



DESIGN INTEGRATION PILOT

Australian manufacturing businesses have the opportunity to transform through design and become world leaders.

Design allows market needs and expectations to be better aligned with technologies, products and brands—making them capable, usable and likeable for your customers.

Design differentiates superior products and businesses globally. It can be integrated into all areas of your business, from supply chain to consumer. The Design Integration Pilot is built on a deep understanding of customers' needs and desired experiences, and delivers a real point of difference within the market.

Design Integration—a proven strategy for success

Properly applied, design can give you a sustainable advantage, help you command a premium price, gain market share and even reduce production costs. The proof is well documented in New Zealand and the United Kingdom (UK).

The Better By Design program in New Zealand, on which this Pilot is based, has assisted companies such as Phil & Teds, Methven, and Howard and Wright, to significantly increase revenue, profits, and product awareness.

The UK Design Council recently conducted an evaluation on its Designing Demand program, finding the return on investment was 25:1.

Our program

Enterprise Connect's Design Integration Pilot program helps businesses with an appetite for growth discover how to become more innovative, more competitive and more profitable. Businesses are led through a hands on process, helping them understand how design, used well, can be a strategic and effective tool to boost performance, open new markets, cut costs, and reduce risk.

The Design Integration Pilot offers an opportunity for a select number of New South Wales and South Australian businesses to participate in this world-class design integration program.

The Pilot will be delivered by a team of four business and design analysts, including New Zealand design integration experts. The analysts will work with senior management to conduct a business audit and develop a plan for design integration throughout your business. The Pilot focuses on identifying how design can help you compete, and on mapping how you can go about building design capability across your business and into your future plans.

The team of analysts will work on site at your business with the Chief Executive Officer (CEO), Managing Director or owner and key senior management, such as heads of product development, marketing and sales, finance and research.

The Pilot will run over a two to three month period and will involve around three days of management and team time over that period in interviews, workshops and presentations by the analyst team. Implementation of recommendations arising from the business audit can take up to 18 months.

Expectations of participants

We want to work with businesses who are seriously seeking to develop;

- a differentiated position
- a more compelling brand
- superior product
- design driven, innovation oriented, market connected people
- a more effective process for translating market insights into differentiated offerings.

To ensure the best outcomes, participating businesses are expected to demonstrate the following commitment;

- internal resourcing and senior leadership staff participation
- openness to business transformation
- ability to resource the ongoing design plan implementation.

Structure

Stage 1: Engage

Businesses are identified and selected on their potential to benefit from design.

Stage 2: Business audit

Design capacity and capability are assessed, gaps identified, and opportunities clarified and verified by the team of qualified, independent design and business analysts. The business audit aims to evaluate each business' current level of design capability, and capacity to benefit from employing design as a fundamental business discipline and key driver of value.

The business audit includes a comprehensive series of questions about;

- vision, values and purpose
- competitive strategy
- positioning, process and product capability.



An Australian Government Initiative



Shaping Business, Transforming Industry

The business, its customers and users are all reviewed to give a holistic view of how design can better integrate the business offerings with its promises.

Stage 3: Plan

The opportunities identified in the business audit are evaluated against the business' strategic intent and the structures and resources needed to realise those opportunities are determined. Goals and key performance indicators are identified, an action plan is developed, and resources are allocated.

Stage 4: Enable

The business will access mentoring and connect to resources to assist in executing the plan. They will build new design knowledge and capability into the fabric of the business.

Frequently asked questions

Q. What investment do I have to commit to if I enter the program?

A. There is no charge for the business audit and plan, but your management team will need to commit some time throughout the business audit and plan, and you will be expected to cover the cost of implementing the plan. You may be eligible to receive Enterprise Connect's Tailored Advisory Service to help cover some of the implementation costs. Your commitment will consist of;

- two hours for an introductory meeting with the senior management team
- one and a half days of on-site interviews with the management team and key design staff
- two hours for senior management when Enterprise Connect presents findings
- five hour planning workshop involving the management team and key design staff.

Q. Who should I involve from my management team?

A. The CEO, Managing Director or business owner, heads of product development, marketing and sales or finance and team leaders involved in key design activities. On occasion you may want to invite a key board member to participate in presentations or the planning workshop.

Q. How long will the whole program take?

A. At least four weeks to complete the business audit, two weeks to complete the plan and approximately 18 months to implement the plan. Implementation time will vary depending on the actions included in your plan.

Q. What does it typically cost to implement the plan?

A. Plans are customised for every business. The contents depends on the gaps you choose to fill, and the opportunities you aim to capitalise on.

Q. We have some major strategic challenges we can't resolve. Will the program do this for us?

A. This is not a whole of business strategic direction workshop, and does not result in a strategic plan on its own. This Pilot is focused on building design capability, to better enable you to achieve your business goals. Your plan may recommend areas of unique core competency to focus on, or potential market or brand positioning to aspire to.

The business audit and plan is focused on how design can help you compete more effectively in your market. Choosing what to act on, and how to integrate it with your existing strategic plan, is your role. The design mentor can also provide assistance.

Q. What is the success rate of this program? Does it work better for some businesses than others?

A. Yes, based on the results of Design Integration programs implemented overseas, it works better for some companies than others. It depends on how ready the business is for the intervention, the nature and scale of the opportunity for design to add value, and the ability of the business to integrate design capability and design thinking into its culture and business model.

We will do our best to select the right businesses, and provide strong support, but ultimately it's about the opportunity you have, and your resolve to act. Around one in 15 carry on as they were. Around one in 15 businesses are totally transformed. The other businesses benefit to varying degrees. It's up to you!

Q. How long before we see results?

A. Some changes can be made in the first six months and can begin to demonstrate value quickly. For example, brand and communications initiatives that can be outsourced successfully, can be completed in shorter timeframes. Product and market development initiatives that primarily use existing internal resources usually take a lot longer.

Q. How much assistance will we get after the business audit and plan?

A. You will be able to choose an expert from the business audit team (or someone else with appropriate deep knowledge) to mentor you during the first six to 12 months, and assist you to bridge the knowledge gap and implement new practices. The estimated value of services is up to \$20 000.

Further information

Visit www.enterpriseconnect.gov.au or call the hotline 131 791



Trade & Investment

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