

# SNAPSHOT

## Innovation Management: Implementing a preferred business model for delivery by AMPC

**Project Report Reference: 2017-1023**

**Date: 6 September 2017**

### **Project Description**

A feasibility study completed in 2015 defined the industry's appetite for the industry's co-investment in several key activities associated with facilitating innovative approaches to a number of opportunities and pressures affecting the sector. That study found significant support for the concept of an Innovation Centre, providing guidance on key focus areas, risks to be avoided and minimised, and strong preference a virtual model over any investment in bricks and mortar approaches.

### **Project Content**

The project articulated the innovation priorities of the red meat industry across the operating model of processing, taking account of the major business drivers and pressures, as well as specific needs of the sector that are currently unmet. Processors provided substantive input to the project in terms of priorities for attention as well as risks to be avoided if value for levy funds is to be achieved.

This study provides AMPC with a design of the operating framework and implementation priorities for an open network model for managing innovation with its industry customers and stakeholders.

### **Project Outcome**

The key functions of an open network model sought by processors include:

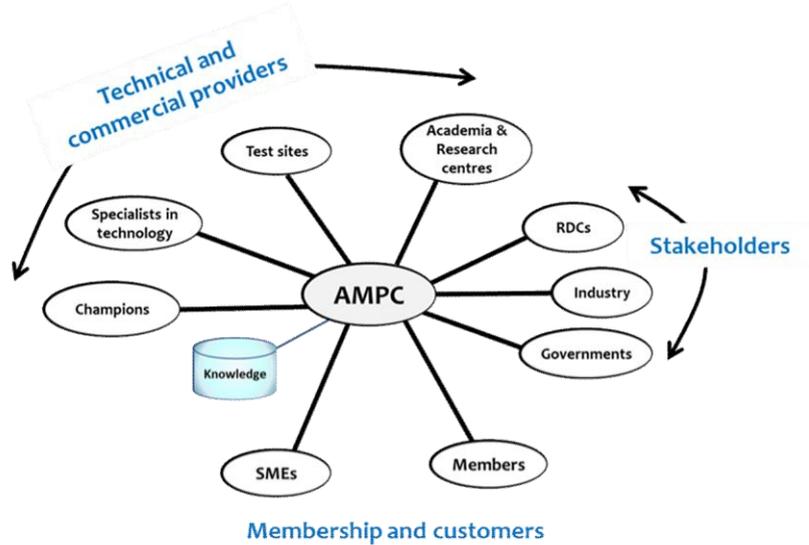
- Providing transparent access to services and solutions.
- Brokering access to solutions by processor members and customers
- Improved access to existing resources and knowhow across subject areas
- Achieve cross-pollination of learnings and outcomes from innovation
- Helping identify gaps to guide the portfolio of innovation focus areas (driven by industry need) and drawing on the greater awareness of accessible innovations from the network
- Better oversight and management of project performance and delivery
- Improved customer consultation and engagement

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**An open model to manage red meat processing innovation**



The illustration above shows the various network partners in an open model that was canvassed with industry.

Successful implementation of this open model will require considerable collaboration between AMPC and industry customers, providers and stakeholders, as well as across those functional areas within the company. Significant foundation work will be required to create a functional operating platform within the company, including a process to segment and engage with the membership and processors.

There will be a need to enhance existing investment priority setting processes – encompassing top-down and bottom-up processes – upon implementation of the open-network innovation model.

The project provided the rationale and key features of a knowledge platform that can underpin effective delivery of services to industry, improving the access by processors to insights and reducing duplication in search costs.

**Benefit for Industry**

The benefit to industry will come from an industry services company that can improve the delivery of outcomes from innovation processes. The proposed model and its implementation should enable a flexible approach to address the diverse needs of different segments of the red meat processing sector, optimising the use of levy funds and other sources of co-investment.