

Survey of South Australian Innovative Companies

Businesses that innovate are introducing more products and services to market, increasing market share and boosting exports, according to the latest survey conducted by the Economic Development Board.

The survey – the first of its kind in South Australia – looked at innovation practices of local firms and found that 81% were reporting business growth, either through introducing new products and services or accessing new markets. More than two thirds (68%) collaborated with other businesses and institutions during the innovation process, with clients the most common partner.

On the export front, companies that engaged in innovation experienced a stronger export presence, with 90% of product innovators selling goods in South Australia, 89% exporting nationally and 72% exporting globally.

Medium-sized businesses (50-199 employees) were more likely to innovate and focus on growth, with 83% actively engaging

in product innovation during the sample period, compared with 72% of large companies. They also reported that collaboration with universities and public and private research institutions was vital to the innovation process.

The survey sampled innovative companies across sectors in manufacturing, health, food and wine, ICT, utilities and electronics. Other innovators include companies operating in retail trade, wholesale trade, publishing and foreign aid.

In a changing economy, business innovation will be important to redesign the way industries work to create the jobs of tomorrow. To learn more about innovation activities in South Australia or to access Government support programs and funding for innovation, visit www.innovation.sa.gov.au



264 South Australian companies surveyed

81% introduced new or significantly improved goods or services to market

More than **70%** reported product and service growth, access to new markets and increased market share

68% businesses collaborated with other enterprises or institutions through innovation activities

Packaging and brand design was the most common form of organisational innovation

Exports

90% sold goods or services in South Australia

89% exported goods or services nationally

72% exported goods or services globally