



Services economy growth through innovation

Key Challenges for ICT Research – A Services Sector view

Warren Bradey
Chief Executive Officer
3 July, 2012

Is the services Sector Important ?

Today

- Service sector – 80% of the Australian economy.
- Includes nearly 4 out of 5 jobs.
- Represent 23% of exports.

By 2020

- ICT enabled improvements will lift long-term avg productivity to 1.7% (from 0.6% pa).
- Distance independent, mobile, economy.
- NBN connected economy.

Smart Services CRC

- User-inspired research - commercially relevant services
- \$120 million + over 7 years
 - \$30.8 million grant from DIISRTE
- Services Sector Focus
- Fourth year of operation
- Research & Innovation community of over 150 people
- Recruited 51 PhD students
- Services Innovation Foundry - Centre of development excellence
- Research partners : QUT, UNSW, USyd, UoW, RMIT, Swinburne.

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Current Industry & Government Themes of interest for future R&D

- Ageing population – Ageing Productively.
- “Big Data” & Social Media – fad or core.
- Consumer debt aversion.
- Consumer spending shifting from products to services.
- Services to be delivered anywhere, anytime - ubiquity of mobile & NBN.

Spending Habits are Changing

Shopping less and spending on lifestyle therapy instead

Jessica Wright
August 7, 2011

★ Read later

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Four Simple Steps to Making Your First Spot Forex Trade. Start Here.



6.9% Recreation and cultural spending



13.7% Transport (incl overseas travel)



5% Retail Sales (worst in 50 years)

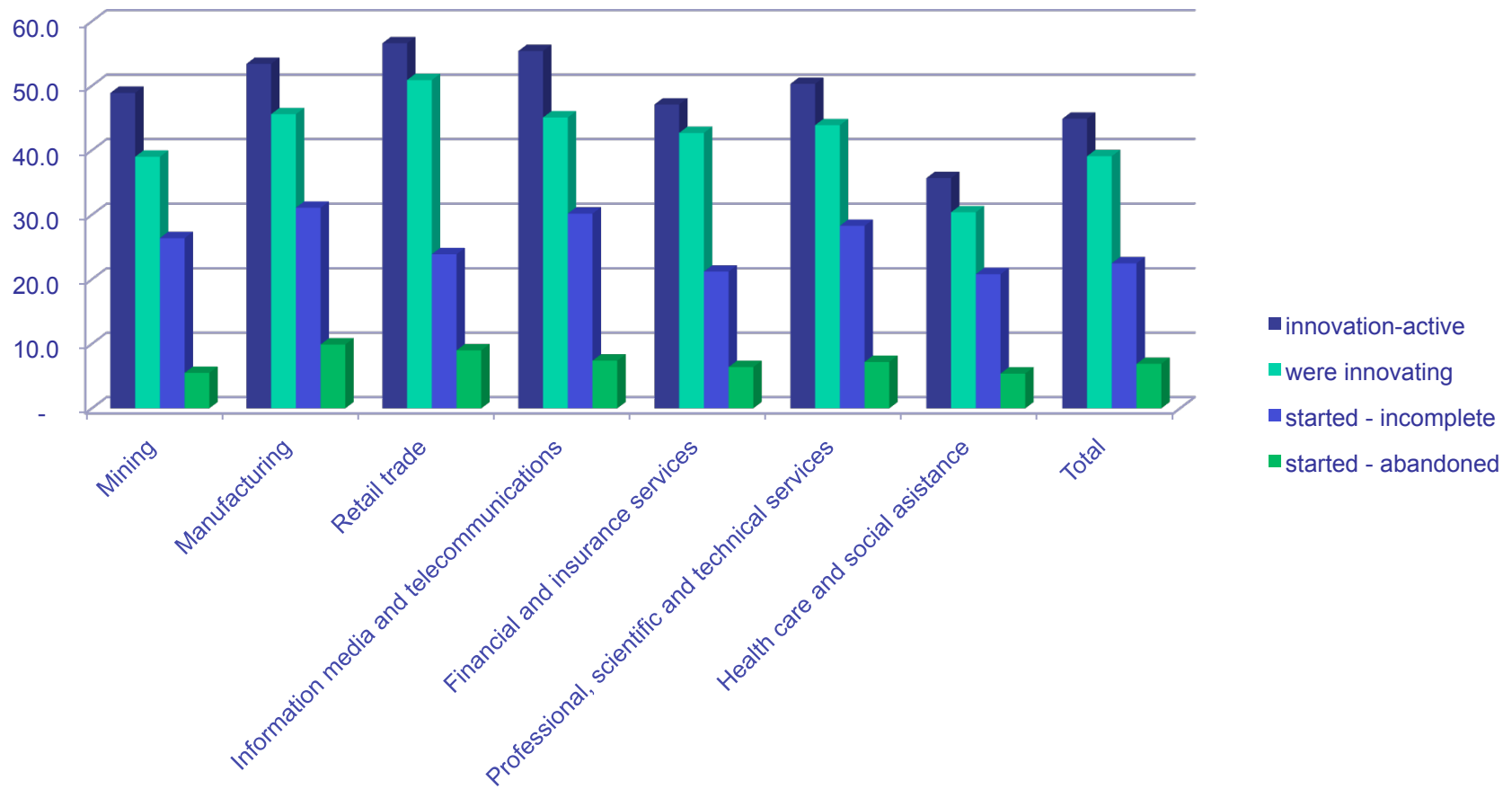
Services Dominant Economies

- Rise of services-dominant economies

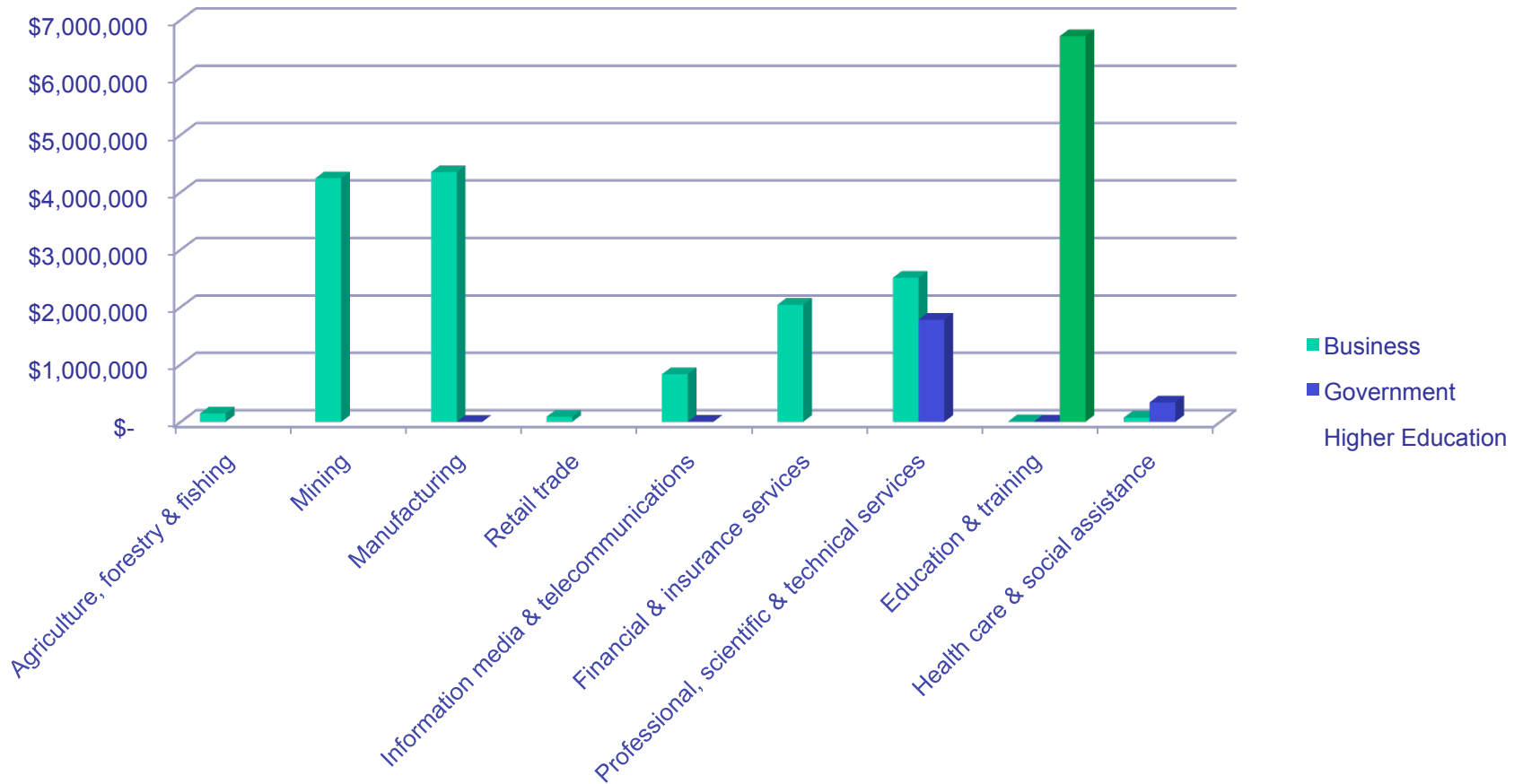


SERVICE AVATARS

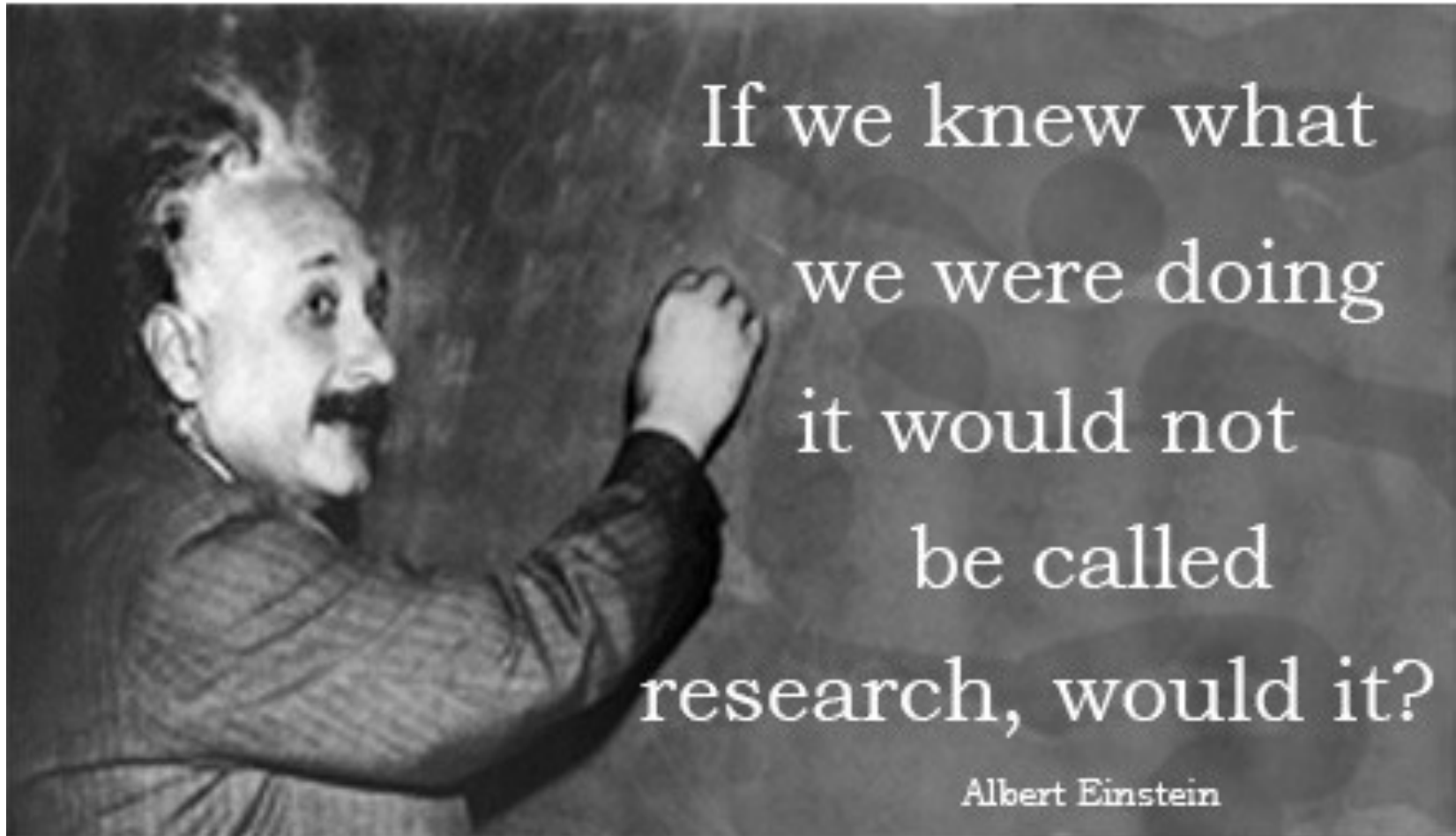
Australian Retailers Do Innovate...



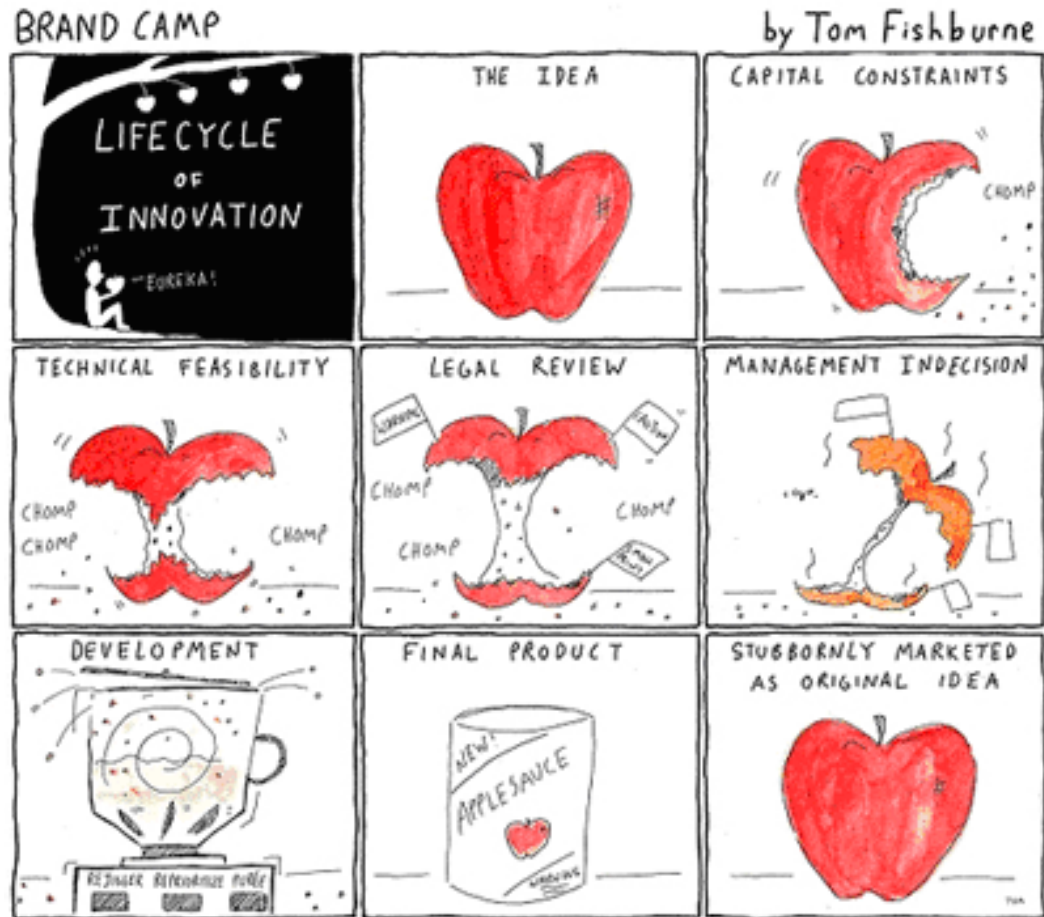
...but they don't research



Research



Innovation



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Can Research & Innovation meet ?

- We all can point to examples where there is intersection.
- Smart Services – Fairfax latest transfer of research to adoption has been:



- Challenges are:
 - Speed of conversion of research to innovative services;
 - Drive to service small niche markets effectively

The End

Thank You