



IMPACT

UNE SMART REGION INCUBATOR
FOUNDERS 2023



The UNE SRI is a connected community of founders and innovators who share a deep commitment to seeing new and existing enterprises flourish in the New England North West region of NSW.



SRI Founders are literally inventing the future for regional NSW. They promise **job growth and **opportunity**, but most importantly, they prove to the next generation that **sustainable economic growth** comes out of new ideas.”**

Matthew Irwin
Chair, SRI Strategic Advisory Board



New England National Park

ideas that grow

The **UNE SMART Region Incubator** contributes to a world class technology precinct operating across the New England North West.

Funding by NSW and Australian Governments has turbo-charged the commercialisation of ideas into jobs within the region. The following founders have led the charge as a community, working with expert advisors, researchers and the UNE SRI support team to facilitate connections and growth.

UNE SRI has continued to grow an inland innovation community of high growth, tech-based companies attracting investment, exporting and building international collaborations. Seventy founders now work with the UNE SRI; some using the physical premises in Armidale, Tamworth, Narrabri and Moree. The following list of companies is a sample of these highly focused, successful startups who have created 146 jobs over the last 12 months.

As a university-led business incubator, we support innovation across the New England North West by connecting founders, researchers, school and university students, mentors, experts, investors, government and business partners. Through collaboration we help deliver new products and services to market building a SMART region for the long term sustainable benefit of the whole community.

146	70	6.2m
JOBS CREATED	FOUNDERS	\$ INVESTMENT





NEW ENGLAND NORTH WEST

New England North West is a region in the north of the state of NSW that includes the New England Tablelands and the North West Slopes regions. In 2016, the region had a population of 218 160 people.

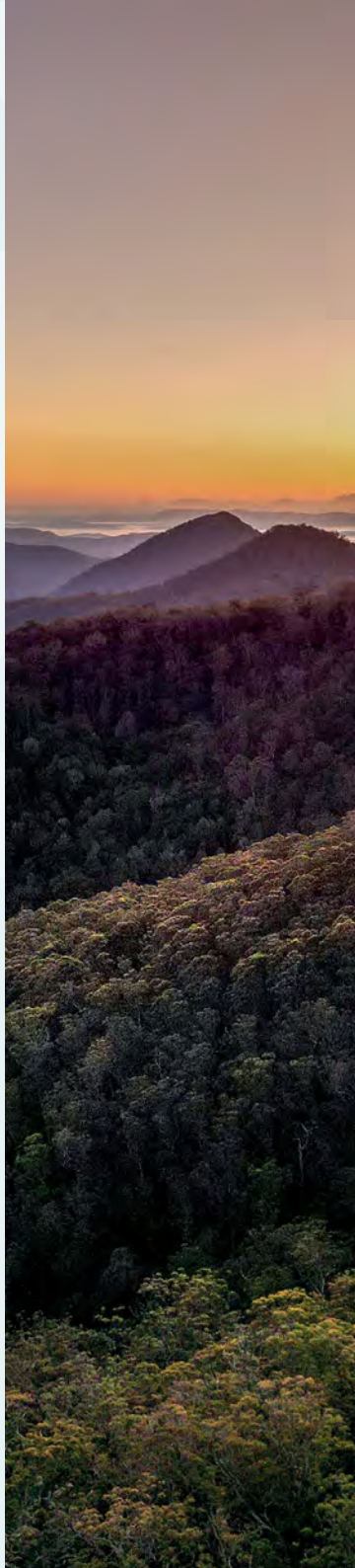
LGAs

- Armidale Region
- Glen Innes Severn
- Gunnedah
- Gwydir
- Inverell
- Liverpool Plains
- Moree Plains
- Narrabri
- Tamworth Region
- Tenterfield
- Uralla
- Walcha

#futureNENW

The #futureNENW brand represents the physical geography of the region and the energy unpinning it. The New England North West is one of Australia's most productive agricultural regions. It also boasts incredible natural beauty and biodiversity. In recent years, the region has earned a reputation as a hub for innovation in CleanTech, HealthTech, AgTech and creative industries.

Gibraltar Range National Park



#futureNENW

The UNE SRI exists to help foster innovation and economic sustainability across the New England North West region of NSW.



ARMIDALE

NOVA is an inclusive co-working space that is available for community, business, organisations, groups and individuals to book desks, meeting, presentation and workshop spaces, and other facilities including a podcast and video room. Visit us at 122 Faulkner Street, Armidale - 8.30am to 5pm, weekdays.



TAMWORTH

The UNE SMART Region Incubator's Tamworth office is located at Peel House; part of UNE's 'Tamworth Centre' in the heart of the CBD. UNE SRI Tamworth offers an inclusive co-working space that is available for founders to book desks. Visit us in the Basement, 24 Fitzroy Street, Tamworth.



MOREE

Opening in 2023, the Social Co House developed through a visionary partnership between Moree Plains Shire Council, University of New England and local business owner Tyler Macey. The Social Co House will continue in that spirit, as a physical and intellectual space for collaboration and opportunity. The building will include office, event, media and meeting rooms.



NARRABRI

The UNE SRI, in partnership with The Exchange Group and Narrabri Shire Council, has created a space for collaboration and connection in the heart of Narrabri. Opened in 2022, The Exchange Narrabri includes a flexible range of office, event, media and meeting rooms. It is home for the UNE SRI and its programs in Narrabri.



NOVA

UNE SRI base in Armidale



Edwina, Birth Beat

We are the sum of our founders

The UNE SRI is a connected community of founders and innovators who share a deep commitment to seeing new and existing enterprises that sustain and are an integral part of the whole New England North West region of NSW.

We help to validate, build and grow your business with programs, events, mentors, researchers and corporate and community partners.



our core pillars

AGRICULTURE

Australia's future resource security will rely on smart science and technology to sustain food and fibre production.

The UNE SMART Region Incubator supports start-ups in agribusiness and agtech with innovative business ideas by providing the resources a new business needs to succeed. A number of founders are already working with UNE researchers and students.

UNE has long had a passion for agriculture. Our locations in Armidale, Tamworth, Narrabri and Moree means we have local access to over 90% of the food stuffs grown in this country.

ENVIRONMENT

Regional economies move in tandem with climate. Startups are already creating solutions that help manage risk, generate revenue, and transform environmental stewardship.

Startups are exploring opportunities for new environmental services in a carbon hungry landscape and emerging financial markets. Other solutions support improved decision-making by using data and predictive analytics.

These startups are transforming the way production systems can be managed. Other key drivers of opportunity include a rapidly growing circular economy, and the demand for renewable energy.

HEALTH

Health and wellbeing of our communities will transform health outcomes through innovation and collaborations.

The demand for innovative health and wellbeing solutions is increasing exponentially and there's a groundswell of rural health entrepreneurship responding to this demand.

Our founders and researchers are creating an innovative and integrated ecosystem for the development, commercialisation and delivery of health services in regional Australia.

CREATIVE

Creativity and design thinking underpins innovation in every sector of our economy. Creative industries drives our economy to the tune of \$120b yearly.

Regional economies are strengthened by an abundance of creative startups who can deliver design solutions; visualise new products and services; communicate unique visions and script, code and perform.

SRI founders are combining their cultural and creative knowledge to deliver unique products and experiences for consumers.

The UNE SMART Region Incubator is a connected community of founders and innovators who share a deep commitment to seeing new and existing enterprises flourish in the New England North West region of NSW.

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#agtech
#futurefood
#farming



agriculture

Near Walcha





Ag360

Based in: Armidale

Lu Hogan

ag360.com.au

Ag360 is a software platform that records farm management and predicts rainfall, soil moisture, pasture and animal growth and animal health risks, customised to the producer's location and farm. Ag360 is delivering benefits to producers through better management of climate variability and business profitability. It is delivered to industry with support from the Future Drought Fund. Further development is underway to build a phone-based app to increase uptake across industry.

UNE SRI SUPPORT: Provides networking opportunities through programs, events and mentoring to help us identify our customers and build a sustainable business. Regular workshops inspire our strategic direction, marketing and financial planning while keeping us accountable for our development and growth.



Australian Aeronautics

Based in: Tamworth

James Roberts

australianaeronautics.com.au

Australian Aeronautics combines the three pillars of robotics; electronics, mechanics, and software; to create unique drone and communications products for the harsh Australian environment. Australian Aeronautics current focus is developing the HoverWatch system, fully automatic "Drone-in-a-Box" solution for remote data collection, designed for companies with frequent remote sensing needs that have tedious and expensive aerial data operations. Australian Aeronautics mission is to automate, simplify and reduce the cost of data collection.

UNE SRI SUPPORT: Attended various SMART sessions for increased education and community connection.

AGRICULTURE



Balala Station Butcher Box

Based in: Uralla

Richard Daugherty

balala.com.au

At Balala Station the grass-fed, free-range animals are ethically raised in pastures right here in NSW, producing top quality meat that is nutrient dense and diverse, delivered to you fresh. With a system designed to increase biodiversity, do away with nasty chemicals, fight climate change with natural carbon sequestering and reduce waste wherever possible, every decision is based around how we can offer your family a top-quality product with genuinely impeccable flavour.

UNE SRI SUPPORT: Being a UNE SRI Founder means being part of a supportive, inspiring and friendly community. Whether it's help with investment strategies or simply another pair of hands at a market stall, the SRI community comes together to help each other out and deliver great outcomes for our region.

AGRICULTURE



Cold Country Organics

Based in: Armidale

Clare Mathiasen

coldcountryorganics.com

Organic produce, home delivered. Fresh, seasonal, organic fruit and veggie boxes and local free-range eggs, local organic sourdough, locally roasted organic coffee, kombucha, chai tea, organic kitchen staples and more, delivered right to your door! Produce is local wherever possible, and we are active in supporting the strengthening of our local organic, chemical free food systems. It's all about locals supporting locals.

UNE SRI SUPPORT: The 12-month Leverage Program, presented by UNE SRI, provided a big lift to me and my business. Our dedicated group committed to learn together, positively challenge each other, hold each other to our word and celebrate each step forward. I revisited things I knew, and I learnt new things. The most important point is that the content is all held together by an action focused framework - the talk is fun, but the doing is where the wins are.



CPU Australia's 3D vin platform uses the natural landscape and built environment as an interface to business activity and knowledge. CPU provides services in landscape analytics and meteorological modelling for energy and agricultural projects.

CPU Australia

Based in: Armidale

David Wright

cpu-australia.com

UNE SRI SUPPORT: CPU values the safe place created by the SRI community to grow the business over the last five years. CPU was successful in joining a NSW DPI Agtech trip to India to grow connections for renewable energy and agriculture.



DroneLogbook

Based in: Armidale

Scott Hamey

dronelogbook.com

DroneLogbook delivers a unique drone logbook solution customised to suit the needs of CASA MOS 2019 RPAS compliance regulation changes and contemporary digital record keeping. DroneLogbook is being used by mining, energy, infrastructure and other companies to deliver safe and compliant flight services in Australia and around the world.

UNE SRI SUPPORT: As one of the original founders supported by UNE SRI, DroneLogbook Australia has enjoyed assistance with a working space, expert advice, promotion, and personal access to inspiring networks for many years.

AGRICULTURE



EAC Animal Care

Based in: Barossa Valley / Armidale

Danny Xue

eacanimalcare.com

EAC Animal Care is an Australian-owned business based in Barossa Valley. With the mission of advancing animal health, EAC develops, manufactures, and distributes innovative nutraceutical products for cats, dogs, and horses. Established in 2017, EAC is dedicated to improving the well-being and vitality of our furry friends and is now a leading brand in companion animal health industry. EAC delivers what is in the DNA of the team: YOU CARE, WE CARE!

AGRICULTURE



UNE SRI SUPPORT: EAC Animal Care enjoys being part of the UNE SRI community. Attending events like SMART sessions and Expert in Residence Roundtable conversations help guide our thinking and test our ideas with other business founders who share our experiences.



Equilize

Based in: Tamworth

Dr Nerida McGilchrist

equilize.com.au

Equilize Horse Nutrition works with horse feed and supplement companies to design products that taste great, are practical to manufacture, simple to promote, placed in the correct price bracket and backed by robust science. Equilize specialise in scientific and market research, product development and positioning, product formulation as well as writing scientific, packaging and marketing copy.

UNE SRI SUPPORT: Participated in the Entrepreneur's Leverage Program, community connection, one on one mentor sessions and networking events.



FarmLab

Based in: Armidale

Sam Duncan

farmlab.com.au

From soil sampling for fertiliser budgets, to developing carbon offset projects and measuring Natural Capital, FarmLab is a soil testing app helping you analyse your environmental data to increase your productivity, sustainability and profitability.

UNE SRI SUPPORT: The connections made at UNE SRI with investors, customers, talent and other founders continue to inspire us. Our association helped us to secure significant funding to grow the company and ensure we continue to make a positive impact on the ground and in the communities in which we operate.

AGRICULTURE



FarmSimple

Based in: Tamworth

Lee Coleman and Matt Higham

croppaco.com

FarmSimple is a cloud-based digital platform built by farmers for farmers as all-in-one farm management tool. FarmSimple helps farmers to monitor and report several components of broadacre cropping production including jobs, spraying, storage, timesheets, and chemical to paddock management.

UNE SRI SUPPORT: Participated in several UNE SRI social events and leveraged connections with fellow founders to scale business and secure a permanent office space.

AGRICULTURE





ManyBusyHands

Based in: Tamworth

Geoff Quinn

manybusyhands.au

ManyBusyHands helps Jobseekers connect with excellent rural and regional businesses to find safe, well-rewarded work; locate affordable accommodation; meet amazing characters, seek adventure, help conserve our unique wildlife, eat fantastic local food, assist in natural disaster recovery and make great bush-based friends. Our mission is to help reduce the manual worker shortage faced by the agriculture industry, while providing travellers, working holiday makers, and students with a positive experience, living and working in rural and regional Australia.

UNE SRI SUPPORT: Has received personalised marketing and website advice, attended numerous SMART sessions, received assistance to secure a Minimum Viable Product grant, participated in the UNE SRI's AgTech Gateway Program, made connections with UNE students to assist with technical and marketing projects, community connection and networking, weekly accountability, inspiration and support.



Optiweigh

Based in: Armidale

Bill Mitchell

optiweigh.com.au

Optiweigh is the most significant step forward in livestock weighing in over 30 years. With built-in functionality and complete mobility, Optiweigh has solved the problem of in-paddock weighing and delivers tangible benefits to any size cattle operation. With no need for expensive infrastructure, fencing or animal training, an Optiweigh is as accurate as other weighing methods with none of the hassles.

UNE SRI SUPPORT: UNE SRI provides valuable connections, introductions and mentoring so we can meet the Australia-wide demand for our product and continue to grow and scale the company.

AGRICULTURE



Red 8 Produce

Based in: Armidale

Sarah Burrows and Anita Taylor

red8produce.com.au

Produce for a better planet. Red8 Produce is an ethical, free range and natural meat company, focused on designing, manufacturing and integrating mobile beef processing facilities for use in tailored animal protein supply chains. Red8 system is sought after for markets in Asia and the Middle East as ethical and versatile processing.

UNE SRI SUPPORT: Assistance in accessing and preparing for grant funding through the UNE SRI has enabled the central module to be built, the design and equipment tested. Pitch events, introductions and valuable connections have made it possible to receive expressions of interest from over 70 Australian producers, validating the demand for this system and ensuring the processing of high-quality local meat and the creation of many new jobs in our region.

AGRICULTURE



SierraTek

Based in: Narrabri

Jamie Condon

sierratek.com.au

SierraTek supplies Electrical Engineering, Automation and Control services to industry across Australia and abroad. SierraTek delivers a cost efficient, effective solution that harnesses technology and innovation for agricultural production and water management, mining, gas and manufacturing.

UNE SRI SUPPORT: Networking and showcasing their climate adaptive technologies AgTech field days.



Wall's Honey Co.

Based in: Tamworth

Justin and Katelyn Wall

wallshoneyco.com.au

Wall's Honey Co. is a family-owned business producing premium unfiltered raw honey, beeswax wraps, and natural lip balm in Tamworth NSW. The Wall's Honey Co hives are located almost exclusively within the New England. Owners Justin and Katelyn are committed to ethical, sustainable and environmentally friendly beekeeping practices - ensuring the honey is pure and of the highest quality. Naturally delicious, Wall's Honey Co honey is harvested and bottled in raw form – just as nature intended.

UNE SRI SUPPORT: Participated in the Entrepreneur's Leverage Program, received marketing support to assist with migration to Shopify website, promotion of brand and products to boost market awareness.



Yuurraa Tea

Based in: Moree

Bernadette Duncan, Karlene Duncan and Tony Meppem

Yuurra Tea is built with the strength of Cultural Knowledge to propagate and grow eremophila for beverages that deliver health promoting benefits.

UNE SRI SUPPORT: Commercialisation of product for markets; working with Expert in Residence, networking events



Zondii

Based in: Armidale

Danielle Morton

zondii.com

Zondii is a global technology company that instantly verifies and validates food and fibre using your smartphone. Zondii is on a mission to give farmers the tools, data and science to understand the quality of their produce and make more informed decisions. The easy to use, cost effective technology picks up markers across multiple verticals, from verifying micron of wool, the organic status of fruit to confirming authenticity and identifying regional fingerprints for provenance and traceability.

UNE SRI SUPPORT: Being part of the UNE SMART Region Incubator community is crucial to the success of our business. Collaboration in the shared workspace is fundamental to startup growth along with the connections to Internships, Mentors and other inspirational start-ups and local businesses who trial our product. With mentorship on investment readiness and opportunities there are so many reasons to be part of the UNE SRI ecosystem.



Z Ware

Based in: Armidale

Phillip Zada

zware.au

Z Ware is developing AI-powered livestock image recognition and management platform (initially focusing on cattle), designed to streamline management by providing a reliable non-harmful image identification to combat the growing and lucrative scourge of rustling. Stoktake utilises proprietary AI and machine learning technology underpinned by robust hyper-scalable cloud infrastructure to create a database and identify individual animals from an everyday smartphone photograph.

UNE SRI SUPPORT: The mentor program provided by UNE SRI provides education and learning opportunities, along with real accountability to execute as we develop our product and build our business.



#cleantech
#climatechange
#sustainability



environment

Coombadjha Creek, Washpool National Park





Armidale Tree Group

Based in: Armidale

Alicia Cooper

armidaletreegroup.org.au

A not-for-profit native plant nursery and environmental organisation. We provide quality Australian plants for both home gardens and large-scale farm/community plantings. Our team can provide site preparation, tree planting, weed control and maintenance services for your native tree planting project.

UNE SRI SUPPORT: The Armidale Tree Group shares our knowledge and passion for sustainable landscapes at many community discussions presented by the UNE SRI. And, as an SRI Founder, gaining access to inspirational coaches as part of the Experts in Residence program assists us in the development of our strategic plan.



Coolcharge

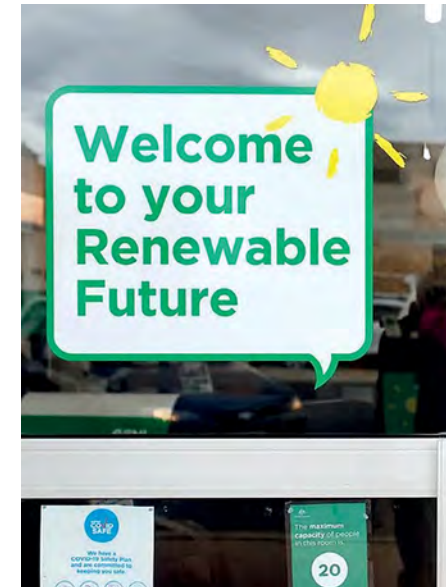
Based in: Moree

Murdoch Gilbert

coolcharge.com.au

CoolCharge is a novel renewable fuel emulsion and computer controlled injection system for use with diesel engines. The system is designed to be retrofitted to existing diesel engines to reduce harmful and potent global warming exhaust emissions, while decreasing reliance on fossil fuels. The specific exhaust emissions targeted are nitrous oxide, nitrates of oxygen, carbon dioxide and diesel particulates. CoolCharge allows the substitution of diesel fuel consumption with a renewable energy source.

UNE SRI SUPPORT: Advanced Manufacturing Growth Centre's Michael Sharpe introduced Coolcharge to a key opportunity to convert engines in a large agricultural production area. The UNE SRI was happy to make introductions and support.



Geni Energy

Based in: Narrabri

Sally Hunter

geni.energy

In 2022 Geni.Energy celebrated its second year of operation as a not-for-profit company based in Narrabri and growing renewable energy opportunities in northwest NSW.

I was proud to be runners-up in the new business category of the Narrabri Business Awards, feature in Australian Geographic magazine and have its founder win an Australia Day Efarm, business and residential solar and batteries.

UNE SRI SUPPORT: In 2022 Geni.Energy was given a unique platform to discuss renewables by SRI and was introduced to a potential investor to help support Geni.Energy's initiatives.



Moss Environmental

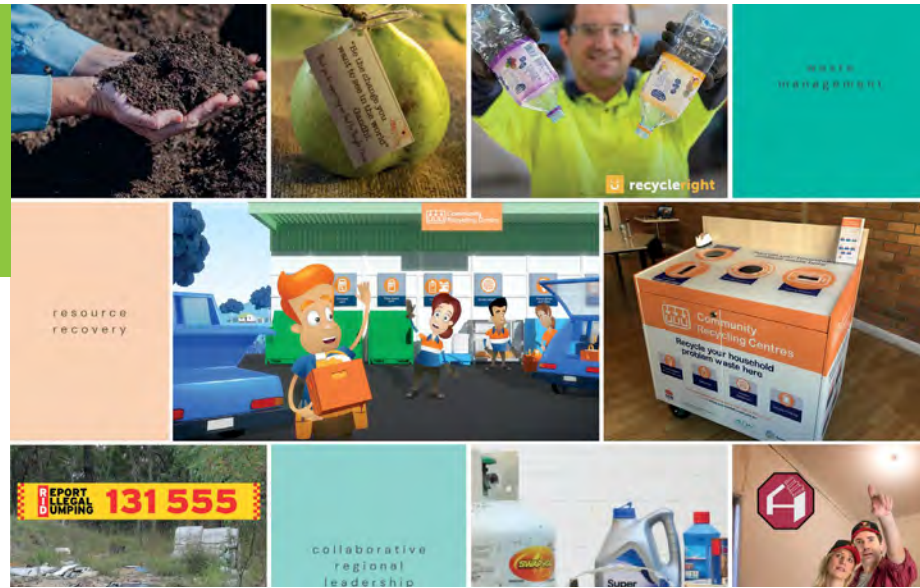
Based in: Tamworth

Shonelle Gleeson-Willey

mossenviro.com.au

Moss Environmental is a 'For Purpose' consulting business delivering reliable, sustainable solutions and education to projects across Australia. With a team of highly experienced consultants located across eastern Australia, Moss Environmental specialise in the areas of ecology, agricultural science, hydrology, environmental management, contaminated land management and natural resource management. Previous projects include construction, mining, contaminated lands management, environmental education, transport operation ISCA submissions and environmental project management.

UNE SRI SUPPORT: As a long-time member of the SRI community, participation in SMART sessions, Entrepreneur's Leverage Program, business coaching and support, networking events, use of coworking space and access to Experts in Residence have all assisted to grow and scale and recently relocate to a commercial tenancy.



NIRW

Based in: Tamworth

Alison Leckie

nirw.org.au

Northern Inland Regional Waste (NIRW) is a regional waste group in the New England and North West region of NSW. The team at NIRW work collaboratively with a range of stakeholders to achieve strategic, regional outcomes in sustainable waste management, resource recovery and the circular economy.

UNE SRI SUPPORT: Attended various SMART sessions and networking events.



Stringybark Ecological

Based in: Armidale

David Carr

stringybarkecological.com.au

Stringybark Ecological offers broad experience, qualifications and partners to provide services from revegetation to ecological survey to training to project management. Working with government, mining, agriculture and revegetation projects we provide environmental management, education and training, research and monitoring to help you understand and manage the natural environment.

UNE SRI SUPPORT: Business founders and members of the New England North West community enjoy getting together at the wide range of events and activities hosted by the UNE SRI. For us, these gatherings open the doors to a network of knowledge, skills, innovation and passion about all sorts of topics relevant to our business including agriculture, health, education and the environment.



Vesi Water

Based in: Tamworth

Llewellyn Owens

vesi-water.com

Vesi Water's mission is to alleviate the global water crisis by delivering efficient air-to-water technology across multiple applications. Their patented technology is the missing link to developing high volume, cost competitive air-to-water generation systems. Vesi Water's focus is to deploy this technology to capture a market share in the global water industry and make a significant humanitarian impact.

UNE SRI SUPPORT: Participated in various networking events to learn from and connect with fellow founders.



Zero Waste Paste

Based in: Armidale

Millie Rose

zerowastepaste.com.au

Zero Waste Paste is a unique skin product. It uses all-natural ingredients. It's waste free and innovative skin care that is green and clean. We use quality, results driven ingredients to create a high performing solid facial cleanser bar. This is the ultimate, multi-tasking all in one cleanser that double cleanses, tones, exfoliates and moisturises. With a reusable and refillable container, you can take it anywhere.

UNE SRI SUPPORT: Having a regional incubator with access to investors, Experts in Residence along with a like-minded and innovative community is a real asset to the New England North West region. It allows us to grow our business and our family in a beautiful part of Australia.



#healthtech
#wellness
#futurehealth



health



BASE FIVE CO

Based in: Tamworth

Dale Macdonald

basefive.co

BASE FIVE CO's mission is to empower individuals to reach their highest potential. BASE FIVE CO promotes a proactive approach to health and happiness with a host of practical health tools and services including; Reiki Healing, BASE BOXING, BASE BIJOU – handmade gemstone jewellery and BASE BALM – an all-natural healing balm. BASE FIVE CO also facilitates several support groups and a Men's Circle to promote mental well-being and connection within the community.

UNE SRI SUPPORT: Participated in the Entrepreneur's Leverage Program, continues to refine business strategy and process to grow and scale and utilising coworking space.



Birth Beat

Based in: Tamworth

Edwina Sharrock

birthbeat.com.au

Birth Beat is an all-inclusive online education platform that provides interactive, evidenced-based childbirth education classes. Originally designed for women in rural communities without access to birthing support services, Birth Beat now delivers inclusive and engaging birth education as well as baby and child first aid solutions to parents and carers around the world.

UNE SRI SUPPORT: As a long-time member of the SRI community, participation in SMART sessions, Entrepreneur's Leverage Program, business coaching and support, networking events, use of co-working space and access to Experts in residence have all assisted Birth Beat to grow and scale.



Crawford Boots

Based in: Gunnedah

Penny Crawford

crawfordboots.com.au

Crawford Boots was developed and designed by podiatrist and founder, Penny Crawford. Crawford Boots offer waterproof industrial boots for any wet area work sites, providing comfortable fit, support and stability that is lacking in regular gumboots.

UNE SRI SUPPORT: Participated in Entrepreneur's Leverage Program, attended one on one coaching with Expert in Residence, attended SMART sessions and gained community connection.



Everyday Speech and Play

Based in: Tamworth

Kylie Toynton

Everyday Speech and Play provides educational content, on-demand training and personal coaching, connecting you with support networks designed to enhance and amplify early intervention for rural and regionally based children who need assistance with their speech and language skills. Everyday Speech and Play help to fill the gap between diagnosis and frequently limited access to allied health services for parents and educators. Their mission is to empower parents and educators to help all our children flourish.

UNE SRI SUPPORT: Participated in the Entrepreneur's Leverage program, community connection and one-on-one coaching with Expert in Residence.



Flexi Health Services

Based in: Tamworth

Emma Grant

flexihealthservices.com.au

Flexi Health Services is a health and wellbeing coaching, training and consulting company that offers online education programs to help people develop an improved health and wellbeing practice. Flexi Health Services is passionate about supporting others to heal their mind and body so they can live a life of passion, presence and purpose.

UNE SRI SUPPORT: Participated in the Entrepreneur's Leverage Program, attended educational SMART sessions and networking events and utilises the co-working office space to regularly connect and receive advice and support from other founders.



Flourish the Co-operative

Based in: Armidale

Alissa Patacic

facebook.com/flourishcooperative

Flourish was an idea that grew from my experience with matrescence - or the period of transformation that occurs when a woman becomes a mother - where her dreams, goals, and even relationships take on a new light. Our mission is to change the lives of mothers by creating a safe physical, emotional, and virtual space for mothers and their little ones to create, learn and grow. The model is designed as a cooperative business and targets mothers within the first 7 years after the birth of any child. We also offer support for mothers who are business owners through markets, events and workshops.

UNE SRI SUPPORT: With the help of the UNE SRI my idea developed into the Flourish the Co-operative. Our first Mother's market showcased the creative products of Mothers in Armidale and the response well exceeded our expectations. Now we're looking to 2023 to allow this idea to blossom into a sustainable business supporting the growth of mother's start-ups in the region

HEALTH



ManageHealth

Based in: Tamworth

Peter Annis-Brown

managehealth.com.au

ManageHealth focuses on supporting people to achieve a better physical and mental quality of life, by providing advice, training, education, coaching, and preventative and support programs, which are delivered and supported face-to-face or online, to businesses and individuals.

UNE SRI SUPPORT: As a long-time member of the SRI community, participation in SMART sessions, Entrepreneurs Leverage Program, business coaching and support, networking events and access to Experts in residence have all assisted to grow and scale.

HEALTH



Midale Psychology and Consultancy

Based in: Armidale

Melanie Howe

Midale Psychology and Consultancy offers a range of services to empower children, young people and adults living in our rural and regional communities. We build capacity to navigate life's challenges using innovative and empirical based intervention. We prioritise the development of inclusive and holistic health services that address the issues of availability and long distance that affects rural communities.

UNE SRI SUPPORT: I was fortunate to participate in UNE SMART Region Incubator's Leverage Program. This was a high impact, 12-month program for founders and entrepreneurs like me who are focussed on growing their business. The program helped me to simplify my strategy, improve my financial literacy and marketing expertise.



New England Behaviour Support (NEBS)

Based in: Tamworth

Chantelle Sims

newenglandbehavioursupport.com.au

New England Behaviour Support is a team of social workers based in Tamworth. NEBS provide therapy for children, teens and adults who are NDIS Participants focusing on social and emotional learning. NEBS also works with families, teachers, or support workers to build their capacity as carers based on the concept that each person can thrive in a supportive environment.

UNE SRI SUPPORT: Participated in the Entrepreneur's Leverage Program and continues to grow, expand and strengthen the business as an active community member.



Northwest Tennis Academy

Based in: Tamworth

Jarrold Campbell

nwta.com.au

The Northwest Tennis Academy, provides a fun, safe, and nurturing environment, for children and adults alike to enjoy the sport of tennis. The Nwta caters for 2-year-old toddlers through to 90+ year old veterans, offering lessons, competition, social play and skill development. The Nwta believes strongly in diversity and inclusivity and holds a holistic view that they offer something for everyone, from any background, gender, or age.

UNE SRI SUPPORT: Participated in the Entrepreneur's Leverage program, attended numerous SMART sessions for continued education and learning and networking.



PharmOnline

Based in: Armidale

Anna Barwick

pharmonline.com.au

PharmOnline is Australia's first Pharmacist led online telehealth service. Whether city-bound or in a remote location, PharmOnline allows you to access pharmacy advice with expertise in mental health, home medicine reviews, drug information, preventative medicine, chronic health conditions, women's health, vaccinations, side effects and medications, all from the comfort of your home.

UNE SRI SUPPORT: Amongst many other benefits, UNE SRI provides PharmOnline with access to cost-effective office space. This professional environment and the diverse community working in the shared space has been an important part of our early success.



SimpliMove

Based in: Armidale

Deborah Hunter and Sandra Hunter

myage.fit

SimpliMove helps individuals be the best physical version of themselves, helping people to move better, feel better and empowering them to live life better together. We are a collaboration between a Physiotherapist and an Exercise Physiologist tapping into global research about maintaining health, particularly as we age.

UNE SRI SUPPORT: Joining a community of founders scaling tech solutions with the support of UNE SRI provides us with access to expert advice, networks and connections to develop our market.



Still Wellness

Based in: Tamworth

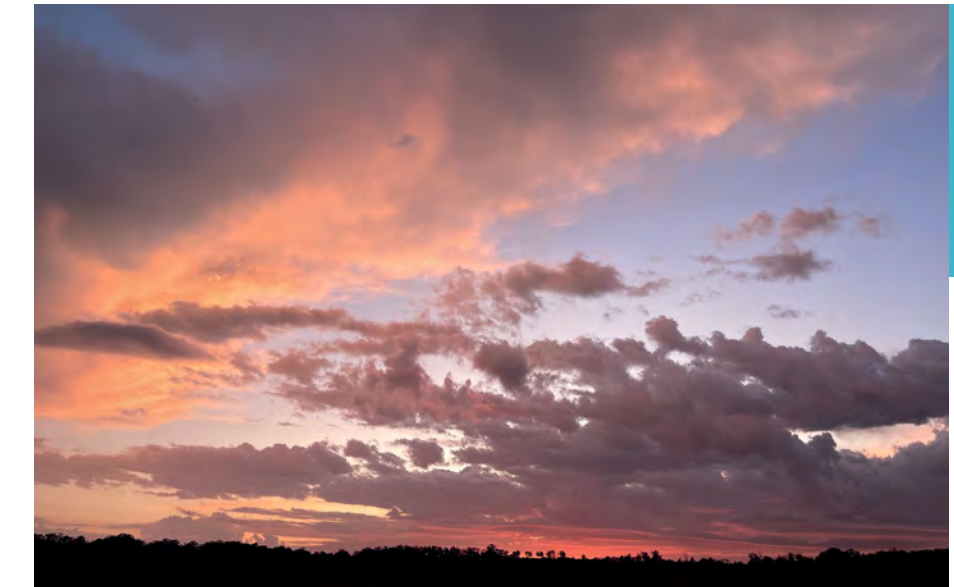
Amanda Balcombe

stillwellness.au

Still Wellness delivers Health and Mental Wellness Coaching Services in person and online. After burning out in 2021, Amanda left the corporate world and it became her mission to heal not just herself but use her passion for health and connection to support others to make positive lifestyle changes. Amanda uses the latest evidence-based lifestyle medicine, accompanied by coaching techniques to empower her clients to find balance and vitality in the midst of their fast-paced lives.

UNE SRI SUPPORT: Participated in SMART sessions and one-on-one coaching with Expert in Residence to enhance business strategy and networking.

HEALTH



The Sunrise Collection

Based in: Armidale

Emer Fahey

facebook.com/thesunrisecollection

The Sunrise Collection and Prevent Burnout supporting driven professionals and entrepreneurs with regular motivation and bespoke solutions to prevent burnout and balance their life one small daily step at a time.

UNE SRI SUPPORT: UNE SRI presents programs and events to inspire entrepreneurs at all stages of their business journey. The community of founders, team of experts and advisors gives us courage to believe our dreams can become a reality, and most importantly, gives us someone to talk to and reach out to when we need extra support.



ten4 BOULDERING

Ten4 bouldering offers a modern sport that delivers healthy outcomes through a unique program of strategy, physical fitness and wellness. Ten4 Bouldering's vision is to improve the wellbeing of Australians by establishing the most community-orientated, inclusive Bouldering model in the world. Offering a range of leagues and social climbing options, Ten4 Bouldering is both a health and wellness facility and a fantastic social outlet for its members.

Ten4 Bouldering

Based in: Tamworth

Chris Eather

ten4bouldering.com

UNE SRI SUPPORT: Participated in the Entrepreneur's Leverage Program to help grow and scale offering.



Therapy2Thrive

Based in: Tamworth

Rebecca Belfield

therapy2thrive.com.au

Therapy 2 Thrive (T2T) specialises in providing Occupational Therapy services for children who need support to participate in daily activities. T2T also offers a program called 'OT in the Pool' for children with autism and other specific learning needs focussing on aquatic therapy, water safety and developing skills to access mainstream swimming lessons. Services are aimed at children 0-12 years who are participants of the NDIS in the Tamworth area.

UNE SRI SUPPORT: Participated in the Entrepreneur's Leverage Program and community connection events.



Lower Ebor Falls, Guy Fawkes National Park



#creativeindustries
#innovation
#designthinking



creative





Altitude Business Advisory

Based in: Armidale

Caleb Dobos

youraltitude.com.au

Altitude Business Advisory isn't your traditional accounting firm. We keep it simple, innovative and personable. Established in the Northern Tablelands of NSW we work with small to medium businesses all around Australia by using the best cloud technology.

UNE SRI SUPPORT: Community, business networks and inspiration are all available at UNE SMART Region Incubator. Our connection with them means we can continue to help our clients breathe fresh air and reach new heights in their business by being a trusted partner and business advisor.



Buluuy Mirrii

Based in: Tamworth

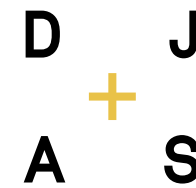
Colleen Tighe Johnson

buluuymirrii.com.au

Buluuy Mirrii is an award-winning fashion label celebrating a range of aboriginal creative talents. Commissioned Gomeri artworks are transformed into fabric patterns by a Gomeri graphic designer, printed on luxury fabrics and sewn into one-off garments. Buluuy Mirrii promotes and revives important aspects of Gomeri culture in each runway show, some previous international runways include Melbourne, New Zealand, Canada and New York.

UNE SRI SUPPORT: Received personalised marketing support and guidance, grant assistance, community connection and international export mentoring.

CREATIVE



DJAS Architecture

Based in: Armidale / Canberra / Brisbane

Adam Litherland

djas.com.au

DJAS Architecture is an interdisciplinary design practice of architects, urban, interior and graphic designers who have recently established a New England studio working out of NOVA in Armidale. Our extensive and diverse portfolio demonstrates our experience across a range of industries and sectors including education, workplace, health, public, research, secure environment, residential, aviation, industrial, master planning, change strategy, and other specialty projects.

UNE SRI SUPPORT: A permanent office inside the NOVA building at UNE SRI in Armidale, designed by principal Adam Litherland, gives DJAS Architecture a local presence and a sense of place within the Armidale and New England North West region. It also showcases the quality of our work to the community and potential clients.

CREATIVE



Eagle Eye Vision

Based in: Armidale

Kyle Johnson

eev.net.au

At Eagle Eye Vision, we believe precision is key. We are livestreaming experts with dedicated Videographers and On-Site Producers who capture and deliver your moments in time. From live music to sporting fixtures, family celebrations and corporate events, we stream simultaneously to multiple platforms in HD quality using multi-camera flexibility and advanced cellular bonding technology to reach locations far and wide.

UNE SRI SUPPORT: Regular contact with the team at the UNE SRI means we can access professional assistance that is targeted to our business needs, when we need it. This is critical to our success as we develop into a full-fledged production company.



Inclusive Communications

Based in: Uralla

Heidi McElnea

inclusivecommunications.com.au

Inclusive Communications is a collaborative, strategic consultancy service designed to clarify and amplify your message so that it resonates with your audience. Our approach is steeped in our values: courage, curiosity and care. Working alongside you and your team, we can develop and activate your communications; from emails and newsletters to websites, media, social media, training and events.

UNE SRI SUPPORT: One of the reasons I enjoy being a UNE SRI Founder is the ability to network with a like-minded community. We respectfully share different perspectives while supporting each other to contribute positively to development and growth in our region.



Mad Proppa Deadly

Based in: Armidale

Nate Weatherall

mpd.org.au

Mad Proppa Deadly is an Indigenous Corporation fostering connection, learning and expression for young Aboriginal and Torres Strait Islanders in regional areas using music as a platform for their storytelling.

UNE SRI SUPPORT: Having access to the Experts in Residence program at UNE SMART Region Incubator gives us highly valuable, personal mentoring opportunities that we wouldn't normally be able to access. These experts provide us with the confidence and courage to build a viable business that is sustainable and profitable for future generations to share.



Net Constructs

Based in: Armidale

Madan Narayanamurthy

netconstructs.com.au

With over a decade of software development experience, NetConstructs has developed software solutions for start-ups and SMBs. With our application development experience, we have created applications for online marketplaces, market research platforms, SaaS, fintech, edtech, and healthtech startups.

As a combined onshore and offshore team with more than 30+ developers and 50+ happy clients around the world, we have been a trusted start-up development agency to help turn a business idea into a market-ready product.



North West Blinds and Awnings

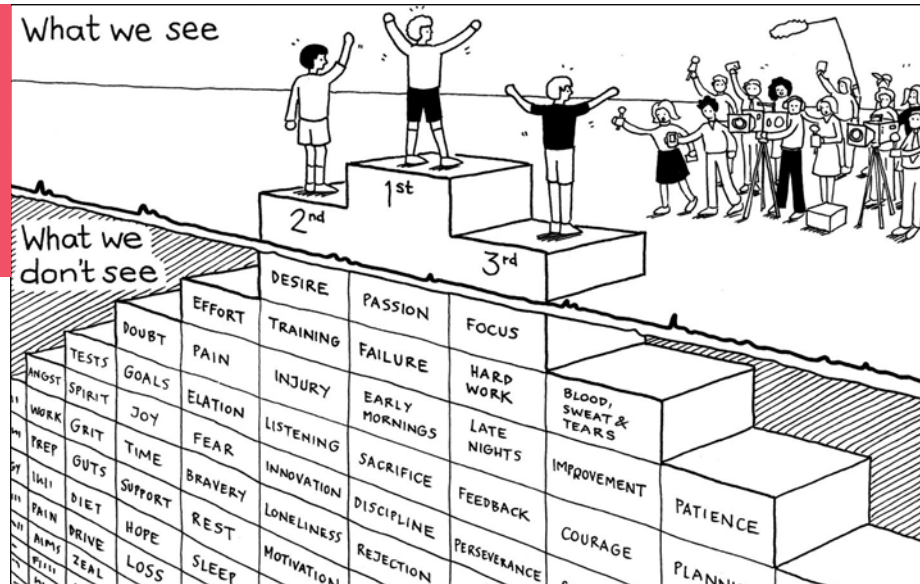
Based in: Tamworth

Steve and Tiana Payne

nwblinds.com.au

NW Blinds and Awnings are a local family owned and operated supplier and installer of custom-made blinds, awnings, plantation shutters and security screens servicing the Liverpool Plains and Tamworth areas. NW Blinds and Awnings specialise in Australian made products from Australian owned businesses wherever possible.

UNE SRI SUPPORT: Participated in the Entrepreneur's Leverage Program, community connection and business coaching with Expert in Residence.



Office Guy Cartoons

Based in: Armidale

Guy Downes

officeguycartoons.com

Office Guy Cartoons looks at work related topics from a different perspective. Easy to license and download, the cartoons are great for documents, presentations, online, social media and more!

UNE SRI SUPPORT: By being part of the UNE SRI community, Guy makes new connections, attends events and learns more about the New England North West industry landscape.



Omelia

OmeliaTech

Based in: Armidale

Kate Armstrong-Smith

omelia.com

Omelia is a narrative engine to develop our future stories. We have created a suite of narrative design tools powered by the Omelia Engine and Language Engines to enhance collaboration, creativity and development of story-based content. Whether a movie script, game design or interactive experience— Omelia is the narrative technology, story makers have been waiting for.

UNE SRI SUPPORT: We are thrilled to build our start-up supported by the UNE SRI in the beautiful area of Armidale and the New England North West. We love the idea that there is a creative community here that can be a centre of cultural innovation contributing on a local, national and global scale.



People Tech Revolution

Based in: Armidale

Brendan Mooney

peopletechrevolution.com.au

People Tech Revolution design and build virtual reality with impact in the health and social care sectors. Our work focuses on creating tech with a difference - it is designed with, not for, the people who use it.

We have extensive experience working with the not-for-profit sector, and primary, secondary and tertiary health care organisations with specific expertise in the fields of mental health, chronic conditions, gerontology, gender and youth.



Regional CFO

Based in: Bingara

Simon Groth

gwydirca.com.au

Regional CFO has had an office in Bingara since early 2020 and now is a leading family farm accounting practice to support agribusiness across the region.

UNE SRI SUPPORT: Participated in the Entrepreneur's Leverage Program, continues to refine business strategy and process to grow and scale from Bingara.



Regional Recruitment Partners

Based in: Tamworth

Samantha Brodie

regionalrp.com.au

Regional Recruitment Partners is locally owned and operated. We are experts in regional recruitment. Specialising in Executive Management, Director and C-suite level talent, we go above and beyond to deliver a seamless hiring experience for both candidates and clients alike.

UNE SRI SUPPORT: Attended various SMART sessions for increased education and community connection.



Science with Mat

Based in: Tamworth

Matt Dodds and Jen Dodds

sciencewithmat.com.au

Science with Mat is an online science equipment store and education provider for high school science teachers. Science with Mat makes it simple and effective for science teachers to source a wide range of equipment for practical experiments. They also offer in-person and online workshops to inspire science teachers to carry out fun, interactive and engaging experiments linked to the science syllabus.

UNE SRI SUPPORT: Participated in numerous community connection and networking events



Seasons of New England

Based in: Uralla

Tara Toomey

seasonsofnewengland.com.au

Seasons of New England provides a multifaceted platform for the makers, creators and producers of the New England to be discovered by a national audience. Meaningful connection and economic value is delivered through the annual Expo, regular dining events, online retail offering, bricks and mortar store and hamper business.

UNE SRI SUPPORT: The team and inspirational community of founders at UNE SRI are great supporters of our business. Shared networks, social media platforms and communication opportunities all contribute to building our market, promoting our region and the local start-ups that help us and our families thrive here.



Sentosa Business Solutions

Based in: Tamworth

Sarah Leonard

Sentosa Business Solutions provides operational support to small and medium sized business. Through reviewing current workflows and operational processes, Sentosa Business Solutions can help implement strategies to create efficiencies and improve productivity. Sentosa Business Solutions also enables business owners to focus their time and energy on strategic growth, with the confidence of knowing that appropriate structures are in place.

UNE SRI SUPPORT: Participated in the Entrepreneur's Leverage Program, business coaching and SMART session education to clarify business strategies and make connections with other business founders.



Wolf Tax

Based in: Tamworth

Andy Chambers

wolftax.com.au

Wolf Tax is a leader in transitioning regional businesses to digital and cloud-based accounting and has assisted many clients to unlock the enhanced productivity this technology enables. In addition to helping regional businesses become more financially sound and efficient, Wolf Tax is an accounting firm that prides itself on providing exceptional, relationship-based service, ensuring clients genuinely look forward to catching up with their accountant.

UNE SRI SUPPORT: Attended Entrepreneur's Leverage Program, attend numerous SMART sessions and networking events for community connection.



engage with us

ARMIDALE

NOVA
122 Faulkner Street
Armidale NSW 2350

0482 949 684

TAMWORTH

PEEL HOUSE
24 Fitzroy Street
Tamworth NSW 2340

0447 637 460

MOREE

SOCIAL CO HOUSE
167 Balo Street
Moree NSW 2400

0482 949 684

NARRABRI

THE EXCHANGE
43 Maitland Street
Narrabri NSW 2390

0482 949 684

unesri.com.au

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linkedin.com/company/unesmartri

Subscribe to our events and news feed:

unesri.com.au/events

unesri.com.au/news

Join us

If you have a startup idea or a growing startup and would like to join a community of founders, get in touch!



UNE SMART Region Incubator is proudly funded by the NSW Government and supported by Armidale Regional Council, Moree Plains Shire Council, Narrabri Shire Council and Tamworth Regional Council.



unesri.com.au