



Talking Innovation

Wherever you are in the Australian building and construction industry supply chain you can benefit from innovation, according to BRITE research.

The BRITE Project of the Cooperative Research Centre for Construction Innovation (CRC) completed six case studies of innovation in the industry in 2004. The case studies are presented as short booklets highlighting the lessons learnt by innovators.

The key findings from the six studies are that:

- the benefits of innovation are significant;
- clients can play a key role in driving innovation;
- innovation involving adoption of advanced technologies and practices developed elsewhere is just as beneficial as original innovation;
- the type of contract employed on a project can have a profound impact on the opportunities for innovation and the benefits derived ;
- successful implementation of innovation relies on good relationships between related parties;
- building relationships with clients is a key means of gaining competitive advantage through innovation;
- successful innovation is often dependent on good linkages with global experts; and
- small local businesses can be technology leaders.

The BRITE Project will be making a public call for case study nominations from businesses wanting their innovations documented and profiled for free. Nominees must be able to demonstrate that they have quantified the benefits of their innovation. The project is particularly interested in the activities of small and medium-sized business, especially in regional areas.' To pre-register your interest send an email to k.manley@qut.edu.au.

'The aim of the BRITE Project is to improve the incidence and quality of innovation in the Australian building and construction industry,' she said. The BRITE Project is funded by the CRC, which is a major research and development collaboration involving more than 280 individuals and an impressive alliance of 19 industry, government and research partners. The CRC is funded through a \$14 million Federal Government CRC Program grant, complemented by \$50 million of cash and in-kind support from partners.

For further information contact: k.manley@qut.edu.au