



An Australian Government Initiative



MEDIA RELEASE

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ENTERPRISE CONNECT APPOINTS GEELONG INNOVATION CENTRE DIRECTOR

Enterprise Connect, the Australian Government's \$251-million initiative to help small and medium-sized enterprises across the country, has announced the appointment of David Admans as the Innovative Regions Centre Director at Geelong in Victoria.

Launched on 21 August by Senator Kim Carr, Minister for Innovation, Industry, Science and Research, the Enterprise Connect Innovative Regions Centre is designed to boost productivity, improve innovation and increase the competitiveness of small and medium-sized enterprises (SMEs) in a number of regions around Australia, including Geelong and Northern Adelaide.

Mr Admans brings to the position extensive public-sector and private-sector experience in both the general management and consulting areas.

Among the senior roles he has held have been as Director in the Department of Industrial Relations, sector manager within VECCI, manager of business development with Senetas Corporation Ltd and Executive Officer for the Central Victorian Area Consultative Committee.

Mr Admans, who takes up his appointment today, will head the Innovative Regions Centre in Geelong. The Centre will provide services to SMEs in a number of regions around Australia that are experiencing economic structural adjustment issues, as well as identifying and supporting region-specific strategies and projects to improve the local economy.

"This position is a great opportunity for me to give back to the business and public sectors by using the combination of my business, regional development and strategy experience to help regional SMEs throughout Australia grow and further develop the many opportunities that exist in today's global markets," Mr Admans said.

"The Innovative Regions Centre will become a national resource for SMEs wishing to improve the way they operate and improve their products and services. Its location in Geelong is also very important. Geelong has a special place in the development of Regional Australia's manufacturing and logistics capacity. The location of the Centre reflects the City's importance to the nation.

"A capacity to innovate is a critical survival factor for modern businesses. Enterprise Connect will play an important role in supporting SMEs to improve their performance and global competitiveness. Being part of this process is an exciting way for me to share my 40 years' experience with many businesses."

"The Innovative Regions Centre will combine practical services, where Enterprise Connect Business Advisers provide SMEs with independent advice on improving their capacity to innovate and grow, as well provide research and knowledge transfer to improve business practice in the nations SMEs."

The appointment was welcomed by the Chair of the Innovation Regions Centre Interim Advisory Board, Professor Roy Green. "David Admans brings great depth of experience and expertise to this role, which among other things will raise the profile of regional development in Australian policy thinking and business strategies. I look forward to working with David, the Centre's advisory board and the regional communities of Geelong and other parts of Australia in this important endeavour," Professor Green said.

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**For further information on Enterprise Connect visit our website on www.enterpriseconnect.gov.au
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