



Australian Institute
for Commercialisation



Commercialisation Bootcamp Case Study: Australian Biosecurity CRC for Emerging Infectious Disease



2007 National Student Workshop

Fast Facts

- increased staff retention by providing career progression options
- increased value from recognition and improved management of IPs
- improved culture and behaviours in understanding relationships between industry and the CRC

The Company

More new animal disease viruses have been identified in Australia since 1994 than in any previous equivalent period. Recent infectious disease events include the worldwide SARS outbreak, the increase in incidence and geographic range of foot-and-mouth disease and the increased severity of diseases such as influenza. In addition, the use of anthrax as an agent for bioterrorism demonstrates the broad and significant impact of emerging infectious diseases on trade, tourism, animal production, public health, wildlife conservation and economic growth.

The Australian Biosecurity Cooperative Research Centre for Emerging Infectious Disease (AB-CRC) is a national organisation that develops new capabilities to detect, assess and respond to emerging infectious disease threats of animals and humans that impact on national and regional biosecurity.

The Centre aims to equip disease managers and members of the community across Australia and the Asia-Pacific region with the knowledge and skills for responding to emerging infectious diseases, and to respond to complex biosecurity issues by bringing together multidisciplinary research expertise.

The Opportunity

More than 60 postgraduate scholarships to support PhD and Masters by Research students have been awarded by the AB-CRC since 2004. To support their students' career progression, the AB-CRC also offers a range of professional development opportunities. One such opportunity for researchers is to come together from all over Australia each year for a student workshop and to attend the AB-CRC's Annual National Workshop.



The Australian Institute for Commercialisation (AIC) is a leading service organisation helping innovators achieve commercial success. Around Australia, the AIC helps business, research organisations and governments convert their ideas into successful outcomes.

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In 2007 the AB-CRC approached the AIC as they felt the two-day Commercialisation Bootcamp would be a valuable addition to this annual student workshop. The AIC worked closely with Dr Peta Edwards, AB-CRC's Education and Training Coordinator to develop a program that would address the CRC's goals and objectives, including to:

- provide students an introduction to commercialisation and what is involved in taking an idea to market
- enable students to recognise the commercial potential of future research
- promote the commercialisation policies and procedures of the Australian Biosecurity CRC
- assist participants in developing an understanding of intellectual property and related issues
- motivate students through relevant case studies

- assist participants to develop and deliver a pitch on an idea.

The content was also tailored to suit the students' fields of research and existing levels of understanding.

The Outcome

Excellent feedback was received from all 23 students who attended the Commercialisation Bootcamp. Of those, 95 per cent felt the workshop enabled them to understand commercial realities more clearly, and that they now understood the actions they must take to commercialise the research they were involved in. The majority of students were also able to



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