How do you measure the return on your innovation investment?
innovation investment
avoid this
what to measure?

- Innovation ecosystem
- Community resilience
- Economic Development
<table>
<thead>
<tr>
<th>Economic Development</th>
</tr>
</thead>
</table>
| **Internal ED Programs** | Business Attraction and Marketing  
|                       | Business Creation and Entrepreneurship  
|                       | Business Retention and Expansion  
|                       | Technology and Innovation  
|                       | Real Estate: Industrial Use  
|                       | Sustainable Development/Green Jobs  
| **Relationship Management** | EDO Leadership  
|                       | Relationships Established  
|                       | Communications  
| **Community** | Client Satisfaction  
|                       | Demographic Makeup  
|                       | Business Related Factors  
|                       | Real Estate: Housing  
|                       | Quality of Life  
|                       | Transportation and Public Transit  
|                       | Trade and Tourism  
|                       | Environment  

**MeasureUp30**
Indicators of Community resilience
Aligned with Regional Entrepreneurship and Development Index Variables

Domain 1: Healthy, safe and inclusive communities
- Community connectedness
- Emotional well-being and belonging
- Service availability
- Infrastructure/creativity and learning
- Community development programs
- Personal health and wellness

Domain 2: Dynamic, resilient local economies
- Skills
- Education qualifications
- Income and wealth
- Business growth
- Economic activity
- Employment
- Local government

Domain 3: Sustainable built and natural environments
- Housing affordability
- Public transport
- Green space
- Environmental sustainability
- Water and energy efficiency
- Disaster preparedness

Domain 4: Culturally rich and vibrant communities
- Arts and cultural activities
- Community engagement
- Sporting and recreation facilities
- Cultural diversity
- Values

Domain 5: Democratic and engaged communities
- Community leadership
- Social group
- Participation in community groups, service provision
- Membership of local community organizations and decision-making bodies

Domain 6: Demography
- Population stability
- Population change
- Age distribution
- Gender distribution
- Aboriginal and Torres Strait Islander
- Women
- Minorities
- Single-parent households
- Participation in community engagement

MeasureUp30

Source: 2012, Resilience Profiles project, Queensland Council of Social Service (QCSS)
Diagram: Chad Remedios
how to measure?

- Innovation ecosystem
- Economic Development
- Community resilience

- New growth
- Capability
- Capacity
- Culture
traditional approaches

Labour intensive, Costly, Time delays, Data ownership and control, Low incentive for data currency

Research, consultancies, and analysis

Surveys and portals

MeasureUp30
**traditional approaches**

Research, consultancies, and analysis

Surveys and portals

- Labour intensive
- Time delays
- Data ownership and control
- Low incentive for data currency

---

**MeasureUp30**

- Real-time data availability
- Incentive for data accuracy
- Integration into operational activity
- Drive activity towards hubs and programs
- Build resilience in regional hubs
- Capture 80% of startup activity
The approach.

help hubs and programs with operational activity

help governments and corporations measure innovation investment outcomes across a region

help entrepreneurs with progress and connections

map founder and startup activity cross-program for longitudinal data mapping

help the global innovation industry with a data exchange platform for accountability and performance
**How it works**

**Central reporting**
De-identified Information aggregated for centralised use

Hubs and program managers
Hubs and programs measure and manage their outcomes through data entry, capture of operational activity, and surveys
Insights into new business development
DigiCon Hackathon

Project Brief

Ipswich City Council and Fire Station 101 have partnered to host the DigiCon Hackathon. The council has engaged the community and business sector to identify solutions and environments with unique requirements to create a digital solution that connects the community to our local environment.

Digital Conservation or “DigiCon” is the concept of using technology to achieve and enhance protection of our natural environment. It is this that Ipswich is trying to achieve to preserve our natural environment.

Regeneration is done in original or transformed with a vision clear and the process and solution to create efficiencies.

To be successful in inventive your ideas as a digital solution, you must address the following solution design and product capabilities:

- Ability to improve Ipswich City Council’s health and the resilience of the conservation animal and related connection aspects.
- Ability for users and Council to read and receive information.

#Barkathon2017

Friday 1st - Sunday 5th Dec 2017
Approach: solving local challenges

- **Define challenge statement**: Create cluster → Co-create challenge
- **Engage local business**: 3-stage survey → Data collection and correlation
- **Co-create solution**: “hackathon” style event → Ongoing support
Next steps

• Queensland rollout to prove model
• National tour September ‘18 to March ‘19
thank you.