



Dr Karen Manley

## | BRITE innovation survey results: Innovators show the way

The BRITE Project of the Cooperative Research Centre for Construction Innovation has released the findings of its 2004 national innovation survey of the building and construction industry. QUT is a partner in the CRC, which has its headquarters at the Gardens Point campus.

The innovation survey was sent to more than 1300 participants across the property and construction industry. These included main contractors, consultants, clients, trade contractors and suppliers. The survey achieved a 30 per cent response rate.

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

Researchers from the BRITE Project examined the characteristics common to the 'high innovators' that they were able to identify from the respondents—drawing out exactly what it is that the high innovators 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 project leader Dr Karen Manley.

The survey report offers advice businesses wishing to improve their innovation performance, including to:

- employ apprentices/new graduates and provide training programs, rather than relying on recruiting experienced employees
- watch for developments in related industries nationally and internationally
- have formal systems to include lessons from previous projects in work processes and encourage staff to share ideas
- invest in Research & Development, possibly using the R&D Tax Concession to subsidise costs
- formally evaluate the effectiveness of changed technologies and practices within the business
- reduce clients' costs, through means described in the survey report
- increase links with universities and other research institutions
- implement a broader range of the business strategies and advanced practices listed in the report
- consult a broader range of the sources of innovation ideas in the report.

Read the full report at [www.brite.crci.info/publications/index.htm](http://www.brite.crci.info/publications/index.htm).