



Search News & Archive

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Search

News

- QUT Links Magazine
- Inside QUT Newspaper
- QUT Expert Guide
- What's On
- Contact us

News by subject

- Alumni
- Built Environment
- Business
- Caboolture
- Corporate
- Creative Industries
- Cultural Precinct
- Education
- Engineering
- Health
- Humanities & Human Services
- Information Technology
- International
- Law
- Research
- Science

Adopt the new: construction innovations that boost productivity

An "innovation reputation" is the new must-have for construction companies seeking the competitive edge that will win them business.

Dr Karen Manley, Queensland University of Technology's School of Urban Development, said clients valued firms with a history of innovation and were now asking prospective contractors about their innovation record.

"If a construction contractor can suggest an idea that improves quality or offers cost savings it helps them gain an "innovation reputation", which is increasingly recognised as part of best practice," Dr Manley said.

She said the benefits that flowed from innovating or adopting others' construction innovations - either products or processes - had significant effects on the economy at large.

"If Australia's small- and medium-sized enterprises (SMEs) in the constructions sector, which make up 90 per cent of the industry, raised their productivity by as little as five per cent it would have an enormous impact on industry productivity.

"Because the construction industry has strong connections with other industries it has an impact on GDP that is much greater than that which can be offered by most other industries, for the same improvement in productivity. And innovation is the driver of that improvement."

Dr Manley is leader of the BRITE Project, an initiative of the Co-operative Research Centre (CRC) for Construction Innovation headquartered at QUT.

The CRC has produced case studies of the often simple, but highly effective innovations that have improved construction productivity and distributed them to construction SMEs via Australia's construction industry associations. The case studies can be accessed on <http://www.brite.crcci.info/>

"The construction industry is highly fragmented. People come together for a project and then



Dr Karen Manley

disperse - learnings from projects are lost and innovation is not spread," Dr Manley said.

"The case studies have been very successful at capturing and broadcasting ways to raise productivity and improve quality, health, safety and environmental outcomes in the industry."

Dr Manley said a nationwide survey of construction firms conducted independently for the CRC found 65 per cent of respondents considered the BRITE project had improved attitudes to innovation.

"BRITE has helped reduce cynicism towards innovation in an industry where small players were resistant to new ideas and products - partly due to a lack of time and resources.

"The industry is made up of so many microbusinesses that don't have the resources to take the risks that they consider are associated with innovation.

"But by distilling leading innovations from the industry in easy-to-access case studies BRITE has enabled construction SMEs to understand that adopting best practice is a form of innovation in itself, one which can improve business performance without involving high risks or large investments."

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**** High res pic of Dr Manley available.**