

business ready

Make your design skills
Business Ready



DesignVictoria
Strengthening Victoria Through Design

The Victorian design sector is highly competitive. In 2008 an estimated 4,200 design consultancies operated in Victoria, an increase of 35% over five years.

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



Design Victoria

Design is thriving in Victoria. The sector is highly competitive, well recognised and contributes \$7 billion annually to Victoria's economy. It accounts for over \$300 million in design-related exports and has the potential to grow significantly.

In December 2008, Innovation Minister, Gavin Jennings MLC, released findings from a major research study on Victoria's design sector entitled Five Years On. Victoria's Design Sector 2003-2008. It found:

- 37% of all businesses in Victoria, totalling 69,000 organisations, make use of design services. Only 4% have dedicated in-house designers and a further 7% employ staff who undertake design as part of a broader job role. 28% of businesses use the specialist services of external consultancies.
- The total expenditure by Victorian business on design is estimated at \$7 billion — \$6.3 billion is spent in Victoria.
- The total revenue of design consultancies is estimated at \$4.9 billion — 76% of this amount comes from within Victoria.

The Victorian Government's comprehensive \$15 million Design Victoria strategy is developing the skills of Victorian designers to compete in local and export markets and encouraging the design-led growth of Victorian industry.

Develop your Business Ready skills

Design Victoria's Business Ready program empowers designers, design consultancies and in-house design teams with skills and knowledge to grow their business and better engage with diverse industry groups.

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.

Design Victoria's Business Ready seminars and workshops aim to ensure Victorian designers can respond to, and initiate, new business opportunities in local and international markets.

Design Victoria seminars and workshops in key areas of importance — intellectual property, export, business partnerships and sustainability — target a range of design disciplines to address identified knowledge and skill gaps. Design disciplines include architecture, interior design, fashion and textile, urban and landscape, industrial, multi-media, graphic and design management.

Delivered by leading business and design industry experts, Design Victoria's seminars and workshops explore design opportunities in diverse industry sectors, offer first hand experiences and provide tools to assist designers in their day-to-day operations.

To register for Business Ready seminars and workshops, visit designvic.com

Opportunities for Designers

Design Victoria's website designvic.com provides access to a wealth of design-related knowledge including industry research, which demonstrates the tangible benefits of design, highlights emerging trends and shares the ways Victorian enterprises are effectively using design.

- Access **Case Studies** that illustrate the design process and how designers and industry collaborate to solve business challenges.
- Submit an inspirational design success story for our website. Design Victoria regularly features new case studies and welcomes contributions from industry.
- Read interviews and articles in our **Hot Topics** on issues facing the industry in areas such as the use of design, design and sustainability, and design and the economy.
- Tell us what design means to you. **Why Design?** is a powerful question that brings to the forefront the important role of design in shaping Victoria's future.
- Submit awards news, including competitions for designers and announcements acknowledging award recipients. **Awards** are an important way of recognising and rewarding achievement in design and we welcome contributions that showcase Victoria's talent.
- Access our **How To Kits**, invaluable resources in key areas of importance for designers including intellectual property, export and eco-design.
- Recommend a speaker. If you don't mind an audience, Design Victoria would be happy to hear from you! We're always keen to talk to successful and inspirational designers who are willing to share their experiences at Design Victoria events.
- Register to receive Design Victoria's **What's On** and **eNews** to stay abreast of Business Ready seminars and workshops and industry news.

Further Information

For more information about the Business Ready program, visit designvic.com or contact:

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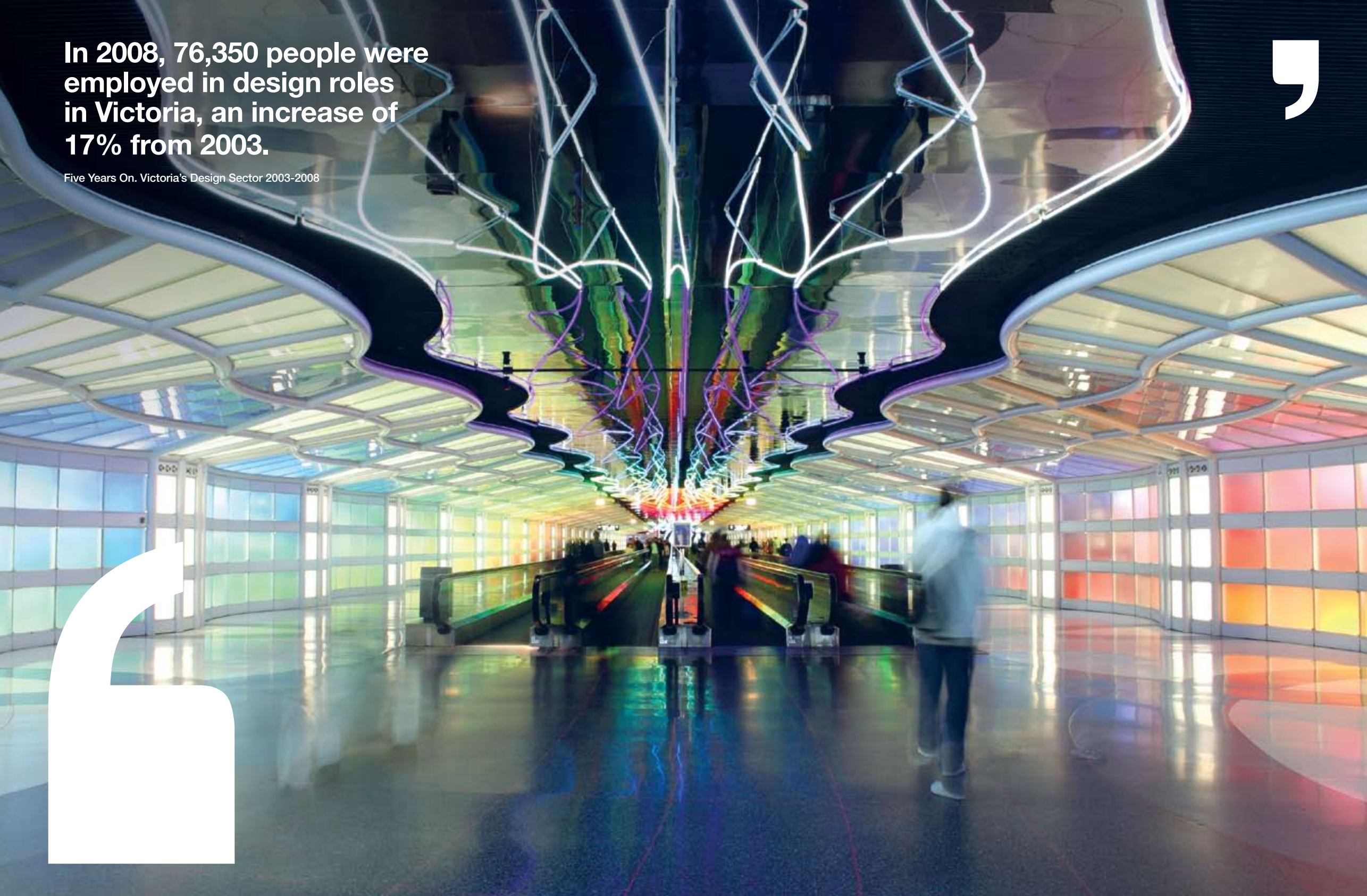
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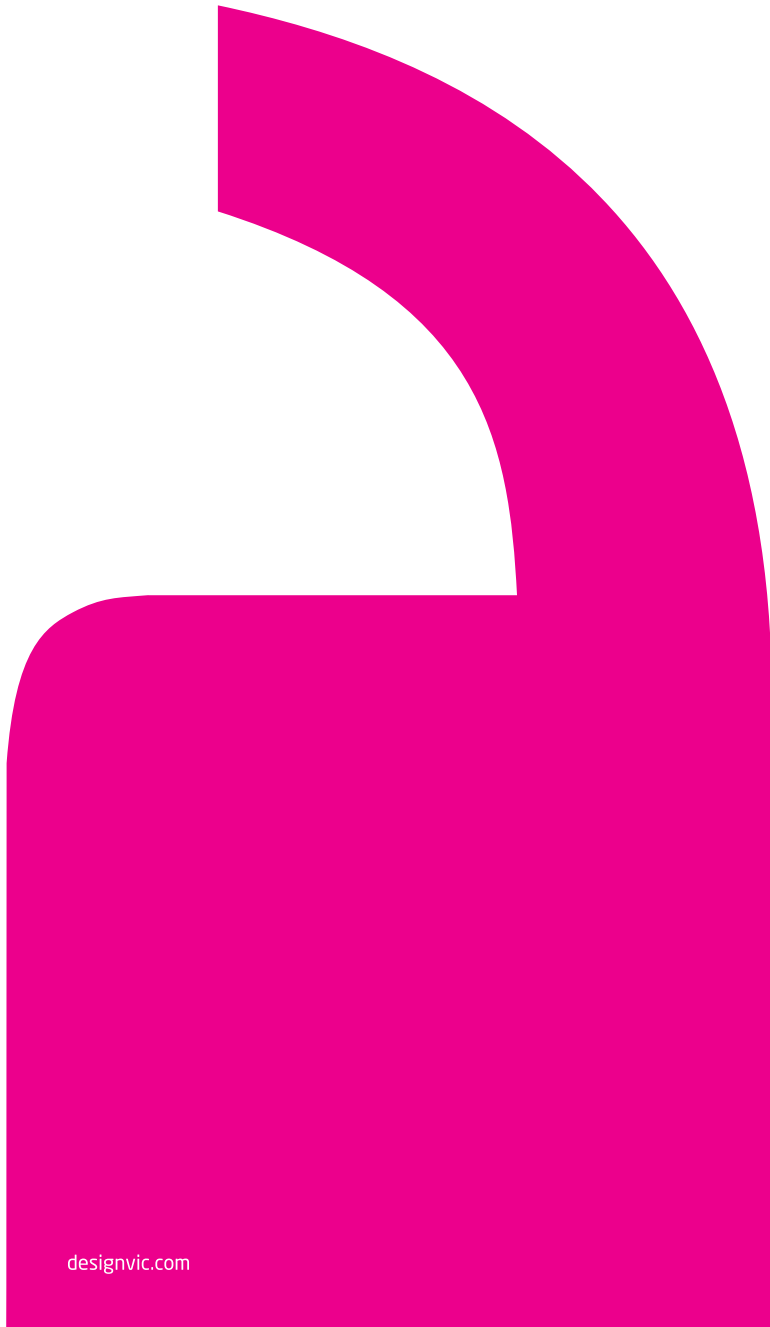
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In 2008, 76,350 people were employed in design roles in Victoria, an increase of 17% from 2003.

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





designvic.com