Outline

- Defining Innovation Precincts
- Brief genealogy in Australia
- Case study findings
  - Compositional forces of Innovation Precincts
  - Hopes, Dreams, Fears, and Nightmares
- Discursive catalysts or persistent geographies

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Image: Bing Ai generator

Post-automotive

- Local solutions
- Place-based assets
- Existing competencies
- Rejuvenate workforce
- Rekindle business

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New sites

- Innovation & entrepreneurship

- Public and private $

- Federal, State, Local

- Meso & micro influences

Image: Micro-X at Tonsley

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Origins of agglomeration theory

The mysteries of trade become no mysteries; but are **as it were in the air**, and children learn many of them unconsciously…
if one man starts a new idea, it is **taken up by others** and combined with suggestions of their own; and thus it becomes the **source of further new ideas**

Alfred Marshall 1920 (emphasis added)

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Innovation Precincts

- Place, (Hamidi & Zandiatashbar 2018; Zandiatashbar & Hamidi 2022)
- Space (Wong 2022)
- Networked knowledge locations (Cohendet et al. 2022; Trillo 2021; van Winden & Carvalho 2016) for collaboration (Morrison 2019)
- Urban design and the knowledge economy into co-operation (Yigitcanlar & Inkinen 2019)
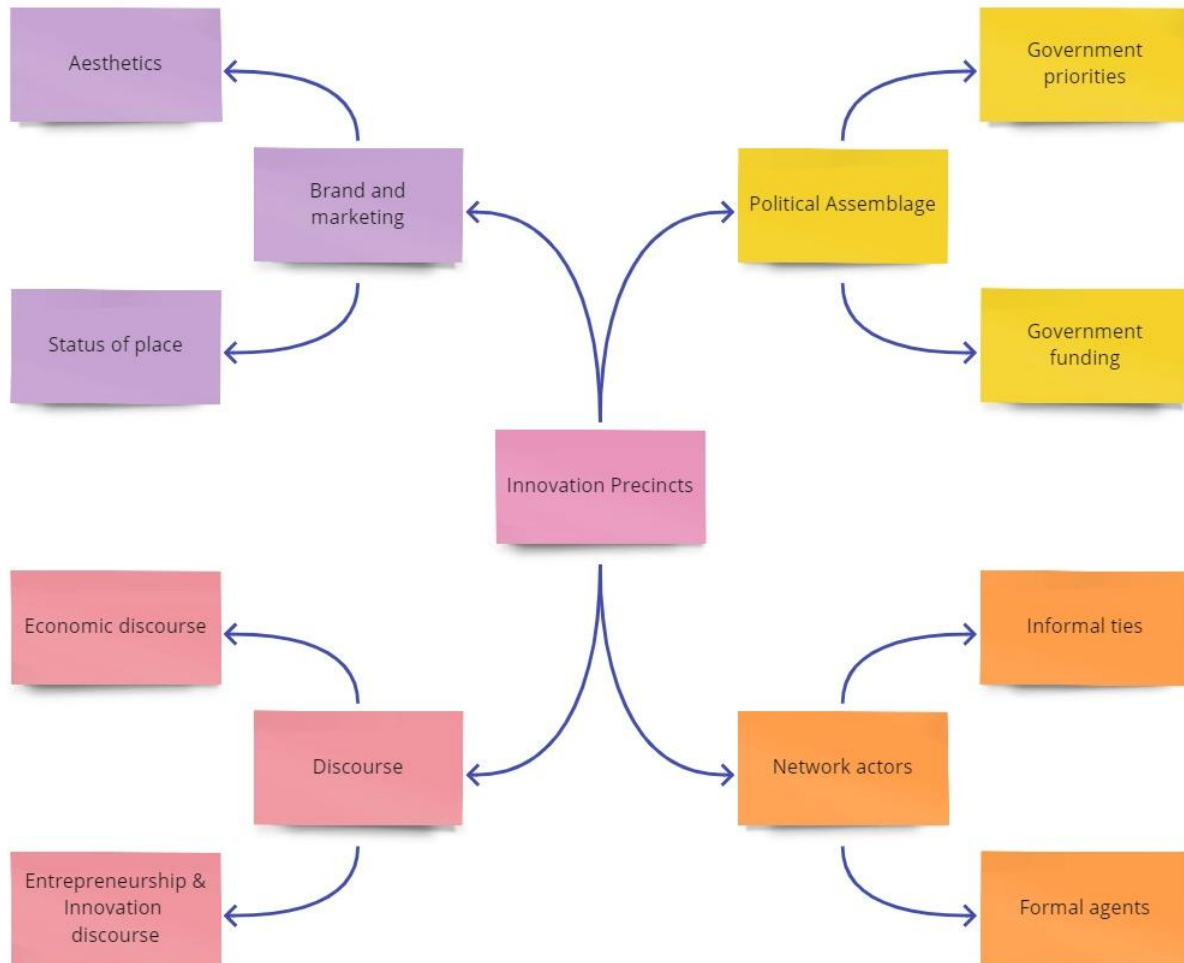
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A genealogy, Aus. Innovation Precincts

- 2015
  - "Australia's dismal...performance...university-business innovation" Financial Review
  - Visit to Australia, Brookings Institute, "The Rise of Innovation Districts: A New Geography of Innovation in America"
- Sparked:
  - Tonsley Innovation District
  - Macquarie Innovation District
- 2019
  - Australian Stocktake of Innovation Precincts
  - 56 sites

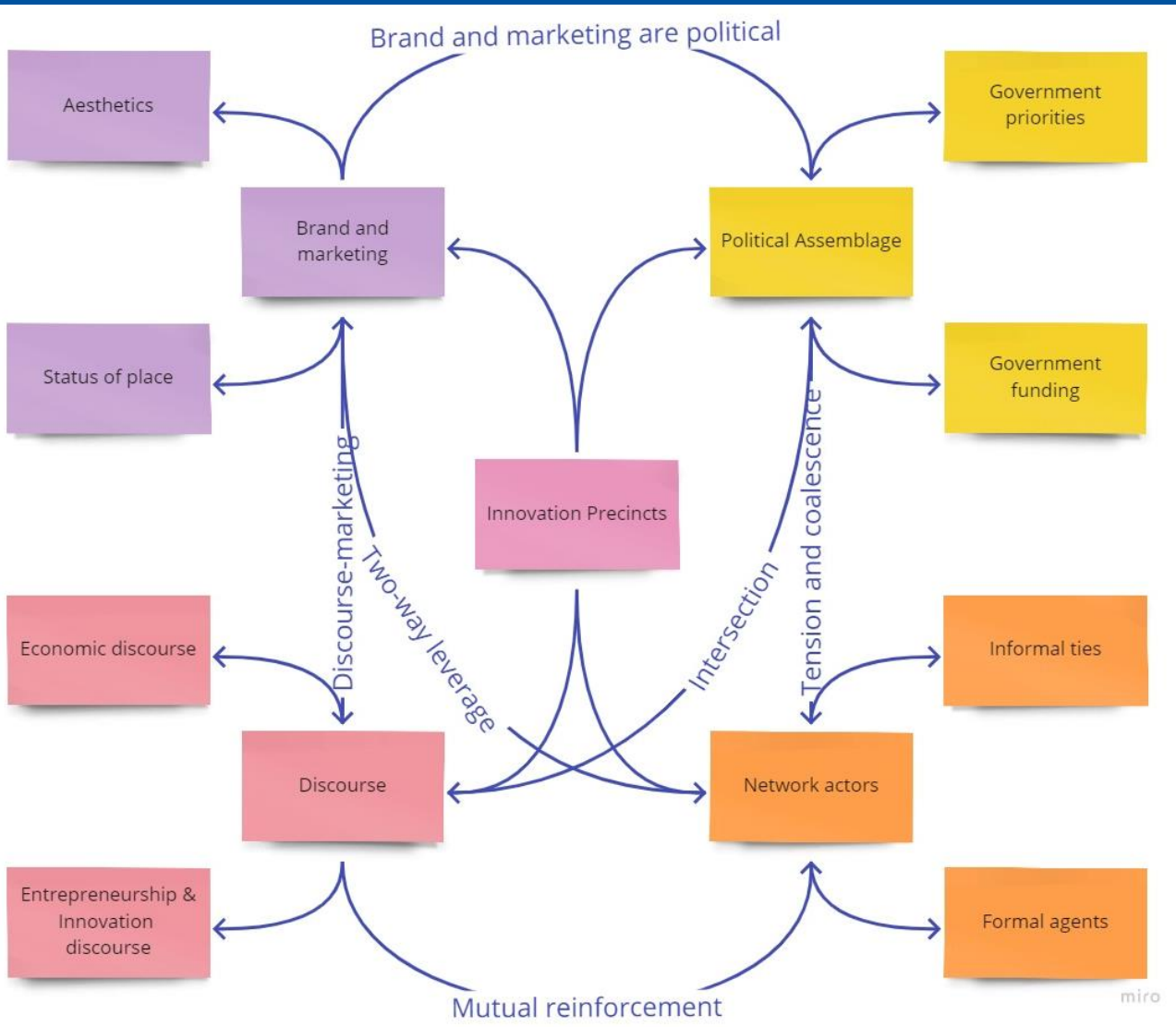UniSA | Business

Case study, TechPark and Tonsley

Composing forces

- Network Actors

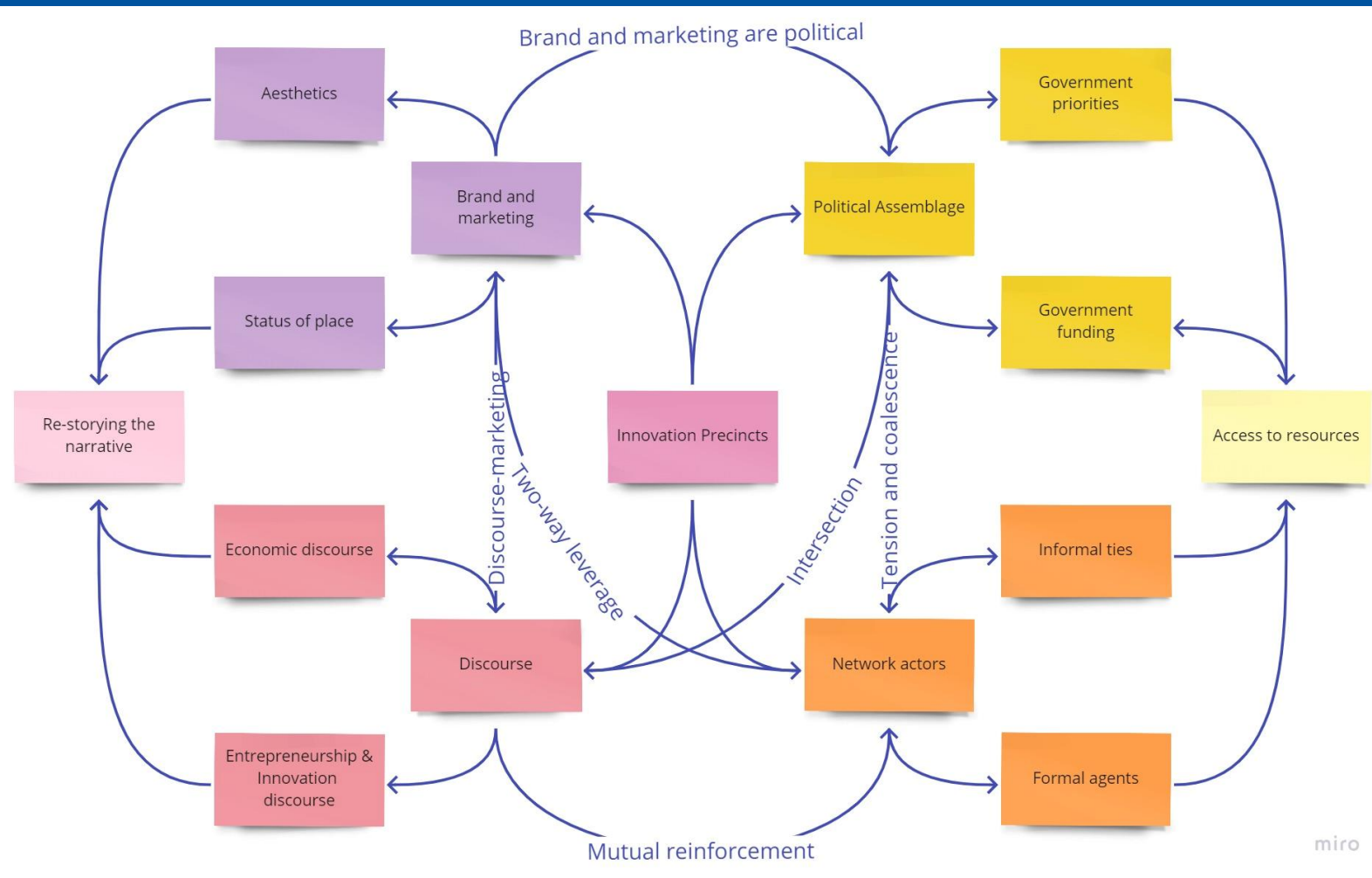- Political assemblage

- Brand and marketing

- Discourse

Intersectionality

- It is through the intersections of the different elements that the precincts cohere, not simply their co-existence.

Double-movement

- Access to resources

  – Agglomeration

- Re-storying

  – Discursive

Catalysing economic change

TechPark	Tonsley
Brand aligned with companies	Brand matters
Operational rather than aspirational	International recognition
Mawson Lakes not TechPark	Pride, status
Aesthetics of the suburb, buildings, parks, satellite dishes	Aesthetics elevates companies
Geographic proximity discourse	Niche identity
Local and global production chains	Discourse alignment, innovation and entrepreneurship

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Collection	Collective

Visibility and interaction

In order to reach a point of discursive agency as a precinct there must be an entity created, an assemblage of parts...

but for there to be long-standing persistence to the precinct there must be a durability enabled.

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Durability of precincts analysis

Hopes	**Dreams**
More social opportunity	Geographic proximity to supply chain
More connections w University, tenants	Ambient wider suburban spaces
Brand refresh	Innovation House coordination
Reaching fully active site	Proactive (local government) relationship broker
The pub being opened	Close-knit layout, friendly
Long persistent success	Brand and aesthetic
Favourable $ Government decisions	Informal recreation opportunities
	Coordination and facilitation of relationships
Fears	**Nightmares**
Turnover of sites to 'other' e.g., call centre	Waning economic relevance
Future rent hikes	Lack of interconnection
Vandalism from social use	Traffic
Release of the site from Government overview	Car parking and Weather
Change in Government impacts	Branding without substance (startup support)
Draw towards newer Precinct in CBD	Restrictive centralised services and regulation

Seeing Innovation Precincts as assemblages rather than simple agglomerations enables a viewpoint that accepts change as part of an ongoing ebb and flow.

And allowing such a viewpoint, focuses attention – and perhaps resources – on ways to maintain invigorated and responsive precincts for innovation and entrepreneurship.

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Thank You

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