

An aerial photograph of a green roof, showing a paved walkway, various green plants, and a few people. A central graphic overlay consists of a circle divided into five segments: a grey segment at the top, an orange segment at the top-right, a green segment at the bottom-right, a blue segment at the bottom-left, and a yellow segment at the top-left. The text is overlaid on the left side of the image.

Australian Council of Deans of Science (ACDS)

Industry and university
engagement

25 September 2017

Gary Veale

Gary Veale

- Former Director KPMG (10 years with firm, 20 years in consulting, start-ups and industry)
- PhD at the Uni of Melb (*Role of nature in unlocking human potential*)
- Industry supervisor, Monash MBA
- Advisory and training work with universities
- Founding member of KPMG's Innovation Council
- 8 years as a volunteer guide at Melbourne Zoo
- Monash Uni. Green Chem Centre (former member Advisory Board)
- Alumni Bath (Science Teacher) and Durham University (Hons Biological Science)



My own research illustrates the breadth of 'science'

Engagement, relevance and impact increasingly on the agenda, as illustrated by various institutional and government reports.



For discussion

***As leaders in science, from
your perspective...***

- What do you see as the key drivers or imperatives for this?
- In science, what do we want / need from impact and relevance?

1

2

3

4

5

Picture: Science Photo Library / Barcroft Media

- Changing expectations on academia
- Changing funding landscape (outcomes/ impact, priorities, sources)
- Issues of employability and career prospects (for students, researchers, etc.)
- Societal and industry challenges increasingly need inter- and transdisciplinary approaches (colliding societal and academic perspectives)
- Need to better unlock industry / research opportunities to deliver tangible value

Australia performs strongly on research excellence, but poorly by international standards in translating publicly funded research into commercial outcomes.

- Australia ranks 29th out of 30 OECD countries on the proportion of large businesses collaborating with higher education and public research institutions on innovation.
- The proportion of Australian researchers working in business (as opposed to the public research sector) is significantly lower in Australia than in other countries.
- Australia ranks 23rd out of 32 countries on the percentage of total research publications that are co-authored by industry and the research sector.

Source: Australian Government Report 'Boosting the Commercial Returns from Research' 2014.

Megatrend clusters *(as identified by the OECD)*

GROWING, MIGRATING AND AGEING

THE WATER, ENERGY, FOOD AND CLIMATE NEXUS

THE CHANGING GEO-ECONOMIC AND GEOPOLITICAL LANDSCAPE

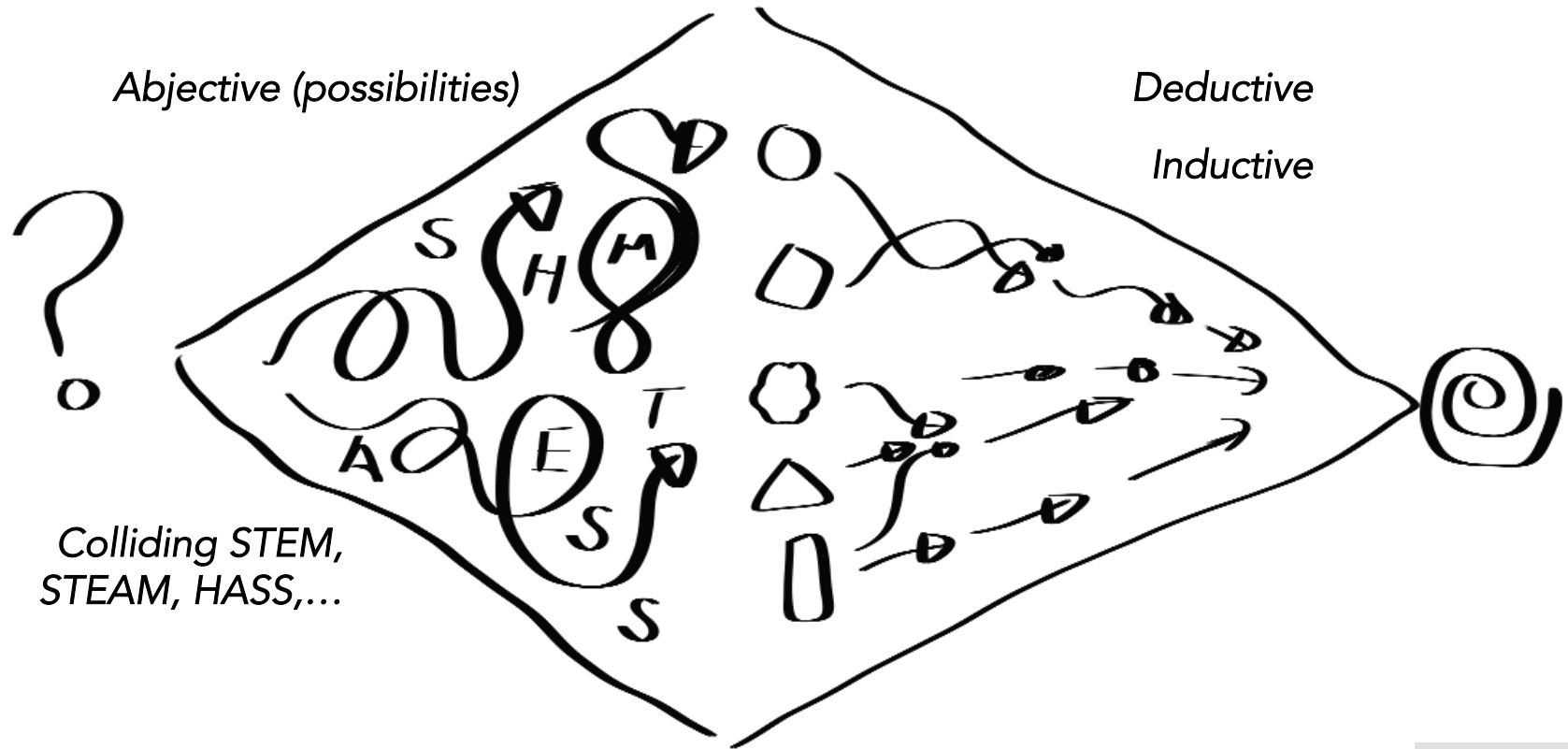
DIGITAL : DRIVING ECONOMIES, SHAPING THE WAYS WE WORK

WEALTH, HEALTH AND KNOWLEDGE: THE GREAT GLOBAL DIVIDE?

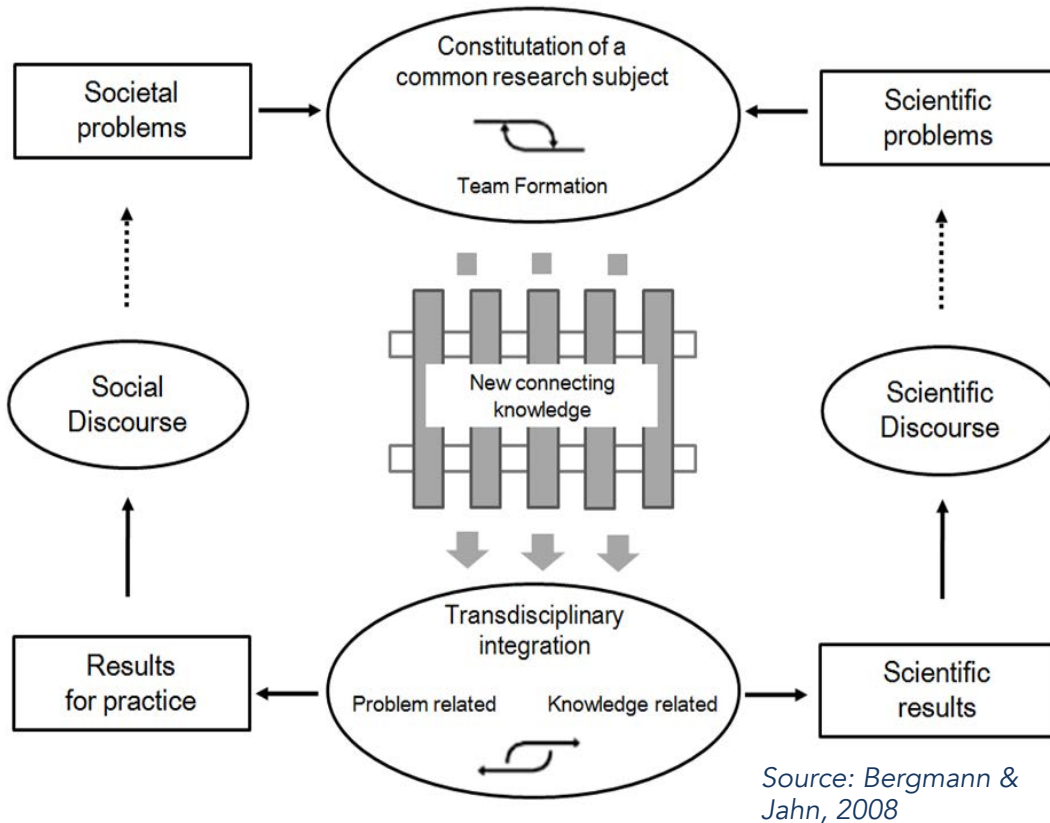
Source: OECD, 2016, An OECD Horizon Scan of Megatrends and Technology Trends in the context of Future Research Policy



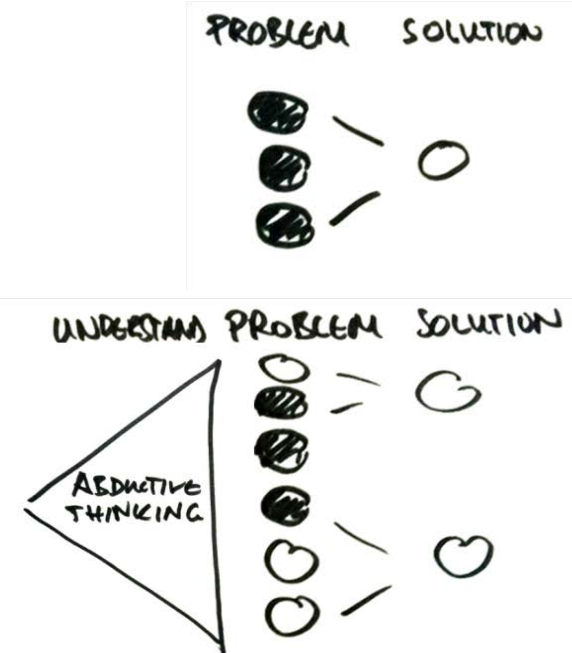
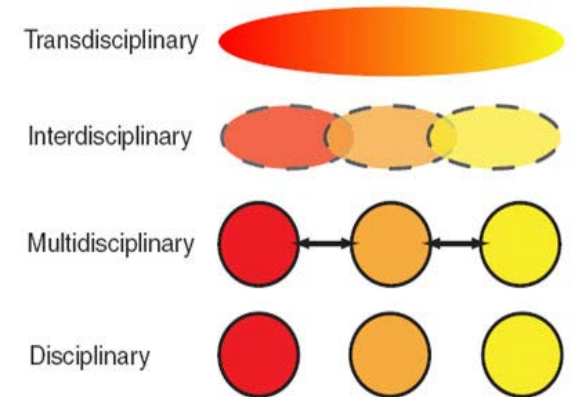
Logically speaking...



The future clearly involves collaboration beyond traditional boundaries



Source: Bergmann & Jahn, 2008



For discussion

As leaders in science, from your perspective...

- In 3-5 years time, what does success look like around engagement, relevance and impact?
- What ambitions, areas of focus, or goals might we as leaders, and as the Council of the Deans of Science, aspire to?

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*Cut hairs and shaving foam
between two razor blades*

*Picture: Science Photo Library /
Barcroft Media*

For discussion

As leaders in science, from your perspective...

- What challenges or 'elephants in the room' exist that are likely to make achieving this ambition difficult?
- How would you rank them? How might they be addressed or mitigated?



Cigarette paper. The crystals (blue) are additives that keep the lit cigarette burning by producing oxygen

Picture: Science Photo Library / Barcroft Media

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As leaders in science, from your perspective...

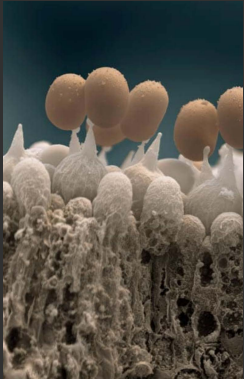
- Do we actually know what needs doing? Are we clear on how to improve engagement, relevance and impact?
- What areas or cohorts might we be best to focus on? Are there particular priorities, quick wins, or significant opportunities?



The head of a Romanesco cauliflower

Picture: Science Photo Library / Barcroft Media

Q: Imagine a new colleague is starting next week, they're well regarded for industry/ societal engagement and impact, what are they good at?



Mushroom spores

*Picture: Science Photo Library /
Barcroft Media*

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TRUSTWORTHY

CONCLUSIVE

GOOD
AT THEIR
DISCIPLINE

GOOD
LISTENER

EFFECTIVE
COMMUN-
-ICATOR

WELL
INFORMED
(STRATEGIC)

AUTHENTIC

CONFIDENT

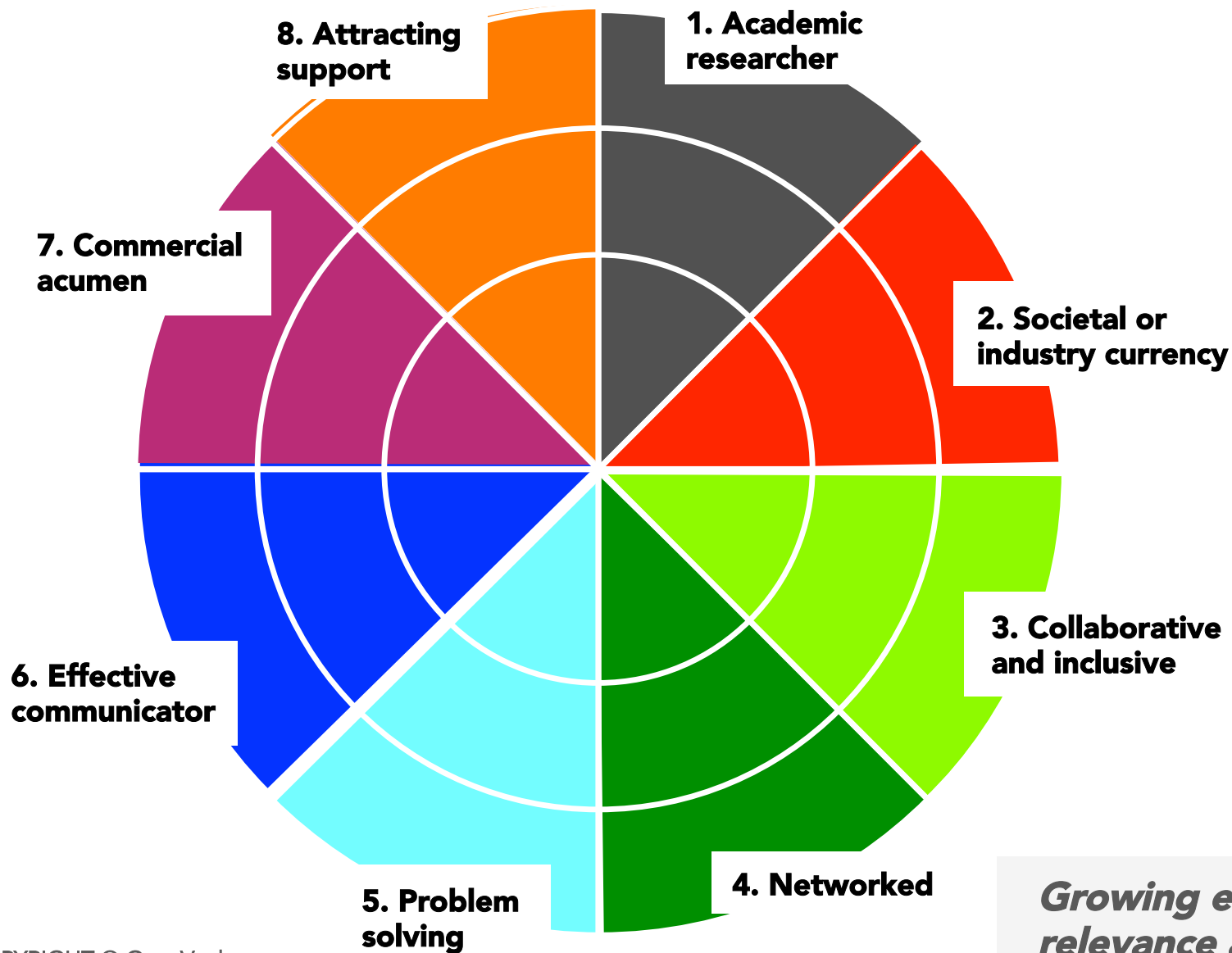
NETWORKING
SKILLS

SOCIAL
INTELLIGENCE

SPOT
CONNECTION

FLUENT
ADVISOR

ABLE
IDENTIFY
PROBLEMS



***Growing engagement,
relevance and impact***

**1. Academic
researcher**

**2. Societal or
industry currency**

**3. Collaborative
and inclusive**

4. Networked

**5. Problem
solving**

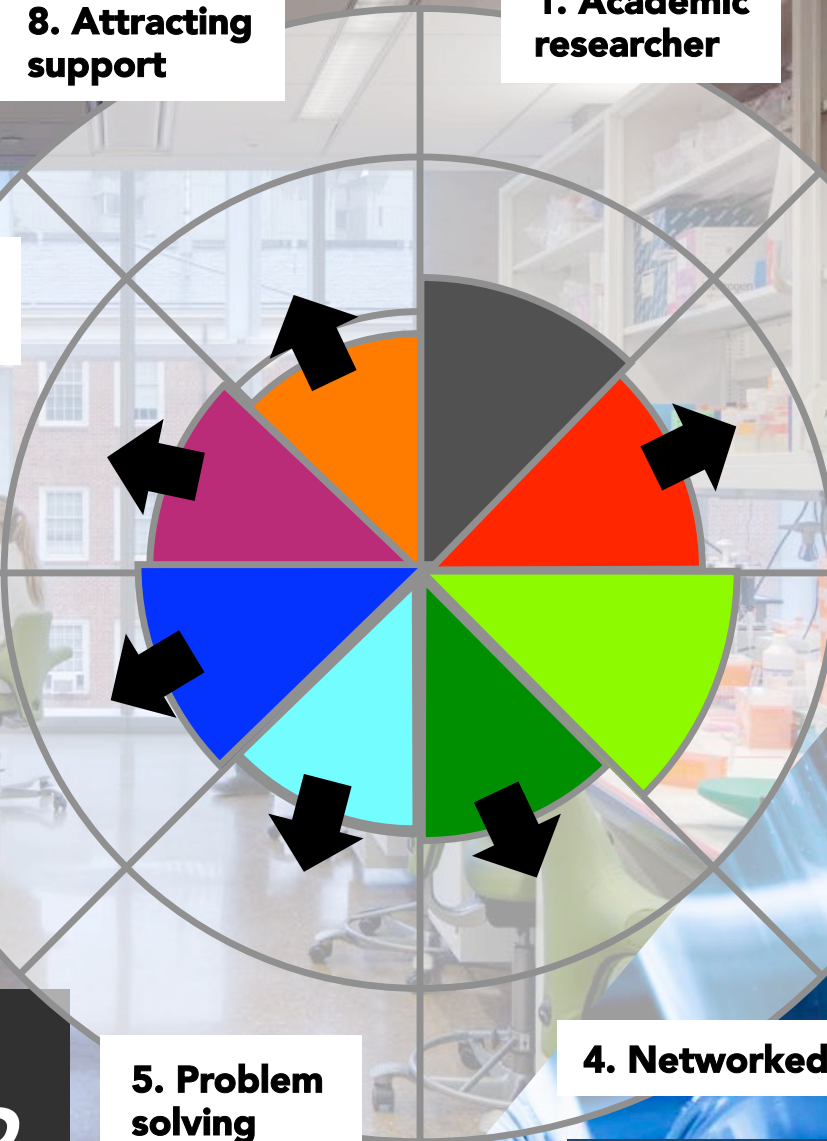
**6. Effective
communicator**

**7. Commercial
acumen**

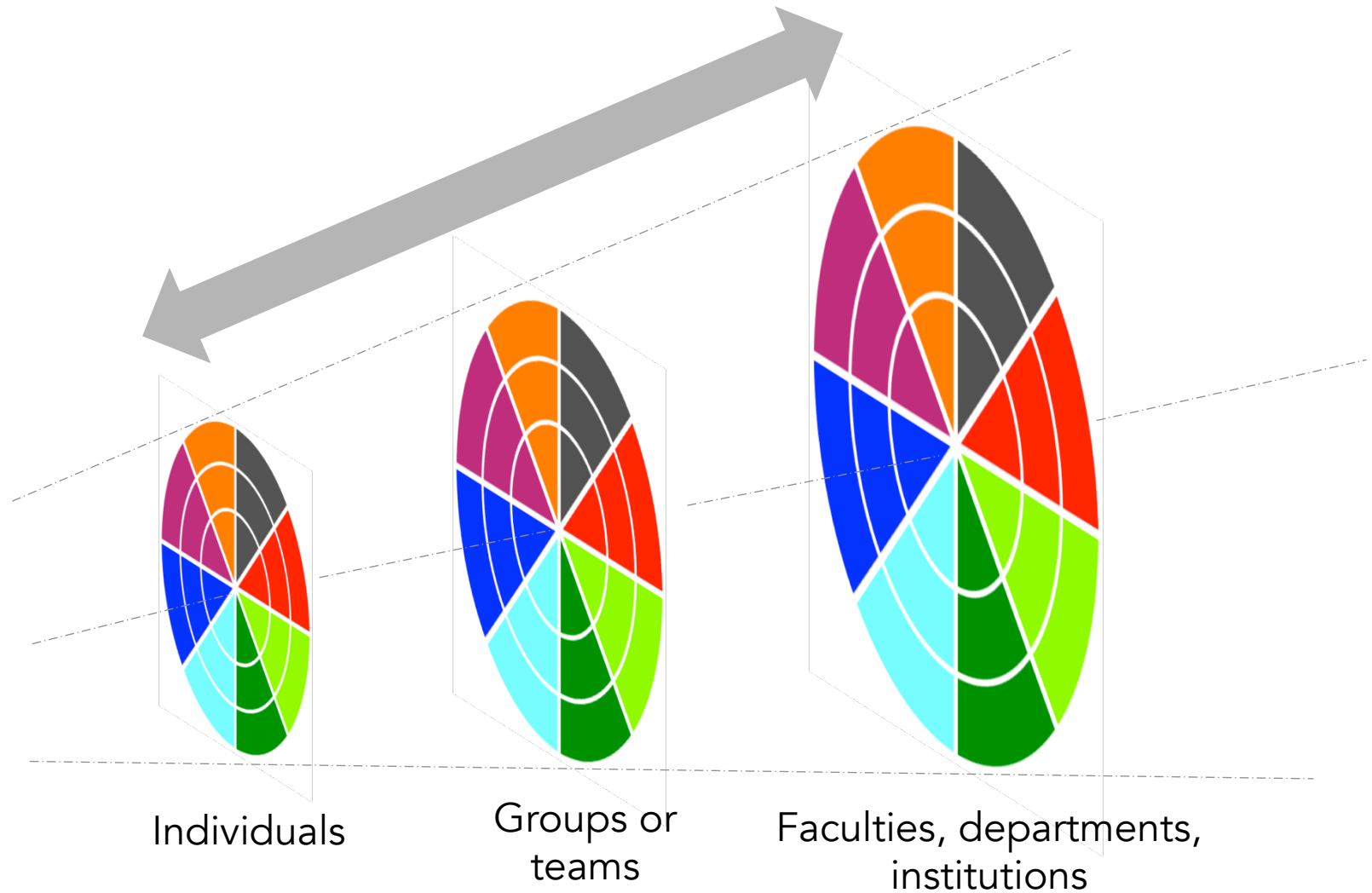
**8. Attracting
support**

Case study:
***Lab-based PhD
graduate***

Tech transfer entry job



Geriatric competencies are relevant at an individual, group and institutional level



Peer assessment worksheet

1. Academic researcher

Name: JO DALTON.

Self assessment worksheet

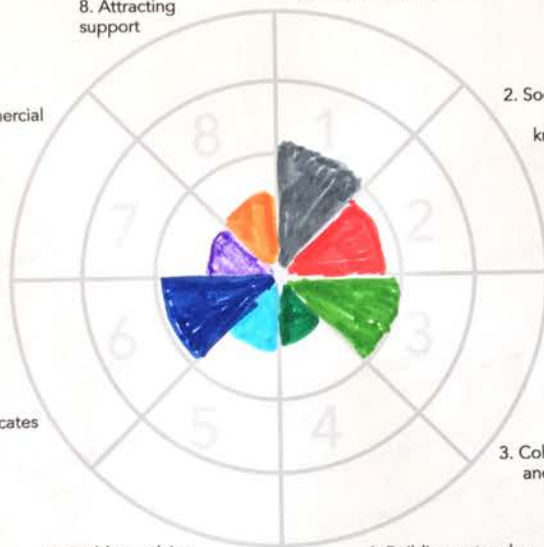
7.
a

8. Attracting support

1. Academic researcher

2. Societal and industry knowledge

7. Commercial acumen



6. Communicates with impact

5. Problem solving

4. Building networks

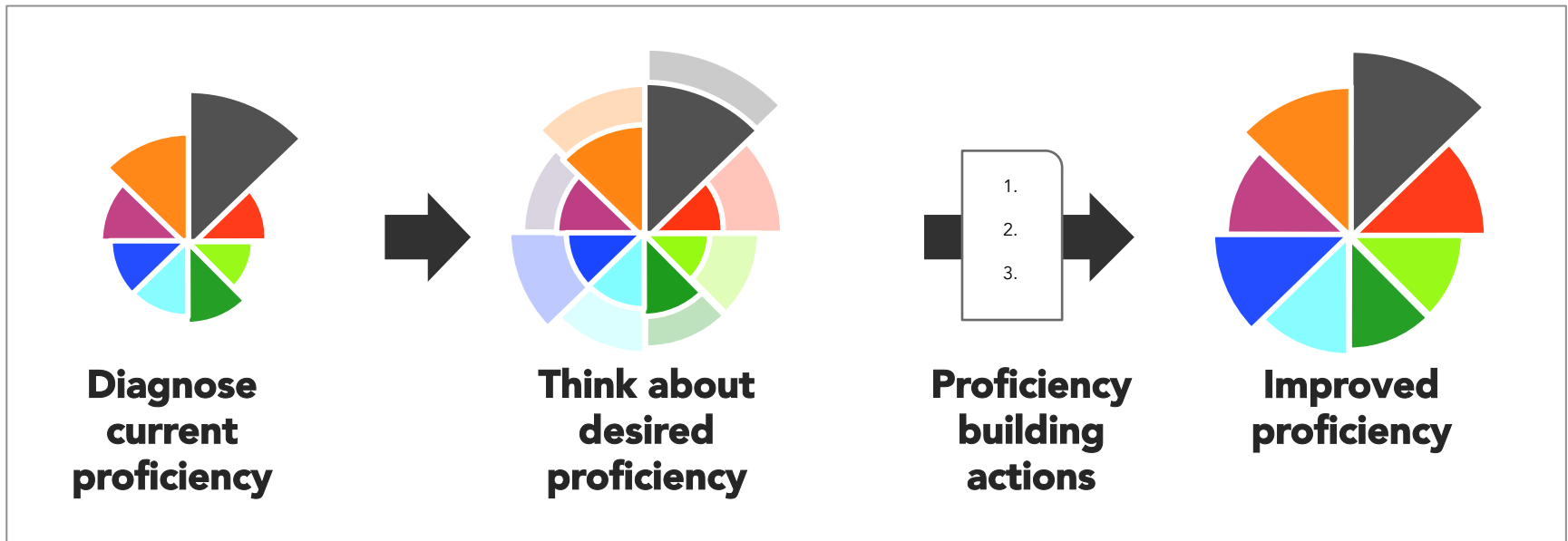
3. Collaboration and inclusion

Development areas and proposed actions

1	READ CONSULTING/INDUSTRY REPORTS ON PRIORITY SECTOR
4	ATTEND INDUSTRY FORUMS. HAVE COFFEE WITH CONTACTS.
6	DO SIMPLE PLAN OF DESIRED NETWORK.
5	UPDATE PROFILE - TAKE PRACTICAL STEPS TO BUILD.
	DO 3MT COMPETITION. - SEEK OUT OPPORTUNITIES.
	DO ONLINE TRAINING. - USE SPIN FRAMEWORK.
	READ UP. (EG. HBR - DESIGN THINKING)
	APPLY TO MY SECTORS. - READ REPORTS.
	ATTEND WORKSHOPS.

Demystify

- Why engagement, relevance and impact matters (e.g. research impact, knowledge transfer channels, changing world of work, megatrends, academic realities, employability, unlocking people's potential)
- Geri competencies



Growing engagement, relevance and impact

THANK YOU

The Geri competency framework, and supporting learning and development materials, have been used at Universities in Australia and overseas. If you are interested in having a chat to better understand the framework please drop me an email.

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