

The Crawford Fund 2017: Transformational Change Based on Innovation Platforms

Taking the Hope & Fear
out of Agri-food
Service Innovation



@mikebriers

Australia Industry Digitization Index

2016 or latest available data¹

Relatively low digitization Relatively high digitization

Industry	Overall digitization	Assets			Usage						Labor			Share of GDP (2015)	Share of employment (2016)		
		Assets	Usage	Labor	Digital financing	Digital spending	Digital assets stock	Transactions	Digital supply chains	Customer service interactions	Process innovation	Strategy & innovation	Digitization of work			Digital spend on workers	Digital talent
Knowledge-intensive industries	IMT	Green	Green	Green	Green	Green	Orange	Green	Orange	Green	Green	Green	Green	Green	Green	2.9%	1.8%
	Professional services	Green	Green	Green	Green	Green	Green	Green	Yellow	Green	Green	Green	Orange	Green	5.9%	8.5%	
	Finance and insurance	Green	Green	Green	Red	Green	Green	Yellow	Green	Yellow	Green	Green	Green	Red	8.7%	3.6%	
	Administrative services	Green	Green	Yellow	Yellow	Green	Yellow	Green	Yellow	Green	Red	Orange	Orange	Green	2.7%	3.5%	
Service industries	Retail trade	Green	Green	Orange	Green	Red	Yellow	Green	Orange	Green	Yellow	Red	Yellow	Red	4.4%	10.6%	
	Wholesale trade	Yellow	Green	Orange	Green	Orange	Yellow	Green	Orange	Green	Yellow	Green	Red	Red	4.1%	3.2%	
	Arts and recreation	Yellow	Orange	Yellow	Yellow	Red	Red	Green	Red	Green	Orange	Orange	Green	Red	0.8%	1.9%	
	Rental and real-estate services	Yellow	Orange	Yellow	Yellow	Red	Red	Yellow	Green	Green	Red	Red	Green	Yellow	2.8%	1.8%	
	Health care and social assistance	Orange	Yellow	Orange	Red	Green	Red	Orange	Yellow	Red	Yellow	Yellow	Red	Red	6.5%	12.8%	
	Accommodation and food services	Orange	Red	Yellow	Red	Yellow	Red	Yellow	Orange	Green	Orange	Red	Yellow	Red	2.4%	7.0%	
	Manufacturing	Yellow	Orange	Green	Orange	Green	Red	Orange	Green	Orange	Yellow	Green	Yellow	Red	6.2%	7.4%	
Asset-intensive industries	Mining	Orange	Red	Yellow	Yellow	Red	Red	Yellow	Yellow	Red	Orange	Yellow	Green	Red	8.6%	1.9%	
	Utilities	Orange	Orange	Orange	Orange	Yellow	Red	Red	Yellow	Yellow	Orange	Red	Green	Red	2.7%	1.2%	
	Construction	Red	Red	Orange	Orange	Red	Red	Orange	Yellow	Orange	Orange	Orange	Yellow	Red	7.8%	8.9%	
	Transport and warehousing	Red	Orange	Red	Red	Yellow	Red	Red	Red	Red	Red	Red	Orange	Red	4.6%	5.2%	
	Agriculture	Red	Red	Red	Red	Yellow	Red	Red	Red	Yellow	Orange	Red	Orange	Red	2.2%	2.7%	

¹Based on a set of metrics to assess digitization of assets (6 metrics), labor (5 metrics), and usage (26 metrics).

Source: ABS; Appstore/iTunes, ASX300 annual reports; DIBP; Facebook; Google Play Store; LinkedIn; Twitter; McKinsey analysis



Leap frogging copper to mobile





192,232
members to date

- HOME
- POLL RESULTS
- ABOUT UREPORT
- HOW TO JOIN

Ureport is a free SMS-based system that allows young Ugandans to speak out on what's happening in communities across the country, and work together with other community leaders for positive change.

Join Ureport
Text "JOIN" to 8500
IT'S FREE!

YOUR SAY: Where do women in your community go to get antenatal care?

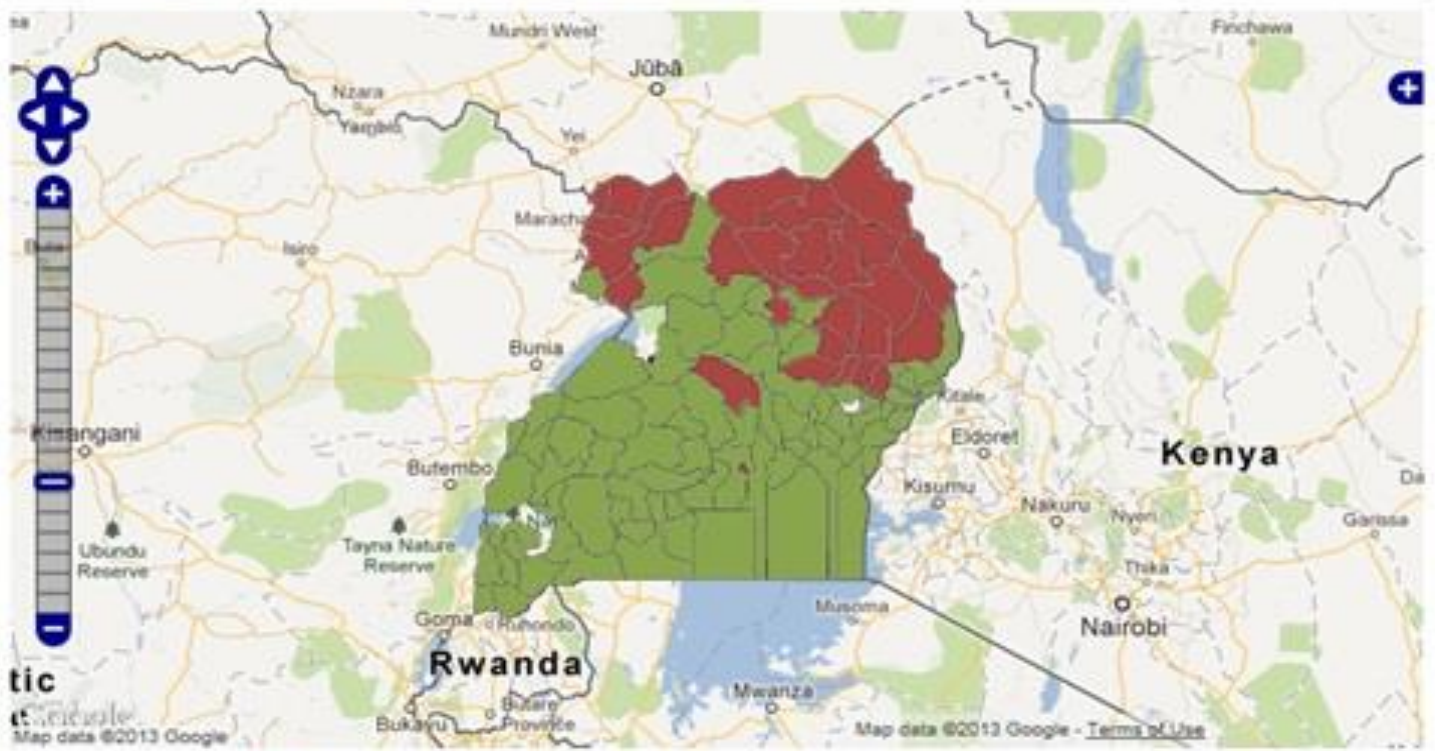
"In our community we do not have health centre, but we have one in Alebtong which is about 25 km from our community."

Geoffrey, Lira UReporter

CURRENT POLL - 26/Mar/2013 :

Do you know any farmers whose banana plantations or crops are infected with banana bacterial wilt disease? YES or NO

35,409 Responses out of 187,256 Participants (18%)

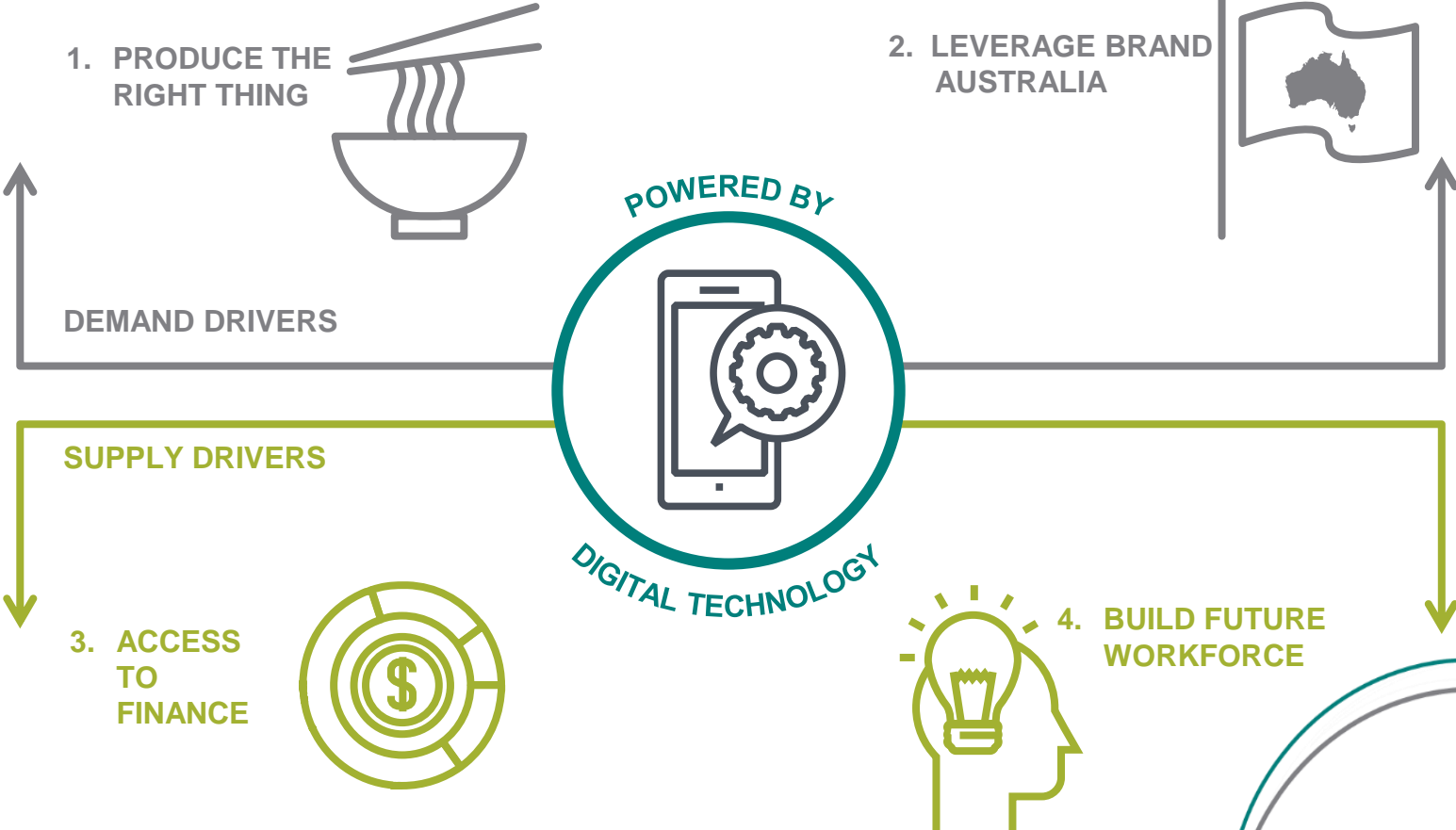


No

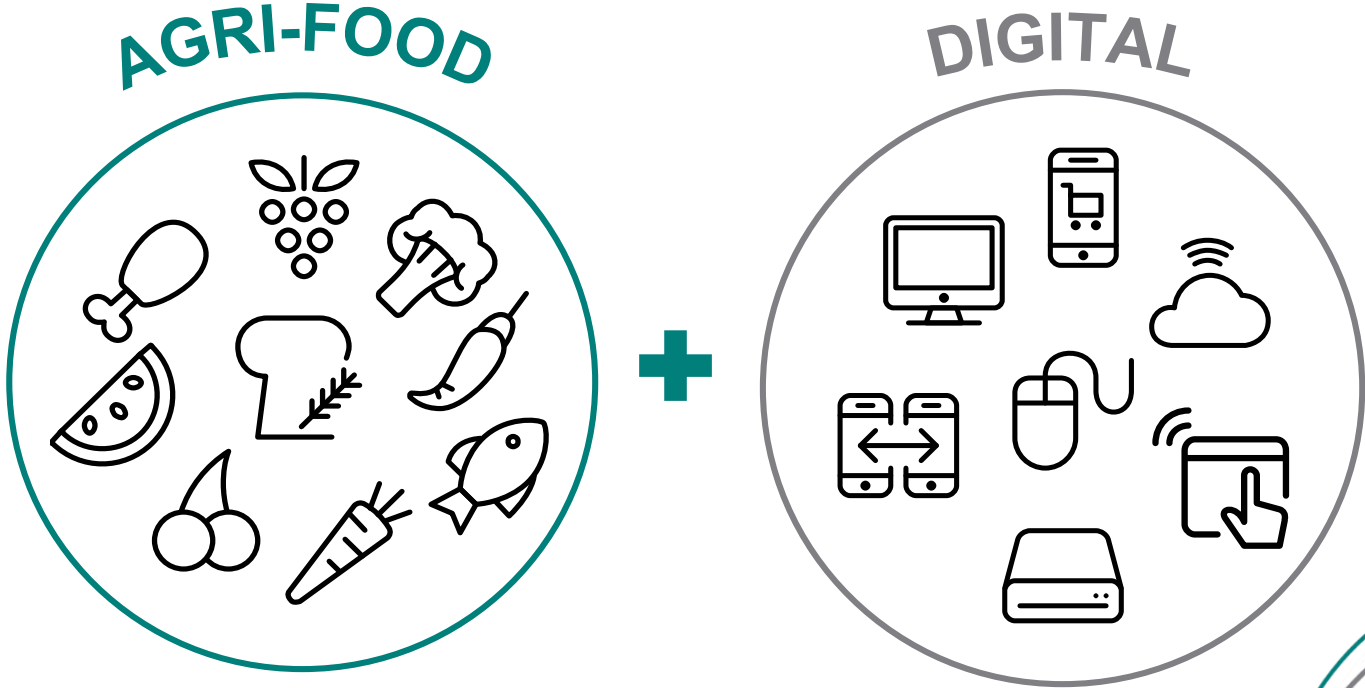
Other

Yes

4 challenges for impact



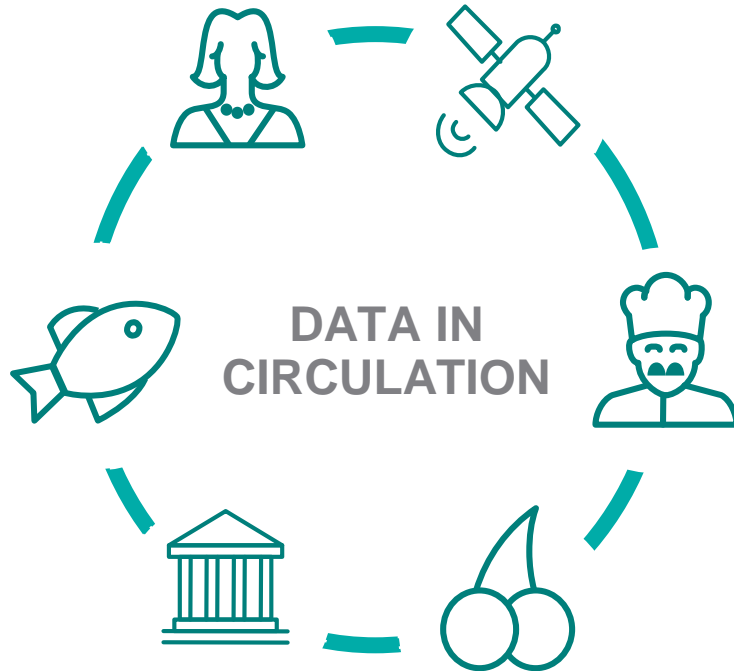
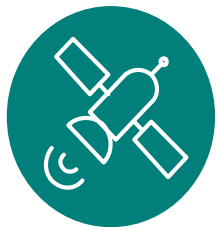
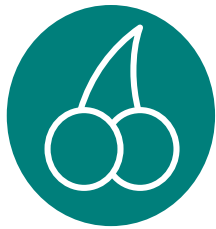
Bridging the divide: digital service innovation



Stable & trustworthy measurement systems matter

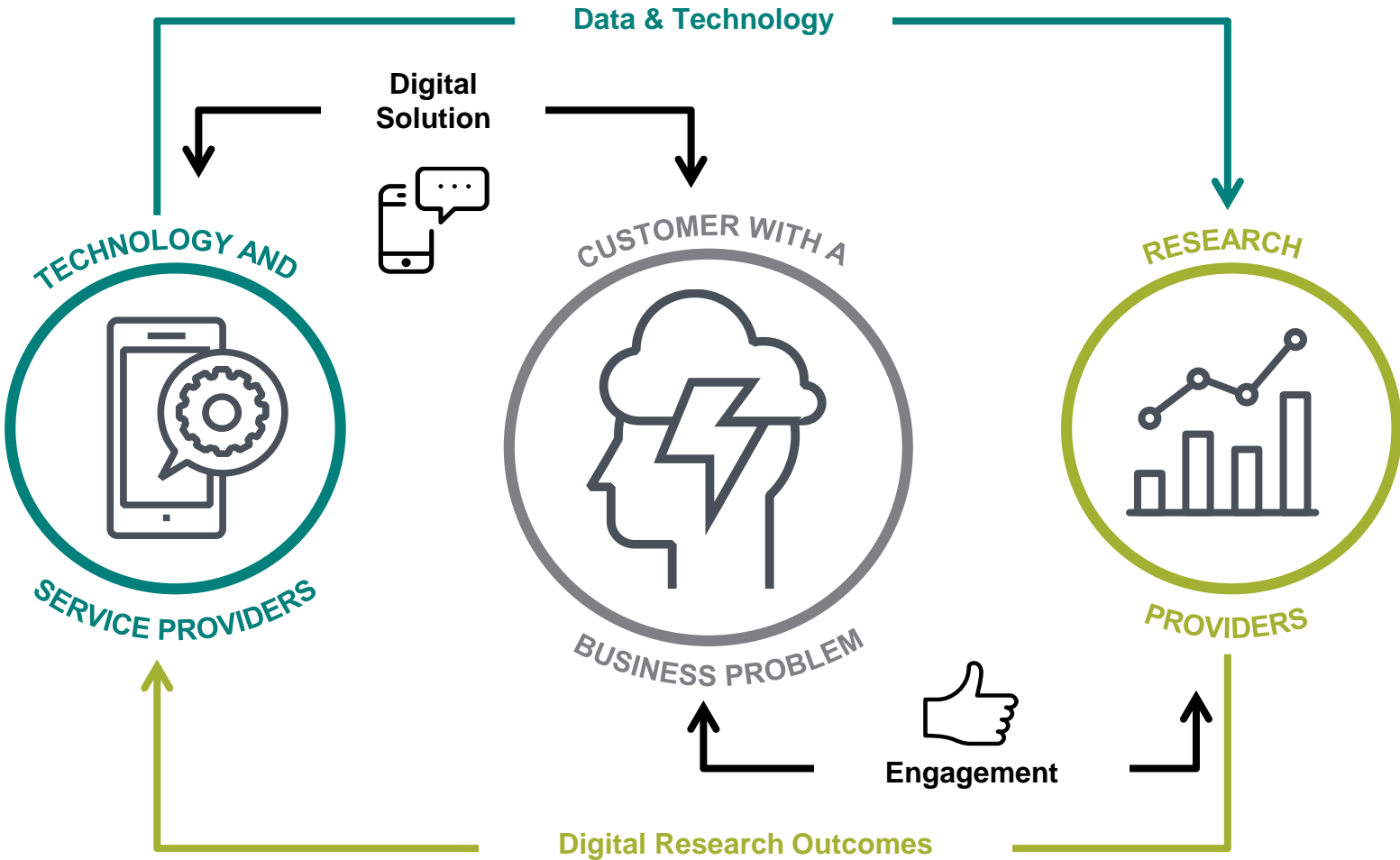
Repeatable, Scaleable

DATA SILOS & TOMBS



Making agile data science real

Enabling a new model for impact



Attracting ecosystem investment: Re-purpose!

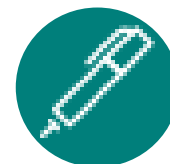
Finance & Insurance



Agronomy



Inputs & Services



Producer



Processor



Retailer



Consumer



Regulators



Technology



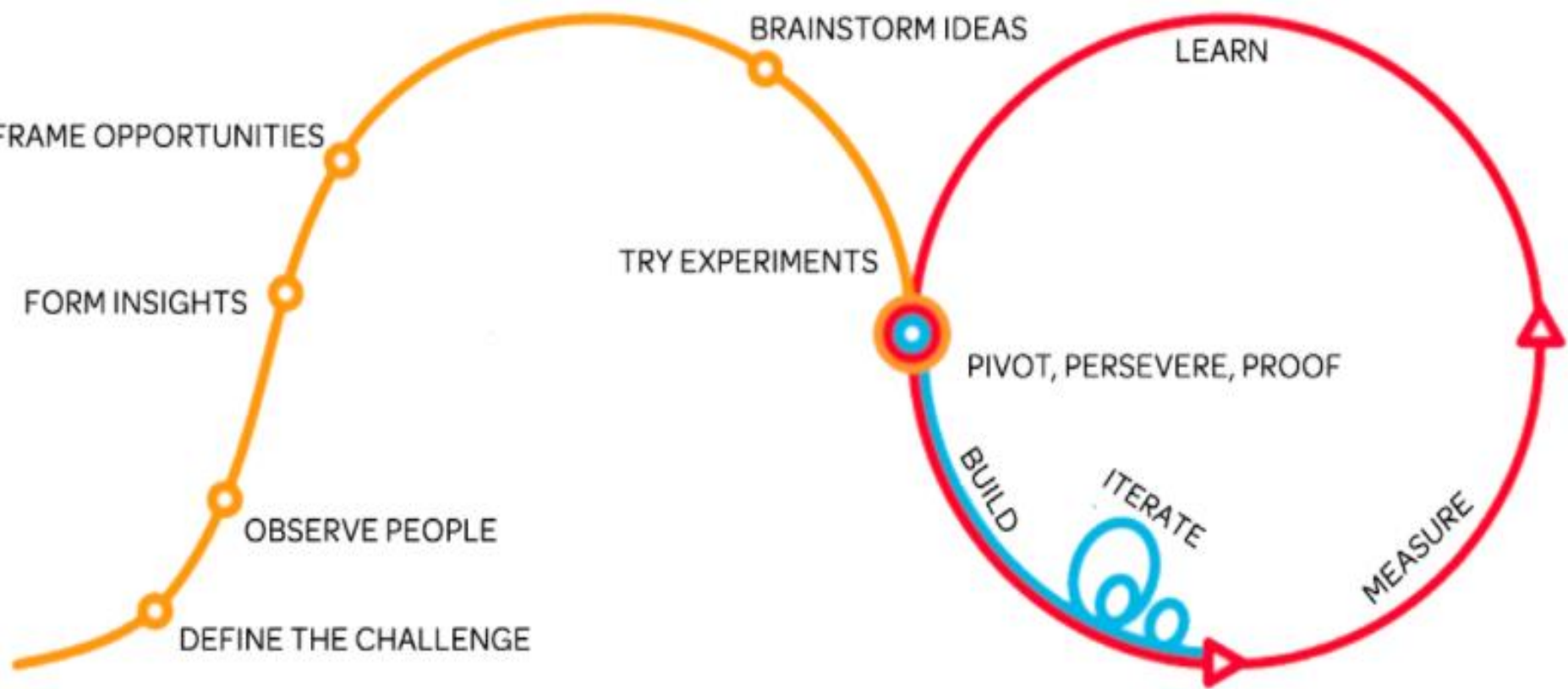
Research

Deliberate Innovation

Trained staff facilitate hyper engagement:

- digital road mapping
- design led projects
- community challenge events





DESIGN THINKING
CUSTOMER PROBLEM/SOLUTION

LEAN STARTUP
PROBLEM PROOF

AGILE
ITERATIVE DEVELOPMENT

RAIN FALL



WEDNESDAY
Nov 02



TODAY
Nov 03



FRIDAY
Nov 04



SALINITY



ACTUAL
WATER DEPTH



WATER TEMP



AIR PRESSURE



WIND SPEED & DIRECTION

