

where ideas grow



NOVA





**In the early days of a new enterprise, each step forward is a win. A community of entrepreneurs and new founders know the true value of these wins and that when we collaborate, it means new possibilities and opportunities, new economies and new jobs.”**

Dr Lou Conway, Director UNE SRI









# GROWING AN INNOVATION COMMUNITY

When we work with others to solve real-world challenges, we build the future together.

The best ideas come from thoughtful and attentive conversation with those who experience a problem or challenge. This is how we can discover the best solutions.

Ideas often grow in hard ground. With new ways of thinking and research, gaps and grooves appear in places where things haven't grown before and new ideas can take root. Sometimes these hard places change our concepts and sometimes we change the ground. Although beginnings can be tenuous, as we break new ground others can grow in our protecting shade.

**We invite you to join this ecosystem of opportunity.**

The purpose of the UNE SRI is to support startups and businesses to grow innovation to make our region a better place.

We work with founders to launch their business and our partners join to amplify what is possible. We help startups and business to adapt, compete and be relevant.

There is a diversity of talent and enterprise working across our key sectors:

**Agritech:** Growing the most sustainable food and fibre in the world;

**Healthtech:** Transforming health systems so that people can live longer, healthier lives;

**Envirotech:** Generating new solutions for energy and the environment;

**Creative Industries:** Inspiring the design and build of products, experiences and services.

**THE BRAND / 'NOVA'** is derived from the scientific name of the New England Peppermint gum; *Eucalyptus nova-anglica*. The graphic element represents the tree rings symbolising growth. Nova is also a word meaning 'a star that suddenly becomes thousands of times brighter'. The brand is therefore intrinsically linked to both the natural space we exist in, and the aspirations of the community. The brand is designed to appeal to all ages by avoiding over-corporatisation and delivering a fresh, friendly connection with the community.



...I stared up at the sapling's growing point; a gathered strength, a total thrust muscling itself, its swirl and sheaf to one high clench of folded leaf.

...in myself the sapling rose, an aim, a need, a leap to air; where weighted, rounded, bough on bough the tree fills out its limits now.

Judith Wright  
'Growing Point' 1976





# WHAT NOVA OFFERS AND WHO BENEFITS?

Everyone can leverage from what NOVA has to offer; local business, community organisations, schools, individuals as well as our own community of founders, entrepreneurs and innovators who are building enterprise in the New England North West.

Resident experts who bring specialty skills and knowledge will be based at NOVA, and the UNE SRI will offer programs, events and meetups to expand possibilities.

There are 35 bookable desks and spaces to help you grow your endeavour.

### **BENEFITS TO THE BROADER COMMUNITY**

NOVA is an inclusive space for those who want to take their enterprise to the next level, but it is also a place for the whole community.

The physical, social, creative and intellectual space offered by NOVA fuels the success of innovators and entrepreneurs by connecting them to community, customers, coaching and capital. NOVA is a place for connecting, sharing and growing.

- Founders
- Industry and Corporate Partners
- Schools, TAFE, UNE Students and Researchers
- Small Businesses Owners and Service Providers
- Innovation and Technology Partners
- Local, State and Federal Government
- Community Groups
- Creative Industries, Media and Cultural Organisations
- Community members



# WORKSPACE



## Collaborative workspace

NOVA offers working space for 35 people, a combination of hotdesks and offices, with state of the art adjustable desks, ergonomic chairs and lockers.

Spaces are designed for brainstorming, collaborating and concentrated outcomes.

# AV STUDIO



## Video production / Podcasting Video conference / Green screen

NOVA features a professional-level, sound-proofed recording studio available for podcasting and video production. Meeting rooms are equipped so that remote participants can take part in meetings with high quality sound and visuals. Equipment will enable simple-to-operate podcast recording, video interviews and conferencing.



# THEATRETTE



## Presentation theatre

NOVA provides an event space for 90 people with a screen and audio to enable the best quality presentations and pitch events. As a flexible space the presentation theatre can convert into a workshop space with round tables and seating.

The attached kitchen space will enable seamless catering for events. Possible events include product launches, film sessions, workshops, keynotes, music and dance performances, multimedia and immersive AR / VR staging.

# MEETING



## Meeting spaces

NOVA provides meeting rooms and spaces in various configurations, that can be booked for business meetings and presentations. All feature the latest video conferencing technology and can be configured to your requirements on request.





# VISION

NOVA reflects the New England spirit which is shaped by a remarkable landscape, resourceful and talented people, a strong sense of community and a belief that we can build enterprise to create the future.

NOVA



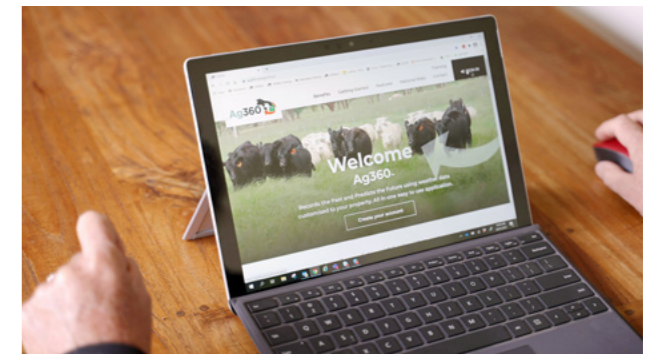
# FOUNDERS

The ideas of our founders put them in front, and their passion keeps them there.



## FARMLAB

Co-Founders Sam Duncan and Shahriar Jamshidi create soil maps by combining remotely sensed data and the latest in soil science and digital soil mapping techniques. FarmLab visualises the soil beneath your feet to help you make better decisions when it comes to land management.



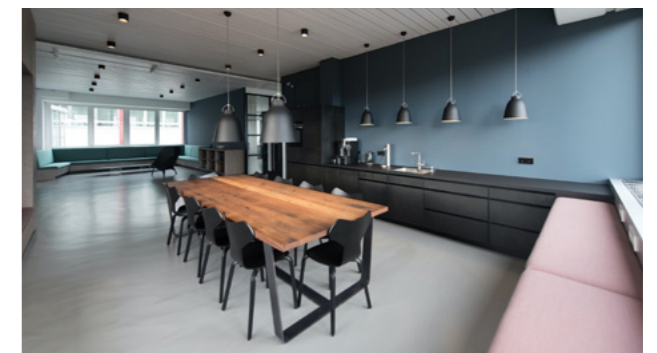
## Ag360

Record farm management as well as predicting rainfall, soil moisture, pasture growth, animal weight and health risks up to 6 months in advance. Predictions based on powerful, accurate scientific models that draw on all the expertise at the University of New England.



## PHARMONLINE

Founder Anna Barwick, developed PharmOnline an advisory service to provide Australians with 24/7 remote access to registered, experienced pharmacists. PharmOnline helps people in isolated communities who are unable to access a local pharmacy or other health services.



## AUGUST WATTLE

Lauren Holmes is an interior designer with a passion for designing engaging, integrated spaces for her clients. Lauren brings her experience working as an interior designer on an array of projects including café and bar fitouts and refurbishments, residential commissions and retail fitouts to the Armidale region with the intention of collaborating with like-minded clients and colleagues.



Learn about all our founders at [unesri.com.au/founders](https://unesri.com.au/founders)





## EVERYONE IS WELCOME

**Any business, organisation, group or individual can take advantage of NOVA. The space is available casually for hourly bookings, or for regular and long-term use. Get in touch to see how we can help!**



NOVA is an inclusive co-working space that is available for community, business, organisations, groups and individuals to book offices and hot desks, meeting, presentation and workshop spaces, and other facilities including a podcast and video room.

UNE SRI will utilise NOVA to develop programs and opportunities that support resilient regional communities in the New England North West. It will share the space with founders who are building their skills and businesses with support from the SRI and its programs, and others keen to utilise the central location, facilities, and opportunities to grow!

**Our online booking system will be available soon**  
Learn more at [unesri.com.au/nova](https://unesri.com.au/nova)



**Ideas come from all sorts of likely and unlikely places, but mostly they come from collaborations, when we work with others to solve real-world challenges.”**

Matthew Irwin  
Chair, UNE SRI Strategic Advisory Board



# NOVA



Connect to an ecosystem of opportunity

[unesri.com.au](http://unesri.com.au)