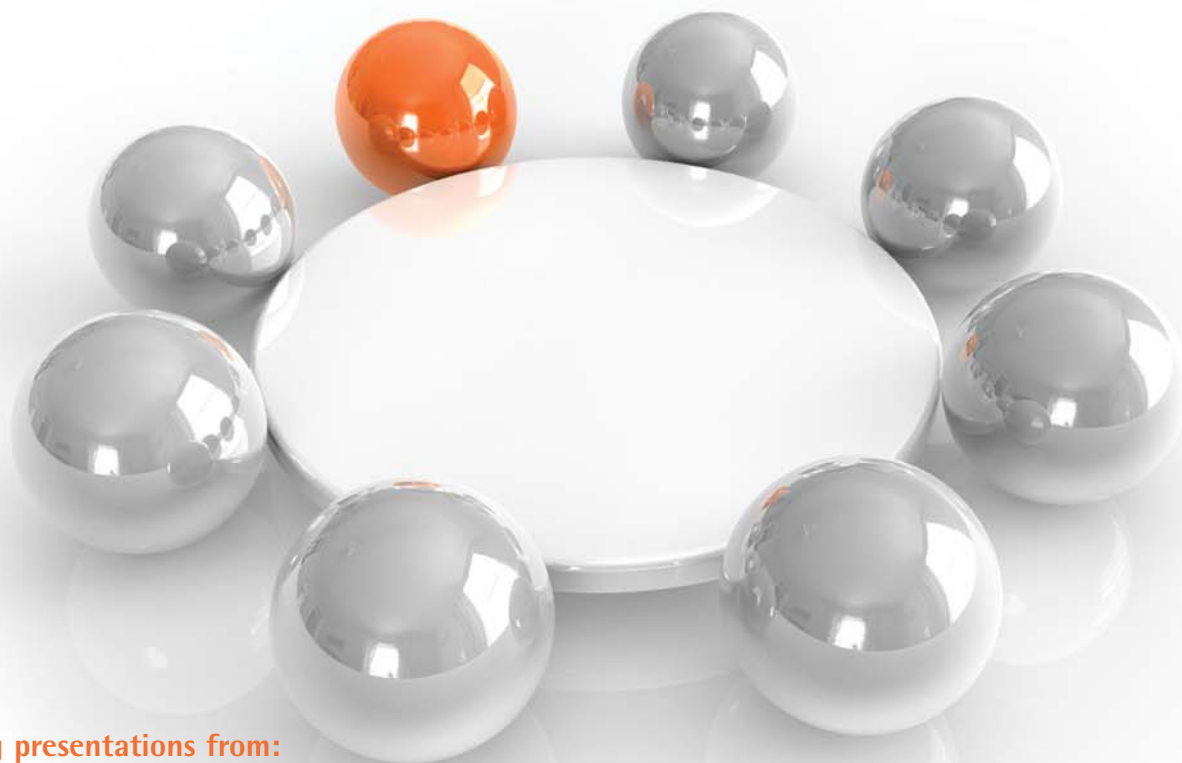




Proudly presents

# INNOVATION 2009

22nd & 23rd September 2009 | Crowne Plaza Darling Harbour Sydney



## Featuring presentations from:

Evan Thornley, CEO, Better Place Australia

Professor Alan Robson AM, Vice Chancellor,  
University of Western Australia, Chair, Go8

Professor Peter Høj, Vice Chancellor, University of South Australia

Robert Chalmers, CEO, Adelaide Research and Innovation

Dr. David Ireland, Manager Innovation and Commercial Development,  
James Cook University

Neil Thelander, Director – IT Services, Queensland University of Technology

Professor Mary O'Kane, Chief Scientist and Scientific Engineer, NSW

Dr. Mark Hodge, CEO, Defence Materials Technology Centre

Alexander Gosling, Director, Invetech

Peter Williams, CEO, Deloitte Digital

## Two separately bookable pre-conference workshops:

### ■ Deeper, richer, stronger collaborations


Frank Wyatt, Managing Director,  
Enterprising Partnerships

### ■ Commercialisation structuring and the role of the CIPO

Dean Alle, CEO, BwiseIP

## To Register:

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## SEPARATELY BOOKABLE PRE-CONFERENCE WORKSHOP

### WORKSHOP A – MONDAY 21ST SEPTEMBER 2009

9:00 – 12:30

#### DEEPER, RICHER, STRONGER COLLABORATIONS

This workshop considers how to combine the best capabilities of an organisation with the best collaborative competencies.

- PEOPLE collaborate, not organisations
- How to unify collaborative teams and galvanise collaborative leadership that delivers personal outcomes and organisational productivity
- Cultivating and harnessing the power of collaboration

*Workshop leader:*

**Frank Wyatt, Managing Director, Enterprising Partnerships**

After a senior public service career, Frank began working with industry as a consultant in 1990. Frank works with boards, managers and team leaders assisting them to manage beyond structure and move to the leadership of relationships, strategic thinking, and collaborative capability. Frank has worked with companies in the Defence, Wine, Water, Energy Industries, as well as Universities, Research Institutes, CRC's and CSIRO both in Australia and internationally.

### WORKSHOP B – MONDAY 21ST SEPTEMBER 2009

1:30 – 4:30

#### COMMERCIALISATION STRUCTURING AND THE ROLE OF THE CIPO

This workshop looks at a variety of commercialisation pathways and the importance, or not, of strategic management of IP. The workshop will focus on the recognition as IP as a commodity and the integration of IP with commercialisation processes. It includes case study analysis from the private and public sector. It considers the emerging role of the CIPO (Chief Intellectual Property Officer), why the importance of this function, and the difference it can make to innovation in Australia.

*Workshop leader:*

**Dean Alle, CEO, BwiselP**

Dean founded BwiselP in 2001 to address the growing need for Business Based IP Management. BwiselP is the only independent consultancy company in Australia that specialises in project based IP Management under a strategic goal framework.

## DAY ONE: TUESDAY 22ND SEPTEMBER 2009

8.15 Registration and coffee

8.55 Chair's opening remarks

### 9.00 Innovation: emerging thinking and new pathways

- The new reality: should innovation develop and function along an extended value chain?
- How do we break out of traditional proprietary boundaries and research silos to collaborate across sectors?

**Evan Thornley, CEO, Better Place Australia**

### 9.30 Universities' research capacity and the national innovation outcome

- What will ensure universities make a major contribution to the Australian innovation system?
- Building a world class university system on the twin pillars of excellence and engagement

**Professor Peter Høj, Vice Chancellor, University of South Australia**

### 10.00 The national innovation system: new directions

Senior Representative,  
Department of Innovation, Industry, Science and Research

10.30 Morning tea

### 10:50 The players on the innovation continuum – rethinking how we work

- Finding common ground among government, universities and business on the underpinnings of innovation
- Areas of disconnect
- A look at national and international examples of what works and what doesn't

**Professor Mary O'Kane, Chief Scientist and Scientific Engineer, NSW**

## PANEL

### 11.20 Does increased global competition call for a recalibration of our research funding system?

- Concentrating research investment in proven centres of excellence vs. broad spread of research dollars
- Will current funding of research propel Australian Universities from the middle to the top of the global competition?
- Hubs-and-spokes and compacts strategies – can this be leveraged to better use available funding?

**Professor Peter Høj, Vice Chancellor, University of South Australia**

**Professor Mary O'Kane, Chief Scientist and Scientific Engineer, NSW**

## PANEL

### 12.00 Managing IP – ownership, commercialisation and returns pathways

- How can universities and research centres' best identify, exploit and protect IP
- Strategies to broaden the skills of universities beyond early discovery to application in market
- Managing expectations around IP – usage, protection and returns in collaborative projects
- Changes to the patent system-what will this mean

**Dr Bruce Whan, Director, Swinburne Knowledge**

**Lynne Peach, Partner, Minter Ellison**

**Dean Alle, CEO, BwiselP**

1.00 Lunch

### 2.00 The (lack of a) research use exemption in Australian patent law

- Current state of play with respect to the research use exemption in Australian patent law
- An examination of the policy issues that support (or not) the introduction of a research use exemption in Australia
- A consideration of the two sets of reforms proposed by the Advisory Council on Intellectual Property and IP Australia

**Chris Dent, Senior Research Fellow, Intellectual Property Research Institute of Australia**

**2:30 Addressing articulated challenges in medium and long term collaborative efforts**

- Balancing commercial success with social and environmental impact
- Building innovation and R & D capacity for end users
- Pathways to effective deployment of end-user driven research
- Global research and education engagement

*Session moderator:* Michael Hartmann, CEO, CRC Association

Dr Tony Press, CEO, CRC for Antarctic Climate and Ecosystems

Dr. Robert Cowan, CEO, Hearing CRC

Mick Gooda, CEO, CRC for Aboriginal Health

3:30 Afternoon tea

**3:50 Capability through collaboration**

- Harnessing expertise and resources from industry and researchers
  - Managing diverse partnerships: implications for IP and commercialisation
  - Enhancing the skills of graduates and industry partners
- Dr. Mark Hodge, CEO, Defence Materials Technology Centre

**4:20 Innovation is always a collaboration**

- Why do we know more about the beginning of that sentence than the end of it?
- What drives collaborations and better collaborative competencies?

Frank Wyatt, Managing Director, Enterprising Partnerships

5:00 Closing remarks from the Chair & close of day one

**ADDITIONAL NETWORKING OPPORTUNITY**

**CONFERENCE DINNER**

Delegates can register separately for a Conference Dinner hosted by the Business Higher Education Round Table

Date: 22nd September

Venue: L'Aqua, Cockle Bay Wharf, Darling Harbour

Time: 7pm

Dress Code: Business Attire

Price: \$150.00 (See back page for booking details)

**DAY TWO: WEDNESDAY, 23RD SEPTEMBER 2009**

8.15 Registration and coffee

8.55 Chair's opening remarks

**9.00 Connecting today's research to tomorrow's innovation**

Robert Chalmers, CEO, Adelaide Research and Innovation

**9.40 Open innovation in the pharmaceutical sector – the current model and future trends**

- Which R&D activities benefit most from open innovation
- What changes in the business model will enable the culture for open innovation
- How to connect external ideas with internal vision

Ashley Bates, Head of R&D Alliances, GlaxoSmithKline Australia

10.20 Morning tea

**10.40 From needles in haystacks to bullseyes with arrows**

- Using the Innovation Academy to harness collaboration
  - From capturing ideas to delivering innovation outcomes
  - Innovation in Overalls – learning by action not by theory
- Peter Williams, CEO, Deloitte Digital

**11.20 The Australian Access Federation Project**

Neil Thelander, Director – IT Services, Queensland University of Technology

**12.00 Investing in higher education and university research for sustained economic growth**

Professor Alan Robson, Vice Chancellor, University of Western Australia, Chair, Go8

12:40 Lunch

**1:40 Structures and systems to support and enable all ends of the company innovation chain**

Alexander Gosling, Director, Invetech

**2:10 What's your company's strategy? Innovation or continuous improvement?**

Dr. Avnesh Ratnanesan, Innovation Manager, Pfizer Australia

**2:40 Universities as creators and direct contributors to new enterprise growth**

- How research is informed by and responsive to changing economic realities
  - Does the Australian innovation system enable such engagement?
  - Case Study: Troplinks
- David Ireland, Manager – Innovation and Commercial Development, James Cook University

3:10 Afternoon tea

**3:30 Funding innovation through venture capital**

- Typically investors wait until they can see the marketplace reality of a product or process innovation before fronting up with funds. A look at strategies to secure venture capital at an early stage in the commercialisation process. What are the strategies to enable such funding?

Dr Katherine Woodthorpe, CEO, Australian Private Equity and Venture Capital Association (AVCAL)

**4:00 Leveraging r&d tax concession in a simplified and enhanced system**

Kris Gale, Managing Director, Michael Johnson & Associates

4:40 Closing remarks from Chair & end of conference

**SPONSORSHIP & EXHIBITION OPPORTUNITIES**

If you would like to showcase your company at this event please contact:

Keith Barks on (02) 90804342 or email [keith.barks@informa.com.au](mailto:keith.barks@informa.com.au)

# INNOVATION 2009

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**YES! Please register me for Innovation 2009 (P09145)**

**Early Bird (Register & pay by 31/07/09)**

- Two day conference \$1795 + 10% GST = \$1974.50
- Conference + 1 workshop  A or  B \$2295 + 10% GST = \$2524.50
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- Two day conference + 2 workshops \$2605.50 + 10% GST = \$2866.05
- 1 workshop only  A or  B \$625.50 + 10% GST = \$688.05
- Both workshops \$1165.50 + 10% GST = \$1282.05
- Conference Dinner \$150 + 10% GST = \$165.00

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**CONFERENCE VENUE**

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**ACCOMMODATION & TRAVEL**

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**REGISTRATION FEES**

Registration fee includes copies of the conference presentations, lunch and refreshments

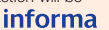
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**INNOVATION 2009**

**P09145**

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**ROUND TABLE**  
BUSINESS/HIGHER EDUCATION  
Proudly presents  
**INNOVATION 2009**  
22nd & 23rd September 2009 | Crowne Plaza Darling Harbour Sydney

**Featuring presentations from:**  
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 • **Professor John Hocking AM, Vice-Chancellor, University of Western Australia, Perth, Australia**  
 • **Professor Peter Hay, Vice-Chancellor, University of South Australia**  
 • **Robert O'Connell, CEO, Macquarie Research and Innovation**  
 • **Dr. David Hedges, Manager Innovation and Commercial Development, James Cook University**  
 • **Dr. Frank Jones, Director - IT Services, Queensland University of Technology**  
 • **Professor Alan O'Brien, Chief Scientist and Scientific Engineer, NSW**  
 • **Dr. Mark Pridemore, CEO, Defence Materials Technology Centre**  
 • **Associate Professor, Director, Swinburn**  
 • **Dr. Ian Williams, CEO, Swinburn Digital**

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