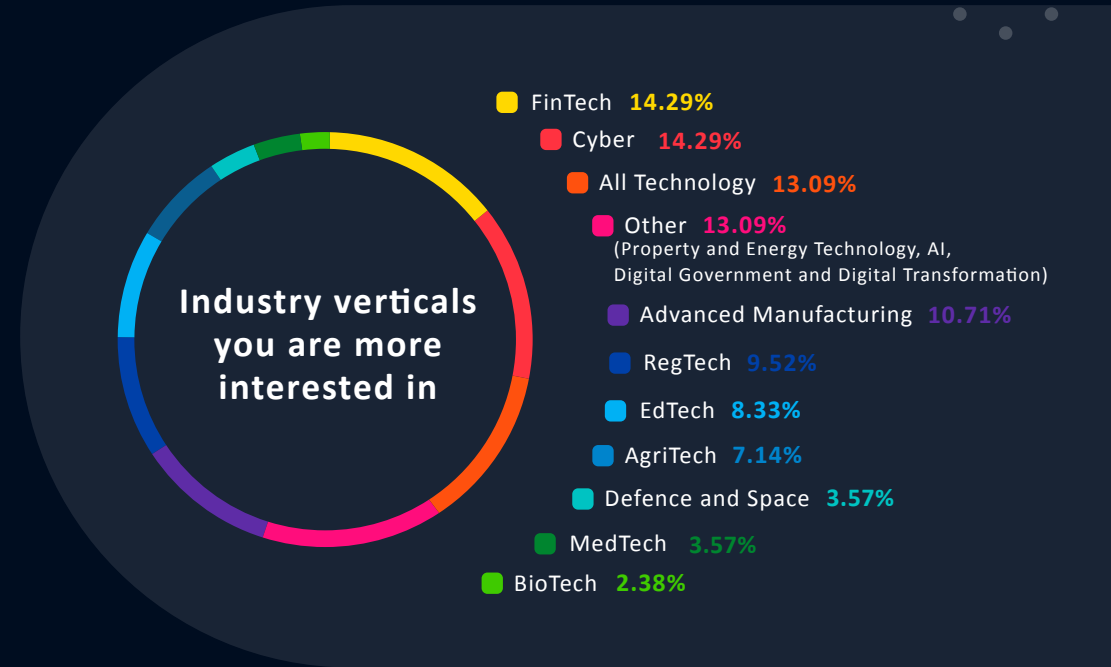




InnovationAus.com took the collective pulse of you, our readership, through a short survey to make sure we were on the right track and reporting on areas of maximum value and interest.

Turns out we were but there's so much more we can do to explore those areas of concern we all share in the progression of the Australian Innovation Ecosystem.



Who are our READERS?

POSITION



INDUSTRY





We asked what was most important to positively impact Australian Innovation outcomes and it was a resounding call for stable long term government vision for Australian Innovation:

01

Stable, long-term government vision for Australian Innovation

02

Coordination and insight across government, institutional research, investors, entrepreneurs and the mainstream business community

03

Tax and other financial settings to stimulate business investment

04

Improving commercial outcomes of institutional research

05

Availability of capital

06

Ecosystem support programs

07

Better planning around innovation precincts and other 'tech density and co-location policies'

39

is the average



The Collective Outlook

Not many of you had any faith Australia would achieve the goals set out in The National Innovation and Science Agenda.

We asked how optimistic were you on the scale of 1-100...



What would you like to see more of from us?

” Increased presence and participation across the whole of the Australian Entrepreneurship and Innovation Ecosystem. **Start a campaign around six states, two territories and one Australia.**

” InnovationAus.com should widen its focus to include existing businesses **who will power the bulk of the transition to the new economy.** Too start up oriented at present and it's only 3-5% of the transition required.

” **Deeper analysis** of outcomes from **government investors** and programs.

” More focus on the ultimate purpose of innovation which is: prosperity - **wealth creation** in the business sector.

” More success stories from **scaleups.** Continue with the **diversity** of articles from a broad range of topics.

READERS' SUGGESTIONS

- Less talk about policy unless it's specifically about something concrete and less talk about collaboration and diversity.
- Your work is great. Remember the increasingly critical roles cities and city agencies play in actually getting ecosystem changes made. Innovation is local!
- When you cover what others don't or won't, you do great work.
- Focus just on policies. Innovation is also about people, culture, leadership, especially as a transformational lever in the digital age and in the 4th industrial revolution.
- I'd love to see more women quoted. Sometimes it feels like only men work in this space.
- Whingeing. Too many articles have a negative orientation. Focus on what is working and how we do more of that would be a good start.
- How do you get some *real* conversation happening from government that is not focused on winning the next election?

WOULD YOU RECOMMEND INNOVATIONAUS.COM TO A FRIEND/COLLEAGUE?



91.86%
Likely/Very Likely



4.65%
Neither Here Nor There



4.65%
Unlikely/Very Unlikely