



# Media Release

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## **Cockburn's marine economy set to benefit from Blue Gravity initiative**

The City of Cockburn is a proud foundation partner in a new initiative to grow marine innovations and strengthen the local 'blue' marine economy, with support from the State Government's X-TEND program, part of the New Industries Fund.

Called Blue Gravity, the initiative was launched today by City of Cockburn Mayor Logan Howlett, City of Fremantle Mayor Hannah Fitzhardinge, For Blue Managing Director Andrew Outhwaite and fellow project partners.

Mayor Howlett said the focus of Blue Gravity in Cockburn aligned with the City's blue economy pillar within its Economic Development Framework.

"This is another crucial step in Cockburn's important contribution to the vision of WA being the leading blue economy in the Indian Ocean by 2030."

City of Cockburn Business Engagement Officer Sarah Kahle said the Blue Gravity initiative would provide tangible benefits for Cockburn innovators and companies operating within the local blue economy which had been gaining strength and prominence for many years.

"Marine industries have been a major cornerstone of the Cockburn economy for decades, from the Australian Marine Complex, right across our local business zones such as Henderson, Latitude 32, the Bibra Lake Industry Precinct and Jandakot Airport City where businesses of all sizes provide critical support," Ms Kahle said.

"This program will help hone Cockburn's role as a leader in the blue economy by providing support to those already doing the heavy lifting and paving the way for the newcomers with a host of new ideas and innovations that will build on the vibrancy and success of this sector."

Blue Gravity will be led by For Blue, and MD Mr Outhwaite said the initiative offered innovative businesses a single point of access to a variety of supports, including



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training, capital, workspace, professional services and networks to accelerate growth.

“Few people appreciate WA’s dependence on the ocean, its importance to our economy and to many businesses in Cockburn,” Mr Outhwaite said.

“This initiative is the first of its kind nationally and matches world-class support with our local world-class companies. We, and all the partners, are excited to see what great ventures we can grow through our collaboration and with this funding.”

Support available to eligible companies includes:

- Up to \$10,000 of support to accelerate the commercialisation of new marine innovations
- Incubation programs for marine businesses in Cockburn
- An Investment Forum to connect businesses with capital and finance, and
- An industry ‘challenge’ event to connect marine industry challenges with new solutions.

These and more opportunities will be delivered through fellow Blue Gravity partners Hub on SX, Impact Seed, CERI – Centre for Entrepreneurial Research and Innovation, Fremantle Chamber of Commerce, Innovation Cluster, Spacecubed and CORE Innovation Hub.

Blue Gravity is one of eight entrepreneur and investor programs to share in grants totalling \$616,240 from the Department of Jobs, Tourism, Science and Innovation’s X-TEND WA program which supports the commercialisation of WA innovations.

For more information on this exciting initiative visit the Blue Gravity [website](#).

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For more information contact:  
Media and Communications Officer  
City of Cockburn  
T: 08 9411 3551  
E: [media@cockburn.wa.gov.au](mailto:media@cockburn.wa.gov.au)