



Australia's National  
Science Agency

# Partnering with our Innovate to Grow program

Expression of Interest Prospectus

February 2024



# CSIRO seeks corporate partners for its nationwide SME support program, Innovate to Grow

As Australia’s national science agency, CSIRO is solving the greatest challenges through innovative science and technology. We help Australian start-ups and small- to medium-sized enterprises (SMEs) uncover what’s possible through research and development (R&D), taking an idea from concept through to execution to drive business growth.

Our Innovate to Grow program is a free, 10-week, virtual learning program that aims to engage nationwide SMEs to turn innovative ideas into tangible R&D projects. Supported by industry, government agencies, and universities, the program has helped over 600 SMEs across nine sectors (including agrifood, cyber security, energy, and medical technology) examine their technical and/or business challenges, explore their R&D and innovation opportunities, and develop actionable business and funding plans.

Seeking to enhance this initiative, we’re inviting partnerships with corporates that offer quality products and services, that could enable the further growth of innovative SMEs.

## Partnership options and inclusions

We are excited to invite third-party organisations to sponsor an Innovate to Grow program. Your sponsorship will enable us to run eight programs across various industry sectors.

The 12 months of sponsorship will begin from the date the sponsorship is established.

## Sector alignment

CSIRO is providing an open opportunity to prospective partners in the following sectors identified as critical to the SME technology innovation journey across a broad range of sectors:

- Banking and finance
- Professional services (including R&D tax)
- Marketing
- Digital transformation and tools.

## Our online EOI form

If you are interested in playing a role in the future of the program, please fill in our expression of interest (EOI) form.

If a competitive process is required, you will be assessed based on the below selection criteria:

1. Demonstrated breadth and relevance of engagement with SMEs at scale (e.g. nationwide presence/service delivery capability, number of SME customers, dedicated SME business units/products, existing initiatives to support SMEs).
2. Capacity to add value to the program (e.g. your organisation’s current support of SMEs and similar prior sponsorships, existing educational content relevant to SMEs, discounts, offers, programs that could be offered to I2G participants and alumni).

INCLUSIONS		YOUR ROLE		
		Partner \$50K pa	Sponsor \$25K pa	Supporter \$10K pa
<b>Brand recognition</b>	Tiered logo and support recognition on program marketing and in-program materials (eg. press releases, website, social media, program platform, workshops)	✓	✓	✓
<b>Content incorporation</b>	Opportunity to incorporate your aligned, branded online educational content in the program’s virtual learning platform	✓	✓	
<b>Registered contact</b>	Your representative(s) contact details listed in key program contacts for participants and alumni	✓	✓	
<b>Participant and alumni promotion</b>	Your services and product options distributed to participants and alumni opting in to receive program communications	✓		
<b>Promotional license</b>	Authorisation to promote Innovate to Grow sponsorship in association with CSIRO	✓		

For further information please visit [csiro.au/work-with-us/funding-programs/SME/Innovate-to-Grow/Corporate-partnerships](https://csiro.au/work-with-us/funding-programs/SME/Innovate-to-Grow/Corporate-partnerships)

