



Economic Challenges

“IRA” CHIPS and Science” “Digital disruption”, “WFH” and “employment agreements”

Inflation Reduction Act and CHIPS & Science Act

Inflation Reduction Act: \$370 billion in grants, subsidies and tax breaks to boost clean energy transition and advanced manufacturing.

CHIPS and Science Act: \$280 billion to boost semiconductor capacity, R&D, create regional hi-tech hubs and a stronger STEM workforce.

"They are basically renationalising their economy. They are doing it for economic and security reasons."

"America is now taking a different view about the role of trade. It's an economic leverage to drive investment, but it's also got social leverage around the labour market."

Jennifer Westacott: BCA CEO

"This is a tougher world for Australia, with its special deals, fiscal bribery, erosion of the liberal trade system, fierce competition and government winner picking. We need to be internationally competitive."


Paul Kelly: Australian

"The world's biggest economies are offering huge subsidies in a cut throat race to win the industries of the future."

The Wall Street Journal.

The European Union is offering its own green-energy package. Japan has announced plans for \$150 billion to finance investment in green technology.

We can't compete directly but we can leverage the knowledge generated from our mining industry and apply those learnings in a targeted manner – into Defence, Agritech, Robotics, Space, Manufacturing, STE(A)M, Cybersecurity, Climate Action and Mining Services where we have niche competitive advantages.



America is remaking the world...

And we have a Problem

Australia is slipping behind the rest of the world on productivity (14 out of 32), education (39 out of 41), innovation (23 out of 25), investment in AI (12 out of 12), R&D with commercialisation (40 out of 42) compared with OECD nations, and on economic complexity 93 of 133 countries.

We rely too heavily on “dirt, meat and wheat”, when the rest of world is heavily investing in 21st century technologies. And they are moving fast.

“The challenge we face, is that the drivers that gave us 27 years of economic growth are not the drivers that we need going forwards. In the past, natural resources, cost of labour and capital were enough. In the future it will be how effective we are at translating R&D into new breakthroughs.”

“Do we have the workforce skills? Do we have the digital literacy? Do we have the digital capital and digital industries and digital exports?”

Only 2% of our companies develop new innovation and export it.”

Adrian Turner: ex Data61 CEO

Which is a problem.

CSIRO, our universities and innovative businesses are the generators of new ideas and innovation.

But to leverage the innovation and transfer ideas, knowledge, example, inspiration and opportunity needs a national “change management” system...

...so that ALL our productive industries, students, boards, CEOs and regions benefit from new opportunities faster and more effectively.

That is what the RED Toolbox is for - <https://www.redtoolbox.org/> / myREGION.au

An economic “farm management system” for the nation’s organisations, sectors and regions to support innovation, investment, export, climate action and manage the future of work and jobs.



Australia is slipping behind the world

NUMBER OF ORGANISATIONS

Health & Social	174,126
Retail	156,765
Construction	445,253
Education	40,212
Professional Services	331,918
Public Admin	7,530
Accommodation	110,909
Manufacturing	91,154
Transport	212,333
Finance	120,284
Personal Services	129,049
Admin Services	122,344
Wholesale	84,088
Agriculture	175,333
Mining	8,409
Arts & Recreation	37,078
Rental & Real Estate	286,317
Media & Comms	24,979
Utilities	8,497

ABS: 2022

2,569,900

NUMBER OF EMPLOYEES

Health & Social	1,751,717
Retail	1,099,617
Construction	1,067,645
Education	1,061,320
Professional Services	945,094
Public Admin	797,031
Accomm & Food	783,737
Manufacturing	714,759
Transport	546,364
Finance	445,121
Personal Services	435,459
Admin Services	388,432
Wholesale	311,863
Agriculture	282,227
Mining	214,759
Arts & Recreation	188,479
Rental & Real Estate	187,621
Media & Comms	186,872
Utilities	134,368

ABS: 2021

12,049,410

PRODUCTIVE INDUSTRIES

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 **PRODUCTIVE INDUSTRY**

 **Part Productive Industries**

 **SERVICES & SUPPORT**

ABS: 2021

12,049,410

TECHNOLOGY CHALLENGE

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 **PRODUCTIVE INDUSTRY**

 **Part Productive Industries**

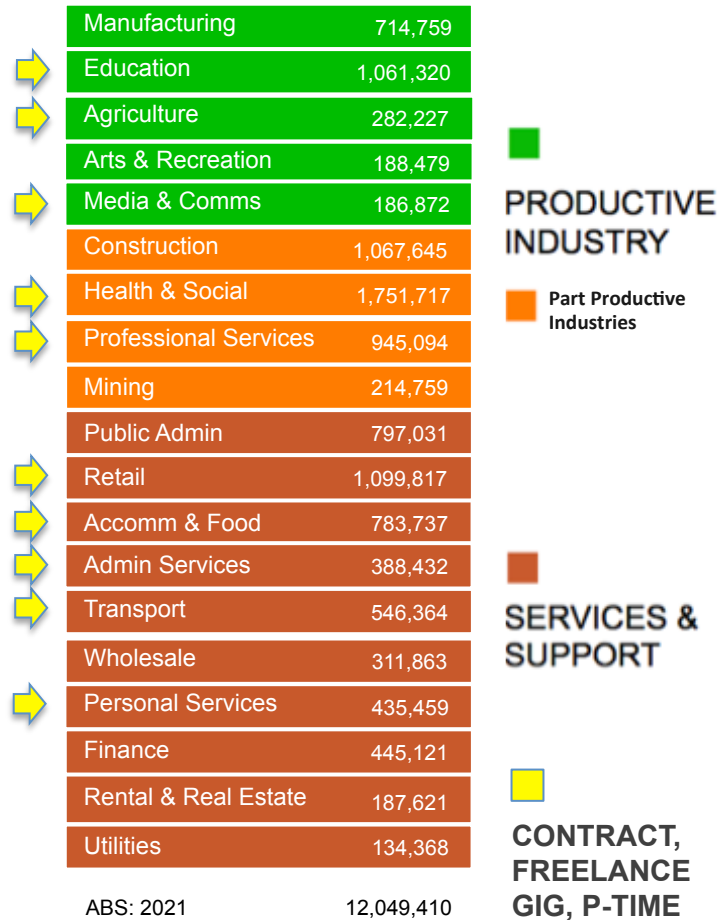
 **SERVICES & SUPPORT**

 **DISRUPTIVE THREAT**

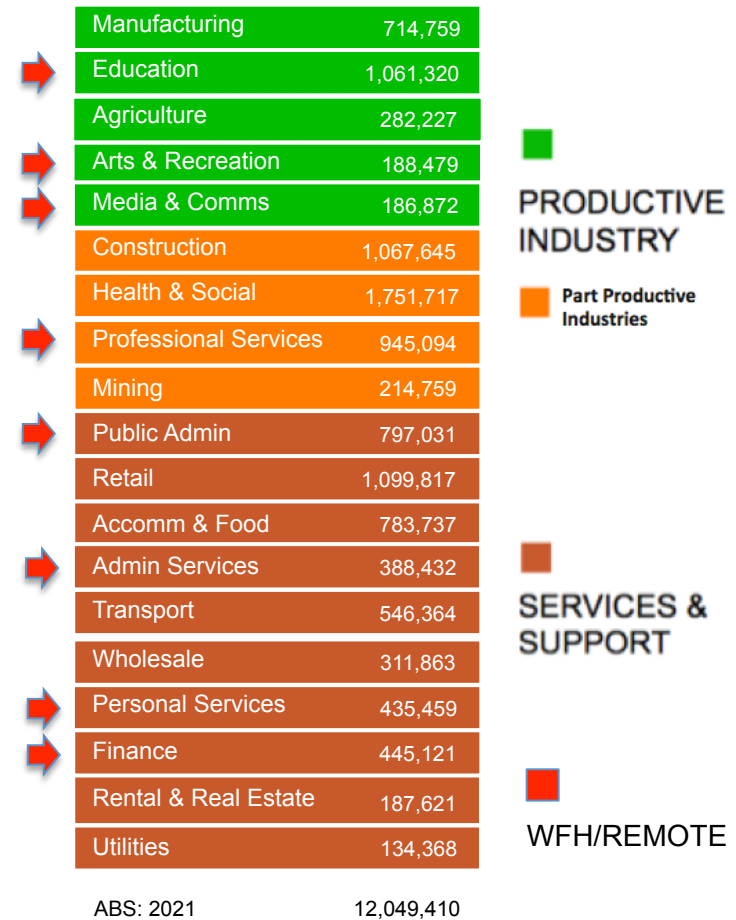
ABS: 2021

12,049,410

CONTRACTS, P-TIME, FREELANCE, GIG



WORK FROM HOME/REMOTE



LEVEL OF CHALLENGE

HIGH

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ABS: 2021

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NATURE OF CHALLENGE

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Sectors all challenged by robots, AI, systems integration, and disintermediation by a range of brokerage tools

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Sector challenge protected short term by the "personal relationship".

Where the relationship is enhanced by technology = success.

Where relationship can be replaced = problem

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Sectors less threatened, because of the interpersonal nature of the sector, the unique nature of each task within the sector or the fact that automation has already occurred

ABS: 2021

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TECHNOLOGY OPPORTUNITY

Manufacturing	Medical & Surgical Equipment	Medical Consumables, Rehabilitation & Mobility Aids, Wearable Technology
	Medical & Pharmaceutical Product	Medicines & Pharmaceuticals
	Aircraft	Drones & UAVs, Aviation Parts & Accessories
	Ship Building	Boats & Ships
	Computer & Business Machine	Industrial Computers & Accessories, Social Robots
	Professional & Scientific Equip	Sensors, Hardware & Devices, Monitoring & Control Systems
	Electronic Equipment	Electronic Accessories & Supplies, RFID Readers, LiDar
	Electrical Equipment	Electric Generators, Wind Turbines, Ocean Energy
	Telecommunication Equip	Communication Equipment
	Plastic Product/Rigid Fibre	Moulded Composites, Ceramic Linings, Aquaculture
	Other Specialised Machinery	Agricultural Equipment, Pollution Control Machinery, Ultrasonic Cleaning
	Other Machinery	Industrial Automatic Equipment, Robot 3D Printers, Field Robotics
Professional, Scientific & Technical	Computer System Design	ICT, Business Management Software, Games
	Scientific Research	Research & Testing Services
	Architectural Services	Design, Business and Industrial Services
	Engineering Consulting	Consulting, Business and Industrial Services
Electricity, Gas, Water & Waste	Electricity Supply	Renewable Energy, Solar Storage,
	Waste Treatment & Recovery	Environmental Protection, Recycling, Biomass Fuels for Renewable Energy
Information Media & Telecomms	Film & Video Production	Design, Animation, Animatronics
	Internet Publishing	Online Auctions, Transaction Platform, Meteorological Services
Construction	Residential Building Construction	3D Printed Homes, Factory Built Housing.
Public Admin & Safety	Other Public Order & Safety	Emergency Alerts, Access Control, Alarm & Detector
	Defence	Protection against Drones, Passive Radar, Robotics, UAVs, Rockets
Arts & Recreation	Creative Arts	Indigenous Arts & Crafts

DESIGN, BRANDING OPPORTUNITY

Manufacturing	Cereal, Pasta, Cake & Pastry	Fresh Noodles & Pasta, Ice Cream Cake, Prepared Meals
	Fruit & Vegetable Processing	Oils, Vinegar, Pickle, Marmalade, Asian Foods, Sauces
	Sugar & Confectionery	Chocolate, Nuts & Kernels Glace Ginger, Sugar
	Dairy Product	Cheese, Cream, Yoghurt, Milk, Feta
	Other Food	Spices, Sauces, Supplements, Seasonings, Spices
	Wine, Beer & Spirits	Wine, Ale, Lager, Stout, Cider, Beer, Whiskey, Liqueur, Vodka etc
	Clothing	Womenswear, Menswear, Uniforms, Socks, Shoes, Boots
	Cosmetic & Toiletry	Skin Care, Lipstick, Cosmetic, Hair Care, Soap, Sun Screen
	Jewellery & Silverware	Sunglasses, Eyeglasses, Watches, Jewellery, Necklaces
	Toy & Sporting Good	Toys, Bicycles, Carbon Fibre Frames, Skateboards, Trampolines
	Furniture	Custom Design, Kitchens, Chairs, Office, Wardrobes, Tables etc
	Electric Light & Sign	LED Lighting, Neon, Sports Lighting, Bollards, Signboards etc
	Fabricated Metal Product	Water Tanks, Laser Cutting, Precision Components, 3D Prototyping
	Motor Vehicle & Parts	Disability Vehicles, Sports Cars, All Terrain Vehicles, Truck Bodies etc
Professional, Scientific & Technical	Environmental Consultancy	Dust Suppression, Revegetation, Crop health, Acoustic Services, Monitoring
	Design	Industrial Design, Branding, Product Design, Electronic Product Design
Transport, Postal & Warehousing	Air Transport	Rockets for Small Satellites, Aircraft Status, Charter
Information Media & Telecomms	Telecommunications	Satellite Communications, Wireless Solutions, IP Telephony
	Post Production Services	Video Tools, Video Conversion, Animation Production
Arts & Recreation	Creative Arts	Ceramic Art, Bowls, Paintings, Textiles etc

Australian Businesses

2.4 MILLION BUSINESSES

Each business category has
INTERNAL and 4 **EXTERNAL**
business relationships

400 BUSINESS CATEGORIES

52 Regions
19 industry sectors
400 business categories
Multiple hubs & Clusters

INSIDE AN ORGANISATION

JOB TYPES

Profession, Technician & Trades
CEO & General Management
Admin & Office Support
Operators, Drivers & Labourers
Community & Personal Service
Communication & Sales

CAPABILITY BUILDING

Innovation
Investment
Sustainability
Export
Future of work & jobs
Courseware & Microcredentials

EXTERNAL

CUSTOMER



COMPLEMENTOR

COMPETITOR

SUPPLIER



GROWTH STAGES

Idea
Just Started
Establishing
Improving
Expanding
Mature
Exit & Selling

50% Laggards 30% Slow Followers 15% Fast Followers 5% Leaders

“We are a big country with a small population and we are ratshit at collaboration.”
Ian Macfarlane

Research shows a business needs...



Targeted information, case studies, events, training

Sales – 100%
Sector information – 68%
Innovation news – 67%
Future of work & jobs – 62%
Investment – 52%
Sustainability information – 33%
International market news – 30%

Registration profiles a business for help & support

NAME
SECTOR/CATEGORY
SIZE
AGE
LOCATION

=

Benchmark readiness for:

- Digital technologies
- Investment
- Export
- Sustainability and
- Managing digital threats
- Challenges to work/jobs
- Business improvement

Profiling allows benchmarking, match-making, targeted promotion and help

Business name, industry sector, category, employee numbers, year established, location - (Business profile) - allows a business to be matched to customers (domestic and export), targeted training, services, news, events, innovation and capability building in a holistic manner.

Productive Industries...

...and key networks

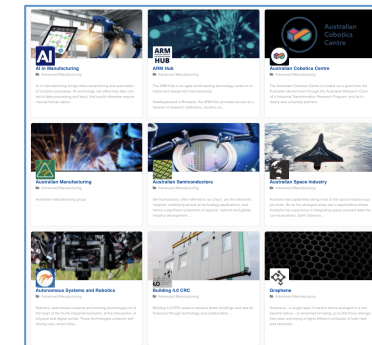
PRODUCTIVE INDUSTRIES

Manufacturing
Education
Agriculture
Arts & Recreation
Media & Telecommunication

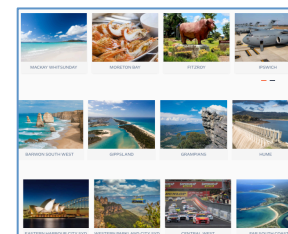


AND KEY NETWORKS

Defence
Agritech
Robotics
Space
Manufacturing
STE(A)M
Cybersecurity
Climate Action
Mining Services



THE CATALYST FOR BUILDING ECONOMIC COMPLEXITY IN AUSTRALIA



Connecting the value.

Regions connected to investors, to each other, to industry, to export markets... and jobs.

Regions

Each business, state or region manages its own listing, can post business details, news, showcase startups to investors, promote exporters to markets overseas.

Regions can collaborate, share information & projects, connect sectors, access news, insights and innovations.

NAME
SECTOR/CATEGORY
SIZE
AGE
LOCATION

=

Benchmark readiness for:

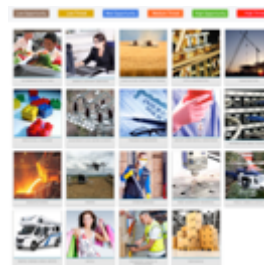
- Digital technologies
- Investment
- Export
- Sustainability and
- Managing digital impacts
- Challenges to work/jobs



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Connect to:

- Training, short courses etc
- Export agencies/markets
- Other similar organisations
- High Schools
- Innovation
- Ongoing email updates/news
- Short surveys – 5 questions



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Aggregate platform data:

- Regions, sectors, economies
- Analytics
- Change management events
- Innovation – investment
- Sector development
- Export markets