

Smart Services CRC – an introduction

The Smart Services CRC is a \$120m, commercially focused collaborative research initiative, developing innovation, foresight and productivity improvements for the services sector. Services is the largest sector of the economy representing approximately 80% of Australia's GDP and 85% of employment.

Within the services industries Smart Services' initial programmes will be customer-focussed with outcomes translatable across the whole services sector. Initial research outcomes and demonstrators will principally be associated with the digital media, finance and government sectors (including the health sector) to develop exciting new capabilities and demonstrate the breadth of the applicability of our work.

Smart Services is a research and development partnership between 12 major industry and government players and six Australian universities, funded by the private sector and governments under the Australian Government's Cooperative Research Centre program. Its aim is the creation of research-enabled commercial outcomes for its partners and the benefit of Australia.

The \$120 million investment provided by Smart Services' industry, government and research partners, will be used to deliver outcomes aimed at returning at least \$250 million back into the Australian economy by 2016.

Partners

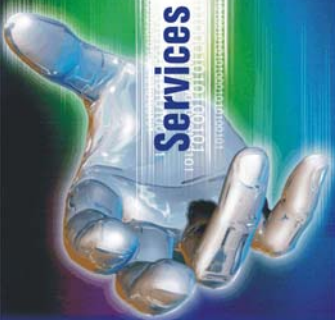
Major investors and partners include Fairfax Digital, Infosys, RACQ, SAP, Sensis, Suncorp-Metway, Telstra Business, Telstra Enterprise & Government, AARNet, Austin Health, the NSW and Queensland State Governments, Queensland University of Technology, the Royal Melbourne Institute of Technology, Swinburne University of Technology, University of New South Wales, University of Sydney, and University of Wollongong.

Locations

Headquartered at the Australian Technology Park in Sydney and with research nodes in Brisbane, Melbourne and Sydney, the Smart Services CRC Pty Ltd was established as an incorporated company in July 2007.

Mission

One of only fifteen successful bids from round 10 of the Federal Government's CRC Grant Program, Smart Services was awarded \$30.8 million to be invested over 7 years for research and development to support innovation in Australia's services economy. Total funding available to the CRC will exceed \$120million over its life, including Participant's contributions and will be used by Smart Services to deliver outcomes aimed at returning at least \$250 million to the Australian economy by 2016. In addition the CRC's Education and Training programme will provide grants for up to 60 PhD students, aligning their thesis subjects to the interest of industry and contributing skilled resources into the Australia workforce.





Research

With eleven initial research projects the CRC will address challenges across the areas of customer service needs, ecosystems for service delivery and services of the future.

In Media - Smart Services' research agenda is being developed to give digital media companies in Australia tools, technologies and insights needed to understand how audiences are changing and clustering, and how to personalise their media experiences across a multi-channel, multi-platform environment.

In Finance and Government the research agenda is being developed to deliver knowledge, tools and technology for the rapid identification and deployment of services, including online and mobile, to support business growth and creativity and improve operational efficiencies.

Smart Services Participants will also look at the way in which services may be delivered in the future, how significant external factors may affect the need for and delivery of services to customers. This strategic research will deliver Participants new insights and opportunities to achieve a competitive advantage in their industry and be at the forefront of growth in the services sector.

Services Innovation Foundry

Smart Services will establish a Services Innovation Foundry in Sydney and Brisbane comprising physical and virtual spaces dedicated to fast-prototyping and testing of new services concepts while protecting participants' brands. This concept is focused on reducing the time from proof of concept to a deployed product in the market by allowing regular and fast testing of R&D outcomes against a relevant test market.

Contact Details

The Smart Services CRC headquarters is located at the Australian Technology Park, Bay 8, Suite 9/G12, Eveleigh, NSW.
Main switch + 61 2 8374 5080 Fax: +61 2 8374 5090.

Warren Bradey, Chief Executive Officer & Director

Warren.bradey@smartservicescrc.com.au

Rob Cook, Head – Services Innovation Foundry

Rob.cook@smartservicescrc.com.au

Annette Dockerty, Market Development Manager

Annette.dockerty@smartservicescrc.com.au

Allen Greenhalgh, Head – Finance & Operations

Allen.greenhalgh@smartservicescrc.com.au

Tim Hibberd, Research & Development Manager

Tim.hibberd@smartservicescrc.com.au

Terri McLachlan, Operations Manager

Terri.maclachlan@smartservicescrc.com.au

Jeannie Teoh, Financial Accountant

Jeannie.teoh@smartservicescrc.com.au