



An Australian Government Initiative



Shaping Business, Transforming Industry

DESIGN INTEGRATION PROGRAM

Helping companies use design to become more innovative, productive and competitive

Challenges for Australian Industry

Australian firms are grappling with the high Australian dollar, high wages, mounting production costs, declining productivity, rapid technological change and a rise in global competition.

Establishing a competitive edge is harder than ever, yet many businesses have been slow to innovate and continue to pursue traditional business models and strategies competing largely on price. Many firms now recognise a need to 'do business' differently to survive and prosper but acknowledge they do not know how.

Design integration provides a strategic and operational framework for designing and delivering highly valuable products, services and brands, sustainably and profitably.

The Design Integration Program

Enterprise Connect's Design Integration Program (DIP) supports Australian SMEs in building organisational capability to deliver world-class services and products, and build brand recognition and loyalty. The program complements other quality improvement approaches such as Lean and Six Sigma.

A proven strategy for success

The DIP builds on the success of the Enterprise Connect Design Integration Pilot in SA and NSW in 2011-12.

The pilot drew from the success of the NZ Better By Design program which set out to increase New Zealand's manufacturing exports by \$500 million within five years, exceeding this target in just three and-a-half years. The program continues today as a central economic development strategy.

Elsewhere, the UK Design Council's business mentoring program, Designing Demand, has also delivered a clear return on investment.



“The Australian Government is increasingly focused on ways to assist industry to drive innovation and competitiveness. The Design Integration Program delivers the ability for firms to sustain profit through differentiation and quality,” — Lisa Colley, Director, Enterprise Connect Creative Industries Innovation Centre

The design dividend

One of the challenges facing Australian firms is understanding the people they create products for, particularly in a global market place, and building brand recognition. Design thinking and design processes can bridge this gap by unlocking better insights, better products and services, and better customer experiences.

“Australian manufacturers need to produce better products and more powerful brands. You can have the lowest cost base, the leanest operations and a highly trained workforce, but if you’re not producing products that people want to buy, that’s all pointless – and that’s where design can help.” — Stuart Davis, Business Adviser and Design Integration Facilitator, Enterprise Connect Creative Industries Innovation Centre

What do we mean by design?

Design is a profession. Just as there are professionals in law, accounting and finance, professional designers specialize in products, brands, graphics, digital, and architecture.

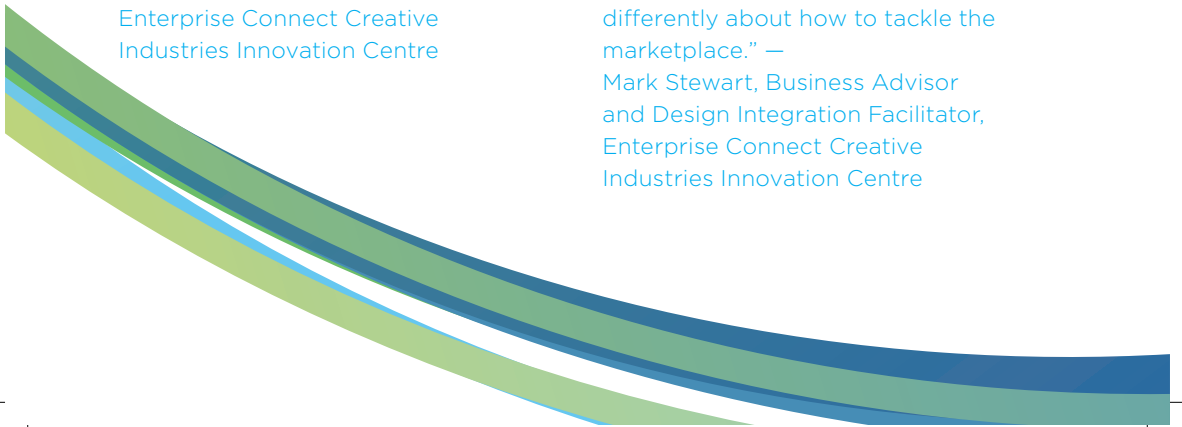
Many people only associate design with end-product aesthetics and logos. In fact, design can inform the whole business of creating products and services.

Design is a tool to translate consumer and market needs and opportunities into products, services, brands, environments and experiences.

Design thinking is a process, which enables firms to innovate through insight, ideation and prototyping.

Design integration is embedding design principles across all areas of your business, from the company vision to supply chain, consumer experiences and branding. It represents the convergence of design processes, design thinking and business strategy, and is a pillar of innovation.

“Design is a way of thinking that starts with company culture and flows into strategy and thinking differently about how to tackle the marketplace.” — Mark Stewart, Business Advisor and Design Integration Facilitator, Enterprise Connect Creative Industries Innovation Centre



Challenges & solutions

The Design Integration Program assists firms in:

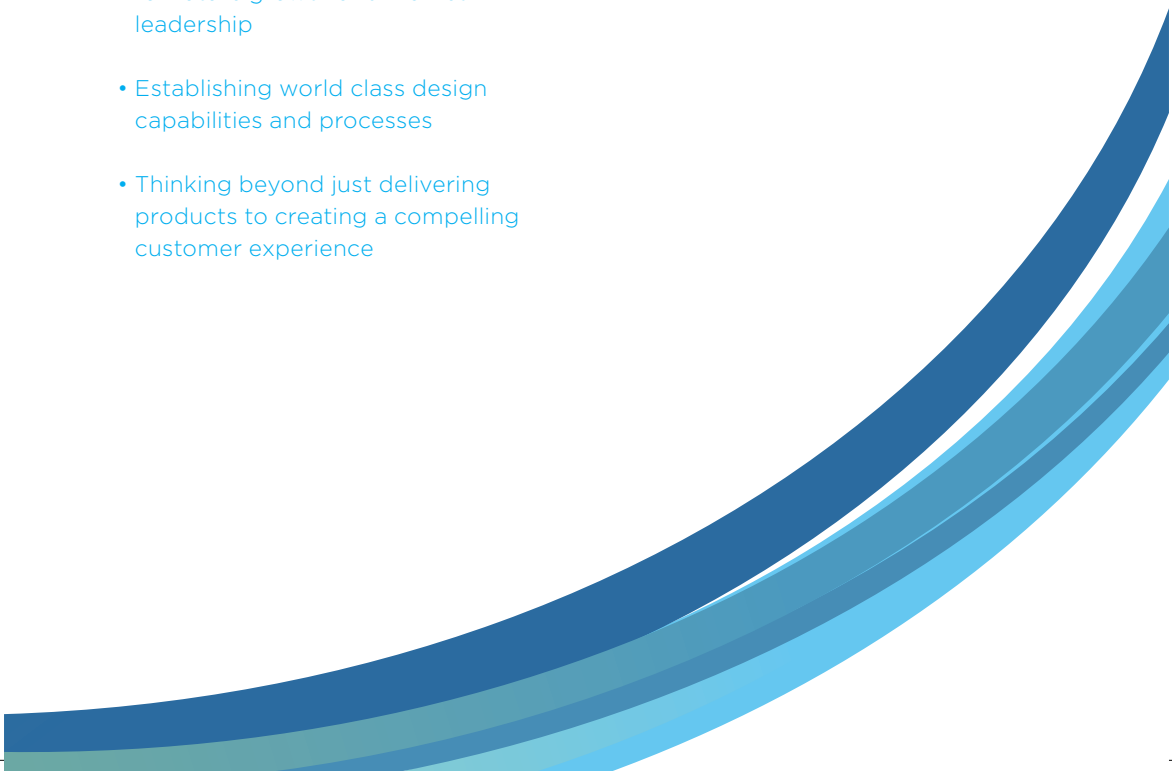
- Aligning culture, strategy and capabilities around clear market ambition
- Business model and product innovation
- Creating a framework for focusing R&D efforts and investments
- Understanding and translating the needs of consumers in order to create highly differentiated offerings that command a premium
- Identifying market opportunities and developing a long-term plan for product design and development for future growth and market leadership
- Establishing world class design capabilities and processes
- Thinking beyond just delivering products to creating a compelling customer experience

How to engage with the program

Access to the Design Integration Program is offered through Enterprise Connect's Continuous Improvement Program. It is ideal for firms that take a long-term view, seek to lead, and are prepared to adapt and pursue new opportunities.

The program is delivered through a series of meetings, workshops and in-house consultancy activities led by specialist facilitators, business advisers and design professionals over a four-month period.

Enterprise Connect will then assist your company in engaging design integration experts to provide ongoing support in establishing new processes, practices and capabilities.



The 5-Stage Program



Contact

Adam Blake
National Manager
Design Integration Program
T: 0400 994 409
E: adam.blake3@innovation.gov.au

About Enterprise Connect

Enterprise Connect offers comprehensive, confidential advice and support to eligible Australian small and medium businesses to help them transform and reach their potential.

For more information about Enterprise Connect and to view Design Integration Program client stories, visit www.enterpriseconnect.gov.au