

How Successful Companies go from Insight to WOW new products and markets

International Dairy Federation
World Dairy Summit

Speaker: Allan Ryan
25th November 2004

Ref: www.rba.gov.au

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The scorecard for innovation is marked in dollars.

Counterfeiting in Australia 1966



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First Polymer Banknote 1988



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NPA History & Polymer Development



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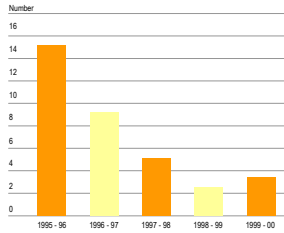
Current Banknotes



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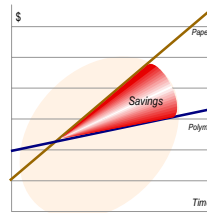
Reduction in Counterfeits - Australia

In Australia, the introduction of polymer banknotes generated a landmark reduction in counterfeiting



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Polymer Banknotes are more Cost Effective



- Increased durability means significant savings for the issuer
- Notes need to be replaced five times less often which means:
 - Reduced purchasing costs
 - Reduced withdrawal costs
 - Reduced destruction costs
 - Reduced distribution costs

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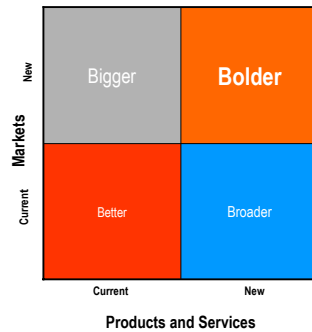
Polymer Banknotes and the Environment

- Outsourced polymer notes and production waste can be recycled into a large range of plastic products



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Goals for Innovation



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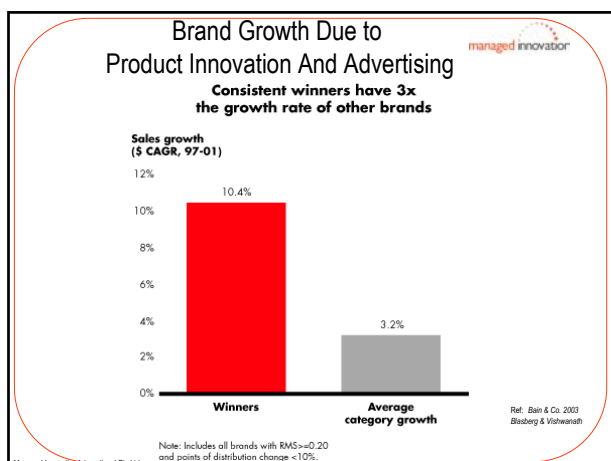
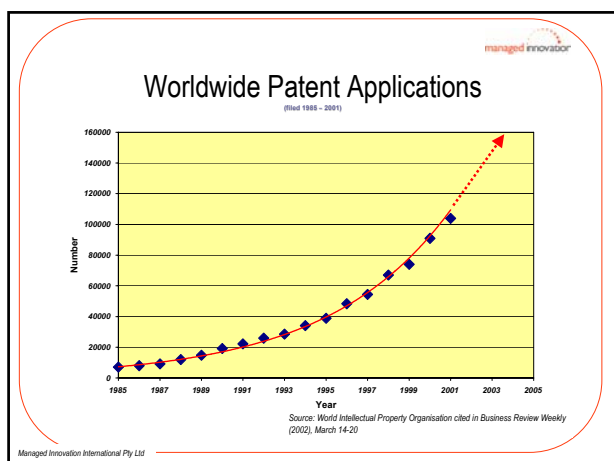
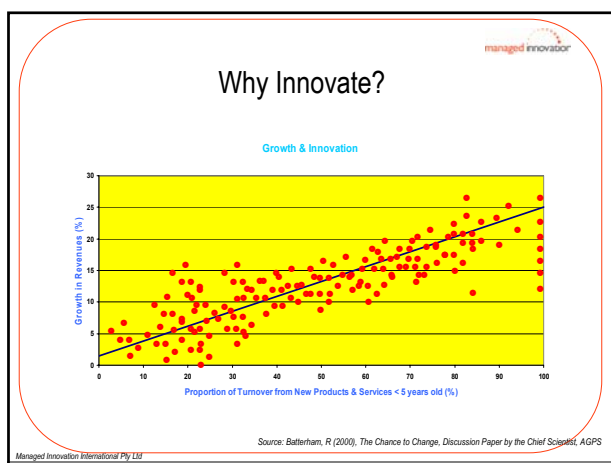
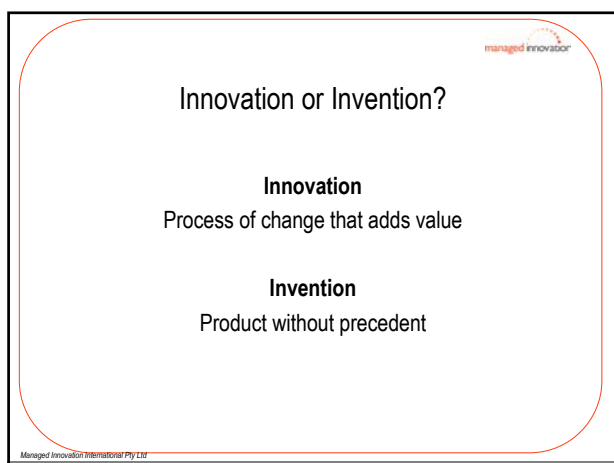
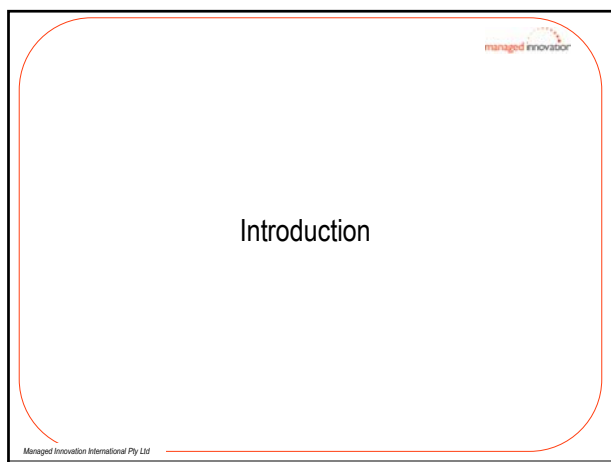


"I like this, Edwards. You've come up with more solutions than we have problems."

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Fiji vs. Evian

Its sales are only about a third of those for Evian, but
Fiji Natural Artesian water enjoyed

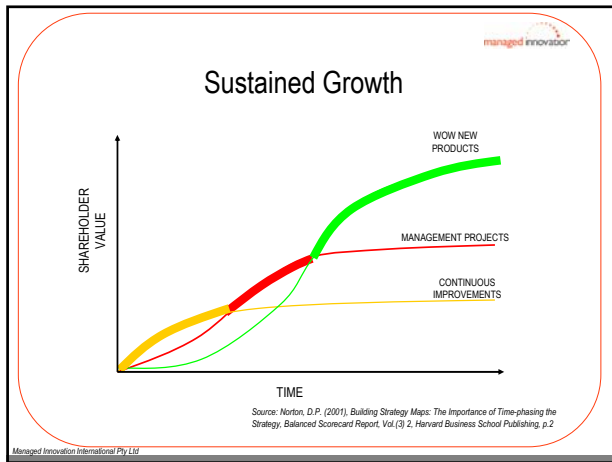
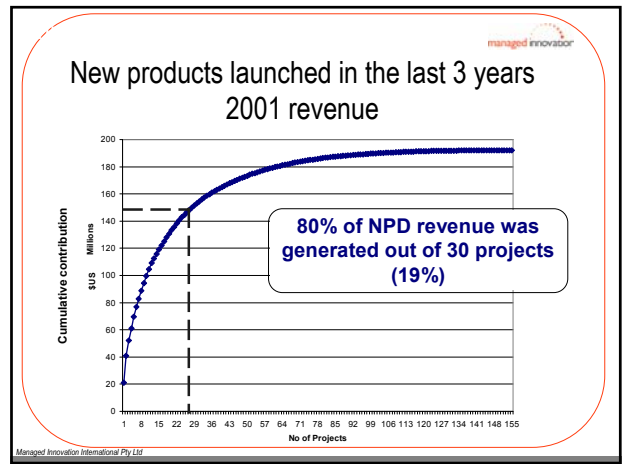
"a 61 percent surge in volume last year"
while
"Evian ... saw its U.S. sales sink 23 percent"

as reported by Betsy McKay and Cynthia Cho in *The Wall Street Journal*. "This is living water," says David Gilmour, chairman of Colorado-based Fiji Water.....

The Islands / The Water / Purchase / Making the Sale / Who We Are / Life in Fiji

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Fiji Natural Artesian Water is the clear choice of athletes, health-conscious and fitness people who believe in drinking water. It is a pure natural water, sourced from a protected area in the heart of the island of Viti Levu, Fiji. It is a pure natural water, sourced from a protected area in the heart of the island of Viti Levu, Fiji. It is a pure natural water, sourced from a protected area in the heart of the island of Viti Levu, Fiji.



Theory of Innovation

Individuals + Insight + Ideas + Implementation

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The Insight Process

Individuals Teams Organisation + World Consumer View = Insight Data Information Knowledge

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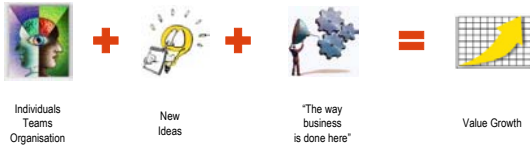
The Idea Generation Process

Individuals Teams Organisation + Insight Data Information Knowledge + Desire and Drive to Question + Time and Space = New Ideas

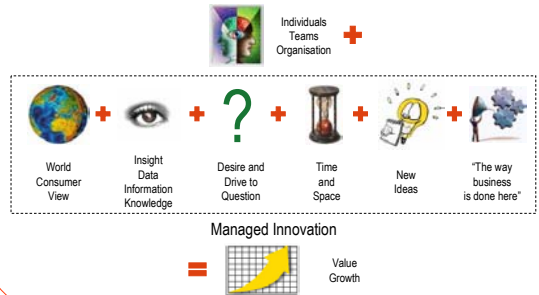
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Grow Value Through Innovation

Innovation Process
(Create, Capture, Assess and Apply)



Managed Innovation



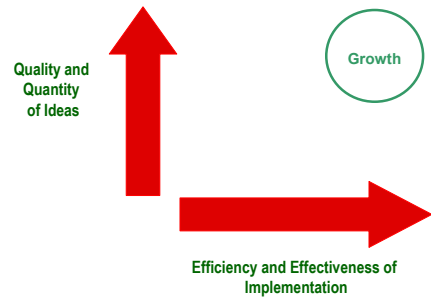
Roles and Responsibilities



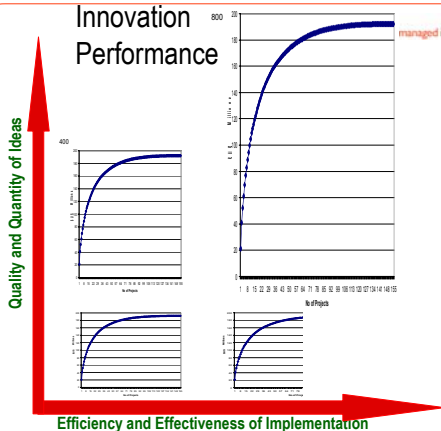
Individuals
Teams
Organisation

Seeing, Thinking & Doing

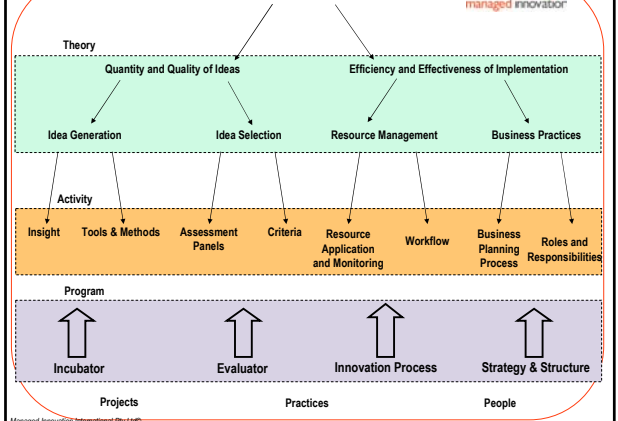
Innovation Performance



Innovation Performance



Innovation Performance



Thank You