The Great Southern Regional Partnership seeks to catalyse regional competitiveness by building innovation, entrepreneurial and commercialisation capabilities in the region.

**Why prepare a Roadmap:**

1. To analyse the existing regional innovation ecosystem in order to examine issues and identify opportunities to build capabilities and catalyse growth opportunities for the business sector.
2. Enable collaboration among innovators to build the innovation ecosystem and address gaps.
3. Ensure a shared vision and implementable action plan for innovation.
4. Champion and stimulate supplementary innovation activity across the community and business sectors.
5. Provide co-ordinated input on the State innovation agenda and develop opportunities for initiatives across regions.

**Who do we serve and how will our efforts make things better**

The Great Southern Regional Partnership is a group of agencies and individuals who have identified that they have a leadership role in:

- Encouraging new initiatives and monitoring innovative activities that are underway in the region and providing support where possible
- Sharing existing initiatives from outside the region that have the potential to be deployed in the Great Southern
- Seeking out and connecting business partners, collaborators and agencies that can assist with business development, where new ideas emerge.
The Regional Partnership will also play a broad role in maintaining the momentum of innovation by building the longer-term pillars of innovation in the Great Southern, being:

- **Talent, Skills and Entrepreneurship** *(How do we build and maintain a strong pipeline of talent with a relevant mix of STEM and entrepreneurial skills to commercialise ideas globally?)*
  - By making sure regional education / training / research bodies / industry specialists are cornerstone to projects and are able to provide support and programs to match need
  - By accessing expertise from outside the region through digital platforms

- **Investment and Infrastructure** *(How do we identify barriers to innovation resulting from the lack of, or inadequate standards of, transport and telecommunications infrastructure?)*
  - Need to look at new opportunities for investment in the region
  - Investing in digital platforms that allow for information exchange
  - Monitor the roll out of telecommunications infrastructure and seek to influence future investment decisions to address gaps

- **Culture and Collaboration** *(How do we increase connectivity between regions and stakeholders to better support entrepreneurs and innovators for success?)*
  - Creating joint spaces for innovation sharing and working
  - Encouraging collaborative activities such as hackathons, design sprints

- **Marketing and Promotion** *(How do we celebrate our successes and develop a consistent, globally recognised brand that attracts investment and talent to our regions?)*
  - Developing a regional brand
  - Participate in the development and implementation of cross regional marketing and promotion campaigns

The Regional Partnership will look to support innovative projects seeking support from either the regional or state network stream, for funding through the WA Regional New Industry Fund.
Who has registered for the Regional Partnership?
Initial partnership includes the following agencies but is open to other groups or individuals interested in fostering innovation in the Great Southern.

<table>
<thead>
<tr>
<th>Sector</th>
<th>Organisation</th>
</tr>
</thead>
<tbody>
<tr>
<td>State Government</td>
<td>Great Southern Development Commission (Facilitator)</td>
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<tr>
<td></td>
<td>Department of Primary Industries and Regional Development</td>
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<td>Grower Groups</td>
<td>Noongar Land Enterprise Group</td>
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<td>The Gillamii Centre</td>
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<tr>
<td>Business Development Organisations</td>
<td>Small Business Centre Great Southern</td>
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<td>Keston Technologies Pty Ltd</td>
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<tr>
<td>Aboriginal Corporations</td>
<td>Badgebup Aboriginal Corporation</td>
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<tr>
<td>Creative Industries/Community Orgs</td>
<td>Creative Albany Inc</td>
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<tr>
<td>Education/Training/Employment Organisations</td>
<td>UWA</td>
</tr>
<tr>
<td></td>
<td>South Regional TAFE</td>
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<td></td>
<td>Worklink WA</td>
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<td></td>
<td>Greenskills</td>
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<td></td>
<td>Great Southern Grammar</td>
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<tr>
<td>Food Industry</td>
<td>Humble Impact</td>
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<tr>
<td></td>
<td>TASTE Holdings Ltd</td>
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<tr>
<td>Recreation Industry</td>
<td>Great Southern Centre for Outdoor Recreation Excellence (GSCORE)</td>
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<tr>
<td>Local Government</td>
<td>City of Albany</td>
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<td>Shire of Gnowangerup</td>
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<tr>
<td>Chambers of Commerce</td>
<td>Denmark Chamber of Commerce</td>
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<td></td>
<td>Albany Chamber of Commerce &amp; Industry</td>
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<tr>
<td>Regional Development</td>
<td>Regional Development Australia – Great Southern</td>
</tr>
</tbody>
</table>

How the partnership operates:

1. The Partnership members share the information about the RNIF in their community and seek to encourage innovative projects to be put forward.
2. Partners have the opportunity to generate and share information about emerging innovative opportunities and help identify and resolve barriers to innovation.
3. Regular / ongoing communication will be by way of email. The GSDC as the facilitator of the Regional Partnership will provide a monthly update by email to all partners. It is hoped that alternate digital platforms will be introduced that will provide better communication options into the future.
4. The Regional Partners are encouraged to share project ideas so that the maximum level of collaboration and leveraging can be achieved.
Guiding principles for the Regional Partnership promoting Regional Stream projects:
1. Seek to encourage projects that will focus on medium to long term outcomes, as well as short term/project phase activities
2. Maximise the value from regional economic drivers
3. Have the courage to push the boundaries of new ideas, services, products and ways of doing business
4. Through cooperation, seek collaborative investment amongst public, private and not for profit sectors
5. Value the sharing of skills, knowledge and building of cooperative links
6. Recognise the trend to digital activity as a critical value-add for business operations.
7. Recognise the need to build skills and capacity so that the region can make the most of opportunities.
8. Acknowledge the need to resource risk-taking, in order to grow innovative initiatives.

Guiding principles for the Regional Partnership promoting State Stream projects:
1. Enable effective digital collaboration within the Great Southern and between regions
2. Support leverage opportunities for regional projects and access to wider markets
3. Provide support for innovators through access to specialist programs, services, and access to expertise.

For further information on the application process, please refer to the RNIF website for more details.
Understanding Our Region – Ecosystem Mapping

Overview of the Great Southern region’s jobs today and what industries are they in?

Great Southern Employees by Occupation
2016 Census

- Inadequately described/ Not stated
- Labourers
- Machinery operators and drivers
- Sales workers
- Clerical and administrative workers
- Community and personal service workers
- Technicians and trades workers
- Professionals
- Managers

Great Southern Industrial Activities

- Manufacturing, 17.8%
- Retail, 24.7%
- Crops/Pastures, 27.4%
- Inadequately described/ Not stated
- Labourers
- Machinery operators and drivers
- Sales workers
- Clerical and administrative workers
- Community and personal service workers
- Technicians and trades workers
- Professionals
- Managers
- Fishing/Aquaculture, 0.3%
- Construction, 5.2%
- Tourism, 9.6%
- Mining, 0.3%
- Livestock Products, 6.4%
- Livestock Disposals, 8.3%
Overview of Great Southern Small to Medium Businesses – Nos, Industries, Turnover and Employment Levels

Great Southern Employees by Industry
2016 Census

Great Southern Employees by Industry
2016 Census

No of GS SMEs By Employment Size Range as at June 2017

Great Southern Regional Partnership Roadmap_V2_250918 6
Snapshot of the Great Southern Region’s Economy
• Regional population: close to 70,000
• Economic structure: dominated by agriculture (65%); tourism (10%)
• Agriculture and food processing (e.g., opportunities for organic, free range foods, bush foods, designated food processing precinct)
• Timber processing (e.g., woodchips, growing demand for high-value engineered products)
• Wine and wine grape production: over 6,000 tonnes of grapes sold annually, high-quality wines; more than 35 labels
• Horticulture production and processing: ideal cool climate, clean air, rainfall, counter-season production, opportunities for intensive horticulture at broad-acre prices
• Aquaculture: abalone (farming and ranching), oyster, mussels, marron
• Tourism: opportunities for high-end - high-value hotels, tourism product development in food & wine, outdoor recreation/adventure and aboriginal cultural heritage
• Tertiary students: 30 recognised degree and technical education courses available
• Creative industries: artistic, music and cultural events, indigenous arts, feature films
• Strong architecture and design sector as well as publishing and writing
• Extensive expertise in sustainable natural resource management and biodiversity
• Renewable energy opportunities: wave and wind
• Mining: magnetite, sand mining
• Extensive health and aged care services sector employing over 2,500 people
• Construction and manufacturing base
• Almost 7000 SMEs comprising a large proportion of microbusinesses 62% of which are non-employing entities.

Great Southern Strengths –
• Diverse creative sector, strong agricultural economic drivers, significant number of small businesses in region, significant natural assets, opportunity for tourism growth
• Growing education sector, - around 30 tertiary and training courses on offer in the region – some specialised to the region’s economic strengths
• Growing retiree services and health facilities sector
• Region has an unknown resource of highly skilled people it is believed may not be currently working in their field of expertise. Opportunity to discover and connect to those whom might benefit from the mentoring / sharing of expertise
• Well established small business support services including business incubator facilities
• Emerging collaborative approaches to supporting innovation within and across (some) industry groups
• Improving access to mobile telecommunications and internet infrastructure and services
Great Southern Opportunities –

- Harness innovations in production systems and supply chains in the region’s powerhouse industries of agriculture, aquaculture and tourism
- Support the development, and commercialisation, of new products and services in areas such as leisure, recreation, aged and community supports, design and creative industries, premium food production etc
- Leverage opportunities arising from the establishment of the Wave Energy Research Centre
- Capitalise upon research undertaken by, and collaborations between, Natural Resource Management focussed organisations such as CENRM and SCNRM and industry
- Cluster economic sectors to leverage access to broader markets e.g. Denmark Food and Wine Sector, Lower Great Southern Economic Alliance
- Outreach to potential partners beyond the Great Southern (intra and interstate partners).
- Broaden individual and business’ terms of reference and skill sets to encourage innovative thinking.
- Brand the Great Southern as a region which supports innovation, creative ventures and in-so-doing delivers quality products and services.
- Providing opportunity for small producers to have access through collaboration to larger markets
- Capitalise on planned improvements to telecommunication networks
- Quantify, and enhance, the skills, talent and entrepreneurship capability across the region
- Create opportunities for industries which don’t usually collaborate e.g. through design sprint experiences
- Leverage the opportunities, strengths and adaptability of the small and micro business sector to help drive innovation and expand employment opportunities.
WHAT’S OUR APPROACH?

We need to...

1 Build Competitive Great Southern Industries that can:
   • Achieve greater effectiveness and output through innovative production systems
   • Access new markets and develop new products and services
   • Effectively use research and evidence to inform their decisions
   • Develop competitive business models
   • Understand and have access to project ready pipelines

2. Create vibrant and connected communities across the region which:
   • Have improved access to markets and information through digital connectivity across the region
   • Enables local businesses to participate in the global economy
   • Benefit from standardised digital platforms that enable collaboration within and across regions

3. Build a culture of innovation that:
   • Develops the skills and expertise of people within the region—e.g. through hackathons, innovation hubs, incubators, digital education and coaching
   • Generates collaboration between the region’s economic sectors through standardised approaches to innovation—e.g. design sprints.
   • Recognises that by looking at the challenges of business operation today, we’ll see the opportunities for innovation and jobs for tomorrow
   • Celebrates and shares the initiatives and outcomes
   • Enables skilled people to share their expertise / talents / experiences through mentoring and coaching arrangements

4. Build on the region’s existing areas of expertise in:
   • Agriculture, aquaculture and viticulture
   • Natural resource management, sustainability and regeneration
   • The production of food and other natural products
   • Tourism and visitor servicing
   • Provision of health and related services

5. Develop, market and promote innovative people and new industries by:
   • Preparing for the new economy by building the skill sets / education pathways needed to fully participate
   • Imagining and creating jobs that currently don’t exist
   • Promoting the economic specialisations of the region
**HOW**

will we achieve our vision (Goals / Innovation Projects)?

<table>
<thead>
<tr>
<th>GREAT SOUTHERN STRATEGIC INNOVATION GOAL AREAS</th>
</tr>
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<tbody>
<tr>
<td>Strategic Projects</td>
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<tr>
<td>---------------------</td>
</tr>
<tr>
<td>i. Pursuit of a fast, reliable, secure, cost-effective internet service for the whole of the Great Southern to underpin, and facilitate the development and adoption of, innovative modes of production across all regional industries.</td>
</tr>
<tr>
<td>ii. Regular Innovation Exchange Forums</td>
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<tr>
<td>iii. A cross regional collaboration between the Great Southern, Southwest and others on Creative Hub development to grow the creative specialties of the regions – music, film, design, writing etc.</td>
</tr>
<tr>
<td>iv. A Statewide digital platform and support programs that allows for intra and inter regional collaboration, capacity building and market development of innovation projects.</td>
</tr>
<tr>
<td>Strategic Projects</td>
</tr>
<tr>
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<tr>
<td>v. Development of a Regional Incubator Platform. GENERATOR provides a managed ecosystem platform that drives innovation via its Regional and Network Partners by assisting their local entrepreneurs in the validation, delivery and outcome of new commercial ideas.</td>
</tr>
<tr>
<td>vi. Development of a creative community website for members to interact, register their skills and promote their capacity. The website will provide a service access point for community and business within and outside the region to source creative skillsets to match their needs.</td>
</tr>
<tr>
<td>vii. Capacity building programs to guide emerging entrepreneurs and innovators in the SME sector by providing the tools, resources and knowledge required to translate creative ideas into marketable products and services.</td>
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<td>viii. Program of Design Sprints.</td>
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<tr>
<td>Strategic Projects</td>
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<tr>
<td>ix. Develop local expertise in app development and creative design.</td>
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<tr>
<td>x. Development of an investors network and pitching opportunities</td>
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<tr>
<td>xi. Development of business opportunities that arise through innovative responses to the challenges of supporting ageing populations and other groups in need of support services and care.</td>
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<tr>
<td>xii. Development of an agriculture-based Innovation Hub in Upper Great Southern</td>
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<td>xiii. Collaborative approach to aquaculture research and development</td>
</tr>
<tr>
<td>xiv. Development of Indigenous business opportunities with recreation, tourism and/or art at the centre of the innovation.</td>
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<tr>
<td>xv. Research and development into the production and marketing of premiums</td>
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</tbody>
</table>
### Great Southern Strategic Innovation Goal Areas

<table>
<thead>
<tr>
<th>Strategic Projects</th>
<th>Build Competitive Great Southern Industries</th>
<th>Create vibrant and connected communities</th>
<th>Build a culture of innovation</th>
<th>Build on the region’s existing industries and areas of expertise</th>
<th>Develop, market and promote innovative people and new industries</th>
</tr>
</thead>
<tbody>
<tr>
<td>foods, bush foods and other natural products</td>
<td></td>
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</tr>
<tr>
<td>xvi. Research into, and development of, business opportunities associated with</td>
<td>X</td>
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<tr>
<td>investment in renewable (wind &amp; wave) energy in the region.</td>
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<tr>
<td>xvii. Development of business opportunities that explore artificial reality to tap</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>into the experience economy as a means of attracting visitors to the region.</td>
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<tr>
<td>xviii. Support for initiatives arising from Collaborative Cluster Groups designed</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>to enhance the design of supply chains, and marketing of, local products.</td>
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</tbody>
</table>

X indicates priority.
## Links

**Valuable links for collaborative project opportunities**

<table>
<thead>
<tr>
<th>Category</th>
<th>Links</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Food producers</strong></td>
<td>Specialist Food Centre; Taste GS; Wineries; Breweries; Distilleries; WAMMCO; Fletchers International.</td>
</tr>
<tr>
<td><strong>Creative Industry</strong></td>
<td>Creative Albany; Denmark Arts; Southern Edge Arts; Vancouver Arts Centre; AEC; Western Australian Museum; National ANZAC Centre; Creative Corner; FORM</td>
</tr>
<tr>
<td><strong>Environment</strong></td>
<td>South Coast NRM; UWA; Fitzgerald Biosphere; Department of Biodiversity, Conservation and Attraction; Landcare groups; Greenskills; Gondwana Link</td>
</tr>
<tr>
<td><strong>Agriculture/Aquaculture</strong></td>
<td>Stirling to Coast Cooperative; Southern DIRT; Gillamii; Albany Shellfish Hatchery, Noongar Land Entgerprise Growers Group, Southern Dirt Growers Group, Ocean Foods International</td>
</tr>
<tr>
<td><strong>Aboriginal Corporations</strong></td>
<td>Gnowangerup, Badgebup, Maalak, Kojonup, Tambellup, Katanning, SAC, Albany</td>
</tr>
<tr>
<td><strong>Specialist business</strong></td>
<td>Great Southern Small Business Centre; Keston Technology</td>
</tr>
<tr>
<td><strong>Education / Training</strong></td>
<td>UWA; SR TAFE; Worklink; Great Southern Grammar,</td>
</tr>
<tr>
<td><strong>Tourism &amp; Recreation</strong></td>
<td>Amazing South Coast; Hidden Treasurers, Mt Romance; Great Southern Centre for Outdoor Recreation; Kodja Place; GSCORE; Bibbulmun Track Foundation.</td>
</tr>
<tr>
<td><strong>Energy</strong></td>
<td>Carnegie; Plantation Energy;</td>
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<tr>
<td><strong>Telecommunications</strong></td>
<td>Connect Technology; Optus; CISCO; South West Wireless</td>
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<tr>
<td><strong>Construction</strong></td>
<td>H&amp;H Architects;</td>
</tr>
<tr>
<td><strong>Health &amp; Community Care</strong></td>
<td>WACHS, WAPHA, RCS, Silver Chain, Juniper Care, Clarence Estate,</td>
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</table>
HOW WILL WE MEASURE OUR TRACTION?

How we measure traction and celebrate success:
The partnership will undertake to perform an annual assessment to measure the impact of the RNIF and their role as Innovation Partners

Assets & Investment Inputs:
  1. Are we attracting new investment into the region?
  2. Are we providing more opportunity for skills development?

Economic Outputs:
  1. Are we creating new jobs?
  2. Are local businesses finding new markets?

Innovation Outputs:
  1. Are there new Business starts?
  2. Is business expansion occurring from innovative projects?
  3. Are there more jobs being created?
  4. Are existing jobs being redesigned?

Qualitative Scorecard:
  1. Is there increased industry cluster connectivity?
  2. Is there a growing entrepreneurial presence in the region?
  3. Is there increased collaboration across industry sectors and across the region?
  4. Do we have a healthy mentoring culture?

Regional Innovation Partnership Outputs:
  1. Are we getting participation from innovators across the region?
  2. Are we identifying the gaps in regional capability and taking action?
  3. Do we understand what innovative activity is happening in our area?
  4. Do we have a stronger understanding of the skills, talent and entrepreneurship in our region?
  5. Are we marketing and promoting innovation successes?
WHEN WILL WE ACHIEVE OUR VISION?

Horizon 1 – (next 2 years)
- Have completed a skills audit of the region to better understand what support is available and what is needed
- Have a series of innovation projects underway in the region
- Well used incubator spaces across the region
- Thriving virtual hubs in place using collaborative platforms
- A suite of standardised programs in place that provide capacity building opportunities

Horizon 2 – (3 – 5 years)
- An increase in existing industries applying innovative solutions
- An increase in the numbers of SMEs
- An increase in employment within SMEs
- Broadening of the industrial base within the region
- Cross industry collaboration is a normal approach to business
- Increase in investment into the region
To know more about the Great Southern Regional Innovation Partnership or to become a part of the partnership please contact

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Regional Director

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