Queensland Regional Innovation Benchmark (QRIB): exploring innovation within local businesses

Thank you...
To ALL of you who are helping and supporting each other. In this time of uncertainty, one thing is becoming clear; that we all have a role to play in helping businesses to recover.

We are asking local businesses to come together to support the Queensland Regional Innovation Benchmark, a survey being conducted by the University of the Sunshine Coast.

Now is a good time to reflect and think about the way you’ve done things differently in the past, how this has strengthened your business and our region.

Grab a cuppa, put your feet up and take a 20 minute break – reflect and tell us more about innovation in your business ... you can rest assured it’s completely confidential.

COMPLETE THE QRIB SURVEY NOW!

Queensland Regional Innovation Benchmark (QRIB) – Research Outline
The University of the Sunshine Coast is leading a research project which aims to assess regional businesses’ innovation capability and performance, based on a validated measurement framework, and compare with Queensland and Australian data. Resulting in one Benchmark Report which shows areas of good performance and priorities for action for each region.

Click on this link to complete the survey [QLD Regional Innovation Benchmark survey](http://example.com)
The cut-off date for the QRIB 2020 survey is 31 August 2020

If you would like more information, please contact Dr Retha de Villiers Scheepers (Lead researcher USC):
[mscheepe@usc.edu.au](mailto:mscheepe@usc.edu.au)
FREQUENTLY ASKED QUESTIONS (FAQs)

HOW CAN I PARTICIPATE?
Click on this link to complete the survey: QLD Regional Innovation Benchmark survey
The cut-off date for the QRIB 2020 survey is 31 August 2020

If you are genuinely interested in supporting business innovation within our region, we also ask that you share the survey link within your business networks.
We are seeking survey responses (representation in the data) from:
- local businesses that have 'reinvented' or 'preserved' their business via innovation
- Business owners/Founders who collaborate with other businesses
- Women in Business
- Rural, Regional, Remote Businesses
- Business Owners/Founders who have previously achieved significant growth in their business

HOW WILL MY BUSINESS BENEFIT?
- Business owners are empowered through knowledge, with a clear focus on goals that matter.
- New regional approaches to encourage innovation - localised solutions to create jobs
- Have your say and influence regional innovation priorities

WHY IS THIS RESEARCH IMPORTANT?
Accurate data improves decision-making and provides direction for future interventions. For example;
- Identifying sources of ideas for innovation
- Understanding the true nature of collaboration in innovation
- Benchmark our regions innovation among new and existing businesses
- Understand relative innovativeness of new products, services, business practices
- Showcase our regions strengths, and develop solutions related to problem areas
- Develop an evidence base about what helps and hinders regional innovation
- Identifying sources of ideas for innovation

HOW CAN I FOLLOW THIS RESEARCH PROJECT?
The full research report will be publicly available late 2020. Sign up here to receive research updates and an electronic copy of the QRIB 2020 report.

If you would like more information, please contact Dr Retha de Villiers Scheepers (Lead researcher USC): mscheepe@usc.edu.au