

# design ready

Make your business  
Design Ready

**Business use of design can be directly linked to growth in profitability. Those Victorian businesses that use design are more likely to show profit growth and at a higher rate.**

Five Years On. Victoria's Design Sector 2003-2008



## Design Victoria

The Design Victoria Strategy is the Victorian Government's \$15 million comprehensive strategy developing the design innovation and excellence capabilities of small to medium enterprises in Victoria. Design Victoria is empowering businesses to seize new opportunities through design, creating innovative Victorian industries where design underpins competitiveness and export performance.

Design Victoria partners with leading professional associations, business experts, peak industry bodies, tertiary education institutions and government to achieve the highest standard of outcomes in the delivery of our programs. The Design Ready program focuses on the Victorian Government's priority industry sectors:

- automotive
- aviation
- biotechnology
- defence
- energy
- financial services
- food
- ICT
- international education
- science
- tourism.

## Climb the Design Innovation Ladder

There is a strong correlation between a company's ability to launch new products, services and processes and the importance it places on design.

Research conducted by Design Victoria in 2008, entitled Five Years On. Victoria's Design Sector 2003-2008, contributes to the growing body of international research that clearly demonstrates that businesses that invest in design are more likely to show higher profit growth and at a higher rate.

In 2008, 37% of all businesses in Victoria, totalling 69,000 organisations, used and benefited from design services. This use of design compares favourably to countries with populations of a similar size, such as Ireland and Denmark (an early design leader).

The four-step Design Innovation Ladder outlined in Five Years On illustrates the extent to which Victorian businesses integrate design into their innovation processes. The higher up the ladder, the greater the strategic use of design resulting in commercial and competitive advantage.

In comparison to Denmark, there are fewer Victorian businesses on the top level — Design as Innovation. There is scope to further integrate the use of design into Victorian businesses.



## Discover the Business Advantage of Design

Design Ready businesses are better prepared to develop new local and export markets, attract investors, improve processes and meet the changing demands of markets.

**Businesses profit by using design to:**

- build a company brand and identity
- create new, innovative, profitable products and services
- increase price premiums
- reduce production costs
- improve sustainability practices
- better business performance and generate new markets.

Design Victoria's Design Ready seminars, workshops and Business Immersions, demonstrate to Victorian businesses ways design can be used to drive business growth.

Design Victoria's events are held in metropolitan and regional Victoria on topics of importance to small to medium enterprises. Discover how design can increase commercial and competitive advantage for your business.

**To register for Design Ready seminars and workshops, visit [designvic.com](http://designvic.com)**


## Business Immersions

The Business Immersions program provides funding assistance and facilitation support to small to medium enterprises to engage a designer on a project aimed at improving the business' performance and competitiveness.

To be eligible for the Business Immersions program, a business must be a small to medium enterprise, located and registered in Victoria. The business must be willing to embrace the input of a designer to solve a challenge and deliver an outcome that is clearly linked to its business strategy. Participants must meet the requirements of a Victorian Government financial assessment.

**For more information about Design Ready programs, email [designvic@designvic.com](mailto:designvic@designvic.com)**

**There are opportunities for more effective use of design and greater business value.**



**Victorian small businesses can, and do, use design effectively, however many need more assistance.**

Five Years On.  
Victoria's Design Sector 2003-2008

## Opportunities for Businesses

Design Victoria's website [designvic.com](http://designvic.com) provides access to a wealth of design-related knowledge, including industry research and news that demonstrates the benefits of design, highlights emerging trends and shares ways design can be used effectively by Victorian enterprises.

- Access **Case Studies**, derived from industry and Design Victoria's Business Immersions program, that illustrate the design process and ways that enterprises are using design to tackle business challenges.
- Learn more about our **Business Immersions** program; projects underway and how to get involved.
- Submit an inspirational business success story where design was the catalyst for enhanced performance. New case studies are featured on our website and contributions from industry are welcomed.
- Explore Sustainable by Design our online **How To Kit** for businesses. Sustainable by Design has an operational focus offering advice, guidelines and tips for engaging with eco-design and improving overall environmental management, without unnecessarily increasing costs.

- Read articles and interviews with business and design leaders addressing current industry issues in our **Hot Topics**.
- Download **Five Years On. Victoria's Design Sector 2003-2008** to find out more about Victoria's design sector capabilities and business use of design.
- Register online to receive Design Victoria's **What's On** and **eNews** to stay abreast of Design Ready seminars, workshops and industry news.

## Further Information

For more information about the Design Ready program, visit [designvic.com](http://designvic.com) or contact:

**Design Victoria**  
RMIT University, Building 97  
Level 2, 106-108 Victoria St  
Carlton Victoria 3052

GPO Box 2476V  
Melbourne Victoria 3001

T +61 3 9925 4195  
F +61 3 9925 4166  
[designvic@designvic.com](mailto:designvic@designvic.com)  
[designvic.com](http://designvic.com)

© State of Victoria 2009

This publication is copyright.

No part may be reproduced by any process except in accordance with the provisions of the Copyright Act 1968.

Authorised by the  
Victorian Government  
121 Exhibition Street,  
Melbourne Victoria 3000

Designed by Cornwell  
Printed by Rothfield Print Management  
Printed on ecoStar 100% Recycled

[designvic.com](http://designvic.com)