NATIONAL DESIGN CHALLENGE

Roundtable Update

NOV 2021

AUSTRALIAN
DESIGN
COUNCIL

NATIONAL DESIGN CHALLENGE

The National Design Challenge (NDC) is a framework that brings designers and industry leaders together to embed Australia's world class design capabilities into the country's National Roadmaps.

The NDC framework considers how design can be 'baked' into these Roadmaps to ensure the 'right problems' are being solved and then '*solving those problems right*'.

The aim is to deliver the best possible return on investment and long term value and to help Australia further diversify its economy, through a design-led approach.

We know design adds significant value when applied to complex challenges. We want to ensure our design capability can be baked into these strategies to amplify the number of businesses leading by design and maximise impact, for society, for our environment and for our economy

The inaugural National Design Challenge program will be undertaken in partnership with Food Innovation Australia Limited (FIAL) to support growth in the industry's annual value-add capability from its current $59 billion per annum to over **$200 billion per annum by 2030, by design**.

"Design is critically important for modern manufacturing as you can avoid so much complexity and failure if you do it well."

David Thodey AO
Australian Design Council

ROUNDTABLE

An industry roundtable was held to bring the National Design Challenge to life, with a select group of designers and industry leaders focusing on how business success through design can be scaled at a sector/industry level. The objective was to work collaboratively to consider how we can grow the number of businesses who lead by design and in turn deliver prosperity to the nation. The Roundtable used the Food and Agri sector as a catalyst for the conversation.

PARTICIPANTS

Dr Sam Bucolo
Australian Design Council

David Thodey AO
Australian Design Council

Mirjana Prica
Managing Director, Food and Agribusiness Growth Centre

Barry Irvin AM
Executive Chair, Bega Cheese

Ben Van Delden
Head AgriFood Tech, KPMG Australia

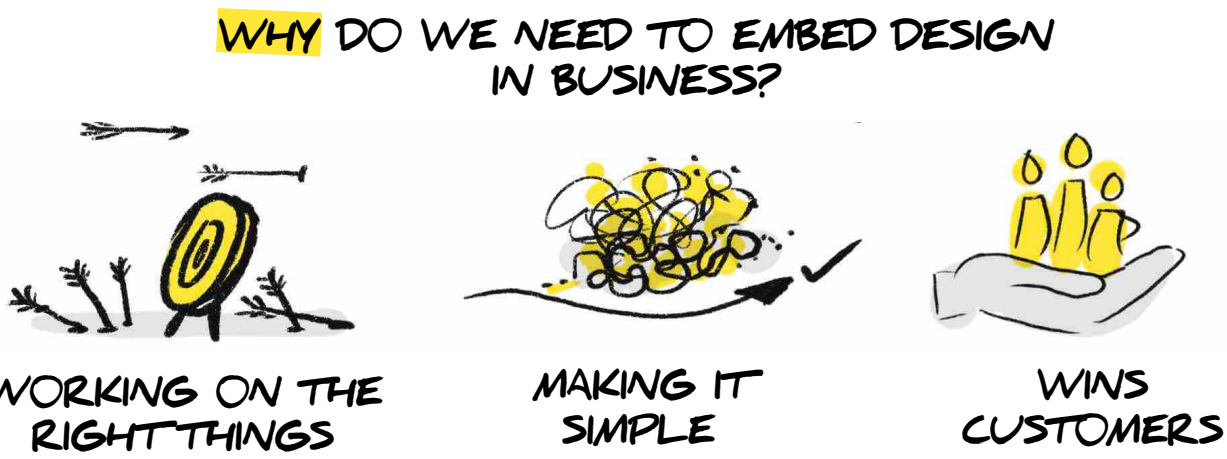
Jo Kellock
CEO, Design Institute of Australia

Steve Baty
Co-Founder, Principal and Director Meld Studios

Jon Christensen
Co-Founder, Future Friendly

Wen Wen Ye
Senior Executive Designer, ThinkPlace

Brandon Gien
Australian Design Council



ROUNDTABLE SUMMARY

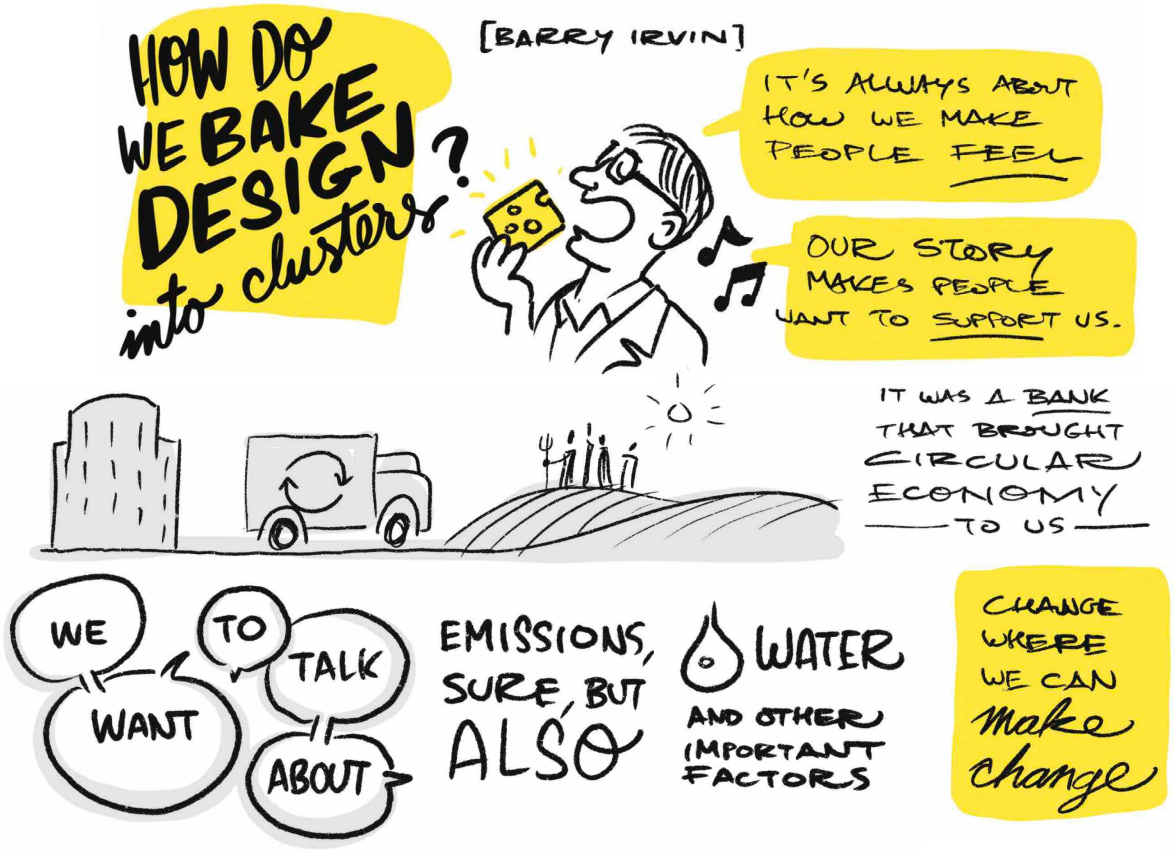
The purpose of the roundtable was to discuss how other businesses in the Food and Agri Sector can adopt the design strategies underpinning the **Bega Valley project to improve growth and stimulate a design-led Circular Economy**. It builds on the role of the case studies in "demystifying" the design process and how to better explain the different steps involved in the process.

"We have created a mindset that embraces change and gives people the confidence to be excited about the next step forward. Farmers don't need to fear change or sustainability. When they embrace it, that creates greater value for them. They become advocates for that change."

Barry Irvin AM
Executive Chair
Bega Cheese

THE BEGA VALLEY CLUSTER

Bega Valley is the first of three clusters to be selected to focus on embedding design into a Regional Cluster Strategy. Designers will provide their insights on how to embed design to deliver long term value for the Bega Valley as it transitions to becoming an exemplar Circular Valley system and ultimately, stimulate the Circular Economy across the wider Australian Food and Agribusiness sector.



"What a design team can bring is real methodologies to create initiatives that identify opportunities for greater experiences that drive better and more efficient outcomes."

David Thodey AO
Australian Design Council

"By everyone working together, business can increase capacity, build scale and the knowledge to access key markets and compete in a global marketplace."

Mirjana Prica
Managing Director, Food and Agribusiness Growth Centre

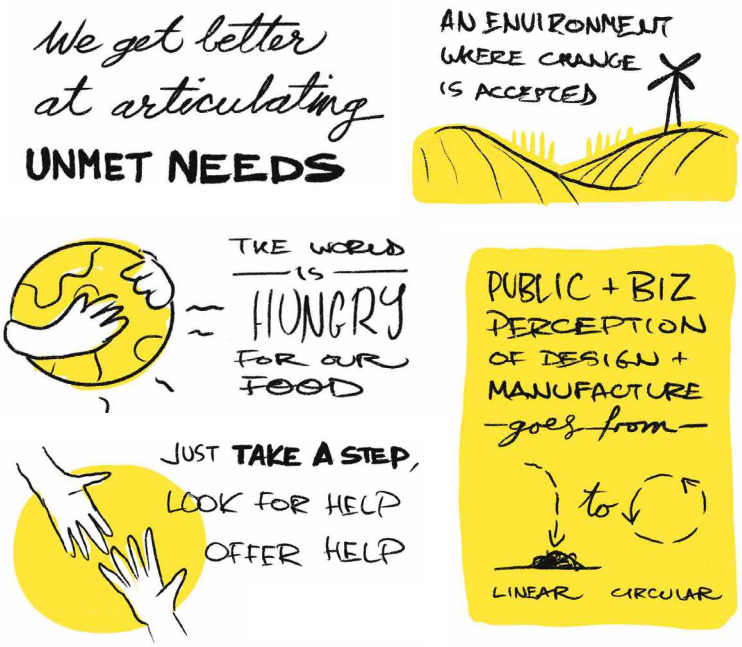
"We felt this was critical in helping Government understand what design is and how it can be applied to businesses, not only in the Food and Agri sector, but ultimately, across all sectors of Australian industry."

Brandon Gien
Australian Design Council

MEASURING SUCCESS

Success will be measured in how we diversify our economy by design to deliver long term growth, jobs and environmental sustainability.

Our aspiration for this initiative is to help drive future demand for Australia's world class design sector by showing the impact design can have. We plan to scale this approach to embed design into National Sector Transformation Roadmaps using the learnings from this pilot to inform our scale up model.



"Success would be the long term ability to not rely on specific designers to help a design-run process; that allows for citizen engagement and enables more businesses to fill the gaps. Give people the right mindset to take risks and get design right the first time but realise that not getting it right the first time is also part of the process."

Jon Christensen
Co-Founder, Future Friendly

"Success, for me, is the way design can be applied and facilitate the shift from a linear view to one which is circular and more sustainable."

Steve Baty
Co-Founder, Principal and Director, Meld Studios

"At its core, design success is delivering innovative solutions for unmet needs, and I don't think those needs have been properly articulated until now. This particular program is designing the future which is exciting."

Wen Wen Ye
Senior Executive Designer, ThinkPlace

OUR NEXT STEPS

As a result of the launch of the National Design Challenge and the Roundtable discussion, the Australian Design Council is working with industry leaders and designers to deliver prosperity by enabling design-led models to the Government's National Sector Priority areas. Within this framework, sub-programs (or Clusters) will be identified, and a model provided to ensure design capability can be 'baked' into long-term project execution roadmaps.

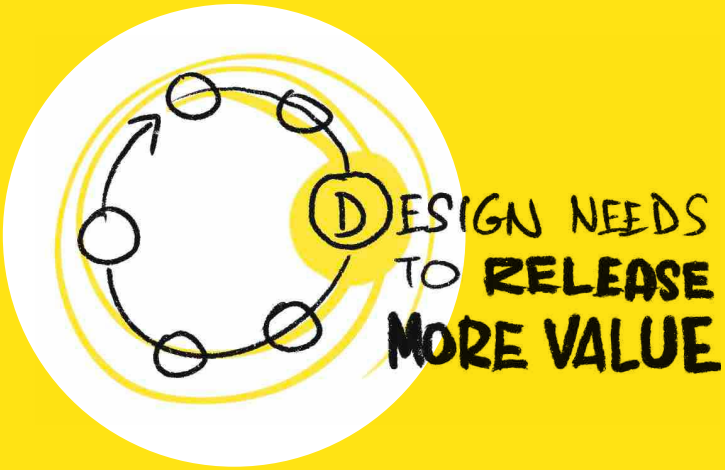
It is the role of the Australian Design Council to ensure the National Design Challenge framework is applied to other key sectors to drive business growth and long term prosperity for Australian industry.

" Design is such a fundamental part of the (circular economy) process, and we need to rethink about how we can create new value without necessarily needing more resources."

Ben Van Delden
Head AgriFood Tech
KPMG Australia

" We've adopted circularity as one of our three strategic areas, and a lot of our work is encouraging people to do certain things. Often it's about breaking down the tasks to get to the next steps."

Jo Kellock
CEO
Design Institute of Australia



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WHO IS THE AUSTRALIAN DESIGN COUNCIL?

The Australian Design Council (ADC) is a not-for-profit industry body established to advance a design-led future for Australia and to champion the role of design and its ability to address complex social, economic and environmental challenges.

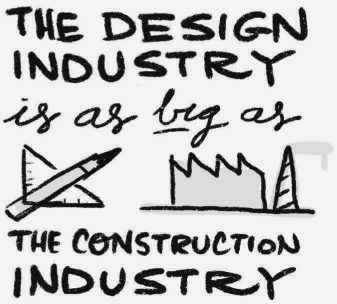
While some businesses are embedding design into their future roadmaps and strategies, there are many others who could benefit from design as a strategic tool to grow and prosper. The Australian Design Council provides a unique opportunity to engage the Australian design sector at a business, industry and policy level to help grow more internationally competitive Australian businesses and for Australia to truly become a design-led nation.

THE AUSTRALIAN DESIGN COUNCIL'S MISSION IS TO:

- Advocate to government and industry leaders about the role and value of design to help diversify Australia's future economy
- Embed design into Australia's nation-building agenda and policy settings
- Leverage Australia's design capabilities as part of the nation's future industry development

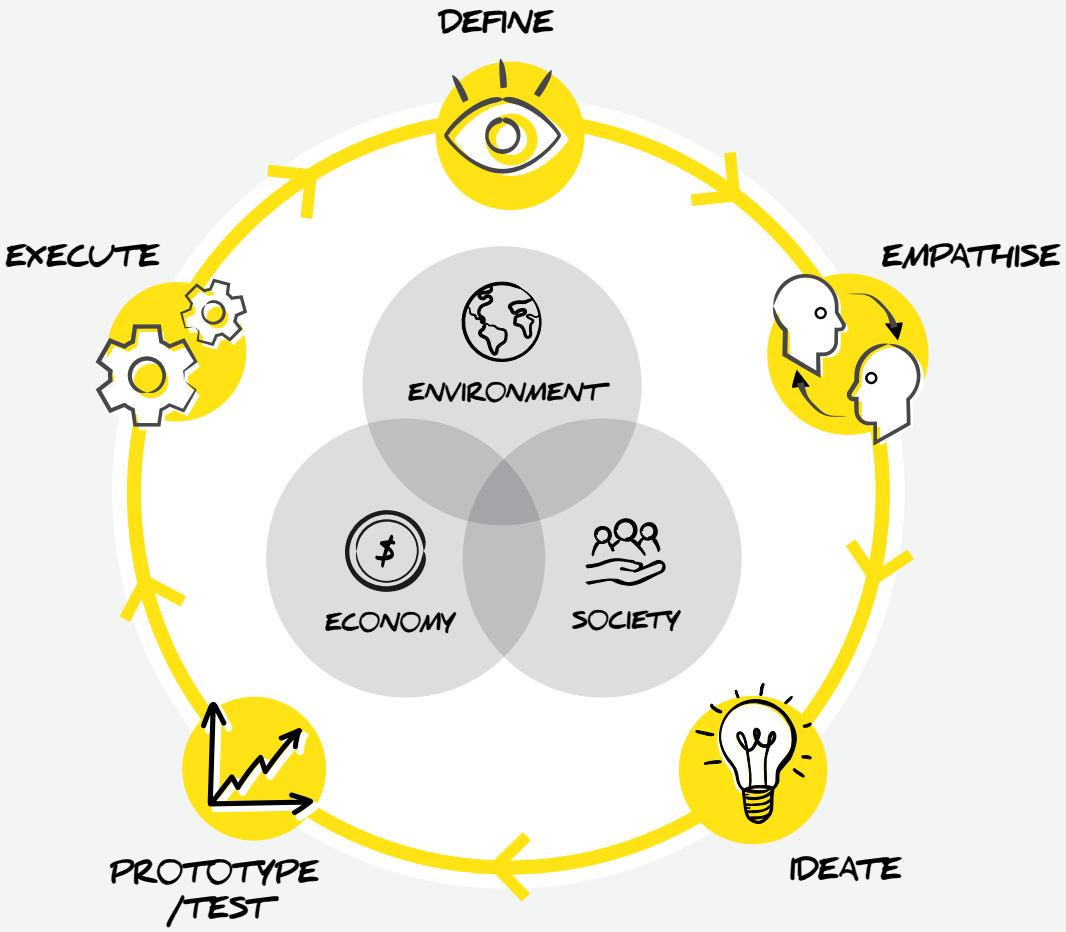
WHAT DO WE MEAN BY DESIGN?

Design is a core capability and problem solving tool that enables innovation across products, services, systems and business models. It is the art of developing a plan for a new or significantly improved product, service or system that meets users' needs whilst at the same time considering its economic, environmental and social impacts. An investment in professional design not only helps businesses gain a competitive advantage, but also helps drive growth business growth and national prosperity over the long term.



The contribution to Australia's GDP of design-related industries and workers is $67.5B - more than 3.5% of GDP - equivalent to the construction industry.

Source: 'Defining Design', IP Australia, 2020



This process typically happens several times throughout a project as ideas are checked and rechecked against the original defined problem and customer group.

LEVERAGING AUSTRALIA'S DESIGN-LED INNOVATION CAPABILITY

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