STRATEGIC PLAN

for

THE BUSINESS/HIGHER EDUCATION ROUND TABLE
2013-2015
Purpose

B-HERT aspires/seeks/endeavours to become the champion of productive business and higher education collaboration in Australia.

Strategic Objectives

B-HERT’s purpose will be achieved by the following strategic objectives:
1. Providing expert knowledge to the business and higher education sectors about business/higher education collaboration.
2. Being the place where -
   - business comes to learn how to better collaborate with universities; and
   - where universities come to learn how to better collaborate with business.
3. Being the experts in effective and productive collaboration between business and the higher education sector.
5. Being the place where government and the community come for advice and commentary about collaboration between business and the higher education sector.

Operational Plan

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<th>B-HERT Objectives</th>
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<th>Measures of achievement</th>
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| 1. Providing expert knowledge to the business and higher education sectors about business/higher education collaboration. | 1.1 Consult with representative business associations about university engagement.  
1.2 Create opportunities for individual businesses, industry and professional bodies to better engage/collaborate with the university sector. | 1.1 Establish good working relationships with organisations such as ACCI, Ai Group and BCA and where possible collaborate on relevant programs and activities.  
1.2 B-HERT program to include round tables workshops, fora on topics relevant to the needs of business, industry and professional bodies and which would benefit from university input and collaboration. |
## Business/Higher Education Round Table Strategic Plan 2013-2015

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<th><strong>1.</strong> Consult with higher education associations about business/industry engagement.</th>
<th><strong>1.</strong> Ensure all university groupings (UA, Go8, ATN, IRU, RUN) are informed about relevant B-HERT activities/programs and where possible invite collaboration.</th>
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<td><strong>1.4</strong> Create opportunities for individual universities to better engage and collaborate with business, industry and professional bodies.</td>
<td><strong>1.4</strong> B-HERT program to include round tables workshops, fora on topics relevant to both the private and higher education sectors and involving business, industry and professional bodies and universities.</td>
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### 2. Being the place where -
- business comes to learn how to better collaborate with universities; and
- where universities come to learn how to better collaborate with business.

| **2.1** Develop & deliver a workshop for business on how to engage and collaborate effectively with universities. | **2.1** At least one workshop delivered annually to the business and university sectors respectively. |
| **2.2** Develop & deliver a workshop for universities on how to improve engagement and collaboration with business. | **2.2** Feedback indicating workshops were professionally delivered and valuable sources of information. |

### 3. Being the experts in effective and productive collaboration between business and the higher education sector.

| **3.1** Expand B-HERT profile by lifting its media output. | **3.1** B-HERT to publish at least 2 opinion pieces in national media per year. |
| **3.2** Profile B-HERT directors and supporters. | **3.2** Promote B-HERT directors and supporters on website. |
| **3.3** B-HERT to join Linked In. | **3.3** B-HERT to join Linked In. |
| **3.4** Promote B-HERT events as widely as possible, particularly the B-HERT Awards in the national press. | **3.4** Promote B-HERT events as widely as possible, particularly the B-HERT Awards in the national press. |
| 4. Showcasing best practice in business/higher education collaboration. | 4.1 Maintain the momentum of the B-HERT collaborative awards program.  
4.2 Use the Annual B-HERT Awards Dinner to showcase best practice in business/higher education collaboration.  
4.3 Publish award winning case studies in business/higher education collaboration. | 4.1 Offer the B-HERT Overall Outstanding Awards with its $10,000 prize annually.  
4.2 Include in the Awards dinner program an item that reinforces B-HERT’s contribution to collaboration eg a special guest, a case study, a launch of a publication.  
4.3 At least one publication per year on award winning case studies (eg monograph, newsletter, special case study and interview). |
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| 5. Being the place where government and the community come for advice and commentary about collaboration between the business and higher education sector. | 5.1 B-HERT’s programs to be the preeminent national events on business/HE engagement and collaboration.  
5.2 Disseminate program outcomes for wide use by stakeholders eg in policy, business/university engagement and collaborative practice. | 5.1 Invite users of business/HE collaboration to events (government, business, HE & community representatives).  
5.2 B-HERT increasingly consulted on collaboration issues among the sectors by stakeholders. |