Design Integration Program (DIP)
Design led integration and innovation for Australian business
Business Adviser Briefing   |   How to identify DIP clients July 2013
Design Integration Program testimonial videos

Designer, Maker, Innovator | a design integration symposium
http://vimeo.com/64188185

EC DIP pilot participant | Rossi Boots
http://www.youtube.com/watch?v=rOAB6lCcJ Rc
An advanced business development approach to develop strategy and capability in businesses to be more productive, innovative and competitive through designing and producing world-class, customer-focused products and services.
Design Integration
Why do we need it?

‘Design’ is an enabling tool to:
- align the business with its end user and their needs
- build capability to identify those needs then meet them, in both:
  - designing and producing an appropriate product (or service) to meet end user needs
  - branding that product to connect with customers and to take to market
- it makes good business sense
Design Integration
Why do we need it?

Australia’s global competitiveness is declining and firms need to “create competitive advantage through the adoption of innovation strategies that ensure they compete on factors including business models, design, services and knowledge.”

SA Manufacturing Green Paper, SA 2012
Design Integration gets results

In the UK:
- Every £100 a design alert business spends on design increases turnover by £225
- On average, design-alert businesses increase their market share by 6.3%

In Denmark:
- Companies with design activities export 34% of turnover compared to 17% by companies with none
- Companies using design have a 22% above average growth in gross revenue
The EC Design Integration Program (DIP) is modelled on:

NZ’s ‘Better By Design’ Program
- aimed to increase manufacturing exports by $500 million within 5 years; did it in 3.5 years

The UK Design Council’s Designing Demand
- delivered ROI of 25:1 for every pound spent

An EC pilot program
- successful 2011-12 pilot in SA and NSW
- QLD and VIC Gov pilots
- successful pilots - 12 companies
DIP is a game changer for manufacturers

Street and Park Furniture, SA
“I could get a grant for a new machine, but if I’m still punching out stuff the market doesn't want, I've just got a machine that makes crap, cheap.

Whereas what you want is a machine that makes what the market wants and is hopefully better than anything else on the market.”

Cameron Johnston, MD

Rossi Boots, SA
“The R&D department is now the Design Department - we have to be good enough to be accepted in the global worlds best. This program is for the times – in a fast moving economy it helps you position on the front foot.”

Dean Rossiter, CEO

Blue Sky Design Group, NSW
“The idea is we’ll take companies that are on the threshold of growth, make changes to their product creation processes and operations, and enable them to blossom.”

Mark Armstrong, Creative Director
The 5-Stage Program

ENGAGE
1 day
desktop and
workshop
assessment of
the company’s
need and
suitability.

AUDIT
2 day
intensive,
design-
focused
review of the
company.

STRATEGISE
1 day
workshop
to identify
opportunities,
and set
priorities.

PREPARE
3 month
guided process
to establish
foundations,
and scope and
plan design led
improvements
and projects.

MOBILISE
12 month
process where
company
engages
expertise,
builds internal
capability and
implements
projects.
The Design Integration Program in the EC context

<table>
<thead>
<tr>
<th>STAGE</th>
<th>1 WEEK</th>
<th>½ DAY</th>
<th>3 DAYS</th>
<th>3 MONTHS</th>
<th>12 MONTHS</th>
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</thead>
<tbody>
<tr>
<td>IDENTIFY</td>
<td>1 ENGAGE</td>
<td>2 AUDIT</td>
<td>3 STRATEGISE</td>
<td>4 PREPARE</td>
<td>5 MOBILISE</td>
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<td>OBJECTIVE</td>
<td>Identify potential to benefit</td>
<td>Identify the need</td>
<td>Assess culture</td>
<td>Illustrate a new future and way of working</td>
<td>Form cross-functional collaborative teams and working schedule</td>
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<td>Prove relevance</td>
<td>Reveal commercial potential</td>
<td>Reveal strategic opportunities</td>
<td>Scope goals and imperatives</td>
<td>Align culture, strategy and customer</td>
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<td>Enlist commitment to the DIP journey</td>
<td>Identify capability gaps</td>
<td>Identify champions for change</td>
<td>Embed plan in core business</td>
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<td>ACTIVITIES</td>
<td>Receive BA referral</td>
<td>Review desktop research</td>
<td>Undertake 1/2 day workshop on site with leadership team</td>
<td>Reside on site for 3-day design integration program</td>
<td>Lead on exemplar company site visits</td>
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<td>Review desktop research</td>
<td>Review desktop research</td>
<td>Assist company to rate itself against world class exemplars</td>
<td>Create visual design vault</td>
<td>Develop briefs for integration projects</td>
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<td>Process application</td>
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<td>Exercises</td>
<td>Interview and discuss with staff in groups</td>
<td>Establish design philosophy</td>
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<td>Meet with CEO</td>
<td>Meet with CEO</td>
<td>Team building</td>
<td>Confirm capacity to benefit from design</td>
<td>Confirm vision, values, purpose</td>
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<td>Brief external stakeholders</td>
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<td>Commence integration projects</td>
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<td>LEAD ROLES</td>
<td>Design Integration Program Team</td>
<td>Design Mentor</td>
<td>Business Adviser</td>
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Design Integration Program
client journey

3 months → 12 months

Realising value

Growing and extending

More compelling brand
Differentiated offering
Owning market spaces
Commanding price premiums
Sustaining high margins

Learning and doing

Cultural and strategic foundations in place
3-horizon plan in place
Employing effective design briefs
User insight pipeline in place

Laying foundations

Design leadership in place
Better resolved products ready for market

Seeing value

Inspired team open to learning
Resources in place to bridge the gaps

Engaging

Seeing potential
Identifying prospects

Its not for the faint hearted
Its whole of company change
Its transformational

First ask yourself, does your client have:
- a true desire to be more relevant to their consumer?
- the need and will to change?
- the buy-in from the owner / CEO to try something new?
- capable management and capacity to drive change?
- a resilient business culture open to improvement?
- the potential to invest in a new approach?

If (and only if) a resounding yes to all of the above, you may have a potential DIP client
Review qualitative selection criteria

Some evidence of the following is highly desirable:

- business 101 foundations in place
- competent implementation of quality systems
- seeking to compete more on difference than price
- seeking to compete, or lead, in a relatively narrow range of categories
- proprietary offerings
- anticipating needs more than responding to needs
If your possible client passes the first three steps, it’s time to talk to the DIP team:

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Design Integration Program
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The DIP team will work with you from here, helping to confirm your potential client is a suitable DIP candidate, and if so, moving through the next steps and stages.
Design Integration
Program mechanics

Entry gateway CIP application
- a 2nd and 3rd year EC engagement program
- an alternative to BusEx/OpEx
- as per CIP TAS can be allocated to assist firm implement
- work units for referring BA as per CIP
- all applications must go through DIP team
- best approach - talk to the DIP team before you put in CIP application