



Research



REFLECTING ON COLLABORATIVE PRACTICE WITH INDUSTRY



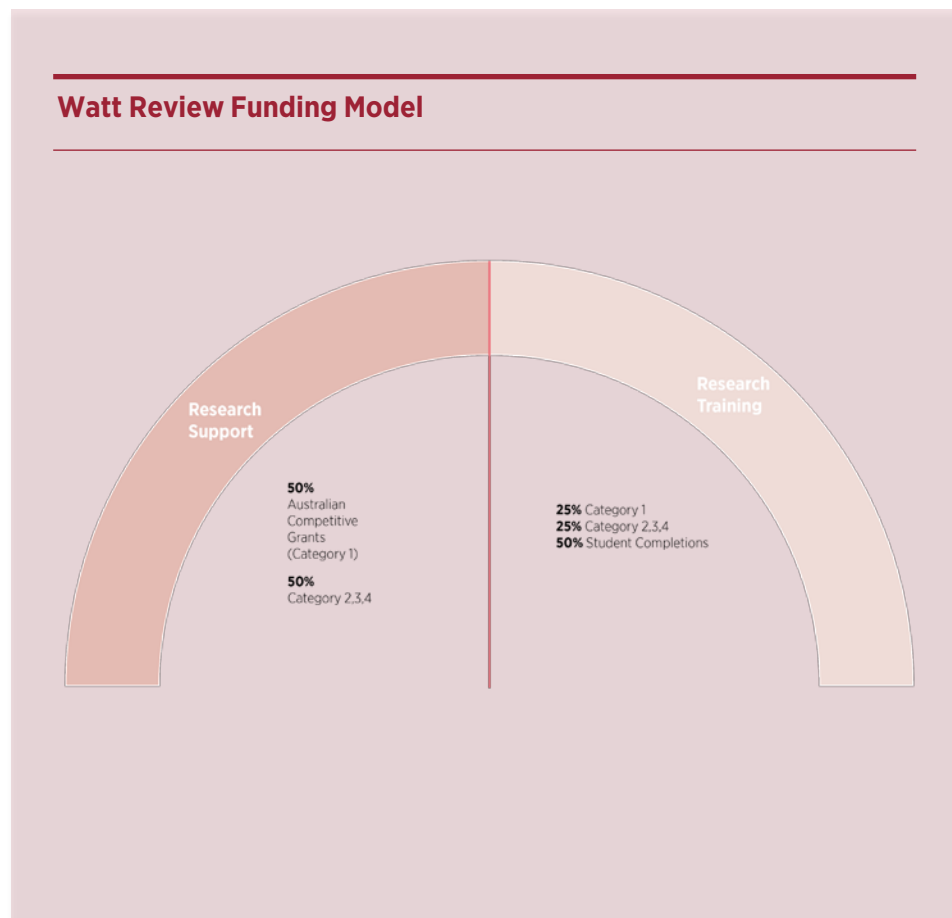
01. SETTING THE SCENE



Watt Review | Research Funding

Increased emphasis on industry connection.

- The Watt Review proposed reducing the six funding streams that make up Research Block Grant (RBG) funding into two: Research Support and Research Training. This has now been adopted by the Federal Government in the national innovation statement.
- The change will be phased from 2017-2021.
- The changes increase the weight of collaborative income, and therefore industry engagement, in the assessment of RBG funding.
- If the proposed arrangements were implemented in full in 2017, Western's share of RBG funding would decline by 14%—approximately \$2.5m. With the proposed safety net, the drop in funding reduces to \$1.2m





Watt Review | Research Impact

Measuring impact.

- The Watt Review has proposed the piloting and eventual introduction of an impact measurement alongside the fourth round of ERA in 2018.
- Two sector working groups are currently examining the indicators that will be used to assess impact and the likely effect this will have on the behaviour of Australian universities.
- The Watt Review recommends that a mix of qualitative and quantitative indicators are used to assess impact.
 - Qualitative: case studies per UK REF
 - Quantitative: collaborative income, patents
- The key challenges: some of our strongest research isn't easily quantifiable—Growing Up Queer; Young and Well CRC.



Watt Review | Research Impact

New policy | new opportunities.

- Increasing our research engagement will benefit in more ways than increasing our funding
- A more engaged stakeholder group will:
 - Provide more ideas/areas for research
 - Provide opportunities for exchanges – industry to university and university to industry
 - Advance the research field and the community faster



ACOLA Review | Research Training

Engaging industry.

- Develop longitudinal data on graduate outcomes for HDR students and the transparent communication of those outcomes to those considering HDR study.
- Allow universities to allocate research training funding to scholarship extensions and top-ups
- Increase in industry defined, supervised and/or located research
- Create a national industry placement scheme for HDR students
- Increase skills training within the HDR and diminish the role of the thesis as the sole assessment mechanism.

National Innovation and Science Agenda

For research and the research ecosystem.

- Incorporates the Watt Review recommendations, including rolling Linkage Grant assessment
- Innovations Connections program
 - Graduate and postgraduate placements in business
 - Matched grants for business based researchers to take up placements in publicly funded research organisations
- CSIRO Innovation Fund
 - \$200m to support co-investment in startup and spinout companies



02. MAKING A START

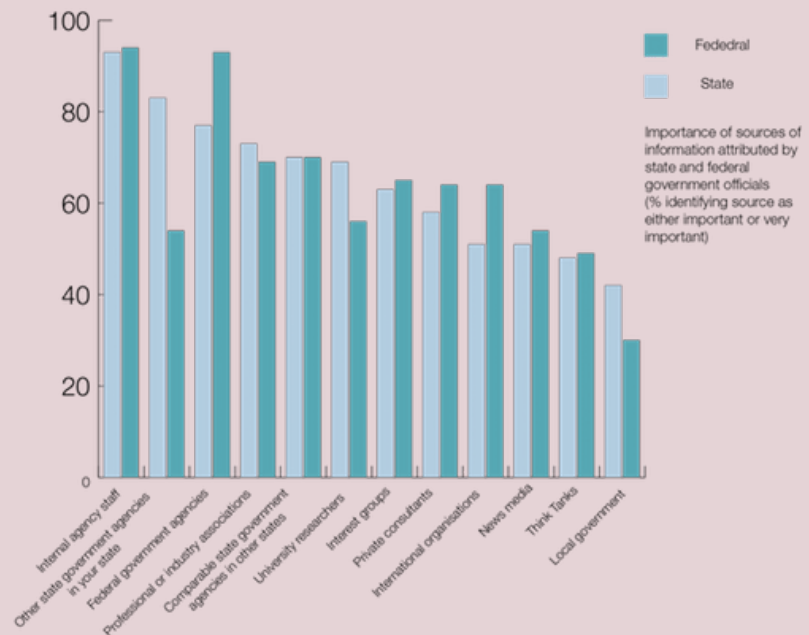
What matters?

From the Institute of Social Research (UQ):

- Time, relationships and process matter
- Research needs to be presented in ways that are accessible; research should answer a stakeholder need, provide a solution, and provide the solution within a workable time frame.
- Industry are not just end-users: they are co-creators. Research questions framed with industry partners are more likely to make an impact
- **Key: develop a working relationship that provides for regular interaction and the development of mutual value.**

Importance of research source: federal and state government

Adapted from Head et al (2014): *Are Policy Makers Interested in Social research?*





Why engage?

- Engagement with industry:
 - Ensures impact
 - Creates opportunities for undergraduate and postgraduate placements
 - Connects your research with networks beyond the primary partner
 - Enables 'soft technology' transfer between researchers and industry: cultural mores, value of research, industrial timelines, gender in the workplace, support for STEM

How can REDI help?

REDI connects business, community and government with Western Sydney University.

REDI - Business

- Tim Horan – Manager Business / Research Development

Gateway

- The Gateway is a simple, easy access point for business, government, not-for-profits, and members of the community to contact the University.

Easy Access IP

- Easy Access IP makes it easier for industry by reducing the barriers to investment in the development of IP and using quick and simple agreements that remove the need for lengthy negotiations.



Value your work!

- Research Consultancy and Contract Research vs Commercial work
 - What is Research?
 - “Research is defined as the creation of new knowledge and/or the use of existing knowledge in a new and creative way so as to generate new concepts, methodologies and understandings. This could include synthesis and analysis of previous research to the extent that it leads to new and creative outcomes.”
2016 HERDC Specifications for the collection of 2015 data
- Pricing of projects should reflect the experience that you bring to the table
- Show the full value of what you are offering
- Reduce scope before dropping your margin
- Retained funds from contract work can be used to support other approved research activities



HOW DO YOU CREATE RESEARCH RELATIONSHIPS WITH INDUSTRY AND GOVERNMENT?

Creating relationships

Making connections.

- Opportunities for interaction with industry and government are provided through:
 - Ideas Labs
 - Contact sharing/meeting setups through REDI
 - Profile raising (Gamechanger; research impact website)
 - Industry advisory boards
- **No one knows who will be important to your research as well as you do. Making the initial connection requires your subject expertise and knowledge of people in the field.**
- And there are opportunities for you to explore networks independently:
 - Seminars and networking events with an industry focus
 - Industry advisory boards, including industry representatives on curriculum advisory boards



HOW DO YOU BUILD YOUR RESEARCH RELATIONSHIPS OVER THE LONG TERM?

Creating value

Building connections.

- There are many opportunities to build on industry and government connections in the absence of a specific research project on which you want to work together.
 - Provide value: brief an industry contact on relevant research you have undertaken
 - Create engagement: Ask a contact to mentor a HDR student you supervise
 - Consider industry impact in project selection and design
- Not every collaboration needs to be a linkage grant.
 - Academic Development Program involving a secondment with an industry partner
 - Share HDR supervision
 - Participate in industry-driven consultancy



WHAT SHOULD THE UNIVERSITY BE DOING TO ENCOURAGE RESEARCH RELATIONSHIPS WITH INDUSTRY?



Creating a culture

The key questions.

- What does WSU need to do to stimulate a culture of engagement?
 - Academic incentives
 - Resources including training for academics

- How do we embed that culture with respect to teaching and research?
 - Academic leadership is critical
 - Systematic, structural change
 - Engagement should not be an afterthought