

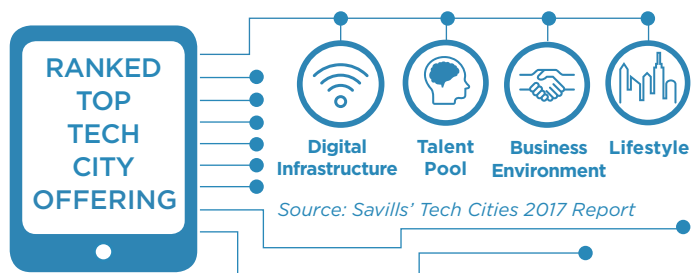
# GREAT MINDS LIVE HERE

MELBOURNE AUSTRALIA



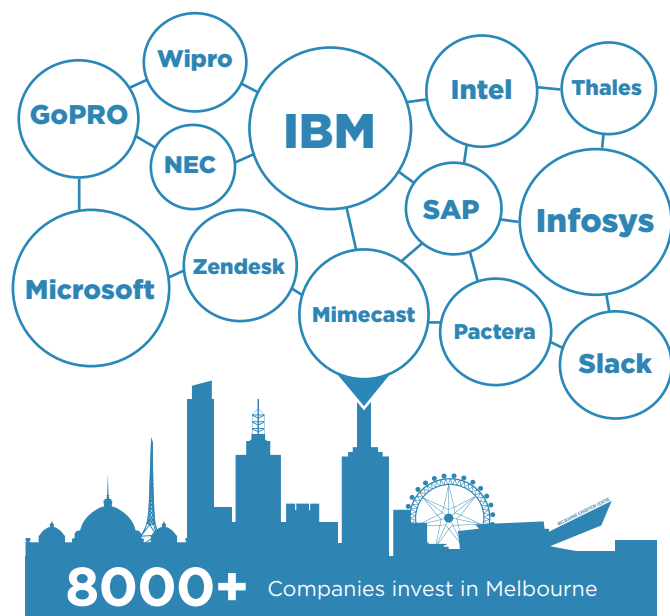
Melbourne is Australia's technology hub and is home to more than half of Australia's top 20 technology companies. With a global reputation for cost effectiveness and delivering innovative products and services, Melbourne has a unique strength in the development of high quality digital content and web and mobile applications.

Whether it be developing games, learning and training applications, online retail solutions, intelligent transport systems, track and trace technologies, Melbourne has a young and creative talent pool with strong capabilities.



There are over 8,000 companies in Victoria's ICT sector, including many international firms such as IBM, Microsoft and Intel. Our ICT industry generates A\$34 billion in revenue annually and employs around 91,300 people directly - almost a third of Australia's ICT workforce. It is internationally competitive, generating annual exports of around A\$2.5 billion.

## INTERNATIONAL INVESTORS IN MELBOURNE'S ICT ECOSYSTEM



## ICT RESEARCH

Melbourne has one of the largest ICT R&D clusters in the Southern Hemisphere, producing world-leading, commercially focused research. It has become known as the 'hatching' capital of Australia because of its strong R&D base, supportive start-up business environments and numerous cooperative working spaces around the city.

IBM's **Research Laboratory** is one of 12 such laboratories established globally. The Laboratory's focus is on applying advanced computing to work towards better management of natural resources, diseases, and agricultural yields.

The **Microsoft Research Centre for Social Natural User Interfaces** is an A\$8 million collaboration between Microsoft, the University of Melbourne and the Victorian Government; investigating aspects of Natural User Interface (NUI) technologies that combine voice, gesture recognition, eye gaze, body movements and touch.

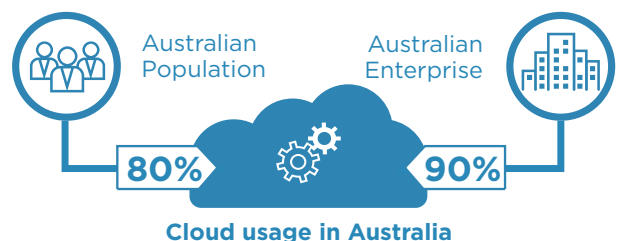
The **Centre for Technology Infusion** is based at La Trobe University and focuses on product realisation through the integration of complementary research expertise in Micro/Nanotechnologies, and Information and Communication Technologies.

The **Centre for Advanced Internet Activities** (CAIA) at Swinburne University focuses research on broadband Internet Protocol (IP) architectures, IP Network Resilience and Security, Mobile and Vehicular Networking, and Energy Efficient Networking and Transformative Challenges of Information Systems.

Victoria University's **Centre for Applied Informatics** (CAI) is a research group with an international reputation in the areas of Data Management, Web-service, Web/Data mining and E-Research, with applications in health care, environment studies, business process and legal information management.

## ASIA PACIFIC'S LARGEST CLOUD HUB

Melbourne's cloud hub is the largest in the Asia-Pacific. Investors in cloud and SAAS find Melbourne's early adoption culture, ease of business networking, technical depth, and generous funding for R&D all work together to create a critical mass of cloud/SAAS activity and expertise. Melbourne has more cloud-specific companies and listed technology companies than any other Australian city.





### SKILLED WORKFORCE

Melbourne produces more ICT graduates than any other Australian city. It has the country's biggest pipeline of fresh ICT talent, fed by world-class universities and advanced technical colleges. Over one-third of Australia's ICT postgraduates studied at a Victorian university.

**MELBOURNE UNIVERSITY RANKED**  
**4th** in Asia Pacific region | **13th** in the world for ICT

### DIGITAL INNOVATION FESTIVAL

#DIFvic  
 What's your DIF story?  
 Digital Innovation Festival | VICTORIA State Government

Australia's **Digital Innovation Festival** – or DIF – runs for 15 days across Victoria from the last week of August to the first week of September. An initiative of the Victorian Government, the Festival brings together and promotes a range of events to showcase the latest technology and connect digital innovators across the state and to the world.

The DIF brings together international thought leaders and industry experts with our inspiring entrepreneurs and market influencers for two weeks a year. It is all about making meaningful connections, uncovering the latest trends and engaging across boundaries – who knows the deals made, co-founders introduced, or knowledge gained. That is the DIF – it connects people with ideas and is a catalyst for action.

#### Core values of the DIF:

- > Collaboration - Do more in partnership than we can do individually
- > Diversity - Ecosystem thrives on diversity of gender and ideas
- > Innovation - New ideas, processes or products lead to positive change and effect productivity or lifestyle
- > Creativity - Capability of conceiving something original or new through a solutions-focused lens

The program features top level artificial intelligence (AI), internet of things (IoT), data analytics and cybersecurity experts sharing their insights. Exemplars of our Victorian entrepreneurial-spirit from our startup culture will share stories how they grew into global platform companies and creative technologies such as game development, animation and the whole new world of AR and VR will inspire.

Activations and meetups across our co-working spaces, connected cities and community hubs ensure there is something for everyone, as digital innovation is ubiquitous.

### DIGITAL GAMES

Victoria is home to almost half of Australia's digital games industry including 103 game development studios. Melbourne has attracted significant inward investors such as Electronic Arts (US), GREE (Japan) and Kixeye (US), who have established studios in the vibrant city. Victoria produces 1,000 graduates a year from games related courses delivered by 20 academic institutions.



Melbourne is home to the Game Developers' Association of Australia (GDAA) and **The Arcade**, Australia's only not-for-profit collaborative co-working space specifically for the digital games industry.

The Arcade houses a gamification workshop space encouraging projects from non-entertainment industries to leverage games methodologies, technologies and psychologies.

The high calibre work produced in Victorian studios often results in best-selling games and award winning animations in film productions. Some recent successes include Firemonkey's Flight Control and Real Racing 3, Hipster Whale's Crossy Road and Mighty Games' Shooty Skies. The latter two studios are based in The Arcade.



Melbourne International Games Week is Asia Pacific's largest digital games celebration featuring conferences, events and activities for the games industry, games enthusiasts, the general public and educationalists. Each year, over 1,000 game developers participate in key industry events including Game Connect Asia Pacific and Unite Melbourne, PAX Australia, the Women in Games Lunch and the Australian Game Developers' Awards.

Melbourne is the only international city outside of the USA to host the world-renowned ultimate gaming expo – Penny Arcade Expo (PAX).

For more information and contact details for all MCB global office locations please visit us at

