COWORKING IN AN ANYWHERE WORKING WORLD

WOMEN, MANAGEMENT AND WORK CONFERENCE

JULY 2013
COWORKING

A shared workplace

A network of connections

A trusted community
COWORKING IS NOT A SERVICED OFFICE

SERVICED OFFICES

COWORKING

VS
DRIVERS OF COWORKING

• Mobility of technology

• Booming freelance economy

• Organisations need to connect to talent
“Driving innovation through collaboration”
HUB AUSTRALIA'S GROWING NETWORK

1000+ Members across Melbourne, Sydney and Adelaide

50+ Industries represented by Hub members

3 Coworking and innovation clubhouses
HUB AUSTRALIA OFFERING

**CONNECTIONS**
Real-world and online connections with diverse members

**LEARNING EVENTS**
Regular events to learn from other members and experts

**HOSTED SPACES**
Physical space for people to cowork 24/7 with a host present weekdays
The Future Of Coworking And Why It Will Give Your Business A Huge Edge

By Lydia Dishman | January 15, 2013
OUR MEMBERS ARE DIVERSE

Our community has a 50/50 gender split

Members from 15 to 85 years old

Our members come from 6 continents
FROM ALL SECTORS AND OVER 50 INDUSTRIES

- Govt
- Edu
- NFP
- Corporate
- SME
- Other
  - Finance
  - Transport
  - Enviro
  - Art & Design
  - Media
  - Services
  - Tech
GENERATING SOCIAL CAPITAL

“This is not the wisdom of the crowd, but the wisdom of someone in the crowd. It’s not that the network itself is smart; it’s that the individuals get smarter because they’re connected to the network.”

— Steven Johnson, Where Good Ideas Come From
## IMPACT OF SOCIAL CAPITAL ON HUB MEMBERS

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Benefit</th>
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<tbody>
<tr>
<td><strong>90%</strong></td>
<td>Learn about new issues and topics</td>
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<tr>
<td><strong>85%</strong></td>
<td>Expand your personal and professional network</td>
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<tr>
<td><strong>75%</strong></td>
<td>Connect to advisors, experts and supporters</td>
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<td><strong>65%</strong></td>
<td>Gain visibility, recognition and credibility</td>
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Eyal, founder of Our Say, attributes much of their success to the connections and networks they have developed at the Hub Melbourne.
POWER OF PULL

You can have things your way and push if you want, but this door is pretty stubborn.
NEW & ESTABLISHED BUSINESSES

60% new businesses (started less than 2 years ago) and 40% established organisations
Brian Kurtz
Has anyone heard of Richard Branson’s B Team? It’s an initiative being incubated by Virgin Unite and The Elders to spark global conversation on how to solve the world’s wicked problems. Very Hubby. They have a launch event Friday - 13 June, streaming from London 8:30-7:15PM - Thursday wine down, anyone? They’re keen to rope in the Hub Australia network. Should be really good.

http://www.economist.com/node/21564197
MEET OUR FUTURE WORKER

Edith Levien Hopkins
@edlehopkins

Hopefully achieving impossible things. Daughter of @stevahopkins and @roselevien. They're nice people.

Followed by Michelle Williams, Brian E Kurtz, David Hood and Jan Stewart.

18 TWEETS  2 FOLLOWING  27 FOLLOWERS

Edith Levien Hopkins @edlehopkins
12 Jun

I've been through 4 outfits today, 1 complete bed change and my mums jeans. And I heard our washing machine has broken too! #ohdear

Details
THANK YOU FOR HUBBING WITH US

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