



# An Industry Innovation Hub

One of three national flagship projects funded by the Suburban Jobs program, the Stretton Centre is a partnership between the City of Playford, The University of Adelaide's Australian Workplace Innovation and Social Research Centre (WISer), the Urban Renewal Authority, and the South Australian and Federal Governments. Once established the Stretton Centre will be a regional hub for integrated industry, workforce and urban development, addressing challenges and pursuing opportunities through research, collaboration and innovation.

## Accelerated Industrial Diversification

The Stretton Centre, to be housed in purpose built accommodation in Playford from 2015, aims to be a leader in the region's industry and workforce development.

Success in economic rejuvenation goes to those regions that build and institutionalise collaboration and purposeful cooperation between key players and decision makers, working to a strong plan. The international experience is unequivocal on this.

The Stretton Centre will be a leader in industry diversification and economic rejuvenation in northern Adelaide. **It will draw upon local, national and international expertise to help build a world class economic and industry development facility in South Australia.**

With the Polaris Business and Innovation Centre (Salisbury), the Stretton Centre will focus purposeful collaboration between governments, industry and the university sector in the areas of economic and industry development, as well as in program delivery to businesses in the region. Stretton will become the vehicle for delivery of practical, effective, and high quality industry extension services close to end users, in line with international best practice.

The Stretton Centre will combine delivery of certain state and Commonwealth programs, offering proximity to the end users.

The Stretton Centre and Polaris will have different but complementary roles. While Polaris actively builds their the capabilities and resilience of Small and



*The impending closure of GMH and the whole automotive industry means that the task of diversifying northern Adelaide's economic and industry base has gone from pressing to absolutely urgent.*

Medium Enterprises (SMEs) in northern Adelaide, bringing together innovation and applied business development programs, Stretton targets industry transformation.

The role of the **Stretton Centre** is to:

- be an expert industry and workplace innovation body relevant to the modern manufacturing and knowledge economies;
- be an integrative, leading and coordinating entity, learning from the best of breed internationally (e.g., Fraunhofer Gesellschaft in Germany);
- combine practical local knowledge with understanding of international best practice in industry strategy, building a team of highly capable practitioners, networked to key decision makers and influencers at state and national levels
- specialise in helping to build high performance workplaces that align with the new industrial opportunities – short runs, high variability, and high value products, and medium to high complexity
- provide value chain expertise, business extension services, and highly valuable approaches to effective local industry participation practices; and
- be an advanced business extension agency for manufacturing and knowledge-intensive service industries.



The **Polaris Centre** will complement by:

- providing business coaching and mentoring;
- providing programs to improve small business digital literacy;
- developing programs to connect businesses to university expertise;
- creating commercial opportunities by linking small firms together to create greater scale;
- running business intender and entrepreneurship programs;
- lifting the aspirations of small business owners by profiling local success stories and highlighting emerging trends and opportunities; and
- acting as a bridge between businesses and councils to facilitate investment and re-investment in the region.

## Key Projects

In addition to numerous research projects<sup>1</sup>, Stretton will deliver high value practical projects aimed at diversifying the industrial base of northern Adelaide, including:

- Rigorous use of 'smart procurement' principles to build industry opportunity, diversity and capability through leveraging of urban development projects
  - The City of Playford's ambition to become a second CBD of Adelaide is the focal point for identifying how smart procurement linked to major urban construction projects can help to drive local industry development.
  - Development of industrial precincts (intermodal and logistics, health and well-being, defence industries, mining and energy, etc.)
- Working with government and the horticultural sector, to help identify horticultural innovation and development opportunities for the region
  - Growing demand for safe and sustainably grown food presents a range of opportunities for local and regional food producers
- **Manufacturing retention and diversification**, targeting opportunities in:
  - selected defence (armed vehicles fit-out and through-life support; the Future Submarine project, amongst others)
  - selected resources and energy areas (copper and complex combined ore bodies; unconventional gas)
  - assistive technologies for the aged and disabled
  - medical devices, and
  - clean technologies<sup>2</sup>.

To help build integration and connectivity, the Stretton Centre has already co-invested with DMITRE, NC21, UNISA, the Polaris Centre and the City of Salisbury in a **Manufacturing Development Officer** to promote awareness of existing programs and develop collaborative initiatives linked to the State Government's *Manufacturing Works* strategy.

This is complemented by a partnership with DMITRE on **building high performance workplaces**.

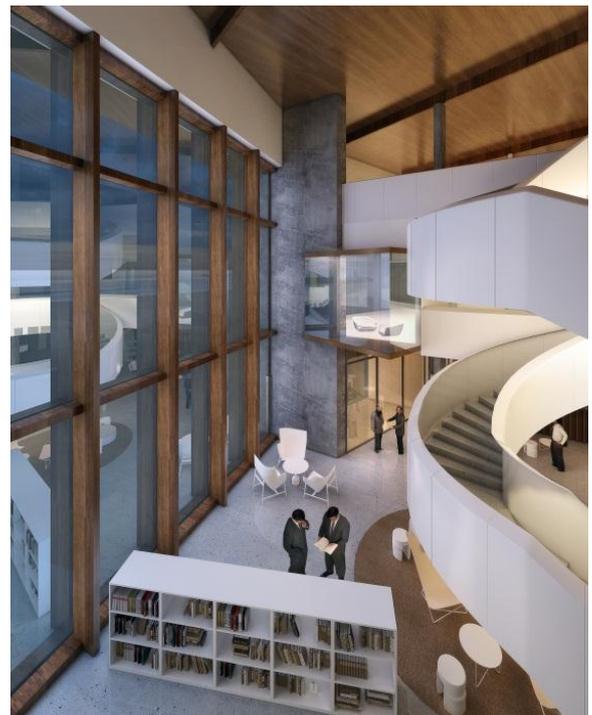
And in line with its aim of becoming a best practice industry extension service, WISer/Stretton is participating in development of a **Manufacturing Cooperative Research Centre** with the potential to contribute significantly to the accelerated growth of knowledge-intensive manufacturing, and to bring valuable projects to the state, including:

- opportunities in major value chains (resources, defence, clean tech and medical and assistive devices)
- new materials science to create new products and applications (e.g., titanium)
- additive and subtractive manufacturing applications and non-destructive testing
- high performance workplaces and 'factories of the future'.



## Example: Industry development and assistive technologies

The impact of technology on the development of aids and equipment designed for people with age- or disability-related limitations has seen the emergence of the new field known as 'assistive technologies'. There is significant unmet need for assistive technologies which are designed in collaboration with consumers. The Stretton Centre is working with DMITRE to map demand for assistive technologies and identify how that demand might be met by local suppliers through closer linkages with the aged care, health and disability sectors.



<sup>1</sup> On issues such as the impact of major infrastructure projects in Playford, data for urban development scenario planning, 'Shared Drive' on community building, socio-demographic, employment and educational profiling of Playford, the Workforce Futures Survey, Smart Workplaces and labour market implications of population ageing.

<sup>2</sup> See Strength In Diversity, Diversification, Innovation and Jobs, submission to Commonwealth Review of SA Economy and Impact of GMH Closure, January 2014.