

The Collaboration of Industry and Education

Beliefs and Case Studies

communityenterprise™

Putting your community buying power to work
An initiative of Bendigo Bank

Industry Relevance for Higher Education

Sustainable Communities have Access to and are Able to Leverage the Combined Local Assets and Capabilities of

Makers
Traders
Thinkers

Strategic Beliefs for Communities

- Need for the Recognition, Mobilisation and Collaboration of Local Assets and Capital Flows within Communities
 - Concept of a Community Balance Sheet
 - Performance of Community Assets
- Most Issues that Confront Communities can be Managed and Resolved by the Utilisation of Local Assets
 - Change in Behavior
 - View to Create Sustainable Individual and Community Dividends
- Communities are at the “Tail End” of the Strategies of Suppliers
 - Community must Mobilise to Change the Strategic Plans of the Suppliers by Collaborating Together with Long Term Thinking, Strategy and Deliverables
- Communities need to Create Collaborative Market Places
 - Requiring Paradigm Shift in How to Involve ‘Others’ in Local Vision

Strategic Opportunities for Higher Education

- Local Performance and Engagement of Higher Education Assets and Capabilities
 - Under Utilised Resource by Industry
 - Self Perception as a Community Asset
- Creation of Strategic Information and Knowledge Partnerships with Industry
 - Research and Consultancy
 - Strategic Business Planning and Modeling
 - Relevant Involvement in Industry Visioning
- Leveraging of Commercial Expenditure and Economy of Scale for Local Community Dividends
 - Aggregation of Existing and Future Usage Needs
 - Human, Financial, Productive, Intellectual, Social Capital
- Commercialisation of Innovation and Investment in Re-Engineering for Competitive Relevance
 - Industry Sustainability

Telecommunication Initiative

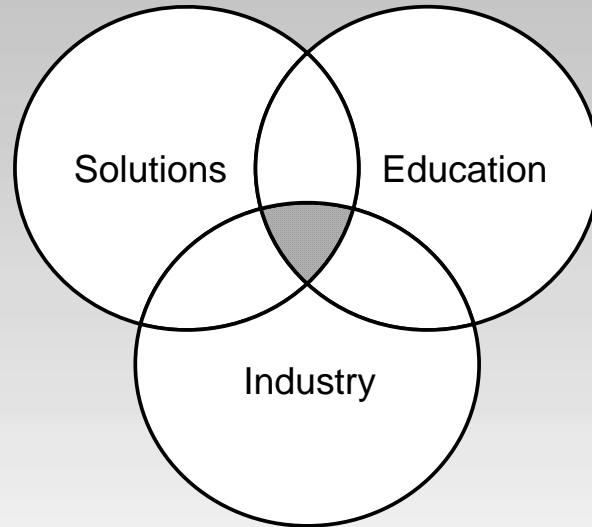
- Using Demand Aggregation to Accelerate Access to New Telecommunication Competition, Services and Technologies
 - Facilitation of Community Participation in the New Economy
- Community Focused, Commercial Operated Public Limited Liability Company Structure with Local Board of Directors and Ownership.
- One of Original Consortium to Commit to Demand Aggregation
 - Shareholder
 - Involvement on Board of Directors
- Involved in the Creation of an Innovation Centre
 - Balanced Delivery of Own and Community Benefits
 - Provided Access to Industry to Land
 - Obtained Anchor Tenant in the Innovation Park
 - Achieved Fibre Connectivity to Remote Campus
- Application of Applied Research for New Communities
 - REMPAN

REMPPLAN Modeling of Bendigo Community Telco – Applied Research

- **Impact to Boost Total Regional Output by \$34.3 Million**
Corresponds to 211 Jobs and a Gross Regional Domestic Product increase of \$20.9 Million
- **Retained Local Capital Flows**
Guaranteed Competition
Re-pricing of Market Place
- **Improved and Developed Telecommunications Infrastructure**
Own and Competitors
- **Allocation of Profits to Local Technology Projects**
Business Continuity Centre
Broadband / Voice over Broadband Infrastructure
- **Generation of High Quality Jobs**
IT and T Self Reliance and Sustainability
- **Attraction and Retention of Major Organisations within the Region**

Collaborative Market Place – Community Sustainability

Creation of Solutions and Applications to Build Capacity, Efficiencies and Operational Improvements for a Community



Development and Application of Information, Knowledge, and Commercial Presence to build Community and Social Capital

Harnessing of Assets and Productive Capability to Support the Commercial Needs of a Community

Industry needs Relevant and Engaged Higher Education