

## Construction Innovation Delivers For All Stakeholders

Many contractors and consultants in the construction industry have traditionally been sceptical about the potential benefits of innovation. The BRITE Project has explored this issue and documented results in a new guide 'Innovate now!'.

Over the past three years, the BRITE Project of the Cooperative Research Centre for *Construction Innovation* has conducted a large-scale industry survey and 12 best-practice case studies, with participation from over 400 businesses, 14 government organisations, 8 industry associations and 4 universities. 'We are very excited by changing perspectives in the construction industry', said the BRITE Project Leader, Dr Karen Manley, 'there seems to be growing interest in innovation as a means of ensuring on-going competitive advantage for businesses'.

The BRITE research revealed that scepticism about the value of innovation was misplaced. It showed that 93 per cent of all innovators in the construction industry achieve higher business profits as a result of their efforts, while all of them reap improvement to their reputations and are subsequently likely to be more successful in winning projects over time. Clients are keen to work with innovative businesses because of the substantial benefits that can be achieved on projects. The improved prospects for future work provide the incentive for consultants and contractors to search for new ideas.

### **Innovation benefits achieved on selected construction sites**

The BRITE project has studied 12 innovative projects in detail. The 'benefits' table displays a summary of the findings.

Four of the documented projects were in Queensland, four in New South Wales, two in South Australia and one each in Victoria and Western Australia. They included three sporting stadiums, two bridges, two art galleries, two commercial buildings, two very different roads (a motorway and an access track) and one case of contaminated land.

The size of the project made no difference to the extent of benefits gained. At *Cattle Creek Bridge* (Case Study No 6), 50 per cent of the project cost estimate of \$1m was saved, while on the *National Gallery of Victoria* (Case Study No 4), 5 per cent of the project cost estimate of \$65m was saved.

The table also shows that the range of potential benefits is broad, with the 12 cases of innovation showing savings related to:

- gas supply
- water usage
- material supply
- material weight
- fabrication time
- erection time
- road transport
- traffic management
- requests for information
- project duration
- overall project cost

From iconic building projects to small road projects, the case studies show that it pays to innovate!

The 'Innovate now!' guide and contributing case studies are lodged at [www.brite.crcci.info](http://www.brite.crcci.info) for free download. The guide provides detailed steps for businesses wanting to improve their innovation performance, along with checklists to help businesses develop an innovation program. For further information, contact Dr Karen Manley, BRITE Project Leader, [k.manley@qut.edu.au](mailto:k.manley@qut.edu.au).

The CRC for *Construction Innovation* ([www.construction-innovation.info](http://www.construction-innovation.info)) is a national collaboration of 21 industry, government and research partners focussed on creating technologies, tools and processes for the property, design, construction and facility management sectors. The BRITE Project is one of over 20 research projects managed by the CRC for *Construction Innovation*.