



# Design Victoria

Strengthening Victoria's  
Design Sector Capability



# Overview

Victorian design expertise creates highly marketable products and services at home and abroad.

With a workforce of around 67,000 people and more than 3,000 design firms, the design sector in Victoria delivers services worth over \$4.8 billion per year, and accounts for nearly \$600 million in design related exports.

At least 200 design related courses are on offer across Victorian universities, TAFEs and private colleges.

Victoria's design sector is highly competitive in industries such as automotive, aerospace and software development. The sector also has strong capabilities in emerging industries including new media and digital design.



## Aerospace Design Excellence

GKN Aerospace Engineering Services is a UK-based supplier of design and manufacturing services to the major aerospace manufacturers. The company turned to Melbourne in its search for aerospace engineers, drawn by the ready supply of qualified professionals.



## Why use design?

Analysis by the UK Design Council found that a portfolio of design-led companies outperformed the stockmarket average by 200% over a 10 year period. There is a strong relationship between a company's ability to launch new products, services or processes and the importance it places on design.

Recent research into Victoria's design sector has shown that the potential value to Victoria of using design to improve its economic performance is considerable. A 5% improvement in the value of exports where design can be a differentiating factor would be worth over \$700 million per annum. Increasing design service exports to international best practice would be worth over \$200 million per annum.

International case studies demonstrate the positive impact of design on business performance, increasing price premiums and market share, reducing costs of production, and improving environmental sustainability.

## Design disciplines include:

- Architecture
- Interior Design
- Urban Design
- Landscape Design
- TV, Film & Theatre Set Design
- Industrial Design
- Visual Communication/Graphic Design
- Corporate Brand Design
- Commercial Artists
- Exhibition & Display
- Textile Design
- Fashion Design
- Jewellery Design
- Computer Software (Interactive) Design
- Design Management
- Design Education



# What is Design Victoria?

**Design Victoria** is the Victorian Government's four-year strategy to grow Victoria's design sector.

## **Design Victoria aims to achieve three main outcomes:**

- innovative Victorian industries, where design is a value driver underpinning competitiveness and export performance
- a more creative and commercial design sector
- new markets for Victorian design and designers

## **The Design Victoria strategy will:**

### **Build awareness and new markets for design**

- By increasing industry awareness of the importance of design to generating competitive businesses and reaping economic, social and environmental benefits
- By increasing domestic and international consumer awareness of Victorian design capabilities

### **Build capabilities in the design sector**

- By increasing the competitive skills of Victorian designers in local and export markets
- By exploiting the strengths of design education

## **Design Victoria Programs**

### **Design Ready**

*Design Ready* demonstrates to Victorian firms how to use design to create innovative, profitable products and services to improve their competitiveness and increase exports. The program will create '*Design Ready*' firms that understand and are able to use design to drive business growth.

### **Business Ready**

*Business Ready* builds the competitiveness of Victoria's design sector through greater engagement with industry and improved export performance. The programs create '*Business Ready*' design firms able to compete locally and internationally.

### **State of Design**

*State of Design* strengthens the broader community's appreciation of Victorian design and builds Victoria's global reputation as a centre of design leadership.

### **Design Knowledge**

*Design Knowledge* produces and distributes research findings that provide a better understanding of the economic, environmental and social impact of design.

## **Outcome 1**

**Innovative Victorian industries, where design is a value driver underpinning competitiveness and export performance**



# Program Detail

## Who are the programs for?

The design ecosystem is made up of designers, firms using design, and the final customer. The **Design Victoria** programs each target a particular part of the design ecosystem.

*Design Ready* targets SMEs and manufacturers in competitive Victorian industries.

*Business Ready* targets Victorian designers and design firms, including in-house design teams in larger firms.

*State of Design* targets the general public, both Australian and international, who are purchasers of Victorian design.

*Design Knowledge* targets all parts of the ecosystem, to ensure continuous improvement and feedback on our design performance.

## Design Ready

### Business Immersions

Business Immersions provide hands-on experience of design to firms in competitive industries. A facilitator brings together a business and a designer to solve a business challenge. At least 12 immersions will be funded each year. Case studies developed from each project build awareness of the importance and impact of design.

## Business Immersion Pilot Project NanoVic & Charwood Design

NanoVic, a Victorian technology company, together with its partners developed technology which would enable diabetics to inhale, rather than inject, insulin.

NanoVic knew that the technology alone was insufficient to attract additional investors. It needed to show how the technology could be applied and used by the end customer.

A pilot of the Business Immersions Program, brought together Victorian industrial design company, Charwood Design and NanoVic, to develop a prototype that could demonstrate the application of the new technology.

The final prototype, plus an animation showing the internal workings, was taken by NanoVic to Bio2007 in Boston, where it attracted significant interest from investors.



# Program Detail

## Design Ready

### Seminars and Workshops

The *Design Ready* seminars and workshops will provide tailored content to firms in targeted industry sectors on topics such as:

- Best practice in the use of design within business
- Maximising export growth and competitiveness through design
- Best practice in working with designers

Up to 12 seminars and 6 workshops will be undertaken each year, with content coming from case studies and international best practice.

## Business Ready

### Seminars and Workshops

Up to 12 seminars and 6 workshops will be held each year for designers, in-house design teams and design firms, on topics such as:

- Best practice in working with clients to generate innovative design solutions and business results
- Best practice in exporting design services and working with international clients
- Business performance benchmarks for design consultancies and in-house design teams



## Automotive Design Excellence

Melbourne is home to design and R&D centres for the world's three largest car makers:

- GM Holden's design centre is the third largest after the US and German centres and plays a key role in global design for GM.
- Ford's regional design headquarters plays a lead role in the design and engineering of Ford's new global range of light commercial vehicles. The AWD Ford Territory won an Australian Design Award.
- Toyota's Technical Centre forms part of a global network of five integrated design centres using Toyota's latest design and development tools and methods. The centre is one of the most advanced automotive design and engineering facilities in the region.



## Outcome 2

# A more creative and commercial design sector



# Program Detail

## Design Knowledge

A range of initiatives will harness and disseminate the knowledge developed as part of **Design Victoria**, enabling industry and the design sector to benchmark and improve performance against an increasing knowledge base. This knowledge base also provides policy makers with a better understanding of the impact of design.

## Case Studies and How-To Kits

Case studies and How-To Kits developed from the Business Immersions projects will assist firms and designers to undertake best practice in the use of design. The case studies will be disseminated via seminars, workshops and online.

## Research

Regular surveys of Victorian SMEs, designers, and other key players in the design ecosystem will build awareness of current and emerging trends in the use and outcomes of design.

## Website

The **Design Victoria** website will house all research and benchmarking studies, case studies and how-to kits, a calendar of national and international design events, and an online discussion forum.

## State of Design

*State of Design* celebrates and builds Victoria's national and international reputation as a centre of design leadership. The festival is a dynamic program of design events, exhibitions, workshops, conferences and seminars showcasing design excellence.

At the heart of the *State of Design* are the Premier's Design Awards, which recognise and reward innovation and achievement across all disciplines of Victorian design.



## Outcome 3

# New markets for Victorian design and designers