

INNOV8 CENTRAL



***Innovation in the Central Coast of NSW***  
***Exploring the quality of our thinking***

17 October 2013



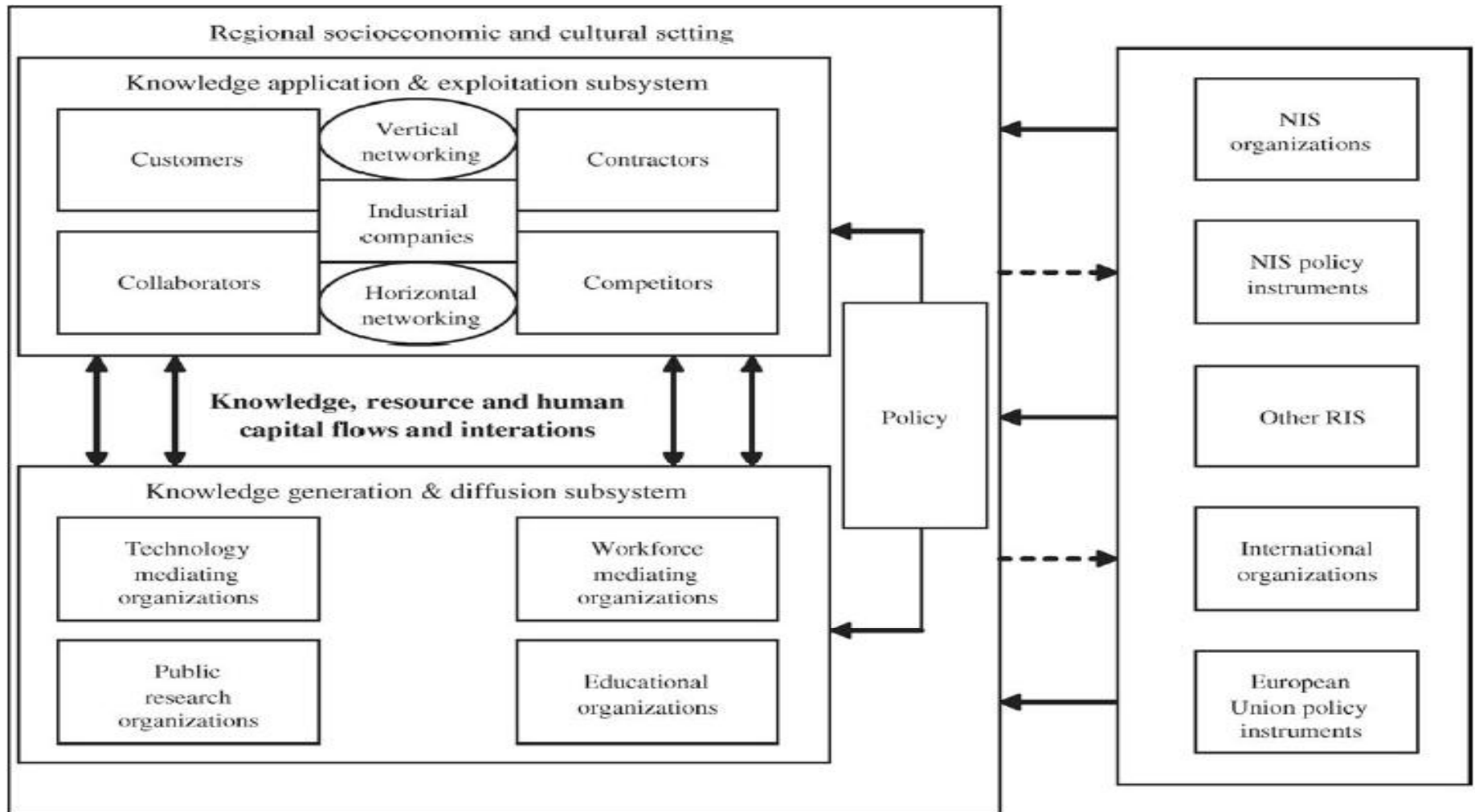
# *Goal of Innovation Plan*

**The aim of the Innovation Plan is to contribute to understanding and building a regional community.**



**The overall goal is to put programs in place that will improve the quality of life for residents by improving the quality of regional businesses.**

# Objective: Improve the innovation eco-system



Source: F Todtling, M Trippl, *Research Policy*, 34 (2005) 1203-1219

*Objective: Improve the elements of the RIS that determine innovation outcomes*

**These elements were identified as:**

- Knowledge dynamics
- Firm characteristics
- Cluster and network characteristics
- Culture and governance (leadership)
- Regional socio-economic and cultural setting (and its relationship to business)



**Overall objective of *enabling* innovation**

# Strategy: Innovation Plan Programs

## The Programs are :

- **Innovation Champions Program (educating business and organisational management)**
- **Cluster Program (manufacturing, teleworking, music, social enterprise and creative industries)**
- **Gazelle Program (yet to be fully implemented)**
- **Monitoring Program (this report and the extensive research behind it)**



# *Monitoring to determine whether objectives being met*

**Quantitative monitoring: described the system characteristics that determine innovation outcomes in the Central Coast and provide base-line data - 300 business, region-wide survey that:**



- **Described innovation activity**
- **Sources of ideas**
- **Drivers of, and barriers to, innovation**
- **Collaboration and networks**
- **Ratings of regional business environment, infrastructure and institutions**
- **Attitudes to corporate social responsibility**

# *Monitoring to determine whether objectives being met*

## **Qualitative monitoring to determine impact of Innovation Plan Programs:**



- Interviews with Innovation Champion Program participants from business
- Interviews with Innovation Champion Program participants from government organisations
- Entry and exit surveys of Champion participants
- Ongoing stakeholder engagement

# *Connectivity*

Resolution: 1280x1024 px  
Free Photoshop PSD file download  
[www.psdgraphics.com](http://www.psdgraphics.com)





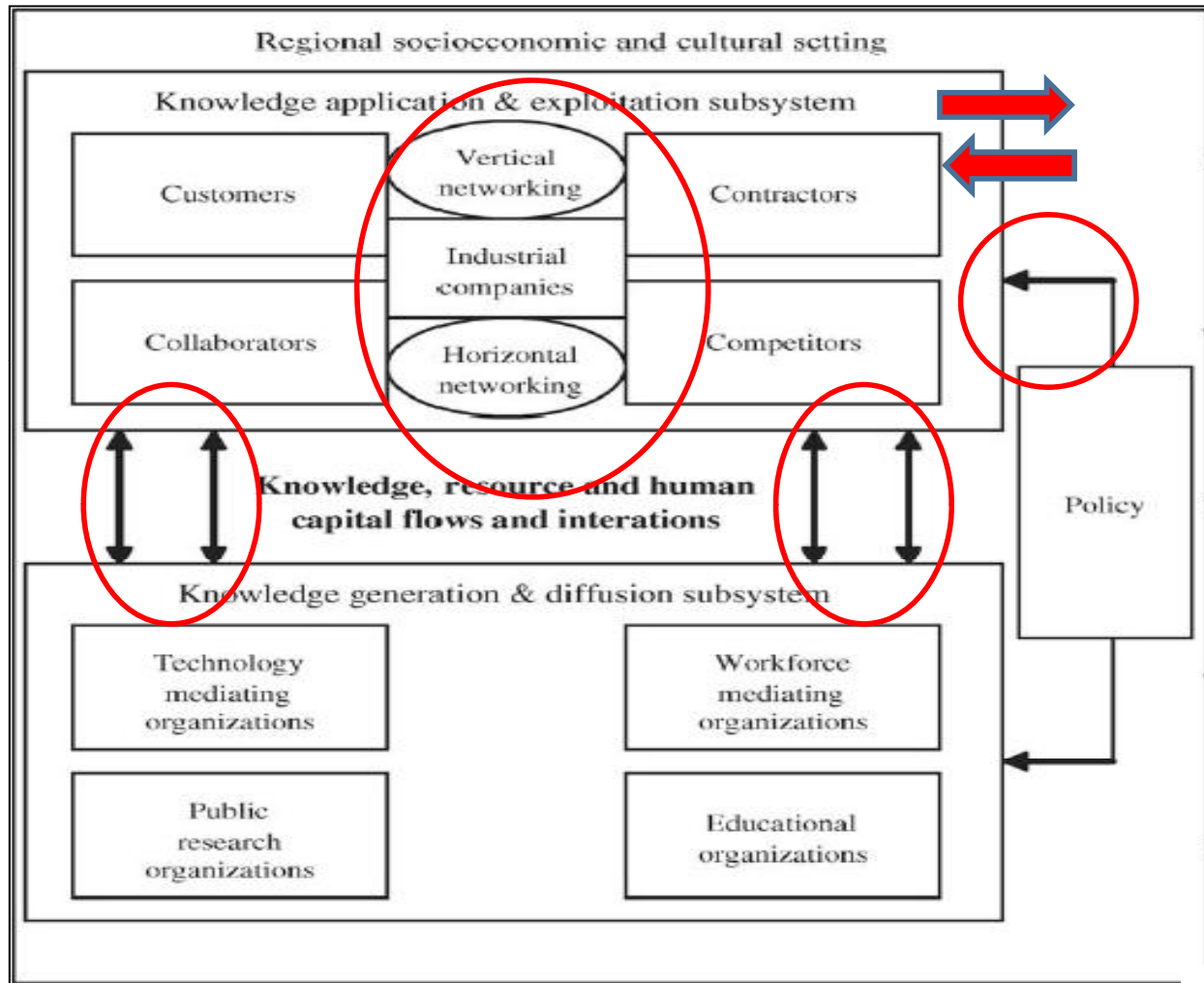
# *System element: Knowledge dynamics*

## What are the relevant characteristics of knowledge dynamics?



- **Business to business – horizontal and vertical - variable**
- **Business to knowledge providers and mediators (such as research, technology and sector organisations) - thin**
- **Business to policy makers and regional leadership (councils) – thin but improving**
- **Business to social enterprise and community – variable**

# Objective: Improve the innovation eco-system



Source: F Todtling, M Trippl, *Research Policy*, 34 (2005) 1203-1219

# *System element: Knowledge dynamics*

## **Policy objectives focus on:**

- **Enhancing education infrastructure and outcomes**
- **Linking firms to local, national and international knowledge providers and networks**
- **Providing mobile innovation assistants**
- **Promoting strong regional networks within and across sectors and clusters**
- **Connecting business to community agendas**



# *Management*



# *System element: Firm characteristics*

## What are the relevant firm characteristics?

- **Size – mostly small to medium**
- **Level of research and development - low**
- **Level of innovation and whether it is incremental or radical – innovative but incremental**
- **Whether R&D and knowledge generated in head offices of enterprise groups outside Region – yes**
- **New firm formation**
- **Regional supply chains - work being done**



# *System element: Firm characteristics*

## **Policy objectives focus on:**

- **Attract innovative companies – NBN and lifestyle**
- **Build entrepreneurial capabilities of regional business owners**
- **Build capabilities of firms to develop specialisation advantages that provide access to wider markets**
- **Build regional supply chains**
- **Promote new firm formation**
- **Link firms to clusters outside Region**



# *Collaboration*



# *System element: Cluster characteristics*

## What are the relevant cluster characteristics?

- **Existence of clusters - clusters missing and those that are present are weakly developed**
- **Existence of knowledge based clusters – there are many industries and services but high profile knowledge based clusters are missing**





# *System element: Cluster characteristics*

## **Policy objectives focus on:**

- **Strengthen potential clusters in the Region and link them regionally, nationally and internationally, with a strong focus on cross-sector collaboration**



# *Leadership*



## *System element: Culture and governance*

**What are the relevant culture and governance characteristics?**



- Ability to enable innovation and innovation related networking - **developing**
- Ability to promote acceptance and implementation of new ideas – **developing**

## *System element: Culture and governance*

### **Policy objectives focus on:**

- **Build entrepreneurial culture by building entrepreneurial leadership**
- **Strengthen the leadership role of the University**
- **Promote innovative approaches within local government and approach to Region as an innovation system**
- **Evolve and develop regional branding**



# *Community*



## *System element: Socio-economic and cultural setting*

**What are the relevant socio-economic and cultural setting characteristics?**



- Educational qualifications - **relatively low**
- Understanding amongst businesses of the way that social responsibility perspectives can drive innovation and create value for businesses and communities (shared value) – **limited**

# *System element: Socio-economic and cultural setting*

## **Policy objectives focus on:**

- **Issue of qualifications dealt with in knowledge dynamics**
- **Strengthen the leadership and dialogue around the issue of shared value**
- **Promote social enterprise within the Region**
- **Foster and promote collaboration between social enterprise and broader business community**



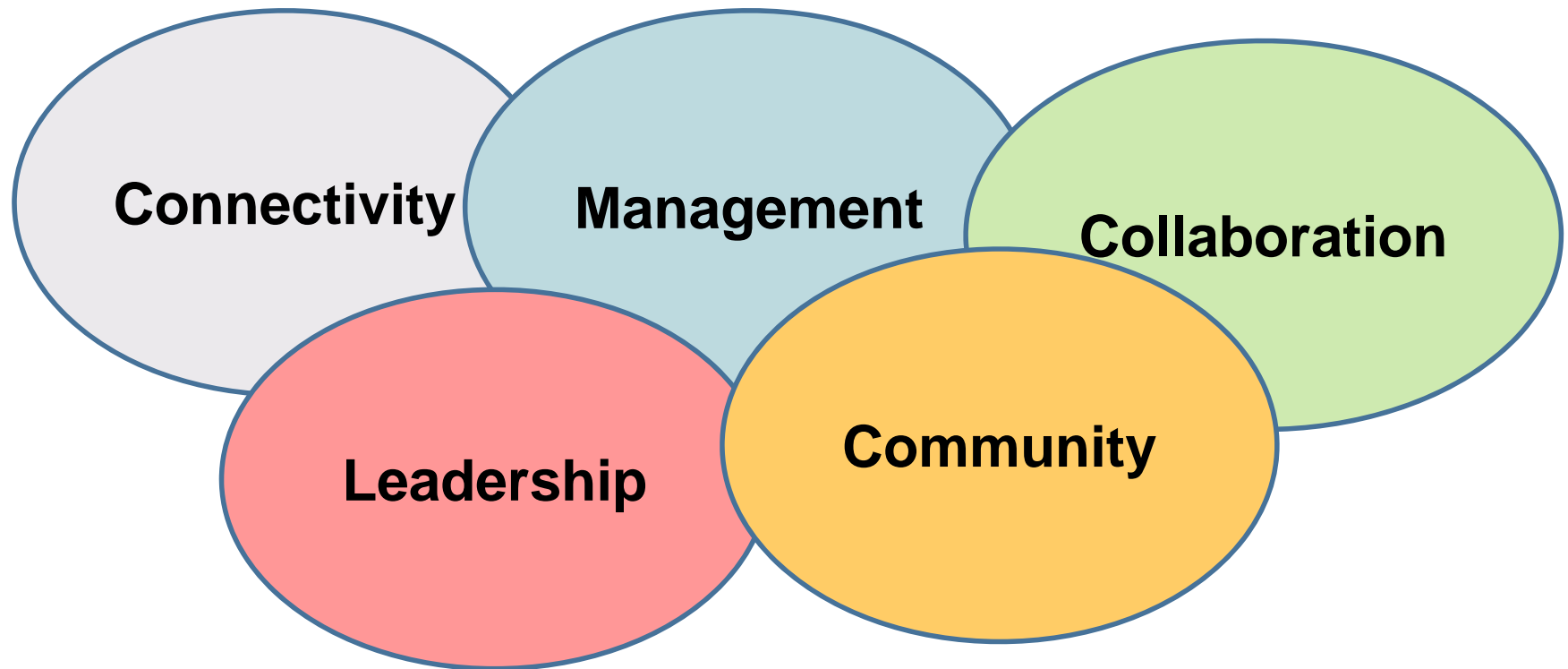
# Outcomes



*Comprehensive description of progress in addressing the policy objectives in each area and concrete recommendations are contained in the report*



## *Policy areas*



**.....system developing but key game changers required.....**

# *Enablers or Game-changers*

- **Building regional innovation and research capabilities and organisations - 'go to' resources for research, technology and capital**
- **Building creative enterprise**
- **Locating innovation assistants within key industrial parks and locations**
- **Focussing resources on internationalisation partnerships**
- **Short-term focus on development of a regional development platform to underpin clusters and develop cross-sector competitive advantage**



**.....are important ways that the current work could be strengthened and need to be supported 'bottom-up'**

***Thank you***

