

"Securing Australia's Competitive Future"
The Australian Business Model Framework



FUTURE POWERED BY VISION & INNOVATION:

THE AUSTRALIAN BUSINESS MODEL

**VISION
DIRECTION
ADVANCED COLLABORATION
WHOLE OF INDUSTRY ENGAGEMENT
INNOVATION & MARKET-FOCUSED CULTURE**

BUILDING "BRAND AUSTRALIA"

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WHY THIS INITIATIVE IS CRITICAL TO THE FUTURE OF AUSTRALIAN INDUSTRY AND ECONOMY.

Australia is at the cross-roads. The current and still evolving crisis across several industries, including agriculture, is underpinned by several broadly discussed factors.

While it can be argued that the Australian dollar and the global crisis have contributed to the problem, the solution is anchored in the problems much closer to home, which we can actually address.

Firstly, Australian Leaders must understand that all industries are interconnected. We can be as good as our strongest link. It means that we need to decide, as a country how we want to position and utilise all of our resources: natural, mineral, talent, and the society we already have.

Believe me: there is no luckier country in the world than Australia. But unless we start respecting, protecting, preserving what we have, it will be over within one generation. We need a Big Plan for our Future Identity and Future source of well-being in City and on the Land. The 'soup kitchen' approach of handouts, patching the cracks without fixing the foundations, will do for Australians exactly that: a meal for one day.



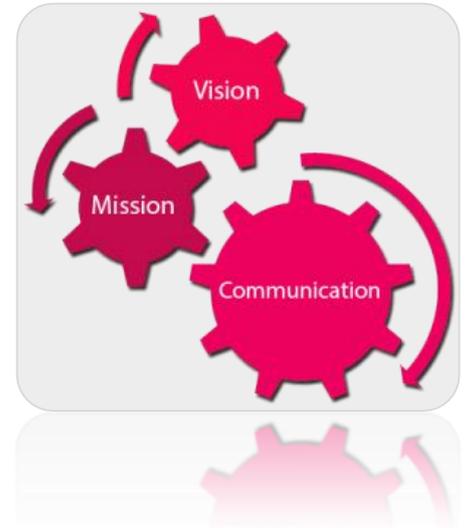
THIS IS THE FRAMEWORK FOR CHANGING THE COURSE OF OUR FUTURE HISTORY.

- **Implement the Australian Business Model around the long-term Vision** [strategic direction] for the country's economy to give industries the necessary confidence for investment in future growth. *Explained below.*
- **Facilitate strategic business collaboration** across sectors and between businesses – that allows us to leverage our talent (skills and research) and natural resources to build a more agile and competitive economy.
- **Initiate national (government-led) innovation business culture** that is derived from a clear national strategy to create and leverage value-add in our natural resources and connected industry sectors; and supports productivity, innovation and long-term skills retention
- **Promote better** performance in **marketing across SMEs** and **reduce** reliance on 'post-factum commercialisation' of ideas that are not strategically linked to market insights.
- **Support** a national strategy for a balanced combination of **vocational and leadership skilling** to support advanced production, innovation and management.
- **Generate national direction and confidence** resulting in **more equitable Trade Agreements**, which will **benefit** Australia as a whole: business, consumers and the balance of trade.

WHAT IS PROPOSED

Develop + Promote + Strategically Incentivise **Australian Business Model**

The Australian Business Model needs to be based on a set of identified strategic advantages that can be leveraged by creating synergies between all 'producing' industry sectors to build a diversified and sustainable economy. The Australian Business Model will enable us to build a highly competitive "Brand Australia" based on five key conditions which must be met through strong Government leadership and all-inclusive collaboration.



- 1. VISION:** Developing a national economic and social Vision for Australia - with very ambitious (inspiring) long-term goals for the nation focused on identifying and leveraging our most valuable competitive advantages. We have a lot to gain by understanding, respecting, and wisely utilising our great natural wealth: people, nature, resources, and lifestyle.
- 2. HIGH END SPECIALISATION:** Driving of big niche "specialisation" [high value-add manufacturing, farming and mining – the essence of the Australian Business Model] to develop world-class leadership in areas where we have a defensible competitive advantage and can create great synergies between sectors for more rapid gains. Guidelines are required to ensure shared focus between Government – Education – Business for building appropriate skills, technology and leadership infrastructure.
- 3. GLOBAL OUTLOOK:** Facilitating global market outlook - Government can provide support for our competitive products to aspire to 'global leadership' by establishing an **export-focused government information channel** to disseminate up to date opportunities for Australian innovation to access international supply chains.
- 4. INNOVATION CULTURE:** Driving Innovation culture – Australian businesses need to be 'informed' and 'educated' about the potential of innovation and incentivised to embrace it. Australian Business Model will enable businesses to define their unique definition of innovation relevant to their own strategy.
- 5. PEOPLE CULTURE:** Building People Culture: continuity of innovation and critical skills can only be achieved through focus on people: Leaders and Employees. Australian Business Model provides clarity of purpose and pride in one's work that connects Employees and Leaders. It builds a high performance economy, based on employing highly qualified staff and relentlessly training the workforce in Vocational as well as Leadership skills.

HOW?

Gearing up for Global Success + National Prosperity: **ADAPTING THE AUSTRALIAN BUSINESS MODEL**

To succeed, the Australian Business Model, as a future-focused, economic and social initiative, requires an 'Industry Catalyst' – who has an affinity with manufacturing, innovation, and marketing strategy, and above all, an ability to mobilise cross-functional teams to achieve set strategic outcomes.



The Government:

[In collaboration with Industry where required]

1. **Minimise costs and maximise support:** Bring together existing industry groups to ensure that existing budgets on initiatives such as 'Precincts', Enterprise Connect, CRCs, and others, are linked to mutual national and better outcomes.
2. Develop the Australian Business Model around a long-term economic Vision and competitive priorities in collaboration with leading experts and business leaders – ensuring fresh thinking.
3. Develop simple and clear **guidelines and incentives** for businesses to adopt the Australian Business Model – that will encourage market-driven solutions and unleash investment in innovation through new sources of capital.
4. Implement reforms necessary to build a business climate conducive to innovation in high-value-added sectors – acting on specialist advice and recommendations.
5. Appoint the "Industry Champion" - with a mandate to effectively bring together Business – Government – Research [and other relevant industry organisations] in strategic collaboration to achieve more rapid gains for Australian economy and future. Note: this has not been done effectively to date on a greater scale!

The Industry Catalyst:

[A five year mandate using resources of the current Government initiatives to fund this transformational role]

6. Drive collaboration culture among business and government stakeholders, encourage cross-disciplinary partnerships and alliances to leverage agile development in building advanced industry – mobilising people to consistently identify and pursue value-add opportunities and deliver real economic outcomes more rapidly.
7. Inform, inspire and connect – people, ideas and resources for innovative, wealth-creating outcomes.
8. Assist the Government with communication and ensure business leaders are actively involved in building "Brand Australia" – based on core values of the Australian Business Model.

ABOUT INNOFUTURE

Margaret Manson is the Founder and Chief Inspirator of InnoFuture, an innovation network, think tank and advisory. Her passion is marketing and innovation and connecting business people with next knowledge trends as a source of the competitive advantage.

Qualified as BBus Marketing and MA Linguistics, Manson has over 20 years strategic brand and marketing communication, and culture transformation expertise. Her career spans two continents, business, academia and NFP, across multinationals and SMEs, with particular affinity with manufacturing.



Knowledge: InnoFuture brings to the table Marketing, Communication and Business Innovation qualifications and experience [20+ years]; demonstrated through having lead transformation projects [large national retail organisation]; ability to quickly identify and enter new market segments; augmented by extensive research, university level teaching; relationships with global business experts; and publishing.

More about InnoFuture:

<http://www.innofuture.com.au/about-innofuture/>

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Upcoming

Events

Connected world: InnoFuture has a long history in connecting people, ideas and resources. Having initiated and produced two successful national industry conference platforms [BRANDchild and InnoFuture], InnoFuture has inspired and is leading a national business innovation network through publishing articles, SM, and live on-line/off-line events with global and local innovation and thought leaders.



"Margaret has been out there for many years connecting the world's best thinkers in Innovation with organisations tackling the task of driving innovation. She is a passionate and tireless evangelist for innovation. If you need to innovate but don't know how Margaret can help.

Peter Williams, CEO, Deloitte Digital

"Margaret has a great passion and talent for connecting people and opportunities, a critical enabler for innovative thinking.

Catriona Giffard, R&D Director Meals
Category at HJ Heinz

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