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
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.

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.

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

Discover the Business Advantage of Design

Step 4
Design as Innovation
Only 4% of businesses are on the top rung of the ladder. These businesses are mature in their use of design in all stages of the innovation process.

Step 3
Design as Process
A further 15% are on the third rung, actively using design to bring new products and services to market.

Step 2
Design as Styling
Some 9% use design mainly for styling of products, or the external positioning and branding of the company and its services.

Step 1
Non-Design
While 9% of companies use design, they remain on the bottom rung of the ladder—they are ineffective users of design. The remaining 63% of companies do not use design at all.

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

There are opportunities for more effective use of design and greater business value.
Design Victoria’s website 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.

For more information about the Design Ready program, visit 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
designvic.com
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Further Information

Opportunities for Businesses

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

Five Years On,
Victoria’s Design Sector 2003-2008