



2008 B-HERT Awards for Outstanding Achievement in Collaboration in Research & Development, Education & Training and Community Engagement



Applications were sought earlier this year and were judged by an experienced panel of judges comprising:



- ❖ Mr Peter Laver AM, Vice-President, Australian Academy of Technological Sciences and Engineering (*Chairman*)
- ❖ Dr Peter Binks, CEO Nanotechnology Victoria Ltd
- ❖ Dr Annabelle Duncan
- ❖ Emeritus Professor Chris Fell AM, Former Deputy Vice-Chancellor, University of NSW
- ❖ Mr John Grace, Director, Nextec Biosciences Pty Ltd
- ❖ Mr John Vines OAM, Chairman, Innovation and Business Skills Australia



The criteria for evaluation included:

1. Innovativeness
2. Strength of the relationship between collaborating partners
3. Outreach inclusion (e.g. overseas - to other groups, companies)
4. Wider outcomes achieved
5. Cultural impact on the partner/organisation.



The Hon Julia Gillard MP, Deputy Prime Minister and Minister for Education, Employment and Workplace Relations, gave an Address at the Awards gala dinner at the Langham Hotel, in **Melbourne on Friday, 21 November 2008.**



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Australian Government

Department of Education, Employment and Workplace Relations



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Winning entries are:

Best Research & Development Collaboration

Winner: School of Agriculture, Food & Wine, The University of Adelaide, Feast Fine Foods, TAFE SA Regency Campus, Dalriada Meat Pty Ltd, Dept of Animal Science & Biotechnology, Chungnam National University (Republic of Korea)

Title: **Value-Adding South Australian Lamb**

Despite growing consumer demand for and awareness of lamb, the market both within Australia and overseas has not yet reached its full potential. This is partly because the characteristic flavour of lamb is not fully appreciated by many consumers, especially those in overseas markets, and also because lamb has a distinctive 'sheep odour'. The research looked at a range of natural diets that could be fed to lambs to produce differences in flavour, meat colour and odour. Numerous sensory panels consisting of Australian and Asian consumers confirmed the high quality of the lamb meat produced from the project. These new branded lamb products have already commenced their promotion in Australia, Korea, Japan, and have a potential to increase profit for the Australian sheep and lamb industry.

Honourable Mention:

Microsoft, Westpac Banking Corporation, CPA Australia, PricewaterhouseCoopers, Electronic Data Systems, NSW Dept of Lands, Dept of Finance and Deregulation, Vic Dept of Innovation, Industry and Regional Development, Business Council of Australia, Innovations and Business Skills Australia, World Intellectual Capital Initiative, US Enhanced Business Reporting Consortium and Australasian Reporting Awards

Title: Society for Knowledge Economics

The SKE believes that Australia needs a collaborative, cross-sectoral organisation, supported by industry, academia, policy makers and others, who work together to make Australia one of the world's leading knowledge economies that provides the most innovative, productive and fulfilling places in the world to work.

To this end, the SKE conducts industry-based research projects and prepares policy submissions, research papers, thought leadership pieces and editorials to influence policy directions and management and leadership practices in the Australian economy.

Best Education & Training Collaboration

Winner: Australian Catholic University, IBM, NSW Dept of Education & Training, Western and Northern Sydney Regions, The University of Sydney, University of Western Sydney, ResMed and BASF

Title: **MyScience**

MyScience is an innovative and exciting primary school science and technology program, developed by a consortium of organisations in the academic, government, business and non-profit sector namely ACU, IBM, NSW DET, and the Science Foundation for Physics based in USyd. MyScience endeavours to support science in primary schools through the establishment of a sustainable model of collaboration between schools, industry/business and university to stimulate interest and enhance capacities of primary science teachers and students in conducting authentic scientific investigations.

Teacher expertise and confidence are advanced through continuous professional learning, provided by expert facilitators. Students are mentored by practicing scientists through face-to-face sessions and interaction in a secure online environment. Achievements are acknowledged and showcased in school science fairs during National Science Week and then submitted to the Young Scientist awards (conducted by the Science Teachers' Association of NSW).

Honourable Mentions:

Caravan & Camping Industry Association of NSW and University of Western Sydney

Title: Environmentally and Socially Responsible Business Practices: Gumnut Award Scheme for the Caravan & Camping Industry

As one of the highest users of natural resources in many coastal areas, the caravan and camping industry was identified by the former NSW Coastal Commission as a major contributor to environmental degradation. In 2002 the association approached UWS to help design and implement a capacity building program for environmentally and socially responsible business practices amongst their 400 park and 116 trade members.

Based on principles of engagement, continuous improvement and positive incentive, the Gumnut Awards have enjoyed outstanding success. Over 52% of members are participating and moving through tiered levels of sustainability education and training. It is now set to go national; and is being successfully replicated in other sectors.

and

Mining Education Australia (an unincorporated Joint Venture between the University of NSW, the University of Queensland and Curtin University of Technology) and Minerals Council of Australia

Title: Mining Education Australia

MEA was established by the three founding Member universities, in conjunction with MCA, in order to address the very real issue of graduate shortage in the field of mining engineering, and also in an effort to improve graduate quality and the comprehensiveness of the undergraduate curriculum. A further, but critically important objective of MEA was to secure the longer term viability of independent, small academic units which, in isolation, could be threatened.

For its part, the mining industry, through MCA, provides funding for MEA – not as a subsidy, but using an outcome-based formula, per graduate produced. MEA offers a unique, nationally collaborative, 3rd and 4th year common mining engineering curriculum – a “virtual” national mining School. All courses in the curriculum have been developed from scratch by the combined mining academic teams from each Member. Courses include a range of new and innovative delivery methods, with the national “pool” of mining academics working and teaching across conventional institutional boundaries.

Best Community Engagement

Winner: Queensland University of Technology, Port of Brisbane Corporation and Burnett Mary Regional Group

Title: Sustainable Futures by Design

This partnership is expanding the boundaries of community engagement practice to deliver creative design and engineering solutions to the challenges faced by coastal communities. QUT and partners share this commitment to offer directions towards social, economic, environmental and cultural sustainability within these communities, whilst also facilitating high quality tertiary education through student immersion in a ‘real’ community.

Collaborative projects have seen the delivery of a range of diverse, relevant and innovative solutions by QUT students to two coastal communities, enabling them to move forward with sustainable futures’ planning. Two further projects have developed in response to the success of the community engagement model in mobilising the ideas and expertise of partner institutions, and those intrinsic to community networks, and the delivery of excellent project outcomes to those communities.

Honourable Mention:

Southern Cross University (School of Arts & Sciences), Gnibi College of Australian Indigenous Peoples, School of Tourism & Hospitality Management, Australian Regional Tourism Research Centre, Office of Regional Engagement, Lismore City Council, Economic Development Unit, Parks and Gardens, Riverbank Redevelopment Steering Committee, Widgibal Elders, Custodians and Linguist, Indigenous Heritage Program of Federal Government Dept. Environment and Water Resources, Indigenous liaison staff at Goonellabah Public School and Lismore High School, Wilson River Landcare, Richmond River Historical Society, Independent Historic Reference Group, Lismore SES, Armsign Pty Ltd, tourism operators, TAFE and the NSW Dept of Education & Training

Title: Wilson’s River Experience Walk, Lismore NSW

This project is about ensuring mutual benefits accrued from a MoU. The collaboration initiated by two key partners has lasting and broader implications for a shared constituency. As a regional university, SCU has been able to dedicate resources to research, design and implement a significant element of a major long-term infrastructure project.

The Wilsons River Experience Walk provides an opportunity for staff, students, the business sector and the wider community to co-operate in delivering world class interpretative heritage signage and community engagement in public space in the city of Lismore, NSW.

The process and the product have become an exemplar of good practice, acknowledged by local, national and international professional and consumer feedback.

Best International Collaboration in Research & Development or Education & Training

Winner: Australian Catholic University, Australian Society of Jesus (Jesuits), Open Universities Australia, Refugee Tertiary Education Committee and Association of Jesuit Colleges and Universities

Title: Developing a Replicable and Sustainable Model that delivers Empowering Tertiary Education to Camp-based Refugees

Following a visit by an Australian Jesuit to the Mae La Refugee Camp on the Thai-Burma border in 2000, the Australian Catholic University was approached to consider introducing tertiary education to the camp. Commencing in 2003, the University has offered its Diploma in Business and Certificate in Theology by distance mode to the refugees. Open Universities Australia and the Association of Jesuit Colleges and Universities have joined the project and, from October 2008, in partnership, the University’s Diploma in Liberal Studies will be introduced to refugees in the camps. Of those who have completed studies, several have been accepted into university courses in Thailand, USA and Australia or into employment, mostly with local NGOs or community agencies so that they are working for their own people in the camps.

Best Collaboration with a Regional Focus in Research & Development or Education & Training

Winner: Deakin University, City of Greater Geelong, Geelong Manufacturing Council, Committee for Geelong and G21

Title: Partnering for a 21st Century Future for Geelong

The collaboration between Deakin University and its community in Geelong is an outstanding example of a regional partnership in research and development. The aim of the partnership between the University and its community is to ensure that Geelong makes the transition from being a major force in 20th Century industries to having similar success with 21st Century industries.

A major aim of the project is to translate research into new products, new processes and new services for the region thereby creating new jobs to absorb employment losses in traditional industries. The project includes research collaborations with industry – both large and small, local, national and international – and with all three tiers of Government in Australia. A goal is to have 60 industry partnerships by 2012. There are already more than 40.

Some examples of regional partnerships include Deakin taking the lead in 2007 in creating a “Silicon Valley of the Southern Hemisphere” at its Geelong Campus at Waurin Ponds; opening the Deakin University Medical School – the first at a regional university in Victoria eventually creating 860 on-going jobs; signing an agreement with Satyam Computer Services Ltd to build a technology and education centre on campus with the creation of 2000 jobs by 2016.

The achievements in the last year have shown that what’s good for Deakin is good for Geelong and what is good for Geelong is good for Deakin.

Best Collaboration involving a CRC in Research & Development or Education & Training

Honourable Mention:

CAST Cooperative Research Centre, Advanced Magnesium Technologies, Monash University, CSIRO, Deakin University and The University of Queensland

Title: Alloy Development in CAST’s Applications Program

CAST’s Applications program has been developing new magnesium alloys for a range of uses. Lighter cars, greater fuel efficiency and cheaper materials for consumer goods such as electronics are possible thanks to the program’s collaboration between industry and researchers. These newly developed alloys are notable for their lightness and superior performance, making them suitable for demanding applications such as automotive engines, crash structures, mobile phone casings, even toilet brushes! The alloys are licensed to Advanced Magnesium Technologies, and represent four of the company’s flagship technologies. Magnesium is the lightest of all commonly-used structural metals, and while it makes a great substitute for heavier materials, it is only adopted by manufacturers where there are clear benefits in performance and/or cost. These new alloys meet these tough criteria.

Award for Best Entrepreneurial Educator of the Year 2008

Purpose

To recognise the importance of education in the process of developing and nurturing entrepreneurs; and to showcase best practice in entrepreneurial education.

Judging Panel

- Mr David Hind, President, Business/Higher Education Round Table
- Professor Elizabeth Harman, Vice-Chancellor, Victoria University
- Mr Phil McKee, Manager, Engineering Development, Energy Australia

WINNER

Dr Marcus Powe Entrepreneur in Residence, RMIT University

Dr Powe is RMIT's Entrepreneur in Residence and teaches Entrepreneurship, Strategy, Marketing and Business Planning.

Through his roles as Entrepreneur in Residence and as a member of the Business Plan Competition management team, he has a direct impact on over 900 RMIT students, staff and alumni each year in Melbourne and RMIT Vietnam.

Marcus provides one-on-one practical advice, feedback and encouragement to people with ideas for new business ventures, or who are running existing ventures. He has assisted many individuals to take a wide range of business ideas beyond the 'bright idea' stage to a fully-fledged operating business.

Marcus holds a Bachelor of Business Monash University, Master of Entrepreneurship and Innovation Swinburne University of Technology, and a PhD from RMIT University.

His current positions are Adjunct Graduate School of Business, RMIT, Teaching Fellow, Swinburne University of Technology and Senior Fellow, Waikato University, New Zealand.

His research interests centre on the measurement of innovation, creativity and entrepreneurship in organisations. He has authored two books, *The Entrepreneurial Process* and *The Creation of Sustainable Value*. Marcus has taught in Singapore, Indonesia, Malaysia, New Zealand, Australia and South Africa.

He was the inaugural Director of Business Innovation and Enterprise at the De Bono Institute in Melbourne. Marcus founded and was Chief Executive Officer of the Centre for Innovation and Enterprise Pty Ltd. This joint venture between Ernst & Young Australia and Swinburne University was a world first.

The RMIT Entrepreneur in Residence program was launched in 2003. Its brief is to foster entrepreneurship and skills development, to stimulate ideas generation and to encourage successful new venture creation.

Each year in Melbourne, Marcus runs eight open workshops in business planning and marketing, two Entrepreneurship Lecture Series events and at least three Entrepreneurship Forum events for RMIT Alumni and other guests from the business community. He also runs workshops for students and staff at RMIT Vietnam.

This year, he was a guest speaker on entrepreneurship in emerging economies at an AusTrade function for the Ho Chi Minh business community.

The RMIT Business Plan Competition promotes entrepreneurship and assists students in developing good quality business plans. The Competition started in 2001. The Competition is acknowledged by the Department of Innovation, Industry, Science & Resource as being national best practice.

Teams compete for cash and in-kind prizes totalling \$70,000 or more – mostly from industry sponsorships. Marcus has played an invaluable role in making the Business Plan Competition a leader of its type in Australia.

Marcus brings a real world perspective and reaches a much wider audience than those he connects with directly.

Marcus Powe has made, and continues to make, an extraordinary impact on the attitudes, self-esteem, behaviour, life chances, values and outcomes of hundreds of RMIT students and people in the broader community in Australia, New Zealand and Vietnam.



Award for Outstanding Philanthropic Support of Higher Education 2008

Sponsored by



Purpose

To recognise support for higher education; and to draw attention to the extent of this support, the key role it plays in enabling important and innovative programs, and in leveraging further support.

Judging Panel

- Dr Sue Anne Wallace, Chief Executive Officer, Fundraising Institute Australia
- Mr Michael Joyce, Director of Development, Melbourne Grammar School
- Mr Bruce Argyle, Membership Manager, Vic & Tas, Philanthropy Australia

WINNER

**Andrew Brice and Graeme Wood
The University of Queensland**

Andrew Brice and Graeme Wood have helped to dramatically increase awareness of philanthropy in support of Australia's higher education sector, through their partnership with The University of Queensland.

In 2007, Mr Brice and Mr Wood created The University of Queensland Endowment Fund (UQef) in partnership with UQ. These UQ alumni founded the accommodation website Wotif.com and initially committed \$8M of Wotif.com shares to support students and academic initiatives at UQ. They have also pledged more cash and shares to the UQef over the next five years hoping to eventually total about \$18M. This is one of the largest single donations to a university by living Australians.

The first major philanthropic activity from the Fund has been scholarships including:

1. Ten scholarships totalling \$500,000 for PhD and Honours level research in cultural history, new media studies, peace studies and conflict resolution, and social aspects of natural resource management and sustainability. This includes four \$25,000 PhD scholarships (\$25,000 stipend each year for three years, plus a one-off \$5,000 travel grant) and six \$10,000 Honours scholarships (\$10,000 stipend, plus a one-off \$2,000 travel grant for one year).
2. Increased profile of scholarship opportunities and humanities research and excellence at UQ.

Mr Wood has also contributed an initial \$800,000 of a \$2M pledge to fund the Centre for Youth Substance Abuse (CYSA), which will focus on research into teenage drug and alcohol abuse. Mr Wood's support will boost research, education and policy development for youth substance abuse issues, create a Professorial Chair and build linkages with external agencies in developing research and policy.

Mr Brice has a long history of philanthropic support to UQ. He has supported many initiatives such as the Graduate Economics and Business Library and the Neil Brice Memorial Fund (in memory of his brother). He has given through UQ's annual Chancellor's Fund Appeal almost every year since

1991. He is also on the board of the Symbiosis Group, which encourages life science discoveries from UQ.

With the UQef, they would like to create a philanthropic vehicle that is a model entity for an Australian university. They believe this vehicle offers accountability and allows donors to influence and be involved in the benefaction process. The UQef has control mechanisms that ensure best practice performance. These include a focus on governance, board selection and composition, reporting on investment performance, and reduction of administration costs. Above all, the personal time and effort both gentlemen have committed to their donations has been exceptional.

The UQef is an evolving fund in terms of directing support to areas of need. With its goal total of about \$18M, it is one of the few 'hands on' philanthropic vehicles that bridges the wishes of private entrepreneurs with universities in Australia.

HIGH COMMENDATIONS:

Three high commendations were made because these individual and family philanthropic efforts were so inspiring. Some showed exemplary long-term relationships, leadership in governance and advocacy for the cause, including taking a leading role in soliciting funds (a task much more involved than 'simply' making a donation), while others had a particular focus which was redolent of more personal interests.

The philanthropists all showed passion, commitment and a belief in the value of supporting our higher education institutions. They demonstrated that the opportunity of making a gift to a university can be a life-changing decision that binds philanthropist and even family to the institution with extraordinary outcomes for both.

- 1. The Pank Family, The University of South Australia**
- 2. Mrs Jennie Thomas, The University of Newcastle**
- 3. Mr Robert Maple-Brown, The University of New South Wales**



The Ashley Goldsworthy Award for Sustained Collaboration between Business and Higher Education

This year for the first time B-HERT presented an Award recognising a sustained effort by a university, business or individual to foster collaboration between the sectors, resulting in significant benefits to higher education, business and the broader community. This Award is made on the basis of verifiable evidence of a range of collaborative initiatives and peer recognition. It is an open award, not restricted to members of B-HERT. It is a prestigious award contemplated for any worthy candidate in Australia. The breadth and quality of applications made to the B-HERT Awards over recent years have been taken into consideration.

The judging process consisted of an analysis of organisations or individuals that had demonstrated sustained efforts in inter-sectoral collaboration over the last five years evidenced through their participation in the B-HERT Awards and the success they achieved. This analysis was supplemented by publicly available material (strategic plans, annual reports etc.), AUQA Portfolios and Reports and consultations with referees.

The Panel felt that all three short listed institutions, the University of South Australia, Edith Cowan University and Queensland University of Technology would be worthy of the inaugural award.

Edith Cowan University

The University Strategic Plan *Engaging Minds; Engaging Communities. Towards 2020* has as its *Strategic Priority 1: engaging and serving our Communities*. The strategies outlined place great emphasis on collaborative partnerships with industry, business etc. They have a number of strategies supporting 'an engaged University' and outline a series of KPIs to assess performance although these are couched more in terms of 'recognition' of community engagement rather than specifics about business/industry collaboration. There is also an Engagement Plan which is approved by Council and an ECU Industry Collaboration Scheme that supports collaborative research activities. The Panel was impressed by the collaboration arising from the precincts that had been established adjacent to campuses and the increasing external research funding being attracted.

Queensland University of Technology

The 2005 AUQA Audit Report noted the branding 'a University for the Real World' and commended QUT for the strategies it had adopted for implementation. QUT gives high priority to community engagement at all levels in the planning process and an emphasis is placed on working with government, industry and community groups. One of five strategic priorities in the QUT Blueprint states '*to strengthen our "real-world" positioning in teaching and research, business support functions and infrastructure*'.

However, the Panel considered the overt commitment to collaboration by the University of South Australia as worthy of overall winner of the Ashley Goldsworthy Award for Sustained Collaboration between Business and Higher Education.

WINNER:

The University of South Australia

The University of South Australia

The Strategic Plan is titled '*Educating professionals' Creating and Applying Knowledge, Engaging our Communities*'. This clearly spells out the focus on external engagement which continues to be reflected in the body of the Plan. One of the key strategies is Regional, Industry and Community Engagement, which includes not only an objective, but some Key Performance Indicators.

The current Plan details and reports on achievement for the UniSA North Adelaide Partnership (UNAP), a university wide strategy managed by a Director to work with government, industry, community groups and education providers to improve education participation, address skills shortages and strengthen the local disadvantaged community. This is a most impressive initiative and it has been sustained over six years.

The University demonstrates a thorough approach being taken to the commercialisation of research through their subsidiary company ITEK. Specific provision is made in systems such as staff promotions to acknowledge industry collaboration and community engagement. To quote from their AUQA Performance Portfolio -

The importance of collaboration within the Australian research and innovation system is being increasingly recognised. Since its inception, the University's research mission has emphasised collaboration with government, industry and the professions, building on its historic roots in contract research and consultancy. Recognising that collaboration must occur at all levels, the University has put mechanisms in place to encourage collaboration both internally and externally and has built evidence of such activities into all 6 of the indicators used to judge performance of research concentrations.

This and many similar statements in material available from the University as far as can be ascertained makes it unique amongst the short listed candidates in its public commitment to collaborative activities with government and business.

Dr Sharon Winocur

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21 November 2008

Note your diary – applications for next year's Awards for Outstanding Achievement in Collaboration in Research & Development, Education & Training and Community Engagement, Best Entrepreneurial Educator of the Year and Outstanding Philanthropic Support of Higher Education will be called in **May 2009**.

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