

Government of Western Australia
Department of Energy and Economic Diversification

WA Creative Technologies Innovation Hub

Operator EOI briefing for a statewide
creative technologies and immersive
industries hub.

Expression of Interest briefing | September 2026



Acknowledgement of Country

The Government of Western Australia acknowledges the traditional custodians throughout Western Australia and their continuing connection to the land, waters and community.

We pay our respects to all members of the Aboriginal and Torres Strait Islander communities and their cultures, and to Elders past and present.



Today's briefing

This session is to help potential respondents understand the EOI intent, the operating expectations and how proposals will be assessed.

- 1 Why these hubs are being established
- 2 What the Creative Technologies Hub is expected to deliver
- 3 Operator role, partnerships and statewide access
- 4 EOI preparation, funding and assessment process
- 5 Frequently asked questions and next steps

Note: dates, funding profile and final wording should be checked against the final published EOI package.

Why the State is investing

The New Industries and Innovation Fund supports the growth of startups, emerging businesses and scaleups, and the commercialisation of local innovation to strengthen the WA innovation ecosystem.

\$40m

NIIF commitment over 2025–26
to 2028–29

3 yrs

Funding agreement term for
these hub EOIs

WA

Statewide benefits and WA-
based delivery focus

1 July 2027

Target commencement for new
operators

Hubs are intended to connect innovators, industry, researchers and government around specific capability areas — not duplicate general networking activity.

The EOI is seeking experienced organisations that can establish and manage hub services, build partnerships, deliver statewide access and provide clear evidence of outcomes.

What the Creative Technologies Hub is for

The hub will support creative industries across WA's nine regions and nurture partnerships with creative tech and innovation partners locally, nationally and globally.

Design, music, advertising, film and media

Gaming, product design, software development and immersive technologies

Research, entrepreneurship, education and practical technology integration

Commercial, community and cultural outcomes

The focus is capability and capacity in creative and immersive technology industries — translating talent and ideas into stronger markets, investment pathways and statewide opportunity.

What the operator should be ready to deliver

Creative Hub priorities

- Help creative enterprises grow by linking research, entrepreneurship and education
- Identify strategic investment opportunities and collaborations
- Showcase independent WA creative talent through events and partnerships
- Expand WA's presence in the global creative digital supply chain
- Drive user-centred design and human factors adoption
- Support statewide outreach, regional innovators and First Nations businesses



A hub that connects talent, technology, markets and regions.

Regional applications encouraged

Statewide and regional delivery

Applications for the WA Creative Tech Innovation Hub to be based in regional Western Australia are encouraged and will receive special consideration in assessment.

Respondents should show how the model will reach innovators beyond a single metropolitan audience, including regional enterprises, First Nations businesses and creative communities that need practical access pathways.

Regional access plan

Partnership footprint

Inclusive delivery

Evidence of demand

Practical referral pathways

The strongest proposals will be clear on where activity occurs, who benefits and how statewide outcomes are evidenced.

Core services a hub may provide

- Prototype, test and validate ideas
- Identify scalable business models
- Connect to universities and research
- Brokering mentors, providers and partners

- Build sector networks and knowledge exchange
- Support grants, awards and referrals
- Improve access to infrastructure and pilots
- Develop capability through events and training

Important: hub staff are not expected to personally deliver every service. Proposals can include credible third parties, platforms and partners — but the operator remains accountable for the funded outcomes.

What we need from the operator

Clear operating model

How the hub will deliver services, referrals and statewide access.

Credible partnerships

Industry, research, government, education, investor and regional links.

Delivery discipline

Milestones, governance, conflicts, risk management and reporting.

Outcome evidence

Baseline, measures, data capture and a sustainability pathway.

The successful respondent will enter a Funding Agreement with the State through DEED and will be responsible for meeting obligations, milestones and outcomes.

From day one

Outcomes and evidence DEED will look for

**Pipeline and baseline
established**

**Businesses and ventures
supported**

**Commercial and industry
connections**

**Investment and co-investment
leveraged**

Regional and First Nations reach

Sustainability and transition plan

Evidence should go beyond attendance. DEED will need credible measures of capability growth, market connections, investment, commercial outcomes and value beyond metropolitan activity.

Funding and agreement settings

State Government funding for the Creative Technologies Innovation Hub is capped at \$1.2 million over three years from commencement.

Respondents should explain how State funding will be used, what additional cash or in-kind contributions can be leveraged, and how services will remain sustainable beyond core government support.

Funding Agreement

Milestones

Reporting

Leverage

Sustainability

Funding profile, payment milestones and final terms will be settled through the Funding Agreement process.

How the process works

EOI process and indicative timeline



Please allow sufficient time to lodge all EOI documents before the deadline. Late EOIs will not be accepted.

Assessment criteria

How submissions will be assessed

Strategic alignment	Alignment with WA Government priorities and hub intent.	30%
Ability to grow capability and opportunities	Accelerated innovation, market opportunities, collaboration, jobs, funding and investment.	30%
Key personnel	Capability, expertise and experience of the people delivering the hub.	20%
Implementation risk	Establishment, delivery, measurement, leverage, cost recovery and sustainability.	20%

The panel may seek clarification or supplementary information from shortlisted respondents where required. Awarding is subject to signing a Funding Agreement.

Frequently asked questions

Can one organisation apply for both hubs?

Yes. The submission must address requirements for each hub being proposed.

Can applicants partner?

Yes. The primary applicant leads and DEED would approve proposed partners.

What if we are not an operator?

Participation in hub activities is encouraged once operational.

Does the hub need to be in WA?

Yes. The hub is WA-based and focused on WA businesses and opportunities.

Can DEED seek more information?

Yes. Clarification or further information may be requested after close.

Is co-investment expected?

Operators should seek cash/in-kind contributions and partnerships.

Questions

WA Creative Technologies Innovation Hub

For more information, please refer to the EOI package and FAQ.
Submissions must be lodged by the stated closing time and date.

