

IN BRIEF

Project Title

Building Research Innovation
Technology and Environment:
Innovation Potential, Directions and
Implementation in the Building and
Construction Industry

Project Objective

To Improve the Incidence and Quality of
Innovation in the Australian Building and
Construction Industry

Project Partners

- Arup
- CSIRO
- Queensland Department of Main Roads
- Queensland Department of Public Works
- Queensland Department of State Development
- Queensland University of Technology
- University of Western Sydney

Project Associate

Australian Construction Industry Forum

Project Website

www.brite.crcci.info

Project Leader

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THE BRITE PROJECT

Project Description

Many stakeholders in the building and construction industry, particularly in small and medium-sized businesses, are sceptical about the potential for innovation and its likely benefits. Many also lack the linkages and capabilities required for successful innovation. The BRITE Project of the CRC for Construction Innovation is redressing this situation by developing a suite of demonstration case studies which will be actively promoted within the industry. These examples will assist in creating more positive attitudes towards innovation, expanding perceived possibilities, and reducing risks by demonstrating successful implementation strategies.

Innovation is defined as new products or practices of economic value. These value-adding initiatives only need to be new to a particular business to be counted as innovative. The project will focus on the adoption of innovations already tried and tested within the industry, and innovations new to industry, Australia or the world.

In 2003, six case studies were conducted, focusing on innovation and its implementation, covering all industry players – clients, contractors, consultants and suppliers. The case studies describe the dynamics of industry innovation. This involves highlighting the benefits of innovation and describing how particular companies have sought innovations, have decided on adoption and then successfully implemented those selected. The case studies have been placed on the BRITE website www.brite.crcci.info. Associated industry magazine articles have reached over 100,000 industry participants.

This aspect of the project follows from the success of *Construction Excellence* in documenting innovation case studies and promoting cultural change in the construction industry in the UK (<http://www.constructingexcellence.org.uk>).

The cases have been drawn from among

CRC partners and the wider industry. The intention is to document case studies every second year over the life of the CRC to produce a rich and expanding source of learning for the industry.

In the first half of 2004, a full-scale innovation survey was conducted by the BRITE Project, following up on a pilot survey sponsored by the Commonwealth Department of Industry, Science and Resources. The pilot survey was undertaken in 2001 by Price Waterhouse Coopers.

The BRITE survey builds on this work, using internationally tested approaches and methodologies. The survey is internationally comparable, but unique to Australia as appropriate. The intention is to conduct the survey every second year over the life of the CRC to produce time series data for performance analysis. The data covers innovation rates, types, impacts, drivers, obstacles and strategies.

Project Benefits

Managers have a new source of learning on which to base innovation strategies. Policy makers will be able to track industry performance over time and will have detailed, timely information upon which to base policies aimed at improving the business environment for innovation.

By examining the industry's innovation performance over time and focussing on implementation, this project demonstrates how businesses can overcome problems and innovate successfully. The study provides for deeper understanding of current obstacles to innovation and demonstrates the links between innovation and improved business performance. By tracking innovation activity over time, the study will allow for quick correction of negative trends by business managers and government policy makers.



CRC Construction Innovation PARTNERS

Arup Australasia/Australian Building Codes Board/Bovis Lend Lease/Brisbane City Council/Brookwater Joint Venture
Building Commission/CSIRO/DEM/John Holland/Queensland Department of Main Roads/Queensland Department of Public Works
Queensland Department of State Development and Innovation/Queensland University of Technology/Rider Hunt
Royal Melbourne Institute of Technology/The University of Newcastle/The University of Sydney/University of Western Sydney/Woods Bagot