



REGIONAL INNOVATION SUMMIT

23 NOV 2017



CONTENTS

Welcome	3
Agenda	4
Speakers	6
WA Innovation Pillars	10
Talent, Skills and Entrepreneurs	10
Investment and Infrastructure	11
Culture and Collaboration	11
Marketing and Promotion	12
Innovation-Based Economic Development	13

WELCOME



Message from the Minister

I am pleased to welcome stakeholders from government, business and education to the inaugural Regional Innovation Summit.

Today is about collaborating to build a shared vision to transform regional WA for sustainable growth and jobs, a priority for the State Government.

How confident are you that your grandchildren will have 10 or more career paths to choose from if they decide to live in WA? We want a future that allows them to achieve the same or higher standard of living that we enjoy today, while being able to pursue a life in which their passions and talent are fully optimised.

Innovation is about executing an idea that addresses a specific challenge and creates value for the company and their customer. It requires a mindset shift to let go of what no longer works from the past in order to make room for new opportunities. Innovation is about expanding the scope of what we create to encompass and embrace global opportunities.

Innovation is a key driver of business competitiveness, economic growth, and ultimately improved living standards.

According to estimates by the Organisation for Economic Co-operation and Development (OECD), as much as 50% of long-term economic growth in its member countries can be attributed to innovation, and this contribution is expected to grow.

The State Government wants to foster an innovative culture because without this necessary growth engine, we cannot create new jobs and industries to diversify WA's economy for a sustainable future.

The good news is that innovation already exists in our backyard. Today, we celebrate our entrepreneurs, our small businesses, and our industry leaders who are disrupting and transforming their local communities and global markets. Today is about leveraging and turbocharging our strengths and assets to achieve what hasn't been done before.

Today is about developing a strategic roadmap and holding each other accountable for progress towards our shared vision of the future.

Each one of us can be a catalyst for change and innovation. No more reinventing the wheel. No more waiting for permission to get started. Less competition between regions and silos between stakeholders—more collaboration. Less talk—more action!

A handwritten signature in black ink that reads "Alannah MacTiernan".

Hon. Alannah MacTiernan MLC
Minister for Regional Development

AGENDA

TIME	BUNBURY INNOVATION WALKING TOUR	SPEAKER
9.15am	Registration Maker+Co, 75 Victoria St, Bunbury	
9.30am -10.00am	Walking Tour Finish near Quality Lighthouse Hotel, 2 Marlston Dr, Bunbury	Troy Bennell Andrew Fraser

TIME	REGIONAL INNOVATION SUMMIT	SPEAKER
10.00am	Delegate Registration	
10.30am	Welcome	Bonnie Lin (Facilitator)
10.35am	Welcome to Country	Troy Bennell
10.40am	Local Member	Don Punch MP
10.45am	Keynote Address <i>Prioritising Innovation for Regional Growth</i>	Minister MacTiernan MLC
10.55am	Response to Keynote <i>Seeds of change: how innovation economies emerge</i>	Bonnie Lin (Facilitator)
11.15am	SESSION 1 –INNOVATION MODELS Entrepreneurship & Innovation in Action	SPEAKER
15 min	Innovation Model – Innovation “In a Box” <i>Connecting regional WA to drive growth</i>	Tom Goerke, Cisco
15 min	Innovation Model – Robotics & Automation <i>Skills, Jobs, Growth and Opportunities for Regional WA through Automation and Industry 4.0</i>	Julian Coyne, Australian Information Industry Association (AIIA)
15 min	Innovation model – Ocean Grown Abalone <i>From Augusta to the world, how a business innovates and grows</i>	Brad Adams, Ocean Grown Abalone
15 min	Innovation Model – Entrepreneurial culture <i>Starting a revolution, the culture of collaboration and change</i>	Jordan Gianfrancesco, Founder of Maker+Co
LUNCH 12.15pm (40mins)		

12.55pm	SESSION 2 – THINK TANK Driving Change in the Regional Ecosystem	SPEAKER
10mins	Regional Innovation Success stories	Bonnie Lin (Facilitator)
20mins	Linking Innovation & Economic Growth <i>The Queensland Story</i>	Chad Renando, Office of the Queensland Chief Entrepreneur
50mins	Breakout Sessions - Innovation Pillars Strategic Roadmap Talent, Skills & Entrepreneurship – How do we build a strong pipeline of talent and entrepreneurs? Investment & Infrastructure – How do we ensure there is a supportive environment with capital access to fast-track business growth? Culture & Collaboration – How do we engage the local community to leverage primary and new industries? Marketing & Promotion – How do we collaborate on a consistent and global brand?	Tim Mazzarol & Andrew Outhwaite Julian Coyne & Bonnie Lin Jordan Gianfrancesco & Andre Veder Mirjana Prica & Rhys Williams
30mins	WA Regional Innovation Roadmap - Pitches <i>Groups pitch to audience their ideas and recommendations</i>	Bonnie Lin (Facilitator)
AFTERNOON TEA 2.15pm (15mins)		
2:45pm	SESSION 3 – PANEL	SPEAKER
65mins	PANEL: Champions of Regional Innovation Discussion and Panel Q&A	Chad Renando (Facilitator) Minister MacTiernan MLC Andre Veder, Right Foot Forward (RFF) Mirjana Prica, FIAL Rhys William, City of Mandurah Andrew Outhwaite, StartUp WA Tim Mazzarol, UWA
10 mins	Wrap up and next steps	Bonnie Lin (Facilitator)
4.00pm	CLOSE	

TIME	SUMMIT SUNDOWNER	HOST
4.30pm-6.30pm	Networking sundowner Maker+Co, 75 Victoria St, Bunbury	Minister MacTiernan MLC & Don Punch MP

SPEAKERS



Bonnie Lin
Managing Director, B2 Rainmakers Pty Ltd

Bonnie Lin brings 20 years of international business expertise, helping organisations accelerate growth and value creation through talent, capital and contacts. A Silicon Valley native, her portfolio of experience includes senior roles in B2B marketing, supply chain, lean manufacturing in China and US and running a government-funded business accelerator.

Fluent in Mandarin Chinese, Bonnie's core strengths are business development, change leadership and strategic alliances. Bonnie served on the boards of the US District Export Council, the Pacific Northwest Defence Coalition and advises the Directors of Business Women Australia.

She was a member of the Seattle chapter of Keiretsu Forum angel investors, advocates for Perth startups through PROJECT X, Innovation Bay and Australia-Israel Chamber of Commerce and contributes to 100 Women and Meridian Global Foundation. Bonnie holds a BA from the University of California, Berkeley and a MBA from the University of Phoenix.

Tom Goerke
Centre Director, Innovation Centres Asia Pacific and Japan, Cisco Systems

As director of Cisco's APJ Innovation Centres, Tom Goerke manages all activities at Cisco's Center in Australia and has corporate oversight of the Songdo and Tokyo centres.

The centre's focus is accelerating opportunities, deepening relationships, and fostering innovation in the areas of digital transformation and internet of things (IoT) including rapid prototyping.

The Australian centres in Perth and Sydney are specifically tasked to work with Australian companies, entrepreneurs, startups and SMEs to take an accelerated approach to digital transformation and help organizations improve business outcomes by integrating, creating, testing and validating technology solutions.

Mr. Goerke has over 30 years of experience in ICT and has primarily focused on the commercial benefits of applying innovative technology.





Julian Coyne **Chair, Australian Information Industry Association (AIIA)**

Julian currently serves as WA Chair of the Australian Information Industry Association (AIIA), and also as the Industry Engagement and Inclusion Liaison.

The AIIA is Australia's peak body for the ICT & digital industries. It represents organisations from early stage technology startups, to Australian-born businesses of small, medium and global scale, and international organisations.

A computer scientist by training - and an entrepreneur by practice - Julian is passionate in creating transformative technology initiatives that deliver significant and lasting impact. He has founded several successful companies including Convergio (specialising in industrial automation, cybersecurity & process optimisation), Unified (corporate IT and Digital Consulting & advisory services) and OneGov (Government technology services). Julian has worked with a range of organisations including Toyota, Microsoft, IBM, Rio Tinto, BHP and the Federal Government.

Brad Adams **Managing Director, Ocean Grown Abalone Pty Ltd**

Brad Adams is a third generation fisherman who has been involved in the abalone industry all his life. Brad has been actively involved in abalone aquaculture research and development in Western Australia since 2000; and has worked on both shore based and sea based abalone culture systems.

In 2009 Brad and his partners founded Ocean Grown Abalone Pty Ltd (OGA). OGA is a commercial aquaculture business that has conducted a significant research and development in Greenlip Abalone ranching technology. OGA has patented abalone reef modules to build reefs on the seafloor in locations that have all the environmental requirements for abalone populations to thrive, but are missing the rocks, or the habitat.

The success of the trials led to OGA commercialising the ranching technology in 2012 and significant capital was raised to implement the business plan. The company recently listed on the ASX, raising \$10M to support future expansion and business growth opportunities of this unique technology.



Jordan Gianfrancesco **Founder, Maker + Co**

Jordan Gianfrancesco is a designer and thought provoker, but mostly a creative entrepreneur. Specialising in thoughtful reactions created through design, business and the occasional act of public nuisance to provoke an action of thought or change.

Jordan's time is split between designing things that look and feel nice, like fit-outs of spaces or branding of good brands, to working on his own brands and businesses to make sure the wheels keep turning.

Jordan also helps universities and companies navigate through the tricky times of disruption and exponential innovation through consultation.



Chad Renando
Ecosystem Measurement, Office of the Queensland Chief Entrepreneur

As the inaugural Community Manager for Ipswich City Council’s award-winning Fire Station 101, Chad Renando has supported the growth of Australia’s first fully-council backed innovation hub to over 150 entrepreneur and startup members in the first 12 months.

In his role with the Office of the Queensland Chief Entrepreneur, Chad is measuring the innovation ecosystem across the State. Chad integrates his

PhD research and work on ecosystem measurement to define the role that innovation plays in building community resilience, particularly in regional areas.

His passion comes out of practical experience, seeing negative and positive impacts of disruption through managing global manufacturing companies and Australian digital agencies over the past 25 years.

Rhys Williams
Mayor, City of Mandurah

Rhys Williams is the Mayor of Mandurah, and the 2015 Young West Australian of the Year.

Prior to becoming Mayor in 2017, Rhys was the CEO and Founder of The Makers, a non-profit social enterprise based in the Peel Region. As part of this role, Rhys worked with the team to establish Make Place, a coworking and innovation hub based in the Mandurah CBD.

Rhys has worked with more than 100 communities across Australia and internationally, and is passionate about innovation as a tool for tackling social challenges in regional communities.



Dr Mirjana Prica
Managing Director, Food Innovation Australia Ltd (FIAL)

Mirjana is an experienced business and strategy leader in the food and agribusiness industry, with a passion for connecting ideas and devising solutions to deliver maximum benefit. She is currently Managing Director of Food Innovation Australia Limited, a national organisation established to lead the Food and Agribusiness Growth Centre, and is responsible for driving innovation and market initiatives for Australia.

Mirjana helped establish a global feed ingredients business that is in the top three today. She is also a business-science post-graduate from the University of Melbourne and has worked as a senior research scientist and lecturer at Keele University in the UK. She also spent part of her career as a scientist at CSIRO.



Andre Veder **Director, Right Foot Forward**

Andre Veder is one of the founding directors of Right Foot Forward, an entrepreneurial business passionate about regional development. Over the last seven years, Andre and the Right Foot Forward team have fought through the toughest years of business development, during major economic shifts in the region.

Starting from a dining table in a house in the Pilbara, three guys in their early 20's have grown from a predominantly consulting business to become a diversified investor in regional businesses across the Pilbara and

Kimberley. This includes in addition to consulting; co-working (both creative and office), contracting, food and beverage and tourism with a combined staff base of over 80 people.

Most recently the Right Foot Forward team has partnered with other passionate investors in regional Australia to acquire the Cockatoo Island Resort in the remote West Kimberley with big plans to positively contribute to the tourism landscape in the Kimberley.

Andrew Outhwaite **Chair StartUp WA**

Andrew's work and research is focused on enabling groups of people to make better decisions. For the last fifteen years this has been focused on the sustainability of companies, cities and communities. The last ten years have been spent in Geraldton, collaborating with other citizens to grow local innovations and supporting institutions.

In 2010 Andrew co-founded Pollinators Inc, a member-based social enterprise, recognised across Australia as a sustainable model for nurturing people and innovations that enable healthy, resilient communities. He is currently Chair of StartupWA, a facilitator with Meshpoints, researching the ethics of innovation, and otherwise available as a collaborator.



Professor Tim Mazzarol B.A. (Hons), B.Ed, MBA, PhD **University of Western Australia**

Winthrop Professor Tim Mazzarol, of the UWA Business School, is a specialist in entrepreneurship, innovation, small business management, marketing and strategy. He is also an Affiliate Professor at the Burgundy Business School, Groupe ESC Dijon Bourgogne, France where he is a member of the Scientific Advisory Committee of their Centre for Business Research (CEREN), and an Adjunct Professor at the University of the South Pacific (USP) where he works with the Pacific Centre for Entrepreneurship (PCE).

WA INNOVATION PILLARS

The State Government has established four pillars that are recognised as essential foundations for success of job creation, industry development, and more broadly, building regional innovation ecosystems.

As we work together today to develop a strategic roadmap for transforming regional WA, we look to address the following from a regional perspective:

- 1. PILLAR 1: Talent, Skills and Entrepreneurs** – How do we build and maintain a strong pipeline of talent with a relevant mix of STEM and entrepreneurial skills to commercialise ideas globally?
- 2. PILLAR 2: Investment and Infrastructure** – How do we ensure an accessible network of transport, telecommunications and capital to facilitate the movement of people, information and goods?
- 3. PILLAR 3: Culture and Collaboration** – How do we increase connectivity between regions and stakeholders to better support entrepreneurs and innovators for success?
- 4. PILLAR 4: Marketing and Promotion** – How do we celebrate our successes and develop a consistent, globally recognised brand that attracts investment and talent to our regions?

PILLAR 1 – Talent, Skills and Entrepreneurs

A sustainable innovation environment requires the right people with the right skills. Western Australia needs to develop, attract and retain the right people.

In a vibrant ecosystem, the talent pipeline begins with educating primary, secondary and tertiary students with a strong foundation in science, technology, engineering and maths.

It is supplemented by exposure to mentors, leaders and job opportunities that create entrepreneurial attitudes and relevant work experiences to grow.

Those who have exposure to knowledge and experience have an advantage to feel empowered and to lift themselves economically than those who do not.

The availability and use of talent, skills and entrepreneurs is one of the best predictors of economic growth, as businesses invest where they can recruit the talent they need.

But employers shouldn't be the only providers of economic opportunity for a region. People equipped with the relevant mix of skills are able to choose to work for employers or create their own business opportunity—either as a pathway to support themselves and their families and to contribute economically to a region.

The challenge for WA is to align the education systems with the jobs of the future and support a pipeline of talent that increases employment and entrepreneurship but also prevents “brain drain” and chronic unemployment.

The small population base of each region limits the overall pool of talent, access to education and technology and exposure to innovation.

At the same time, the geographic remoteness of regions lends itself to a generation of pioneers who have created their own opportunities in order to survive, resulting in the world benefiting from their great innovations.

A strong pipeline of talent can serve to only strengthen this competitive advantage.

PILLAR 2 - Investment and Infrastructure

Infrastructure and capital are important to innovation to enable the collaboration necessary for start-ups, emerging businesses and SMEs to grow, commercialise and create jobs.

A vibrant ecosystem is underpinned by a strong physical infrastructure facilitating the efficient movement of people, information and goods.

Investing and maintaining an accessible network of transport, telecommunications and capital reduces the cost of doing business in a region and is key for productivity, trade flows and achieving economies of scale.

The stability, consistency and accessibility of infrastructure and investment establishes an environment that creates, attracts and retains the firms who ultimately generate wealth and jobs.

The concentration of firms in a region, whether homegrown or relocated, will drive an increase in population and demand for local services and amenities (e.g. restaurants, schools, hospitals), ensuring the long-term sustainability of a region.

Depending on the remoteness and the size of regional population centres, the provision of basic services and infrastructure can be limited.

Distance issues can impose a significantly higher cost on regional businesses, making some business opportunities impossible without timely or the right access to talent, information or goods. However, investment in infrastructure without genuine market demand will not bring about economic growth in itself.

Regions need to develop market opportunities that to draw private and public investment to warrant infrastructure investment above and beyond their existing assets.

The advantage is that regions are better positioned to creatively deploy innovative solutions that meet local conditions and to learn from other rural and regional communities who have similarly struggled to address gaps in infrastructure and investment.

PILLAR 3 - Culture and Collaboration

Western Australia has significant human, natural and infrastructure assets. By fostering the right culture, and facilitating collaboration, Government can maximise their value.

Innovation ecosystems are structured so that stakeholders can easily connect, collaborate and celebrate their entrepreneurs and innovators at every stage of their evolution, not just when they have succeeded.

These environments encourage diversity of background, experience and thought, attracting people who want to be around other creative and successful people and creating a positive and self-fulfilling culture.

Culture and collaboration are often overlooked as critical components of an innovation ecosystem, but it is the glue that binds its disparate parts. In fact, what has historically driven economic success around the world is not necessarily tied to a country's political strength, economic wealth or stability of infrastructure and living environment.

There is a strong correlation between economic success and societies that encourage, inspire and give people the permission to be creative, fail, learn, come together and be innovative and entrepreneurial in the face of change.

People are at the heart of any innovation ecosystem: change originates with, is driven by and is sustained through people. It is human nature for people to want to belong, to be successful and to contribute to their communities. We have an inherent desire to connect and share our learnings, formulate ideas and partnerships and compete to be better and improve our current situation.

Our challenge in the regions is to shift from a fixed mindset to a growth mindset in driving change in their communities.

The view of government's role as the primary provider of economic opportunity and community solutions needs to shift to that of government as a partner to enable implementation by championing and reducing risk where it makes sense to.

Fortunately, regional Western Australia sits at the doorstep of the rest of Asia Pacific, the largest economic market of the next century and has the ability to learn and leverage the experiences of rural and regional communities from Australia and other parts of the world, such as the US, Canada, Israel and South Africa.

Marketing and promotion of a young innovation ecosystem requires more than just sharing the lifestyle to increase tourism.

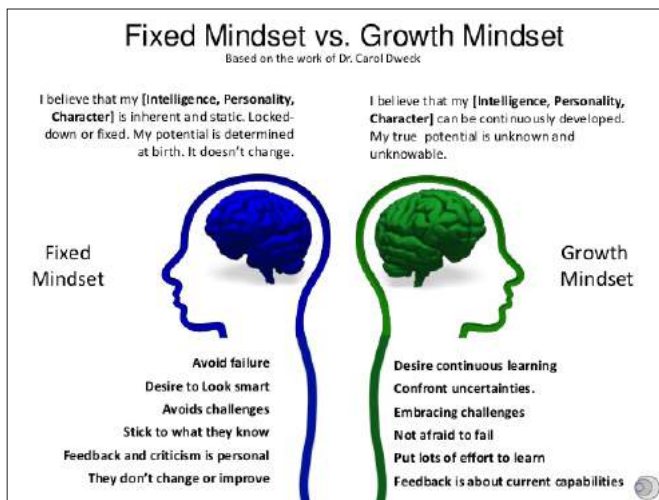
It is about a shared vision and united voice for how to achieve sustainable economic growth and job creation.

This requires collaboration amongst multiple stakeholders, who must first set aside their differences to leverage a larger opportunity and brand. It further entails stepping beyond a historical image that may no longer serve it.

Each place has an identity based on its community's sense of place, culture, geography and the products its produces.

To be competitive, places must actively build, market and promote distinctive brands that are unique and authentic.

Marketing and promotion are critical to keeping momentum going in the face of change. It provides a vehicle to inform the world that a place exists, has existing assets and strengths, celebrates examples of entrepreneurship and innovation and inspires widespread feelings of pride and belonging to a place; and by default, this also increases participation, engagement and investment in those communities.



PILLAR 4 - Marketing and Promotion

Raising the State's profile on the global stage is essential. Leveraging the State brand will allow WA's strengths to become synonymous with innovation, and critical global networks to be forged.

Successful innovation ecosystems become the benchmarks that economic developers around the world want to replicate and learn from.

Every country wants a Silicon Valley or Tel Aviv that boasts a multicultural city with a highly educated and engaged residents, a high concentration of start-ups, collaborative R&D between government, universities and education, and large inflows of venture capital from around the world.

The reality is that specific local conditions created those vibrant ecosystems and are therefore difficult to replicate elsewhere in a short period of time.

Economies are better off building powerful ecosystems that leverage local conditions and assets to create the future that the communities want.

INNOVATION-BASED ECONOMIC DEVELOPMENT

Innovation-based economic development provides a strategy for improving an economy by investment in knowledge and networks and increasing the opportunities for commercialisation, or converting an idea into a commercial application that the world wants and is willing to pay for.

Innovation-based economic development provides a framework for stakeholders to create an environment that attracts, grows and retains its knowledge base and provides an engine and multiple pathways to accelerate commercial success.

A strong innovation ecosystem can't help but generate "spillovers" of new ideas, technology, processes and capital that results in a multiplier effect for economic growth and job creation.

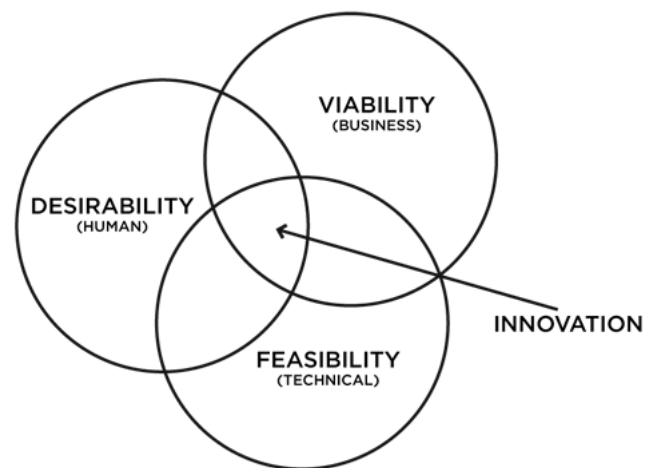
The most common models are:

- 1. Industry Clusters:** Increases global competitiveness of critical industries through R&D and market collaboration, ensuring long-term survival to produce economic outputs and jobs
- 2. Economic gardening:** Increases firm-level competitiveness of existing high growth firms (aka gazelles), to increase economic output and jobs
- 3. Entrepreneurship:** Increases economic inputs through the creation and support of new firms to either become high growth firms that employ more jobs or create liquidity events that increase wealth for reinvestment into an economy

Successful innovation ecosystems deploy the use of all three models to create impact in a short period of time and ensure sustainable economic growth and job creation.

A sustainable innovation model can be viewed through the lens of IDEO's design thinking approach:

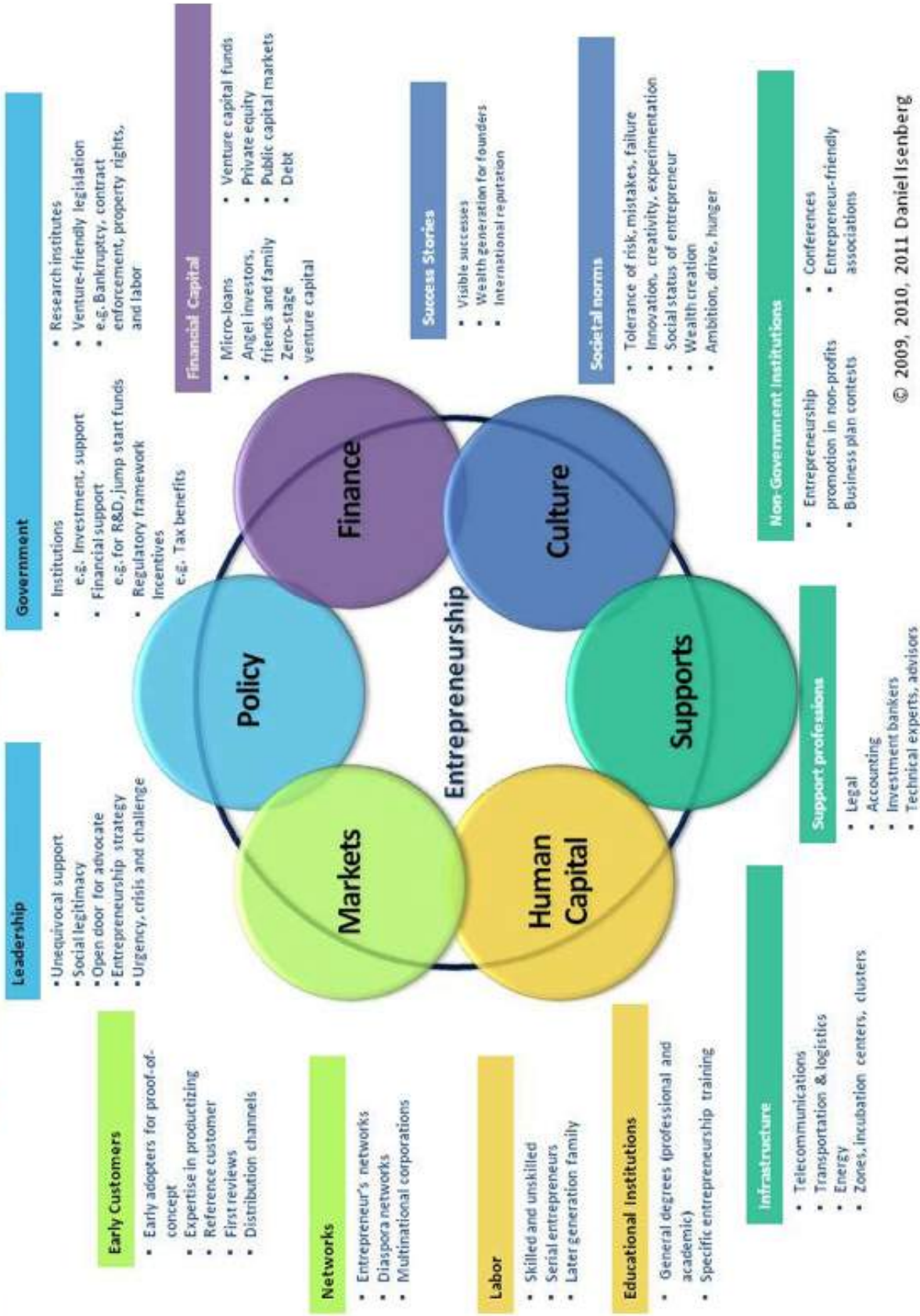
- 1. Desirability:** Do communities want change and are they willing to do what it takes to transform?
- 2. Viability:** Do we have sufficient funding and resources to make the change?
- 3. Feasibility:** Do we have the best tools, technologies, processes and information to make the change?



Source: IDEO Innovation Model

Innovation ecosystems, according to Babson Global, includes 6 domains:

Domains of the Entrepreneurship Ecosystem



The Babson Global Ecosystem model provides a framework for regions to understand the domains and elements of a strong ecosystem.

However, as regions move to evolve their ecosystems, the most critical success factor lies not in government funding support to fill gaps but the ability of key players to unite its disparate stakeholders around a shared vision and implement the change through strong leadership and management.

1. **Innovation Champions:** Provides political, business or financial influence or support to sponsor change
2. **Innovation Drivers:** Coordinates with stakeholders and facilitates action towards outcomes
3. **Benchmark Leaders:** Have led successful changes in communities and can share knowledge or experience
4. **Keystone Businesses:** Firms that represent the largest employers and investors in a region
5. **Focus Clients:** Entrepreneurs and innovators being supported by the ecosystem to turn economic inputs into outputs at an accelerated pace

A strategic roadmap summarises the vision and steps that help stakeholders to build and strengthen their innovation ecosystem:

1. Create a shared vision for the region
2. Clarify the region's value proposition
3. Determine the priorities for getting from current to future state
4. Communicate why this matters to each of the stakeholders
5. Engage broad stakeholders for ideas and input
6. Identify the key players who will drive the change
7. Leverage existing assets and new resources to support and de-risk the change

8. Communicate how progress will be measured
9. Determine a timeline for achieving milestones
10. Celebrate successes along the way to validate further support and investment

Please find the following additional resources in this program:

- Regional Innovation Strategic Roadmap Template
- Evolution of a Startup
- Checklist: Do You Have a Strong Innovation Ecosystem?
- Checklist: Should You Be An Entrepreneur?
- Glossary of Buzzwords & Definitions
- Recommended Reading & Videos

Brought to you by:



Department of **Primary Industries and Regional Development**

Department of **Jobs, Tourism, Science and Innovation**

