



# **Innovation Linkages With Universities**

**The Perspective From a Large  
Company  
Orica Ltd**

**Wednesday, September 29, 2004**



# **Orica - an Overview**

- **Australia's largest chemical company with a turnover \$4.25B**
- **Manufacturer of explosives, paints & coatings, garden products, chlorine & derivatives, resins, general chemicals and fertilisers.**
- **R&D facilities in Australia and overseas - spend about \$30M**
- **About 190 active patents**
- **Broad and deep linkages with universities and other research organisations**



# **Why Does Orica Need Research Partners?**

- **Focus of company R&D is very much on the “D”**
- **Strength is in technology - converting science into products and services**
- **External partners bring new ideas and new science and can assist in the understanding of the science underpinning existing technologies**
- **Access to equipment and techniques not available in-house**
- **Broad range of partners covering all fields of science and technology and geography**

# What makes linkages work?

- **The academics and researchers - not the institution**
  - scientific discipline, skills and knowledge plus a willingness to work across boundaries
- **BUT institution must be user friendly**
  - Contracts, IP management and a culture supportive of industry partnerships
- **Need to identify a clear objectives with clear boundaries to the work**
- **Projects and relationships must be managed by both parties - must not be allowed to drift**



# **What makes linkages work?**

- **Must be a win/win for university and industry**
  - **New science & technology for industry partner**
  - **New knowledge for research and teaching for university partner**
  - **Potential income stream from patents**
  - **Future employment opportunities for researchers**
- **Virtuous circle of knowledge driving innovation driving economic activity funding acquisition of new knowledge**



# **Conclusion**

- **University linkages important to technology based companies such as Orica**
- **Quality of science and researchers is valued more than the institution**
- **Must have good processes with both parties to make it work**
- **Must be a win/win arrangement**



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