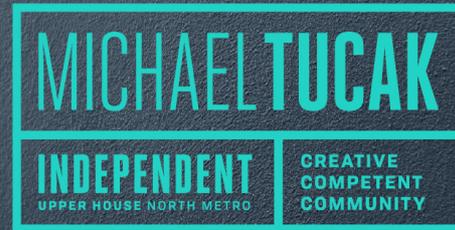


An independent voice
for a more
creative,
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community
approach to growing
and planning WA.



MICHAEL TUCAK, INDEPENDENT CANDIDATE – START-UPS POLICY

My Start-Ups Policy is based on the belief WA must begin **now** to transition into new industries, by supporting our start-ups and what they can create for our city and WA's future.

Start-Ups Are Essential to Unearth New Opportunities, and To Create New Jobs

It is well known that some of the world's biggest companies and employers today, such as Google / YouTube, Uber and AirBnB, Facebook and Twitter, began as tiny start-ups. It is the same story in many sectors – a large volume of new business or job opportunities come from the ideas and hard work of founders and entrepreneurs, and it is increasingly common.

If WA is to properly diversify and generate new sources of jobs, income, growth, exports, knowledge and expertise-building, we need to ensure fertile ground for seeds of new growth. I believe that our young but quickly-growing start-up sector provides this, whether alongside our enviable institutional or commercial research & development capabilities, or building on it. The advantage start-ups offer are many: rapid iteration and pivoting based on customer or consumer demand, unexpected discovery through collaboration, and rapid growth potential. They also provide job opportunities for WA graduates in an increasingly difficult job climate.

I have been a participant in Perth's start-up sector for some time, since opening a Perth office of *creative|legal* at Spacecubed co-working space in 2012, and I've seen it grow and become more confident, connected and collaborative. I truly believe there is great potential.

For this reason, I believe we need to properly focus our efforts in "innovation" to support start-up activity, and ensure WA has the best possible "fertile ground" of ideas and business growth, and provides strong opportunities for entrepreneurs, and graduates, to get started.

WA has no shortage of ideas, of talent and early stage incubation of ideas and ventures, through co-working spaces like Spacecubed, FLUX and corporately-supported accelerators. However, I believe the next 'rung', of investment and commercialisation, is where we can at this time improve conditions for our start-ups, and open a way to greater start-up success.

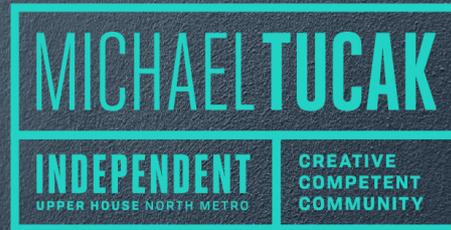
- 1. I will push for the creation of a "start-up launch-pad" for our growing and ready start-ups to access markets in Asia, including China and Indonesia, and global locations, to let them to tap into the markets or funding not available here. This is a reflection of calls to government from the start-up sector, and I support it.**

Further, I agree we can provide many opportunities to assist start-up growth right here in WA. Despite a relatively small population, our public sector provides many opportunities for start-ups to win a crucial customer or to provide fresh solutions to public sector challenges.

- 2. Therefore, I will push for a government tendering process that gives eligibility to start-ups in appropriate areas, with the initial element being a collaborative process between the public sector and start-up community to identify the best ways to open opportunities for start-ups that also benefits the public sector.**



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Many WA start-ups still need to look outside WA to find the investment and funding they need to grow to the next stage and this has already seen us ‘miss out on’ businesses staying in WA. However, we do arguably have sufficient levels of private wealth here in WA that can be connected to start-ups. As the saying goes, “*you just need both rich people and nerds*”.

I believe that government can play a key role in facilitating private investment in start-up activity, and I have seen this work very successfully in the film and TV sector here in WA, an industry I have worked in for most of my legal career, and seen new recent models emerge.

- 3. Therefore, I will push for government initiatives to “unlock” private investment and ‘angel’ funding here in WA, such as ‘matched funding’ with suitable return-on-investment structures. I also believe the first step is a collaborative process between the investor sector and start-up community to identify structures that give greater encouragement and confidence to investors to support WA ideas.**

Lastly, I believe we need to continue supporting our willing founders and entrepreneurs in building their skills in a sector that relies heavily on “self starting”, resilience and informal collaboration to gain new knowledge. It is a reality that many of our graduates are facing a lack of real job opportunities in their new field of expertise, and so start-up activity becomes a viable, if not necessary, option. We need to give those people, and others, an opportunity to readily learn skills that can see them take their knowledge and expertise and transform it into a viable new venture, or even simply their first iterative step toward something greater.

- 4. Therefore, I strongly support the creation of funding for entrepreneurs and founders with a viable start-up venture in accessing skills and knowledge to build a business around it. Again, consistent with my “community” approach, the structure for this fund should be identified in collaboration with the start-up sector itself, whether it includes loan structures, bursaries or ‘investment-like’ funding, in a way that will allow suitable return-on-investment to government.**

If elected to the Legislative Council, I will work hard, “creatively, constructively, with a community focus”, with whichever party forms government to achieve each of the above four policy positions. I strongly believe that proper investment in our start-up sector offers Perth and WA a very real opportunity to develop and grow a state where we all benefit and enjoy our lives, with confidence, diversity and resilience. It is an investment in all of our futures.

It is this “creative, constructive and community” approach that informs all my policies.

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