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Design Integration Program (DIP)

Design led integration and innovation for Australian business

Business Adviser Briefing | How to identify DIP clients July 2013



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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=rOAB6lCcJRc>



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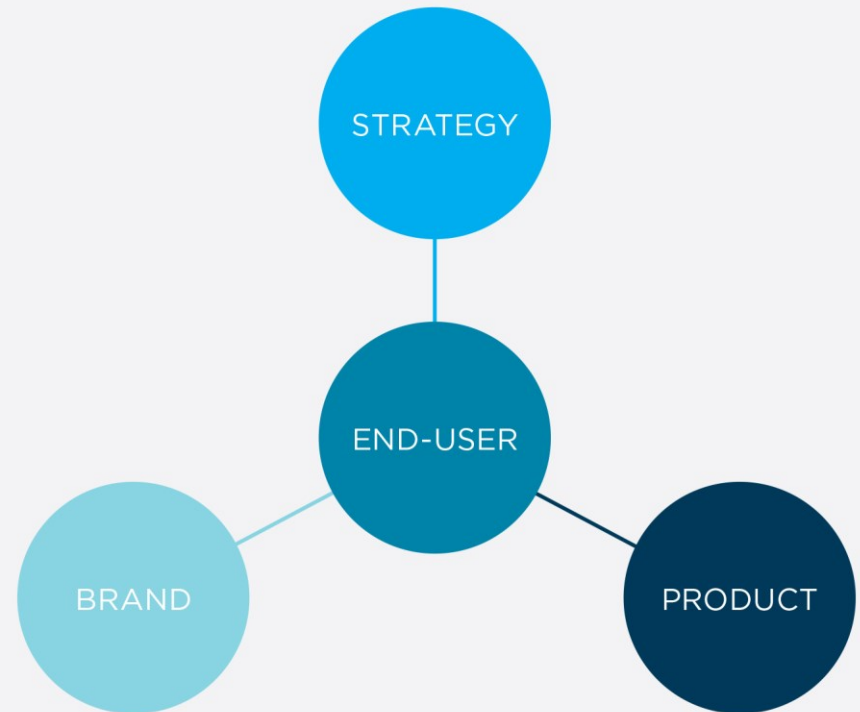


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Design Integration

Why do we need it?

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





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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





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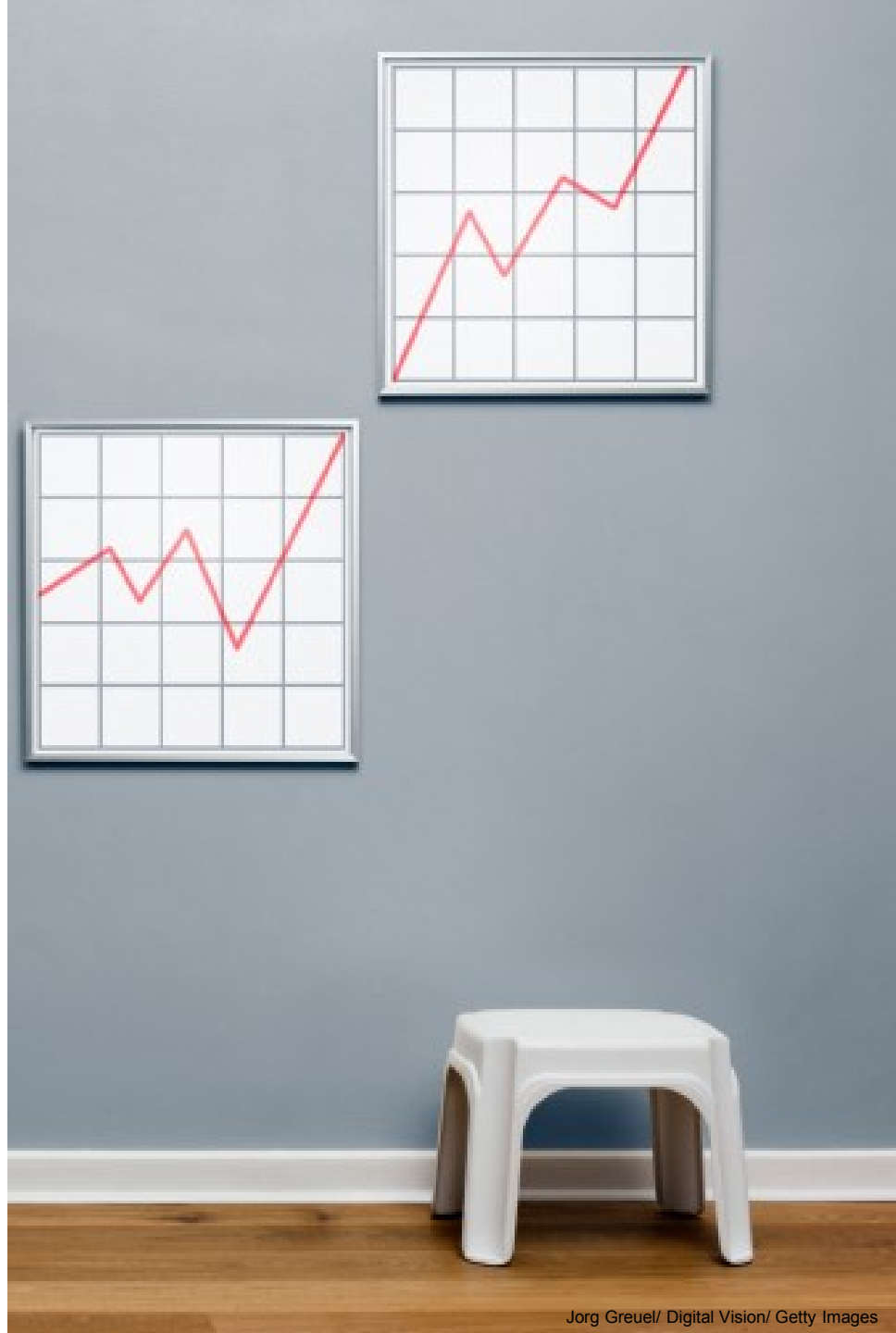
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Design Integration

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





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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





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EC Design Integration Program (DIP)

The EC program 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

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





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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



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The 5-Stage Program



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

2 day
intensive,
design-
focussed
review of the
company.

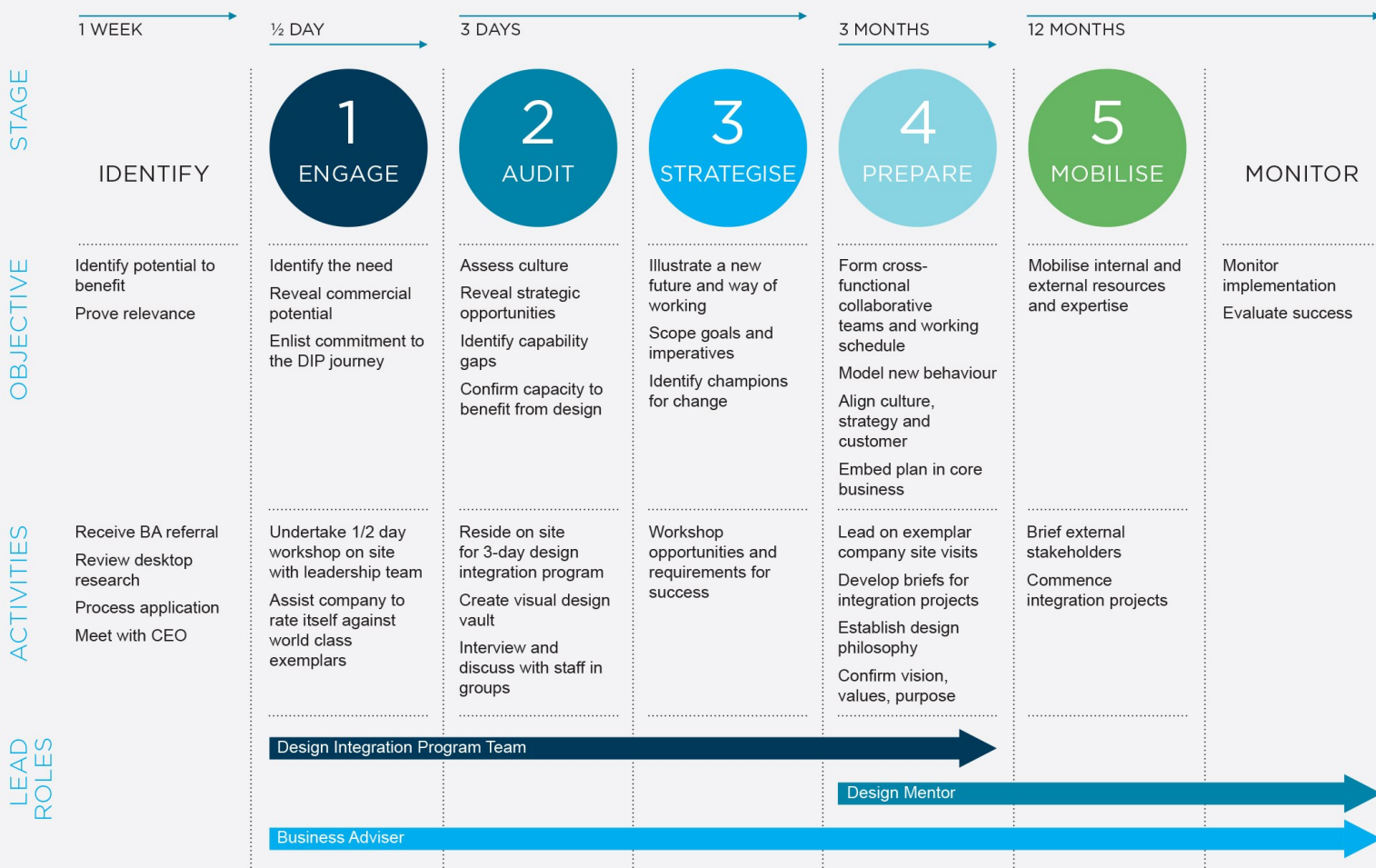
1 day
workshop
to identify
opportunities,
and set
priorities.

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

12 month
process where
company
engages
expertise,
builds internal
capability and
implements
projects.



The Design Integration Program in the EC context



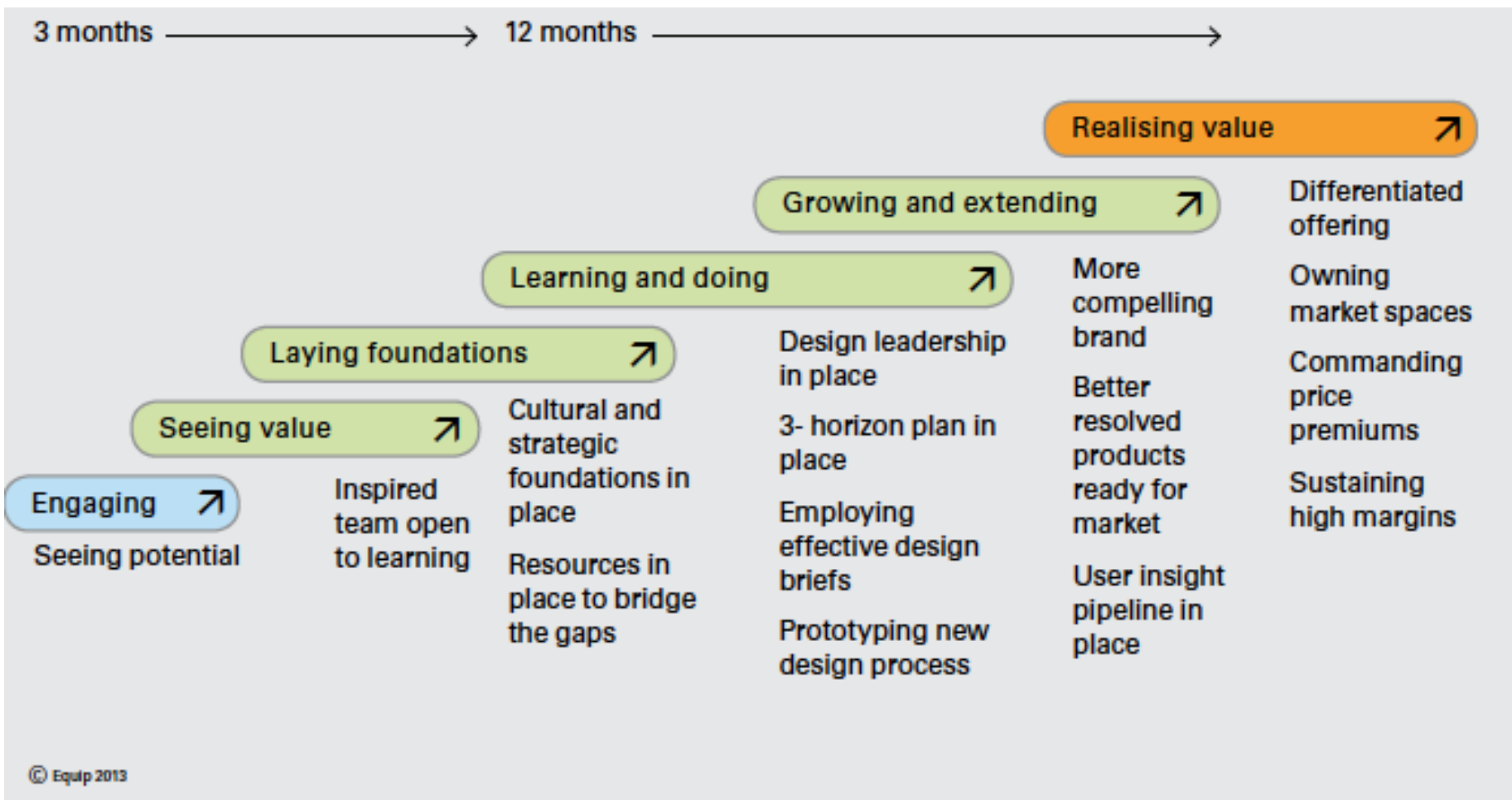


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Design Integration Program client journey





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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



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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



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Connecting with DIP

If your possible client passes the first three steps, it's time to talk to the DIP team:

Adam Blake
National Manager
Design Integration Program
Adam.Blake3@innovation.gov.au
0400 994 409

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.





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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