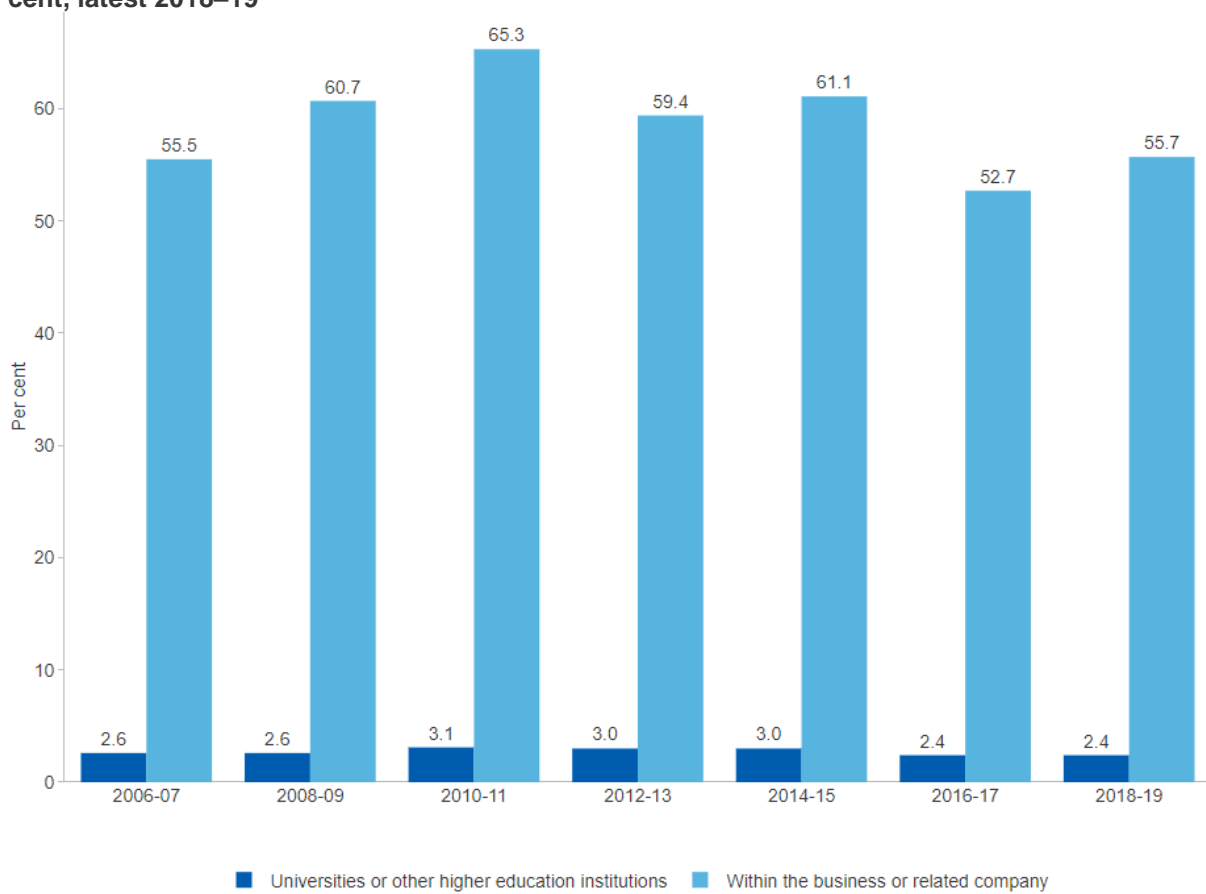


5.2.4 Selected sources of ideas for innovation

Survey evidence suggests that ideas for innovation mostly originate from *Within the business or related company*, with around half of them reporting their own business or another business owned by the same company as the main source of ideas. Large businesses are more likely than small and medium businesses to generate these type of ideas, as they have access to a larger pool of talent and human resources. At the other end of the spectrum are external sources of ideas, such as from *Universities or other higher education institutions*. Although they are much less likely to be identified as the source of ideas, they can provide specialised advice or technical expertise to implement them. Less than 3 per cent of innovation-active businesses reported their ideas or information for innovation originating from these sources and these are most common in the mining, scientific and health care industries (data not shown).¹

Figure: Selected sources of ideas for innovation, share of innovation-active businesses, per cent, latest 2018–19



¹ ABS, *Characteristics of Australian Business*, Cat. No. 8129.0, Cat. No. 8158.0, Cat. No. 8166.0, Cat. No. 8167.0 and ABS.Stat (<https://www.abs.gov.au/>)