

# Report finds crises and clients drive innovation

According to a study being released by the Cooperative Research Centre for Construction Innovation (CRC-CI), leading-edge clients and crises are the key drivers of innovation in Australia's property and construction industry.

CRC-CI's Building Research, Innovation, Technology and Environment (BRITE) project team has spent three years researching innovation in the Australian property and construction industry. Some of their interim findings have been reported in past issues of EcoLibrium® and now the project has released the *Innovate now!* report.

The report concludes that "clients with high levels of technical competence, challenging needs and extensive experience provide significant opportunities for innovation."

"The more demanding, technically competent and experienced the client, the more likely it is to stimulate innovation in projects, by demanding outcomes that exceed business as usual," says Dr Karen Manley, BRITE project team leader.

"Businesses that are slow to innovate may need to find the courage to expose themselves to this kind of pressure if they want to improve business performance."

The report also finds that a cooperative team approach in the face of a crisis can also lead to innovative solutions.

"Normally, crises are seen as a disaster on a project, but our research indicates that old adage about finding the positive in any situation certainly rings true," Dr Manley says.

The *Innovate now!* report details the findings of an industry-wide survey and 12 best practice case studies involving 400 businesses, 14 government organisations, eight industry associations and four universities.

The full report will be launched on September 28, 2006 at the Construct 2006 conference, and will be available from [www.brite.crcci.info](http://www.brite.crcci.info) for free download after that date. ■

