



Australian Institute for Commercialisation

Working with Australian research institutions and industry to maximise commercial returns from research and development spends.

MIND TO MARKET

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Chairman

Australian Institute for Commercialisation

Business, Higher Education Round Table

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Melbourne

mind @ market

Australia's competitiveness

- **Australia's competitiveness has improved**
 - Number 7 in 2002, versus
 - Number 17 in 1997
 - Macro and micro economic reform
- **But, innovative capacity is not yet world's best**
 - Number 17 in 2002
 - "Second tier innovator" in 2002 not first tier
 - We are improving but competitors improving faster.
 - Need third wave of economic reform

Source: Assessing Australia's Innovative Capacity in the 21st Century, Gans & Stern 2003

Australia's Competitiveness

Global Ranking

1997

- 1 Singapore
- 2 Hong Kong
- 3 USA
- 4 Canada
- 5 New Zealand
- 6 Switzerland
- 7 UK
- 8 Taiwan
- 9 Malaysia
- 10 Luxembourg
- 17 Australia**

2002

- 1 USA
- 2 Finland
- 3 Taiwan
- 4 Singapore
- 5 Sweden
- 6 Switzerland
- 7 Australia**
- 8 Canada
- 9 Norway
- 10 Denmark

Source: World Competitiveness Report 1997 and 2002



Australia's Innovation Ranking

1975

First Tier Innovators

2002

1 Switzerland
2 USA

1 USA
2 UK
3 Finland
4 Germany
5 Japan
6 Switzerland
7 Sweden

1975 2nd Tier Innovators

3 Holland
4 Sweden
5 Japan

2nd Tier Innovators

2002

1975 Adopters

6 Germany
8 UK
10 Australia*
Finland

8 Taiwan
17 Australia*

2002 Adopters

18 Iceland

Source: Assessing Australia's Innovative Capacity in the 21st Century, Gans & Stern
2003



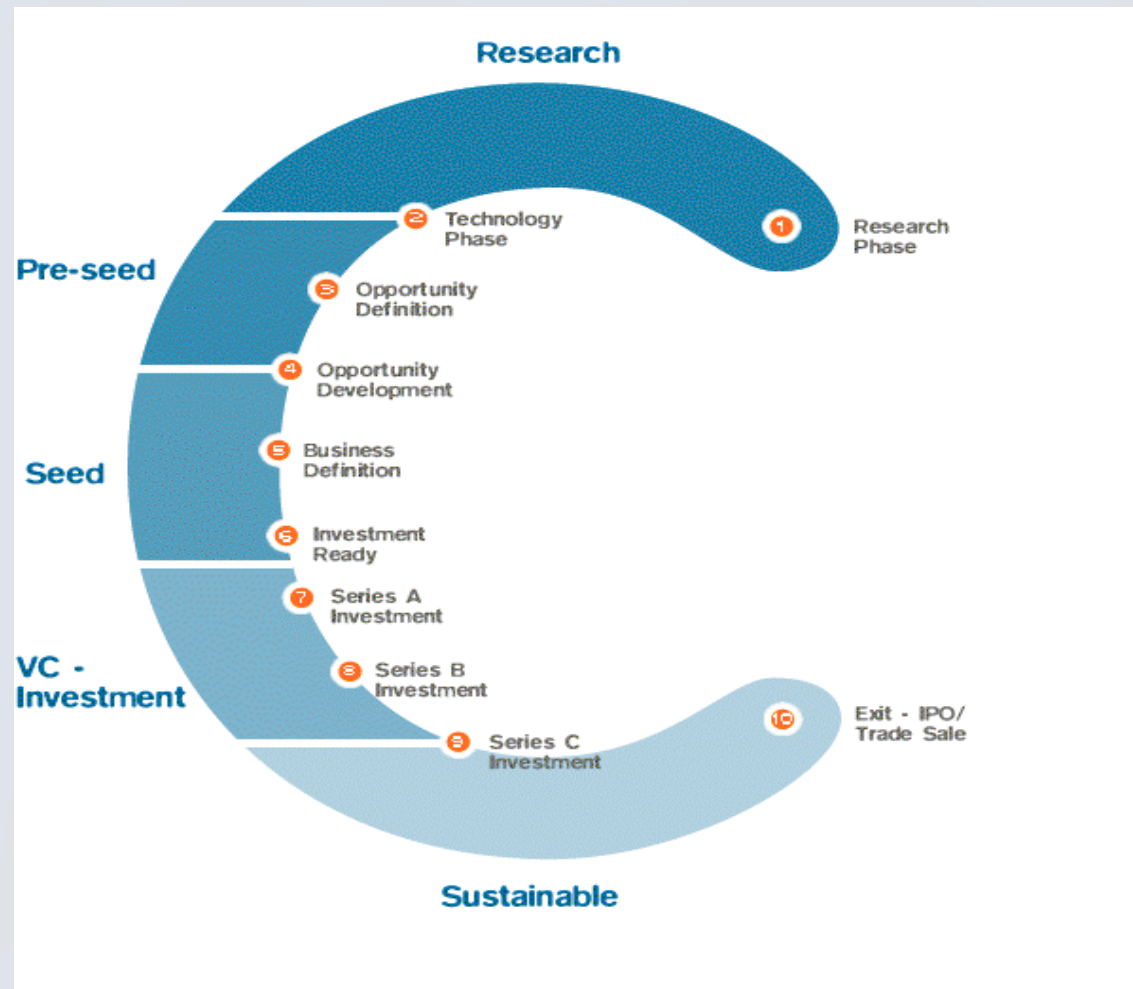
Australia's Innovation Ranking

2003 STOCKTAKE – INNOVATIVE CAPACITY

Component	Rank
Scientists & Engineers	9
Innovation Policy Cluster Innovation	9
Cluster Innovation	15
Linkages	18
Company Operations/ Strategy	22
Overall Rank	17

Source: Assessing Australia's Innovative Capacity in the 21st Century, Gans & Stern 2003

Commercialisation Progression Model: "Mind to Market"





AIC Vision

To foster enhanced economic growth, jobs and lifestyle for Australians by improving commercialisation of public research

Mission

Working with Australian research institutions and industry to maximise returns from research and development investment



AIC Overview

The Australian Institute for Commercialisation (AIC) is a national, not-for-profit company that delivers programs to improve commercialisation of Australia's research investment.

Programs and activities are directed to address key barriers to improve commercialisation outcomes.

Programs address both policy and “practical commercialisation.”



AIC Operational Focus

Greater commercialisation success requires more effective coordination, improved skill levels, and better analysis.

AIC CONNECT

“Establishing national and global networks to better coordinate and leverage existing commercialisation expertise to achieve improved deal flow”

Key Initiatives:

- Brokerage Service
- AIC National Government ..Network
- Expatriate Network
- AussieOpportunities.com
- Service Providers Directory
- Networking Forums and Events
- Help Desk

AIC KNOW HOW

“Enhancing the level of knowledge and skills to improve the depth of commercialisation management and capability”

Key Initiatives:

- Professional Development Courses
 - Commercialisation Bootcamp
 - Commercialisation for Decision Makers Program
 - Management & Governance for Start-ups
- Commercialisation Library
- Visiting Fellows
- AIC Intern Scholarships
- Best Practice Guides
- Assessment Methodologies

AIC ASSESS

“ Identifying and developing relevant measures of R&D outcomes to provide greater focus for resource allocation”

Key Initiatives:

Commercialisation Measures

- Measurement of Public Sector ..Commercialisation Outcomes

- CRC Review
- Funding Gap Survey

Macro-economic Analysis

- Commercialisation Impact Study
- National Mapping Exercise
- Ranking Australia’s innovative ..capacity
- International review of critical ..success factors

High level barriers to commercialisation

- People and Culture (including IP accountability)
- Metrics, benchmarking, and best advice on commercialisation outputs
- Industry - science relationships
- Innovation policy and industry clusters

Grass roots issues affecting commercialisation

- **Access to capital (particularly early stage)**
- **Taxation law**
- **Access to suitably experienced directors**
- **Availability of Directors and Officers insurance**
- **Identification of strategic partners**
- **Access to larger markets**



AIC Solutions

People and Culture (including IP accountability)

- Professional development courses
- Visiting fellows program
- AIC Intern scholarships
- Expatriate Network
- Use it or use it



AIC Solutions

Metrics, benchmarking, and best advice on commercialisation outputs

- Measurement of Public Sector Commercialisation Outcomes
- Research Centre (CRC) Review
- Funding Gap Survey
- On line best practice models

Industry - science relationships

- CRC's
- Information exchanges
- Possible taxation changes
- Commercialisation Brokerage Service

AIC Solutions

Innovation policy and industry clusters

- **Ranking Australia's Innovative Capacity**
- **Commercialisation Impact Study**
- **International Review of Critical Success Factors**
- **Commercialise 2003**

Challenges and opportunities

Australia **can** become a global leader,

but,

there is a vast amount focused, coordinated and clever
work to be done.



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