

PUBLIC PERCEPTIONS OF INNOVATION

OVERVIEW

KEY INSIGHTS

Research results included five key insights about the way Queenslanders view innovation:

1. The term innovation is vague, it requires context and relevance

- People are confused by the broad and ubiquitous use of the term innovation.
- Engagement with innovation is driven by the role it plays in people's everyday lives – 'how does it impact me?'

2. Innovation is perceived to have both positive and negative impacts

- 74% of Queenslanders express a sense of positivity about innovation.
- 41% are also concerned that innovation could leave some people behind and 39% are concerned about loss of jobs.

3. Queenslanders recognise the importance of innovation, but there is a gap to perceived performance

- 88% of people agree that innovation is important for Queensland's future.
- Only 58% agree that Queensland is currently an innovative state.

4. There is a propensity and openness to be involved in innovation activity

- It seems Queenslanders are ready to embrace innovation with 65% saying they want to get involved – but half of these said they did not know how to get involved.

5. There is a recognised role for government

- 66% of people agree the state government has a role to play in supporting new ideas and innovations.
- 68% strongly support government partnering with innovators to solve community-wide problems.

BACKGROUND

- In September 2016 Colmar Brunton was commissioned by DSITI to find out about Queenslanders' perceptions and attitudes towards innovation.
- The research also aimed to identify differences between the eight regions across the state and key demographics.
- Focus groups were held with eight groups across Queensland and survey results collected from 1004 people aged 18+ years.

IMPACT AND INVOLVEMENT

- Three quarters of Queenslanders feel innovation positively impacts themselves and the state.
- 60% of people thought innovation created better ways of doing things and improved human lives.
- Whilst 6 out of 10 people want to be involved in innovation, many don't know where to start.
- Nearly 1 in 5 Queenslanders have progressed an innovative idea.
- Half of Queenslanders have had an idea they thought had potential, but two thirds did not progress it – mainly because of financial constraints.
- Innovation is most engaging when it connects to the values people hold and delivers for the greater good.

QUEENSLAND GOVERNMENT

- 86% of people strongly support government focus on and investment in solutions to problems affecting Australians right now.
- 68% of people believe the government should be investing in exploratory type innovation.
- 63% of people believe government should be connecting innovators with investors.

BY NUMBERS

- 49% of people believe innovation has a significant positive impact on Queensland.
- 50% believe innovation will improve our lives.
- 67% of people identify themselves 'problem solvers' rather than innovators.
- 69% say innovation is important for Queensland's future.

QUEENSLAND REGIONS

- Residents of Outback and Far North Queensland expressed the greatest desire to be actively involved in innovation.
- Views on the positive impact of innovation vary between regions ranging from 91% in the Darling Downs region to 67% in the Rockhampton Region.
- People in the Cairns region are the most concerned that innovation could leave people behind (61%) and Rockhampton people are most concerned about loss of jobs (53%).