



The Emergence of New Markets

Ella Reeks

University of Queensland

With support from the ARC Centre for Complex Systems

Copyright

Permission is granted for this material, presented at the 8th Asia-Pacific Complex Systems Conference (Complex'07), 2-5 July 2007, Surfers Paradise Marriott Resort, Queensland, to be available on the Complex'07 website to be shared for non-commercial, educational purposes, provided that this copyright statement appears on the reproduced material, and notice is given that the copying is by permission of the author(s). To disseminate otherwise or to republish requires written permission from the author(s).

ARC Centre for Complex Systems

School of ITEE | The University of Queensland | ST LUCIA QLD 4069 | AUSTRALIA

T: +61 7 3365 1003 | F: +61 7 3365 1533 | E: outreach@accs.edu.au

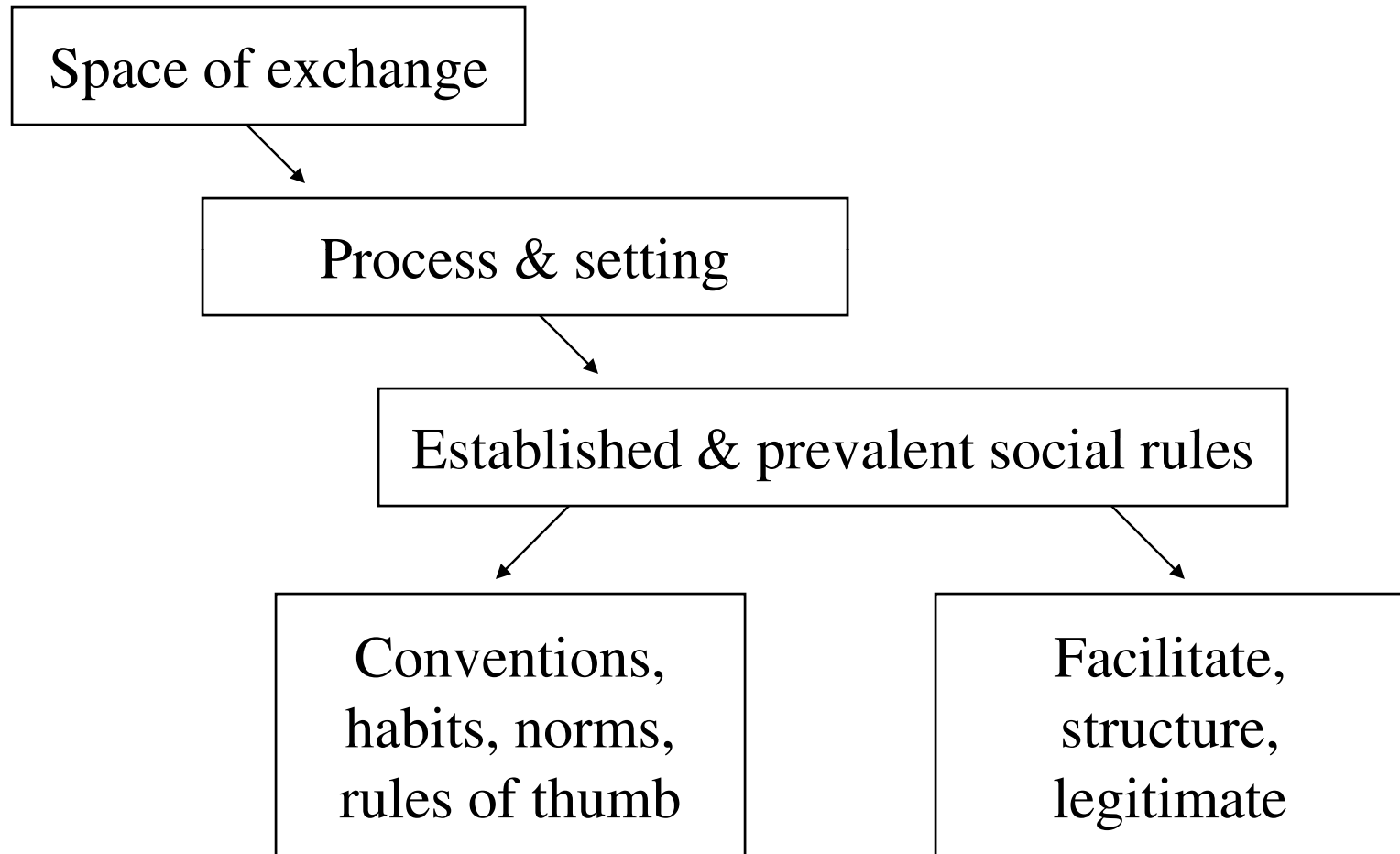
www.complex07.org



'New' Markets

1. New products
2. New players
3. New institutions
 - Trade associations
 - Pricing conventions
 - Trade fairs & exhibitions
 - Voluntary codes of practice
 - Trade press & advertising forums
 - Established & prevalent business practices

Markets as Institutions





Emergence of Markets

- Endogenous change
- Trading relations & connections
- Discovery & learning
- Creativity & innovation
- Individual & social



The Case Study

- Methodology
 - Qualitative research
 - Theory basis, interview etc data, pattern analysis
- Theory Focus
 - Inter-firm relations
 - Vertical / horizontal
 - Institutional change
 - Emergence & routines



Australian Wind Energy

19th century ~ Windmills/water pumping

Post world wars ~ Wind energy turbines rural & remote

1970s ~ Oil shocks & large-scale alternatives

1980s ~ R&D, wind resources, hybrid systems

1990s ~ Demos < 10MW & incentive announced

2001 ~ QLD, WA, VIC < 25MW

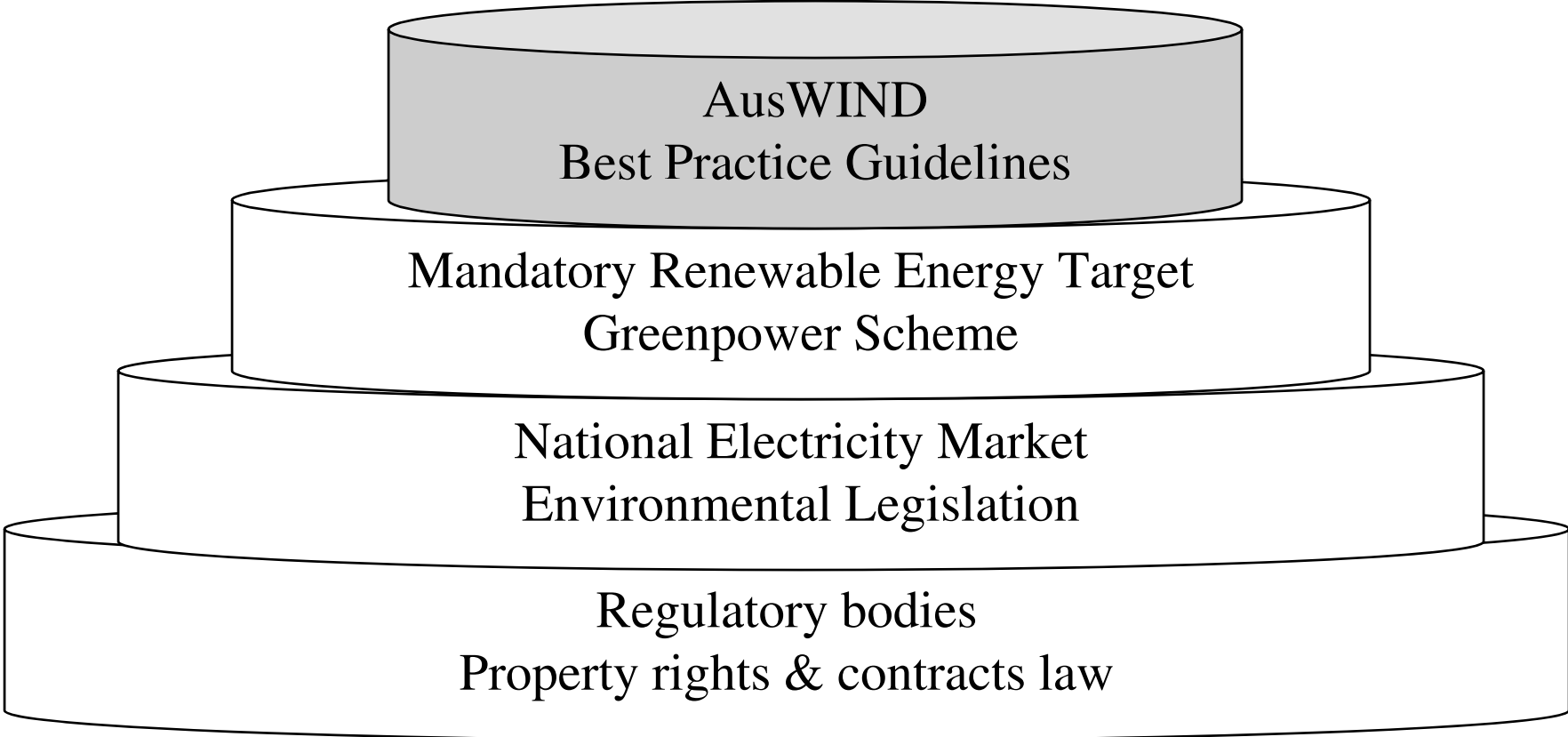
2006 ~ +SA, TAS < 95MW

Current ~ Construction < 195MW

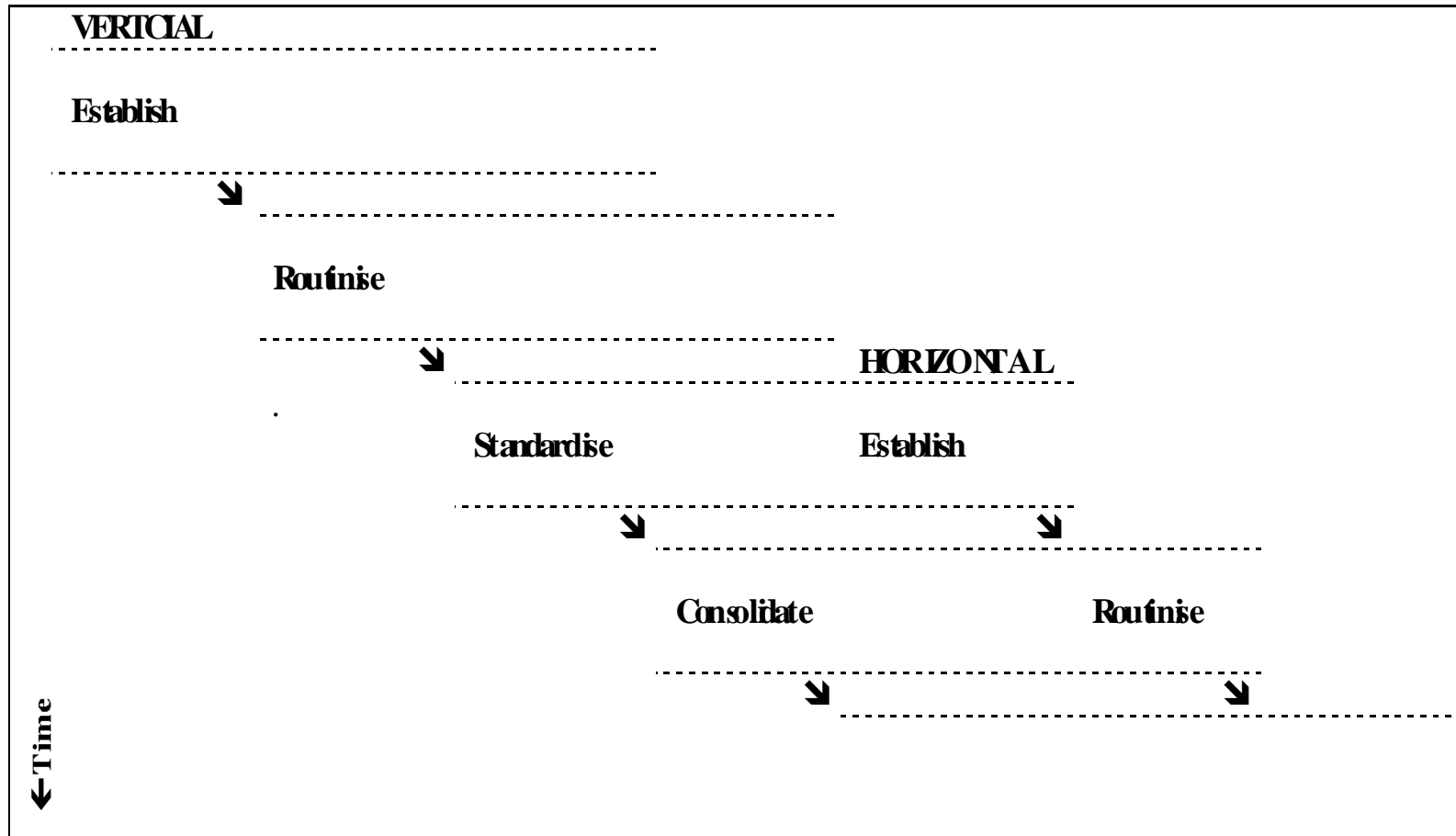
Future ~ Feasibility total 5000MW



Wind Energy Institutions



Learning to Contract





Emergence of Social Rules

1. Stakeholders, related institutions, creativity, education
2. 'Partnerships', feedback processes, learning, goodwill
3. Association formation, capabilities, cooperation, perceptions
4. Working groups, problem-solving, organisation, innovation
5. Representatives, institutions, relationships, development



- Theoretical perspectives
- Boundary issues
- Connection dynamics
- Agent knowledge



Acknowledgements

The header photo is of
Pacific Hydro's
Challicum Hills Wind Farm
in Victoria.

The photo was taken
by the author
in December 2005.