

# Get set for the future, now.

IMCRC activate is a new initiative to help Australian manufacturers take action and gain a competitive edge in the post-COVID-19 world through collaborative and co-funded R&D projects with IMCRC partner Australian universities and/or CSIRO.

we champion  
manufacturing  
innovation

## Why IMCRC

The Innovative Manufacturing Cooperative Research Centre (IMCRC) offers Australian manufacturers access to R&D expertise and matched cash funding up to \$100,000 per business for industry-led research undertaken with IMCRC partner universities and/or CSIRO in advanced and digital manufacturing.

This builds on IMCRC's \$200m project portfolio already helping manufacturers develop new products, processes and innovative business models.

### IMCRC at a glance



**30+**

research projects already approved



**12**

university partners plus CSIRO



**\$200m+**

total project research investment in Australian manufacturing to date



“Working with people from universities - in their DNA, they're explorers. They're testing and pushing boundaries, going down avenues and asking questions we wouldn't consider as a business.”

Matt Tobin, Managing Director, UAP



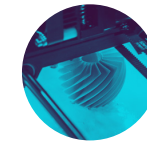
“The value from collaborating with IMCRC has been the diversity of thought processes that have come through the various teams. Such a diverse group of staff would be difficult to replicate in your own R&D team without an infinite budget.”

Alex de Andrade, Global Manager Sales, Equipment and Technology, Mineral Technologies

## Industry 4.0 R&D projects

IMCRC works with start-ups, small, medium, large and multinational businesses across a range of sectors including Manufacturing, Medical Technologies and Pharmaceutical, Building and Construction, Mining and Defence. To date, we support more than 30 innovative R&D projects that are delivering real benefits for Australian manufacturing.

Typically, our projects involve the following technologies:



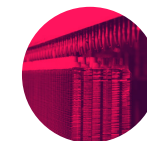
### Additive manufacturing

Additive manufacturing, or 3D printing, helps businesses develop new products, shorten time to market, reduce waste and lower product cost.



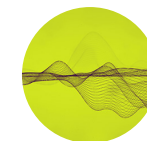
### Automation and robotics

Assistive robots work collaboratively with humans and each other, improving sensing, awareness and decision-making capabilities and allowing autonomy and self-learning.



### Advanced materials

Advanced materials are new or modified materials engineered to provide superior performance, including strength, weight and formability.



### Sensors and data analytics

Sensors and data analytics have multiple applications for business, including predictive maintenance, logistical tracking for operational efficiencies, and quality control.



### Augmented and virtual reality

The use of augmented and virtual reality helps businesses to test and optimize designs and machine settings, enable remote collaboration, and worker training.



Discover IMCRC's project portfolio:

[www.imcrc.org/projects](http://www.imcrc.org/projects)

## How IMCRC activate works

IMCRC co-funds manufacturing R&D projects by matching on a dollar for dollar basis your business' cash investment for research undertaken with IMCRC partner universities and/or CSIRO.

We work with you and your research partner(s) to:

- ✓ help you access world-leading manufacturing and Industry 4.0 R&D capability and infrastructure
- ✓ create an ecosystem for industry and researchers to work successfully together
- ✓ provide legal agreement frameworks, as well as project management and reporting structures with clear timeframes and deliverables
- ✓ ensure IP ownership is agreed between project participants (note that IMCRC takes no equity share in IP)
- ✓ develop a commercialisation plan to assist project partners take the R&D project outputs to market.



"IMCRC has allowed us to set very clear goals at the institutional side, and thus keeping everyone focused on the commercial outcomes of the project."

Dr Greg Whiteley,  
Chairman of Whiteley Corporation

## How activate funding works

As an example: A manufacturing business seeks to invest in R&D and work with an Australian university.

The business completes an Expression of Interest online or lodges a formal activate application directly with IMCRC. The project has a \$150,000 cash budget over a nine month period. The company invests \$75,000 cash, which is matched by \$75,000 cash from IMCRC, who pays the total \$150,000 cash investment to the university in line with agreed project milestones.

The value of in-kind contribution (not matched by IMCRC funding) from all participating organisations is at least double the total cash amount, providing a significant return on the business' cash investment. The business pays its cash contribution monthly to IMCRC.

### Example project cash investment: \$150,000 over 9 months

University quarter expenses	\$50,000
Industry cash contribution	\$25,000 per quarter (\$8,333 invoiced monthly)
IMCRC cash contribution	\$25,000 paid quarterly



Read more about IMCRC partner universities  
[www.imcrc.org/about](http://www.imcrc.org/about)



Stay informed with IMCRC news  
[www.imcrc.org/news](http://www.imcrc.org/news)

## Who and what is eligible

IMCRC activate provides opportunities for Australian businesses, in particular manufacturing SMEs across all industry sectors, to invest in shorter term R&D projects with reduced barriers and financial commitment.

To be eligible for matched IMCRC activate funding of \$50,000 - \$100,000\*, the R&D project must:

- be industry-led, deliver clear manufacturing outcomes and be completed within a 6-12 months timeframe
- be undertaken by one of IMCRC's Essential Participant partner universities and/or CSIRO\*\*
- apply innovative manufacturing technologies and business models, including Industry 4.0
- have a business innovation and transformation plan and/or Industry 4.0 adoption plan
- involve ideally also other Australian manufacturing SMEs as collaborators (e.g. partners, suppliers, customers) to support local supply chains.

Projects are also encouraged that deliver outcomes aligned with Australia's national/sovereign priorities such as COVID-19. Plus, we welcome projects that provide environmental and sustainability solutions.

### Note:

\* In exceptional circumstances IMCRC may be able to match investment up to \$150,000 where there is a strong criteria fit.

\*\* IMCRC funding can only be used to fund research organisation expenses. Industry/business costs are not eligible.

**imcrc** | we champion  
manufacturing  
innovation

  
Australian Government  
Department of Industry, Science,  
Energy and Resources

**Business**  
Cooperative Research  
Centres Program

 [www.imcrc.org](http://www.imcrc.org)

## How to apply

Start by completing a short Expression of Interest form to help determine whether IMCRC activate project funding is the right strategy for your business.



IMCRC funding application forms  
[www.imcrc.org/apply-now](http://www.imcrc.org/apply-now)



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