

**For more information**

Harvey Ferle  
Watterson Marketing Communications  
Tel: +61 2 9929 7533  
Email: [Harvey.ferle@watterson.com.au](mailto:Harvey.ferle@watterson.com.au)

**NEW MELBOURNE CO-WORKING SPACE DIMENSION5 TO FOSTER  
INNOVATION AND ENTREPRENEURSHIP**

*Victorian Minister for Small Business, Innovation and Trade, Philip Dalidakis MP, to officially  
open start-up hub*

**Melbourne, Australia – April 15, 2016** – Creative Universe’s exciting new partnership with Dimension Data, the global ICT solutions and services provider, will see a new co-working hub be launched in South Melbourne. The Hon. Philip Dalidakis MP will officially open the start-up hub on April 28, 2016, with noted guests including Federal Member for Melbourne, Adam Bandt MP, Head of LaunchVic, Dr Pradeep Phillip, and Dimension Data CEO, Rodd Cunico.

Dimension5 is the brainchild of Creative Universe founder, Tania de Jong AM, who said the collaboration fostered at high performing co-working spaces is a crucial ingredient to innovation.

“Dimension5 will create a shared space in which entrepreneurs and businesses can collaborate, co-create and support each other across diverse industries and pursuits,” de Jong said. “In enabling regular ‘positive human collisions’, we aim to spark innovation with all of our community and their guests.”

“The elements of mentoring, shared resources and networking that exist in co-working spaces rapidly accelerate the opportunities available to early stage entrepreneurs and also assist established businesses to be more innovative,” she said.

The South Melbourne hub – which has been founded in partnership with Dimension Data – will be open to entrepreneurs, innovators, creatives, social enterprises, small businesses, not-for-profits, disruptive teams from large organisations and others who want to connect with a passionate community of game-changers. Dimension Data staff will offer mentoring and support to start-ups and others working in the space.

“Australia is rapidly shifting away from its reliance on resources and manufacturing, and, as the Federal Government has identified in its \$1.1 billion Innovation and Science Agenda, it will be smart ideas that create business growth, local jobs and global success,” Rodd Cunico, CEO at Dimension Data Australia.

“The most difficult aspect of a start-up is gaining initial traction – at Dimension Data, we’re passionate about accelerating ambition, and I look forward to helping fast track the next generation of Australian world beaters,” he said.

De Jong said five-dimensional space refers to a hypothetical extra dimension beyond the usual three spatial dimensions and the fourth dimension of time in relativity physics. “Dimension<sup>5</sup> aims to promote ‘positive human collisions’, spark innovation and entrepreneurship across

These are our channels for change:

technology, start-ups, business and social enterprises.”

The Dimension5 launch will be held on April 28 from 5pm and will include a performance by Creative Universe Founder, leading soprano and serial entrepreneur, Tania de Jong AM, together with Melbourne’s most inclusive choirs, With One Voice presented by innovative charity Creativity Australia who are already tenants at D5.

To request an invitation to the launch event, please contact Chichi Nwokocha on [chichi@creativeuniverse.com.au](mailto:chichi@creativeuniverse.com.au) or +61(0)3 8679 6006 and RSVP asap.

#### **About Dimension Data**

Dimension Data harnesses the transformative power of technology to help organisations achieve great things in the digital era. As a member of the NTT Group, we focus on digital infrastructure, hybrid cloud, workspaces for tomorrow, cybersecurity, and network as the platform. With a turnover of USD 7.5 billion and offices in 58 countries, we deliver services wherever our clients are, at every stage of their technology journey. Accelerate your ambition. Go to [dimensiondata.com](http://dimensiondata.com)

#### **About Creative Universe**

Creative Universe makes the extraordinary possible by helping to create sustainable, aligned and high performance organisations. Our goal is to help develop creative leaders and build a culture of innovation.

We build capabilities in creative thinking and leadership, develop a culture of innovation and entrepreneurship, assist in understanding and managing disruption, foster diversity and community and unleash potential of individuals and teams. [www.creativeuniverse.com.au](http://www.creativeuniverse.com.au)

#### **About Dimension5**

Memberships at Dimension5 are available from \$425 per month and include invitation to regular community events, such as brainstorm breakfasts, pitch nights, guest speakers and yoga/meditation classes.