

Hon Steven Marshall MP

Premier

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South Australia secures national tech innovation challenge

Adelaide will play host to a world-first technology innovation hackathon, that will see the space community and businesses across a variety of high-growth industries join forces to solve real-world problems using cutting-edge space technology and data.

This is another major coup for South Australia's burgeoning space scene.

Registrations are now open for The Gravity Challenge, driven by global giant Amazon, as well as Deloitte, which brings together entrepreneurs, universities, government and businesses to design and build solutions to real industrial, social and environmental problems, using Amazon Web Services (AWS) and Deloitte space capabilities.

The Challenge will coincide with Space Week 2019, being held in Adelaide from 30 September to 4 October, which also includes the 8th Space Forum and the 19th Australian Space Research Conference.

Premier Steven Marshall said securing the Gravity Challenge is another major coup for South Australia, and stems from recent discussions with Deloitte during a trip to Washington D.C.

"The fact that South Australia will play host to this world-first event is a testament to our vibrant space sector, and bolsters our position as a leader in the nation's space endeavours," said the Premier.

"The Gravity Challenge is an exciting opportunity to engage Australia's brightest entrepreneurs, researchers and business leaders to work together on challenges across a wide range of industries using advanced satellite data.

"The Challenge will improve the way we exploit space technology and data to enhance the productivity and competitiveness of key sectors of our economy, including mining, defence, transport, logistics, health, telecommunications, tourism and agriculture.

"South Australia has a thriving space ecosystem that can capitalise on these opportunities, but the real challenge is strengthening communication between space technology providers and businesses that may be unaware of the opportunities that exist.

"This will have the added benefit of increasing our attractiveness to leading entrepreneurs, students, talent and researchers.

"Amazon Web Services is a major global company, and the fact that we will play host to an event put on by this global giant shows where our state is heading."



Deloitte's Australian Chief Strategy & Innovation Officer, Rob Hillard, said many different industries have high value challenges that need addressing now.

"Industries like defence, mining, insurance and agriculture are facing increasingly difficult problems today. But a lot of companies don't know that space data and solutions can be applied to almost any industry.

"So we're encouraging businesses to put forward their most pressing issues, and let's see if Australia's best innovators can solve them, accelerating return on investment and creating new market offerings."

Businesses and corporate organisations are being encouraged to sponsor problems, while entrepreneurs and researchers can now register their interest in taking part in the Gravity Challenge: <https://www.gravitychallenge.space/home/industries>