



# Regional Development *Australia*

B R I S B A N E

**ANNUAL REPORT ON OUTCOMES  
JANUARY – JUNE 2018**

## 1. Summary of Key Achievements Over the Past Six Months

RDA Brisbane continued to take a lead in driving key collaborative initiatives in Brisbane and across the broader Queensland RDA regions and even nationally in this six month period. Since the new RDA Charter was released in August 2017, we introduced an increased focus on trade, investment and global connections in line with implementing the charter. In working on this focus, we are using our strengths as an enabler, facilitator, conduit, problem solver, collaborator and connector to achieve outcomes.

Below is a summary of our key achievements, and notably all of the activities listed are cross-regional and feature partnerships and collaborations with RDAs, government agencies and other entities:

- RDAB identified an opportunity and took a lead role in showcasing Queensland's regional strengths of key, innovative and emerging industries that have the potential to grow our exports and projects/industries for investment, by securing a **Commonwealth Games Trade2018 project** to showcase Brisbane and all of Queensland's regions, their productive and innovative export industries, and projects seeking investment. This initiative, developed in conjunction with and funded by the Office of the Commonwealth Games, leveraged the Queensland economic development practitioners and Queensland RDA network to promote and showcase Queensland's regional industry strengths and investment opportunities to Commonwealth delegates, and what we are best at in terms of our export industries and businesses. The elements of the project are:
  - **The Queensland and Commonwealth Collaboration and Showcase event** including workshops of economic development practitioners and a Networking Luncheon & Showcase on 12 April at the Southport Yacht Club
  - A Queensland regional prospectus "**Queensland's Regions Trading Globally**" – distributed electronically to over 2,000 international trade delegates; hard copies were distributed at the event and Queensland RDAs purchased additional copies to distribute in their regions
  - A **Queensland Collaboration Trade Portal** featuring Queensland's leading manufacturers, producers and services – derived from the RED Toolbox showcase – was also developed. Queensland RDAs contributed details of leading companies in their regions to include in the showcase which are accessible to global markets.

This project features across most of the six Outcome Areas in section 2 of this report.

- Off the back of our successful CLICK! Digital Expos, RDA Brisbane has secured a new third party contract for 3 years to deliver the **Australian Small Business Advisory Services (ASBAS) Digital Solutions** program across 10 Queensland RDA regions including Brisbane. 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, will deliver the program in the NT and northern Queensland.
- 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 5,000 Australian producers to markets across the world.

- The 12 **Queensland RDAs** have been onboarded as partners in the RED Toolbox as part of our Commonwealth Games Trade 2018 project.
- RDAB was involved in the TCI Network Oceania's delivery of its 2018 cluster conference event: '**Why Clusters Matter – Growing Regional Trade & Investment through Clusters**', which was held on the Sunshine Coast in June. Sponsored by the Australian Government's Industry Growth Centres and the Sunshine Coast Regional Council, international cluster experts from 4 countries came to share their experiences in cluster development, management, measurement and internationalisation with delegates from around Australia and the Oceania region. Delegates also had the opportunity to visit some of the Sunshine Coasts' high value industry clusters including FAN (Food and Agribusiness Network) cluster members; Sports, and emerging Health and Wellbeing and Medical cluster and precinct as well as attend workshops on Clusters 101 & Beyond and Measuring the Economic Impact of Cluster Programs on the final 2 days of the program. A special highlight of this year's event was the announcement of 4 winners of Australia's first national cluster funding program by the Assistant Minister for Science, Jobs and Innovation. This funding program is an initiative of FIAL (Food Innovation Australia Ltd Industry Growth Centre).
  - RDAB's Regional Development Coordinator, Tracy Scott-Rimington, is also Chair of the TCI Network Oceania Chapter. She was invited to participate in an **EU Asia engagement forum in Transylvania** in May, where she presented on Australian clusters and participated in a cluster matchmaking event. She also promoted Queensland trade and investment opportunities via distributing copies of our "Queensland's Regions Trading Globally" prospectus.
- RDAB facilitated awareness, information and applications under the \$272.2 million **Regional Growth Fund**. RDA Brisbane issued a News Alert disseminating the grant information to stakeholders on the database, advertised on the website and posted on social media. RDA Brisbane ran briefing sessions for potential applicants which were attended by 30 applicants from SEQ RDA regions: Brisbane, Gold Coast, Logan & Redlands, Moreton Bay, Darling Downs & South West and Ipswich & West Moreton regions. Follow up meetings were held with applicants from non Brisbane regions.
- 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. A spin-off of the GIBIN has been a partnership with the Brisbane West Chamber of Commerce in a Facebook Page **The Biz Buzz** which is a direct conduit to business, providing information on government grants, resources and events. RDA also partnered with the Chamber in "The Pitch 2.0" event, sponsored by News Corp, where a number of SMEs pitched their business challenges to a panel of business experts.
- RDAB continues to be a partner in the **EXPRESSWAY™ Network Forum**, along with Microsoft Innovation Centre and TAFE Queensland. This is an innovation business network connecting innovative businesses and scalable startups, offering opportunities for businesses to make connections, share ideas, form collaborations with other, connect with potential investors, and find out about services available from government and business support agencies. The network has expanded into Moreton Bay region, with RDA Moreton Bay having hosted the first EXPRESSWAY forums outside of the Brisbane region.

- RDAB is a go-to organisation and has made numerous **strategic connections** throughout the period for and between business/industry, the 3 levels of government, regional and national stakeholders, using our extensive networks (including GIBIN, EXPRESSWAY and TCI), partnerships, knowledge and influence to foster innovation and economic development outcomes.

While significant gains have been made, we point out that it is difficult for RDAs to quantify outcomes such as jobs created, investment and exports generated as a result of our efforts, which often are realised years after trade, investment and program activities are held and connections are made.

RDAB has stepped back from taking a lead role in blockchain projects. We have learnt that while blockchain technology is gathering huge momentum internationally, there is still uncertainty and hesitancy about its abilities and implications in Australia especially by governments. RDAB was approached by a global blockchain company through its association with the RED Toolbox to look at auspicing a blockchain demonstration project for a group of Queensland councils, which could have led to other projects nationally. The RDA Committee instigated a SWOT analysis and determined that while blockchain is an important emerging economic development activity, RDA's role should be around facilitating connections more than being at the forefront of driving solutions. The Committee also directed that the RDA should exercise caution about being seen as having agency for commercial enterprises, in order to maintain its integrity.

During this period, RDAB also had its new Chair appointed – Dr Patricia Rowe, who was the Deputy Chair since 2015 and Acting Chair from 1 January 2018. This was followed by a process to recruit a Deputy Chair and Committee Members. Seven of the RDA's existing Committee members were reappointed and two new members with significant global business experience appointed. The Committee collectively brings board, business, education, community, entrepreneurial and economic experience to RDAB along with stability and wisdom.

## 2. Table of Outcomes, Activities and Key Performance Areas

As RDA Brisbane began implementing the new Charter immediately following the Government's announcement on 17 August 2017, some activities relating to export and investment driven economic development are a continuation of activities from the previous six month period.

OUTCOME THEME 1	Increased economic opportunities and investment in Your Region		
OUTPUT i.	Identify economic development opportunities that leverage private and public sector investment in Your Region.		
<p><b>What will we do?</b> List in this row Activities You plan to undertake to perform the Outputs and meet the Outcomes.</p> <p><b>Connect the region to potential investment opportunities</b></p> <p>Participate in initiatives to grow workforce capability and participation</p>	<p>Outline Your planned Activities as part of the Annual Business Plan process - List in this row the Activities You plan to undertake to perform the Output and to meet the Outcomes. It is important to identify if RDA is taking a lead or supporting in an activity.</p> <ul style="list-style-type: none"> <li>Investigate the feasibility of participating as part of a solutions team to deliver blockchain pilot projects - introducing this technology as a solution to government and sector issues, leveraging public and private sector investment, and helping to position Brisbane as a leading region in Distributed Ledger Technologies</li> <li>As a Foundation Partner, promote and provide connections for engagement in the RED Toolbox and its iterations, as a collaboration tool for joining up sectors with regions to stimulate investment and jobs of the future.</li> <li>Connect potential investors with innovative businesses as part of our partnership in the EXPRESSWAY network</li> <li>Working with the Surveying &amp; Spatial Sciences Institute (SSSI) and Spatial Industry Business Association (SIBA), help to promote education and career development in the burgeoning spatial technologies industry – not progressed apart from our offer to SSSI to promote through our national networks</li> </ul>		
<p><b>What did we do?</b> Provide quantifiable evidence against each Activity and Output as part of the Annual Report on Outcomes.</p>	<p><b>Result (numbers or \$s)</b></p>	<p><b>Measure (i.e. organisations, jobs, participants)</b></p>	<p><b>Lead/support role</b></p>
<p><b>Priority Performance Measures</b></p> <p>1. Number of organisations or potential investors engaged and/or assisted with, and investment opportunities created.</p>	<p>1.1 3 potential investors (multipliers)</p> <p>*1.2 2,000</p>	<p>1.1 Engaged American Chamber of Commerce (AMCHAM), Malaysia and Indonesia International Business Councils with a view to linking Australian interests for investment and trade with their respective countries through the RED Toolbox</p> <p>1.2 Potential investment and trade opportunities created as a result of RDAB's Queensland and Commonwealth Collaboration and Showcase project - for 2,000 leading Queensland manufacturers, producers and professional services through distribution of the <a href="#">Queensland Trade</a></p>	<p>Lead</p> <p>Lead</p>

<b>OUTCOME THEME 1</b>	<b>Increased economic opportunities and investment in Your Region</b>		
<b>OUTPUT i.</b>	<b>Identify economic development opportunities that leverage private and public sector investment in Your Region.</b>		
	<p>*1.3 200+</p> <p>* also pertains to Outcome 2</p>	<p><a href="#">Collaboration Portal</a> link to Commonwealth trade delegates as part of the Commonwealth Games Trade 2018 program;</p> <p>1.3 Over 200 innovative and scalable startup businesses attended 5 monthly EXPRESSWAY network forums and were connected to investors among other forms of assistance to grow their business.</p>	Lead (partner)
<p><b>Additional Performance Measures</b>  <i>You may choose to set additional Performance Measures as part of the Annual Business Plan process</i></p> <p>2. Initiatives to grow social capital and workforce capability and participation in Your Region</p>	<p>2.1 A “Future of Work and Jobs” initiative: hosted 1 meeting and 1 forum for the development of an ED Toolbox to inform students and educators about jobs of the future, and what industries/careers would face digital disruption and growth.</p> <p>2.2 5 organisations introduced to Blockchain as a new problem solving technology</p> <p>2.3 Other initiatives, including:</p> <ul style="list-style-type: none"> <li>170 post-grad/PhD students matched with potential innovative employers. See other activities below.</li> </ul>	<p>2.1 Organisations: NAB, DBi, 7 school principals/educators, one entrepreneur -</p> <p>2.2 Organisations: Logan City Council, Redland City Council, Charters Towers Regional Council, Townsville City Council, SEGRA.</p> <p>2.3 RDAB was a partner in an annual QUT and Data61 (RIBIT) event to match students with high growth innovative industries. See other activities below.</p>	<p>Support</p> <p>Support</p> <p>Support</p>

### How well did we do it?

*For each of the Performance Measures provide descriptions of the quality of RDA Activities, including the process or methodology employed in achieving the Outcomes, and feedback from stakeholders.*

- 1.1 RDAB hosted AMCHAM, Malaysia and Indonesian international business councils/chambers in a demonstration of the **RED Toolbox export collaboration groups**, with India as an example as to how collaboration groups can link Australia with other countries for investment, trade and collaboration. AMCHAM has joined the RED Toolbox as a partner and will start with listing their events. The others opted to wait and see what the results are of the Australia India Business Council (AIBC) initiated collaboration.
- 1.2 The Queensland Government sanctioned co-branding the electronic **Queensland Trade Collaboration Portal** with the Trade 2018 and Queensland Government logos, and maintains the link on their Embracing 2018 XXI Commonwealth Games [website](#). Our event features on the Queensland Government's "Embracing 2018" website as one of 17 initiatives creating a Games outcome or legacy - entitled "One of the Commonwealth Games' most exciting events to occur far away from the track" <https://www.embracing2018.com/legacy-program/legacy-stories?category=1> **SEE CASE STUDY ONE**
- 1.3 RDAB is a partner in all **EXPRESSWAY network** forums usually hosted at the Microsoft Innovation Centre, and we hosted the March forum at The Precinct – the Queensland Government's innovation hub in Fortitude Valley. It was attended by over 50 people and featured the topic: "Safe sailing in turbulent business waters - getting great outcomes despite the storms" with informative presentations and case studies. Innovative businesses and high-growth-potential startups are members of EXPRESSWAY, which is a partnership between TAFE Queensland, Microsoft Innovation Centre and RDA Brisbane to encourage collaboration and connection to government support programs and investors.
  - RDAB attended the **Myriad 2018 Festival**, Australia's leading tech innovation festival, bringing together start-ups, investors and innovators from around Australia and the world. RDAB promoted the EXPRESSWAY network via the Advance Queensland exhibit.
- 2.1 RDAB hosted a "**Future of Work and Jobs**" meeting with the National Australia Bank's EGM Global Institutional Banking from Sydney and Digital Business insights (DBI); discussed the future of work and jobs and the development of an ED Toolbox (education), and the application of the RED Toolbox in the work he is doing as a member of the Federal Government Small Business Digital Task force.
- 2.2 RDAB hosted a 3 hour "Can it work?" brainstorming session for councils and regions, to determine how new digital decision solution tools, including **blockchain based governance**, verification and legal instruments can work for councils and regional organisations. The purpose of the session was to explore common issues and problems that councils face where blockchain technology might help. The session recognised the general lack of understanding of blockchain, and the impact that "bitcoin" and other speculative cryptocurrencies has had on the understanding of blockchain at this time. RDA's interest in introducing this technology as a solution to government and sector issues is to

	<p>leverage public and private sector investment, and help to position Brisbane as a leading region in Distributed Ledger Technologies</p> <p>2.3 Other initiatives:</p> <p>2.3.1 RDAB participated in the Brisbane part of the <b>Earth Observation Industry Mission to Australia</b> hosted by the Cooperative Research Centre for the Spatial Industries (CRCSI) and the European Association of Remote Sensing Companies (EARSC). (Two other events were held in Canberra and Sydney.) The week was organised to bring Earth Observation specialists from the European Union and Australia together with the aim of teaming them up to bid for Horizon2020 funding. There is over €6 million in Horizon2020 funding available for Australian-European collaborations, and the hope is that the visit would provide the impetus for our two regions to build partnerships and successful bids. Attendees had the opportunity to participate in networking events, briefings and introductions to remote sensing companies, investors and customers and discover more about Copernicus and Horizon2020 EU-AU partnership opportunities.</p> <ul style="list-style-type: none"> <li>• RDAB cautioned SIBA about the EU/AU Industry Mission and Matchmaking Event – with regard to the European clusters wanting to take Australian spatial business, by seeking to make contact direct with Australian agribusiness clusters; recommending that SIBA tries to form the collaboration with EARSC – both being business associations.</li> </ul> <p>2.3.2 Along with MTPConnect, the Translational Research Institute and Life Sciences Qld Ltd, RDAB supported CSIRO's Data61 <a href="#">Ribit.net</a> special event at QLD Parliament House through promotion to its networks, where over 170 students from QLD tertiary institutions attended a special <b>speed-networking to be matched with employers in the agtech, foodtech, medtech and biotech</b> sectors which RDA helped to target. The students are undergrads and postgrads with skills in science, technology, business and/or marketing.</p> <p>2.3.3 Participated in a Workshop on <b>Investment Attraction and Queensland's Growth</b>, hosted by Gadens Lawyers and attended by public and private sector representatives; RDAB raised awareness of its "Queensland's Regions Trading Globally" and "Queensland Commonwealth Collaboration Portal" resources for trade and investment.</p> <p>2.3.4 Participated in the <b>Future Business Council's roundtable discussion on The Next Boom Report</b>: How will Australia prosper in the 21st century? The report pulled together data from across different sectors and regions to show just how rapidly markets and consumers are changing and the significant investment and business potential that these changes create. Australia's future prosperity will be driven by different industries and business models than in the past. Participated in discussion on how we are placed to leverage the benefits of these new opportunities.</p> <p>2.3.5 Met with the Department of State Development, Manufacturing, Infrastructure &amp; Planning's METS team as part of a consultation on future business development initiatives in the <b>Mining Equipment, Technology and Services</b></p>
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<b>OUTCOME THEME 1</b>	<b>Increased economic opportunities and investment in Your Region</b>
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	<p><b>(METS)</b> sector, and in particular how business, research, education, training organisations, resource companies, peak industry bodies and all levels of government can improve working together to increase productivity and enhance the innovation potential of Queensland's METS companies. One specific strategy of the Queensland METS 10 year Roadmap and Action Plan is increasing collaborative business opportunities, and previous analytical work undertaken by the Department indicate there are numerous METS companies located in SEQ with potential to form clusters of expertise. RDA shared its TCI knowledge about clusters internationally and offered its expertise in initiating METS cluster development in SEQ.</p>
<p><b>Did it have an impact?</b>  <i>For each of the Performance Measures provide a broad statement of achievement against the Outcome, summarising what the RDA did and how well it was done. Describe any evidence of impacts to date or the logic that underlines expectations of impacts in the future.</i></p>	<p>1.1 Collaboration groups have been set up with India, at the instigation of the Australia India Business Council – a connection made by RDAB - to enable cross-country collaboration on Energy, Water &amp; Environment, Advanced Manufacturing, Smart Cities Infrastructure, Mining Equipment &amp; Technology Services, Food &amp; Agriculture. These 5 'export' groups are poised to have parties from both countries exploring potential investment and trade.</p> <p>Clustering is now firmly part of the METS agenda in Queensland which will leverage more investment opportunities.</p> <p>1.2 RDA Brisbane contributed significantly to the <i>Games Time Trade and Investment Program Gold Coast 2018 Commonwealth Games (Trade2018)</i>, with the Queensland Trade Collaboration Portal and Queensland's Regions Trading Globally prospectus being true legacies of the Gold Coast Commonwealth Games 2018. GC2018 provided a unique opportunity to invite business and government leaders from around the world to visit Queensland to build new relationships and explore opportunities. Commonwealth nations currently – and historically – comprise some of the most important trade and investment partners for Australia and Queensland. The Trade 2018 program aimed to maximise the influence of Queensland during a time of historic change in Commonwealth trade relations. It showcased Gold Coast, Queensland and Australia to high profile stakeholders in key trade and investment markets as ideal destinations to invest and do business. Trade 2018 built on opportunities before, during and after GC2018 to ensure a lasting legacy for Queensland's trade and investment prospects.</p> <p>1.3 EXPRESSWAY continues to attract entrepreneurs and RDAB introduces 3-4 new members per month, with the database now standing at 1800 people and growing: innovative businesses, scalable startups, investors and business support services who are passionate about nurturing an innovation ecosystem to grow business and jobs.</p> <p>2.1 The NAB is now a Corporate Partner in the RED Toolbox and in the ensuing period the intention will be to run webinars and leverage investors to connect with RDAs and their regions.</p> <p>2.2 RDAB decided not to take a lead role in blockchain projects, nor to be seen as having agency for any blockchain developers, but rather to take a connection and promotion role. RDAB played a role in inviting local governments to a Qld Government Digital Disruption Series: Thought Provocation Event – Blockchain seminar hosted by the Qld Chief</p>

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	<p>Information Officer for over 200 people who were mainly State Government department CIOs. The use of blockchain technology was discussed, with presentations from Consensys and Civic Ledger.</p> <p>2.3 Other initiatives – while the main impacts are longer term and are still being realised, the following impact can be reported:</p> <ul style="list-style-type: none"> <li>As a result of further collaboration with the Dept of State Development’s METS sector team, a METS cluster strategy was launched in the ensuing period and RDAB has been approached to head up an SME Export Hub funding application.</li> </ul>
<p><b>Social Media Usage</b>  <i>Describe Communications and Social Media activities e.g. Extensive use of social media, emails and website to connect your region with industry sectors, international trade partners, financial markets, regional entrepreneurs and business leaders to attract investors to explore new opportunities to grow local jobs in Your Region. Increased use of social media channel and attraction to website.</i></p>	<p>The following forms of digital and social media communications were utilised:</p> <ul style="list-style-type: none"> <li>The RED Toolbox – RDAB set up a post-event collaboration group for attendees of the Queensland and Commonwealth Collaboration and Showcase (Commonwealth Games Trade) event where photos and post event articles were shared; also used for Export collaboration groups (Australia India Business Council so far participating).</li> <li>Email campaigns through RDAB’s Vision6 platform directed to an on line EOI form on RDAB’s website were extensively used to develop an invitation list for the above event, which for security purposes was handled through the Office of Commonwealth Games’ portal.</li> <li>EXPRESSWAY network forums are promoted through RDAB’s coordination of the GIBIN (Government Industry Business Information Network) via emails. TAFE Qld runs a separate event platform which RDAB has access to.</li> <li>RDAB’s website <a href="http://www.rdabrisbane.org.au">www.rdabrisbane.org.au</a> hosts an electronic copy of the Queensland’s Regions Trading Globally prospectus, as do most of the 12 Queensland RDAs’ websites</li> </ul>

<b>OUTCOME THEME 2</b>	<b>Increased trade and jobs creation.</b>		
<b>OUTPUT ii.</b>	<b>Connect Your Region with industry sectors, international trade partners, financial markets, regional entrepreneurs and business leaders to attract investors to explore new opportunities to grow local jobs in Your Region.</b>		
<p><b>What will we do?</b> List in this row Activities You plan to undertake to perform the Outputs and meet the Outcomes.</p> <p><b>Assist organisations to connect with export opportunities, export readiness support or FTA benefits</b></p> <p><b>Connect regional organisations, entrepreneurs and businesses with business support, investment and growth programs</b></p> <p>Explore new opportunities for business growth and resultant employment growth</p>	<p><i>Outline Your planned Activities as part of the Annual Business Plan process - List in this row the Activities You plan to undertake to perform the Output and to meet the Outcomes. It is important to identify if RDA is taking a lead or supporting in an activity.</i></p> <ul style="list-style-type: none"> <li>• Develop and deliver a Commonwealth Games Trade 2018 project showcasing all Queensland regions, their productive and innovative export industries, and projects seeking investment (also outcomes 1 and 3)</li> <li>• Use TCI partnership connections with the European Cluster Collaboration Platform (ECCP) and Dept of Industry, Innovation and Science to facilitate matchmaking of Australian clusters with the 11% of 650 European Union clusters that want to do business with Australia), potentially involving RDAs across Australia.</li> <li>• Leveraging RDA's partnership with the TCI Network, foster industry cluster development, support and connection measures to make growth industries more competitive and jobs generating, such as SEQ food and Digital Ledger Technologies (DLT)</li> <li>• As Foundation Partner, provide connections and promote the RED Toolbox export showcase as a means of showcasing Australian industry and connecting them to export opportunities</li> <li>• Continue RDA's partnership in EXPRESSWAY network forum (along with TAFE Qld and Microsoft Innovation Centre) – connecting innovative businesses and entrepreneurial startups with each other and access to business support, investment and growth programs (also relates to Outcome 1)</li> <li>• Use our extensive networks and influence to make strategic connections for and between business/industry, the 3 levels of government, regional and national stakeholders to foster innovation and economic development outcomes</li> <li>• Investigate extending 2018 CLICK! to have a 'trade and investment' day for exporting SMEs and those intending to export, to build their export capability, and bring the Queensland RDAs on board – <b>2018 CLICK! not progressed due to staff resources directed to the ASBAS Digital Solutions program.</b></li> </ul>		
<p><b>What did we do?</b> Provide quantifiable evidence against each Activity and Output as part of the Annual Report on Outcomes.</p>	<b>Result (numbers or \$s)</b>	<b>Measure (i.e. organisations, jobs, participants)</b>	<b>Lead/support role</b>
<p><b>Priority Performance Measures</b></p> <p>1. Number of organisations assisted directly or indirectly including the number of potential and/or actual jobs created.</p>	See also results in Outcome 1 which pertain to Outcome 2.	Potentially, all the 5,500 organisations listed in the RED Toolbox were assisted through being globally showcased for trade opportunities	

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<b>OUTPUT ii.</b>	<b>Connect Your Region with industry sectors, international trade partners, financial markets, regional entrepreneurs and business leaders to attract investors to explore new opportunities to grow local jobs in Your Region.</b>		
2. Number of organisations, entrepreneurs and emerging business leaders connected with business support, investment and growth programs.	innumerable	200 connections made through the EXPRESSWAY Network forum; 218 connections through the GIBIN (Government Industry Business Information Network), which is a multiplier to numerous networks,	Lead
3. Number of organisations connected with export opportunities or export readiness support.	1,789 businesses	Leading producers, manufacturers and service companies from throughout Queensland connected with potential export opportunities through exposure to global markets via the Queensland Trade Collaboration Portal (derived from The RED Toolbox) as part of RDAB's Commonwealth Games Trade 2018 project	Lead
<b>Additional Performance Measures</b> <i>You may choose to set additional Performance Measures as part of the Annual Business Plan process</i>			

### How well did we do it?

*For each of the Performance Measures provide descriptions of the quality of RDA Activities, including the process or methodology employed in achieving the Outcomes, and feedback from stakeholders.*

- 1.1 RDAB participated in Brisbane Marketing's **Future Food Initiative** launched by the Lord Mayor, an industry development platform to advance South East Queensland's capability to build, scale and grow local food ventures. The event featured diverse discussions and enabled attendees to preview upcoming programs and events to accelerate their food business to the next level. RDAB participated on a discussion panel and offered expertise and knowledge on the success of Global Clusters and how they are part of an emerging global food trend in Europe (see also Outcome 3).
- 1.2 RDAB connected the new **South Pacific Business Women in Network** with local business networks and RDAs, along with PIPSO (Pacific Island Private Sector Organisation), a Fiji based cluster organisation, with a view to fostering international connections for trade and investment.
- 1.3 Connected Dr Ali Kashan from QUT with University of Adelaide re a **food agility cluster** project being run through the QUT CRC in which Adelaide University is a partner.
- 2.1 RDAB connected potential investors and business support with innovative businesses as part of our partnership in the **EXPRESSWAY network** (along with TAFE QLD and the Microsoft Innovation Centre); monthly networking forums were held where educative and case study speakers covered topics to help drive innovation, business and employment growth. Collective attendances were around 200 people.
- 2.2 Helped to distribute Digital Brisbane's (an arm of Brisbane City Council, in partnership with QUT's Chair in Digital Economy) what's thought to be a world-first **digital confidence survey** to find out how confident SMEs are in the digital age. The findings will help to build on Digital Brisbane's offering and inform government policy.
- 2.3 RDAB used our extensive networks, knowledge and influence to make **strategic connections** for and between organisations, entrepreneurs and emerging business leaders, government, industry, regional and national stakeholders to foster innovation and economic development outcomes, including:
  - Provided FIAL with cluster connections in Europe on food waste, utilising a TCI relationship with the European Cluster Collaboration Platform (ECCP).
  - Connected Data61 with QUT's The Cube re visual spatial technology (thecube.qut.edu.au - one of the world's largest digital display spaces). RDAB had partnered with QUT in developing a spatial and visual showcase of SEQ's smart sectors using the QLD Globe platform for the G20 in 2014.
  - Connected the board of the Global Congress on Manufacturing and Management (GCMM) with the Advanced Manufacturing Growth Centre re the 14th GCMM conference being held in Brisbane in 2018

<b>OUTCOME THEME 2</b>	<b>Increased trade and jobs creation.</b>
<b>OUTPUT ii.</b>	<b>Connect Your Region with industry sectors, international trade partners, financial markets, regional entrepreneurs and business leaders to attract investors to explore new opportunities to grow local jobs in Your Region.</b>
	<ul style="list-style-type: none"> <li>• RDAB visited a northside Brisbane manufacturer which is interested in supplying to the Defence Sector; also on the visit was Defence Industries Qld (a division of the Department of State Development, Manufacturing, Infrastructure &amp; Planning); connected them to the RED Toolbox and business networks.</li> </ul> <p>2.1 RDAB initiated and implemented a <b>Commonwealth Games Trade 2018 project to showcase Brisbane and all of Queensland's regions</b>, their productive and innovative export industries, and projects seeking investment. This initiative, developed in conjunction with Economic Development Australia and the Office of the Commonwealth Games, leveraged the Queensland economic development practitioners and Queensland RDA networks and expertise to promote and showcase Queensland's regional industry strengths and investment opportunities to Commonwealth nations, and what we are best at in terms of our export industries and businesses. The 3 elements of the project were:</p> <ul style="list-style-type: none"> <li>• The <b>Queensland and Commonwealth Collaboration and Showcase event</b> including workshops of economic development practitioners and a Networking Luncheon &amp; Showcase, 12 April at the Southport Yacht Club</li> <li>• Production of a Queensland regional prospectus "<b>Queensland's Regions Trading Globally</b>"</li> <li>• A <b>Queensland Trade Collaboration Portal</b> showcasing Queensland's key manufacturers, producers and services to Commonwealth global markets</li> </ul> <p>3.1.1 Participated in the <b>Commonwealth Games Embracing 2018</b> meetings, convened by Dept of State Development, Manufacturing, Infrastructure &amp; Planning, and briefed members about the Queensland Collaboration and Showcase project. Promoted the project cross regionally, including the Moreton Bay region combined Chambers of Commerce forum, at the invitation of RDA Moreton Bay.</p> <p>3.2 RDAB promoted through our networks Australian, Queensland and Local Government <b>export readiness support</b> including FTA seminars and Efic along with trade missions, such as the Small Business Association of Australia's SME's trade mission to India 2018 – where they are seeking entrepreneurs, business owners and those wanting better opportunities to grow or expand their businesses overseas.</p>
<b>Did it have an impact?</b> <i>For each of the Performance Measures provide a broad statement</i>	1.1 RDAB in conjunction with TCI Network will organise a <b>food cluster tour</b> for food clusters and strategy coordinators to South Australia in 2019 to coincide with Tasting Australia food festival.

<b>OUTCOME THEME 2</b>	<b>Increased trade and jobs creation.</b>														
<b>OUTPUT ii.</b>	<b>Connect Your Region with industry sectors, international trade partners, financial markets, regional entrepreneurs and business leaders to attract investors to explore new opportunities to grow local jobs in Your Region.</b>														
<p><i>of achievement against the Outcome, summarising what the RDA did and how well it was done. Describe any evidence of impacts to date or the logic that underlines expectations of impacts in the future.</i></p>	<p>2.1 Results of an annual survey of <b>EXPRESSWAY innovation network</b> business participants indicated a strong level of connections and benefits gained, as follows:</p> <p style="padding-left: 40px;"><i>Q What type of collaborations have you formed or what benefits have you gained through the EXPRESSWAY Network?</i></p> <table border="0" style="margin-left: 80px;"> <tr> <td>Research partner</td> <td style="text-align: right;">13.04%</td> </tr> <tr> <td>Service provider</td> <td style="text-align: right;">39.13%</td> </tr> <tr> <td>Commercialisation support</td> <td style="text-align: right;">30.43%</td> </tr> <tr> <td>Supply chain partner</td> <td style="text-align: right;">21.74%</td> </tr> <tr> <td>Hired TAFE or university graduate intern</td> <td style="text-align: right;">26.09%</td> </tr> <tr> <td>Joined Microsoft BizSpark accelerator program</td> <td style="text-align: right;">21.74%</td> </tr> <tr> <td>Training program/support/business mentoring</td> <td style="text-align: right;">26.09%</td> </tr> </table> <p>2.1 The <b>Queensland and Commonwealth Collaboration and Showcase project</b> involved the 12 Queensland RDAs, some councils and 4 of the Industry Growth Centres. There were 150 attendees including the Queensland Premier, Minister for Agriculture and Assistant Minister for State Development and Trade2018 delegates. Feedback from workshop delegates included a need for shared and better understanding of Queensland's regions' competitive attributes and industrial/sectoral strengths (including a better understanding of competitor regions/businesses on the world stage) and more granular information on investment projects from each region for use at trade promotions and events and investment attraction activities. RDA is addressing this in the next quarter.</p> <p>As part of the project, RDAB arranged for the development by Digital Business insights (DBi) of the <b>Queensland Collaboration Trade Portal</b>, derived from <b>the RED Toolbox</b>, where nearly 2,000 Queensland top and exporting manufacturers, producers and services were profiled to some 2,500 overseas trade delegates visiting for the Commonwealth Games. The Queensland RDAs identified additional businesses in their regions to add to the portal. This will provide a lasting legacy to boosting Queensland's trade and investment and positioned RDAB's influence in this area.</p> <p style="color: red;">See Case Study One</p> <p>3.1.1 As a result of participating on the <b>Commonwealth Games Embracing 2018</b> committee, RDAB identified that Queensland's regions weren't being sufficiently promoted and leveraged with the Commonwealth Games opportunity, and therefore were inspired to develop a proposal for the Commonwealth Games Trade Collaboration project.</p>	Research partner	13.04%	Service provider	39.13%	Commercialisation support	30.43%	Supply chain partner	21.74%	Hired TAFE or university graduate intern	26.09%	Joined Microsoft BizSpark accelerator program	21.74%	Training program/support/business mentoring	26.09%
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<b>OUTCOME THEME 2</b>	<b>Increased trade and jobs creation.</b>
<b>OUTPUT ii.</b>	<b>Connect Your Region with industry sectors, international trade partners, financial markets, regional entrepreneurs and business leaders to attract investors to explore new opportunities to grow local jobs in Your Region.</b>
<p><b>Social Media Usage</b>  <i>Describe Communications and Social Media activities e.g. Extensive use of social media, emails and website to connect Your Region with industry sectors, international trade partners, financial markets, regional entrepreneurs and business leaders to attract investors to explore new opportunities to grow local jobs in Your Region. Increased use of social media channel and attraction to website.</i></p>	<p>We extensively promoted our Commonwealth Games event to RDA, EDA, EXPRESSWAY, Industry Growth Centres and local government networks, while the Office of Commonwealth Games (OCG) promoted it to the international trade delegates. It was not promoted on social media once registrations were being handled by the OCG to align with security protocols.</p> <p>The RED Toolbox was our main electronic communication medium – see also Outcome 1</p> <p>The EXPRESSWAY Network is supported by a LinkedIn page but the main communication to promote monthly network events is via email campaigns. Some monthly forums are also promoted through the GIBIN email group.</p> <p>Used LinkedIn to contribute to a <a href="#">discussion</a> about driving job creation in regional QLD by helping to commercialise regional startups and small businesses: suggested connection with the Advancing Queensland Regional Innovation program hubs</p>
<b>OUTCOME THEME 3</b>	<b>Cooperative effort with all levels of government, industry, community and other regional stakeholders leads to improved economic development outcomes.</b>
<b>OUTPUT iii.</b>	<b>Develop and maintain positive, collaborative, working relationships and partnerships with all levels of government, industry, community and other regional stakeholders which address identified gaps or needs in economic development activity.</b>
<p><b>What will we do?</b> <i>List in this row Activities You plan to undertake to perform the Outputs and meet the Outcomes.</i></p> <p><b>Collaborative partnerships/projects/working groups with government bodies, regional &amp; ED stakeholders to identify gaps or needs in ED activity</b></p> <p>Facilitate productive</p>	<p><i>Outline Your planned Activities as part of the Annual Business Plan process - List in this row the Activities You plan to undertake to perform the Output and to meet the Outcomes. It is important to identify if RDA is taking a lead or supporting in an activity.</i></p> <ul style="list-style-type: none"> <li>• Partner with the Qld Govt in the delivery of a Commonwealth Games Trade 2018 project to showcase Queensland regions' export capabilities to global Commonwealth markets, and strengthen collaboration among economic developers to increase trade and investment opportunities <ul style="list-style-type: none"> <li>○ With BCC/BM, ensure Brisbane's industry capabilities are showcased</li> </ul> </li> <li>• BWCC partnership – partner in and lead key events and The Biz Buzz Facebook page to enhance business growth and profitability</li> </ul>

<b>OUTCOME THEME 3</b>	<b>Cooperative effort with all levels of government, industry, community and other regional stakeholders leads to improved economic development outcomes.</b>		
<b>OUTPUT iii.</b>	<b>Develop and maintain positive, collaborative, working relationships and partnerships with all levels of government, industry, community and other regional stakeholders which address identified gaps or needs in economic development activity.</b>		
connections  Respond to requests to participate in strategy development and projects  Assist to broker cross government projects/initiatives	<ul style="list-style-type: none"> <li>• Support the Brisbane Small Business Expo with connections, advice and promotion – to achieve outcomes of increased b2b and b2c sales, inbound investment and collaboration</li> <li>• Partner with TCI Network Oceania to help deliver the 2018 Australasian Cluster Conference.</li> </ul>		
<b>What did we do?</b> <i>Provide quantifiable evidence against each Activity and Output as part of the Annual Report on Outcomes.</i>	<b>Result (numbers or \$s)</b>	<b>Measure (i.e. organisations, jobs, participants)</b>	<b>Lead/support role</b>
<b>Priority Performance Measure</b> 1. Number and nature of collaborative working groups/projects/partnerships with governments and regional stakeholders and economic development outcomes resulting from this.	Multiple partnerships in 1 multi-faceted project funded by the Queensland Govt	Partnerships with EDA and Qld Government; collaborations with RDAs, other State & Federal Govt Departments, councils, Industry Growth Centres, international business councils, Indigenous Chamber of Commerce	Lead
	4 ongoing partnerships with government and business/industry	TCI Network Oceania  EXPRESSWAY innovation network forum (with TAFE QLD and Microsoft Innovation Centre)  Brisbane West Chamber of Commerce	Lead  Support
		GIBIN (Government Industry Business Information Network)	Lead
	Several other collaborations	See below	

<b>OUTCOME THEME 3</b>	<b>Cooperative effort with all levels of government, industry, community and other regional stakeholders leads to improved economic development outcomes.</b>		
<b>OUTPUT iii.</b>	<b>Develop and maintain positive, collaborative, working relationships and partnerships with all levels of government, industry, community and other regional stakeholders which address identified gaps or needs in economic development activity.</b>		
<b>Additional Performance Measures</b> <i>You may choose to set additional Performance Measures as part of the Annual Business Plan process</i>  2. Regional investment prospectus or similar collaboratively developed.	One trade & investment prospectus developed	Queensland's Regions Trading Globally – a State wide prospectus with a snapshot of each of the 12 Queensland RDA regions collaboratively developed with the other 11 Queensland RDAs	Lead
<b>How well did we do it?</b> <i>For each of the Performance Measures provide descriptions of the quality of RDA Activities, including the process or methodology employed in achieving the Outcomes, and feedback from stakeholders.</i>	1.1 The <b>Commonwealth Games Trade 2018 Queensland Collaboration and Showcase project</b> (stated above) was a partnership with the Queensland Government's Office of the Commonwealth Games, Economic Development Australia (EDA) and collaboration with other State and Federal Government Departments who provided speakers, Queensland local councils, Industry Growth Centres, Chambers of Commerce, 2 international business councils, along with the Queensland RDAs, to showcase Queensland regions' export capabilities and investment opportunities to global Commonwealth markets, and strengthen collaboration among Queensland economic developers to increase trade and investment opportunities. <ul style="list-style-type: none"> <li>RDAB sourced collateral from Brisbane Marketing for our regional trade exhibit promoting Brisbane</li> </ul> 1.2 RDAB partnership with the <b>Brisbane West Chamber of Commerce</b> (a chamber with 800+ members) – partnered in and led key events and the Biz Buzz Facebook page to enhance business growth and profitability <ul style="list-style-type: none"> <li>RDAB promoted and participated in the BWCC's "The Pitch 2.0" event, sponsored by News Corp, where a number of SMEs pitched their business challenges to a panel of business experts</li> <li>Introduced other chambers and business groups to BWCC's Concierge platform</li> <li>Leading a key event in the ensuing reporting period</li> </ul> 1.3 RDAB was a Supporter and Exhibitor at the <b>Brisbane Small Business Expo</b> held on 11 May – a B2B and B2C marketplace for small and micro businesses to connect with buyers, investors and customers along with connections to		

<p><b>OUTCOME THEME 3</b></p>	<p><b>Cooperative effort with all levels of government, industry, community and other regional stakeholders leads to improved economic development outcomes.</b></p>
<p><b>OUTPUT iii.</b></p>	<p><b>Develop and maintain positive, collaborative, working relationships and partnerships with all levels of government, industry, community and other regional stakeholders which address identified gaps or needs in economic development activity.</b></p>
	<p>Government programs and advisory services. 800 people attended and there were 200 exhibitors. The event had Generated Solid Sales Leads of \$2.2 million. We connected the organiser with potential partners and other supporters along with promoting the event through RDA Brisbane networks. Also <b>brokered partnerships</b> for the organiser with RDAs in Logan &amp; Redlands, Moreton Bay and Toowoomba regions for future expos to be held in those regions.</p> <p>1.4 RDAB partnered with TCI Network Oceania in the delivery of its <b>2018 cluster event: 'Why Clusters Matter – Growing Regional Trade &amp; Investment through Clusters'</b>, which was held on the Sunshine Coast in June. International cluster experts from 4 countries came to share their experiences in cluster development, management, measurement and internationalisation with delegates from around Australia and the Oceania region.</p> <p>1.5 Other partnerships and collaborations include:</p> <ul style="list-style-type: none"> <li>• RDAB is only one of 3 external agencies that is invited to have a trade table, along with a host of Brisbane City Council business units, at the Lord Mayor's Small Business Forums which are held in suburban locations across the LGA every 1-2 months and are attended by 120-150 small businesses – where we promote Government programs</li> <li>• Partnership in EXPRESSWAY innovation network with TAFE QLD and Microsoft Innovation Centre (see Outcomes 1 and 2)</li> <li>• At the instigation of the Dept of Industry, Innovation &amp; Science, RDAB met with <a href="#">Jobs for NSW</a> - a NSW Government-backed agency established in August 2016 to support the growth of new jobs across NSW – who valued advice about global positioning and clustering, informing their subsequent discussion with CSIRO.</li> <li>• Hosted 2 SEGRA National Steering Committee meetings which organised the 2018 SEGRA conference to be held in Mackay, Qld.</li> <li>• Introduced China Direct Sourcing to other SEQ RDAs which resulted in RDA Darling Downs &amp; South West running a “Connecting SMEs with global buyers via Alibaba.com” seminar in Toowoomba.</li> </ul>

<b>OUTCOME THEME 3</b>	<b>Cooperative effort with all levels of government, industry, community and other regional stakeholders leads to improved economic development outcomes.</b>
<b>OUTPUT iii.</b>	<b>Develop and maintain positive, collaborative, working relationships and partnerships with all levels of government, industry, community and other regional stakeholders which address identified gaps or needs in economic development activity.</b>
	2.1 Development of the prospectus “ <b>Queensland’s Regions Trading Globally</b> ” was a collaboration with the 11 other Queensland RDAs, who each contributed 2 pages of text and photos about their respective regions’ key and emerging industries, and investment opportunities; it has been widely distributed in hard copy and electronic format

### Did it have an impact?

*For each of the Performance Measures provide a broad statement of achievement against the Outcome, summarising what the RDA did and how well it was done. Describe any evidence of impacts to date or the logic that underlines expectations of impacts in the future.*

- 1.1 Our **Queensland and Commonwealth Collaboration and Showcase** project represented the only true promotion of all of Queensland's regions as part of the Commonwealth Games Trade 2018 program (see also 2.1 below).  
**See Case Study One**
- 1.2 At the **Oceania cluster conference** held on the Sunshine Coast in June, delegates also had the opportunity to visit some of the Sunshine Coasts' high value industry clusters including FAN (Food and Agribusiness Network) cluster members; Sports, and emerging Health and Wellbeing and Medical cluster and precinct as well as attend workshops on Clusters 101 & Beyond and Measuring the Economic Impact of Cluster Programs on the final 2 days of the program.
  - 1.2.1 A special highlight of this year's event was the announcement of 4 winners of Australia's first national cluster funding program by Assistant Minister for Science, Jobs and Innovation, Senator the Hon. Zed Seselja. These 4 winning clusters were in attendance and benefited from the international speakers and practitioner workshops. The cluster funding program was an initiative of FIAL (Food Innovation Australia Ltd - Industry Growth Centre), and is what the SME Export Hubs program was derived from. **See Case Study Two**
  - 1.2.2 RDAB's Regional Development Coordinator, who is also Chair of the TCI Network Oceania Chapter, was invited to participate in an **EU Asia engagement forum in Transylvania** in May, where she presented on Australian clusters and participated in a cluster matchmaking event. She also promoted Queensland trade and investment opportunities and distributed copies of our "Queensland's Regions Trading Globally" publication.
- 2.2 The prospectus "**Queensland's Regions Trading Globally**"
  - Featured forewords from the Queensland Premier and the Minister for Regional Development and Local Government (Hon John McVeigh)
  - Most of the RDAs purchased 50 copies each of the booklets to distribute in their own regions and the prospectus sits on most of the Queensland RDAs' websites as a resource to promote their regions within the context of the whole State of Queensland
  - 150 copies were distributed to delegates at our Queensland and Commonwealth Collaboration and Showcase event on 12 April at the Southport Yacht Club
  - E-copies of the prospectus were on USB sticks provided to some 2,500 Commonwealth delegates to the Trade2018 program who were visiting for the Commonwealth Games
  - The prospectus is a true legacy item of the Commonwealth Games Trade 2018 program - it sits on the Queensland Government's Embracing 2018 website as one of 3 downloadable publications under "Trade Across the Commonwealth": <https://www.embracing2018.com/trade-2018/trade-across-commonwealth>

<b>OUTCOME THEME 3</b>	<b>Cooperative effort with all levels of government, industry, community and other regional stakeholders leads to improved economic development outcomes.</b>																				
<b>OUTPUT iii.</b>	<b>Develop and maintain positive, collaborative, working relationships and partnerships with all levels of government, industry, community and other regional stakeholders which address identified gaps or needs in economic development activity.</b>																				
<p><b>Social Media Usage</b>  <i>Describe Communications and Social Media activities e.g. Extensive use of social media, emails and website to connect Your Region with industry sectors, international trade partners, financial markets, regional entrepreneurs and business leaders to attract investors to explore new opportunities to grow local jobs in Your Region. Increased use of social media channel and attraction to website.</i></p>	<p>RDAB's social media for the year:</p> <table border="1"> <thead> <tr> <th>Social Media</th> <th>July 2017</th> <th>June 2018</th> <th>Difference</th> </tr> </thead> <tbody> <tr> <td>CLICK! Digital Facebook Page</td> <td>571 Likes 562 Follows</td> <td>2267 2280</td> <td>+1696 + 1781</td> </tr> <tr> <td>RDA Brisbane FB Page</td> <td>84 Likes 84 Follows</td> <td>101 106</td> <td>+17 +22</td> </tr> <tr> <td>RDA Brisbane Twitter</td> <td>535 Followers</td> <td>607</td> <td>+72</td> </tr> <tr> <td>The Biz Buzz FB Page</td> <td>142 Likes 149 Follows</td> <td>203 224</td> <td>+61 +75</td> </tr> </tbody> </table>	Social Media	July 2017	June 2018	Difference	CLICK! Digital Facebook Page	571 Likes 562 Follows	2267 2280	+1696 + 1781	RDA Brisbane FB Page	84 Likes 84 Follows	101 106	+17 +22	RDA Brisbane Twitter	535 Followers	607	+72	The Biz Buzz FB Page	142 Likes 149 Follows	203 224	+61 +75
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<b>OUTCOME THEME 4</b>	<b>Achieve Government program objectives.</b>
<b>OUTPUT iv.</b>	<b>Assist in the delivery of Commonwealth programs including public and private sector decentralisation.</b>
<p><b>What will we do?</b> List in this row Activities You plan to undertake to perform the Outputs and meet the Outcomes.  <b>Harness opportunities to partner or assist in delivering Commonwealth programs to support economic development</b></p>	<p><i>Outline Your planned Activities as part of the Annual Business Plan process - List in this row the Activities You plan to undertake to perform the Output and to meet the Outcomes. It is important to identify if RDA is taking a lead or supporting in an activity.</i></p> <ul style="list-style-type: none"> <li>• Partner to apply to deliver the new ASBAS Digital Solutions Program across Queensland, including a CLICK! Digital event later in the year</li> <li>• Foster Industry Growth Centre connections with local and regional businesses, to strengthen these growth industries in growing the economy</li> </ul>

<b>OUTCOME THEME 4</b>	<b>Achieve Government program objectives.</b>		
<b>OUTPUT iv.</b>	<b>Assist in the delivery of Commonwealth programs including public and private sector decentralisation.</b>		
<b>What did we do?</b> <i>Provide quantifiable evidence against each Activity and Output as part of the Annual Report on Outcomes.</i>	<b>Result (numbers or \$s)</b>	<b>Measure (i.e. organisations, jobs, participants)</b>	<b>Lead/support role</b>
<b>Priority Performance Measures</b>			
1. Evidence of identification of decentralisation opportunities and facilitation undertaken to deliver these.	No activity was planned or undertaken		
2. Number and description of initiatives to assist in the delivery of Commonwealth programs.	2.1 One successful partnership to deliver a Commonwealth program  2.2 Two initiatives to assist Industry Growth Centres	2.1 RDAB partnership in a successful application by Business Station to deliver the ASBAS Digital Solutions program in Queensland  2.2 Events that helped to support Industry Growth Centres: the Queensland Commonwealth Collaboration Showcase and Oceania Cluster Conference	Support  Lead and Support
<b>Additional Performance Measures</b> <i>You may choose to set additional Performance Measures as part of the Annual Business Plan process</i>			

<b>OUTCOME THEME 4</b>	<b>Achieve Government program objectives.</b>
<b>OUTPUT iv.</b>	<b>Assist in the delivery of Commonwealth programs including public and private sector decentralisation.</b>
<p><b>How well did we do it?</b>  <i>For each of the Performance Measures provide descriptions of the quality of RDA Activities, including the process or methodology employed in achieving the Outcomes, and feedback from stakeholders.</i></p>	<p>2.1 RDAB completed a Snapshot Report on the CLICK! 2017 Digital &amp; Business Development event which provided time series data on the successful outcomes for businesses since 2012. RDAB's track record with CLICK! provided impetus to be approached to partner in the delivery of the new round of <b>Australian Small Business Advisory Services (ASBAS)</b> Digital Solutions program. RDAB was approached to be a partner in 2 applications to the program, including the winning application by Business Station for Area 2 (WA, NT, QLD) for delivery in Queensland.</p> <p>2.2 RDAB invited the <b>Australian Government Industry Growth Centres (IGCs)</b> to showcase their growth industry strengths at the RDA's Commonwealth Games Trade 2018 event in April. The Growth Centres were also involved in the TCI Oceania Cluster Conference which RDAB assisted to deliver – as major contributors, and they featured prominently in the program.</p>
<p><b>Did it have an impact?</b>  <i>For each of the Performance Measures provide a broad statement of achievement against the Outcome, summarising what the RDA did and how well it was done. Describe any evidence of impacts to date or the logic that underlines expectations of impacts in the future.</i></p>	<p>2.1 RDAB is confirmed as a partner in Business Station's winning tender to deliver over 16,000 outcomes the Federal Government's <b>Australian Small Business Advisory Services (ASBAS) Digital Solutions Program</b> from 1 July 2018 for 3 years. We will deliver the program in Queensland - Southern, Central and Whitsunday – and utilise the RDA network to reach regional small businesses. Delivery of the program will be via one-on-one advice, workshops and webinars. As such, we have decided not to have a CLICK! Digital event in 2018.</p> <p>2.2 <b>Industry Growth Centres</b> – FIAL, MTP Connect, METS Ignited and NERA - participated in the Queensland and Commonwealth Collaboration event and exhibited to the visiting delegates. The Industry Growth Centres were sponsors of the Oceania Cluster Conference, co-arranged by RDAB. FIAL used the Oceania Cluster Conference as a platform for the Assistant Industry Minister to announce over \$2M in cluster program funding to 4 clusters in Qld (Sunshine Coast), NSW, Victoria and Tasmania.</p>
<p><b>Social Media Usage</b>  <i>Describe Communications and Social Media activities e.g. Extensive use of social media, emails and website to connect Your Region with industry sectors, international</i></p>	<p>Digital marketing and social media will be used extensively to promote the ASBAS Digital Solutions program activities when it kicks off in July 2018.</p>

<b>OUTCOME THEME 4</b>	<b>Achieve Government program objectives.</b>
<b>OUTPUT iv.</b>	<b>Assist in the delivery of Commonwealth programs including public and private sector decentralisation.</b>
<p>trade partners, financial markets, regional entrepreneurs and business leaders to attract investors to explore new opportunities to grow local jobs in Your Region.</p> <p>Increased use of social media channel and attraction to website.</p>	

<b>OUTCOME THEME 5</b>	<b>Maximise access to Government programs and grants.</b>		
<b>OUTPUT v.</b>	<b>Promote and disseminate information on Commonwealth policies and grant programs and support community stakeholders in Your Region to develop project proposals to access funding.</b>		
<p><b>What will we do?</b> List in this row Activities You plan to undertake to perform the Outputs and meet the Outcomes.</p> <p><b>Promote and disseminate information on Australian Government policies and programs</b></p> <p><b>Support stakeholders to develop project proposals to access funding</b></p>	<p>Outline Your planned Activities as part of the Annual Business Plan process - List in this row the Activities You plan to undertake to perform the Output and to meet the Outcomes. It is important to identify if RDA is taking a lead or supporting in an activity.</p> <ul style="list-style-type: none"> <li>• Promote at least one Commonwealth initiative or grant program in e-Linkages newsletters or special news alert</li> <li>• Participate at the Lord Mayor's Small Business Forums – promote Government programs for small business</li> <li>• Coordinate the SEQ GIBIN (Government Industry Business Information Network) to connect businesses with Government programs</li> <li>• Promote the next round of the Building Better Regions Fund and other programs as tasked; run information sessions and support the development of project proposals where applicable</li> <li>• Promote Government programs on social media</li> </ul>		
<b>What did we do?</b> Provide quantifiable evidence against each Activity and Output as part of the Annual Report on Outcomes.	<b>Result (numbers or \$s)</b>	<b>Measure (i.e. organisations, jobs, participants)</b>	<b>Lead/support role</b>
<b>Priority Performance Measures</b>	25 people attended 3 briefing sessions for RGF	Potential applicants for Regional Growth Fund	Lead

<b>OUTCOME THEME 5</b>	<b>Maximise access to Government programs and grants.</b>		
<b>OUTPUT v.</b>	<b>Promote and disseminate information on Commonwealth policies and grant programs and support community stakeholders in Your Region to develop project proposals to access funding.</b>		
1. Number of enquiries received/generated and proposals assisted with.	3 applicants assisted with/advised on their RGF proposals; several enquiries fielded	Follow-up meetings and/or telephone advice provided to RGF applicants from Gold Coast, Ipswich & West Moreton and Logan & Redlands regions	
2. Number and value of successful proposals.	Not yet announced		
3. Number of organisations assisted to connect with government programs.	Numerous	14 email alerts to the GIBIN multiplier network (218 members across 61 agencies); 4 Lord Mayor's Small Business Forums attended by 120-150 people; e-Linkages newsletter distributed to 5,000 on the RDAB database; database news alerts	Lead
<b>Additional Performance Measures</b> <i>You may choose to set additional Performance Measures as part of the Annual Business Plan process</i>			
<b>How well did we do it?</b> <i>For each of the Performance Measures provide descriptions of the quality of RDA Activities, including the process or methodology employed in achieving the Outcomes, and feedback from stakeholders.</i>	<p>1.1 RDA Brisbane issued a News Alert disseminating <b>Regional Growth Fund</b> information to stakeholders on the database, advertising on the website and posts on social media. As many of the RDAs were still in a state of flux, RDAB ran 3 briefing sessions for potential applicants which was attended by 25 applicants from 6 RDA regions: Brisbane, Gold Coast, Logan &amp; Redlands, Darling Downs &amp; South West and Ipswich &amp; West Moreton regions and Moreton Bay regions. Follow up meetings and phone support were provided to a number of applicants from outside Brisbane.</p> <p>3.1 Participated in 4 suburban (Red Hill and Coorparoo) <b>Lord Mayor's Small Business Forums</b> where RDAB promoted all of Government programs and initiatives/information to assist small business.</p> <p>3.2 RDAB coordinates the <b>SEQ GIBIN (Government Industry Business Information Network)</b> to connect businesses with Government and other programs, initiatives and events using a multiplier network of over 200 representatives from government and business support agencies. Information on government grants, initiatives and events were promoted by RDAB through the GIBIN for dissemination through their business networks, and on the joint RDA Brisbane/Brisbane West Chamber of Commerce Facebook page, The Biz Buzz.</p>		

<b>OUTCOME THEME 5</b>	<b>Maximise access to Government programs and grants.</b>
<b>OUTPUT v.</b>	<b>Promote and disseminate information on Commonwealth policies and grant programs and support community stakeholders in Your Region to develop project proposals to access funding.</b>
<b>Did it have an impact?</b> <i>For each of the Performance Measures provide a broad statement of achievement against the Outcome, summarising what the RDA did and how well it was done. Describe any evidence of impacts to date or the logic that underlines expectations of impacts in the future.</i>	<p>2.1. Regional Growth Fund projects have not been announced as yet.</p> <p>3.2 RDAB arranged and chaired a <b>GIBIN meeting</b>, hosted by ASIC, which was attended by 27 people from 20 government and other business agencies. A post-meeting survey was conducted and 100% of survey respondents rated the GIBIN meeting very useful or extremely useful and over 90% formed new connections or collaborations in relation to clients, to promote/utilise programs/initiatives, to share information/intelligence/discuss common issues, and for future events. 100% of respondents gained new information as a result of attending the meeting. 2/3 of GIBIN email alerts are “usually” passed onto multiplier networks and 1/3 “sometimes”, which indicates that the A new GIBIN member, Australian Border Force, was welcomed at the meeting.</p>
<b>Social Media Usage</b> <i>Describe Communications and Social Media activities e.g. Extensive use of social media, emails and website to connect Your Region with industry sectors, international trade partners, financial markets, regional entrepreneurs and business leaders to attract investors to explore new opportunities to grow local jobs in Your Region. Increased use of social media channel and attraction to website.</i>	<p>RDAB also maintains its CLICK! and RDA Brisbane <b>social media accounts</b>, where promotion of RDA activities and Government programs take place.</p> <p>The Biz Buzz is a dedicated Facebook page which RDAB conducts in partnership with the Brisbane West Chamber of Commerce. It promotes events, grants and resources of interest to business in Greater Brisbane.</p> <p>The GIBIN email alerts are sent according to demand for Government program, event or resource promotion, many of which are cross-promoted on The Biz Buzz Facebook page.</p>

<b>OUTCOME THEME 6</b>	<b>Advice supports development outcomes.</b>		
<b>OUTPUT vi</b>	<b>For Your Region:</b> <ul style="list-style-type: none"> <li>• Provide evidence-based advice to the Commonwealth on critical regional development issues; and</li> <li>• Provide information on regional activities and competitive advantages to all levels of government, industry, business and community sectors.</li> </ul>		
<p><b>What will we do?</b> List in this row Activities You plan to undertake to perform the Outputs and meet the Outcomes.</p> <p><b>Provide timely reports/submissions/advice to the Aust Government on critical regional development issues</b></p> <p><b>Provide effective communication on regional activities and competitive advantages to regional stakeholders</b></p> <p>Respond to and participate in government consultation sessions, surveys, inquiries and advisory groups that support regional development outcomes</p> <p>Participate in activities resulting in promotion/recognition of RDA activities (eg presenting at conferences, judging panels)</p>	<p><i>Outline Your planned Activities as part of the Annual Business Plan process - List in this row the Activities You plan to undertake to perform the Output and to meet the Outcomes. It is important to identify if RDA is taking a lead or supporting in an activity.</i></p> <ul style="list-style-type: none"> <li>• Provide advice to Government about strategic opportunities to position Brisbane, Australia and its regions to connect with global markets, such as <ul style="list-style-type: none"> <li>○ (DIRD and DIIS) about an opportunity through ECCP that has arisen to connect Australian clusters with 11% of European Union clusters that want to collaborate with Australia, with the potential for RDAs to be leveraged to interface with regional clusters</li> </ul> </li> <li>• Promote and widely share information about Brisbane's economic performance and highlights to regional stakeholders</li> <li>• Provide input into relevant Government or industry consultation sessions, surveys, inquiries, advisory groups</li> <li>• Participate in activities that promote or recognise the RDA's role in regional economic development activities, such as presenting at conferences and sitting on regional and/or industry award judging panels.</li> </ul>		
<p><b>What did we do?</b> Provide quantifiable evidence against each Activity and Output as part of the Annual Report on Outcomes.</p>	<b>Result (numbers or \$s)</b>	<b>Measure (i.e. organisations, jobs, participants)</b>	<b>Lead/support role</b>
<p><b>Priority Performance Measures</b></p> <p>1. Number of reports or submissions to the Commonwealth about critical regional development issues.</p>	1 critical advice affecting the whole of Australia	To Ausindustry about potentially connecting EU clusters with Australian businesses	Lead

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2. Effectiveness of communication of regional activities and competitive advantages to regional stakeholders.	See next section	See next section	Lead and Support
<b>Additional Performance Measures</b> <i>You may choose to set additional Performance Measures as part of the Annual Business Plan process</i>  See below			
3. Number of Government consultation sessions/surveys/inquiries/advisory groups the RDA provided input to/hosted.	5	Dept of Industry, Innovation & Science (SME Export Hubs, forward-scan survey, Universal Service Guarantee (telecommunications), CCIQ Suncorp Pulse, Digital Brisbane/QUT (digital confidence)	Support
4. Number and nature of activities resulting in promotion/recognition of regional activities (e.g. presenting at conferences, regional/industry awards judging panels).	5	4 speaking and 1 judging (referred to another RDA)	

### How well did we do it?

*For each of the Performance Measures provide descriptions of the quality of RDA Activities, including the process or methodology employed in achieving the Outcomes, and feedback from stakeholders.*

- 1.1 RDAB provided advice to Government about critical or strategic opportunities to position Brisbane, Australia and its regions to connect with global markets, such as Advice to the Dept of Industry, Innovation and Science (DIIS) through information obtained from the European Cluster Collaboration Platform (ECCP) that **11% of the 650 European Union clusters would like to do business with Australia**. There is potential to connect Australian clusters with this opportunity and RDAs to be leveraged to interface with regional clusters.
- 2.1 RDAB promotes and shares information through social media about **Brisbane's economic performance and competitive advantages** – we primarily share information from Brisbane City Council and Brisbane Marketing with our regional stakeholders, such as the Brisbane Report
- 2.2 RDAB members and staff participated extensively in the **GC2018 Commonwealth Games Trade and Investment program (Trade2018)** which ran parallel with the Commonwealth Games on the Gold Coast in April 2018: attending the Business Advantages Event, Canada Connect, The Commonwealth Innovation Forum, Tourism Investment Lunch and Closing Ceremony (in addition to running our own fully-funded event, the Queensland and Commonwealth Collaboration & Showcase event).
- 2.3 RDAB's **Queensland and Commonwealth Collaboration and Showcase** event and associated prospectus and web portal effectively serviced to communicate RDAs' regional activities and regional competitive advantages
- 2.4 RDAB also extensively communicated **regional activities** to regional stakeholders in South East Queensland via the **GIBIN network and Biz Buzz Facebook** page, which we coordinate (reported on in Outcome 5).
- 3.1 RDAB provided input into relevant **Government or industry consultation sessions**, surveys, inquiries, advisory groups
  - Provided input to the Dept of Industry, Innovation and Science in relation to the **SME Export Hubs** initiative announced in the Federal Budget – a consultation session was included in the TCI Oceania cluster event on the Sunshine Coast in June.
  - Completed a 'forward-scan' survey to inform the Department of Industry, Innovation and Science about **industry and regional structural adjustment issues**. The goal of the survey is to identify potential risks and opportunities at the regional and industry level. The survey will feed into a forward-looking scan that focuses on significant structural change risks and opportunities at the regional and industry level
  - Participated in RDA national teleconference on the new **Universal Service Guarantee** to improve regional telecommunications delivery

- Participated in the **CCIQ Suncorp Pulse** survey of Business Conditions, which is the largest survey of Queensland businesses, providing critical insights into the sentiment of business owners and managers across the State.
- Digital Brisbane, in partnership with QUT's Chair in Digital Economy, have launched what's thought to be a world-first **digital confidence survey** to find out how confident SMEs are in the digital age. The findings will help to build on Digital Brisbane's offering and inform government policy. RDAB extensively promoted this survey through our networks to get maximum participation.

4.1 RDAB participated in activities that promoted or recognised the RDA's role in regional economic development activities, including the following judging and speaking engagements

- RDAB has been an executive judge for the **Queensland Community Achievement Awards** for the past 3 years, however in 2018, because of competing commitments, has nominated the CEO of RDA Ipswich & West Moreton to participate. The Awards recognise, encourage and reward the positive achievements of Queenslanders and there are 8 judging categories recognising individuals, businesses and community organisations.
- RDAB's Regional Development Coordinator, who is also Chair of the TCI Network Oceania Chapter, was invited to participate in an **EU Asia engagement forum in Transylvania** in May, where she presented on Australian clusters and participated in a cluster matchmaking event. She also promoted Queensland trade and investment opportunities and distributed copies of our "Queensland's Regions Trading Globally" publication (also reported on in Outcome 3).
- RDAB participated in a meeting of the **Queensland RDA Executive Officers** in Toowoomba where we met our new Minister, the Hon Dr John McVeigh, Minister for Regional Development, Territories and Local Government along with his adviser on regional development. RDAB presented to the group about progress with the Queensland and Commonwealth Collaboration and Showcase project and encouraged full participation, to make it a truly Queensland wide regional collaboration and showcase event and activity
  - Also presented on the Queensland and Commonwealth Collaboration and Showcase event at EXPRESSWAY Network forum and to the combined Moreton Bay Chambers of Commerce.

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<p><b>Did it have an impact?</b>  <i>For each of the Performance Measures provide a broad statement of achievement against the Outcome, summarising what the RDA did and how well it was done. Describe any evidence of impacts to date or the logic that underlines expectations of impacts in the future.</i></p>	<p>1.1 The Dept of Industry, Innovation &amp; Science DIIS was arranging to bring the DG of Growth from the European Commission when she visited Australia, to discuss collaboration. They were putting it up to their internationalisation people to speak with the EC about an MOU for industry and cluster collaboration. This was driven by a connection with TCI Network and RDAB. RDAB would be keen on facilitating the cluster-industry connections would could potentially involve RDAs across Australia.</p> <p>2.1 See Social Media Usage for metrics for the RDAB Facebook page.</p> <p>2.2 Valuable connections were made with the State Minister for Local Government, Gold Coast marine precinct operator (referred to RDA Gold Coast), Austrade (subsequently arranged to speak at our Queensland Commonwealth event), Trade and Investment Queensland.</p> <p>2.3 <b>See Case Study One</b></p> <p>2.1 Follow up consultations with RDAB were held by phone with officials in Canberra where a greater role for RDAs was advocated.</p> <p>4.1 All RDAs participated in the Queensland and Commonwealth Collaboration &amp; Showcase event/project – the 3 RDAs that couldn't attend (that had no CEO/DRD at the time) sent their local councils to represent their regions.</p>
<p><b>Social Media Usage</b>  <i>Describe Communications and Social Media activities e.g. Extensive use of social media, emails and website to connect Your Region with industry sectors, international trade partners, financial markets, regional entrepreneurs and business leaders to attract investors to explore new</i></p>	<ul style="list-style-type: none"> <li>• We made 27 posts on the RDAB Facebook page in the 6 month period which had 1442 reaches and 128 engagements</li> <li>• We made 33 posts on the Biz Buzz Facebook page in this period, which had 2019 reaches and 159 engagements</li> <li>• 7 alert HTML email campaigns were sent to the RDA database (over 5,000) promoting regional events, funding and the recruitment for RDAB Committee members</li> </ul>

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<i>opportunities to grow local jobs in Your Region. Increased use of social media channel and attraction to website.</i>	

### 3. Case Studies

#### CASE STUDY ONE

##### Queensland and Commonwealth Collaboration Showcase project

The Queensland and Commonwealth Collaboration and Showcase Project comprising the **Queensland and Commonwealth collaboration and showcase event**, official Trade2018 publication, [Queensland's Regions Trading Globally](#) and the [Queensland Trade Collaboration Portal](#), placed a spotlight on trade and investment opportunities in Queensland's regions. These were pre-eminent Queensland regional trade and investment attraction initiatives to leverage the exceptional promotional opportunities provided through the staging of the Commonwealth Games on the Gold Coast in April 2018.

##### **The Opportunity and Project Objectives**

The agile operating style of RDAs enabled RDA Brisbane to propose and then swiftly execute **the Queensland and Commonwealth collaboration and showcase project**, which was primarily designed to promote Queensland's regional trade and investment opportunities to a global audience by leveraging the unique opportunity provided by the staging of the Commonwealth Games in Queensland. It also provided the opportunity to meet some key objectives of the event partners: RDA, EDA and the Queensland Government, by bringing the greater economic development practitioner community of Queensland together to discuss opportunities for greater collaboration and partnerships and to identify professional training and development needs.

##### **The Process and Partnerships**

RDA Brisbane had been an active participant on a Queensland Government regional "Embracing 2018" stakeholder committee during 2017. The committees were tasked with identifying and activating legacies that could be leveraged by the unique opportunity provided by the 2018 Commonwealth Games on the Gold Coast. By late 2017 it became apparent that there was a gap in the Commonwealth Games Trade2018 program offering, in that Queensland's regional capabilities and opportunities would not be the focus of a targeted promotion.

RDA Brisbane identified this gap and approached the Office of the Commonwealth Games (OCG) with a proposal to stage a Queensland and Commonwealth collaboration and showcase event including the development of promotional collateral that could be distributed to trade delegates.

In addition, and in consultation with Economic Development Australia (EDA), RDA Brisbane recognised a need to identify the training and professional development needs of economic development practitioners in Queensland and proposed the two events be combined as the ideal opportunity to bring practitioners together to discuss these needs.

Once interest had been ignited, RDA Brisbane submitted a detailed proposal to the Office of the Commonwealth Games outlining a high impact initiative with marketing collateral that would ensure the economic potential of Queensland's regions would be 'on show' during the Games. Following several meetings with key staff of the OCG, the proposal was accepted and supported. A funding contract between the OCG & RDA Brisbane to deliver on the proposed initiatives was drawn up in February 2018.

## The Project Deliverables

The deliverables outlined in the project contract were achieved and exceeded expectations:

- 1. A full day event targeted at economic development practitioners and professionals, encompassing a half-day program targeted at *Trade2018* delegates and organisations supporting trade and investment business for Commonwealth Markets. The event will include a networking luncheon and exhibition showcasing Queensland's regions and Commonwealth markets**

Touted as “one of the Commonwealth Games’ most exciting events to occur away from the sporting arena” and listed as an “official Trade2018” event, RDA Brisbane as the lead agency leveraged the extraordinary marketing reach of the [Commonwealth Games trade and investment program](#) in this unique opportunity to:

- bring together Queensland’s regional and economic development leaders and practitioners to discuss trade and investment opportunities, ways of better connecting and collaborating to improve outcomes and address professional development and training needs
- showcase the 12 Queensland RDA regions’ productive and innovative export industries, and projects seeking investment by way of a lunchtime trade display
- showcase Indigenous and growth industry sectors via the SEQ Indigenous Chamber of Commerce and 4 of the Industry Growth Centres (FIAL, MTPConnect, METSIgnited and NERA).

Almost 150 delegates packed a full house at the Southport Yacht club on 12 April 2018 to meet, share, learn and network. Attendees included Commonwealth delegates, economic development practitioners, EDA members, RDAs, the Federal Government’s Industry Growth Centres (IGCs), trade and investment professionals, councils, innovative businesses, chambers of commerce, peak industry bodies and associations. The event was an example of successful partnering and collaboration to achieve economic development outcomes on a state-wide basis and was considered one of the most important and popular events of the Commonwealth Games’ Trade 2018 program.

A full day program was developed that would appeal to regional and economic development professionals across the state, delivering professional development, networking and trade and investment outcomes. The program included a “Queensland Investment Briefing” by Under Treasurer, Warwick Agnew, and an official welcome by Queensland Premier, Annastacia Palaszczuk. A lunchtime Trade Showcase was followed by a special “Cross-Commonwealth Collaboration Panel” with visiting Commonwealth representatives, moderated by Kyl Murphy, State Director, Committee for Economic Development Australia (CEDA).

Queensland RDAs featured prominently in the speaking program: MC (Rees Banks, RDA Ipswich & West Moreton), panel members (Glenys Schuntner, RDA Townsville & North West; Tracy Scott-Rimington, RDA Brisbane), welcome (Craig Devlin, Chair RDA Gold Coast) and wrap-up (Dr Pat Rowe, Chair RDA Brisbane).

All the Queensland RDA regions were represented in the regional showcase part of the event, and where an RDA representative was unable to attend, they arranged their local council/s to represent their region.

The Queensland Premier, Annastacia Palaszczuk, State Ministers and official Commonwealth nation Trade2018 delegates met and engaged with RDA Queensland representatives and practitioners, state and national Industry Growth Centres, Trade and Investment Queensland, research agencies, Austrade and exhibiting Commonwealth nations over the luncheon showcase session.

RDA Brisbane also drew on its event management expertise to deliver the event in a cost efficient manner and within a very tight timeframe, meeting the strict protocols and quality assurance requirements of the Office of the Commonwealth Games, well exceeding expected delegate numbers.

- 2. A publication, to support the event and as a legacy of GC2018, profiling each of Queensland's regions. This will be available in an electronic version and in a design format so it can be professionally printed.**

The Queensland RDAs collaborated to develop the '[Queensland's Regions Trading Globally](#)' prospectus which featured 2 pages per region highlighting their key or emerging export sectors with growth potential, innovative industries and opportunities for investment. The publication included State and Federal Ministerial forewords along with information regarding the roles of agencies in the trade and investment space, namely TIQ and Austrade.

It was distributed in booklet format to all attendees at the event and electronically to all 2,500 visiting trade delegates in their Official Trade2018 package. In addition, the Queensland RDAs are distributing the publication in their respective regions.

- 3. As a further legacy, an online platform of Queensland exporters, promoting the Trade201 priority sectors, an industry showcase profiling Queensland's productive industries and companies, and a page detailing further resources and sources of support.**

[The Queensland Trade Collaboration Platform](#) was developed, derived from a configured [RED Toolbox](#) of which RDA Brisbane and Trade & Investment Queensland (TIQ) are Foundation Partners, presenting a showcase of nearly 2,000 leading Queensland manufacturers, producers and services across a multitude of productive industry sectors in an image driven, easy to navigate, "3 clicks to find anything" format.

#### **Outcomes of the Project**

- 1) 2,500 E-copies of the Queensland's Regions Trading Globally' prospectus were distributed to the official Commonwealth Games *Trade2018* delegates. This was one of only 3 official *Trade2018* publications and the only publication promoting the strengths of Queensland's regions. Ref link: <https://www.embracing2018.com/trade-2018/trade-across-commonwealth>
- 2) 1,000 hard copies of the above publication are being disseminated for trade promotion and investment attraction purposes by the Queensland RDAs. This is the only publication of its kind about Queensland's economic strengths, export sectors and investment opportunities.
- 3) Approximately 30 international trade delegates from the Commonwealth Nations attended the half day showcase event, where they were able to interact with exhibitors representing the 12 Queensland RDA regions, State and Commonwealth priority industry sectors and government trade and investment agencies, along with exhibiting Commonwealth nations.
- 4) The forum and showcase event provided a unique opportunity for the economic development professional community in Queensland to come together. Priority training and professional development needs were identified. An EDA working group has been appointed to advance the development and delivery of appropriate modules and webinars.

- 5) The event was described as “unprecedented” by the Office of the Commonwealth Games and has provided them with a blueprint for consideration of something bigger and even more collaborative to be staged at the Birmingham Commonwealth Games in 2022. London based staff have indicated this initiative will be given consideration.
- 6) Feedback from attendees has been very positive. Many have called for this type of gathering to be an annual event for the economic/regional development practitioner community.
- 7) A post-event collaboration group was formed in The Red Toolbox and export groups are being leveraged through international business councils to link with Australian exporters, such as Australia-India export groups.
- 8) There is evidence of cross regional and sectoral collaborations being initiated or extended as a result of the event especially across the food & beverage, METS, Energy & Resources and Medical technologies and pharmaceuticals sectors where deeper collaborations are underway.
- 9) Research collaborations across Commonwealth nations are being explored (eg in human bionics, food innovation)
- 10) New and/or stronger collaborations between state, regional/local and national government agencies and the priority growth sectors were established.
- 11) A partnership formed to collaborate across regions at a Medtech & Pharma trade collaboration B2Match event in Toronto, Canada in October 2018.
- 12) Greater awareness of the duplication of efforts across the various government agencies and the need for better coordination to be more efficient and targeted in investment attraction and trade promotion activities.

### **Delegates' Feedback**

Delegates were surveyed post the event and aggregated feedback indicated:

- the need for a shared and in-depth understanding of each region's competitive attributes and industrial strengths and more granular information on investment projects in each region
- the need to work together better to attract investment to Queensland and promote the capabilities of our regions; under brand Australia, brand Queensland and regional brands
- the need to spend time nurturing relationships for successful trade and investment outcomes
- the need to make better use of government staff and resources available to make the task of investment attraction and trade promotion easier
- practitioners must be culturally aware; engage in appropriate interactions and develop clear communications for the people they are doing business with.

Official photographs of the Queensland and Commonwealth collaboration and showcase event can be accessed on this [link](#)

Postscript: RDA Brisbane was a Finalist in the 2018 National Economic Development Excellence Awards for this project, in the category Single Event or Activity.

## CASE STUDY TWO

### TCI Oceania Cluster conference event: 'Why Clusters Matter – Growing Regional Trade & Investment through Clusters'

The 5<sup>th</sup> national cluster event of the TCI-Network's Oceania chapter, 'Why Clusters Matter – Growing Regional Trade & Investment through Clusters', was held on 5-8 June 2018 at the Surfair Conference & Event Centre on the Sunshine Coast in Queensland. International cluster experts came to share their experiences in cluster development, management, measurement and internationalisation with delegates from around Australia and the Oceania region.

RDA Brisbane, as the legal entity and partner of **TCI Network Oceania**, entered into a funding agreement with **FIAL (representing the Industry Growth Centres)** who sponsored the event, along with the Sunshine Coast Council who provided venue sponsorship which swayed the decision to hold the event on the Sunshine Coast, Queensland. RDA Sunshine Coast also provided some sponsorship of the welcome event.

RDA Brisbane's Regional Development Coordinator, also Chair of the TCI Network Oceania, arranged the event program and international speakers, and other RDA staff provided the event management and administrative support.

This year's cluster event looked at how many of the world's most competitive nations have established alignment between national, state and regional economic development objectives so that national strengths are elevated and promoted, supported by a strong network of regional clusters. Development of clusters removes the isolation of businesses and regions, building a culture of collaboration for increased innovation and competitiveness and the ability to connect globally.

These themes were highlighted during the full day forum on 6th June, where delegates had the opportunity to hear from visiting international experts and TCI Directors; **Merete Daniel Nielsen**, MD of Cluster Excellence, DENMARK; **Frederic Miribel**, Investment Specialist, Invest Lyon, FRANCE and **Madeline Smith**, Head of Strategy, Innovation School, Glasgow School of Art, SCOTLAND, who shared their experiences and providing case studies for cluster success, with a particular focus on increasing trade and investment outcomes and measuring cluster performance. New Zealand based **Ifor Ffowcs-Williams**, MD, of Cluster Navigators, in NEW ZEALAND, shared his extensive international experience of successful clusters trading globally.

As part of the program, officers of the Federal Department of Industry, Innovation and Science ran a consultation session on the newly-announced **SME Export Hubs program**, where practitioners provided feedback which contributed to informing the composition of the program guidelines.

Delegates also had the opportunity to visit some of the Sunshine Coast's high value industry clusters including; **FAN** (Food and Agribusiness Network) cluster members; **Sports**, and **emerging Health and Wellbeing** and **Medical cluster** and precinct as well as attend workshops on **Clusters 101 & Beyond and Measuring the Economic Impact of Cluster Programs** on the final 2 days of the program.

A special highlight of this year's event was the announcement of the winners of Australia's first national cluster funding program by Assistant Minister for Science, Jobs and Innovation, Senator the Hon. Zed Seselja. This funding program was an initiative of TCI-Network member FIAL (Food Innovation Australia Ltd Industry Growth Centre). The successful cluster funding winners were;

- **Food and Agribusiness Network (FAN)** – a cluster of 210 farmers, suppliers, food processors, retailers, foodservice and affiliated services in the Sunshine Coast area (Queensland) which supports small and medium food producers in scaling up their operations to expand into national and international markets.
- **Central Coast Industry Connect Cluster** – which brings industry, research organisations and governments together to grow the New South Wales Central Coast region's current food and beverage sector and create more local employment.
- **East Gippsland Food Cluster** – a collaboration designed to boost the productivity and sustainable growth of Victoria's regional agrifood businesses.
- **Ferment Tasmania** – a cluster of industry, university and government engaged in boosting experience and expertise, research and development, skills and training for businesses involved in fermented food, drinks and other products.