

MEDIA RELEASE

NEWS FROM THE UNIVERSITY OF TASMANIA

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ATTENTION: Chiefs of Staff, News Directors



Who is innovating in Tasmanian businesses?

Which Tasmanian businesses are innovating? And how are they doing it?

The Australian Innovation Research Centre (AIRC) is keen to find out.

The AIRC, an independent research centre at UTAS, has launched the second Tasmanian Innovation Census.

The first Census was conducted in 2007 and showed that 70 per cent of Tasmanian businesses innovated.

The 2010 survey of the innovative activities of Tasmanian businesses (with five or more employees) will wrap up this December.

Examples of innovation in business include computerising business processes, implementing new marketing methods and training staff in the use of innovative technologies and software.

The Tasmanian Innovation Census is the only source of innovation data for all business sectors in Tasmania and the AIRC would like all Tassie businesses to consider participating.

AIRC researchers will use the results to identify changes in the innovative activities and capabilities of the Tasmanian business sector since 2007.

Professor of Innovation at the AIRC, Anthony Arundel, said businesses must innovate to create or enter new markets and to improve productivity.

“Innovative activities are crucial to the Tasmanian economy and consequently to the living standards of all Tasmanians,” Prof Arundel said.

“The results of both the 2007 and 2010 surveys will help regional, state and national Governments to design and implement better policies to support innovation by Tasmanian businesses and strengthen the Tasmanian economy.”

The 2010 survey includes new questions on internet use, skills, and energy-saving innovation.

“A high participation rate by both innovators and non-innovators is essential to ensure accurate results for all industries and regions and for small, medium and large businesses,” Prof Arundel said.

“This includes both businesses that innovate and businesses that might not consider themselves as innovative.”

AIRC researchers maintain the confidentiality of all participants so that no business or individual can be identified. Data access is limited to AIRC researchers and only aggregated results are published or presented in any form.

For enquiries about participation in the study, please contact the AIRC at (03) 6226 7384 or see www.airc.utas.edu.au.

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