

# Media Release

**The Hon Ben Carroll MP**

Minister for Industry and Innovation  
Minister for Manufacturing Sovereignty  
Minister for Employment  
Minister for Public Transport



Tuesday, 28 March 2023

## CREMORNE DIGITAL HUB BOOSTS VICTORIA'S GLOBAL TECH STATUS

Victoria's status as a key global destination for technology and innovation has been given a boost with the Cremorne Digital Hub entering a new phase in its development, thanks to support from the Andrews Labor Government.

After securing 80 Balmain Street as headquarters, the Hub has appointed a new CEO and board to guide it on its mission to strengthen the state's tech offering by encouraging cross-industry collaboration, growing investments and nurturing the state's talent and skills.

The Hub will continue to build on Cremorne's transformation from a manufacturing centre to a magnet for high-tech businesses and innovation jobs. More than 700 businesses and around 10,000 workers are already based in the precinct.

Cremorne contributes more than \$4 billion to the state's economy each year and is already home to some of Australia's most successful tech companies, including Carsales.com, SEEK, REA Group and MYOB.

Through its \$50 million Cremorne Venture Fund – to be managed by Artesian – the Hub will also play an active role in commercialisation by investing in exciting new digital companies that can take Victorian innovation to the world.

International business leader Mark Sims has been named as CEO and prominent corporate executive and investor Monique Conheady will serve as inaugural Chair of the Hub – which was established with support from the Labor Government.

Mr Sims has worked for numerous Fortune 100 companies and previously served as chief operating officer for Hong Kong-based EdTech company Xccelerate.

Ms Conheady is the co-founder of Australia's first carshare service Flexicar and Chair of JET Charge, Australia's leading provider of electric vehicle charging infrastructure. Joining her on the board are chief executive of the Melbourne Chamber of Commerce Scott Veenker and co-founder of Artesian and Boab AI Matthew Clunies-Ross.

Shareholders Carsales.com, investment firm Artesian and Melbourne, RMIT and La Trobe universities will also work together on the Hub's development to boost collaboration between academia and industry.

For more information about the Cremorne Digital Hub, visit [djsir.vic.gov.au/cremornedigitalhub](https://djsir.vic.gov.au/cremornedigitalhub).

### Quotes attributable to Minister for Industry and Innovation Ben Carroll

*"Cremorne is at the heart of Victoria's digital boom, and we're backing the Hub to play a critical role in boosting up our tech sector and attracting more investment and jobs to Victoria."*

*"We welcome Mark Sims and the other highly experienced business and tech leaders to the Cremorne board, knowing they can champion our state's tech sector and propel Victoria to the forefront of digital innovation."*

### Quote attributable to Cremorne Digital Hub CEO Mark Sims

*"The Hub is a powerful platform unifying the brightest minds in business, industry, academia and technology."*

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