Innovation Scorecard 2012 initiative honours Brisbane's leading innovators

RDA Brisbane has collaborated in a major initiative to benchmark Brisbane’s innovation performance, and showcase the achievements of the city’s most productive, creative and enabled companies.

The Brisbane Innovation Scorecard 2012 was officially launched on August 17 to a business, industry and government audience of more than 350. Key research findings for the city were unveiled by Brisbane Lord Mayor Graham Quirk at the event, and 18 Brisbane businesses - featured as case studies in the Scorecard publication - were honoured for their leadership, excellence and innovation.

The Scorecard initiative, now in its third year, is a collaboration between Brisbane Marketing, Brisbane City Council, RDA Brisbane, Deloitte, the University of Queensland Business School, the Department of Science, Information Technology, Innovation and the Arts, and Enterprise Connect. It’s a key plank in Brisbane Marketing’s Enable Brisbane program, which aims to showcase the city as a centre of world-class innovation.

An important finding from this additional research was that businesses operating in international markets have shown higher levels of innovations that are new to their industry - they are innovating to be leaders on the world stage. A culture of collaboration and ‘open innovation’ is also seen to be increasing innovation activity in Brisbane. In addition, the research findings highlight that digital technology is seen as a significant innovation opportunity for many businesses. RDA Brisbane is taking a lead role in promoting the uptake of digital platforms and technologies through its CLICK! Digital Expo (read more about this on page 2) and through a survey of digital economy awareness and preparedness amongst not-for-profit organisations in Brisbane.

To download the Innovation Scorecard 2012, go to: www.enablebrisbane.com.au/Scorecard

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Some Key Scorecard Findings

- 62% of Brisbane businesses reported significant innovation within the past three years
- 78% of businesses reporting innovation activity were undertaking novel (new to their industry) innovations
- Seeking efficiency improvements for customers was a major driver of reported innovation activity
- Businesses operating in international markets indicated higher levels of novel or new-to-their-industry innovation
- Larger businesses demonstrated a strong innovation culture with innovation activity across many parts of the business
- Information/digital technology provided significant innovation opportunities for many businesses
- 93% of businesses reported the driver of innovation as internal to the business (CEO or a team of employees)

We now look forward to working with our fellow collaborators to promote some of the experiences of this year’s successful innovators to the wider Brisbane business community, highlighting the importance of innovation in business development and encouraging its further uptake.

- John Shepley, RDA Brisbane Chair

Brisbane Linkages Survey: do you prefer PDF or HTML?

RDA Brisbane is seeking feedback from our readers on how you would like to receive the Brisbane Linkages newsletter. Do you like the current PDF format, or would you prefer to receive the newsletter as an HTML email?

Please take a few minutes to give us your feedback by clicking HERE. (This will take you to a very short survey on Survey Monkey.)

Brisbane Lord Mayor Graham Quirk (centre) with the innovative businesses honoured at the Scorecard launch.
The Expo will be held at the start of National Telework Week on Monday 12 November, and will focus on the capacity of online and technology-based solutions to improve productivity, reduce costs and create new revenue streams. It is expected to feature around 40 exhibitors plus an all-day program of seminars, interactive demonstrations, keynote speakers and case studies, and will be free to all attendees.

RDA Brisbane is currently seeking sponsors and exhibitors for the event, which will be supported by a comprehensive marketing program including advertising, PR, e-marketing and social media. Each attendee will also receive a printed expo guide with details of all sponsors and exhibitors, and sponsor advertising. With around 105,000 SMEs in Brisbane and an estimated 1000+ NFPs, the event is conservatively expected to attract 500+ attendees.

The venue will be the Sofitel Brisbane Central, located above Central Station in the city, and across the road from the Wickham Terrace Carpark. As well as accessibility for attendees, the Sofitel offers the advantage of high-speed broadband connectivity; all exhibitors will have a hard-wired broadband connection of up to 100 megabits per second up and down, to help them demonstrate their products and technologies to the best advantage.

A full Sponsor and Exhibitor Prospectus can be downloaded from the website below. For further enquiries, contact Expo Convenor Jacinta Wallenhoffer on (07) 3247 6292 or email info@clickdigitalexpo.com.au. The CLICK! Digital Expo is supported by the Australian and Queensland Governments.

Benefits for attendees

SMEs and NFPs can learn how to:

- Leverage the benefits of high-speed broadband
- Boost customer engagement through digital platforms
- Establish or enhance their online presence including social media
- Expand their business or organisation’s reach
- Improve productivity and reduce costs
- Build, optimise and track Internet marketing campaigns
- Develop security, data back-up and information sharing systems
- Optimise search engine and web traffic
- Develop e-commerce and on-line payment systems
- Identify and evaluate new technologies, platforms and products.

Who should get involved

Suitable exhibitors/sponsors for the event include businesses or organisations providing:

- Telecommunications
- High-speed broadband
- Wireless technology
- Mobile solutions
- Software solutions for business and not-for-profit organisations
- App development
- Website development and maintenance
- Website development training
- Search engine and web traffic optimisation
- E-marketing and creative services
- Online payment and e-commerce solutions
- Digital education and training including e-learning
- Cloud computing and off-site back-ups
- Computer/network/WiFi hardware
- Cyber security systems
- ICT consulting.
RDA's Northside Forum helps builds new industry-school partnerships

More than 60 representatives from schools, training organisations, industry groups and local businesses have come together to explore ways to better align education and training with the needs of business and industry on Brisbane's northside.

RDA Brisbane's Northside Workforce Futures Forum, held on June 20, was organised with the support of The Smith Family Partnerships Brokers and the Department of State Development, Infrastructure and Planning.

The event focused particularly on the manufacturing, hospitality, construction and business/IT sectors, and featured a sharing of regional workforce statistics and issues, a presentation from Officeworks' team member Paul Adams (giving an employer's perspective), and a workshop on building and sustaining school-industry partnerships facilitated by Nicole Peterman, The Smith Family's Partnership Broker Manager for the Brisbane North and West Region.

The event is expected to help generate new linkages between the featured industries and local schools and training providers; a post-event survey showed that 100% of respondents were prepared to support a school-industry partnership. For more information, contact RDA Brisbane's Executive Officer Margaret Blade on (07) 3235 4874.

A fourth Government and NGO forum for Inala has focused on developing a more positive community identity for the south-west Brisbane area.

The event, organised by RDA Brisbane in conjunction with the Queensland Police Service and the State Department of Education, Training and Employment (DETE), attracted 60 representatives from government departments and local non-government organisations (NGOs).

Speakers included RDA Brisbane Chair John Shepley, Cr Milton Dick, Mayor of Ipswich Cr Paul Pisasale, Peter Blatch from Education Queensland and the Principal of Glenala State High School, Corrine McMillan.

The forum workshoped ideas for improving collaboration and enriching the Inala community, and suggested a diverse range of strategies including:

- Promoting the multiculturalism of the area
- Promoting Inala's churches and temples (e.g. through church music competitions)
- Linking with youth initiatives and successes and promoting them through avenues such as YouTube and the media
- Building local capacity through education
- Working with youth agencies to improve options for young people
- Finding and promoting business champions and positive role models, and building local partnerships
- Removing or renovating derelict buildings.

The forum also developed a plan for driving the initiative, with Councillors, local elders, high achieving students, sporting identities and community groups likely to play a role.

The bi-annual Inala forums are an initiative which has grown out of RDA Brisbane’s South-West Workforce Futures Forum, held in March 2011, an event similar in aims to the Northside Forum (see left). The need for closer collaboration between Government agencies and NGOs servicing Inala was identified as a key to progress in the area, and led to the partnership between the Queensland Police Service, DETE and RDA Brisbane to host ongoing forums.
RDA Brisbane has completed an update of its Regional Roadmap, including refreshing its key goals and setting priorities for action as a result of a changing context and extensive stakeholder consultation.

Regional Roadmaps are strategic planning documents developed by each RDA in Australia. They describe their region’s significant assets, characteristics, industry, employment base and key advantages. They also set out the RDA’s economic, social and environmental vision for the region, and identify unifying goals and priorities for action.

RDA Brisbane has developed six new corporate goals - expressed as long-term aspirations for our city - as outlined in the diagram on the right. Five new regional priorities are linked to the goals:

1. Developing readiness for future labour force skills challenges.
2. Representing the region’s strategic interests to all levels of government.
3. Developing leadership, innovation and resilience for a changing economy.
4. Strengthening service provision networks and integrated service delivery.
5. Profiling regional competitive strengths and opportunities.

Key supporting statistics and the regional and government policy context have also been extensively revised. To download the full document, CLICK HERE.

RDA Brisbane to host SEQ Regional Development Australia Coordinator

Tracy Scott-Rimington and Michael Lockwood have been jointly appointed to the position of SEQ RDA Coordinator. Tracy will be based at the RDA Brisbane office for four days per week, while Michael will undertake the role one day per week. The SEQ Regional Development Initiative, funded by the Australian Government, will help to galvanise and harness expertise from across the South East Queensland region. The coordinators will be working with the Brisbane, Logan & Redlands, Ipswich & West Moreton, Moreton Bay, Gold Coast, Sunshine Coast and Darling Downs & South West RDAs to develop joint projects with cross-regional benefits.

They will also represent the interests of these RDAs in SEQ planning processes across all levels of government.

Tracy and Michael’s work will be overseen by an SEQ Coordinator Steering Committee, headed by Professor Max Standage, Chair of RDA Sunshine Coast. RDA Brisbane Executive Officer Margaret Blade is Secretary of the Committee.

Tracy has been employed for the past five months as a Regional Development Officer with RDA Brisbane, where she was responsible for the research and development of the 2012 Regional Roadmap Update (see article above).

You can contact Tracy on 0433 346 344 or Michael on 0425 442 008, or for SEQ Coordinator Steering Committee enquiries, contact Margaret Blade on (07) 3235 4874.
The Metropolitan Institute of TAFE (MSIT) is offering a subsidised course in Mobile Application Development, thanks to funding support from South East Queensland RDAs and the Queensland Government’s Strategic Investment Fund.

The course is just $47 at the subsidised rate, and involves a three hour workshop and an additional three hours tuition online. You can learn to build a professional mobile App for your business, club or event using AppMixPro, a user-friendly platform which doesn’t require any IT expertise.

The Apps you create are universal, working on Apple, Android, Blackberry and Windows. Also, no online store is needed – you can share your App directly by SMS, email, Facebook, Twitter or QR Code.

Transform your marketing approach – think mobile! – and change the way your clients and customers interact with your business.

To be eligible for the subsidised course rate, you need to be a small or medium-sized business owner with an ABN (or an employee of the business) and also be an Australian citizen or permanent resident living in Queensland.

Secondary school students, seasonal workers, volunteers and employees of government departments, government agencies and local councils are not eligible – full course fees would apply.

To enquire about the course, phone 1300 780 368 or email CBSadmin.MSIT@dete.qld.gov.au