



CAPABILITY STATEMENT

OVERVIEW

The Kennedy Company provides business leaders, public policy makers and community organisations with additional 'brainpower' and fresh perspectives to compete and prosper in fast-moving, volatile global business environments. The Kennedy Company offers research, advisory and consulting services that are both rigorous and edgy, far-sighted and practical.

You can call on The Kennedy Company when an additional, deeper and more imaginative source of intelligence and advice is needed, especially at pivotal decision-making points in the lifecycle of projects, organisations and enterprises. We specialise in business innovation, new models of competitiveness and productivity, industry clustering, regional development and business regulation.

Using the proven knowledge, experience and skills of its owner and principal, Narelle Kennedy AM, The Kennedy Company provides a timely short cut to latest intelligence, research and best practice, and the know-how to turn this into tailored practical action to meet individual client needs.

The Kennedy Company is based in Sydney, Australia. It can extend its expertise and reach by calling on a network of like-minded partners with additional and complementary capabilities and specialisations.

EXPERTISE

The Kennedy Company's expertise rests on a substantial body of work and the wisdom, some say the 'street smarts' that come from lived experience.

Prior to establishing The Kennedy Company, Narelle Kennedy founded and led the pioneering, business-backed research think tank, the Australian Business Foundation as CEO for over fifteen years. This built on substantial experience in industry organisations, the public sector and not for profit organisations, together with service as a company director.

SPECIALITIES

The Kennedy Company has proven expertise particularly on:

- The realities of business innovation, especially by enterprises and workplaces.
- High-performance manufacturing industry.
- 'Place-based' policies.
- Industry clusters.
- Knowledge hubs and precincts.
- Regional development.
- Smart cities.
- Small business policy.
- Strategies for enhanced competitiveness and productivity.
- Engagement between universities and business.
- Trade practices, consumer affairs and business regulation.

ACHIEVEMENTS

Narelle Kennedy's leadership gives The Kennedy Company the benefit of the following achievements:

- A unique collaborative evidence-based research model pioneered through the Australian Business Foundation, which operated at the centre of a vibrant community of Australian and international scholars, policymakers, opinion leaders and business executives to produce fresh analysis on emerging high impact issues for Australian business and the wider community. This was backed by initiatives to translate and apply this research intelligence in practical outreach programs for business and policy decision makers.
- A back catalogue of almost 40 published research studies on innovation, future scenarios, globalisation, sustainability, industry case studies and more, produced by the Australian Business Foundation under Narelle Kennedy's direction.
- Track record of exceptional intellectual depth, problem-solving and analytic skills, and the ability to cross-pollinate ideas from different disciplines and to conceptualise and articulate proposals and solutions to interest groups and the mainstream community.
- Responsibility for the conduct of ground-breaking projects to boost Australian industry's capability and competitiveness, e.g. feasibility study for a Venture Capital Fund for regional Australia; import replacement and supplier networks in Textile, Clothing and Footwear Industries; a white paper on the Future of Australian Manufacturing; analysis of Australia's productivity performance and its impact on the Fair Work system.
- Innovative developer of new models of business regulation, e.g. North Coast Planning Charter, Environmental Marketing Code of Practice.
- International networks from participation in IBM's Global Innovation Outlook forum in 2004 in New Delhi and in a Global Leaders Forum in St Petersburg in 2007.
- Enduring engagement with regional development policies and programs, including student projects in Western Sydney in 1974, contemporary research on place-based policies with international experts, investigations into the effectiveness of various industry clusters, hubs and precincts and current service as a director of Regional Development Australia, Sydney.
- Success as an experienced strategic policy analyst and adviser, both inside the public sector and as an external policy advocate.
- A history of being a highly competent researcher and research project manager.
- Consistently demonstrated and highly developed management and organisational skills, across operations, finance, people and governance functions, through experience at CEO, senior executive and Board decision-making levels.

RECENT ASSIGNMENTS

The Kennedy Company's recent assignments include:

- Specialist expert adviser to Deloitte and the Business Council of Australia on Australia's innovation strategy.
- Facilitating an industry workshop on Design-Led Innovation.
- Compiling the evidence and detailing the elements of a strategy to transform South Australia's manufacturing industry.
- Assistance with assessing progress on South Australia's manufacturing transformation, and accelerating change.
- Writing the draft manufacturing strategy and action plan that resulted in the launch and implementation of the South Australian Government's *Manufacturing Works* report.
- Advice on the essential attributes of knowledge hubs and precincts and potent policy action available to the NSW Government as part of the implementation of the State's economic development framework.
- Analysis of an emerging knowledge hub for energy technology and services in Newcastle and the Hunter Region of NSW.
- Development of a submission for support for a supply chain cluster for the Australian subsidiary of a large multinational corporation in the mining equipment, technology and services industries.
- Advice on a strategy to enhance the prosperity and resilience of small and family businesses in South Australia.
- Analysis of a potential creative and digital industries cluster in inner Sydney
- Presentations to entrepreneurs, family businesses and other clients of Deloitte Private on future scenarios and creating a competitive edge.
- Assistance in the recruitment of a Creative Industries Cluster Manager for a local government economic development board.
- Mentoring support for several small businesses and start-ups.
- Co authoring "Global Perspectives on Achieving Success in High and Low Cost Operating Environments" with Göran Roos. This title features a collection of research and case studies on succeeding in contemporary highly competitive and volatile business environments in various regions of the world.

PROFILE

Narelle Kennedy AM operates her own research and consulting company, *The Kennedy Company Pty Ltd*. Previously, as the founder and CEO of the Australian Business Foundation, Narelle Kennedy demonstrated her expertise not only in building a body of high-quality research work and alliances with research partners, government, corporations and sponsors, but importantly in translating and applying research intelligence for practical and timely action by public policy makers and businesses.

Narelle Kennedy is Adjunct Professor with the School of Business at the University of Technology Sydney. This affiliation continues Narelle's longstanding commitment to close collaboration, problem-solving and knowledge-sharing between the higher education sector and the business community.

One of Australia's thought leaders and a contributor to contemporary social and economic debates internationally, Narelle is a sought-after expert commentator on emerging business and innovation issues that impact on Australia's future competitiveness, employment and prosperity.

Narelle Kennedy has a work history that spans boundaries, including in private enterprise, government and the not for profit sector around Australia. Narelle's experience includes management of high-profile business units, enterprises and programs; senior policy analyst and adviser roles; and as manager of high-volume direct services to the public.

Prior to leading the Australian Business Foundation as its CEO, Narelle Kennedy spent seven years as a senior Director in the executive leadership team of one of Australia's leading and well-established Business Chambers, periodically acting as its Chief Executive. Narelle has served in various general manager roles in NSW and Victorian Government Departments, including holding the statutory position of Superintendent of Weights and Measures in NSW, the first female to do so.

Narelle is a Director on various Boards and Advisory Councils and has numerous affiliations in areas of leading-edge public and business affairs, such as with Chief Executive Women, the Australian Technology Showcase and the Enterprise Workshop program. She has represented Australia at the Business Advisory Committee to the OECD and served on the expert panel for the Review of Australia's Innovation System in 2008.

Narelle has a first class Honours Degree in Social Studies from the University of Sydney, and was awarded a Centenary Medal in 2001 for service to Australian society through economic and industry policy research. Narelle was made a Member (AM) of the Order of Australia in the 2014 Australia Day Honours awards for significant service to business in Australia through a range of policy development and advisory roles.

