

Media Release

Jaclyn Symes MLC

Leader of the Government in the Legislative Council

Treasurer

Minister for Industrial Relations

Minister for Regional Development



Friday, 20 March 2026

DELIVERING LOCAL JOBS AND ACCESS TO GLOBAL MARKETS

Labor supports innovative regional businesses looking to innovate and grow, because we support regional jobs.

Geelong-based HealthRFID is driving local job creation and opening up foreign markets through the development of its BloodControl technology, that makes delivering blood test result easier.

Member for Geelong Christine Couzens today represented Minister for Regional Development Jaclyn Symes on a tour of HealthRFID's Breakwater HQ, where BloodControl has led to the creation of seven new jobs.

The development of the innovative new BloodControl technology and creation of new jobs was made possible by an investment from the Allan Labor Government.

HealthRFID used this investment across multiple functions of the business, from software development and hardware engineering to business analysis, marketing and business development.

BloodControl uses Radio Frequency Identification RFID technology to track bloods and ensure patients receive more reliable results, faster.

Featuring software and scanning hardware, the system allows hospitals and pathology labs to more efficiently track blood specimens as they progress through the logistics chain.

The software is now receiving interest from lucrative foreign markets, such as the US and Middle East, where it has the potential to be adapted for use in forensic, anatomy and crime labs.

This also driving other investments and more job opportunities in Geelong, by further strengthening the city's reputation as a health technologies and advanced manufacturing hub.

HealthRFID's BloodControl project is part of the Government's commitment to funding projects that support jobs and business growth in regional Victoria. Regional hubs like Geelong, Ballarat and Bendigo are enjoying low unemployment at under 4 per cent.

The project is part of more than \$47 billion Labor has invested in regional Victoria in just over a decade, to drive economic growth and make Victoria a better place to live, work, innovate and invest.

For more information, visit rdv.vic.gov.au/priorities/investment-attraction

Quote attributable to Minister for Regional Development Jaclyn Symes

"We're supporting regional businesses like HealthRFID to create new jobs and develop world-class health solutions."

Quote attributable to Member for Geelong Christine Couzens

"This exciting project is showing the capabilities of homegrown innovation – right here in Geelong."

Quote attributable to HealthRFID CEO Robert Reed

"The project utilised RFID within our BloodControl product, increased patient safety in the management of blood bags and specimens and has enabled the growth in our Victorian staff levels."