Business Participant Brief

Paddl Games

Brought to you by **Paddl Co. Pty Ltd** in conjunction with

Challenge Day Partner
TBC

Supported by

Council of Small Business Organisations of Australia (COSBOA)

Date
Wednesday 21st August 2019
Registration 7.45am for an 8.30am sharp start

Challenge Day Topic
"How can your business better manage waste and reduce Australia's landfill?"

Location
TBC
Gold Coast, QLD

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The Opportunity

The **Paddl Innovation Games** will bring together small to medium businesses, corporates (as Challenge Day Partners/Sponsors) and COSBOA to collaborate with emerging and mature talent in 30 Challenges around Australia over the next 2 years. There is also a focus on PhD students attending each Challenge.

Each Challenge day in the Paddl Innovation Games will include:

- 10 participating (small to medium) businesses and their nominated employees (20 employees)
- 60 students and graduates with course level and skills relevant to the challenge focus
- PhD students undertaking research in areas relevant to the Challenge topic
- 10 employees from the Challenge Day Partner/Sponsor
- 5 professional Paddl Facilitators

The participants are selected from different backgrounds, qualifications, skills and levels of experience to form 10 diverse innovation teams to address the Challenge day topic for their allocated business.

This Challenge, the 1st day in the series, will be supported by Challenge Day Partner [insert].
There are no fees for participation by your business and your nominated employees as your participation in this innovation day is fully sponsored.

Partner Profile: TBC

Want to know more?

Some useful references for you to click on (URLs) to find out more about Paddl Games and key people associated with The Paddl Innovation Games Series.

- COSBOA
- Paddl Co.
- Paddl Games Blogs (Case Studies)
- Mark McKenzie, Chair, COSBOA and CEO, ACAPMA
- Peter Strong, CEO, COSBOA
- Dominique Fisher, Co-Founder and CEO, Paddl Co.

Challenge focus

Challenge topics are best set as high-level challenges. This ensures that the challenge can be relevant to any size business from any sector providing a broad scope for the innovation teams in their innovation discovery phase.

"How can your business better manage waste and reduce Australia's landfill?"

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Paddl Games Challenge format - what happens on the day?

Inspired by the popularity of hackathons, Paddl Games Challenges are high pressure, fun events that are designed to create a real workplace experience and surface innovation for participating businesses. Each team is professionally facilitated and works on an innovation project and then presents their ideas and solutions at the end of the day to a judging panel in a competition to win prizes.

Teams will be working in groups with emerging and mature talent (incl tertiary students/graduates), business participants and their employees and challenge partner employees. It's a unique opportunity to **find out how innovation can positively impact your business** – be it day to day operations, business growth, employing the right talent or any other crazy ideas that may surface!

Preparation of all participants occurs virtually for up to 2 weeks prior to the challenge day. This ensures that participants are informed and aligned with the challenge focus and businesses' issues and requirements. Participants are provided high-level coaching in critical and design thinking documentation prior to the Challenge, usually via a dedicated Slack channel and webinar and reading material.

The one-day Challenge runs from (registration 8am), 9am to 6.30pm and is structured around 3 design sprints of 2 hours duration each being:

- Sprint 1: Problem Framing & Ideation
- Sprint 2: Concept Design & Development
- Sprint 3: Storytelling & Tuning

Challenge Labs are manned by the Challenge Day Partner (and in this case potentially other subject matter experts from the waste management industry) and are set up to help the team members access expert advice on the day to help them develop their ideas. Challenge Partner experts (~2 per Lab) will be available to mentor teams in key areas around waste management and reduction.

Paddl Co. also runs an Employer Booth for all business participants to use if they have active employment opportunities and are interested in hiring any of the student/graduates as a free recruitment service for participating employers. *As a business participant, Paddl Co. offers free job and related posts with the opportunity to have applicants attend the day for an appointment in the Employer Booth. Any students or graduate participants on the day who are of interest to the business participants are able to be interviewed (preliminary chat for shortlisting purposes).*

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What will your business get out of the day?

As a participating business, you will have a dedicated innovation team working on solutions and surfacing new opportunities for your business.

- An opportunity to focus on the future of your business with the potential to generate valuable Intellectual Property (IP) - your business will own any ideas, designs content and other materials created on the day
- An opportunity to meet and work alongside a cross-section of local talent (and employ them too if that is desirable - you will see them in action)
- A chance to connect with like-minded, local businesses and gain expert support from the Challenge Partner employees who are passionate about addressing waste reduction and their priority is to deliver better outcomes for customers
- A unique learning and training opportunity for you and your employees to engage in innovation development relevant to your business and acquire new skills in design and critical thinking

Want more? Businesses who participated in previous Paddl Games shared their experience...

> *"What a creative way to tap into the creative minds of some of the country's brightest young people. We were thrilled to be part of such innovation and were taken back by the deep thinking and practical solutions developed by the team we were a part of. I would strongly encourage businesses to consider being a part of Paddl Games as it will certainly open your mind to a more modern way of thinking."* - Ash Marton, Business Owner, Ash Marton Realty (COSBOA Innovation Games 2018 supported by AGL, Hastings Victoria)

> *"What a treat the day turned out to be! I was there to discover digital solutions to challenges in my business! When we discovered the final idea my mind saw an explosion of suddenly how complex that beautiful, 'simple' solution was. It was fantastic to see how a group, previously unknown to each other, could work so cohesively. What an achievement!! We may as well have come first, judging by the smiles on our faces."* - Jo Livingstone, Cobram Chiropractic (COSBOA Innovation Games 2018 supported by Australia Post, Bendigo Victoria)

What time commitment will you, as a business, need to make?

- Your business may choose a concept for the team to focus on OR you may leave it open to the team to come up with lots of new ideas. Paddl Tip! We recommend you have a think prior to the Challenge of what success would look like for you.
- Your business will be able to nominate up to 2 employees to be part of your dedicated innovation team
- The representatives from your business will be supported by a professional Paddl facilitator with pre-training documentation in preparation for the day, to provide context and helpful information and answer any questions

There is **no cost to businesses to participate!** Morning tea, lunch, afternoon tea and refreshments will be provided on the day.

Next Steps

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If you are interested in being one of the 10 participating businesses, please complete the following steps to register your business to participate in the National Innovation Games Series: Gold Coast:

1. Please complete this online Business registration form (this must be completed by an authorised person from the business). *You will also be asked to nominate the business representatives that will attend on the day.*
2. Sign up in Paddl for Business and complete your Employer Paddl profile.
3. Complete the business representative registration form - this is for individuals attending the Challenge and different from the Business registration form. All individuals attending must complete this form.
4. You will be contacted by Paddl Co. and invited into your Team Slack channel. Slack is an online chat tool where you will be introduced to your team Facilitator who will support you throughout the entire process as well as all other team members in the lead up for the event.

If you have any queries or want to know more before getting started with registration, get in touch at nicole@paddl.co! Hope to hear from you soon!

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