

## Defining Victoria's Cleantech Niche

You are invited to help shape the growth of Victoria's Cleantech sector.

The Victorian Department of Business and Innovation is developing options to support the development, growth and export of Cleantech products and services.

To help ensure it has access to timely, accurate and reliable information, the Department has engaged WSP Environment & Energy and Marsden Jacob Associates (the study team) to conduct an industry survey to benchmark and measure the performance of Victorian Cleantech companies, and the sub-sectors in which they operate.

The study provides an excellent opportunity for Cleantech related companies and organisations to contribute to the ongoing development and implementation of Cleantech policy, programs and projects in Victoria. The research will assist the Government to fully understand Cleantech in Victoria, including barriers and opportunities, and ensuring that any future industry development activities are focused on high growth, high value-add areas.

Get involved and register your interest

A key aspect of the study involves completing a secure, user-friendly web-based (online) survey. The survey will take approximately 15 - 20 minutes to complete and your participation will help generate important data and conclusions. The survey results will help to profile the Victorian Cleantech sector as a whole, as well as each sub-sector.

Your involvement will assist the Department of Business and Innovation to better understand the sub-sector you operate within.

To register your interest in doing the survey, please send a brief email to: [cleantech@wspdigital.com](mailto:cleantech@wspdigital.com) with 'Cleantech Study' in the subject line. Alternatively contact Kristy Riddell from the study team by phoning (03) 9412 5116, and ask to be added to the survey list.

The study team is interested in Cleantech companies, R&D institutions, advocacy organisations and investors (small, medium and large) who are involved in the Cleantech sector.

With the exception of public and R&D institutions, it should be noted that a significant (and/or a growing) amount of the organisation's revenue must be derived from Cleantech activities. Also relevant to the study are those companies that would not necessarily define themselves as Cleantech companies, but which may have a Cleantech product or service as part of a larger and more diverse product line. Such companies may wish to expand this component of their business and are of interest to the study team. For companies such as multinationals, it is sufficient that a significant amount of their Victorian activities are in the Cleantech area.

Who should do the survey?

For the purposes of this project, a company must meet the following key criteria to be classified as a Cleantech company:

The company's products or services must be based on the application of specific knowledge or intellectual property related to clean technology. The company's products or services must provide solutions to environmental problems, and/or enhance the productive and sustainable use of energy, water and other natural resources. A significant (and/or growing) amount of the organisation's revenue must be derived from Cleantech activities. For companies such as multinationals, it is sufficient that a significant amount of their Victorian activities are in the Cleantech area. A company would typically have its headquarters, R&D facilities, and/or manufacturing operations based in Victoria. Cleantech is part of the ongoing innovation in our economic system and has application across all sectors of the economy. There is no single ANZSIC classification for Cleantech nor is there a commonly agreed definition of what constitutes a Cleantech company.

Industry associations, investors and R&D centres also relevant

The study team is also interested in hearing from relevant industry associations and research institutions, including Victorian universities, to help identify and target Cleantech companies operating in Victoria. The support of industry associations in further circulating this briefing note is welcome and encouraged.

Cleantech sector investors are also directly relevant to the project and the study team is interested to understand investor views and opinions on the strengths of the Victorian Cleantech sector. Your support in identifying Cleantech companies to complete the survey is also sought.

Register now

Send an email to: [cleantech@wspdigital.com](mailto:cleantech@wspdigital.com) or ring the study team at WSP Environment & Energy on (03) 9412 5116 and ask to be added to the survey list.

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