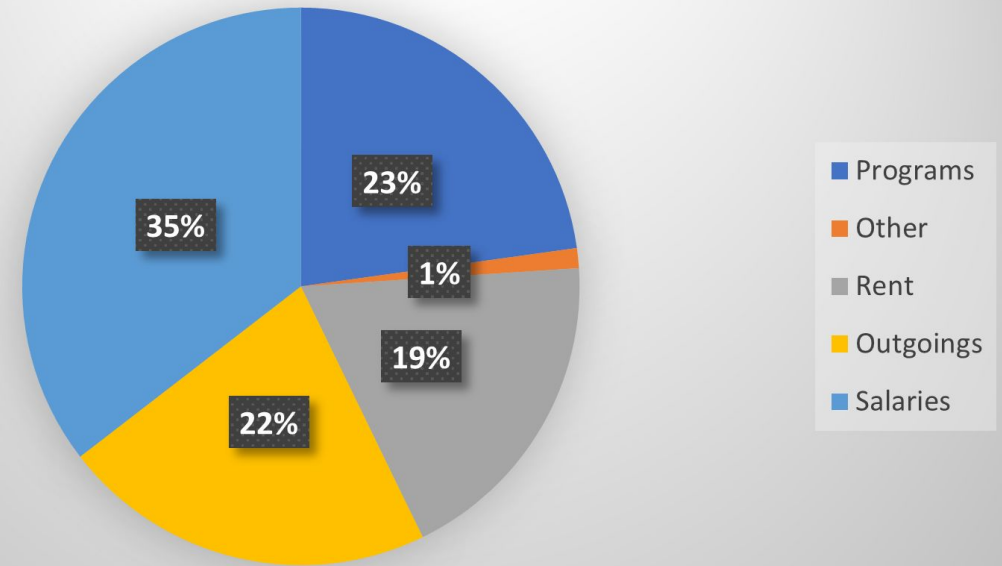


Financials

Income - 21/22 - \$437,085



Expenses 21/22 - \$374,766





Additional

Highlights

LEARNING

- **Be Connected has been successfully delivering training and received further grant funding**
- **Continued NEIS program mentoring support**
- **Delivered a number of Learning events, including the NextGen Young Entrepreneur Program**

SPACE & COMMUNITY

- **Commenced light Show operations and purchased equipment that is now available for hire**
- **CityHive office space completely full**
- **CityHive providing a hub for local community groups and events**

ACTIVATION

- **Building relationship with new Marine Tce Property owners Local Co,**
- **Food Van Extravaganza events with EUPHORIUM team**
- **Successful in receiving Town Teams Grant to undertake 'Community Cargo' project**



Our Sponsors





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