Building long-term Research & Industry Collaborations

30th June & 1st July 2015, Mercure Sydney

Key Speakers

Wendy York-Fess
Head of Research
STANFORD UNIVERSITY
USA

Jim Patrick AO
Senior Vice President
Head of Research
COCHLEAR

Ian Smith
Vice-Provost (Research and Research Infrastructure)
MONASH UNIVERSITY

Anthony Murfett
General Manager Growth Centre
DEPARTMENT OF INDUSTRY & SCIENCE

Attend & learn

➤ How to establish successful long-term partnerships
➤ How to approach industry to secure partnerships
➤ How to maintain partnerships for future innovation

Endorsers

Hear what multi-national, national & SME’s are looking for in a partnership

Register 3 delegates at the ‘standard price’ & bring a 4th delegate FREE!

Pre & post conference workshops

A  How to maintain research & industry partnerships
B  How to build partnerships with industry

Spaces are limited, book early to avoid missing out!
> see inside for more
Securing your institution’s future

Collaboration between industry and researchers is increasingly becoming a critical component of future innovation. Collaborating with industry provides your university future opportunities having a competitive advantage in the marketplace; enables students with employment and generates increased impact from research.

This conference will look at how to approach and engage with industry, how to maintain long-term partnerships and how to deal with administrative functions internally to support collaboration.

You will learn:

- How to approach industry
- How to maintain long-term partnerships
- How to strengthen internal functions to support collaboration

Who is attending?

Senior representatives from universities, research institutes, federal and state government and industry with responsibility in:

- Research
- Research Training
- Commercialisation
- Strategy
- Policy
- Funding
- Business Development Manager

Sponsorship opportunities

We work closely with corporate partners to create unique and innovative tailored sponsorship packages that best meet your specific marketing, business development and corporate entertainment objectives.

Contact Julian on Tel: +61 2 9239 5709 and find out how you can make your mark on this industry.

SAVE $500 when you register & pay by 17th April 2015*

Plus key contributions from:

Peter Hoj
University of Queensland

Joanna Batestone
IBM

Dr David Ireland
CSIRO

Dr Daniel Grant
Pfizer

Buzz Palmer
STC

Linda O’Brien
Griffith University

Professor Brien Holden
The Vision Cooperative Research Centre

Dr Darren Cundy
University of Tasmania

Dr Kevin Cullen
NewSouth Innovations

Imelda Medina-Go
University of Canberra

Media partners

To register
phone 1300 316 882
fax 1300 918 334
registration@criterionconferences.com
www.unicollaboration.com
Day 1
Tuesday, 30th June 2015

8:30  Registration, coffee & networking

9:00  Welcome remarks from the Chair

KEY NOTE

9:10  What industry needs in a partnership for long-term sustainability

- Building trust in the relationship
- Communicating continuously and having the same goal in mind
- Understanding that it is a mutual partnership

Jim Patrick AO
Senior Vice President, Head of Research
Cochlear

Adapting your institution to the new environment

9:50  Identifying the realistic expectations you have of the partnership

- Ensuring you identify shared values within the partnership
- Supporting each other to develop and grow

Peter Hoj
Vice-Chancellor and President
University of Queensland

PANEL DISCUSSION

10:30  How do you ensure you are aligning with the right partner?

Darren Cundy, University of Tasmania
David Ireland, CSIRO
Buzz Palmer, STC Australia

11:10  Morning tea & networking

Approaching industry to secure partnership

11:40  How to secure funding with industry

- Visualising the partnership and making it sustainable
- Establishing a great platform for sustainability and growth
- Embedding the partnership as part of each organisation’s DNA

Professor Brien Holden
Chief Executive Officer
The Vision Cooperative Research Centre

12:20  Structuring to support innovative academic research: Case study of the Stanford Graduate School of Business

- How and why Stanford’s GSB created a new entity to support faculty research
- Structuring to support faculty research and industry collaboration
- Key learnings from the first year

Wendy York-Fess
Head of Research
Stanford University, USA

INTERNATIONAL KEYNOTE

1:00  Lunch & networking

2:00  Building strong relationships to share expertise & knowledge

- Why industry needs to partner with research
- Sharing expertise to build relationships
- Identifying goals whilst still remaining true to vision & mission

Buzz Palmer
Chief Executive Officer
STC

Maintaining partnerships to remain competitive

2:40  Knowing what works in managing industry partnerships

- Working to support and establish networks
- Developing and implementing new strategies
- Working together proactively

Dr David Ireland
General Manager International, Precincts and Innovation Systems
CSIRO

3:20  Afternoon tea & networking

3:50  Using data to create innovation between university and industry

- Turning data into valuable products and services by companies and individuals
- Unlocking the potential of data through collaboration across university and industry
- Using data to build the knowledge-based jobs of the future

Linda O’Brien
Pro Vice Chancellor (Information Services)
Griffith University

4:30  Closing remarks from the chair & close of day one

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Cochlear

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Pro Vice Chancellor (Information Services)
Griffith University

4:30  Closing remarks from the chair & close of day one
Day 2
Wednesday, 1st July 2015

8:30 Welcome, coffee & networking

9:00 Welcome remarks from the Chair

9:10 Industry Growth Centres – Driving industry competitiveness
- Reinvigorating and developing new economic bases
- Looking towards more long-term collaborations
- Identifying the key needs, followed by the research required to deliver appropriate solutions
  Anthony Murfett
  General Manager, Growth Centres
  Department of Industry & Science

9:50 Working together to deliver industry focussed research and research infrastructure
- Tackling cultural change
- Building a successful innovation and entrepreneurial ecosystem
- Working with partners to deliver sustainable impact
  Joanna Batestone
  Vice President of Research
  IBM

10:30 What industry wants from a collaboration
- Having a clear commitment and understanding of the collaboration
- Identifying incentives for research institutions for mutual engagement
- Creating good communications and networks for future innovation
  Ian Smith
  Vice-Provost (Research and Research Infrastructure)
  Monash University

11:10 Morning tea & networking

11:40 EasyAccess IP: Giving innovation to the world
- Being clear on who has ownership of the IP
- Creating knowledge and publishing knowledge
- How to receive EasyAccess IP
  Dr Kevin Cullen
  Chief Executive Officer
  NewSouth Innovations

12:20 Knowing exactly what industry are looking for
- Assessing how to approach potential partners
- Recognizing new ways to become more innovative
- Implementing strategies to work more collaboratively together
  Dr Daniel Grant
  Head of External Research & Development Innovation
  Pfizer

1:00 Networking lunch

Implementing internal functions to support collaboration

2:00 Getting academics to work collaboratively with industry
- Inspiring research topics that are relevant to business
- Encouraging implementation of research findings from academics
- Meeting the needs of both academic and industry partners
  Dr Darren Cundy
  Director Business Development & Technology Transfer
  University of Tasmania

2:40 Implementing organisational structures & processes to support collaboration
- Ensuring dedicated staff are in place to support partnership
- Delivering outcomes on time and on budget
- Exploring business engagement models for innovation
  Imelda Medina-Go
  Manager of Strategic Partnerships and Innovation
  University of Canberra

3:20 Afternoon tea & networking

PANEL DISCUSSION

3:50 How do you reward your staff when entering collaborations with industry?
  Jim Patrick, Cochlear
  Ian Smith, Monash University
  Linda O’Brien, Griffith University

4:30 Closing remarks from the Chair & close of conference
Workshops

All the practical tools you need to approach and maintain partnerships with industry

How to build partnerships with industry

Post Conference Workshop B
Thursday 2nd July 2015, 9:00am – 4:00pm

Competition for research funding is fierce with many funding sources awarding funding to between 10% and 20% of applicants. In addition, and despite Australia’s ability to produce world-class research, we need to identify commercial opportunities in order to become more competitive and to enhance innovation.

Key themes include:
• How to secure revenue
• How to put together tender applications
• How to manage any commercial opportunities
• How to engage with industry

What you will take away from attending:
• Strategic and business planning resources
• How to secure collaboration with industry
• Funding sources and engagement tools

Your workshop leader:
Greg Spinks
Managing Director
Consulting & Implementation Services

Greg’s core expertise is leading large complex projects, helping to set the strategic direction of projects, chairing and facilitating workshops and project managing engagements. Unlike most management consultants Greg is often heavily involved in the implementation of projects. This approach not only sees clients retain the valuable insights gained during projects it also helps to ensure that recommendations made are implementable.

For a full bio visit www.unicollaboration.com

How to maintain research & industry partnerships

Pre Conference Workshop A
Monday 29th June 2015, 9:00am – 4:00pm

In the new era, competitiveness and a globalised complex environment is common place. For this reason, it is vital to maintain the partnerships that you have with industry. This workshop will help you learn what industry is looking for and how you can ensure that long term collaborations are formed. You will learn from the industry expert on how he has maintained over 100 partnerships worldwide with universities.

Key themes include:
• Ensuring you identify shared values within the partnership
• Visualising the partnership and making it sustainable
• Developing and implementing new strategies
• Working together proactively

What you will take away from this workshop:
• Establish and maintain long-term relationships
• Understand exactly what industry wants in a partnership
• Hear from the industry expert on how he has maintained over 100 partnerships with universities

Your workshop leader:
Jim Patrick,
Senior Vice President, Chief Scientist, Head of Research
Cochlear

Jim was a member of Professor Graeme Clark’s original Cochlear Implant Research Team (1975 – 1981) at the University of Melbourne, Australia, which invented the world’s first multichannel cochlear implant. In 1981, he was a founding member of Cochlear Limited, which is the global leader in implantable hearing solutions and where he is currently Senior Vice-President and Chief Scientist. For a full bio visit www.unicollaboration.com

To register, call us on 1300 316 882 or book online www.unicollaboration.com

SAVE $200 when you register & pay by 5th June 2015*
Quote the code CC*IRU when registering & SAVE $100 off the current price!!

How To Register

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Tel: 1300 316 882
From outside Aust: +61 2 9239 5700
Email: registration@criterionconferences.com

Team Discounts
Register 3 delegates at the ‘standard price’ & bring a 4th delegate FREE
Please note that the standard price will be charged for team discounted registrations, early bird prices are not available for registrations utilising team discounts. Delegates must be registered at the same time from the same organisation in order to receive the team discount. For larger group bookings call us on 1300 316 882 to find out how you may qualify for greater discounts.

Delegate Details
Please complete: (Please photocopy for additional delegates)

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Company/Organisation: _______________________
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Should you be unable to attend, a substitute delegate is welcome at no extra charge. The company regrets that no cancellations will be refunded, course documentation will, however, be sent to the delegate. For an event cancelled by Criterion Conferences registration fees are fully refundable.

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Research & Industry Collaboration
30th June & 1st July 2015, Sydney

Event Prices

Tick relevant box

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If there is a package you require that is not mentioned above, please contact us and we will be happy to provide you with a quote. GST is charged at 10%. Registration fee includes lunch, refreshments and conference documentation. Please contact us for any special dietary requirements. Full payment must be received prior to the conference to ensure admission. Delegates may not “share” a pass between multiple attendees. Workshop attendees must also register for the conference. *Early bird prices subject to availability.

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