

# Media Release

**The Hon Jaala Pulford MLC**

Minister for Employment

Minister for Innovation, Medical Research and the Digital Economy

Minister for Small Business

Minister for Resources



Tuesday, 27 September 2022

## TURBOCHARGING INNOVATION IN CREMORNE

The Andrews Labor Government is keeping people in Cremorne online with smart poles to support high-speed 5G connectivity and free public WiFi.

To improve connectivity in Melbourne's digital heartland the Labor Government is investing \$1 million to deliver six smart poles across the suburb, with one of the poles to service the home of the new Cremorne Digital Hub in Balmain Street.

Free public WiFi through the smart poles will help bridge the digital gap and foster innovation by ensuring everyone in Cremorne can access digital services, products and information.

The Cremorne precinct contributes more than \$4 billion to the Victorian economy annually and is already home to some of Australia's most successful tech companies valued at over \$1 billion, including Carsales, REA Group, MYOB and SEEK, along with the Australian Sports Innovation Centre of Excellence.

More than 700 businesses and more than 10,000 workers are based in the precinct.

The new infrastructure will also activate technologies at the street level, with sensors to help the City of Yarra monitor air quality, temperature, and foot and street traffic, as well as provide energy-efficient LED lighting.

The City of Yarra is working with digital infrastructure provider ENE.HUB to deliver the smart poles which will be installed over the next 12 months.

The Cremorne Digital Hub has been established by the Government and founding partners Artesian Venture Partners, the University of Melbourne, RMIT University and La Trobe University create jobs, advance Victoria's technology and innovation capability and digital skills development.

The founding members propose to invest a combined \$40.9 million in-kind, and \$6.25 million in cash over the next 10 years, with the Hub to drive collaboration, grow investment networks and promote diversity and inclusion.

In addition to establishing the Hub, a 'Sidecar Fund' valued at up to \$100 million will be seeded and managed by Artesian, to provide the Hub with an income stream.

### **Quotes attributable to Minister for Innovation, Medical Research and the Digital Economy Jaala Pulford**

*"These smart poles will fast-track Cremorne's development as a global innovation precinct, providing access to world-class digital facilities."*

*"This project will make Cremorne an even better place to live, work and visit by supporting innovation in the precinct by giving the workforce and entrepreneurs access to real-time services and information."*

### **Quotes attributable to City of Yarra Mayor Sophie Wade**

*"This is an exciting project for the future of Cremorne that will help drive innovation and foster idea-sharing."*

*"It will also allow Council to take a 'smart city' approach and respond to emerging trends and changes within the precinct as Cremorne continues to grow and evolve."*

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