



Australian Government
Australian Trade and Investment Commission



EXPERIENCE AUSTRALIA AT SOUTH BY SOUTHWEST 2017

10–15 March 2017

The Australian Trade and Investment Commission – Austrade – contributes to Australia’s economic prosperity by helping Australian businesses, education institutions, tourism operators, governments and citizens as they:

- › develop international markets
- › win productive foreign direct investment
- › promote international education
- › strengthen Australia’s tourism industry
- › seek consular and passport services.

Austrade helps companies around the world to identify and take up investment opportunities in Australia as well as to source Australian goods and services. Our assistance includes:

- › providing insight on Australian capabilities
- › identifying potential investment projects and strategic alliance partners
- › helping you identify and contact Australian suppliers.

Austrade Contact

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WELCOME

The Australian Government presence at South by Southwest 2017, led by the Australian Trade and Investment Commission (Austrade), is an all-encompassing Australian experience with technology showcases, music performances, keynote speakers and interactive displays by some of Australia's leading industries.

While you are exploring SXSW, I would encourage you to take a break from the hustle and bustle of SXSW and be transported to Australia with a Virtual Reality display featuring breathtaking Australian nature, coastal and wildlife experiences.

Then, over coffee, learn why Australia's technology and startup community is so worthy of investment.

With the support of our Platinum Sponsor, Good Shift Ventures, and Gold Sponsor, Tourism Australia, the Australian Government will host a pitching competition with seven innovative Australian businesses.

Our pitching session and networking events will showcase a snapshot of the technology capability Australia has to offer.

Later in the week, we encourage you to stop by the Aussie BBQ and music showcases, hosted by our Silver Sponsor, Sounds Australia, the biggest showcase of Australian music outside of Australia.

Australia has an expanding, multi-faceted digital economy with e-ready government, industries and consumers and an accomplished and innovative ICT R&D sector.

The country's economic transition and the need for efficiency gains is driving demand for digital technologies and creating strong opportunities across economy, including in collaborative R&D, digital infrastructure and data centres, cyber security, fintech, agtech, resources and energy, digital health, transport and logistics, government services, education and tourism.

I look forward to meeting you at SXSW and to working with you to forge the links between Australia and the United States in the digital and creative sectors.



Nicola Watkinson
Senior Trade and Investment
Commissioner,
USA and Canada

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SPONSORS

GoodShift Ventures

Company Profile

GoodShift Ventures is a hybrid accelerator, incubator and VC fund for startup businesses that have a connection to good – whether that be through diversity, social benefit, purpose or something equally important – we invest in ideas that are positively focused. We believe in delivering positive social outcomes in line with positive financial returns.

Mission Delegate

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Tourism Australia

Company Profile

Tourism Australia is the Australian Government agency responsible for promoting Australia to the world as a destination for business and leisure travel. The organisation is active in around 30 key markets, including Australia, where it aims to grow demand for the destination's tourism experiences by promoting the unique attributes which will entice people to visit.

With US arrivals to Australia at an all-time high, Australia is a highly desired destination for its unique combination of coastal and natural wonders, fresh flavors and friendly people.

Tourism Australia knows what it takes to show why there's nothing like Australia from showcasing the only in Australia experiences through new digital and virtual reality content to working with industry to develop a series of 'best of' experiences from Great Walks and Luxury Lodges, Ultimate Winery Experiences and the new Australian Wildlife Collection.

For more information on Tourism Australia, visit www.tourism.australia.com

Connect with Tourism Australia on Twitter, Facebook and Instagram.

For more information on Australia visit www.australia.com

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Sounds Australia

Company Profile

Australia's export music market development initiative, SOUNDS AUSTRALIA, was established to provide a cohesive and strategic platform to assist the Australian music industry access international business opportunities.

A joint initiative of the Australia Council and APRA AMCOS, supported by the Federal Government together with State Government Agencies and Peak Industry Associations, SOUNDS AUSTRALIA aims to provide the best possible environment for Australian artists at international events, offering additional exposure to industry and fans.

As a globally recognised brand, SOUNDS AUSTRALIA has now become synonymous with producing stellar showcasing and networking events around the globe.

Our showcases feature all Australian line ups, with some of the world's most influential bookers, buyers, agents and promoters in attendance

alongside the tastemakers of tomorrow.

In total over 600 Australian Artists have showcased with SOUNDS AUSTRALIA (since January 2009).

SOUNDS AUSTRALIA EVENTS AT SXSW 2017

- **SOUND GALLERY PT 1**
Tuesday 14th March 2017
BD Riley's – 204 E 6th St, Austin
12:00–6:00pm
- **THE AUSSIE BBQ**
Thursday 16th March 2017
Brush Square Park, East Tent
12:00–8:00pm
- **THE AUSSIE BBQ;
ELECTRONIC EDITION**
Friday 17th March 2017
Brush Square Park, East Tent
12:00–8:00pm
- **SOUND GALLERY PT 2**
Saturday 18th March 2017
BD Riley's – 204 E 6th St, Austin
12:00–6:00pm

For detailed information on all our showcasing artists and industry at SXSW 2017, including playing times and contact information
DOWNLOAD THE SOUNDS AUSTRALIA APP, free for iOS and Android

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itunes

<https://itunes.apple.com/au/app/sounds-australia/id609415238?mt=8&ign-mpt=uo%3D4>

Google Play

<https://play.google.com/store/apps/details?id=au.com.wearethenest.soundsaustralia>



made for innovation

Trade & Investment Queensland (TIQ)

Company Profile

Trade & Investment Queensland (TIQ) is the government's global business agency, assisting exporters from Queensland, Australia break into emerging and established markets, and promoting Queensland as the destination for an Asia-Pacific headquarters. TIQ is driving the Queensland government's A\$405 million Advance Queensland agenda; a comprehensive suite of programs designed to create the knowledge-based jobs of the future. Advance Queensland will position Queensland as a place where entrepreneurs, industry, universities and government collaborate to turn great ideas into commercial products and businesses that create jobs.

Accelerating Advance Queensland includes investing A\$405 million over four years to create the knowledge-based jobs of the future:

- › The Advance Queensland initiative includes a series of programs designed to reinvigorate science and innovation to help create the well-paid, knowledge-based

jobs of the future which will attract and retain world-class scientific and entrepreneurial talent.

- › We are building an environment where collaboration between industry and research bodies successfully translates ideas and research into commercial outcomes, new and growing business, and jobs. This will help to make Queensland a destination of choice for businesses looking to partner with industry savvy researchers.
- › We are boosting our entrepreneurial culture by improving access to finance, new business opportunities, and management support for startups and small to medium enterprises.

A panel of renowned experts from business, industry, academia and research backgrounds will guide the implementation.

For more information on how Advance Queensland can support your venture, company or objectives, please contact the team at Trade & Investment Queensland (TIQ) in Houston, Texas.

Mission Delegate

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artlivemedia

Artlivemedia

Company Profile

Artlivemedia is an award winning enterprise search specialist agency. Our team of 15 dedicated strategists, digital specialists and analysts are based in Minneapolis, USA and Melbourne, Australia.

We transform how great companies get found by:

SEO

Building a long term digital footprint for brands that search engines recognize as credible. This leads to significant increases in website traffic from organic, referral and social sources.

PPC (paid search and display)

Supporting shorter term campaign offers, new launches and defending or growing brand share of voice. Implemented through paid search, paid social, other ad network display and paid media.

Analytics and CRO

Using data to understand customer psychology and motivate action. We manage tests to increase conversion and communicate the effectiveness of digital marketing programs. We've worked with major multinationals including Cisco and OfficeMax/OfficeDepo,

as well as many of Australia's largest companies including Telstra (Telecommunications and SaaS), Henley (Property Construction), CGU (Insurance) and Tennis Australia (organizers of the famous Australian Open).

The Artlivemedia advantage

- › We use a proprietary set of tools to forecast return on investment for SEO and PPC, enabling marketing leaders to make informed decisions around their marketing investment.
- › Our strong relationships with the policy teams at Google and Bing, help big businesses get important decisions made faster.
- › We provide live analytics and data that is presented in a way anyone can understand and helps businesses to take action quickly and easily see the contribution the marketing team is making.
- › "You deliver on what you promise. Rigorously" one of our SaaS clients, Yarris said about us.

Industry focus

- › SaaS
- › Retail eCommerce
- › Finance and Insurance
- › IT

Mission Delegate

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- › Online alcohol
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Life Cycle

Since our establishment in 2014, Artlivemedia is now major force in the enterprise search space, quickly becoming one of the top 5 specialist agencies within 24 months, and most recently recognized in Australia's prestigious Telstra Business Awards in 2016.

Artlivemedia is looking to meet with companies attending SXSW who would like to discuss their search challenges, or agency partners who are looking for a reliable and specialist non competitive agency to service their enterprise clients.



EORA 3D

Company Profile

EORA 3D has designed and developed the world's first high-precision 3D Scanner that is entirely powered by a modern smartphone designed for professionals and consumers alike. A fast and easy-to-use solution for capturing objects and surfaces accurately in 3D.

The scanner works by projecting a green laser across an object and utilising the smartphone's camera and processor to study the distortion of the laser line and reconstruct a 3D model, that is accurate to sub-100 microns in under 10 seconds.

Recently we were awarded by Popular Science the Invention of the Year 2016 award, listed by Disrupt 100 list as one of the top 100 most disruptive companies in the world and featured on CBS news in New York.

EORA 3D is currently completing pilots with industry leading companies in; Heavy Manufacturing (equipment wear & tear), Forensics (evidence collection) and PLM (part digitisation). EORA 3D has consumers in over 60 countries utilizing the scanner to digitise models for 3D printing, game-design, AR/VR and industrial design.

Mission Delegates

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Blog

blog.eora3d.com/



Intelligent Security Integration

Company Profile

Intelligent Security Integration Australia (ISI Aust.) has over 15 years' experience within the commercial electronic security industry. We are the exclusive resellers of Eagle Eye Networks and Brivo Inc. cloud based security products in Australia and creators of the fully customisable MCCC™ (Mobile CCTV Command Centre) suite of products

The MCCC™ products are customised video surveillance applications with unique functionality for use anywhere a mainstream off-the-shelf solution is ineffective, cost prohibitive or logistically unfeasible.

Target Market for MCCC™

Exports:

- › Government Agencies- i.e. Border protection and Critical Infrastructure authorities, Justice Dept.'s
- › Law Enforcement, Disaster Management Agencies
- › Mining Organisations
- › Private Security Companies
- › Prisons
- › Event Management Companies

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Juggr

Company Profile

Juggr is a mobile app creating an ecosystem of help for moms in their local area. Moms in Juggr are part of a trusted network of users who exchange services or get paid for services. The platform is strengthened through a business affiliate program enabling local businesses and organisations of all sizes to have presence in Juggr to unlock further value for our moms.

While our primary target market is moms with at least one child under 12 years old (over 10% of Western countries population), Juggr is for all moms (up to 40% of Western countries population). We are currently operating in Australia with plans to expand globally starting with North America and the UK.

Juggr has elements of several successful apps globally, but our differentiation is based on connecting local moms with the purpose of helping one another and enabling an ecosystem of help around their needs as moms and women.

Moms in Juggr can easily access our trusted network by creating a profile and specifying

which type of help they need and how they're willing to help in return including paying for service.

Any kind of help, anywhere in the geographies where we operate, anytime.

The Juggr platform:

- lets moms clearly know what type of help is available from which mom and when through chat, marketplace and notifications;
- lets moms organise daily mutual requests and offer of help through a user friendly task and rating management functionality;
- provides an ecosystem of services through business affiliate programs;
- is secure, user friendly and connects moms from anywhere, at any time, for any kind of help.

Founders, management team and advisors are seasoned professionals with global experience across technology, financial services, media & advertising, strategy, management consulting and hospitality.

Mission Delegates

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Linus Technologies

Company Profile

Linus Technologies Limited (ASX: LNU) is a developer of disruptive video technology. Linus' patented Video Virtualization Engine™ converts cumbersome, legacy video into interactive, virtual video.

Based in Melbourne, Australia, it seeks to commercialise its patented Video Virtualization Engine™ — cut costs and boost revenues across the multi-billion dollar video industry.

Linus has the potential to transform many market segments and is initially focused on:

- › 1. Delivering personalised advertising solutions for broadcasters
- › 2. video security and reduced piracy
- › 3. enhancing search engine monetisation
- › 4. security-service applications.

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quizling
the knowledge game!

Quizling

Company Profile

Quizling is a quiz platform where anyone can create, play and share quizzes! Teachers, students and parents can play quizzes from internationally renowned museums, galleries and libraries, or can create their own using the free app! Quizling's channels can promote their content and collections, reach out to new audiences and engage onsite visitors – whoever they might be! Through fun game-based learning, organisations can

- › engage with students in classrooms around the country, with their extended audience through social media based competitions
- › promote upcoming events, exhibitions and programs.

Teachers use Quizling to create fun resources their students love – that meet the needs of their classroom – any subject, any level! But the really great learning occurs when students use Quizling to create their own learning .

Quizling is monetised through the Learning Portals which provide teachers and organisations with the learning

data they need to see their outreach in action and their students achieve.

The flexibility and trusted content give Quizling a competitive advantage, connecting the whole education ecosystem – we learn better together.

With success in Australia and a growing following of teachers in the US, Quizling is ready to go global. Cultural institutions and corporates with educational programs are our targeted vertical.

Key partners

- › National Gallery of Australia,
- › The Royal Australian Mint,
- › National Library of Australia,
- › Inspiring Australia (STEM engagement peak body),
- › TEDxCanberra,
- › Behind the News (children's television news program on the national broadcaster),
- › the National Sports Museum and the MCG
- › TATA Consulting Services Australia

Quizling is currently working with schools around Australia, and has had quizzes played right around the world including in Antarctica (none in space yet...!)

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Youtube

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QuitCh

Company Profile

QuitCh is an educational technology company. A major challenge faced by educators today is to engage students in academic learning when students are surrounded by competing distractions, many of which are available via their mobile devices. Lack of engagement has an impact on student retention rates (at the tertiary level), and student engagement and performance (across all levels).

A related challenge faced by educators is to obtain early and timely feedback on student levels of comprehension, so as to identify performance concerns while there is still an opportunity to address them. The Scapegrace team has many years of experience and a proven capability in working with higher education institutions in Australia and the US.

Mission Delegate

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G'DAY USA

WHERE THE US AND AUSTRALIA MEET

EXPERIENCE AUSTRALIA @ SXSW PRESENTED AS A PART OF G'DAY USA

G'Day USA is Australia's premier public and economic diplomacy program in the United States. It brings together leaders from government, business, the creative industries and academia to deepen the Australia-US relationship and showcase Australia's creative, innovative economy and society to the United States.

Now into its fourteenth year, G'Day USA has grown into a series of quality events delivered in major cities across the United States throughout the year. The program has unparalleled reach and an outstanding record for delivering outcomes for partners and sponsors.



FOR MORE INFORMATION VISIT WWW.GDAYUSA.ORG

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Australian Government

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