

An Introduction to

THE LINK

Growing business through research,
innovation and connections

THE LINK is a collaboration between:



City of
Joondalup



Platinum sponsors



FORTUNA
ADVISORY GROUP

Find out how
THE LINK can
boost your
business



www.thelink.space



thelink@ecu.edu.au



+ 61 8 6304 2211

ABOUT THE LINK



Growing business through research, innovation and connections

The Australian Federal Government's *National Innovation and Science Agenda* recognises that innovation is important to every sector of the economy. A core pillar of the Agenda and a focus of the 'Ideas Boom' is collaboration, which encourages the brightest minds in research and business to work together to create novel solutions and job-creating enterprises.

Understanding the strategic importance of research and innovation on business development and job creation, Edith Cowan University and the City of Joondalup are well positioned to respond to the *National Innovation and Science Agenda*. THE LINK website has been developed by Edith Cowan University in collaboration with the City of Joondalup to grow business through research, innovation and connections.



LOCATION

With a unique Learning Precinct, incorporating a five-star rated university with world-class research institutes and facilities, a premier large training provider and a police academy, along with retail and business opportunities with excellent public transport access, Joondalup has a competitive advantage to other metropolitan centres.

INNOVATION

Discover new innovative ways to foster business growth and competitiveness on a global scale through research inspired by engagement and partnerships.

NETWORKING

Building and facilitating new relationships within the community, industry and academia to support local business growth.

KNOWLEDGE

Share and facilitate knowledge transfer from research to make a positive impact on the business community.



HOW CAN THE LINK HELP YOUR BUSINESS

“Businesses that work hand in hand with research organisations to innovate are three times more likely to prosper and grow”

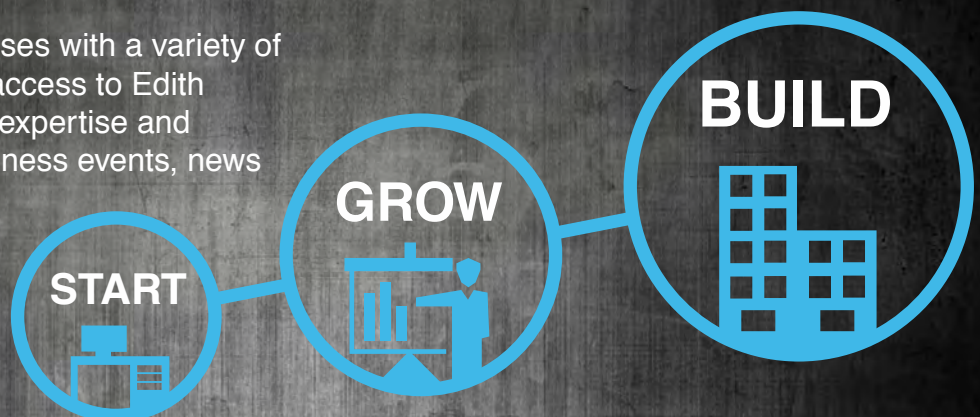
Source: innovation.gov.au

Understanding your needs

THE LINK team understand the challenges of running a business. We believe that through collaboration, innovative solutions can be developed to solve real-life problems, foster business development and competitiveness, and facilitate commercialisation of ideas to benefit the wider community and economy.

A pathway to business growth

THE LINK provides businesses with a variety of useful resources including access to Edith Cowan University research expertise and infrastructure, facilities, business events, news and economic development assistance from the City of Joondalup.



A wide variety of research expertise

Edith Cowan University offers access to world-class researchers, state-of-the-art infrastructure and global research connections. THE LINK team matches business needs with research expertise to maximise business growth.

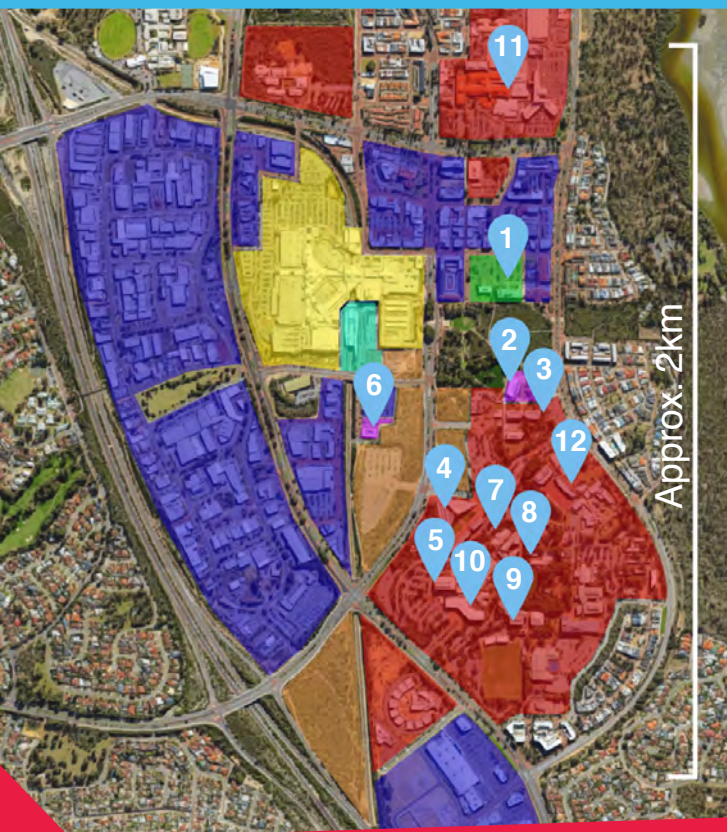


PERTH'S NORTHERN GROWTH CORRIDOR

The future is innovation

The City of Joondalup is located in one of Western Australia's fastest growing regions just 25 minutes north of Perth. Joondalup City Centre is home to the founding organisations of THE LINK, Edith Cowan University and the City of Joondalup. The City Centre also boasts a number of additional key stakeholders and potential land development sites, located in close proximity.

Joondalup has developed competitive advantages in a number of key industry sectors, which present significant local, national and global growth opportunities for investors, businesses and research organisations. There is significant potential for Joondalup to become one of Australia's premier innovation hubs, with the capacity to support strategic industry growth and foster significant job creation.



Joondalup City Centre Map

- Education/Training/Research
- Business Incubation
- Commercial Business
- Future Development Sites
- Main Transport Hub
- Major Retail Centre
- Local Government

THE LINK Collaborators

- 1 City of Joondalup Local Government Offices
- 2 sixty27 Coworking Space
- 3 North Metropolitan TAFE and Academy of Digital Technologies
- 4 Edith Cowan University (ECU)
- 5 ECU Office of Research and Innovation
- 6 ECU Business & Innovation Centre
- 7 ECU Exercise Medicine Research Institute
- 8 Edith Cowan Institute for Education Research
- 9 ECU Electron Science Research Institute
- 10 ECU Security Research Institute

Other Organisations

- 11 Joondalup Health Campus
- 12 WA Police Academy

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