



# RED Toolbox

**Innovation, Investment,  
Export, Sustainability and  
the Future of Work and Jobs**

**About Sponsorship  
opportunities with the RED  
Toolbox**

## RED Toolbox sponsorship program

Promote your brand to 19 sectors, 400 business categories and 50 regions

Use Groups, Events and Video Testimonials for promotion, 3<sup>rd</sup> party endorsement and testimonials

Promote Business Events for the Workshop library = deliver local - share national

Use reports, case studies and insights with customers and business networks

The screenshot displays the RED Toolbox website homepage. At the top, the navigation bar includes 'HOME', 'SHOWCASE', 'GROUPS', 'Log in', and 'Register'. The main heading is 'Smart and connected regional economic development'. Below this, there are three columns of text describing the platform's focus on innovation, investment, export, sustainability, and the future of work. A central banner reads 'Find new ideas, technologies, training, programs and events in your region'. The 'Featured Regions' section shows six regional thumbnails: Hunter Region, Gippsland, Tasmania, Wide Bay Burnett, Barwon South West, and Barossa. The 'States' section is organized by state/territory: QLD (Gold Coast, Darling Downs, Brisbane, Ipswich, Wide Bay, Mackay Whitsunday), VIC (Barwon South West, Gippsland, Geelong, Lismore, Leedon/Mallee, Melbourne), NSW (Northern Rivers, Orana, Riverina, Southern Inland, Sydney, Central Coast), WA (Perth, Pilbara, South West WA, Wheatbelt, Goldfields, Great Southern), SA (Murraylands, Whyalla, Yorke & Mid North SA, Adelaide Metro, Barossa, Far North SA), TAS, ACT, and NT.

The RED Toolbox supports Innovation, Investment, Export, Sustainability and the Future of Work and Jobs. Visit [www.redtoolbox.org](http://www.redtoolbox.org)

## **The RED Toolbox**

The RED Toolbox is a regional economic development platform, mapped to the 52 regions, 19 industry sectors and 400 business categories across Australia.

Each region has a listing page with contact details, economic focus, brokers, key businesses and a range of capability building tools – events, groups, training, projects, innovation, export, sustainability, investment, future of work and jobs, and a full list of regional brokers and businesses.

All listings appear in the Showcase, and in separate Export Showcases for international use – Australian Agribusiness & Food Showcase, Australian ICT, Automation & Robotics Showcase.

### **The RED Toolbox delivers:**

- A showcase of 5000+ organisations across Australia's key productive industries
- Export showcases for 20 overseas markets
- Groups allowing industry networks, association and hubs to collaborate and share
- Promotional outreach through virtual and actual events – local and national
- Connection to all high schools across Australia

The platform combines the power of online, digital, events, email and collaborative partnerships to generate targeted customer engagement never seen before

### **Collaborative platform**

The platform allows councils, RDAs, states and federal government to support collaboration, networking, sharing and communication across 50 regions.

Plus connect industry associations, networks and hubs, and academic institutions and research agencies across all productive industry sectors and supply chains.

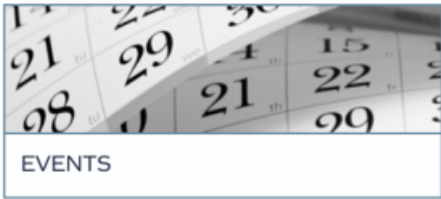
The RED Toolbox was launched in 2018 at a SEGRA event in Port Augusta and used to showcase Australian exporters to visitors at the Commonwealth Games.

During COVID, the platform was configured for Austrade to support Australian Food & Beverage Exporters at the Foodex event in Tokyo. The Japan Showcase is still in use by over 400 Japanese buyers on a regular basis.

The new RED Toolbox focuses on key themes – innovation, export, investment, sustainability and climate action, and the future of work and jobs.

The RED Toolbox provides the tools to manage a region and its organisations -businesses, NFPs, councils, state government, high schools, universities, TAFEs and others.

**RED Toolbox tools**



**Events:** Events posted by regional brokers, region and sector groups and commercial and non-commercial solution providers.

A program of events – live, hybrid and online – focused on key growth sectors in the region.

Events cover a program of different themes every month - innovation, water, sustainability, robotics, food security, health, future industries, machine elearning/AI, energy, aged care, cybersecurity, assistive technology, export etc.



**Groups:** Groups created by regional brokers and by businesses with a Custom subscription. Groups enable discussions and events for group members. All group updates are shared with group members by email.



**Training:** Training options - Vocational Training (VET), and Academic providers – AI, Coding, Cybersecurity, Manufacturing 4.0, Robotics, Export, Tourism, Entrepreneurship, Water, Environment, Automotive, Energy and Waste.



**Projects:** Brokers can post project outlines for the benefit of other regions. Project aims, methods and results can be shared for cross-regional economic development.



**Brokers:** Full list of regional brokers – government, RDA, council, incubator, university, TAFE, peak body etc



**Businesses:** Showcase of regional businesses and other organisations.



INNOVATION

**Innovation:** Information resources and links to CRCs, CSIRO, Universities, AI, Space and Robotics clusters, Climate action, Startups and other organisations focused on new technology and strategies.



EXPORT

**Export:** Information resources and links to export agencies re export markets and opportunities, export readiness training and Austrade and State Export offices.



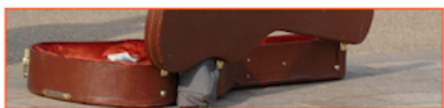
SUSTAINABILITY

**Sustainability:** Information resources and links to climate action, circular economy strategies, universities, government and other environmental agencies.



INVESTMENT

**Investment:** Information resources and links to venture capital organisations, plus government grants and assistance.



FUTURE of WORK & JOBS

**Future of work:** Information resources and links to information on industries most impacted by digital disruption. Outlines the technologies that are creating disruption to all industry sectors – with threat and opportunity described.

Of 19 industry sectors, half are seriously challenged by the impact of software, AI and robotics to traditional jobs and activities.

Digital disruption creates the demand for new skills across all industries.

This information is relevant to businesses of all sizes as well as to high schools, teachers and parents in regions across Australia.

### **Engagement with the RED Toolbox platform**

Each region includes a wide range of businesses and business brokers - government, academic, incubator and industry association etc with differing interests – business development, economic development, export, environment, skills and training.

**Individual businesses** can use the platform to showcase and promote a product or service, engage with other organisations and a wide range of services.

**Brokers** can use the platform to support business improvement by organisations in their regional networks, connect their networks to others, both inside and outside the region, and for collaboration and sharing.

**Corporates and government** can use the platform to increase resilience and capability in sectors, regions and supply chains, for promotion and marketing, and to improve export readiness, cybersecurity, digital capability and workforce skills.

Government can partner, and corporates can partner or sponsor the platform.

### **How to become a RED Toolbox Sponsor**

The RED Toolbox combines the power of online, local and national, events, email and collaborative partnerships to generate targeted customer engagement across all Australian industry sectors and regions never seen before – connecting all regions, sectors, productive industries for capability building, export, sales, innovation and jobs.

### **Sponsorship Options**

A sponsor can choose one of three sponsorship packages – Silver, Gold and Platinum.

- Silver: \$7,500 plus gst – one region or industry sector
- Gold: \$15,000 plus gst – 5 regions and 3 industry sectors
- Platinum: \$30,000 plus gst – all regions and industry sectors

Sponsorship package includes:

- Company Logo on front page and selected region and/or sector pages
- Company Listing in all appropriate industry sector/s depending on package selected
- Option to create multiple Groups – Public, Private, Invite Only
- Option to promote Events to Regions and Sector pages and Groups
- Option to publish promotional videos into the Workshop Library

## **Sponsorship Value**

Sponsorship can deliver direct and/or indirect value for a sponsor:

Direct

**Promote relevance of Sponsor brand** to 19 sectors, 400 business categories and 50 regions

**Use Groups, Events and Video Testimonials** as a vehicle for direct promotion and selling, and 3<sup>rd</sup> party endorsement and testimonials

**Promote and deliver Business Events** (direct or through Events Company) – events published in Workshop library for further use = deliver local - share national

**Use reports, case studies, developments and insights** with customers, business networks and government.

Indirect

**Market Influence** – national agnostic platform, third party endorsement, third party commentary, events and product videos in library – catalysing innovation, export uptake, climate action, investment and jobs in the regions

**Access to suppliers and customers and supply chain** via groups, networks, hubs and brokers for participants – collaboration, networking and sharing

**Direct support for regional economies** – mitigate impacts of digital divide, small population and access to resources, promote 21<sup>st</sup> century sectors, clarify future of work and job options, promote export, innovation and climate action options

**Good neighbour** – Innovation, Business Intelligence and Technology partner for Australia – business, regions, high schools, economies

**Access to Data & Reports** - monitor level of interest in events, videos, sectors and regions – usage data dashboard and reports

## **Call us to find out more**

To discuss the Sponsorship Packages contact

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