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Narelle's Notes



Welcome to In the Loop, the e-newsletter of the Australian Business Foundation.

The Foundation has been working vigorously to advance our research program and to increase our visibility and impact. We have hosted successful events on the challenges and choices facing exporters, an international comparative study of the innovation strategies manufacturers, and alternative models for growing regions.

The Foundation is also continuing to work up research projects enquiring into Australian 'born global' companies, the role of people networks in innovation, models of business engagement with China and India, and exploring the future drivers of Australia's productivity and prosperity.

Stay tuned, as well, for the first of our open source forums, which will soon begin with the cooperation of Global Access Partners. If you would like to get involved, please get in touch with Matthew Steen immediately at matthew.steen@australianbusiness.com.au or (02) 9458 7342.

Until then, read all the latest news in this edition of In the Loop.

Regards,

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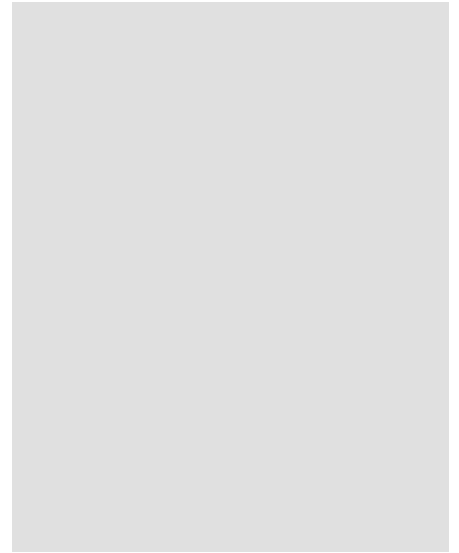
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Narelle Kennedy

Chief Executive, Australian Business Foundation

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Influencing the Influencers

The Foundation continues to disseminate its groundbreaking research and fresh intelligence to key decision makers in business and government, most recently in two submissions to the Federal Government.

The first Foundation submission, to the Productivity Commission's Study into Public Support for Science and Innovation, pointed out that the defining characteristic of national competitiveness is the presence of firms that are continually transforming in response to consumer demand. So competitive economies are defined by demand-led innovation and uneven development (rather than a steady state of growth from 'given' inputs and preferences). In contrast, Australia's public support for science and innovation appears wrongly biased towards a supply-side push for greater commercialisation. While science and technology are important, they should not be promoted at the expense of forging deliberate and purposeful links between all actors in Australia's innovation system.

In a submission to the Industry Statement of the Minister for the Department of Industry, Tourism and Resources, the case was put for creating industry programmes at company level. The Foundation also called for measures that support the revealed competitive advantage of Australian enterprises, industry clustering and the ability of resident firms to engage in global markets.

Take Up of the Foundation's Intelligence

The Foundation has also been sought out for our expertise by the national media in two recent interviews. The core issues were the importance of viewing innovation as a broad set of transformative practices (which may or not involve technological change) and the significant role that governments can play as: a demanding customer; a sophisticated and responsible regulator; and a catalyst for industry clustering and local firms' participation in global production chains. The interviews were:

- Interview of Narelle Kennedy by Geraldine Doogue for ABC Radio National programme Saturday Extra (19/8/06). Narelle was interviewed along with Professor Eric von Hippel, Head of the Innovation and Entrepreneurship Group at the Massachusetts Institute of Technology. Listen to interview
- Interview of Narelle Kennedy (along with other experts) in a feature article by Jane Searle in the Business Review Weekly entitled Innovation: Reality check required (27/8/06).

Our Sponsors

The Australian Business Foundation is principally sponsored by its founder, **ABL State Chamber** - the eminent industry organisation.

The Foundation is also delighted to have major corporate sponsorship from:

- **Westpac**

These prestigious firms are thought leaders, and we are pleased to work with them to advance knowledge and debate about the future prosperity and growth of Australian business.

The Last Word

A big welcome to the new members who have joined the ABF membership community since the last issue of *In The Loop*. Feel free to forward this newsletter on to your colleagues and associates.

Many thanks to those members and friends who completed our annual member survey. Your insights, comments and suggestions have been most helpful in developing and building a more interactive membership. Your thoughts and suggestions are welcome any time - please feel free to contact us.

Remember that this newsletter is not only the primary communication between ABF and its valued membership, but is also an instrument for members to interact with each other. The Foundation encourages its members to use this forum to contribute to the knowledge network that is the ABF membership community.

If you or your organisation is working on a product, service, research project or event that furthers new thinking on **Australia's business competitiveness, innovative capacity** and opportunities from a **knowledge-based economy**, please contact us and we will spread the word!

Comments, questions, suggestions, please contact us:

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AGM Forum 2006

Mark your diary now for the Foundation's Forum that follows the Annual General Meeting on Wednesday, 29 November. Starting at 5 pm, the Forum will feature Dr Thomas Barlow, author of *The Australian Miracle*, speaking this time on the topic of 'Reinventing Innovation'. For more information about Thomas, see www.barlowadvisory.com