



Regional Development *Australia*

B R I S B A N E

ANNUAL REPORT HIGHLIGHTS

2018-19

RDA Brisbane continued to take a lead role as well as partner to drive key collaborative initiatives in Brisbane and also across the broader Queensland RDA regions. Over the year we built upon the new RDA focus on trade, investment and global connections in line with implementing the [Charter for RDAs](#). A summary of the key achievements and learnings are below:

- To follow on from the successful [Queensland Regions Trading Globally](#) prospectus produced collaboratively last year as part of our Commonwealth Games Trade2018 event, RDAB developed a [Brisbane Global](#) trade and investment portal promoting Brisbane's specialist and emerging industry sectors, along with hard copy folders and industry fact sheets. These are being extensively promoted at events with international stakeholders and globally including:
 - 21st TCI Network Global Conference in Toronto – attended by delegates from 40 countries
 - Austrade Commissioner in Canada
 - Visiting international students
 - RDAB presentation to 14 universities and 1 Vocational College at the Hubei (China) Education Forum
 - METS sector events
 - RDAB presentation to a delegation of 14 Chinese students
 - By BioniQ in China and India
- RDA Brisbane commenced a new third party contract for 3 years to deliver the **Australian Small Business Advisory Services (ASBAS) Digital Solutions** program, initially across 10 Queensland RDA regions including Brisbane, and then from 1 January expanded to take in all of Queensland. This involved significant establishment activities including developing a [website](#), recruiting Digital Advisors, new social media and partnerships with the Queensland RDAs for promotion and with 23 councils across Queensland to host workshops. RDA is sub-contracted to Perth-based organisation Business Station, which won the Australian Government contract to deliver the program in Area 2 (comprising WA, NT and Queensland) from 1 July 2018 to 30 June 2021. Another partner, Treeti Business Advisory, is delivering the program in the NT.
- RDAB was at the forefront of cluster development activities in METS and Biomedical areas, providing advice, mentoring and panel input to new and emerging sector clusters. RDAB partnered with EDA and TCI Network Oceania in its **Clusters for Economic Growth and Industry Transformation** event, which was held as part of Queensland Small Business Week in May. Sponsored by ID and underwritten by EDA, the event featured European Cluster Manager of the Year, Bianca Dragomir, sharing key insights and tools for Australian clusters and sectors to shape open, inter-connected, multi-collaborative, innovation-driven and financially self-sustained clusters, to leverage smart investments through smart collaborations.
- RDAB continues to be a partner in the **EXPRESSWAY™ Network Forum**, along with Microsoft Innovation Hub and TAFE Queensland, which clocked its 3,000th attendee at the monthly innovation forums. This innovation business network connects innovative businesses and scalable startups, offering opportunities for businesses to make connections, share ideas, form collaborations with each other, connect with investors, and

find out about services available from government and business support agencies. The network has expanded into Moreton Bay and Logan & Redland regions.

- In a bid to connect businesses with export opportunities, RDAB partnered with the Brisbane West Chamber of Commerce and led another “**Connecting Brisbane companies with global buyers via Alibaba.com**” seminar in July 2018 to enable Brisbane SMEs to learn about the opportunities Alibaba offers for Queensland brands and exporters to connect with Chinese buyers. Alibaba is the world’s largest online and mobile commerce company. More than 507 million mobile users connect through Alibaba’s China retail marketplaces each month. The event was held in partnership with Chinadirect Sourcing. Attendees were taken through the process of how SMEs can access the Chinese market through the Alibaba ecosystem by Brisbane’s Lindy Chen, Managing Director, Chinadirect sourcing who is one of two Global Service Partners in Australia for Alibaba.
- RDA Brisbane, as Foundation Partner in the **RED (Regional Economic Development) Toolbox** has been connecting potential partners to the RED Toolbox, raising awareness and hosting stakeholder meetings and demonstrations involving the 3 levels of government, industry, international business councils and chambers about how the toolbox can facilitate collaboration to boost regional development, trade and investment. The toolbox has the potential to build productive regions, industries and increase exports. It works by enabling active, timely collaboration across organisations, industry sectors and regions, and the sharing of ideas, projects and best practice examples. It showcases some 7,000 Australian producers to markets across the world.
- RDAB is an active leader of regional networks. It continues to chair and facilitate the **GIBIN (the Government Industry Business Information Network)**, an informal network in South East Queensland which is understood to be the largest of its kind in Australia, comprising representatives of over 60 Business and Industry Associations, RDAs, Universities and Government agencies (Local, State and Federal) that deliver services or develop initiatives for business. GIBIN news is supported by the **The Biz Buzz** Facebook page which is a direct conduit to business, providing information on government grants, resources and events.
 - Arranged a GIBIN workshop on ABR non public data, attended by State, Federal, Local Government and RDA representatives
- RDAB is a go-to organisation and has made numerous **strategic connections** both nationally and internationally throughout the year for and between business/industry, the 3 levels of government, regional, national and international stakeholders, using our extensive networks (including GIBIN, EXPRESSWAY and TCI partnerships), knowledge and influence to foster innovation and economic development outcomes.
- RDAB provided feedback to government through surveys, consultative forums including helping to organise these, and serving on the national SME Export Hubs Advisory Committee including influencing the strategic inclusion of RDA as partners and/or applicants into the Export hub eligibility and selection criteria.