

## The BRITE Research Project of the CRC for *Construction Innovation*

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# Construction innovators – please step forward

The **2004 BRITE Innovation Survey** of the building and construction industry identified 82 highly innovative businesses, including 26 that have developed world-first innovations.

Researchers on the BRITE Project would like those innovators, and any others in the industry, to step forward and share their successes.

The BRITE Project is a research project of the Cooperative Research Centre for Construction Innovation, based at the Queensland University of Technology in Brisbane. The project's aim is to increase the rate and quality of innovation in the industry. The research team is doing this by widely publishing information on successful innovations, drawn from the *BRITE Innovation Survey* and from more detailed case studies. Six case studies are already available ([www.brite.crcqi.info/case\\_studies/index.htm](http://www.brite.crcqi.info/case_studies/index.htm)), and the team would now like to begin work on more.

Innovation is widely seen as the key to better productivity and profitability. Increasing innovation in the building and construction industry, which employs more than 730,000 people in Australia, contributes to economic growth.

From the *Innovation Survey* researchers examined the characteristics common to high innovators – drawing out those things they do differently. “This examination of successful innovators is expected to be a valuable resource for the industry. It will help promote more widespread adoption of best practice”, said QUT-based Project Leader Dr Karen Manley.

While the Survey uses the behaviours of high innovators to make general recommendations for improving performance, case studies with more detail about particular innovations are also very useful. They can show:

- the practical and economic benefits of innovations
- how organisations seek innovations, and make decisions to adopt them
- the steps followed to successful implementation.

An innovation can be a new product or a new process that is of economic value. It can be a new or significantly improved:

- technological innovation (services, materials, products, plant, equipment etc.)
- organisational innovation (advanced business practices including marketing, human resources, financial systems, strategic planning, collaboration, relationship management, health, safety, environment, etc.).

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An innovation can be new to the organisation, new to the country, or new to the world. It can be something already operating in other industries, but not before applied in the building and construction sector.

Arup Australia, one of the BRITE Project's industry partners, has already contributed to several case studies. "Arup is focussed on innovation. Case study research is a useful way to learn about the process," said Richard Hough, Principal of Building Structures at Arup.

Dr Keith Hampson, CEO of the Cooperative Research Centre for Construction Innovation strongly encourages participation in the BRITE case studies program saying, "The project is already proving to be a successful way of promoting innovation in the building and construction industry, and we expect it to continue to achieve broad exposure."

The BRITE team are now seeking nominations from organisations who would like their innovations to be profiled for industry dissemination. To be eligible, the innovation should have been used on a completed commercial building or construction project. There should be measured benefits from the innovation such as reduced energy costs, building costs, whole-of-life costs, time. The team is particularly interested in the activities of small- to medium-sized businesses, especially in regional areas.

To register your interest, send an email to [k.manley@qut.edu.au](mailto:k.manley@qut.edu.au), or phone Dr Karen Manley on 07 3864 1762

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