



Brisbane Linkages

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600+ explore the power and potential of the digital economy at CLICK! Expo

The incredible power and potential of the digital economy – and how Brisbane and SEQ enterprises can stake their share – was spectacularly showcased at RDA Brisbane's CLICK! Digital Expo, held on November 12 at the Sofitel Brisbane Central.

"...the trade exhibitors were very credible and informative. I got some excellent ideas to put into place and some thoughts to explore later down the track. I attended a fair few sessions and took away an incredible amount of value. So all in all, a great day. There were some things that were not applicable to us, and that was OK, as it reinforced how well we are doing overall with our digital strategy."

Mathew Claringbold
General Manager, Vehicle Components Pty Ltd

More than 600 people attended the free event, which focused on the capacity of online and technology-based solutions to improve productivity and efficiency, reduce costs and create new revenue streams for small and medium-sized businesses and the not-for-profit sector.

RDA Brisbane's biggest initiative to date, the expo was staged in association with Platinum Sponsor the Business Success Group, Expo Partners Brisbane Marketing, the Queensland and Australian Governments, NICTA, QMG and Small Business Solutions, and Expo Supporters Reading Room, Data#3 and Microsoft.

Business owners and not-for-profits, including many industry groups, enjoyed a packed, day long program of keynote speakers, demonstrations, seminars and roundtable discussions. There was also ample opportunity to discuss digital products, services and technologies with the more than 40 trade exhibitors. The event boasted a broad geographic reach, with almost one third of registered attendees coming from areas in South East Queensland outside of Brisbane, as well as a number from interstate.

The day was officially opened by RDA Brisbane Chair John Shepley, followed by a pre-recorded

welcome message from the Minister for Broadband, Communications and the Digital Economy (DBCDE), Senator the Hon Stephen Conroy, and a National Broadband Network rollout update for Brisbane from Ryan Williams (NBN Co).

Keynote speaker was IT Industry Leader John Grant, Managing Director of Data#3, who is perhaps better known as Chairman of the Australian Rugby League Commission. John 'set the scene' for the day's proceedings, emphasizing the centrality of the digital economy to business survival and prosperity into the future.

Equally impressive was the 'brains trust' of digital experts who presented a total of 40 other seminars and sessions for attendees. The speakers, who all provided their services free of charge, included representatives from IT giants Google, Microsoft and IBM, leading Australian digital agencies and specialist product or service providers. ([CLICK HERE](#) for all speaker profiles.)

As well as a number of general seminars open to all attendees, there were streamed sessions catering to introductory, intermediate and advanced levels of knowledge. These covered a huge range of topics including search engine optimisation, cloud systems, digital accounting

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RDA Chair John Shepley opens the expo

EXPO PLATINUM SPONSOR, PARTNERS AND SUPPORTERS:



CLICK! digital expo

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YOUR DIGITAL FUTURE



**SOFITEL
BRISBANE CENTRAL**

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and invoicing, website development, mobile technology, data security and privacy, digital marketing, IP and trademarks and social media. Case studies were incorporated into most sessions, providing attendees with examples of businesses and not-for-profits who have taken the leap and transformed their enterprises with digital strategies.

The expo was scheduled to coincide with the start of National Telework Week, and to explore this theme, Microsoft and the Business Success Group (Brisbane's Digital Enterprise provider) jointly hosted a special seminar entitled "The Telework Revolution". The session showcased telework-enabling technology as well as case studies from BSG teleworkers showing how both the organisation and employees are benefiting from their new work mode.

Brisbane Marketing's newly completed Digital Audit, a major initiative undertaken to identify current levels of engagement in the digital economy by SMEs across Brisbane's key industry sectors, was also launched at the expo. Lord Mayor Graham Quirk provided a rundown of key audit findings and their implications to more than 150 invited guests and media, with the launch followed by a panel discussion on the findings with 'digital champions' - exemplary Brisbane businesses identified during the research who are leading the way with their innovative strategies. The audit results will help inform the development of a Brisbane Digital Strategy. (See page 4 for details on the study's findings.)

Another special expo event was the Digital Economy Forum for Industry Associations; this session, organised by the Queensland Government, attracted 70 plus industry leaders for a discussion on developing the digital literacy of their association members.

RDA Brisbane would like to sincerely thank our expo sponsors, partners, supporters, speakers and exhibitors, who all helped to make the event such a success. The organisation of the expo, carried out by RDA Brisbane staff, was supported by a steering committee of industry and government experts and we would also like to acknowledge their invaluable contribution. Steering committee members were drawn from: the Australian Information Industry Association, Brisbane City Council, Brisbane Marketing, the Department of Science, Innovation, Technology & the Arts, the Department of State Development, Infrastructure & Planning, Metropolitan South Institute of TAFE, NICTA, Small Business Solutions, RDA Moreton Bay and Rype Ideas.

Copies of expo presentations will be added to the CLICK! website as they become available, as well as links to YouTube case study videos and other expo material. Links to all expo exhibitors, plus speaker profiles and info are also available on the site. Go to: www.CLICKdigitalexpo.com.au

For further information or queries on any aspect of the expo, contact Jacinta Wallenhoffer on (07) 3896 3159 or info@clickdigitalexpo.com.au



Adam Penberthy from The Thumb Factory leads a session on App development



Federal Minister Stephen Conroy giving a pre-recorded welcome address



Dan Petrovic (Dejan SEO) speaks about search engine optimisation



It was 'standing room only' for many sessions



Working together for a better Brisbane



17 NOVEMBER 2013
Paul Russell (Queensland Government) leads the Digital Economy Forum for Industry Associations
Department of Science, Information Technology, Innovation and the Arts



Lawyer and former software engineer Nicole Murdoch (Bennett & Philp Lawyers) discusses trademarks, IP and copyright in the digital age.

Tony Baird
LifeTec

With the digital world moving and changing so quickly, it's easy for an organisation to ignore the opportunities and put its collective 'heads in the sand'. CLICK Digital was well structured, offering an insight into how to position your organisation for now and into the future.

The CLICK expo provided me with a wide range of information about emerging technology and opportunities for my business that can be linked to this technology. Short sharp sessions made for great information on key topics without the waffle you get at some seminars. If it's on in 2013 I'll be there!

Chris Edwards
Australian Catering Services

As a small business owner with limited technological awareness, I found the information presented at the Digital Expo to be very informative and timely. The advantages of creating and managing my own website and the technology that is now available through the web were amazing. I am extremely grateful that I had the opportunity to participate and would highly recommend that anyone who is interested in learning more about the National Broadband and mobilizing their business with great ideas, should attend.

Excellent program!
Excellent speakers and very well coordinated.

Alice Langford
South West Chamber of Commerce Inc



Keynote speaker John Grant 'sets the scene'

Cheryl Jackman
Effective Communication Solutions



Tony Chadwick (Rype Ideas) leads a Cloud technology seminar. Tony was also a member of the expo steering committee

Audit provides 'report card' on Brisbane's digital capacity

Brisbane Marketing's Digital Audit – supported by partners RDA Brisbane and the State Government and launched at the CLICK! Digital Expo on November 12 – was undertaken to help understand the scale and composition of the local digital economy, and the digital capacity of Brisbane businesses. The study, which involved a survey of 500 small and medium-sized enterprises, will form the basis for the development of a Brisbane Digital Strategy to: increase local business uptake of digital solutions; expand connectivity; set digital growth targets; and build the capacity of Brisbane digital industries. Some key findings from the capability audit include:

- Brisbane is in a healthy position from which to grow; the city achieved a respectable mid-range score in its overall level of digital maturity
- This will be used as a benchmark in years to come, not only to measure improvements in Brisbane's digital maturity, but also in relation to other cities
- 30% of companies interviewed are selling products and services online and many are using digital technology to communicate with customers and suppliers
- A great start but this should be doubled in the next 5 years
- 55% don't have a documented digital strategy and don't see the need for one – this needs to change
- In order to grow globally, businesses must have a digital strategy that's integrated with the overall business strategy as this has direct consequences for their digital maturity and their export potential
- While it is great to have a website and a Facebook page, an effective enterprise-wide digital strategy is so much more
- A successful digital strategy seamlessly integrates with a company's business strategy and can add value in areas including marketing and sales, operations, people management, customer engagement and supply chain management
- The audit found that provided a company has the right type of digital strategy, it doesn't matter how big or small it is
- Companies of all sizes are equally adept at harnessing digital technology for greater productivity and increased economic growth
- The audit found that overall, Brisbane's digital business strengths are in:
 - Infrastructure
 - Content
 - Operations
- And the areas identified where businesses need help to improve their digital performance are in:
 - Customer experience
 - Design
 - Channel integration
- At the moment, only 24% have seamlessly integrated customer engagement across face-to-face, mobile and online channels.

In addition to providing an insightful snapshot of Brisbane's digital landscape, the audit also identified 25 digital champions – Brisbane businesses that are exemplars in specific digital capabilities.

The panel discussion with these digital champions, conducted after the media launch at the CLICK! Digital Expo, identified some key points for digital success in their businesses and advice for businesses considering digital:

- Converge online and offline – let your customers choose the channel that suits them
- Do it quickly – speed builds trust
- Digital is more effective
- You have to do it – you have no choice as the world has already changed
- Customers drive products and services and always keep trying new things
- Respond to your customers and constantly evolve what you offer.

The key findings of the digital audit and case studies for the digital champions can be found at: www.digitalbrisbane.com.au

RDA Brisbane's survey of NFPs' digital readiness to be released this month

RDA Brisbane will release the results of its own survey this month, focusing on the digital capacity and preparedness of the not-for-profit sector. The research, complementary to Brisbane Marketing's Digital Audit of SMEs, was carried out to help inform preparations for the CLICK! Digital Expo and provide a picture of the uptake of digital strategies and innovation amongst not-for-profit organisations in Brisbane.

RDA Brisbane will post the results on our website at www.rdabrisbane.org.au when available, and also publish an article in the next Linkages.

John Aitken, CEO of Brisbane Marketing at the Digital Audit launch



Kieran O'Hea, Brisbane's Chief Digital Officer (centre) & the Lord Mayor at the CLICK! Digital Expo

The Lord Mayor Graham Quirk at the Digital Audit media launch



Cr Margaret De Wit elected LGAQ President



Cr Margaret De Wit, who has been RDA Brisbane's Local Government representative on the committee for the past three years, is the new President of the Local Government Association of Queensland.

Premier Campbell Newman has welcomed the appointment, which he says heralds a "new era of co-operation" between the State and Local Governments.

"Cr de Wit has been a tireless advocate for the Pullenvale Ward in Brisbane's west since 1997 and has held the portfolios of Public and Active Transport, and Infrastructure," he said.

"During my time as Lord Mayor, I was always impressed by her drive and dedication to her local community and to developing Brisbane as a new world city for the 21st century. Having served as the vice-president of the LGAQ, Cr de Wit's elevation to the top job is richly deserved and warmly welcomed."

First NBN cabling in Brisbane laid at Aspley

RDA Brisbane was on hand to witness the laying of the first National Broadband Network cable in Brisbane on October 25.

RDA Chair John Shepley and Deputy Chair Linda Carroli joined Treasurer Wayne Swan, NBN Co spokesman Darren Rudd, Petrie MP Yvette D'Ath and local Chamber of Commerce President Simon Penrose to see fibre optic cable pulled through Telstra's footpath tunnels at Aspley, ready to be connected to homes. An estimated 100,000 homes, businesses and schools in Brisbane will be connected to the NBN over the next three years, with suburbs next in line for the rollout to include Geebung, Nudgee, Banyo, Eagle Farm, Pinkenba, Hamilton, McDowall, Stafford Heights, Chermide, Bulimba, Morningside, Carindale, Coopers Plains, Sunnybank and Rochedale. [CLICK HERE](#) to view the interactive NBN rollout map with all the details.



RDAF Rounds 3 & 4 close Dec 6

Rounds 3 and 4 of the Regional Development Australia Fund (RDAF), the Australian Government's six year, \$1 billion infrastructure funding program for the nation's regions, were launched by the Minister for Regional Australia Simon Crean in October.

RDAF funds capital infrastructure that meets community needs and priorities and delivers economic, social and environmental benefits. The fund is open to not-for-profit organisations with an income of least \$1 million per year and local government.

Round Three will provide \$50 million for projects in small towns, while Round Four will provide \$175 million for strategic infrastructure projects in regional Australia. (Projects based in capital cities such as Brisbane are also eligible, provided there are strong benefits for surrounding regions.) Rounds Three and Four will be rolled out at the same time. RDA committees will again play a key role in the RDAF rounds, assessing Expressions of Interest to progress to the full application stage.

Improvements to the Guidelines for Rounds Three and Four make it easier to apply and broaden the scope of projects which can be supported by RDAF. The Government is also aiming to allocate at least \$40 million to arts and culture projects in Rounds Three and Four – the same amount provided to the sector in Rounds One and Two.

RDA Brisbane held a public information session on Rounds 3 and 4 on November 15; if you missed the session or would like a refresher, the presentation and related information on the regional priorities for Brisbane are available on our website – [CLICK HERE](#) to go to the page.

The RDAF Guidelines, Frequently Asked Questions and the Expression of Interest form are available by clicking [HERE](#). Expressions of Interest (the first stage in the application process) for Rounds 3 and 4 close 5.00pm local time on Thursday 6 December 2012.

Asian Century grants scheme to fund business development

The Australian Government has announced a \$6 million grants scheme to boost business organisations' links into Asia.

The Asian Century Business Engagement Plan is one of the initiatives in the Government's White Paper on Australia in the Asian Century, released in October.

Under the Engagement Plan, grants will be allocated over four years to business organisations for projects that assist Australian companies to sell into Asia's growing middle class markets and to participate in regional value chains.

Austrade will administer the program and provide support through its Asian network of offices. RDA Brisbane will provide more details on the program when they come to hand.



ASIC business survey

ASIC has launched an online survey to improve its communication with small businesses. The survey will:

- give ASIC a better understanding of what small businesses know and do not know about their compliance obligations
- assess if small businesses know where to find information they need
- provide feedback from small businesses about how ASIC can make compliance easier.

The survey can be completed online until 21 December 2012, and will take approximately five minutes. To start the survey, [CLICK HERE](#).



New grants support smarter energy use

The Australian Government has announced new funding rounds for three energy efficiency grant programs to drive smarter energy use in business, local government, households and communities.

Second rounds of grants are now being offered in the following programs:

Community Energy Efficiency Program (CEEP) - a \$200 million program to help local government and not-for-profit community organisations undertake energy efficiency upgrades to community infrastructure such as council buildings and recreation centres. (Closing date for applications 7 February 2013)

Low Income Energy Efficiency Program (LIEEP) - a \$100 million program to demonstrate smarter energy use and provide practical advice and assistance to low income households across Australia. (Closing date for applications 13 December 2012)

Energy Efficiency Information Grants (EEIG) - a \$40 million program to support small to medium-sized businesses and community groups, by providing tailored information and advice on saving energy and cutting costs with smarter energy choices. (Closing date for applications 20 December 2012)

To find out more about the package of energy efficiency programs visit: www.climatechange.gov.au

Three FREE iPad Apps to help you plan your business

Planning for your business is one of the most valuable activities you can undertake. It can give you a sense of control and help you define the direction of your business. The team at business.gov.au have developed a suite of free iPad apps to help guide you through the process. Just click on an App name below to take you through to more info and a free download.

MyBizPlan A good business plan can provide a roadmap for success and is essential to attract funding.

MarketMyBiz A successful marketing plan can help you reach your target market, boost your customer base and, ultimately, increase your bottom line.

MyBizShield Having an emergency management and recovery plan can help your business deal with the impact of an emergency.

Funding for productivity and competitiveness

The Australian Government will provide funding worth \$3.7 billion over the next four years to help boost industry productivity and competitiveness.

The Government has maintained industry funding after consideration of grant programs for industry and business administered by the Department of Industry, Innovation, Science, Research and Tertiary Education.

The administered funding from 2012-13 to 2015-16 includes:

- Automotive assistance worth \$1.8 billion
- Funding under the Clean Technology Program of \$917.1 million
- Commercialisation Australia funding of \$294.1 million
- Enterprise Connect funding of \$95.7 million
- Innovation Investment Fund funding of \$65.5 million.

In addition, many Australian companies will be able to access the new R&D Tax Incentive, which provides easy to access support to help businesses undertake R&D activities and develop new products, services and processes.

For more details on any of these programs, go to: www.innovation.gov.au

