

# The Brisbane Digital Confidence Index 2018

## Visual Summary

QUT Chair in Digital Economy in partnership  
with Brisbane Marketing



Chair in  
Digital Economy.



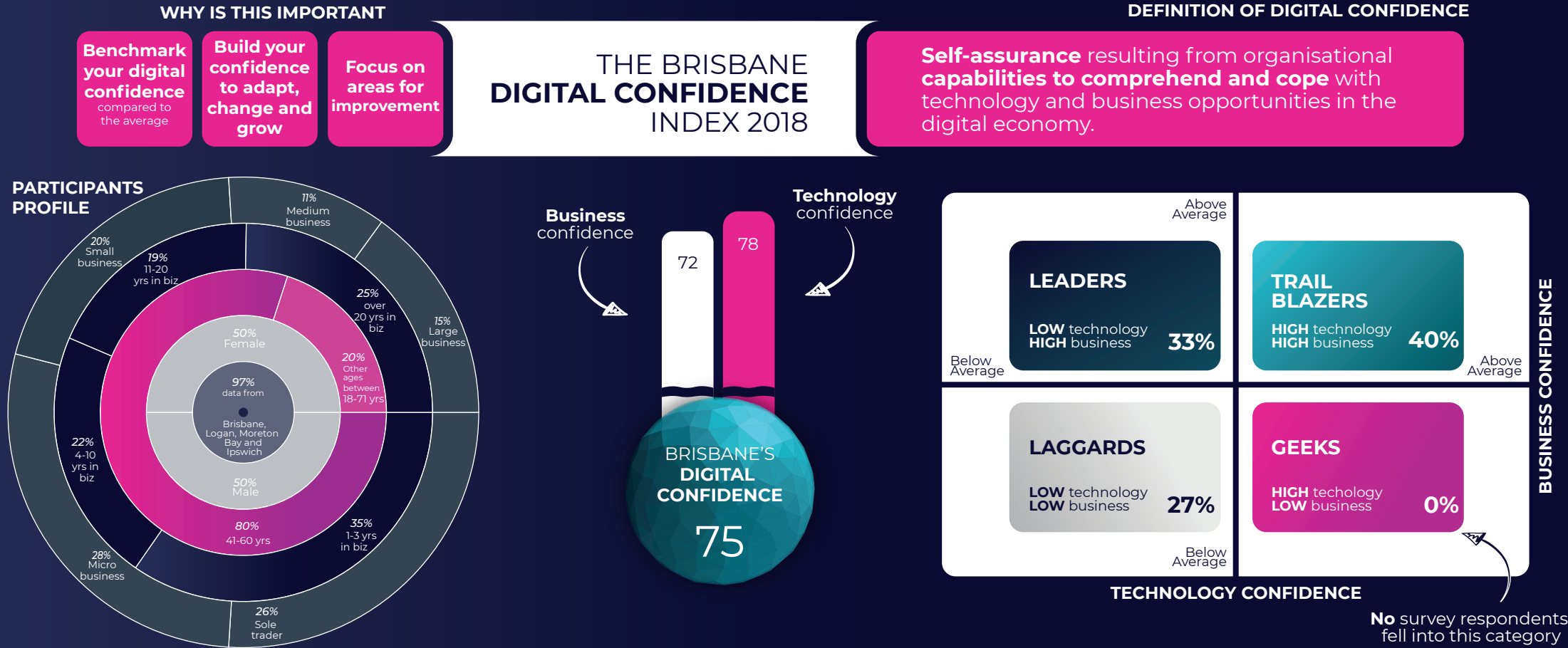
**BRISBANE MARKETING**  
ECONOMIC DEVELOPMENT BOARD

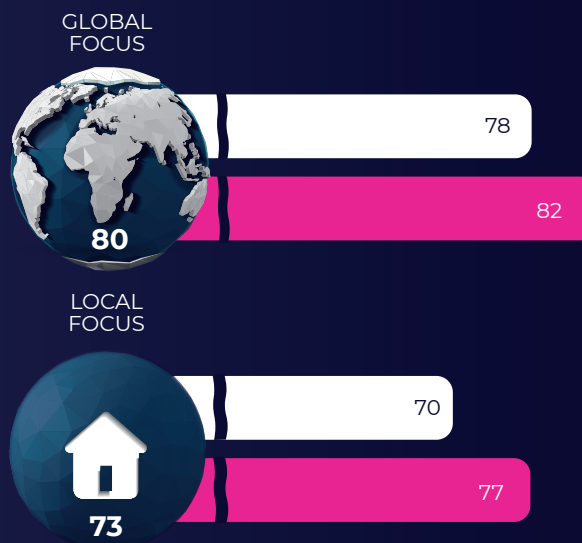


ARE YOU DIGITALLY CONFIDENT?

QUT's Chair in Digital Economy, in partnership with Brisbane Marketing, analysed digital confidence of over 300 businesses in Brisbane in 2018. On a scale of 0 to 100, the average firm achieved a score of 75. This value, while already suggesting relatively strong confidence overall, will keep gaining meaning with consecutive studies over time (does it rise or fall?), and through measurement of digital confidence in other cities (how do we rate on a global scale?).

The digital confidence index is an average of business and technology confidence indices, both of which are also measured and reported in this study. This document highlights some of the findings of our research, including digital confidence indices in various types of businesses, as well as a ranking of technology challenges businesses face, and a list of areas where firms may require external support.



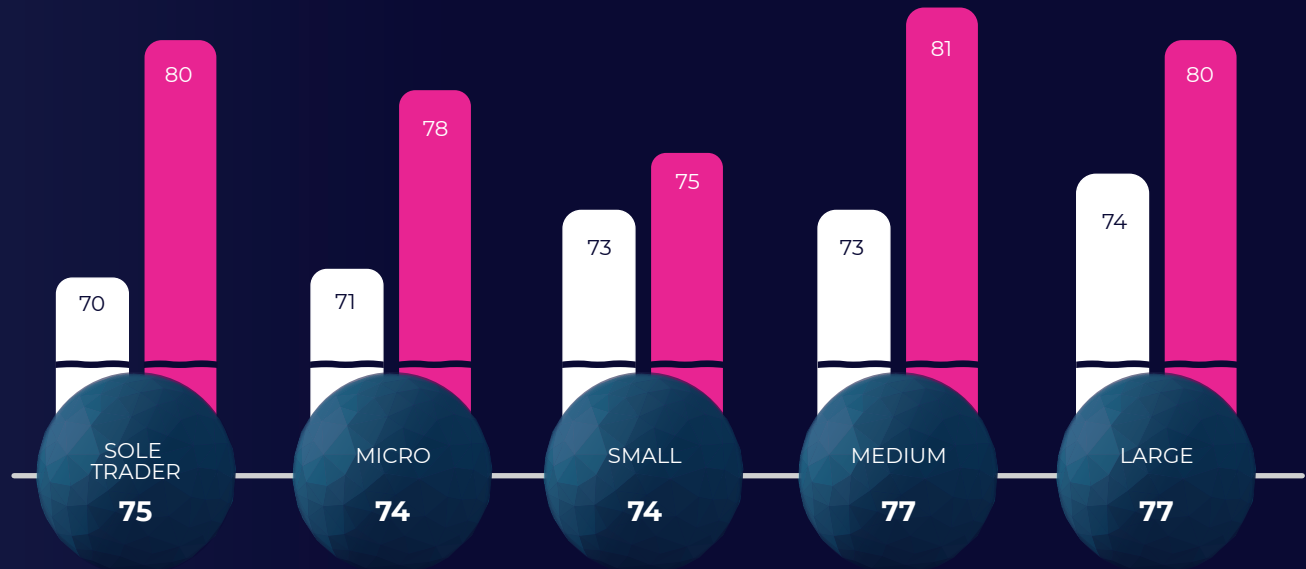
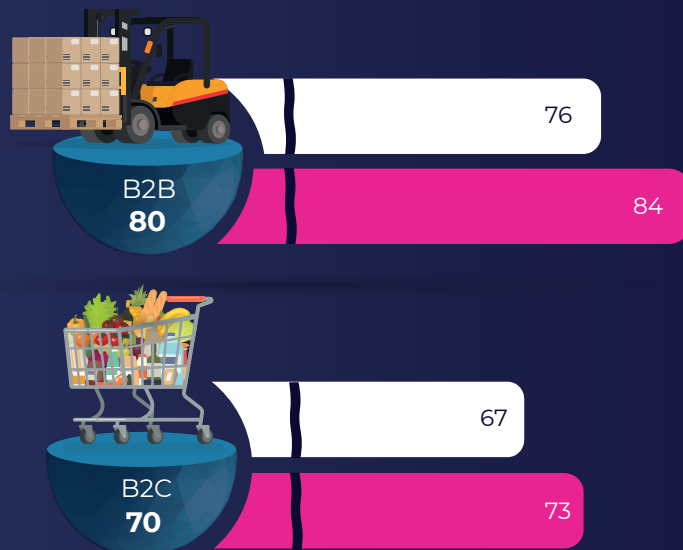


## DRILL DOWN: HOW DO BUSINESSES DIFFER IN CONFIDENCE?

**DIGITAL CONFIDENCE**

**BUSINESS CONFIDENCE**

**TECHNOLOGY CONFIDENCE**





# HOW TO IMPROVE YOUR **DIGITAL CONFIDENCE**

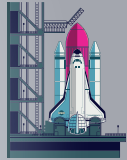
Here are some questions to consider when improving your **digital confidence**.

## AWARENESS



- ALERT:** Are you alert to customers' needs and new competitors?
- OBSERVE:** Do you observe successful applications of technology from other businesses?
- INFLUENCE:** Do new technologies influence you to do things differently?
- INITIATE:** Have you adapted your business to incorporate technology?

## READINESS



- MINDSET:** Do you have a positive mindset about new tech?
- FACILITATION:** Are you gathering information about new technology options?
- RESILIENCE:** Are you able to overcome constraints and roadblocks?
- TRUST:** Do you trust and have positive expectations about investing in new technology?
- SKILLS:** Are you developing skills and capabilities to adapt to a changing business environment?
- TEAMWORK:** Do you work as a team to attain goals?

## EXECUTION



- PLAN:** Do you a strategy and plan in place to grow in the future?
- PROGRESS:** Do you approach change initiatives and technology funding with confidence?
- PERFORM:** Do you have the ability to make new technology work for employees and customers?

## LEVERAGE



- TAILORED:** Do you have the ability to tailor products/services to meet your customer needs?
- ENABLER:** Does technology enable you to manage your business better?
- POTENTIAL:** Do you have positive expectations about the future growth of your business?

**Digital  
Confidence**

Technology  
confidence

Business  
confidence

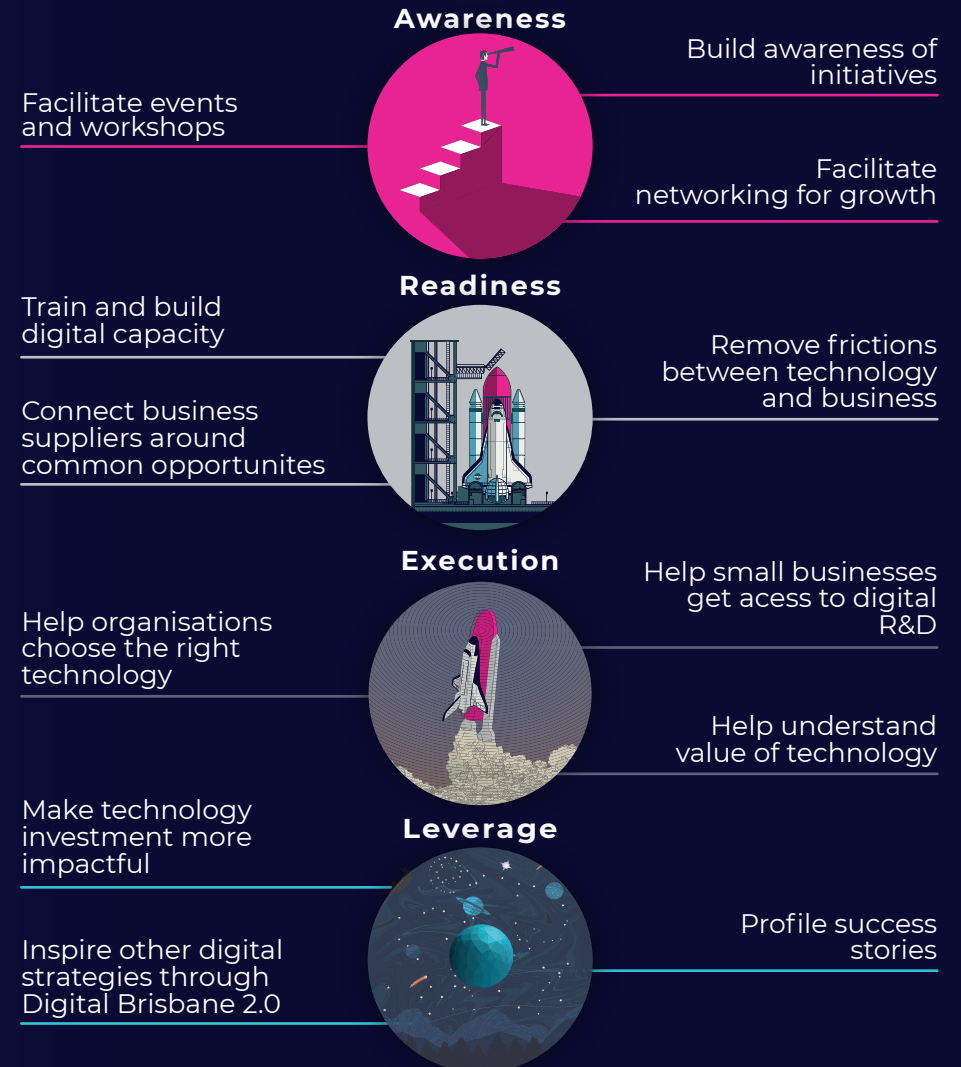


## CONFIDENCE CHALLENGES

## BRISBANE'S DIGITAL CONFIDENCE

## SUPPORT NEEDS

numbers reflect the weights of respondents' feedback





Chair in  
Digital Economy.

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