

The background of the top half of the page is a photograph of a sunset or sunrise over a mountain range. The sky is a mix of orange, yellow, and light blue. In the foreground, the dark silhouette of a tree branch with leaves is visible on the left side.

# Workshop 2 Reflection:

Capturing Value from University and Industry Partnerships Across Australia and India



This three-part workshop series has been designed to understand more about opportunities in education and innovation between Australia and India.



SPP, in partnership with the Australia India Institute (AII), Australia India Chamber of Commerce (AICC) and Australia India Youth Dialogue (AIYD) are hosting a three-part workshop series focusing on capitalising on Australia and India Education and Innovation Opportunities.

This three-part workshop series has been designed to understand more about opportunities in education and innovation between Australia and India. It brings together representatives from universities, industry and government to explore current and emerging trends in these sectors and to gather stakeholder feedback. This feedback will inform a white paper that outlines emerging opportunities and that proposes key actions that can be taken to harness them.

## Workshop 2

This interim report provides a summary of the second workshop in the series.

The second workshop was held on Thursday 17 March 2022 and investigated two main themes:

- Understanding opportunities for university and industry engagement
- What is currently being done to support University and Industry partnerships

This interactive workshop began with an overview of the previous workshop in the series and a summary of its main findings.

It then gave an overview of the themes above, before posing questions of participants to discuss in breakout rooms. All participants were drawn back to the main group to discuss their insights and to consider how these compared with those of other groups.

**Below** is an overview of each theme and a summary of stakeholder feedback.



# Theme 1: Understanding opportunities for university and industry engagement





Ben Apted began this section of the workshop by discussing three forms of engagement that lay the foundations for value creation. These forms of engagement include knowledge sharing, workforce development, and commercialisation opportunities.

When conducted effectively, these forms of engagement can leverage the complementary capabilities

to University and Industry to form productive collaborations. Ben then outlined the specific ways that all stakeholders can benefit from effective partnerships.

Ben then offered four examples of exemplars of partnerships between University and Industry.

Exhibit 2: Exemplars of partnerships between University and Industry

		Key outcomes:
 <p><b>Leuven Belgium</b></p>	<p>Leuven has built a strong reputation in innovation due to the proximity of universities that provides companies with well-trained employees and has become a hub for semiconductor research and ManuTech.</p>	<p>Hub for semiconductors and ManuTech</p>
 <p><b>Kennispark Twente</b></p>	<p>Kennispark Twente has successfully supported the creation of over 800 startups. The university of Twente hosts over 120 events every year to drive engagement and innovation resulting in a 94% survival rate of innovation projects.</p>	<p>Success in Spinout creation</p>
 <p><b>IBM</b></p>	<p>IBM is building innovation centers alongside universities to build technical expertise providing students with first-hand experience on working with industry on solving real challenges.</p>	<p>Easy access to talent and capabilities for IBM</p>
 <p><b>Johnson &amp; Johnson</b></p>	<p>JLABS provide state-of-the art, affordable, no strings attached wet-lab and office facilities to start-ups coupled with programming, mentoring and guidance to remove barriers and accelerate science</p>	<p>Acceleration of IP commercialisation</p>

Participants were then invited to discuss their knowledge about successful partnerships between Australia and India. The discussion centered on the following aims and questions:

1. Share some examples of great collaboration that you have seen between university and industry ideally focused on India.
2. What are the key factors and initiatives that have enabled successful collaboration?
3. What have been the main drivers of failure in these collaborations and what can we learn from them?
4. What are the noteworthy commercialisation and innovation outcomes you have seen as a result of strong university and industry collaboration?



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## Key Insights from Stakeholders

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- Monash-IITB campus has been able to set up good industry engagements due to its physical presence and need to keep up with the pace of the market collaboration
- Another good example of collaboration is Tata and Warwick UK; Tata supports several projects and invested significantly in the UK system with a focus on research in automation. Warwick has also carried out education programs for Tata management.
- There are not many business to university tie ups between Australia and India at present
- Considerable healthcare and financial services industry collaboration and training opportunities exist in India
- The best way to learn about what is needed to create successful collaborations is to get in country and develop networks
- There is a large potential for collaboration if Universities can meet the immediate needs of Industry
- There is a need to connect students to industries and companies – this will provide students exposure to potential employees and give employers access to quality talent
- Internships have helped students to connect with tech firms and further develop R&D centres for companies (e.g. tech Mahindra) and partnerships in Melbourne
- There also needs to be quality supervision and oversight of interns
- Patience is needed because different institutions warm develop collaborations at different speeds

## Theme 2: What is currently being done to support University and Industry partnerships

Phil Noble commenced this section of the workshop by offering insights into the four main ways that the Australian government can support partnerships between University and Industry. These include playing the role of facilitator, investor, promoter and provider.

Phil Noble then gave an overview of specific initiatives that the Government of India and the Australian Government have developed to support partnerships.

See Exhibit 4 & 5.

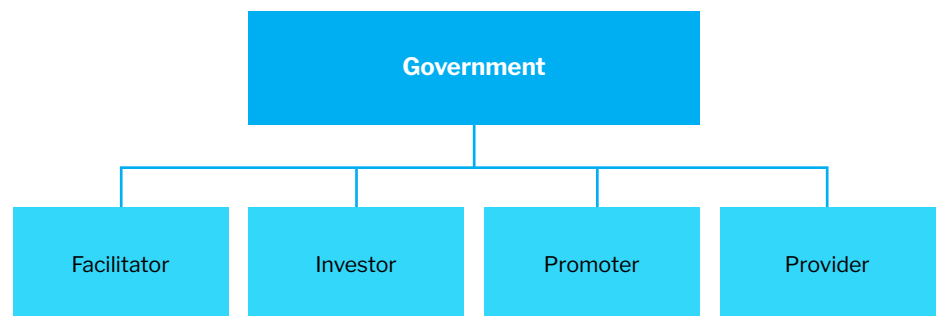


Australian Government



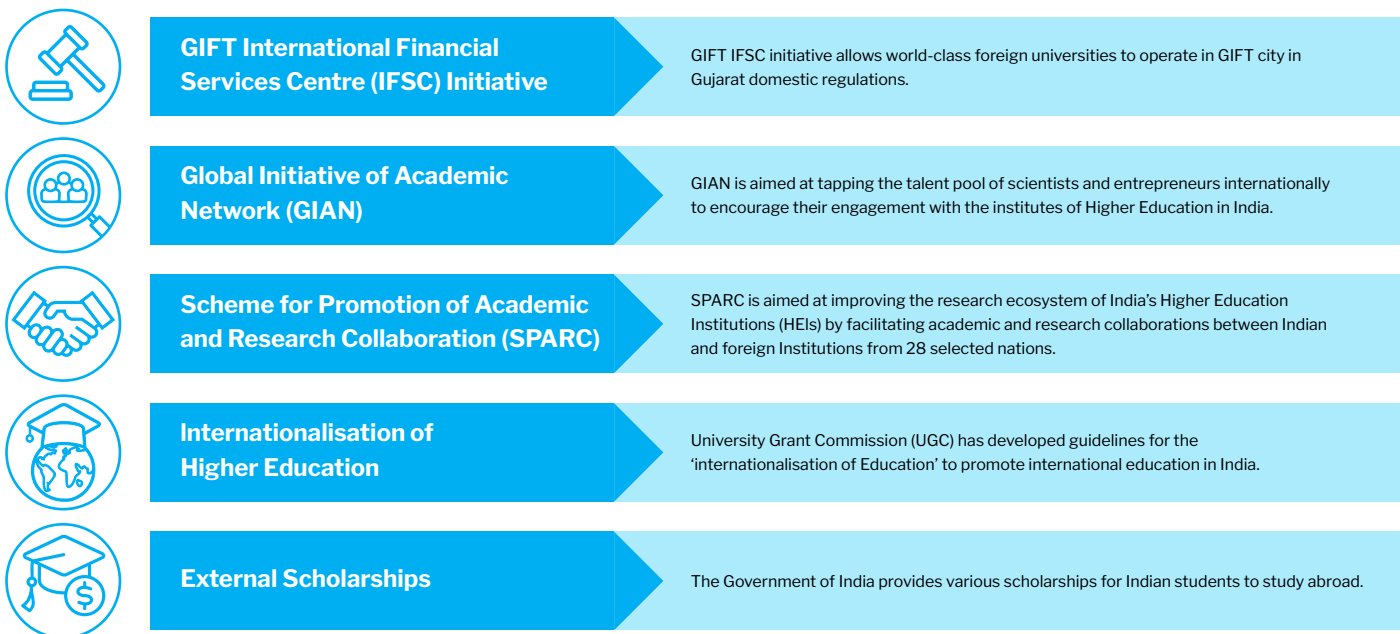
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Exhibit 3: The main ways that government can support University - Industry partnerships



This insight created a platform for stakeholder discussion that centered on the factors that enable successful collaboration between University and Industry. Stakeholders were invited to consider three key questions:

1. What can government do to better support collaboration between university and industry?
2. What can universities do to better support collaboration between university and industry?
3. What are some missed opportunities that we should be aware of as we try to drive greater collaboration?

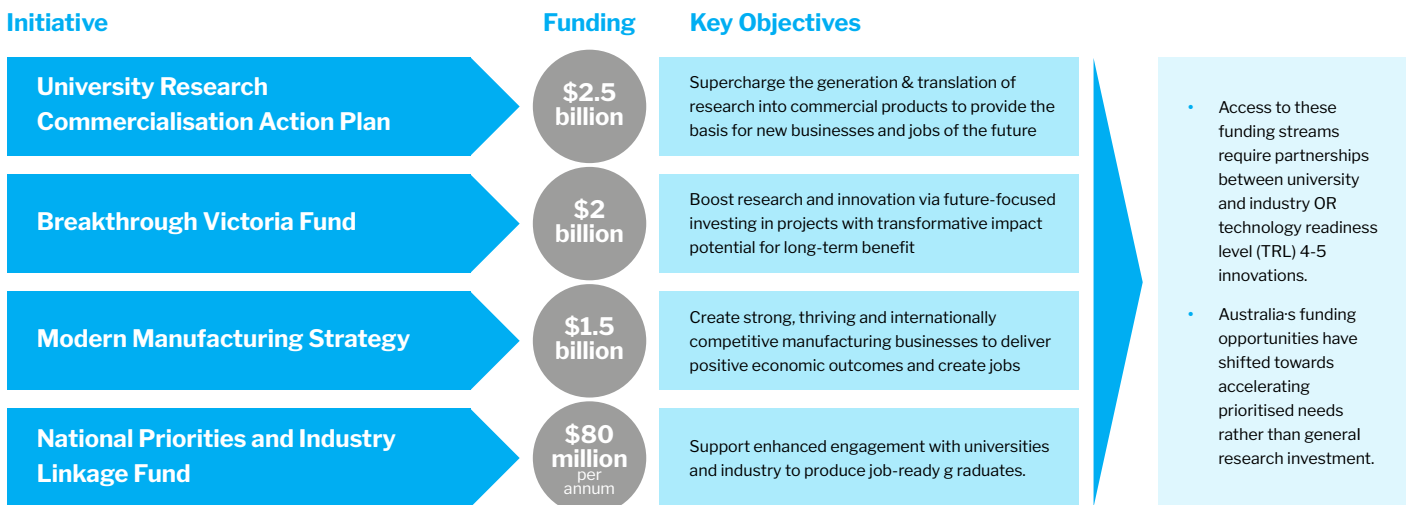


## Key Insights from Stakeholders

- Australia-India Research Fund is a great scheme to support better collaboration however, the application process is complicated and extensive. This scheme requires two applications to be sent; one from Australia and one from India
- Some Monash-IITB projects that have been fast tracked due to top level government sponsor interest and support
- If governments could share detailed roadmaps on a national and regional level, this would create clarity on where collaboration opportunities exist; India leads this with very detailed roadmap and strategies
- Australia needs to talk at a national level on their innovation strategy and needs to do more to include universities in these discussions
- Academics would arguably be more interested on tackling projects that have a long-term outcome due to the current measures of success academically
- Australia is in a great position to support the pharmaceutical and MedTech space in India; as India is trying to avoid sharing that mapping with other regions and governments
- There should be more opportunities for universities and institutes to work together with their industry partners
- Collaboration would benefit from government officials in country and expertise from local team members in India
- Non-traditional ways of engaging with potential students, for example, catering to working professionals who want to upskill



Exhibit 5: Australian government initiatives to support University-Industry partnerships



Partner organisations involved in this workshop were pleased to have such strong contributions and engagement from stakeholders.

Their feedback and insights will form a critical knowledge base that will inform the white paper that will be shared at the completion of the workshop series.

This will be important for harnessing opportunities for education and innovation between Australia and India.

**We look forward to hosting the third workshop on the series in August 2022. The theme for this workshop will be “Strategies to Move Forward in Partnership”**



## Lead Facilitators



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## About SPP

Strategic Project Partners is a generalist, strategy consulting firm. We support organisations to solve complex strategic and operational challenges.

Established in 2005, SPP has delivered successful outcomes for a broad range of commercial and Government sector clients.

SPP's Consumer practice brings customer first capabilities to helping our clients profitably grow.

We serve retailers and branded goods, leisure, sport and media clients.

Our services cover:

- Market opportunity identification and assessment

- Brand portfolio and channel strategy optimisation
- Pricing strategy for profitable growth
- Mobilising go to market sales and promotional investment
- Data and analytics strategy and activation

