**HL**: So you’re a very innovative product, how do you maintain that leading innovation? And how do you innovate yourself?

**GB**: Well innovation is our lifeline and this is our product now but what it’s going to look like in give years is completely different. And so it’s getting lots and lots of feedback.

**HL**: getting feedback from customers is one of the most important things you can do as a growing business. It’s something we do within NAB Labs through our 12 week program. Every week we’re engaging with customers and testing different things with them. And I find that’s a wonderful way to understand about new trends and new opportunities. There’s a concept called the Black Swan Moment whereby if you were to interview a hundred customers and ask them what would you like to change or what would you like to improve. Ninety nine will generally tell you the exact same thing. Yet there’s one out of a hundred that will actually give you a really interesting opportunity which could actually be a new product line, a new sales strategy, a new distribution area.

**GB**: Eighty per cent of my time now is moving away from plastics and so we’ve engaged RMIT and CSIRO. For me industry and universities need to really be working together. It creates better innovation for our economy; it creates a more competitive economy for what we want to do in export and those sorts of things. And really the future for Australia in manufacturing is advanced manufacturing.

**HL:** That’s such a good point. Innovation often doesn’t come from within the industry. So it’s such an important comment and concept to look at how other industries are either selling and producing, manufacturing and seeing how you can learn from them.