



Brisbane Linkages

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Christmas message

RDA Brisbane's Chair John Shepley, Committee Members and Executive Officer would like to thank our many collaborators in government, business and the community who have provided invaluable support and input over the past year, including assistance with initiatives and events, feedback on local issues and regional intelligence. Your contribution is greatly appreciated and we look forward to working with you again in 2012.

We extend to you the Compliments of the Season and wish everyone a safe and happy New Year.

The RDA Brisbane office will close on 23 December 2011 and reopen on 9 January 2012.

COMMITTEE

John Shepley (Chair) Barrister

Linda Carroli (Deputy Chair) Associate Consultant, Harbinger Consultants

Margaret de Wit Councillor for Pullenvale and Chairman of the Infrastructure Committee, Brisbane City Council

Donald Whitehouse OAM President, Career Keys

Dr Patricia Rowe Lecturer, University of Queensland Business School

Nicholas Xynias AO BEM Honorary President, Ethnic Communities Council of Queensland

Mark Townend Chief Executive Officer, RSPCA Qld

David Hansen Director, Gassman Development Perspectives

Dr Petra Behrens Economist

A FEW WORDS FROM THE EXECUTIVE OFFICER

This year has been an extremely busy and productive one, and I would like to take this opportunity to thank our hardworking staff, Project Officer Jacinta Wallenhoffer and Admin Support Officer Shaleen Wharton, who has been on "loan" to us from RDA Logan & Redlands for the past few months. I would also like to thank Sandy Mikami for help with our communications throughout the year, and all my RDA colleagues in South East Queensland for their ongoing support and collaboration.

- Margaret Blade



Seminar helps businesses embrace our digital future

Nearly 100 local businesses and not-for-profit groups have taken part in a breakfast forum on harnessing the power of the burgeoning digital economy, hosted by RDA Brisbane and the Queensland Government.

Participants were introduced to applications such as high quality video conferencing, teleworking, supply chain management, enterprise resource planning, customer relations management, data centres, online stores and cloud computing, with the values and risks of social media in the modern economy also explored.

The event, held at the Virginia Golf Club on November 29, was a joint initiative of RDA Brisbane, the Department of Employment, Economic Development and Innovation (DEEDI) and the Metropolitan South Institute of TAFE (MSIT), with support from Brisbane City Council.

Keynote speakers Dr Lucy Cameron (DEEDI), Bev Childs (MSIT Small Business Solutions) and Paul Stapleton (Gravelroad) highlighted the benefits and opportunities inherent in this "new way of doing business", providing background on the rise of the digital economy and rollout of the National Broadband Network (NBN), followed by a discussion of specific strategies, applications and case studies relevant to the business and not-for-profit sectors.

The forum also utilised "real time" SMS polls of the audience to gauge their level of understanding and use of the digital economy.

RDA Brisbane Deputy Chair Linda Carroli was Master of Ceremonies for the event, with

Councillor Margaret de Wit (also an RDA member) speaking on behalf of the Lord Mayor and the Director of DEEDI Northside and Caboolture, Frances Bottle, contributing the closing address.

The forum was the first in what will be a number of strategies to help Brisbane enterprises develop their digital capacity, with the RDA currently in discussions with the Brisbane City Council, Brisbane Marketing and other stakeholders to develop joint initiatives. Enhancing digital capacity will also support the Australian and Queensland Governments' identified regional priority of helping communities and businesses capitalise on the rollout of the NBN.

Keep an eye on the "Upcoming events" section of the RDA website at www.rdabrisbane.org.au for further details.

Top left photo: MC Linda Carroli. Bottom left photo: Cr Margaret de Wit. Bottom right photo (from left): Bev Childs, Paul Stapleton and Dr Lucy Cameron.

"The digital economy is a global marketplace underpinned by online systems, processes and services, accessible to any individual or organisation, for the purpose of transacting electronically."



SEQ forums explore a business-led revolution in workplace learning

RDA Brisbane has joined with other South East Queensland RDAs, and The Smith Family and Worklinks Inc Partnership Brokers, to stage two inspiring forums on a business-led initiative which is revolutionising work experience for young people in the UK.

Visiting expert from British Telecom Mick Keay was the keynote speaker at a city breakfast forum for around 60 business and industry leaders on November 25, and at a workshop for more than 120 school principals, education leaders, local employers and workplace learning personnel held later the same day at John Paul College, Daisy Hill.

The events explored how British Telecom's **Turning Work Experience into Work Inspiration** program, which aims to make workplace

learning more meaningful, relevant and inspiring for school students, could be applied in Brisbane and the broader South East Queensland region.

More than 3000 young people have been involved in the Work Inspiration program in the UK, and the success of the initiative has inspired a national "join up" campaign for all employers.

With the South East Queensland region facing severe skill shortages over the next decade (see story on page 4 for more details), introducing the program here is expected to provide tremendous benefits for local business and industry, as well as for the students themselves.

The UK experience has shown that the Work Inspiration approach can help improve the engagement of young people in the workforce and further training, so businesses can better

meet their workforce and skill needs in the long term.

It also helps to close the gap between young people's expectations of the world of work and what businesses expect from new recruits, and can be a means for revitalising partnerships between businesses, schools and the community.

"The forum really demonstrated for me that businesses need to move away from the old idea of work experience students doing the filing and getting the coffee. Students need to experience the workplace in its entirety, and have the ability to grow in their knowledge and skills in an exciting way."

Peter Del Monte, State Manager Qld Crown Equipment Pty Ltd

RDA Brisbane's Regional Roadmap ([CLICK HERE](#) to download) identifies Future Workforce (high workforce participation and workforce skilling) as a priority for the Brisbane region; the Work Inspiration forums are a key initiative under this priority, by promoting business and education models which support school retention rates, skills development and employment pathways.

The Brisbane forum was proudly supported by ACCESS Community Services Ltd, while the Daisy Hill workshop received support from John Paul College and the Logan Chamber of Commerce.

Members of the Work Inspiration forums organising committee with Dave Turner (centre) and Mick Keay, British Telecom (far right) - from left: Verity Easton (RDA Logan & Redlands); Jacinta Wallenhoffer (RDA Brisbane); Mariae Crawshaw (RDA Logan & Redlands); Lynn Shannon (Worklinks Inc); Julie Bell (The Smith Family); Glenda Burns (Worklinks Inc); Margaret Blade (RDA Brisbane); Carmen Auer (The Smith Family).



City forum



Daisy Hill forum



What is Work Inspiration?



Work Inspiration is a business-led initiative developed by British Telecom to make work experience more meaningful, relevant and inspiring for school students - and to better meet the long-term workforce needs of business and industry.

Rather than providing work tasks for young people to undertake, or specific jobs to "test", WI is about creating learning opportunities and projects that encourage dialogue and interaction about how careers unfold, the variety and scope of opportunities available and the culture of work.

www.workinspiration.com

Forums feature at national YAT conference

The Work Inspiration events and the RDA's May 2011 South-West Brisbane Workforce Futures Forum were featured in a presentation at this year's National Youth Attainment and Transitions Conference in Sydney on November 29.

RDA Brisbane Executive Officer Margaret Blade, RDA Logan & Redlands Chief Executive Officer Mariae Crawshaw and The Smith Family Senior Partnership Broker Manager Julie Bell (all pictured left), demonstrated how RDAs, Partnership Brokers and government agencies have been working together to provide innovative solutions in South East Queensland, and fill service gaps for young people with a "joined up" policy approach. To learn more, download the full PowerPoint presentation [HERE](#).



RDA launches business resilience network

RDA Brisbane has hosted the launch of a new alliance of community and government agencies providing services and resilience strategies to flood-affected or vulnerable Brisbane businesses.



Above: RDA Chair John Shepley. Below from left: AusIndustry State Manager Paul Flynn, BEC Brisbane Metro Manager Alice Langford & CEA Group CEO Shane Cowan.



A function at South Bank on November 9 officially marked the commencement of the **Business Resilience Stakeholder Network**, with more than 55 representatives from community and government participating.

The Brisbane Enterprise Centre (BEC) Brisbane Metro's **Natural Disaster Assistance Program** was also launched at the same event.

In the wake of the Brisbane floods, local agencies dealing with businesses have recognised the need to communicate with each to help reduce duplication and provide better targeted services during and after natural disasters. The network will allow all members to remain in contact, provide a better flow of information between agencies and a quick mobilisation of resources should Brisbane experience further crisis events.

RDA Brisbane will continue to support the Network by assisting with the development of a register of members and services. For more information contact Margaret Blade on (07) 3235 4874 or email margaret.blade@rdabrisbane.org.au



FROM LEFT: Acting Superintendent (Oxley District) Geoff Sheldon, Assistant Commissioner Lewis, RDA Brisbane Chair John Shepley, Federal Member for Oxley Bernie Ripoll MP and Assistant Regional Director, Department of Education & Training Peter Blatch.

Inala forum addresses barriers to employment

The Assistant Police Commissioner of the Metro South Region, **Ann Lewis**, has opened a forum on addressing the underlying social issues which create barriers to employment for young people in Inala.

The second **Getting Inala off the SEIFA Map by Working Together** forum was held at the Richlands Lions Club on November 30, with more than 50 not-for-profit service providers and government agencies attending. The event was a joint initiative of RDA Brisbane, the Queensland Police Service and the Inala Senior Managers Government Intergency Committee.

The bi-annual Inala forums are an initiative which has grown out of RDA Brisbane's **South-West Brisbane Workforce Futures Forum** held in May this year. The original event aimed to better align education and training in Brisbane's south-west with the needs of local business and industry, and identify ways to improve learning and earning pathways for young people. Underlying social problems in the Inala region were identified as key issues which needed further consideration, leading to a partnership between the Queensland Police Service and RDA Brisbane to host the forums for this specific area.

The November forum explored a range of strategic and operational issues facing service providers, and provided an opportunity to share ideas on addressing issues such as truancy, crime, anti-social behaviour, domestic violence and mental illness.

The event also included presentations by Brentyn Parkin, CEO of the **My Community Directory**, an online database of community service organisations, and Bruce Graydon, State Manager of **SupportLink Australia**, a new online client referral tool for police and emergency services. Not-for-profit agencies at the forum have agreed to participate in both these initiatives; this will benefit Inala by support networking and streamlining the process of connecting clients with local agencies and service providers.

John Shepley reappointed RDA Brisbane Chair



John Shepley has been reappointed Chair of the RDA Brisbane Committee for a further three year term by the Minister for Regional Australia, The Hon Simon Crean MP, and the Queensland Minister for Agriculture, Food and Regional Economies, The Hon Tim Mulherin MP.

John is a Barrister and former lecturer at the Queensland University of Technology's Faculty of Business. He also has significant experience in the employment services sector, and is currently Chair of eight not-for-profit organisations. For John's full profile, [CLICK HERE](#).

RDA Brisbane Executive Officer Margaret Blade recently participated in a study tour of the National Broadband Network (NBN) first release site in Willunga SA. The tour provided an insight into NBN applications which will assist the RDA in executing its digital engagement strategies for Brisbane businesses and non-for-profit groups, with Aspley scheduled to be an early release site in 2012.



NBN Co staff pointing out NBN equipment and briefing RDA Brisbane EO Margaret Blade and other study tour participants at the first release site in Willunga, SA.

RDAF Round Two launched

The \$200 million second round of the Regional Development Australia Fund (RDAF) – the Federal Government's \$1 billion, five year infrastructure funding program for the nation's regions – was launched early last month by the Minister for Regional Australia, Regional Development and Local Government, the Hon Simon Crean MP.

Interested applicants were asked to submit a brief Expression of Interest (EOI) by the beginning of December, with RDA Committees around the country now required to select the three most viable projects for their region to progress to full application. RDAs will need to consider the capacity of the project to address needs in the region, the level of community support for the project, impact of the project on the region and neighbouring regions, and readiness to proceed.

In Brisbane, more than 40 representatives from local not-for-profit organisations attended a Community Information Session on Round Two held on November 17. RDA Brisbane hosted the event to provide information on changes to the application process, eligibility, partnership funding and documentation requirements. One of the key changes for capital city projects is that they must now demonstrate how the proposed project will benefit the broader region or other parts of regional Australia.

RDA Committee decisions on successful EOIs will be announced by 11 January 2012, with full applications due mid February.

For more info on RDAF Round Two, [CLICK HERE](#).

RDAF Round 2 Community Information Session



Action forum on skill shortages planned for early 2012

RDA Brisbane will hold a stakeholder forum in early 2012 to map out an implementation and action plan for its recent labour force capability study, which predicts skill shortages in the region over the next decade.

The report, *Skills Shortages in the Greater Brisbane Labour Market 2012–2021*, was commissioned by RDA Brisbane to identify the region's future workforce needs, and was undertaken by Synergies Economic Consulting. The research team was headed by Professor John Mangan from the Faculty of Business, Economics and Law at the University of Queensland.

Boosted by strong growth in the resources sector, the report predicts that the Greater Brisbane region will continue to develop as a professional services hub for the rest of the state, with some 200,000 extra professionals and managers needed to meet demand to 2021. However without action, there is likely to be a shortfall of these highly skilled workers and an oversupply of lower skilled workers, with the skills imbalance significant enough to impede economic growth.

The planned forum will bring together industry, government and education stakeholders to help the RDA identify remedial strategies and key areas for further research and analysis. Census data from 2011 will also be incorporated into the plan when it becomes available later in 2012.

The report has already generated significant local interest, with the findings underpinning some of the recommendations in the recent *Brisbane's Unique Window of Opportunity* report (see story below) and referenced in *Brisbane Economic Series 1*, a new bi-monthly publication from Brisbane Marketing. A roundtable with the government agencies consulted during the initial research was held in October to flag the key issues, and the RDA has also made a number of presentations on the key findings to interested groups, including the Bayside South Economic Development Forum and the South East Brisbane Employment and Training Network.

For further information please contact Executive Officer Margaret Blade on (07) 3235 4874 or to download the full report [CLICK HERE](#).



'Window of Opportunity' report released

Following a series of industry forums held in October and November, the Lord Mayor's Economic Development Steering Committee has released a report outlining a range of pro-business recommendations for consideration and implementation by the Brisbane City Council.

The report, *Brisbane's Unique Window of Opportunity*, was based on feedback from nearly 200 local businesses across a range of sectors, and is designed to support the Council's vision for a creative, sustainable and prosperous city.

RDA Brisbane staff and members participated in and provided feedback at the forums, and the RDA's study into skills shortages in the Greater Brisbane region also

helped inform the report's recommendations, with the development of a **Brisbane Workforce Program** to attract and retain skilled workers named as a priority action to drive business growth. The report also recommends that the Council commit resources to a **Brisbane Digital Strategy**, to increase the uptake of digital solutions by Brisbane businesses and industry, and increase the city's connectivity for residents, travellers and business people.

RDA Brisbane is already in discussions with the Brisbane City Council, Brisbane Marketing and other stakeholders to develop joint initiatives which will support this strategy. To download the report, [CLICK HERE](#).



Register your interest for Clean Technology Program

The \$1.2 billion Clean Technology Program is a part of the Australian Government's Clean Energy Future Plan and will create incentives for business to reduce emissions and invest in clean energy through three components.

The \$800 million Clean Technology Investment Program and the \$200 million Clean Technology Food and Foundries Investment Program will provide grants to help manufacturing businesses invest in energy efficient capital equipment and low emissions technologies, processes and products. These programs are expected to be open for applications in early 2012.

The \$200 million Clean Technology Innovation Program will provide grants to support business investment in research and development, proof of concept and early stage commercialisation activities that lead to the development of new clean technologies and associated services. This program is expected to be open for applications in mid 2012.

To register for info, contact AusIndustry on 13 28 24 or email hotline@ausindustry.gov.au or [CLICK HERE](#).



Grants & assistance for business now easier to find

The Australian Government's online Grants & Assistance Finder tools for businesses has been updated to make it easier for users to find funding and support. The updates include an 'export results' function to save search information easily and an 'open to apply' function to view grants that are open for application now.

Visit www.business.gov.au/grantfinder to search over 600 grants that could help fund and support your Australian business.



New plan and funding announced to double the Queensland food industry by 2020

The Queensland Government has released a plan to double the value of Queensland's food sector by 2020.

Food for a Growing Economy: An Economic Development Framework for the Australian Food Industry was launched by the Queensland Minister for Agriculture, Food and Regional Economies Tim Mulherin late last month, and is the first food industry plan in Australia.

The policy was developed by the Department of Employment, Economic Development and Innovation, with input from other government agencies, the food industry and the community through public consultation.

The centrepiece of the plan is a new \$2 million grants scheme for food businesses to promote innovation, growth and productivity. The Queensland Government will offer dollar for dollar grants of between \$25,000 and \$100,000 for activities such as the development and trial of new food processes and technologies.

The scheme, known as **Food Innovation and Productivity Incentives (FIPI)**, will commence on 6 February 2012, and will be open to Queensland food businesses, organisations, cooperatives and associations with innovative projects.

[CLICK HERE](#) to download Food for a Growing Economy.

[CLICK HERE](#) to find out more about the FIPI scheme and start planning an application.



Have your say on our 'Smart State' future

Queenslanders are invited to provide feedback on the State Government's **Smart State Future Directions** public consultation paper, released last month. Smart State Future Directions is a plan to drive productivity growth and create smart jobs through investment in the creation and use of knowledge. More information can be found at www.deedi.qld.gov.au

To download the Smart State Future Directions document [CLICK HERE](#) or to go to the "Have your say" webpage [CLICK HERE](#).

Free iPad app for small business disaster planning

The Australian Government has released its first iPad app for small business.

MyBizShield helps you create a customised disaster management and recovery plan for your business, and encourages you to take proactive steps to protect your livelihood including:

- identifying business risks in your area
- assessing your business's strengths and weaknesses
- developing contingency plans.



To download the free app go to the App store and search for MyBizShield or [CLICK HERE](#)

