



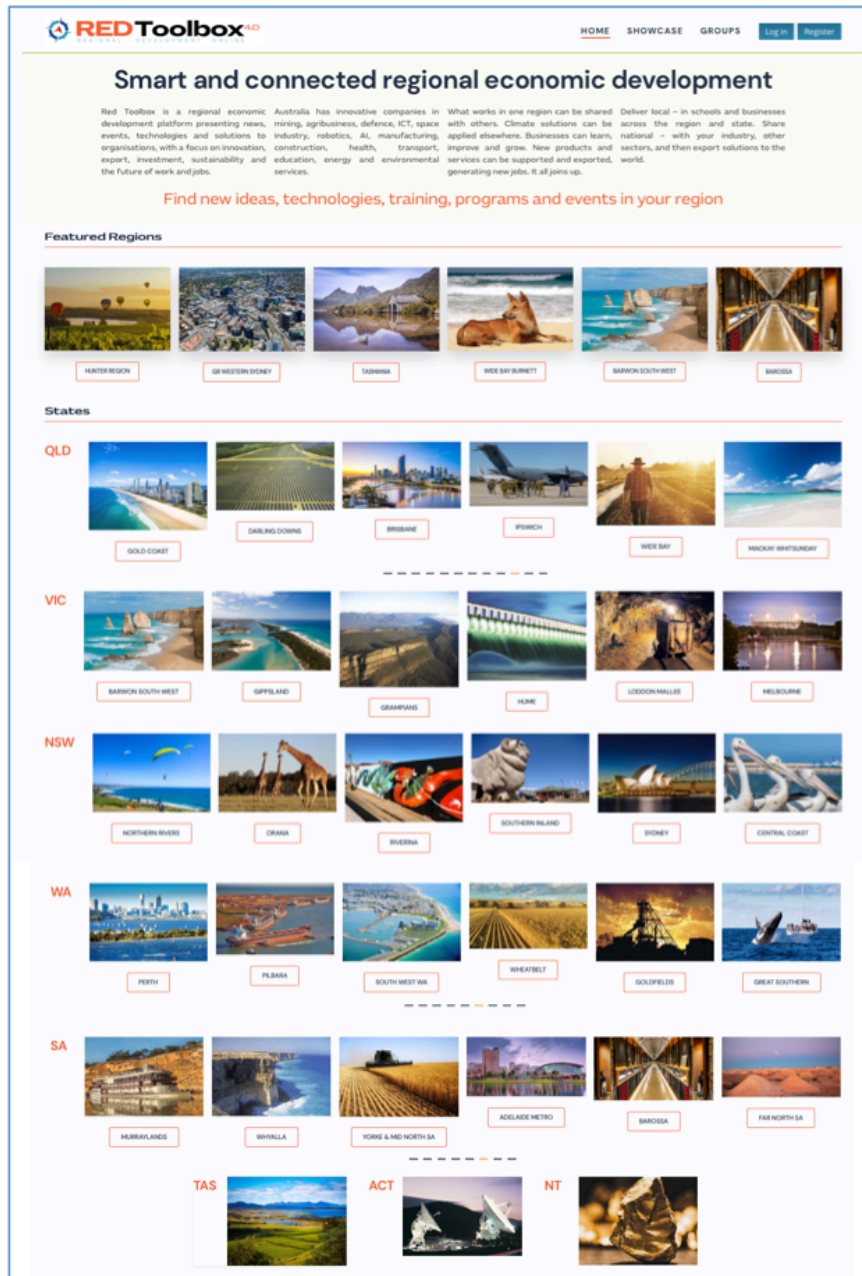
# RED Toolbox

**Innovation, Investment,  
Export, Sustainability and  
the Future of Work and Jobs**

## RED Toolbox – [www.redtoolbox.org](http://www.redtoolbox.org)

The RED Toolbox is a regional economic development platform, mapped to the 52 regions, 8 states and Territories, 19 industry sectors and 400 business categories across Australia. The toolbox includes a national showcase of productive industries, a workshop video library and groups.

Each region has a listing page with contact details, economic focus, brokers, key businesses and a range of capability building tools – events, groups, training, projects, innovation, export, sustainability, investment, future of work and jobs, and a full list of regional brokers and businesses.



Organisations have a BASIC listing (FREE) or a CUSTOM listing with more options (\$330). They can join Groups, engage by email, attend events and browse information on innovation, sustainability, export, future of work and investment in the Workshop video library.

## The RED Toolbox delivers:

- A showcase of 5,000+ organisations across Australia's key productive industries
- Export showcases for 20 overseas markets
- Groups allowing industry networks, association and hubs to collaborate and share
- Promotional outreach through virtual and actual events – local and national
- Connection to all high schools across Australia

## Collaborative platform

The platform allows councils, RDAs, states and federal government to support collaboration, networking, sharing and communication across 50 regions. Plus connect industry associations, networks and hubs, and academic institutions and research agencies across all productive industry sectors and supply chains.

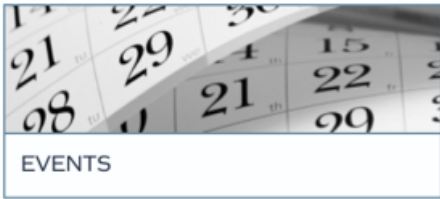
The RED Toolbox was launched in 2018 at a SEGRA event in Port Augusta and used to showcase Australian exporters to visitors at the Commonwealth Games. During COVID, the platform was configured for Austrade to support Australian Food & Beverage Exporters at the Foodex event in Tokyo. The Japan Showcase is still in use by over 400 Japanese buyers on a regular basis.

The screenshot displays the 'Australian Agribusiness and Food Showcase' website. At the top, there is a green header with a sun icon and the text 'Australian Agribusiness and Food Showcase' and 'RED TOOLBOX'. Below the header is a grid of 18 categories, each with a representative image and a label: Agritech, Animal Feed, Beverages (non-alcoholic), Confectionery & Snack, Dairy, Fresh Fruit & Vegetable, Grain Products, Health & Functional, Jam Honey Spread, Meat, Oils Spices Condiments, Other Alcoholic Beverages, Other Animals, Plants & Flowers, Prepared Food, Seafood, and Wine. On the left side, there is a vertical navigation menu listing these categories. At the bottom of the page, there is a dark green footer containing contact information: 'Digital Business insights Pty Ltd A.B.N. 57 009 990 130', 'PO Box 127 Kenmore QLD 4069 AUSTRALIA', and 'Ph: +61 (0)7 3720 1614 Email: info@db-insights.com'.

The new RED Toolbox focuses on key themes – innovation, export, investment, sustainability and climate action, and the future of work and jobs.

The RED Toolbox provides the tools to manage a region and its organisations - businesses, NFPs, councils, state government, high schools, universities, TAFEs and others.

## RED Toolbox tools



**Events:** Events posted by regional brokers, region and sector groups and commercial and non-commercial solution providers.

A program of events – live, hybrid and online – focused on key growth sectors in the region.

Events cover a program of different themes every month - innovation, water, sustainability, robotics, food security, health, future industries, machine elearning/AI, energy, aged care, cybersecurity, assistive technology, export etc.



**Groups:** Groups created by regional brokers and by businesses with a Custom subscription. Groups enable discussions and events for group members. All group updates are shared with group members by email.



**Training:** Training options - Vocational Training (VET), and Academic providers – AI, Coding, Cybersecurity, Manufacturing 4.0, Robotics, Export, Tourism, Entrepreneurship, Water, Environment, Automotive, Energy and Waste.



**Projects:** Brokers can post project outlines for the benefit of other regions. Project aims, methods and results can be shared for cross-regional economic development.



**Brokers:** Full list of regional brokers – government, RDA, council, incubator, university, TAFE, peak body etc



**Businesses:** Showcase of regional businesses and other organisations.



INNOVATION

**Innovation:** Information resources and links to CRCs, CSIRO, Universities, AI, Space and Robotics clusters, Climate action, Startups and other organisations focused on new technology and strategies.



EXPORT

**Export:** Information resources and links to export agencies re export markets and opportunities, export readiness training and Austrade and State Export offices.



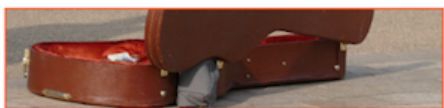
SUSTAINABILITY

**Sustainability:** Information resources and links to climate action, circular economy strategies, universities, government and other environmental agencies.



INVESTMENT

**Investment:** Information resources and links to venture capital organisations, plus government grants and assistance.



FUTURE of WORK & JOBS

**Future of work:** Information resources and links to information on industries most impacted by digital disruption. Outlines the technologies that are creating disruption to all industry sectors – with threat and opportunity described.

Of 19 industry sectors, half are seriously challenged by the impact of software, AI and robotics to traditional jobs and activities.

Digital disruption creates the demand for new skills across all industries.

This information is relevant to businesses of all sizes as well as to high schools, teachers and parents in regions across Australia.

## Regions

**RED Toolbox 4.0**

HOME GROUPS SHOWCASE LIBRARY LMS ACCOUNT john.Sheridan

Previous page

### Greater Western Sydney

CONTACT PERSON  
Western Sydney University  
Michael O'Connor  
Academic Organisation / Department

The Greater Western Sydney region runs from Windsor in the north to Campbelltown in the south, and from Parramatta in the east to Penrith and the Blue Mountains in the west, comprising of 14 local government areas.

Western Sydney is the third largest economy in Australia behind the Sydney CBD and Melbourne, producing 31% of Sydney's Gross Regional Product (\$104 billion). The three largest industries in the region are health care and social assistance (11.6%), retail trade (10.2%) and construction (9.7%).

The NSW government has positioned GWS at the heart of Sydney's urban growth and infrastructure development, concentrating on the new twenty-four-hour airport, Aerotropolis, Western Parkland City, and Bradfield City.

The government aims to create 7,000 micro-credential courses over five years and 200,000 jobs - focusing on defence and aerospace activities, as well as trade, freight, logistics, advanced manufacturing, health, education, and science economy businesses.

#### Brokers

- Business Western Sydney
- Western Sydney Peak Business Advocacy Organisation
- Hawkesbury Climate Action Network
- Climate Action Network
- Camden Council
- Local Government
- Calabronberry
- Where Ideas and Experience Meet for Social Innovation
- Launched
- Startup Incubator
- The Future
- Investment Attraction Fund
- New Government Agency for Investment in Western Sydney
- OHRC
- COMMUNITY MIGRANT RESOURCE CENTRE
- Multicultural Business Connect Conference
- Community Migrant Resource Centre
- Yarga
- Indigenous Business and Employment Hub

#### Featured businesses

- About Us
- ...
- ...
- ...

NEWS

EVENTS

GROUPS

TRAINING

shared projects  
Drive LOCAL, Share NATIONAL

PROJECTS

INNOVATION

EXPORT

SUSTAINABILITY

INVESTMENT

FUTURE OF WORK & JOBS

BROKERS in this region Edit

Each region has a listing page with contact details, economic focus, brokers, key businesses and a range of capability building tools – events, groups, training, projects, innovation, export, sustainability, investment, future of work and jobs, and a full list of regional brokers and businesses.

The RED Toolbox provides the tools to manage a region and its organisations (businesses, NFPs, high schools, universities, TAFEs and others).

The platform segments the economy into industry sectors, matched to a range of capability building tools – events, groups, training, projects, innovation, export, sustainability, investment, future of work and jobs.

The tools can be used by organisations in a sector or by organisations delivering products and services to the sector – government, associations, banks and insurance, commercial and corporate.

## RED Toolbox - Engagement

The RED toolbox provides all states, sectors and 52 regions with a variety of ways to help improve regional capability – using a range of tools – events, groups, training, links to more brokers and businesses in the region, plus customised knowledge resources – innovation, export, investment, sustainability and future of work.

These tools offer connection to other national expert resources selected to align with each region’s economic strategy and focus. Events can be local for businesses, groups or national. Messages can be customised to local businesses, organisations and groups. Government grants and programs can be incorporated and targeted to each region.

### Engagement with the platform

Each region includes a wide range of businesses and business brokers - government, academic, incubator and industry association etc with differing interests – business development, economic development, export, environment, skills and training.

**Individual businesses** can use the platform to showcase and promote a product or service, engage with other organisations and a wide range of services.

**Brokers** can use the platform to support business improvement by organisations in their regional networks, connect their networks to others, both inside and outside the region, and for collaboration and sharing.

**Corporates and government** can use the platform to increase resilience and capability in sectors, regions and supply chains, and improve export readiness, cybersecurity, digital capability and workforce skills.

### Signup Options

There are four subscription options – Basic (FREE), Custom (\$330), Broker (\$550) and Enterprise (\$8250).

Each subscription provides a different level of engagement within the platform and usage across the region, sector or state.

| BASIC   | CUSTOM  | BROKER   | ENTERPRISE  |
|---|---|--|---|
| <b>FREE</b>   | <b>\$330</b>  | <b>\$550</b>   | <b>\$8250</b>   |
| <ul style="list-style-type: none"> <li>Listing: Image gallery 15</li> <li>Listing: Video gallery 2</li> <li>Listing: Events 1</li> <li>Listing: Attachments 3</li> <li>Listing: Categories 1</li> <li>Listing: Custom Tab ✓</li> <li>Listing: Engagement Request ✓</li> <li>Listing: Other Locations ✓</li> <li>Related listings x</li> <li>Video Library View</li> <li>Project Sharing View</li> <li>Collaboration GROUPS 0</li> </ul> | <ul style="list-style-type: none"> <li>Listing: Image gallery 30</li> <li>Listing: Video gallery 6</li> <li>Listing: Events 5</li> <li>Listing: Attachments 5</li> <li>Listing: Categories 2</li> <li>Listing: Custom Tab ✓</li> <li>Listing: Engagement Request ✓</li> <li>Listing: Other Locations ✓</li> <li>Related listings x</li> <li>Video Library Suggest</li> <li>Project Sharing Share</li> <li>Collaboration GROUPS 1</li> </ul> | <ul style="list-style-type: none"> <li>Listing: Image gallery 50</li> <li>Listing: Video gallery 10</li> <li>Listing: Events Unlimited</li> <li>Listing: Attachments 60</li> <li>Listing: Categories 3</li> <li>Listing: Custom Tab ✓</li> <li>Listing: Engagement Request ✓</li> <li>Listing: Other Locations ✓</li> <li>Related listings ✓</li> <li>Video Library Youtube, Vimeo</li> <li>Project Sharing Create, Share</li> <li>Collaboration GROUPS 5</li> </ul> | <ul style="list-style-type: none"> <li>Listing: Image gallery 100</li> <li>Listing: Video gallery 20</li> <li>Listing: Events Unlimited</li> <li>Listing: Attachments Unlimited</li> <li>Listing: Categories 3</li> <li>Listing: Custom Tab ✓</li> <li>Listing: Engagement Request ✓</li> <li>Listing: Other Locations ✓</li> <li>Related listings ✓</li> <li>Video Library Youtube, Vimeo, Upload</li> <li>Project Sharing Create, Share, Sponsor</li> <li>Collaboration GROUPS Unlimited</li> </ul> |
| <a href="#">Subscribe</a>   | <a href="#">Subscribe</a>   | <a href="#">Subscribe</a>  | <a href="#">Subscribe</a>   |

## Workshop

The Workshop page provides a wide selection of videos and projects organised by theme – Innovation, Export, Future of Work, Investment and Sustainability.

Event Program presentations are stored in the Library for use by all organisations registered in the platform.

The screenshot displays the REDToolbox 4.0 website interface. At the top, there is a navigation bar with links for HOME, GROUPS, SHOWCASE, WORKSHOP (highlighted), LMS, and ACCOUNT, along with a user profile icon for 'John Standen'. A left-hand navigation menu lists various categories: INNOVATION (Space, Blockchain & Metachain, Artificial Intelligence (AI) & Coding, Cluster Development & Smart Cities, Smart Manufacturing - 3D printing, VR, AR, Startups and Incubators, Micro manufacturing & makerspace, Robotics & Autonomous Systems, Robotics, Drones, IoT Data Academy, Agriculture, Biology & Science), EXPORT (Choose your export market, Export ready, How to manage China, India the Next Big Opportunity, Indonesia - our nearest neighbour, Digital Trade), FUTURE OF WORK & JOBS (The Gig Economy, Student employment - RSE, Continual Professional Development, Networking, Threat & Opportunity - Disruptive technologies, Micro credentials), INVESTMENT (Banks, Venture capital & Angel Funding, Crowdfunding - social funding), and SUSTAINABILITY (Agriculture & Environment, Circular economy, Energy, Reef 2030, Transport, Waste, Water). The main content area features a large video thumbnail titled 'This month: Agriculture' showing a tractor in a field. Below this, there are two sections of video thumbnails: 'Innovation in Agriculture' with four thumbnails (Australia for Agriculture 4.0, FutureFeed, Methane reducing success, Australia for Agriculture 4.0) and 'Agriculture & Environment' with four thumbnails (Natural Sequence Farming, Can Sea Water Desalination Save The World?, How Scientists Are Restoring The Great Barrier Reef, The Great Barrier Reef: Coral, Carbon & Climate Change).

Events can be delivered targeting one region, stored and then shared with all other regions with similar economic objectives, with high schools or with all regions across Australia.



## Groups

Groups can be created and listed in different categories – Sectors, Regions, Innovation, Sustainability, Export, Investment, Events, Projects, Universities, Future of Work and Jobs.

The screenshot displays the 'Groups' page on the RED Toolbox 4.0 platform. The page features a navigation bar with 'HOME', 'GROUPS', 'SHOWCASE', 'WORKSHOP', 'LMS', and 'ACCOUNT'. Below the navigation, there are tabs for 'Pages', 'Groups', 'Events', 'Videos', 'Polls', and 'More'. A 'New Group' button is visible in the top left. The main content area is a grid of group cards, each with a cover image, a title, a category, and a brief description. The groups shown include:

- University of Tasmania**: A quiet pursuit of the extraordinary. Our story began 130 years ago, in a sandstone building overlooking Hobart. Since those early days, with three lecturers teaching eleven students, our purpose has...
- Startup Tasmania**: Startup Tasmania, Inc. was founded in 2011. The organisation started Tasmania's first co-working space in the basement of 71 Murray Street, Hobart. Many Tasmanian entrepreneurs found their feet in 'th...
- Regional Business HQ**: In 1989, the Bundaberg Tourism Board performed a feasibility study on the establishment of a business incubator and business support organisation in Bundaberg. Two years later, through the work of a V...
- The Generator Bundaberg**: The Generator is a collaborative environment for entrepreneurs, start-ups, business owners, freelance creatives, remote workers and more. The Generator offers several membership tiers for co-work...
- University of Newcastle**: The University of Newcastle, informally known as Newcastle University, is a public university in Newcastle, New South Wales, Australia. Established in 1965, it has a primary campus in the Newcastle su...
- Committee for the Hunter**: The Committee for the Hunter provides a unified voice to advance the Hunter. We identify long-term strategic goals and champion these on behalf of the region. The Committee is an independent and no...
- Eighteen04**: Eighteen04 is an inspirational incubator and co-working space for CleanTech + SmartCity based startups in the Hunter Region. The mission of Eighteen04 Inc. is to support early stage startups seekin...
- Deakin University**: Deakin University is a public university in Victoria, Australia. Founded in 1974, the university was named after Alfred Deakin, the second Prime Minister of Australia. Its main campuses are in Melbour...
- Runway Geelong**: Runway is a not-for-profit that builds the capability of entrepreneurs to be successful – starting, pivoting and growing their business. Runway builds the capability of entrepreneurs to be successf...

Groups can be – Public (anyone can join the group and does not require approval), Public Group (requires moderation to join), Private Group (Users need to request to join), Invite Only Group (Only group members can invite other users to join. These groups will not appear in search results)

## Export

During COVID, the RED Toolbox was configured for Austrade to support Australian Food & Beverage Exporters at the Foodex event in Tokyo. The Japan Showcase is still in use by over 400 Japanese buyers on a regular basis. The RED Toolbox Export page presents the Japan showcase, the major export agencies and the new Australian Agribusiness and Food Showcase (link on the main toolbar).

The screenshot displays the RED Toolbox website interface. At the top, there is a navigation bar with the RED Toolbox logo and menu items: REGIONS, SHOWCASE, WORKSHOP, GROUPS, International, ABOUT, ACCOUNT, and a user profile for John Sheridan. The main content area is divided into several sections:

- Previous page:** A section titled "RED Toolbox in Japan" featuring two "Australian Food and Beverage Showcase Japan" cards. Each card includes a grid of product images and a "More" button.
- Export for regions:** A section titled "Export for regions" displaying six "Export Masterclass Series: Digital Trade in ASEAN" cards (Parts 1-6). Each card features a speaker icon, a title, a brief description, and a "More" button.
- Australian Export Showcase:** A section titled "Australian Export Showcase" with a descriptive paragraph: "During COVID, Austrade funded development of the Australian Food & Beverage Japan Showcase, to connect Australian exporters and Japanese buyers. The platform includes exporters, news, groups and directory. Buyers can request business contact, and engage with buyers directly or through the Austrade team. The Australian Agribusiness and Food Showcase is an extension of the Austrade project in Japan, providing an international 'shop window' to all export markets and trade offices across the world. The Agribusiness and Food Showcase will be followed by separate versions including Automation and Robotics, Healthcare, Security and Defence, Mining and Exploration and ICT. These export showcases will be promoted to markets overseas through trade offices, industry associations, clusters and social media."
- Austrade:** A section titled "Do business with the world" with the tagline "Australia's your business. Australia's Partner." and contact information: "13 29 76" and "2, Phillip Law St, Canberra, ACT 2601".
- Export Council of Australia:** A section titled "Become an Exporter" with a graphic of wooden blocks and contact information: "02 8243 7400" and "5, Castlereagh St, Sydney, NSW 2000".
- Export Finance Australia:** A section titled "Export Finance Australia" with a globe graphic and contact information: "1800 093 724" and "22, Pitt St, Sydney, NSW 2000".
- Australian Agribusiness and Food Showcase:** A large section titled "Australian Agribusiness and Food Showcase" featuring a grid of 15 product images (e.g., Agribus, Wine, Meat, Dairy, etc.) and a search form on the left.
- EXPORT CONNECT:** A section titled "EXPORT CONNECT" with an "Overview" paragraph and a list of bullet points: "Select the best markets for your products and improve decision-making by analysing relevant market insights and comprehensive market and trade data trends for your market and category of choice.", "Discuss and define your export strategy with trusted advisors with over 40 years of export market development experience.", "Review your in-market competitors to identify your best opportunities and develop an evidence-based USP." Below the text is a "Select Connect Grow" graphic and an "Export Connect Portal" button.

At the bottom of the page, there is a footer with the text: "Digital Business Insights Pty Ltd", "Website Terms of Service", and "Privacy Policy".

## Future of Work and Jobs

The Future of Work and Jobs page presents the impact of disruptive technologies on 19 industries, illustrating which sectors and business categories are challenged and which are enhanced, providing useful insights into future study and work options for students, parents and SMEs.

AI, robotics, IoT, VR, AR, blockchain, 3D printing, cybersecurity, drones, BIM, identity management, facial recognition, social media, Amazon, Alibaba, Uber and others are changing the traditional world of work. Using evidence from 50,000 ICT surveys, we mapped the impacts of disruptive technologies on 400 business categories across 19 industry sectors. For some sectors and categories technology offers a new opportunity, for others technology presents challenges and threats.

Opportunity or Threat? Search the Employment sectors below to find out.

Low Opportunity Med Opportunity High Opportunity Low Threat Med Threat High Threat

Employment sectors

- ACCOMMODATION & FOOD
- ADMIN & SUPPORT SERVICES
- AGRICULTURE, FORESTRY & FISHING
- ARTS & RECREATION
- CONSTRUCTION
- EDUCATION & TRAINING
- ELECTRICITY, GAS, WATER & WASTE
- FINANCE & INSURANCE
- HEALTH CARE, SOCIAL ASSISTANCE
- INFORMATION MEDIA TELECOMS
- MANUFACTURING
- MINING
- OTHER SERVICES
- PROF. SCIENTIFIC, TECHNICAL
- PUBLIC ADMIN. & SAFETY
- RENTAL, TRAVEL & REAL ESTATE
- RETAIL
- TRANSPORT, POSTAL & WAREHOUSING
- WHOLESALE

Digital Business Insights Pty Ltd Website Terms of Service Privacy Policy

## Contact

For more information, contact

### John Sheridan

CEO

Digital Business insights

RED Toolbox - [www.redtoolbox.org](http://www.redtoolbox.org)

E: [johnsh12@bigpond.net.au](mailto:johnsh12@bigpond.net.au)

T: 07 3720 1614

M: 0412 425 270