



20 November 2007



## Innovation and Connections in Regional Victoria - Inaugural Swamp Club Meeting

Pyksis launches the Swamp Club – A regional network of innovative companies with an eye for export.

The inaugural meeting of graduates from the VicStart Regional Technology Commercialisation Program (RTCP) was held in Traralgon on 20 November, 2007.

The meeting brought together a number of graduate companies of the Pioneer Program to share their experiences after the RTCP and to continue with their learning and networking.

The companies present, each of which was commercialising highly innovative regional products, were addressed by George Morgan, CEO of Gippsland Aeronautics.

In a capturing and fascinating delivery George described how his company, from originally repairing gliders and old plane wrecks, had come to successfully develop an 8 seat aircraft (the Airvan) which was internationally competitive and of which over 100 had been sold making this small Gippsland company a major player in the Australian aeronautics industry.



GA8 Airvan by Gippsland Aeronautics

**“This is regional commercialisation of a high order.”**



The meeting was organised by the RTCP deliverer, Pyksis Victoria & Regional Development Victoria’s Gippsland Office. Good feedback was obtained from participants on how format & content could be further shaped to deliver greater benefits to the participating companies.

*“Regional companies can feel isolated and alone...these networking events help us realise we aren’t....and we can help each other...”*

The meeting was held under the aegis of *The Swamp Club*, named after the Commercialisation Swamp which RTCP participants have to navigate, if they are to be successful in bringing their products & services to market. Further meetings will take place at regular intervals in other regions, with a follow-up evening for the Gippsland region provisionally scheduled for the first quarter of the 2008 calendar year.

For more information on the Pyksis Swamp Club please visit [www.pyksis.com/alumni.aspx](http://www.pyksis.com/alumni.aspx)