



Brisbane Linkages

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RDA Brisbane Chair John Shepley addresses the audience of 300 with MC Katherine Feeny from the Brisbane Times.



Digital Brisbane strategy a call to action for Brisbane enterprises

Lord Mayor Graham Quirk has urged Brisbane businesses to move 'boldly and rapidly' into the digital age, and help reinvigorate the city's economic fundamentals. The Lord Mayor made the comments at the launch of the Digital Brisbane strategy on March 22, an event held in partnership with RDA Brisbane and the Brisbane Airport Corporation, and attended by 300 local business leaders.

Councillor Quirk said the strategy is a 'call to action' for Brisbane enterprises and provides practical ideas and initiatives to help the city 'ride the digital wave'. He said that while the Council, Brisbane Marketing and partners including RDA Brisbane would drive and facilitate the strategy, the true success would come through businesses and organisations putting the necessary focus on improving their digital capacity.

linking SMEs with trusted digital service providers and expert advice.

The Digital Brisbane strategy sets clear five-year targets including: doubling the number of Brisbane firms selling products and services online, a 35% improvement in productivity growth achieved through digital technology, and support for 50 promising local digital start-up companies.



The Lord Mayor (left) and Chief Digital Officer Kieran O'Hea field questions. Brisbane is the second city in the world (after New York) to appoint a CDO.

RDA Brisbane Chair John Shepley made a special address at the launch, officially announcing that a second **CLICK! Digital Expo** will be held in March 2014. The expo, an initiative of RDA Brisbane, has been named as one of two key events for businesses and start-ups in the strategy, and will have the strategic support of partner Brisbane Marketing. Through Executive Officer Margaret Blade, who was part of the Digital Brisbane Strategy Steering Committee, RDA also helped to ensure that the needs of the not-for-profit (NFP) sector are reflected in the document, and contributed data from a recent survey of Brisbane NFPs on their digital readiness.

Councillor Quirk said the Digital Brisbane program would kick off immediately with the circulation of a calendar of upcoming digital events, the introduction of a digital component to the Lord Mayor's business forums ([click here for dates and details](#)) and a series of events for SMEs attended by the Chief Digital Officer. To find out more about the Digital Brisbane strategy and initiatives [CLICK HERE](#).



Specific initiatives include:

- The return of RDA Brisbane's **CLICK! Digital Expo**, supported by partner Brisbane Marketing
- Sponsoring the **TECHCONNECT** conference in Brisbane this April (see story page 4)
- A new **Digital Business Power-up** program to help more than 4000 businesses with face-to-face digital training and information forums and a further 30,000 through web-based support tools per year
- Grants for budding entrepreneurs with promising digital potential and proactive programs to link dozens of digital business start-up operators with potential mentors and investors
- Launch of the **Coderdojo** program in city libraries to encourage young people to master digital coding.

Brisbane's Chief Digital Officer Kieran O'Hea followed with details on a range of new programs targeting small and medium-sized enterprises (SMEs) and start-ups, including the Digital Business Power-up program and a grant scheme to support promising digital ventures. Mr O'Hea told the audience that businesses with an integrated digital strategy grow at twice the rate of those that don't, and added that the aim was for Brisbane to become a 'Digital Hub', with Brisbane Marketing assisting by



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Joint SEQ RDA project positions region for new Asian Century

Coordinators for an initiative involving the seven RDAs in South East Queensland and hosted by RDA Brisbane have developed an SEQ Regional Development Framework as a first step in positioning the region for the new 'Asian Century'.

The South East Queensland Regional Development Initiative, coordinated by Tracy Scott-Rimington and Michael Lockwood, has identified six themes under the new development framework: Smart Manufacturing Specialisations; Transport and Logistics; Digital Capacity; Regional Indicators; Human Capital; and Cross Border Projects.

The themes (and related goals) will help position the South East Queensland region to seize emerging opportunities as outlined in the Asian Century White Paper. The themes also address the key determinants of long-term regional economic growth identified by the COAG Standing Council on Regional Australia in 2012.



The SEQ Coordinators are now conducting a series of stakeholder workshops to help develop consortia delivery strategies for the six key themes. They'll then broker consortia actions and joint projects with cross-regional benefits, including working with RDAs in northern NSW.

The Coordinators will also represent the interests of SEQ RDAs – Brisbane, Logan & Redlands, Sunshine Coast, Gold Coast, Moreton Bay, Ipswich & West Moreton and Darling Downs & South West – in SEQ planning processes across all levels of government during the life of the project.

RDA Brisbane is the host RDA for the project, which is overseen by the SEQ Coordinator Steering Committee chaired by Professor Max Standage, Chair of RDA Sunshine Coast. RDA Brisbane Executive Officer Margaret Blade serves as Secretary on the Committee.

The project is expected to be completed by August 2013. For more information contact Tracy on **0433 346 344** or tracysr@rdabrisbane.org.au

Photo: SEQ RDA Coordinators Tracy Scott-Rimington (inset) and Michael Lockwood (far right) meet with SEQ and northern NSW RDAs to discuss the initiative.

SEQ Regional Development Framework 2013

1 Smart Manufacturing Specialisations

Goal: We will partner to position the region as a viable destination for manufacturing investment in specialisations that will secure and extend businesses into local and global supply chains that will be sustainable in the long-term.

2 Transport and Logistics

Goal: We will partner to improve the efficiency and effectiveness of existing and new transport infrastructure through improved logistics, drawing on opportunities such as those provided by high capacity broadband.

6 Cross Border Projects

Goal: We will collaborate with Northern New South Wales on projects where there is common interest.

Coordinate and Facilitate

3 Digital Capacity

Goal: We will facilitate leadership and strategic intent to make SEQ the most digitally capable region in Australia.

5 Human Capital

Goal: We will address regional skills shortages and employment issues and support initiatives to position the region for the Asian century.

4 Regional Indicators

Goal: We will develop an agreed set of indicators for regional development in SEQ to assist in priority project identification and performance measurement.

SEQRDA.com





Introducing SupportLink

SupportLink is referral program which allows "first to know" professions such as police, doctors, teachers and ambulance officers to link vulnerable or at risk individuals or families in the community with social support services.

The program, run by a community service organisation with offices in Brisbane, Canberra and Melbourne, aims to maximise opportunities for early intervention, and can be utilised in regional, rural and remote areas as well as metropolitan communities.

Individuals or families experiencing personal difficulties are often unlikely to access specialist support due to a lack of knowledge or confidence in self-navigating available services. SupportLink provides a seamless transition to specialist agencies and support, and benefits the community as a whole by reducing crime, abuse, neglect and social isolation.

The ongoing development of SupportLink is guided by a consultative group including senior representatives from the Queensland Police Service, Queensland Ambulance Service, Department of Communities, Queensland Health, Education Queensland and the Department of Justice and Attorney General.

Organisations providing social support services can benefit by registering with SupportLink including:

- Proactive access (consent based) to clients seeking specialist support
- A well-supported referral framework made available at no cost
- A 24/7 help desk
- A referral relationship via SupportLink with the Queensland Police Service
- The ability to use the referral system to refer clients onto other agencies
- The ability to create real time activity reports.

Interested organisations can apply to join the network here: www.supportlink.com.au/applyInfo.aspx

A referral facilitator from SupportLink will be in contact to discuss a partnership and provide a thorough overview of services.

For more information, contact Queensland State Manager Bruce Graydon on 0411 247 424.

supportLink

www.supportlink.com.au



TURNING WORK EXPERIENCE INTO WORK INSPIRATION

Queensland Work Inspiration Employer Workshop: May 15

RDA Brisbane is supporting a Queensland workshop on May 15 to introduce employers to the 'Work Inspiration' program, a business-led initiative that helps make young people's first experience of the world of work more meaningful and inspiring.

Originally developed in the UK by employer group Business in the Community, Work Inspiration affirms the vital role of employers in schools and youth transitions in a globally competitive world. The program stimulates employers to 're-imagine' their approach to work experience, and provides them with the tools to engage, motivate and inspire young people, and in doing so help develop the talent pipeline for their enterprise.

The interactive workshop will be led by Mick Keay, Work Inspiration Project Director for British Telecom, with support from Australian National Consultant for Work Inspiration Dave Turner. The event will also feature employers who are already participating in pilot programs in Queensland and are reaping the benefits.

RDA Brisbane was involved in a 2011 forum with educators, business leaders and government agencies to help bring the Work Inspiration program to South East Queensland.



The Smith Family, in partnership with the Foundation for Young Australians and the National Australia Bank, are now organising a series of employer workshops across Australia, with the Queensland workshop supported by RDA Brisbane, the Queensland Partnership Broker Network and Busy at Work.

Employers interested in attending the free Queensland workshop should contact Finn O'Branagain at The Smith Family on 3115 6224 or [CLICK HERE](#) to register for the event.

Free digital enterprise training with BSG

The Business Success Group (BSG) is offering free group workshops and face-to-face support for eligible businesses and organisations to help them get "up to speed" on the National Broadband Network, overhaul their online presence and prepare for a digital future.

BSG, a Registered Training Organisation, is the Digital Enterprise Program provider in the Brisbane Local Government Area. The program is funded by the Australian Government and is open to small and medium-sized enterprises with an ABN and registered not-for-profit organisations (see box).

The program commences with a two hour group training session, after which you qualify for an additional four hours of face-to-face mentoring for you and your staff. The workshops and mentoring provide advice on how to use high-speed broadband to diversify your operations and will help you:

- Improve your online presence
- Offer new products and services
- Expand your market
- Improve competitiveness
- Increase your means of communicating with customers and suppliers.

Group training sessions happen throughout the month, however, places are strictly limited. To find out workshop dates and to reserve your place, please call 1300 666 612 or email de@bsgroup.com.au or register online at NBNDigitalEnterprise.com.au/register-form



www.bsgroup.com.au

Is your business eligible?

An eligible SME is a business that:

- employs less than 200 people (based on full-time or equivalent positions)
- is registered with an Australian Business Number
- is located within the Brisbane Local Government Area.

An eligible NFP is an organisation that:

- is a registered not-for-profit company, charitable organisation or incorporated association
- is located within the Brisbane Local Government Area.

2013 Multicultural Entrepreneur Award nominations open

Nominations are now open for the 2013 Lord Mayor's Multicultural Entrepreneur of the Year.

This award celebrates the contribution that entrepreneurs from a multicultural background have made to Brisbane. You can either self-nominate or nominate a business leader that you admire. In order to be considered for the award the nominees must be from a multicultural background with at least one parent born outside of Australia.

Nominations close on Friday 19 April and the winner will be announced during the Lord Mayor's Multicultural Business Dinner on Friday 31 May at City Hall, in front of an audience of Brisbane's finest multicultural and business leaders.

For more info visit www.brisbane.qld.gov.au/multicultural or call Garth Henderson on 3403 6026 or email garth.henderson@brisbane.qld.gov.au

Business perspectives needed

The Regional Australia Institute (RAI) is assessing business conditions in regional and metropolitan Australia via an online survey of businesses.

The survey, closing April 21, seeks business perspectives on a range of issues including confidence in local government, R & D expenditure, export revenue and other measures. The RAI will use the info to develop a Regional Competitiveness Index and produce policy briefs to explore the key issues highlighted. [CLICK HERE](#) to complete the 15 minute survey or go to the RAI website below.



REGIONAL AUSTRALIA INSTITUTE

regionalaustralia.org.au



An Australian Government Initiative



Queensland Government

Exhibitors needed for Brisbane North Jobs and Skills Expo 30 April

The Australian Government will be holding a free Jobs and Skills Expo at the Eagle Farm Racecourse on Tuesday 30 April, and employers, recruitment agencies and training providers are encouraged to get involved as exhibitors.

The expo, which is part of the Government's 'Building Australia's Future Workforce' package, provides an excellent opportunity for local job seekers and people interested in undertaking further skills training to meet a range of employers and training providers under one roof.

Since they commenced in October 2009, the Jobs and Skills Expos have been held across Australia connecting tens of thousands of people with jobs and training opportunities. The Brisbane North Jobs and Skills Expo is free for both job seekers and exhibitors, and will run between 10.00am and 3.00pm. There'll also be a free sausage sizzle.

If your business or organisation is interested in being an exhibitor or if you wish to advertise a job vacancy or training course on the day, call 13 11 58 or [CLICK HERE](#) to download an Expression of Interest form (Word format). For more information go to humanservices.gov.au/expos



NDIS Community Forums: Friday 26 April

Deputy Prime Minister and Treasurer Wayne Swan and Yvette D'Ath MP will both be hosting community forums on the National Disability Insurance Scheme on Friday 26 April.

Mr Swan's forum will be held at 10am at the Wesley Mission Brisbane, Chermside, and Ms D'Ath's, which will also include discussion of the Gonski education reforms, will be held at 4pm at the Bracken Ridge Baptist Church. Please RSVP to Wayne.Swan.MP@aph.gov.au (ph 3266 8244) or Yvette.D'Ath.MP@aph.gov.au (ph 3284 8008) depending on your chosen venue.

Other forums are being planned by Bernie Ripoll MP (Bernie.Ripoll.MP@aph.gov.au) in the Oxley electorate and Ross Vasta MP (Ross.Vasta.MP@aph.gov.au) in the Bonner electorate.

TECHCONNECT 2013

QLD 16.APR.2013 @ QUEENSLAND STATE LIBRARY

TECHCONNECT 2013 QLD, a one-day conference for start-ups featuring some of Australia's most successful entrepreneurs, venture capitalists and angel investors, will be held at the State Library on Tuesday 16 April.

It will be the biggest event for start-ups ever held in Brisbane, and is sponsored by Brisbane Marketing which have named the event as a key initiative for the city in the Digital Brisbane strategy (see story page 1).

Speakers include Matt Barrie, CEO of Freelancer.com, Stuart Richardson of Adventure Capital, Deepak Natarajan of Intel Capital and special guest from Los Angeles, Tyler Crowley, CEO of Skweal and co-host of This Week In Startups.

For more information or to register, go to www.techconnect2013.com.au

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