



Leading Rural Transformation

Innovation by Industry Services
Bodies



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Creating value for businesses



Insight. Innovation. Impact.

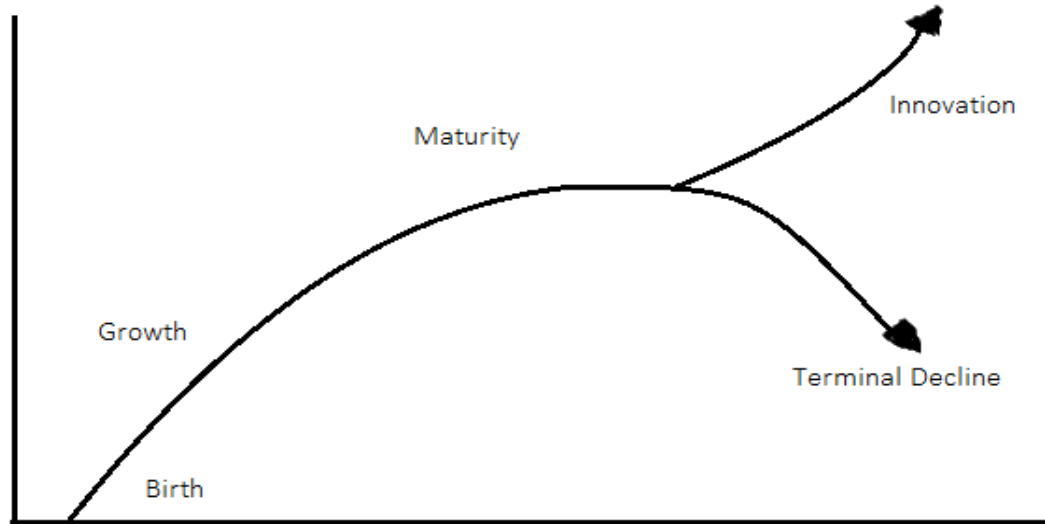
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Trusted Relationships for influence

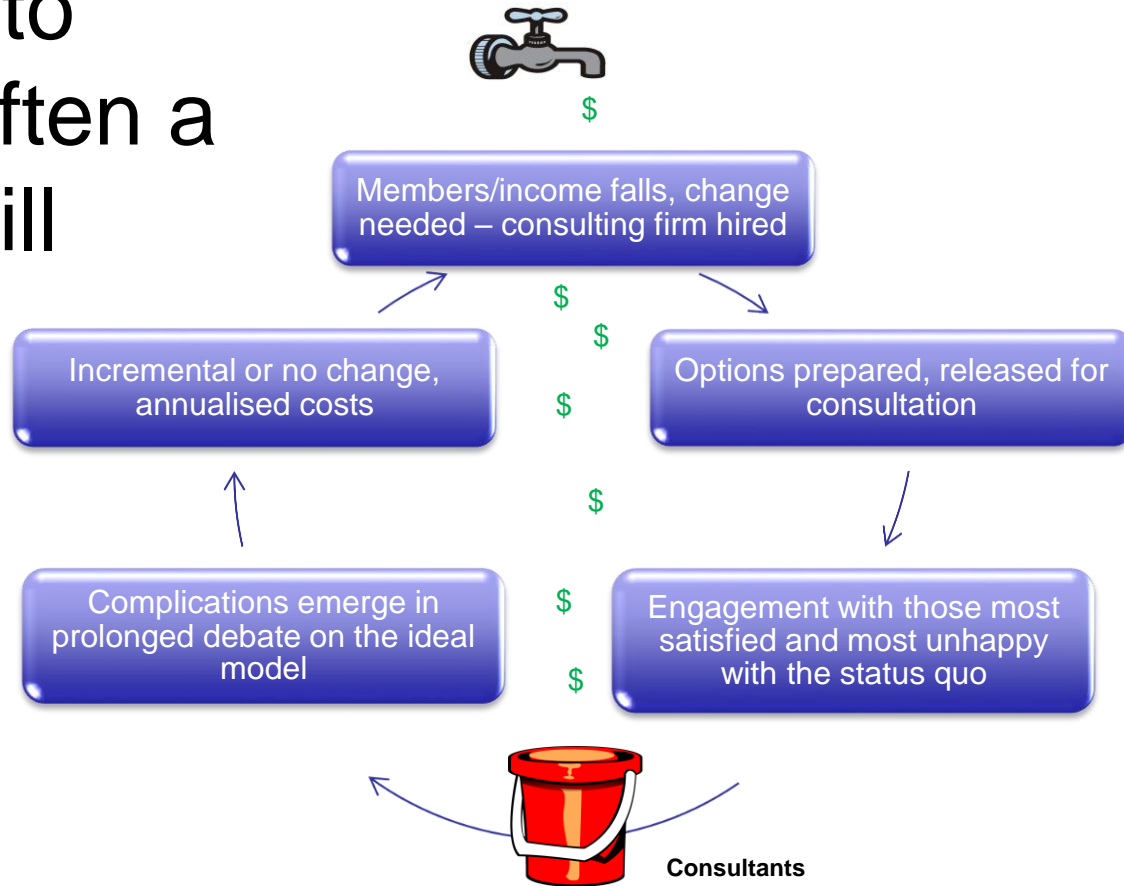


- Institutions: People trust NGO's and business more than they trust government
- Media is least trusted (2018 Edelman Trust barometer)
- Opportunity: trusted industry organisations

Industry Institutions - evolve or fade away



Failure to innovate: often a treadmill



21st Century Industry Associations

Characteristic	Traditional	Modern
Structure	Institutions	Networks
Focus	Problems	Solutions
Scale	Large	Variable
Influence	Governments	Markets, community, governments, value chains
World View	Single Issue	Multi Issue
Governance	Dispersed	Strategic
Communication	Slow, filtered	Immediate, direct
Funding	Anger, defence	Investment, value