2012 B/HERT AWARD WINNERS

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**Awarded to:** Centre of Energy Efficient Telecommunications, The University of Melbourne, Alcatel Lucent

**Project:** Centre for Efficient Telecommunications

**Project Summary:** Today, communication technologies consume 1 to 2% of the world’s electricity supply. However, data consumption is increasing at around 40% per annum, while the number of users is rapidly growing as the developing world embraces the Internet. The energy consumption of telecommunication networks and associated services could grow to more than 10% of world’s electricity supply and associated emissions within the next decade. The only way to manage the growth of this consumption is to develop technologies that increase the energy-efficiency of the network. This is the mission of the Centre for Energy-Efficient Telecommunications (CEET).

CEET was launched in March 2011, and is a joint venture between the University of Melbourne, Alcatel-Lucent and its global research arm Bell Labs and the Victorian State Government. It has brought together researchers from Australian Universities, including the University of Melbourne, RMIT and Monash University, with researchers from Bell Labs and Alcatel-Lucent Australia staff to address key challenges relating to energy-efficiency telecommunications.

Outcomes of the partnership have included the development of strong collaborations with Alcatel-Lucent and Bell Labs staff that have resulted in major research advances, including the generation of 3 patents and publications of 36 journal and conference papers. Four CEET staff have been globally recognised for their expertise, through appointments to key positions in the global telecommunications research consortium GreenTouchTM. CEET is also assisting Alcatel-Lucent in Australia to educate the telecommunications industry and the general public on energy-efficiency of telecommunications services, through a national Summit and through publications of easily accessible information.

**Honourable Mention:** University of Tasmania, Fisheries Research & Development Corp, Flinders University, The University of Queensland, South Australian Research & Development Institute, Queensland Museum & Sciencecentre, Panaquatic Health Solutions, The Australian Bluefin Tuna Industry Association, WA Fisheries and Marine Research Laboratories

**Project:** Maintaining SBT High Health Status – understanding SBT parasites and investigating ways to mitigate their influence on SBT production.
**Awarded to:** The University of Queensland, Billabong International, Groundworks, Queensland Murray Darling Basin Committee, Carbon Jobs, International Energy Centre, LGR Group, Low Carbon Australia and partners

**Project:** The Sustainable Management Alliance in Research & Training

**Project Summary:** SMART (Sustainable Management Alliance in Research and Teaching) is a collaborative partnership founded in 2007 by the University of Queensland (UQ). SMART brings together Queensland’s leading business people, with the ultimate goal of informing and enhancing innovative research and industry-guided teaching in the field of sustainable business management. The SMART program is an educational innovation that has created a new way of thinking about and providing education. It provides a truly integrative approach to learning via structured immersion into the real-world dynamics of environmental governance, management, entrepreneurship and conservation. It provides a win-win outcome where students benefit from real world experience and partners have access to expert advice and high quality research capability.

SMART builds partnerships between business, government and community groups wherein the experience and knowledge of partner organizations drive the direction of the research and teaching program. SMART recognises that technological interaction is fundamental to how we learn and engage with each other. It therefore strives to incorporate interactive technology and learning processes into its teaching programs, including the development of an exciting and interactive software tool, the CarbonGame.

Specific outcomes of the SMART program include partnerships with around 40 businesses including Xstrata, ARUP, Billabong, Ergon Energy, Freedom Fuels, Queensland Rail and Mackay Sugar. There has been a 500% increase in student enrolments from 2007-2012. SMART projects have identified of over 100 million tonnes of greenhouse gas emissions, over 10 million tonnes of potential verifiable carbon offset emissions and over 5 million tonnes of potential GHG emission reductions.

**Honourable Mention:** La Trobe University, Bendigo & Adelaide Bank, Bendigo Community Telco, Bendigo IT, Community Telco Australia, Integrating Technology, Loddon Mallee Rural Health Alliance

**Project:** The Industry Integrated Bachelor of Information Technology (IIBIT) programme
**Best Vocational Education & Training Collaboration 2012**

**Awarded to:** Fertilizer Industry Federation of Australia, Australian Fertiliser Services Association, Bendigo TAFE

**Project:** Fertcare Programme

**Project Summary:** Bendigo TAFE and Fertcare have been collaborating on the development and implementation of a national training and skills development program for the fertiliser industry since 2005. Fertcare is a joint initiative between the Australian Fertiliser Services Association (AFSA) and the Fertilizer Industry Federation of Australia (FIFA). These industry stakeholders saw the need to develop a risk management program that could meet the current and future needs of the industry.

The Fertcare program covers three distinct sectors, these are:

- Level A Logistics (the transport, storage and spreading of fertiliser)
- Level B Sales and
- Level C Advisors

Fertcare saw the need to link the Fertcare program with competencies associated with the national training system. They approached Bendigo TAFE to initially provide advice and support for the ‘Logistics’ side of the program, this has since been extended to cover all three sectors.

The Fertcare program aims to manage environment and food safety risks associated with the user of fertilizer products. Through a national program of training, certification and accreditation, industry personnel are equipped to understand and manage these risks and to provide appropriate advice to users.

**Honourable Mention:** Kangan Institute/Textile & Fashion Industries of Australia

**Project:** Textile and Fashion Hub
**Best Community Engagement 2012**

**Awarded to:** Australian National University, University of Canberra, ACT Government, Lighthouse Business Innovation, University of New South Wales (Canberra) and Canberra Institute of Technology

**Project:** Innovation ACT

**Project Summary:** Innovation ACT (IACT), named Innovation ANU in its first year of existence, was established by a group of passionate ANU PhD students with the aim to teach entrepreneurship to people from different academic disciplines. Innovation ACT (IACT) believes in empowering ideas for the creation of wealth (whether financial or social) through an understanding of entrepreneurship for the successful set-up of viable ventures.

Since its inception, IACT has expanded to include all tertiary institutions across the ACT (ANU, UC, CIT, UNSW Canberra) and has the support of the ACT Government, Lighthouse Business Innovation (an entity providing advice and support to start-ups in the Canberra region), and a large range of local businesses.

IACT runs as an annual business planning competition that consists of a series of seminars and workshops and networking opportunities with influential members of the business community. Participants receive the guidance of experienced mentors and have the chance to win prizes from a prize pool of $53k.

IACT has become the flagship entrepreneurial program that brings together educational institutions, government and the local business community in the ACT. It plays an important role in nurturing aspiring entrepreneurs, providing education, guidance and support to allow their ideas to mature to a stage where they are then ready for funding from other programs. Hence IACT fills an important gap along the innovation pipeline.

IACT has led to the creation of many ventures that address important social, educational and environmental issues such as the recycling of organic waste, the support of musicians, helping disadvantaged women, disabled persons and educating young graduates in East Africa, among many others. Envirolove, a food waste recycling company, won a Canberra BusinessPoint Award in 2011 and MicroEnergy Lab, a company that is developing technology for smart electricity meters and their integration with cloud-based software, has been accepted in the competitive Ignition Labs program.

**Honourable Mention:** Macquarie University, The University of Newcastle, Bawaka Cultural Experiences, Lirrwi Yolngu Tourism Aboriginal Corp

**Project:** Sharing Knowledge, Mutual Benefits and Self-Determined Futures: Collaborating with Bawaka Cultural Experiences (BCE), North East Arnhem Land
Awarded to: University of Western Australia, University of Sydney, Deakin University, RMIT University, University of Adelaide, University of Western Sydney, Australian Business Deans Council, CPA Australia, Institute of Chartered Accountants Australia, Accounting & Finance Association of Australia & New Zealand and Oxford Brooks University, UK

Project: The Development and Assessment of Accounting Learning Standards

Project Summary: Accounting was the first business discipline to develop learning standards in 2010. It is the first university discipline collaboratively developing and implementing a national model of expert peer review for benchmarking learning standards against the nationally-agreed standard. Assessing actual student achievement expanded from ten accounting departments in 2011 to 17 institutions, including universities, private and TAFE providers in 2012.

In conjunction with key industry stakeholders, CPA Australia (CPAA), the Institute of Chartered Accountants in Australia (ICAA) and the Australian Business Deans Council (ABDC), this program is achieving the following outcomes:

1. Development of a set of learning standards for graduates of accounting bachelor and coursework master degrees that apply irrespective of Australian higher education pathway;
2. External peer-reviewed evidence of learning outcomes achieved by potential graduates from all types of higher education providers, benchmarked against national accounting learning standards;
3. Refinement of a model process for assessing learning standards in accounting higher education, based on double-blind, calibrated, external peer review, that is sustainable, inclusive, reliable, efficient and scalable; motivates continuous improvement; promotes self-regulation by satisfying external quality assurance needs of professional bodies and the Tertiary Education Quality and Standards Agency (TEQSA);
4. Improvements in accounting assessment practice;
5. Support for complimentary professional body activities, including thought-leadership fora, research, publications, revised accreditation guidelines and government submissions; and
6. Dissemination of a workable model for assessing standards for consideration by other stakeholders and disciplines.

Together these have served to promote accounting at the forefront of contemporary developments in Australian higher education.
Best Entrepreneurial Education of the Year

Awarded to: Dr Brent Coker, The University of Melbourne

The Internet Start-Up competition gives students the chance to conceptualise and pitch a business idea to prominent Australian investors.

DR B Brent Coker
The University of Melbourne
**Project:** An annual start-up competition that began in 2009 when Dr Brent Coker wanted to teach his students at the UoM how to conceptualize and pitch a viable online business to venture capitalists.

Inspired by the remarkable success of student entrepreneurs such as Mark Zuckerberg and Michael Dell, Dr Coker placed a heavy emphasis on entrepreneurialism in his curriculum, culminating at the end of his 12 week courses with the Internet Start-Up competition. Judges in the competition have included Adrian Giles co-founder of Hitwise, Jordan Green President of Melbourne Angels, David Clarke founder of WebJet, and representatives from the main VC firms in Melbourne including StarFish Capital and Jollimont Capital. At least two of the student teams that have competed have developed their ideas further including hearmymusic.com and oddjobs.com.

The event now has more than 18 teams competing. An interesting aspect of the event is that it pitches undergraduate students against post graduate students. The undergraduates are amongst the countries brightest school leavers (top 5%), while the Post-Graduates are usually mature and have work experience. In a sense, it is an interesting test of whether brains or experience matters when it comes to successful entrepreneurship. Specific objectives include giving the students:

- Real life experience as an entrepreneur appealing for capital investment;
- The skills needed to articulate and propose a viable business idea;
- The chance to receive valuable feedback from experienced entrepreneurs and venture capitalists.

Dr Brent Coker is a Marketing lecturer at the UoM, and also an entrepreneur. His PhD is in electronic commerce, and his research specializes in Internet Marketing and Social Media. He introduced and co-ordinates the undergraduate, postgraduate, and executive education Internet Marketing subjects at the UoM.

The competition has grown to become one of the largest student competitions held at the University of Melbourne, and the longest running internet business competition in Victoria.

Since starting his employment at the UoM in 2008, Dr Coker has made a significant contribution to research and scholarship, publishing several leading journal publications, seven articles in refereed conference proceedings, six research grants totalling more than $150,000, and was recently reported in Science (2011) for his work on Viral marketing. In trade publications Dr Coker has also achieved international recognition as an authority on social media and viral marketing, evident by the number of journalists and authors who have referenced his work. Ten books published between 2009 and 2011 have referenced his work on Social Media in the workplace (see: [http://bit.ly/MSErY6](http://bit.ly/MSErY6)).

Dr Coker has also made a significant contribution to industry, most recently acting as expert witness to the federal courts on the topic of online branding, and as judge for the finals of the 2010 national AUDA awards. Dr Coker has also been a guest speaker for the IBM round table luncheon series in Brisbane, Sydney, and Melbourne.

Finally, Dr Coker is also an entrepreneur, having started his first dot-com in the late 1990’s (fernland.com) and since nurturing several successful internet businesses including aussieithink.com.au, ebreep.com.au, and webreep.com.
Nominated by: Queensland University of Technology

Awarded to: The Cowled Foundation

Project: The Cowled Gifts - ongoing and long-term support to the Qld University of Technology

Through The Cowled Foundation, The McCow Fund (QCF) and various other forms of philanthropic support, Laurie Cowled has contributed enormously toward helping a broad range of charitable causes, particularly those focused on the education of gifted underprivileged and disadvantaged indigenous women and women from rural communities throughout Australia.

Since its inception in March 2007 the Cowled Foundation has established four main scholarships:

1. The Cowled Postgraduate Research Scholarship for Brain Research aims to foster the career of a young woman who will make an outstanding difference to our understanding of our brain. It is awarded through the Prince of Wales Medical Research Institute in Sydney;

2. The Laurie Cowled Scholarship is awarded to an Indigenous woman student at the University of Technology, Sydney;

3. The Ruth Cowled Scholarship and Design Fund awarded through the National Institute of Dramatic Art (NIDA) in Kensington NSW. This Fund has a three-pronged focus. First, student scholarship for Design Students, second a Design Fund Supplement and lastly assistance with Student Technical Rehearsal dinners;

4. Support for the Cootamundra & District Education Fund through the Country Education Foundation of Australia in provision of assistance to Cootamundra children leaving school to undertake further education.

She also supports several other philanthropic gifts, including:

5. The Laurie Cowled Perpetual Scholarship at the Australian Ballet School in Melbourne supports tuition fees for one whole year and has been awarded to three ballerinas so far.

6. Laurie Cowled Women in Engineering Prize at the University of the Sunshine Coast was established in 2011 to support undergraduate women in a civil engineering degree

Since 2009 at the Queensland University of Technology, Laurie Cowled has pledged nearly $1.5million dollars and an additional bequest to support the following activities:

7. The Laurie Cowled Learning Potential Fund Scholarships (Perpetual)

8. The Laurie Cowled Learning Potential Fund PhD Scholarship (Perpetual)

These scholarships support socially and economically disadvantaged students to realise their potential through education. Laurie’s philanthropic support directly helps to educate young regional women who would normally not have the financial support to relocate to a city university to study. The improvement in attrition that arises from scholarship holding is apparent in all equity groups, including low socio-economic status, regional and remote, disability and Indigenous students. In particular, regional and remote scholarship holders have, at 7.56%, one of the lowest attrition rates at QUT, despite these students being one of the attrition ‘at risk’ groups.
9. The Ron Macnamara Rural Nursing Scholarship (Annual)
An annual Masters level scholarship at QUT to foster the further education of advanced practice nurses and nurse practitioners to make an outstanding difference to the future of rural Australia.

10. The Cowled Fostering Executive Women Award (Perpetual)
An annual award designed to foster the education of young rural and regional women to ensure that they can make an outstanding difference to the future of Australia. The award includes airfare and tuition to attend Harvard Business School, USA.

11. The Laurie Cowled Indigenous Scholarships (Perpetual)
An annual scholarship for gifted Indigenous students (preferably women) resident Australia-wide who are undertaking or proposing to undertake a course in the QUT Business School.

Laurie Cowled’s involvement with QUT extends beyond financial support. Through the selection and awarding process, Laurie meets and encourages all recipients – aiding to build their self-esteem and personal pride. Her involvement has helped to encourage other philanthropists to also donate to the QUT Learning Potential Fund for low income and disadvantaged students.

Laurie Cowled is an inspirational philanthropist, businesswoman, and writer who passionately believes in helping underprivileged women from rural Australia achieve their full potential through education. She believes that education is a fundamental right for every one - whether or not the family can afford it, or if the person lives in the country or the city. Since her husband passed away in 2005, Laurie has consistently given gifts to higher education, and has sought to establish perpetuity in the gifts so that they continue to support the education of young women well into the future.

Her philosophy is one of “lead by example”. In her, we read the definitive textbook of life-after-career. Laurie saw her early life as being limited geography, but she was fired by the desire to grasp every opportunity in order to educate herself. She will never lose her love of learning. In one sense, it is reflected in her family history research and what follows – giving another generation the opportunity to pick up the challenge and not be deterred by perceived obstacles.

Through her philanthropy, Laurie wants to:
• Educate gifted underprivileged and disadvantaged Indigenous girls throughout Australia;
• Educate gifted underprivileged and disadvantaged girls from regional and rural communities throughout Australia who are Australian citizens;
• Educate talented regional children in the performing arts such as theatre, classical ballet and dance; and
• Help women in business gain greater opportunities and rise high in business and executive positions.

Laurie Cowled was awarded the 2011 Queensland Community Foundation “Community Philanthropist of the Year” Award, recognising her contributions to a broad range of charitable causes throughout Australia.
The Ashley Goldsworthy Award for Sustained Collaboration between Business & Higher Education

Awarded to: Monash University
Project: Monash University Accident Research Centre; and The Institute for Safety, Compensation & Recovery Research

MONASH UNIVERSITY
Monash University Accident Research Centre & The Institute for Safety, Compensation and Recovery Research
Monash University Accident Research Centre
By way of introduction, Professor Stevenson (Director of MUARC) described MUARC and its research as follows: The Monash University Accident Research Centre (MUARC) has established an international reputation for road accident prevention research; research that ranges from developing strategic speed enforcement strategies through to in-depth crash investigation and the assessment of the crash worthiness of used cars. The research emanating from the Centre has contributed to state, national and international legislative change supporting the numerous government and non-government road safety initiatives. MUARC’s research has contributed to the decline in road deaths over the past 3 decades and continues to build Victoria’s reputation as a world leader in road safety.

Monash University Accident Research Centre and business – making roads safer for the community
Over 20 years ago, the Royal Automobile Club of Victoria (RACV), government agencies and the Monash University Accident Research Centre (MUARC) formed a collaboration to address the lack of objective scientifically based consumer information on how different vehicle models protect their occupants from serious injury in the event of a crash. MUARC worked closely with government agencies and the RACV to develop a simple to understand publication - the Used Car Safety Ratings. This tool would allow the community to determine the safety of a specific model of second hand vehicle for the driver and occupants.

The NRMA Motoring and Services group also partnered in this successful collaboration. Having recently celebrated 20 years of successful collaboration, this project now boasts the collaborative efforts of the Royal Automobile Association (of South Australia), the Royal Automobile Club Queensland, the Royal Automobile Club Western Australia, Transport for NSW (Centre for Road Safety), Commonwealth Government (Department of Infrastructure and Transport), TAC, VicRoads, Government of Western Australia (Office of Road Safety), Queensland Government (Department of Transport and Main Roads), Government of South Australia (Department of Planning, Transport and Infrastructure) and internationally, with New Zealand based partners such as the Accident Compensation Corporation, New Zealand Automobile Association and the New Zealand Transport Agency.

MUARC analyses injury outcomes in real world crash data on behalf of the businesses and uses this data to produce an objective, scientifically based, vehicle safety star rating system. In response to broader community concerns, business and MUARC worked together to develop an additional rating known as the “safe pick” rating. This innovative rating looks at the aggressivity of the vehicle which is a measure of how likely the vehicle is to cause serious injury to other road users.

The business partners work together with MUARC to set the research agenda and provide feedback so as to maximise the benefit to the community. In turn, the businesses disseminate MUARC research findings to direct policy and for public advocacy. Business partners also contribute directly to the research projects providing data or methodology where appropriate. An example of this is the VIN (Vehicle Identification Number) decoding data which was provided to MUARC by the NRMA and enhanced through the collaboration with RACV. Having business and researchers work collaboratively ensures that the research is relevant and is provided in a form that is ready to use as well as addressing future business needs.

As a result of the ongoing relationship between MUARC and its business partners, the Used Car Safety Ratings is issued annually providing easy to follow guidance to motorists purchasing a used car. The guide is available in print (distributed by the business partners) as well as online at http://www.howsafeisyourcar.com.au/ (which receives over 200,000 hits a year). Consequently, the collaboration between business partners and the University have influenced consumers purchasing of safer vehicles and thereby, made our roads safer for road users.
The Institute for Safety, Compensation and Recovery Research

Background
The Institute for Safety, Compensation and Recovery Research (ISCRR) was established in 2009 with a grant of $20 million over five years to facilitate research and best practice in injury prevention, rehabilitation and compensation practice. It is the product of a unique collaboration between the two Victorian compensation schemes and Monash University. ISCRR has developed a new model of collaborative research which bridges the gap between the compensation scheme policy environment and the academic research community.

Our mission
ISCRR’s mission is two-fold. ISCRR’s success is measured firstly in terms of how it reduces work related illness and injury, improves recovery and other outcomes for Victorian compensation scheme clients and supports the long term financial viability of the schemes. Secondly, it must produce world class quality research.

How ISCRR is different
ISCRR has built a research governance structure based on dialogue between policy makers, their stakeholders and researchers. Setting the research agenda, facilitating and conducting the research and translating findings into WorkSafe and TAC operations is all undertaken in collaboration. We are accountable for the impact of our research and we actively drive and systematically track the adoption of research outputs, and developed methods for measuring impacts. In a strong endorsement of our collaborative approach, in 2012 the TAC asked ISCRR to manage $25 million for new neurotrauma research funding over five years.

Setting the research agenda
ISCRR works to a five-year strategic plan and research strategy developed through an extensive and structured consultation using “futures methodologies”. Research questions are developed through dialogue in our six Program Advisory Groups made up of WorkSafe and TAC policy makers and researchers. This collaboration helps avoid the risk of research questions set in response to narrow or short term policy needs or research questions set by academics focus on long term issues but may not lead to improvements in policy and practice.

Facilitating and conducting excellent research
ISCRR has engaged with Monash University academics from many disciplines and also with international groups working on compensation health in Canada, Boston and Amsterdam. Policy makers have quickly come to understand the benefits of ISCRR bridging the gap between them and the research community, because we understand both compensation scheme business drivers, priorities and the academic environment. All research project plans are aligned to compensation scheme KPIs and research is presented for review and discussion. Researchers are realizing that access to senior compensation scheme personnel and their knowledge enables them to conduct research that is more relevant and likely to have impact. They also benefit from our focus on research translation and the guidance we provide on presenting to a lay audience and the media.

Research Translation
ISCRR has developed an evidence-based model to support the translation of research into improved policy and practice. Social media is very effective in disseminating findings; exampled by an evidence review on how to reduce quad bike related deaths reaching an Australian and international audience and influencing public debate and affecting behaviour change in quad bike safety.

Successes to date
We began operating in April 2009 and by early 2012, 24 of our 72 research projects had delivered significant outputs with 16 projects contributing to changed policies or processes. The ISCRR collaboration is addressing the Victorian compensation schemes’ ongoing need for sound evidence to inform policy development and practice effectiveness. ISCRR is ensuring they gain access to high quality, relevant academic research which is easier to interpret and translates positive impacts in real life settings. At the same time, ISCRR-managed research is contributing to the international knowledge pool in the new field of compensation health research.
The Inaugural B/HERT Award for Outstanding Excellence in Collaboration

2012

The Inaugural Award for Outstanding Excellence in Collaboration

Awarded to: Australian National University, University of Canberra, ACT Government, Lighthouse Business Innovation, University of New South Wales (Canberra) and Canberra Institute of Technology

Project: Innovation ACT

INNOVATION ACT

Australian National University, University of Canberra, ACT Government, Lighthouse Business Innovation Pty Ltd, University of New South Wales (Canberra), Canberra Institute of Technology

- Established by passionate ANU PhD students
- Recycling venture created
- Ventures to support musicians
- Ventures to support the less fortunate
- Nurturing aspiring entrepreneurs
- Annual business planning competition, with a $53k prize pool
Making the Connection
Driving collaboration across business, industry and tertiary education