



Brisbane Linkages

NEWS | EVENTS | PROJECTS



CLICK! digital expo

CONNECT LEARN INNOVATE CREATE & KICKSTART

YOUR DIGITAL FUTURE



www.CLICKdigitalexpocom.au



Second CLICK! Digital Expo announced for 2014

RDA Brisbane is planning to hold a second **CLICK! Digital Expo** in March 2014, to continue the goal of helping Brisbane and SEQ enterprises realise the power and potential of the digital economy.

The inaugural event, held in November 2012, attracted more than 600 businesses and not-for-profit organisations, and received overwhelming positive feedback. It featured 43 exhibitors of digital tools, technologies and services, and a day-long program of keynote speakers, seminars by digital experts, demonstrations of new products and roundtable discussions.

In a post-event survey of expo attendees, respondents were asked to rate their answers on a scale of 1 to 5 (1 being poor and 5 being outstanding). A total of 106 attendees completed the survey, with 79 per cent rating their overall expo experience as either a 4 or a 5, and 93 per cent indicating that they would attend a future expo.

The 2014 expo is expected to be an even bigger event, with an increased marketing reach and budget. Organisations interested in being a sponsor or exhibitor in 2014 should contact Expo Convenor Jacinta Wallenhoffer on (07) 3896 3159 or info@clickdigitalexpocom.au

RDA Brisbane study provides insight into digital capacity of not-for-profit sector

RDA Brisbane has released a unique study which measures the engagement of the city's not-for-profit (NFP) sector in the digital economy.

Based on a comprehensive survey of NFPs, the aim of the **Brisbane Not-for-Profit Digital Engagement Assessment Report** was to gain a clearer understanding of the digital capacity and 'readiness' of Brisbane's NFPs, define key barriers and challenges, identify NFPs with a high level of engagement who could be used as case studies for the benefit of others, and also identify NFPs that require assistance with establishing or developing their digital strategies.

In an increasingly digital world, NFPs must adapt and rise to the challenges of engaging with their clients and communities online. Ensuring NFPs have a clear digital strategy is integral to maximising the opportunities available through social media and emerging online technologies.

The survey, which targeted small to medium-sized NFP organisations, was distributed to potential respondents through the online database [My Community Directory](#), and also

through the RDA's NFP networks. A total of 79 responses were received, with results analysed and the report compiled by consultancy firm Glentworth.

Overall the survey showed that while most NFPs are using some form of digital engagement tools or services, there is a lack of understanding as to how these can be optimised to support business outcomes. Most organisations have a website and email, but communication is reactive rather than proactive. Avenues such as social media, online marketing, blogging and video-sharing are underutilised, with more emphasis placed on day to day issues such as capacity and funding.

RDA Brisbane has already utilised the findings of the report to tailor specific sessions for NFPs at the [CLICK! Digital Expo](#) last November, and the results will help inform the development of the [Brisbane Digital Strategy](#), a Brisbane Marketing initiative with input from partners RDA Brisbane and the Queensland Government.

To read the full report, [CLICK HERE](#) or contact Margaret Blade on (07) 3406 2291 for more info.



All survey entrants went into a draw to win an iPad donated by Glentworth. RDA EO Margaret Blade (left) and Cory Banks (Glentworth) present the iPad to winner Suzanne Desailly of Open Minds.

RDA Brisbane launches revamped website



RDA Brisbane has redesigned its website at www.rdabrisbane.org.au to make it easier to read, with a bigger news section and more links to programs and departments from all levels of government.

You'll also find a new section on **flood assistance for businesses**. Following the recent high rainfall, strong winds and flooding experienced throughout Queensland and Northern NSW as a result of ex-tropical cyclone Oswald, RDA Brisbane mobilised the **Small Business Resilience Stakeholder Network** (formed after the 2011 Brisbane floods) to provide the necessary contacts and information. The network, an alliance of government, business and community-based agencies providing services to flood-affected or vulnerable Brisbane businesses, helps to enhance the recovery process through collaboration, capacity building and a shared community of knowledge.

Brisbane Marketing CEO John Aitken reports that Brisbane businesses were in general well-prepared for the storms and most were back to business as usual within several days.

RDA Brisbane has joined Facebook and Twitter, so like us or follow us to keep in the loop with government funding announcements and upcoming events including the CLICK! Digital Expo.



New Innovation Atlas to help attract investment

Brisbane 'hot spots' for innovation intensity and connectivity have been mapped in a demonstration project supported by RDA Brisbane.

The **Brisbane Innovation Atlas**, developed in association with Enterprise Connect, is expected to be a key investment attraction tool for the city. By identifying and mapping the various elements of the Brisbane 'Innovation Ecosystem', the Atlas will lead to a better understanding of the city's competitive strengths and capabilities and therefore its investment opportunities. The core elements of the ecosystem include:

- Brisbane's 'Innovation Anchors' (core institutions generating skills, ideas, research, technologies and opportunities)
- Industry sector critical demand mass
- Research and development infrastructure
- Connections
- Collaborations
- Commercialisation services
- Innovation-friendly government programs
- Innovation-enabling services.

Key innovation precincts and their elements were identified in the project, to provide valuable information to potential entrepreneurs, researchers, investors and government departments.

The Atlas is being widely promoted, with the techniques used expected to be applicable to other cities and regions in Australia wishing to support innovation and economic activity. A presentation on key findings is available [HERE](#).



RDA staff help Quilpie look to the future

RDA Brisbane EO Margaret Blade and RDA SEQ Coordinator Tracy Scott-Rimington have travelled to Quilpie in South West Queensland to provide economic development training to the local Council, which will assist them in creating their first Economic Development Plan for the Shire.

Margaret and Tracy went in their capacity as members of peak body Economic Development Australia (EDA), facilitating a two-day workshop as part of the EDA's Regional & Remote Area Economic Development Training Program (RRATP).

The RRATP, supported by the Department of Regional Australia, Local Government, Arts and Sport, aims to provide a positive impact to motivated remote and regional communities in planning and practising sustainable economic development. The workshops are delivered pro bono by EDA members who prepare and provide an overview of the outcomes to the host region for dissemination back through the participants and community.

The Quilpie workshop on 13 and 14 December 2012 – the first delivered in Queensland – took the Mayor, Councillors, the CEO and staff through case studies with local application and the key elements of the economic development process, and then involved them in roundtable discussions to explore what's important to Quilpie, their vision for the next 20 years, existing regional strengths and resources, new and emerging ideas to drive the region's economy into the future, and issues and barriers to achieving these outcomes.

Margaret and Tracy were shown around local Council facilities and attractions courtesy of the Council's Community Services Manager Monica James, including the visitor information centre, museum, St Finbarr's Church with its opal-encrusted altar and the Shire Library (Tracy and Margaret pictured outside). The region is famous for its boulder opals and boasts a strong arts and crafts community.



RDA farewells Cr Margaret de Wit and welcomes Cr Norm Wyndham and John Cowie

RDA Brisbane has farewelled Cr Margaret de Wit, who has been the Local Government representative on the committee for the past three years, and welcomed new Brisbane City Council representatives Cr Norm Wyndham and John Cowie.

Cr Norm Wyndham has been a passionate advocate for the residents of the McDowall Ward since being elected in 2004. During his first term in Council, Norm acted as the Lord Mayor's Spokesperson for Council's Community Services Committee. Following the 2008 election, Norm was appointed Deputy Chairman of the Environment, Parks and Sustainability Committee. He is also the Chairperson for Clean Up Australia Day and sits on the Infrastructure Committee and the Field Services Committee. Before entering Council, Norm worked as a Manual Arts Teacher for 26 years.

John Cowie is the Manager of Economic Development at the Council. He has been with the Council since 2001, previously

working in a wide variety of roles before being appointed to lead Council's Economic Development team in July 2012.

At the RDA meeting in January, Chair John Shepley gratefully acknowledged the invaluable contribution that Cr de Wit made over the past three years as a founding committee member and Local Government representative, both in the establishment of the organisation's directions and in fostering the RDA's close working relationship with the Brisbane City Council.

Cr de Wit continues in her role as Chairman of Council and Councillor for the Pullenvale Ward, and has also taken up the position of President of the Local Government Association of Queensland.

Intern helps RDA develop regional indicators



Juan Carlos with RDA Brisbane EO Margaret Blade

RDA Brisbane has commenced the development of a benchmarking project to measure the city's performance and competitiveness against internationally recognised indicators, with help from Master of Economics student Juan Carlos Serrano.

Juan Carlos, who is from Ecuador, joined the RDA for a four-week period under an Australian Internship program for international students, which helps prepare future professionals for global competition and the international workplace.

Juan Carlos is completing his Master of Economics through the University of Queensland and is expecting to graduate in November this year. His work with RDA Brisbane involved analysing and quantifying a range of different indices, and selecting regional indicators relevant to the RDA's Regional Roadmap goals. The indicators related to areas such as quality of infrastructure, transport and education, cost of living, business confidence, capacity for innovation, legal and government frameworks, local competition, supplier quality and quantity, and workforce composition. These will be used to better inform future Regional Roadmap processes and other research, and to track the progress of achievements towards realising RDA Brisbane's [six goals](#).



From left: John Cowie, Cr Margaret de Wit, Cr Norm Wyndham and RDA Chair John Shepley

Report on FIFO/DIDO workforce practices tabled

The House of Representatives Standing Committee on Regional Australia has tabled its report on the enquiry into the use of 'fly-in, fly-out' (FIFO) and 'drive-in, drive-out' (DIDO) workforce practices in Regional Australia.

Among the Committee's recommendations is that RDAs, in consultation with regional health groups such as Medicare Locals, have a health focus in their strategic plans, specifically focusing on long-term workforce and infrastructure planning and the role that FIFO/DIDO medical practitioners will play in future service delivery.

For more information or to download the report [CLICK HERE](#).



R&D Tax Incentive Workshops Brisbane

AusIndustry are holding workshops in Brisbane to help businesses self-assess whether they are eligible for the Australian Government's R&D Tax Incentive program.

The two hour workshops on **Wednesday 14 March** or **Thursday 11 April** (9.45am for a 10.00am start) will be held at the AusIndustry State Office, Level 12, 100 Creek Street Brisbane. They will include a rundown on key elements of the program, and then group discussion and practical examples on self-assessment, registration, eligible activities, excluded activities, compliance and record keeping.

RSVP is essential as places are strictly limited. Phone (07) 3227 4700 for enquiries or click below to register.

[Register for the 14 March workshop](#)

[Register for the 11 April workshop](#)

The R&D Tax Incentive is a targeted, generous and easy to access entitlement program that helps businesses offset some of the costs of doing R&D.

The two core components are:

- a 45 per cent refundable tax offset (equivalent to a 150 per cent deduction) to eligible entities with an aggregated turnover of less than \$20 million per annum
- a non-refundable 40 per cent tax offset (equivalent to 133 per cent deduction) to all other eligible entities.

Are you a clean energy genius?

Do you know how many kangaroos it takes to release the same amount of greenhouse gas emissions as one cow? Or what measures China is taking to address climate change?

Answer these and other questions to test your

knowledge of climate change and energy efficiency with the Department of Climate Change and Energy Efficiency's Clean Energy Future Challenge. [CLICK HERE](#) to take the quiz online and see how you stack up against your friends and the rest of the nation.



Community Energy Efficiency Program to help Council retrofit street lights



Brisbane's street lights are set to become brighter and more energy efficient in what is believed to be the largest street lighting retrofit project ever undertaken in Australia.

The Australian Government is providing almost \$5 million from the [Community Energy Efficiency Program](#) (CEEP) to help Brisbane City Council replace 25,000 of the city's street lights with more energy efficient lamps. The Council will contribute a further \$5 million to the project over the next two financial years.

The existing lights are mercury vapour bulbs, which over time give off a reduced amount of light, becoming dim. The new more efficient lamps, however, use less energy, provide better lighting levels and do not deteriorate as much as the existing lamps, meaning the streets will be well-lit and safer for residents.

When installed, the new lights will use 40 per cent less electricity and are expected to reduce

the Council's overall electricity consumption by 2.5 per cent.

The project will result in \$500,000 worth of savings to the Council's annual electricity bill.

The \$200 million CEEP initiative, funded by the carbon price, is helping inform the community about the benefits of smart energy use, while providing improved services and amenities, buildings and community facilities.

A wide range of high quality proposals were received in the first round of CEEP, with 63 projects awarded funding. Applications for Round Two are currently being assessed.

For more information on the Government's Clean Energy Future programs, [CLICK HERE](#).

Tendering for Government business workshops

The Queensland Government is holding two workshops on tendering for government business on Wednesday 13 March in Brisbane.

In a four-hour interactive session, you will learn the art of developing and submitting winning tenders including:

- the principles of government procurement policies and processes
- how to interpret and effectively respond to offer and tender documents
- where to look for current and upcoming tendering opportunities.

The sessions will be held at Department of State Development, Infrastructure and Planning, Level 2, Suite 1, Homemaker Centre, Cnr Zillmere and Gympie Roads, Aspley. You can choose between a morning session (8am to midday) or an afternoon session (1pm to 5pm).

Registration is \$47. To register call (07) 3406 6986 or email SDCAspley@dspdip.qld.gov.au

