

The Need for Commercialisation

It is well recognised that the real competition for commercial, technological and scientific leadership does not come from within Australia, but from overseas. With improved collaboration between our world-class scientific and business sectors, Australia has the capacity to not only be globally competitive, but also globally directive.

The commercialisation of Australia's world-class research is hindered by a range of factors that hold back the potential of both sectors. The cultural division between research and business goes far beyond the simple 'language' problems encountered daily. In fact, diversion of the two sectors is clearly evident in attitudes of students even at the undergraduate level.

Innovation & Commercialisation

The Innovation and Commercialisation Seminar Series will provide active solutions designed to break down the barriers between research and industry.

The 2001 program will provide a structured, multi-disciplinary series providing active solutions to problems associated with the commercialisation of research, similar to the highly successful 2000 series.

One of the principal goals of the series will be to establish strong links that will endure long after the final forum. The series is devoted to the formation of consortia; to consolidate the issues raised during each evening forum, assess projects, and obtain funding to commercialise projects.

Who Should Attend?

- Research Scientists
- Industry Representatives
- Patent Attorneys & Lawyers
- Funding Groups
- Government & Regulatory Agents
- Media Representatives

The Forum Format

- Five Evenings
- Held over a two month period beginning October 10th, 2001
- Run from 6pm—10pm (finger food provided)
- Each Evening will consist of:
 - Several Expert Speakers
 - Professionally Facilitated Workshops
 - A strong Emphasis on Networking
- "Exit Booklet" - Each participant will receive this comprehensive guide to the series.

2001 Speakers

Prof. John Bailey - Carlton Consulting Group
Kerry Boulton - Nexus Business Coaching & FastTrack Vic.
Dr Carol Halsall - State Government of Victoria
Rodger Bouette - Freehills Technology Services
Dr Colin White - Invetech Operations Pty Ltd
Prof. Geoff Stevens - The University of Melbourne
Paris Brooke - SDA Biotechnology
Alex Tarney - "Today Tonight", Channel 7
Dr Shane Huntington - The Innovation Group Pty Ltd
Dr Chris Sotiropoulos - The Innovation Group Pty Ltd
Jayne Facey - State Manager, AusIndustry (Victoria)
Bill Loughlin - Deputy State Manager, AusIndustry (Victoria)
Colin Calver - Venture Capital Section, AusIndustry (ACT)
William Nevile - COMET Business Advisor, AusIndustry
Michelle Julius - COMET & Biotech Innovation Fund
Gareth Dando - Melbourne Enterprises International
Bob Beaumont - Business Angel Services, VECCI

and many more to be confirmed.....

Seminar Program - Forums 1 - 5

Evening 1: October 10

OPPORTUNITIES & THEIR FULL MEASURE

The first evening forum is designed to explore the idea of a knowledge based economy and the part we play within it. Critical information will be gathered, and the expectations of all participants will be assessed to ensure satisfaction. Speakers will cover techniques for evaluating opportunities and assessing the commercial value of technology at the infant stage.

Evening 2: October 24

THE ESSENTIAL TOOLS

FOR COMMERCIALISATION

Evening two will provide an explanation of the terms, structures and issues that cause the gap between industry and research. These sectors will be compared, and the assets of each sector assessed. Legal and Funding issues will also be covered.

Evening 3: November 7

AUSINDUSTRY: FUNDING & ASSISTANCE

Evening three will be dedicated to the wide range of products and services available from AusIndustry. A number of representatives will present overviews which will be followed by a funding workshop. A panel of AusIndustry specialists will be available for consultation.

Evening 4: November 21

COMMUNICATION & THE MEDIA

Evening four will address the issues involved in communicating with all facets of the media: TV, Radio, and Print. Participants will learn the complexities of media presentations from timing of media events and writing effective media releases, to preparing for interviews and dealing with Confidentiality issues.

Evening 5: December 5

FUNDING, LEGAL & COCKTAIL PARTY

Evening five will contain a number of final presentations on funding and legal issues. The series will be summarised and final "exit booklet" materials will be presented. This will be followed by the official series Cocktail Party.