PURPOSE  VISION  MISSION

Sharing ideas with the power to do good

To be the pre-eminent source of innovative ideas for Australians and globally

To accelerate the spread of ideas with the potential to change our world for the better
PROBLEM...
DID YOU KNOW?

◉ Approx 90% of media news is negative

◉ Trust in news generally has fallen to 41%
  University of Canberra Digital Media Report 2022

◉ Negative news means less confidence in the future and probably less investment
  https://ideas.repec.org/p/zbw/cfswop/522.html
OUR OPPORTUNITY

To highlight clever ideas that are changing our world for the better
WHAT IDEASPIES DOES

- An open innovation platform
- Curated ideas explained simply in 100 words or less
- Eye catching visuals & 30 sec videos
- Web links for further information
A GROWING ECOSYSTEM

- Top level Advisory Board
- Volunteer topic Editors
- Institute of Technology Education-Design & Technology teachers

Supporters include:
- Citizens for Democratic Renewal
- Climate & Peace-Rotary
- Macquarie University
- Tank Stream Labs
- The Carbon Almanac
- UNSW Founders
USER ENGAGEMENT

We focus on curating quality ideas in action. Our sphere of influence is larger than our number of registered users:

- Registered IdeaSpies 3,000
- Linkedin followers (Company and Group) 3,900
- Twitter followers 4,700
- Facebook/Instagram followers 1,100
WAYS IDEASPIES CAN BE USED

- Search ideas
- Share ideas
- Feedback on ideas
- Post ideas
- Compete for ideas
- Challenge to solve a problem
- Encourage ideas from staff
Great ideas, research and innovation can come from anyone – so often the best ideas do not have a voice. IdeaSpies provides a platform for people to share ideas that create a better world.

- David Thodey AO, chairman Xero, Tyro, Great Barrier Reef Foundation

IdeaSpies is a curated repository of good ideas that are a valuable resource for people who want to solve new problems or solve old problems in new ways.

- Maria MacNamara, Director Government Relations & Innovation Strategy, Kyndryl

IdeaSpies is an open and positive place to share ideas. Easy to read and follow with a high level of UX.

- Richard Hainsworth, founder UpRising: Entrepreneurship career pathways for High School students

IdeaSpies has opened the opportunity to advocate for more effective governance, especially in our Australian liberal democracy.

- Glenn Barnes, Co-Chair Citizens for Democratic Renewal, Deputy Chair Evidence-Based Policy Research Project
“The future is already here - it’s just not very evenly distributed.”

WILLIAM GIBSON

WWW.IDEASPIES.COM