

Brisbane City Council ***“Innovation: creating future social and economic well-being”***

Pauline Peel
Divisional Manager
Community & Economic Development
Brisbane City Council





*“Creativity is thinking
up new things.*

*Innovation is doing
new things”*

Theodore Levitt

Innovation is about...

- Leadership
- Risk taking
- Investing in new ideas
- Courage to make a difference
- Power of collaboration
- Ideas to implementation
- Gain to be made from radical rather than incremental innovation



Living in Brisbane 2010



Clean and Green City



Accessible City



Inclusive City



Creative City



Smart and Prosperous City



Regional and World City



City Designed for Subtropical Living



Active and Healthy City



Types of Innovations/Revolutions

Employer of the Future

- Youth in Recovery
- Leading practice in employing indigenous people
- Building international understanding

Achieving Inclusivity

- Social tendering
- Communities in Control eg. Visible Ink, Creative democracy
- Affordable Housing

Citizen Engagement

- Fortitude Valley Strategic Plan
- eDemocracy
- Places for People



Employer of Future



YOUTH IN RECOVERY

Goal

- LM Illicit Drugs Taskforce Report (2000) - providing employment for people in drug rehabilitation

Innovation

- 12mth traineeships with certificates with private and State organisations
- Community organisation support (Mercy & Family Services)

Achievement

- 80% success (intake of 50/year with 10 placed with BCC)
- National recognition with other Councils (Ipswich, Sydney) seeking to use model
- 3 awards (Qld Training Award 2003, National LG Awards 2003, National Training Initiative Award 2003)

Challenge

- Making model self-sustaining



Employer of the Future



INDIGENOUS EMPLOYMENT

Goal

- Ethos of employing indigenous people

Innovation

- Organisational target
- Indigenous Community Reference Group (partner)
- Mentorship Scheme

Achievement

- Increasing representation in workforce (2.3% in BCC)
- 80% retention
- Outstanding examples of indigenous contribution to Council eg. public space, IT, economic development

Challenge

- Resilience over time



Employer of the Future



BUILDING INTERNATIONAL SKILLS **Goal**

- Develop staff in international context

Innovation

- Global champions
- Business Unit established (BCE) to promote Council staff & products

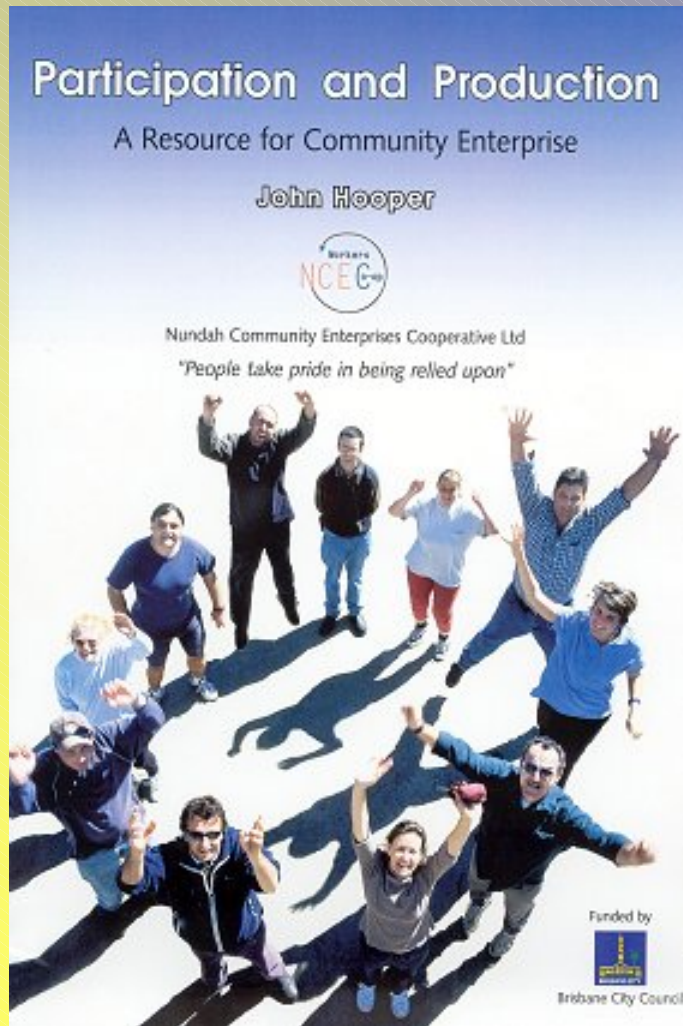
Achievement

- Staff exchanges eg. World Bank, Aust/South Africa exchanges
- International benchmarks used in program development

Challenge

- Retention of staff with new ideas & knowledge
- Flexible work practices & direct links to future priorities

Achieving Inclusivity



SOCIAL TENDERING - NUNDAH CO-OP

Goal

- **Social tendering as core business**

Innovation

- **Leadership challenge initiated**
- **Remarkable Alliance created with Nundah coop**

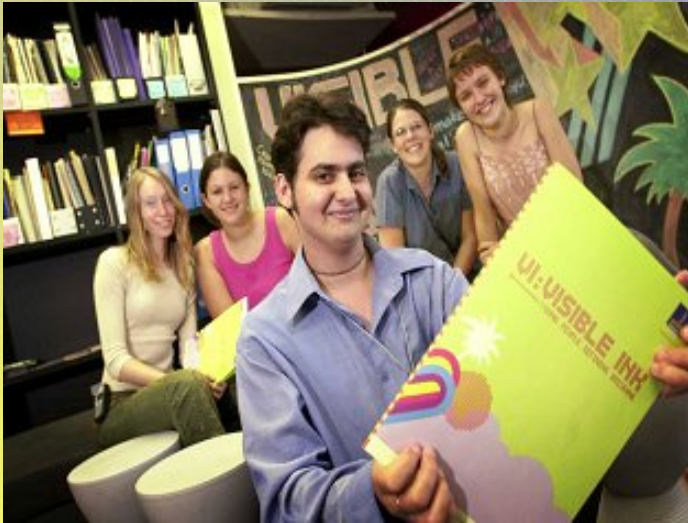
Achievement

- **Awarded minor maintenance on parks & streetscapes**
- **Won State Government Main Roads tender**
- **Local Asset Services open to awarding similar tenders**

Challenge

- **Building community capacity**
- **Social tendering trading floor**
- **State Government & private sector involved**

Achieving Inclusivity



VISIBLE INK

Goal

- Empower young people

Innovation

- Visible Ink - Making the “invisible” visible
- “Being visible, making a mark, taking control”

Achievement

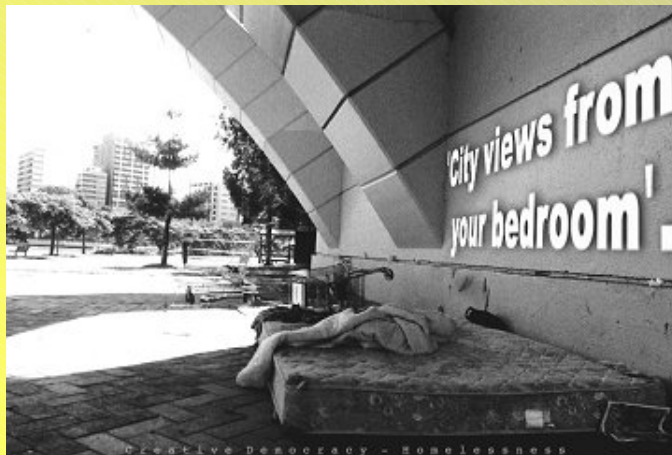
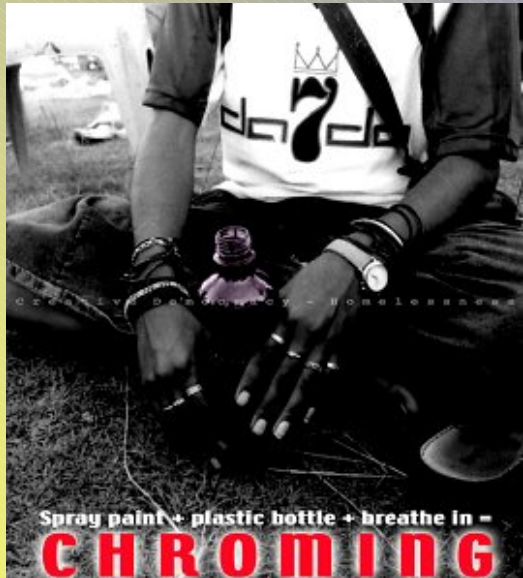
- Visible Ink hubs - 80% self organising with 23,000 young people/year
- Cyber - Visible Ink website - Young people setting the agenda
- Festival run by and for young people 450 performers, 7,000 attended in 2004
- Valley hub - venue for encouraging small business development
- Young people coming to BCC with ideas

Challenge

- Letting go, immediacy of solutions



Achieving Inclusivity



CREATIVE DEMOCRACY

Goal

- New ways of engaging community in complex issues eg homelessness
- Co-production with homeless people

Innovation

- Remarkable alliance of BCC, Arts, PR Company, community agencies, homeless
- Products (images projected on city buildings, poster competition, postcards)

Achievement

- New Lord Mayor's 3rd day in office!
- Approx. \$630K worth of media company

Challenge

- What happens next for people involved?
- Embed into Homelessness Strategy
- Extend model to other issues (disengaged people)



Achieving Inclusivity



AFFORDABLE HOUSING - BRISBANE HOUSING COMPANY

Goal

- Innovative response to non core role ie affordable housing supply in inner city
- Sustainability without ongoing Council \$

Innovation

- Remarkable alliance – Council, State, business, community sector
- Unique company structure – interest nation-wide

Achievement

- 120 units housing provided; 300 more on the way
- Significant commitment of new State \$
- Significant cost reductions compared to public and community housing

Challenge

- Long-term sustainability
- Balance of financial viability/tenant need

Citizen Engagement



FORTITUDE VALLEY STRATEGIC PLAN

Goal

•A plan for the future character, prosperity and vitality of the Valley
Innovation

•Multi disciplinary team, extensive consultation, strategies to support live music venues (V is for Volume)

Achievement

•Broad agreement about unique and valued attributes

Challenge

•Converting goodwill and ownership into outcomes, moving from community engagement to decision making

Citizen Engagement

eDEMOCRACY

Goal

- Connecting people to Council decision-making
- Creating new ways/opportunities for people to connect with (>70% pop online)

Innovation

- Recognition that young population (ie. 18-34) most difficult to reach through traditional consultative methods

Achievement

- Online approach integrated with traditional offline engagement methods eg. Green Homes, Brisbane Serves
- Communities Online finalists in 2004 Stockholm Challenge

Challenge

- Cyber space knows no boundaries
- e-Democracy as part of core business



Citizen Engagement

“Social capital is both the ends and the means in a place based approach”



PLACES FOR PEOPLE

Goal

- New arrangements for working between government and business
- Community in control of local solutions, including budget

Innovation

- Places for People project - involving BCC, 13 State Government agencies, community/business organisations, residents
- Innovative solutions to hard problems

Achievement

- Local solutions to limitation of planning legislation

Challenge

- Rolling out across the city, transparency of budgets and decision-making

“Zillmere has transformed itself from stinker to one of Brisbane’s star performers on the real estate market” p.2 Northside Chronicle 11/6/03



***"If I can't dance to it, it's
not my revolution,"***

- Emma Goldman



QUESTIONS?

For further information visit:

www.brisbane.qld.gov.au

www.ourbrisbane.com.au

