



## MEMBER CASE STUDY AUSTMINE ENTREPRENEURS' PROGRAMME SOUTHERN INNOVATION



Southern Innovation's new generation mining scanning equipment enables real-time decision making and delivers significant productivity gains across the mining industry. Its technology offers faster, more accurate minerals analysis creating value in mining applications where quickly differentiating ore from waste makes exploration, extraction and processing ore more efficient.

### How did you get involved in the Entrepreneurs' Programme?

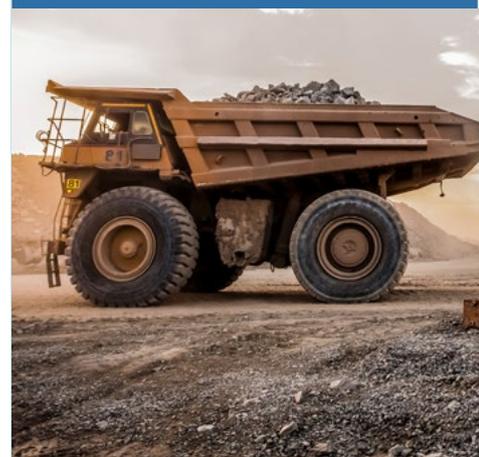
Over the past four years, Austmine has been an important partner in our success. In 2016 under the Accelerating Commercialisation Program with the Department of Industry Innovation and Science, we received grant funding of \$1 million towards a \$2.2 million project to develop our proprietary GradeScan™ cross-belt X-ray transmission analyser.

We continued to work closely with Austmine, and with Dale's assistance in late 2018, we accessed the Entrepreneurs' Programme once again for grant funding to develop and implement an updated marketing and communications strategy.

### What are the key benefits of the Austmine Entrepreneurs' Programme?

The number one benefit has been an increased profile. As a small organisation, we increased our exposure to funding and networks across Australia and overseas and have seen significant in-bound interest in our technology and the company more broadly.

The Entrepreneurs' Programme is an Australian Government initiative promoting business competitiveness and productivity by supporting SMEs to improve performance and drive growth. The programme involves assistance in a range of areas including business strategy, financial advice, commercialisation and development, operational procedures and supply chain facilitation.



[click HERE](#) to find out more about Austmine membership

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*Our advice? Get involved – the programme is available and the team is ready and willing to help. For us, it's been a real catalyst for growth in the mining sector. We have exciting plans to continue to further develop and commercialise our technology.*

**David Scoullar, CEO & MD**



## THE VALUE

The comprehensive process undertaken with Austmine involved us establishing a number of important relationships, including our significant ongoing commercial relationship with BHP.

Through the marketing and communications grant funding, we've been able to engage a senior, experienced advisor to help us plan and execute a major profile-raising strategy.

## THE DEVELOPMENTS

The relationship with BHP has seen substantial expansion across other new technologies including our DrillScan™ rig-mounted X-ray transmission device, which analyses drilled material in real time.

## THE ADVANTAGE

Through the programme, Austmine provides a source of funding, expertise and access to networks that is not typically available to small and emerging METS companies.

Whilst cutting-edge innovation is essential to

the ongoing success of the mining industry, the cost is so prohibitive that the industry can't rely solely on market forces. Government and industry support is a critical enabler in the development and commercialisation of disruptive technologies in the METS sector.



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