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# WHAT IS AUSTRALIA POST REGIONAL PITCHFEST?

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## WHAT IS AUSTRALIA POST REGIONAL PITCHFEST?

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1 / 6

ECOMMERCE IS PROVIDING THE OPPORTUNITY FOR ANY AUSTRALIAN TO START A BUSINESS AND HAVE THEIR FIRST CUSTOMER BE ANYWHERE IN THE WORLD. THERE ARE LITERALLY THOUSANDS OF AUSTRALIANS WHO ARE DESIGNING IN THEIR BEDROOMS, TINKERING IN THEIR GARAGE, WORKING ON THEIR BUSINESS AND DREAMING OF SELLING TO THE WORLD. THE **AUSTRALIA POST REGIONAL PITCHFEST** IS FOR THEM!

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The Australia Post Regional Pitchfest is designed to help realise the potential and celebrate the success of Australia's rural and regional entrepreneurs, artisans and small businesses.

Australia Post is partnering with Regional Pitchfest, the Melbourne Accelerator Program (MAP) at the University of Melbourne and a rapidly growing number of regional councils, business organisations and startup communities to deliver the Australia Post Regional Pitchfest; a national program of business growth opportunities and experiences for entrepreneurs and small business owners.

The 2017 program includes a national pitching competition (live on stage), networking events, business growth workshops, mentoring sessions, school entrepreneurship program, cash prizes and promotional opportunities.

The Australia Post Regional Pitchfest will help people in rural and regional Australia tap into the new opportunities that exist for them in the digital economy, with specific focus on eCommerce.



# HOW DOES THE PROGRAM WORK?

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## HOW DOES THE PROGRAM WORK?

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## THE PROGRAM FEATURES:

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- ▶ Australia Post Regional Pitchfest competition - an all state competition calling for rural and regional entrepreneurs, artisans and small businesses to pitch their business idea live on stage.
- ▶ An entrepreneurial 'festival' of business growth events will be held in each city where a Australia Post Regional Pitchfest state final event takes place including:

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The Australia Post Regional Pitchfest program will be delivered in eight states and territories with the National Final being held in Wagga Wagga, NSW.

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- Australia Post Regional Pitchfest - a live event where State finalists pitch their business ideas to a panel of esteemed judges and Australian business leaders
- Tall Poppies Breakfast - a networking breakfast to celebrate rural and regional female entrepreneurs and their small business success stories
- MAP Startup Intensive Workshop - Introducing entrepreneurs and small business owners to the fundamentals of startups, MAP provides practical advice and tools to help take your business to the next level
- Illuminate: nextgen challenge - a high school student program to develop a business idea, plan and pitch to solve a community problem
- Go and Grow Online Workshop - a practical eCommerce workshop helping businesses learn how to get online and grow their business



# HOW WILL IT HELP ENTREPRENEURS AND SMALL BUSINESSES GROW?

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## HOW WILL IT HELP ENTREPRENEURS AND SMALL BUSINESSES GROW?

# 3/6

### ALL AUSTRALIA POST REGIONAL PITCHFEST FINALISTS WILL GO ON AN EXTRAORDINARY BUSINESS GROWTH JOURNEY:

1

2-Day Business Growth Immersion – held in Melbourne, Victoria, and run by the Melbourne Accelerator Program and Australia Post, finalists will have a once in a lifetime opportunity to be coached and mentored by some of the brightest minds and most successful entrepreneurs in Australia, and learn how to grow their business concept/idea further

2

Australia Post Regional Pitchfest Online Bootcamp – each finalist will receive online pitch training and resources including access to webinars and video tutorials on how to pitch

4

Regional Pitchfest (State/Territory) – finalists pitch their business idea live on stage for the chance to win the Australia Post Regional Pitchfest title and some great cash prizes

3

Go and Grow Online, Tall Poppies Breakfast and Startup Intensive Workshop – Finalists will be guaranteed free attendance at all festival events in their local State or Territory.

5

2-day Finalist Mentoring – 8 x Australia Post Regional Pitchfest (State/Territory) winners will each be given tailored mentoring sessions from a range of business and entrepreneurial experts

6

Australia Post Regional Pitchfest National Gala – All State/Territory Australia Post Regional Pitchfest winners invited to pitch one last time in Wagga Wagga to determine the national Australia Post Regional Pitchfest winner

State Australia Post Regional Pitchfest prizes:

- 1. **WINNER** - \$5000
- 2. **RUNNER UP** - \$3500
- 3. **PEOPLE'S CHOICE** - \$1500

All travel and accommodation costs for finalists are included

National Australia Post Regional Pitchfest prizes:

- 1. **WINNER** - \$7500  
+ attend the MAP17 Silicon Valley Trade Mission  
+ Australia Post eCommerce Business Growth Pack
- 2. **RUNNER UP** - \$5000
- 3. **PEOPLE'S CHOICE** - \$3000





# KEY DATES

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# 4/6

## KEY DATES

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### **MONDAY 6 MARCH 2017 – APPLICATIONS OPEN**

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Entrepreneurs, artisans and small business owners living in rural and regional Australia will be invited to fill out an application form and submit a 1-minute video pitching their great business idea, via the Australia Post Regional Pitchfest website; [www.regionalpitchfest.com](http://www.regionalpitchfest.com)

### **FRIDAY 28 APRIL 2017 – ENTRIES CLOSE**

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### **FRIDAY 19 MAY 2017 – FINALISTS ANNOUNCED**

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## STATE/TERRITORY FINALS

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Throughout June and July 2017, the Australia Post Regional Pitchfest program (including all supporting events) will take place in:

- VIC - Ballarat, Wednesday 7 June
- ACT - Canberra, Friday 16 June
- TAS - Launceston, Thursday 22 June
- QLD - Toowoomba, Tuesday 27 June
- NSW - Dubbo, Wednesday 5 July
- NT - Darwin, Friday 14 July
- WA - Bunbury, Friday 21 July
- SA - McLaren Vale, Friday 28 July

## NATIONAL GALA

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The State and Territory winners will be invited to pitch at the National Gala in:

NSW - Wagga Wagga, Friday 18 August.





# GET INVOLVED NOW

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## GET INVOLVED NOW

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# 5/6

YOUR ORGANISATION CAN HELP MORE RURAL AND REGIONAL ENTREPRENEURS START AND SCALE THEIR BUSINESSES AND GET THE RECOGNITION THEY DESERVE BY **SHOWING YOUR SUPPORT.**

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### Learn more

Visit our website to learn more about the regional pitchfest [www.regionalpitchfest.com](http://www.regionalpitchfest.com)

2

### Spread the word

Display our posters and use the digital resources we provide to make it easy for you to spread the word throughout your networks.

3

### Encourage applications

Encourage entrepreneurs, artisans and small businesses in your area and network to enter.

4

### Connect with us

Get in touch via [admin@regionalpitchfest.com](mailto:admin@regionalpitchfest.com) and join the conversation on Twitter and Facebook.

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# GET INVOLVED IN 2018

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GET INVOLVED  
IN 2018

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6/6

IF YOU ARE INTERESTED  
IN **HOSTING** AN  
AUSTRALIA POST  
REGIONAL PITCHFEST  
IN YOUR AREA FOR **2018**,  
WE WOULD LOVE TO  
HEAR FROM YOU.

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Please contact us at  
[info@regionalpitchfest.com](mailto:info@regionalpitchfest.com)

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[WWW.REGIONALPITCHFEST.COM](http://WWW.REGIONALPITCHFEST.COM)

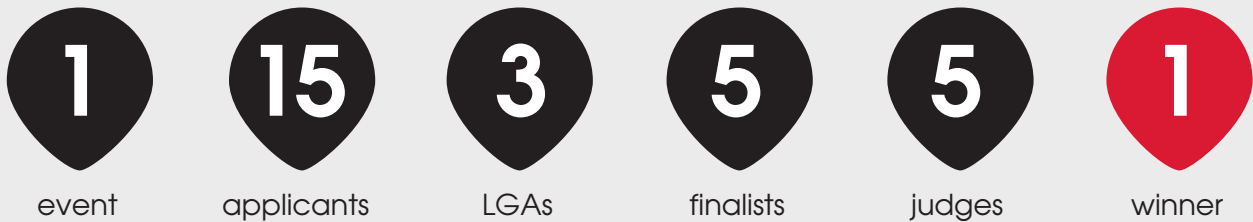


Regional Pitchfest is part of building a culture of entrepreneurship and innovation in regional Australia.



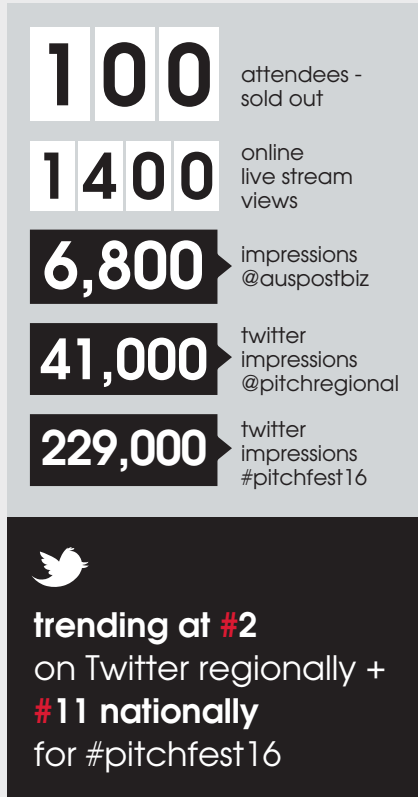
**REGIONAL PITCHFEST 2016**

Bendigo, Victoria.

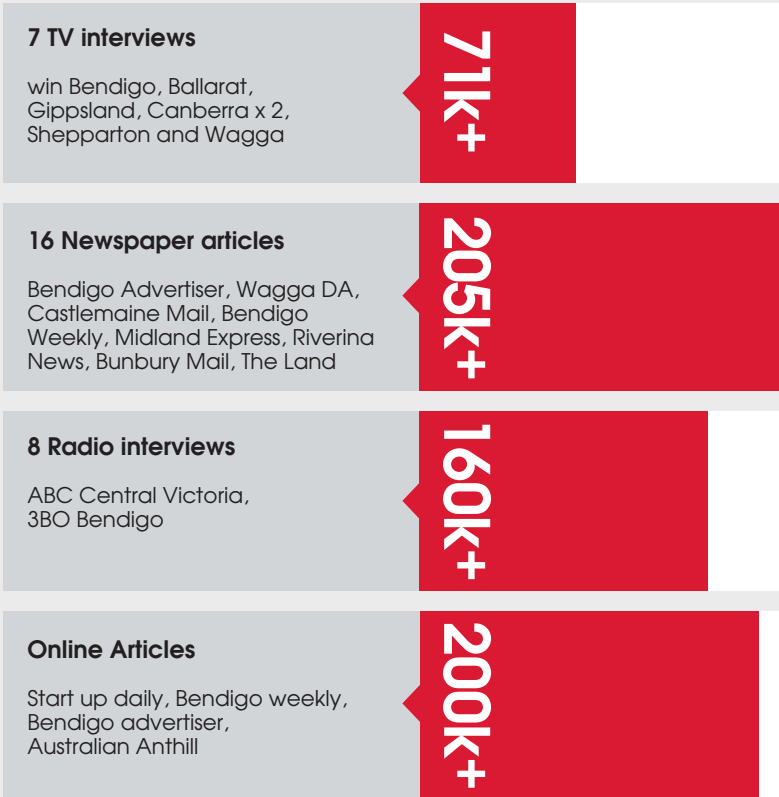


**ONE EVENT = 3 NEW BUSINESSES**

**ON THE NIGHT**



**EARNED MEDIA**



## PRE EVENT

Facebook  
Australia Post  
for Business

**10k**

reach

Facebook  
Regional  
Pitchfest

**25k+**

reach

Twitter  
impressions

22,600

**22k+**

@pitchregional

**4**

local in  
kind sponsors



**1\***

\*Very excited  
Regional Pitchfest and  
Australia Post team

\*Very successful event

## LOOKING FORWARD

**INTEREST FROM KEY  
START UP ORGANISATIONS  
ACROSS AUSTRALIA**

**2017**

**8 events, every state and territory:**

**Dubbo, Canberra, Ballarat,  
Toowoomba, Launceston, Darwin,  
Bunbury, McLaren Vale,  
National Gala final - Wagga Wagga**



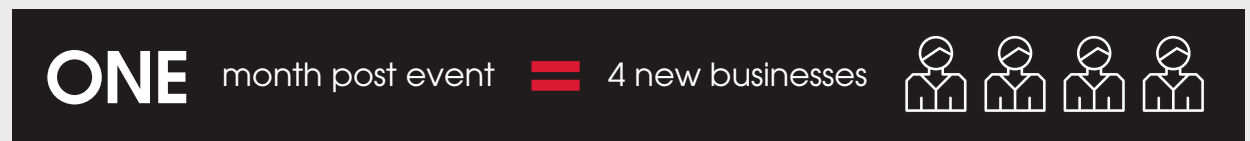
**Regional Pitchfest** exceeded all expectations and unearthed entrepreneurs and innovation from e-commerce based businesses and app designers. The feedback has been resounding. Now that it is tested and proven it is time to take Regional Pitchfest to the next level.

Regional Pitchfest is part of building a culture of entrepreneurship and innovation in regional Australia.

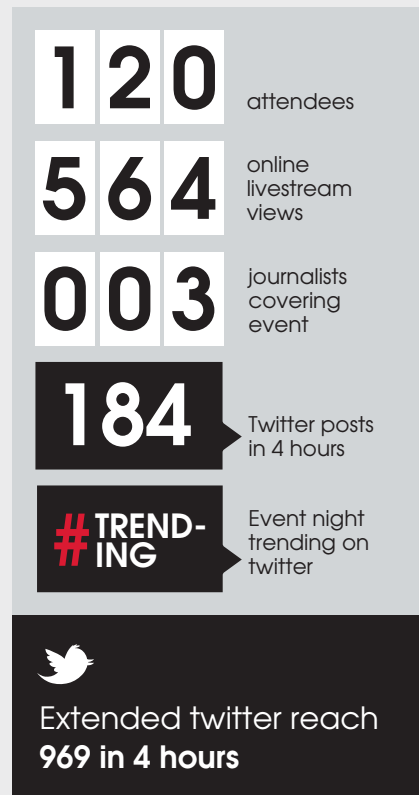


## REGIONAL PITCHFEST 2016

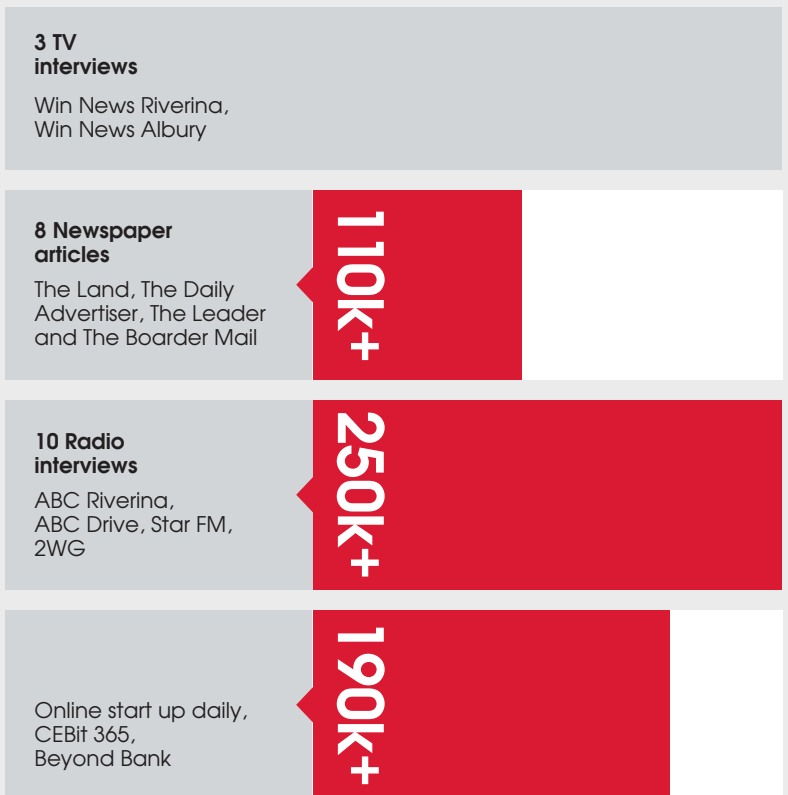
Pilot event held in **Wagga Wagga**, New South Wales.



### ON THE NIGHT



### ORGANIC MEDIA





## EVENT MARKETING REACH

Print advertising

**65k**  
reach

Digital newspaper

**20k**  
views

Radio ads over two radio stations

**49k**  
reach each ad

Facebook

**48,715**

**48k**  
reach over two months

TV ads aired locally during Shark Tank



**1**  
silver local sponsor

**9**  
local in kind sponsors

**1**  
platinum national sponsor

**1**  
gold national sponsor



**\*very tired event planner**  
marketer//creator//  
media manager//  
founder

**\*very successful event**  
with interest of  
where and when next

100Hours +  
Passion +  
Connections +  
Sponsorship



**new**  
REGIONAL  
BUSINESS

### TOTAL REACH



**Regional Pitchfest** exceeded all expectations and unearthed entrepreneurs and innovation from school kids to refugees and NGOs. The feedback has been resounding. Now that it is tested and proven it is time to take Regional Pitchfest to the next level.

**VIC/  
BALLARAT  
ACT/  
CANBERRA  
TAS/  
LAUNCESTON  
QLD/  
TOOWOOMBA  
NSW/  
DUBBO  
NT/  
DARWIN  
WA/  
BUNBURY  
SA/  
MCLAREN VALE  
NSW/  
WAGGA WAGGA**

VISIT [WWW.REGIONALPITCHFEST.COM](http://WWW.REGIONALPITCHFEST.COM)  
FOR MORE INFORMATION ON APRP APPLICATIONS  
AND KEY EVENT DATES