

Inside Commercialisation

→ ideas → opportunities → outcomes



bridging boundaries



Australian Institute
for Commercialisation

ideas opportunities outcomes

Australian Institute for Commercialisation | *Annual Review*
2006/07

About the AIC

Our mission

To work with Australian industry, research organisations, and governments to create high value jobs, exports, and wealth by taking innovative ideas to market.

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.

Using our networks and experience, we deliver services that facilitate collaboration, enhance innovation and accelerate the commercialisation of know-how and technology that our clients have created.

By providing advice, solutions and tools, and through our intermediary services, we fast-track the commercialisation of Australian innovation.

Our consultancy services include:

- technology transfer facilitation and brokerage of intellectual property, typically based on a market-pull (rather than technology-push) approach
- commercialisation project management services
- strategic advice around intellectual property management and commercialisation
- market research and opportunity analysis
- professional development programs to increase commercialisation skills and successes.

Clients working with the AIC are able to better develop their ideas and capitalise on opportunities that create high value jobs, exports and wealth.

We are also advocates for commercialisation and assist governments with policy initiatives and thought leadership in the innovation space.

The AIC seeks to enhance Australia's future economic prosperity, environment and lifestyle by improving our national ability to take innovative ideas to market.

Letter from the CEO

"...it's by helping businesses create value through innovation that we will achieve our mission of growing high value jobs, exports, and wealth for Australia."



AIC CEO Dr Rowan Gilmore →

Welcome to Inside Commercialisation, a review of emerging commercialisation and innovation trends in Australia, and the 2006/07 annual review of the Australian Institute for Commercialisation (AIC).

This year marks the completion of the AIC's first five years, and it is a fitting time to reflect on what has been achieved. In this edition, you will read about the AIC's groundbreaking initiatives in the management and commercialisation of government-owned intellectual property, and the continuing success of TechFast®, our market-pull knowledge transfer program that seeds industry collaboration with the research sector as a prelude to ongoing commercialisation. Both of these programs are 'new to the world', and are redefining what can be achieved by fresh thinking about innovation and how innovation intermediaries can be used to actively facilitate commercialisation.

The theme of this report is *bridging boundaries*. Innovation occurs at the seams of disciplines, and this means that boundaries between domains of knowledge must be crossed. But other bridges are also needed, between those with ideas and those best able to take those ideas to the market. We observe that collaboration precedes commercialisation, and that building trust between partners is the precursor to good business. For this reason, we have focussed on building 'innovation' bridges between the research sector and business, and between government and business, so business can take novel intellectual property to market. We at the AIC have reorganised ourselves to build those bridges, and then to provide the advice, support, and help needed so entrepreneurs and organisations can transfer their research or ideas across them.

Ultimately, it's by helping businesses create value through innovation that we will achieve our mission of growing high value jobs, exports, and wealth for Australia.

I hope you enjoy reading how it's being done.

A handwritten signature in black ink that reads "Rowan Gilmore". The signature is written in a cursive, flowing style.

Dr Rowan Gilmore
CEO | Australian Institute for Commercialisation



AIC – the first five years

The AIC first began bridging boundaries in 2002. Over the past five years the AIC has facilitated collaboration, enhanced innovation and accelerated the commercialisation of know-how and technology across the nation.

Since it was established five years ago, the AIC has been working with Australian business, research organisations and governments to help them embrace innovation and take their ideas to market.

In fact, since inception, the AIC has worked with and helped over 500 businesses, 900 researchers, 45 research organisations, 16 government departments and nearly 800 start-up business founders to convert their ideas into commercial success.

In its first five years, the AIC has:

- defined, introduced and expanded the AIC TechFast program into a national scheme, and for the first time, offered genuine intermediary services to help researchers and small businesses collaborate to jointly commercialise their intellectual property (IP). TechFast uses a unique market-pull (rather than technology-push) approach to commercialisation to find research outcomes to solve real business problems
- provided Gateway Enterprise, an online business tool, and Ideas2Market business training to over one-thousand entrepreneurs, to assist in the commercialisation of their products and services
- in a global first, worked within government agencies to introduce IP management and commercialisation procedures that have resulted in the commercialisation of over 50 different projects using government IP. These are mostly software projects, for instance, projects that manage forensic data for police or hospital admissions for health departments
- provided market research and business intelligence to over 80 businesses to help them expand and launch new products
- worked with over half of all Australian universities and Cooperative Research Centres (CRCs) to help find users for their IP, raise awareness and skills in commercialisation, and help accelerate commercialisation projects
- worked with all Australian state and federal governments to play a role in fulfilling their innovation and commercialisation objectives by providing policy advice or AIC services to their constituencies
- provided thought leadership and advocacy around collaboration, innovation, and commercialisation to help mainstream the role of innovation. We have made numerous policy submissions and been reported in most Australian media
- held numerous public awareness raising events over the past five years with thousands of attendees, to increase awareness of innovation. AIC speakers have presented at over 50 events to highlight the role of commercialisation in achieving economic, social or environmental objectives.



"During 2006/07 the AIC has sponsored and participated in over 20 innovation and commercialisation related events across the country."

"In fact, since inception, the AIC has worked with and helped over 500 businesses, 900 researchers, 45 research organisations, 16 government departments and nearly 800 start-up business founders to convert their ideas into commercial success."

With each passing year the AIC increases momentum and profile. During 2006/07 the AIC:

- launched the Year of the Idea campaign on Australia Day 2007 to shine a spotlight on ideas as the first step towards innovation. The AIC has encouraged other industry leaders to adopt the Year of the Idea as their annual theme
- delivered over 50 commercialisation strategy workshops with business to foster commercialisation through the TechFast program
- provided over 40 companies with in-depth market research that identified new markets and product opportunities; and provided business intelligence services to universities including Uniquist, QUT bluebox, TUNRA and ITEK to improve their innovative capacity
- project managed 28 transfer license agreements between government agencies and industry. These agreements are creating local jobs in the ICT sector, providing new export opportunities as well as generating revenue and delivering substantial cost savings to government
- developed an online IP training program for use across the whole of state government in Queensland
- engaged with the Victorian Government to deliver 80 Gateway Enterprise business systems to Victorian small to medium enterprises (SMEs), to increase commercialisation outcomes from SME innovation activities
- delivered Commercialisation Bootcamp™ and Ideas2Market, two successful and highly regarded education programs, to 375 entrepreneurs and researchers nationally
- developed a four-stage course for entrepreneurs and inventors, and successfully piloted a Master Class for companies at a high risk/growth stage of development. The Master Class will become a demand led course in 2007/08
- launched a national networking and information hub for entrepreneurs with the Ideas2Market blog
- successfully delivered several major networking and education events to raise awareness of the importance of innovation and commercialisation. These included the Queensland Innovation Series lunches, the Commercialisation Forum, InnoFest 07 and the Knowledge Economy Forum
- received extensive media coverage in national newspapers and magazines, with over 60 articles published describing our activities. Among these, supportive media partners have published over 15 opinion pieces from the AIC
- sponsored and participated in over 20 innovation and commercialisation related events across the country.

From the boardroom

Dr Peter Jonson and Dr Rowan Gilmore →



When the AIC was established five years ago, its principal purpose was to assist research organisations reap greater value from their intellectual property by commercialisation of their research. With the benefit of hindsight and the experience of intervening wisdom, is that original purpose still appropriate?

Perhaps, but perhaps not. In March 2007, the Productivity Commission released its report into Public Support for Science and Innovation. To the relief of most researchers, it concluded that strong rationales for public funding support of research did exist, and that such support produces sizeable benefits. But the report also found problems in commercialisation and knowledge diffusion mechanisms – many of them identified by the AIC in its own submissions to the Commission. The report went on to argue that public funding of ‘commercialisation’ was less justified than it was for funding of the basic research itself, because the economic benefits from ‘commercialisation’ tended to be captured by more confined interests – mainly those companies that commercialised the intellectual property. In other words, although ‘commercialisation’ is laudable, public support needs to be carefully balanced.

While an argument like this applies to almost any policy initiative, the AIC believes the risk is that ‘commercialisation’ has become too narrowly defined, for it ignores the numerous other diffusion mechanisms by which research is translated to an outcome – through clinical practice in the case of medical research, or research consultancy for engineering for example. Who would argue for instance against supporting the commercial application of research that could control the spread of bird flu to humans, or reduce sea level rise due to climate change, or limit the devastation of a terrorist’s bomb? At the AIC, we view commercialisation as a much broader spectrum of activities, in which research, knowledge or ideas do not always sit on the shelf waiting to be exploited by a monopolistic company – but where know-how and ideas are practically applied to successfully create value in the marketplace. Or, as one of our programs puts it, taking “ideas to market”. Such a broad view of commercialisation is one entirely consistent with the public good, one the public does indeed support, and one where there will always be the need for public funding because any one company may be unwilling to take the entire commercialisation risk on its own.

Today, the AIC’s vision is to serve not only research organisations, but other groups with know-how or ideas as well: government agencies, entrepreneurs,

and businesses themselves. Our passion is to help clients create value through innovation, and we seek to be the leaders in helping our clients collaborate, commercialise, and innovate. Elsewhere in this report, the facts, figures, and case studies speak to our achievements. Whether the know-how comes from first class scientific research or is simply an idea hatched in a garage, the AIC has been able to help the researcher or inventor to develop the idea into a business proposition and strategies on the people, finance, segments, partners, and paths needed to deliver it to end customers. Perhaps our original purpose was too narrow, because all of us, not just the research community, have good ideas, many of them worthy of commercialisation.

To highlight the importance of good ideas, the AIC launched 2007 as the “Year of the Idea” on Australia Day, with the support of former Australian of the Year, Prof. Ian Frazer. We attracted partners in the media, research sector, government, and business, united in the view that ideas are the seed for innovation and the very essence of a modern economy. Too often, commercialisation and innovation are perceived to be the domain of a select few, perhaps cutting-edge businesses. Thus in 2007, we were proud to play host to our first science officer, whose role is to help bridge the boundaries between schools, scientists, and industry, to ensure that outlets for creativity and good ideas can be nurtured from an early age.

"...we are confident that the AIC has one of the strongest and most knowledgeable groups of innovation and commercialisation consultants in the world."



If our purpose has broadened to reflect the reality of market need, how are we responding?

Our first response was to pioneer the concept of market-pull commercialisation through our novel TechFast program. Too often, commercialisation of research is after the fact, and research organisations engage in pushing technologies out, either through creating start up companies or seeking existing businesses as licensees. TechFast starts at the other end, working with existing small businesses, and after helping articulate their technology or knowledge needs, searches the national system for appropriate solutions from within research organisations, or indeed, other businesses. The program then seeds the collaboration between knowledge provider and user, and manages the knowledge transfer by de-risking the various stages of collaboration. We do this by providing market research, formalising the relationship, checking the intellectual property, perhaps even funding the development of a proof of concept.

TechFast is aligned with the concept of open innovation, innovation in which companies are increasingly seeking sources of ideas and research and development from outside the organisation – so called technology insourcing. It also facilitates taking product to other firms' markets – through out-licensing and technology transfer.

Open innovation has given the AIC impetus to respond in a second way to emerging market needs, and that is to play the role of an innovation intermediary. In a sense, the AIC is creating a new market in Australia, one based around the trading of intellectual property. Open innovation requires such a market. The role of an innovation intermediary is more than a broker or deal maker, it is to increase the reach of organisations in acquiring intellectual property, to reduce their cost and time to do so, and to lower the associated risk.

While the TechFast program is an example of an intermediary approach between business and research organisations, our government innovation service is an example of a similar intermediary approach between business and governments. Government agencies are rich in intellectual property, much of it unrecognised. In a world first, we have worked over the past year with six Queensland Government departments – Health, Natural Resources and Mines, Police, Community Services, Works, and Transport – and succeeded in transferring to businesses nearly 30 government-developed software products for commercialisation, and established eight new collaborative development projects. This benefits the agencies by improving service delivery and removing costs, because the products are professionally maintained and upgrades flow back to the agency. It also strengthens local industry because they have access to a local customer that is also a prime reference site for their new product.

Between these two programs, the AIC has negotiated more technology transfer deals in the past year than almost any other commercialisation unit in Australia.

The third trend that we are observing is that innovation and commercialisation are too frequently associated with research and development and technology. Well over two-thirds of Australian companies are based on delivering services (rather than products). What do they commercialise and how do they innovate? We have seen there is a strong role for the humanities and social science sectors in fostering non-technological innovation, in areas such as design, process improvement, and improving business models. The AIC is perfectly placed to play a leading role in services innovation over the next five years.

The AIC's core activities are to build collaboration, support commercialisation, and implement innovation. These are underpinned by our strong and broad networks around Australia, our relationships with governments, and our own know-how and intellectual property. Such infrastructure is almost totally dependent on our people, and with a team of 30, we are confident that the AIC has one of the strongest and most knowledgeable groups of innovation and commercialisation consultants in the world. We are proud to have built such an organisation, and proud of all our current and past staff that have contributed to our achievements. We salute them and they in turn wait to help you create innovation value.

Delivering solutions across Australia



Victoria

Through a long term commitment from the Victorian Government and the VicStart Program, the AIC has established a permanent office in Melbourne, with three specialist commercialisation managers. Over the past year the office has delivered the TechFast program across a number of industries including the advanced manufacturing and food and beverage industry. Companies the AIC is working with, to create innovation value include C.E. Bartletts (an industrial geo-textile product manufacturer) in Ballarat and Genetics Australia Cooperative Ltd. Additionally, the AIC has delivered 80 Gateway Enterprise licenses to Victorian businesses.

In May 2007, the AIC held the Knowledge Economy Forum in Melbourne, as part of the Year of the Idea, and debated the topic "If there were an Ideas Olympics, who would take gold?" Three speakers, Dr Robin Batterham, Professor John Freebairn and Dr Annabelle Duncan, took the innovation challenge and presented their views to a captivated audience.

Two AIC Commercialisation Bootcamps were delivered in Victoria over the past 12 months, one open to the public and the other held in partnership with the Centre for R&D Leadership.

During the year the AIC in Victoria also entered into agreements with Food Science Australia (FSA), for the AIC to help build collaborative commercialisation

agreements within the food industry, and the Australian Nano Business Forum, in a similar move to help improve commercialisation of new nanotechnologies.

The AIC also contributed to policy research for the Department of Innovation, Industry and Regional Development (DIIRD) and to the review and development of the 2007 Victorian Biotechnology Strategic Plan. The research paper "Optimising the value of IP from Cooperative Research Centres (CRCs)" scheduled for release in August 2007.

Tasmania

For the first time in Tasmania the AIC provided specialist training for small businesses through the Ideas2Market program. Eighty-five small business owners attended the workshops held around the state in early 2007.

The AIC also delivered two commercialisation workshops on behalf of the Department of Economic Development (DED) to the research community regarding IP, as well as a Commercialisation Bootcamp for the CRC for Antarctic Climate and Ecosystems. The AIC was also involved in briefing researchers from the state prior to their attending the international biotechnology conference, Bio2007.

New South Wales and Australian Capital Territory

Across New South Wales (NSW) and the Australian Capital Territory (ACT), the AIC has worked with industry and the research sector. In particular, the AIC's TechFast program, in concert with the Australian Government's pilot Intermediary Access Program, has worked collaboratively with industry and the research sector.

The AIC also provided advice to start-up businesses, broad discussion about Australia's innovation system, and information about grant funding opportunities.

Over the past 12 months the AIC delivered three Commercialisation Bootcamps in NSW. Additionally, AIC Market Research delivered services to research organisations including the Australian National University, University of Newcastle, National ICT Australia (NICTA), and the University of Sydney.

AIC Government Innovation Services helped to establish a relationship for collaborative IP sharing relating to housing maintenance call centre operations between the Queensland Department of Housing and the ACT Department of Disability, Housing, and Community Services. It also worked with the commercial arm of NSW Health, BioMed North, to instigate a national hospital IP collaboration and commercialisation initiative involving the health departments of NSW, Queensland and ACT.



AIC and Horticulture Australia Limited

Horticultural Australia Limited (HAL) approached the AIC for assistance in developing a compelling case to foster increased collaboration and consolidation of national horticultural biotech research and development. The goal was to ensure the Australian horticultural sector remained competitive in a market increasingly threatened by international horticultural producers.

Under its engagement, the AIC completed a number of specific tasks that included a broad market overview of the horticultural sector. This overview identified key segments that offered future market opportunities, quantified market need and revealed opportunities for collaborative research. The tasks undertaken by the AIC emphasised the importance of a market-pull approach to inform, strengthen and redirect the research efforts of the horticultural sector. This confirmed that there were sufficient market opportunities to warrant national horticultural

research collaboration. The final phase of the AIC project confirmed the feasibility of exploring in more depth the establishment of a multi-partner collaborative research effort for horticultural product development specific to consumer needs.

This project illustrates the need for closer collaboration between industry and the research sector to ensure the Australian horticultural sector remains competitive amid changing market forces in the global economy.

The AIC can be a key facilitator of collaboration and engagement across other industry sectors as well.

Queensland

The AIC's TechFast managers worked alongside six Queensland companies to locate strategic innovation partners from the research sector and industry to complement their own capabilities. These businesses included Reynolds Soil Technologies Pty Ltd from the Gold Coast, Callidan Instruments Pty Ltd from Mackay and Kargo Engineering Australia Pty Ltd from Brisbane.

The program also provided linkages and collaboration assistance to a further 30 businesses throughout the state. TechFast worked closely with the Queensland Government's State Development Centre network as part of the Regional Economic Powerhouse Initiative, to build a stronger culture of innovation collaboration and technology adoption in regional business.

The TechFast program received a further three years of funding commitment from the Queensland Government, in order to enable regional businesses to participate in the assessment, collaboration, and commercialisation activities of the program.

The AIC's Government Innovation Service business unit has delivered on-time and on-budget commercialisation solutions to Queensland Government agencies to license government IP to public organisations. Working with four Queensland Government departments, a total of 28 software projects were packaged and licenced to a number of businesses for further commercialisation.

The AIC attracted hundreds of participants to its start-up business founders Ideas2Market program in its new format, the Ideas2Market Master Class, Commercialisation Bootcamps, or the AIC Knowledge Economy Forums over the year. Attendees benefited from a clearer understanding of how to convert a good idea into a great outcome.

South Australia

The AIC continues to add innovation value to companies in South Australia (SA). Over the past year, six new companies in areas such as land remediation, medical devices, energy management, and mining equipment entered the TechFast program. More than 40 companies have received help to identify public research expertise, develop innovation and collaboration strategies and access commercialisation assistance.

Showcasing AIC's commitment to SA, two presentations on "Collaborative Innovation" were held during the year and attracted more than 150 registrations from local companies, government and researchers to drive cultural change towards innovation.

Researchers and commercialisation professionals from the University of South Australia, Flinders University and the South Australian Centre for Innovation increased their knowledge and skills by attending the AIC Commercialisation Bootcamp held in July.

The AIC also played an important role in government policy and program development, participating in activities such as the Innovation Grant Review Committee, the Innovation Performance Evaluation Committee and various working groups providing input into the State Government's Innovation Statement. The AIC also helped establish a relationship for IP transfer and ongoing IP collaboration between Queensland Health and SA Health.

Western Australia

The AIC commenced the pilot of a TechFast program in Western Australia (WA) through a joint partnership with Zernike Australia, the operators of the WA Technology Park in Bentley. Zernike specialises in managing technology parks, incubator services and providing business with access to international markets and access to overseas funds. The AIC is confident that this relationship will enable the state to begin to reap the benefits from the AIC's commercialisation expertise.

Solutions for government



Future directions for Government

To obtain significant business benefit, government agencies are being encouraged to create an environment that embraces innovation. To do this, agencies need to understand the IP they create, and implement better IP management strategies.

IP generation is not a function exclusive to research agencies, in fact it is core to any government department responsible for service delivery. The AIC has been an active facilitator in helping such agencies recognise their IP and to identify and manage possible external commercialisation opportunities.

In delivering commercialisation services to government departments, the AIC's objective is to assist agencies realise benefits through service innovation, facilitate collaboration with both industry and research organisations, and achieve broader commercialisation activity. Historically, the majority of government IP relates to software and data, and is thus commercialised through the information and communications technology (ICT) business sector. However, a broader service agenda will increasingly see the AIC deliver commercialisation services in relation to other non-ICT forms of IP, such as in

health, education, or transport, to deliver wider community benefits.

In addition to its commercialisation work for government departments, the AIC delivers a wide range of other commercialisation consultancy services on behalf of those government departments responsible for innovation or industry development. These services help them implement policy initiatives aimed at improving regional economic development through innovation, and include AIC programs such as Ideas2Market and TechFast.

Working together

Over the past year, the AIC has delivered commercialisation advice, project management services, tools and solutions tailored to a number of Australian and state government agencies. These solutions have enabled agencies to improve IP management and achieve better value from the IP they have created.

The AIC delivers solutions to government by:

- working with pre-eminent 'thought leaders' in Australia to develop innovation and research policy strategies
- providing cost savings and royalty streams through commercialisation of government IP, particularly ICT related IP

- delivering programs and services that help achieve regional economic development and industry growth objectives
- delivering experience and expertise to improve IP management and governance in support of government innovation agendas
- effectively project managing IP commercialisation and lowering risk
- collaborating between government jurisdictions for IP sharing
- facilitating effective collaborations with industry.

Outcomes

- identified and evaluated 128 new commercialisation opportunities from IP developed within the Queensland Government
- completed project management of over 30 IP license deals from government out to industry, or from government to government, 28 of which have now resulted in executed licences
- commenced the facilitation of six new collaboration projects between government agencies, industry and research organisations, such as between Queensland Health and SA Health
- piloted the Commonwealth Government's new Intermediary Access Program to help achieve the Australian Department of Industry collaboration policy objectives

AIC finds links for the police

Queensland Police Service (QPS) is an organisation with over 9,000 police officers and 3,000 staff members. Eighty-five per cent of these are considered remote. This presents a huge challenge to the force: overcoming geographical barriers that hinder the delivery of services, and in this example, forensic case management.

To address the problem, QPS developed a forensic register, a sophisticated case management system. After its development, three other state law enforcement agencies expressed an interest in accessing the IP comprising the register.

The AIC, through its Office of ICT Commercialisation, enabled QPS to do this in a fully supported way, by offering the IP to industry partners who were interested in further developing it and taking the product to other markets.

Using industry partners, the AIC was able to reduce the risk to government by establishing agreed guidelines embedded within an "Agency ICT Commercialisation Framework". It also removed potential roadblocks for the licensee in the commercialisation of government owned products and services.

To achieve this, the Office of ICT Commercialisation utilised its extensive industry networks, both nationally and internationally, to search for suitable commercialisation partners.

QPS, as a result of the Office of ICT Commercialisation engagement, entered into a commercialisation license with Adelaide-based software developer Promadis Pty Ltd for the forensic register. The agreement provided an exclusive license for Promadis to further develop and commercialise the IP associated with system.

All royalties provided to government as a result of the commercialisation license, were re-invested in further development. Additionally, QPS will have access to modifications and enhancements undertaken by Promadis at no cost.

- helped achieve regional economic development objectives in Queensland by expanding TechFast into regional areas of the state
- received approval to extend our government commercialisation services to non-ICT opportunities in the Queensland Departments of Health, and Mines and Energy, and in three more departments and across jurisdictions nationally
- received support to initiate the pilot of a National Health Services Collaboration Network. Hospitals across Queensland, New South Wales and the Australian Capital Territory will participate in this project.

Importance of IP management

IP management is being viewed by governments as an increasingly important function. In particular, agencies are faced with a number of obligations relating to IP, including:

- management of IP assets in an appropriate and accountable manner
- development and implementation of processes to identify IP
- encouraging commercialisation of IP where appropriate.

The AIC is working with and within a number of government agencies to assist departments to meet these obligations.

Innovation – an increasing focus for Government

An innovation culture can greatly assist government agencies achieve service delivery improvements. Government agencies are becoming increasingly proactive in the innovation space and are actively seeking ways to improve their operations while reducing costs.

The AIC is able to collaborate with industry and research organisations to create commercial and internal business value from the IP that government creates. We are able to build upon the established credibility of our Office of ICT Commercialisation to assist government CIO's achieve further business value for their organisations through effective IP management. Recognising this, the Office is being relaunched in 2007 as AIC Government Innovation Services.

Benefits for government

The benefits to government from commercialisation activity include:

- cost savings. Through licensing their IP out to industry partners, agencies have access to future modifications and enhancements to that IP at no cost to government
- revenue generation. Most licensing deals have a revenue generating component resulting from up-front license fees and royalties
- service delivery improvements by sharing of leading edge IP across governments nationally.

The AIC engagement model begins by identifying pilot projects for commercialisation. We almost always discover that government departments are far richer in IP than they initially think. Even agencies that do not develop 'traditional' IP usually find hidden gold when the AIC begins to dig!



→ Outcomes for industry

Future directions for Industry

If quality was the mantra for business in the 1980's and process re-engineering and six sigma in the 1990's, then innovation is surely the growth paradigm for the current decade. It is widely acknowledged that innovation is essential for improving productivity and creating the products and services needed to ensure a nation's future competitiveness.

Open innovation is an innovation process in which new knowledge and technologies are in-sourced externally from partners, and in which internally developed knowledge outputs are in turn licensed to others. It requires deep collaborative relationships and recognition of the particular industry value chain. Through its many programs, the AIC has been helping companies build such collaboration, both with other companies, research organisations, and government agencies that are rich in IP. For although Australia compares well in its scientific output, there are serious gaps and weaknesses in the transfer of knowledge to markets by industry and public research organisations. The AIC is trying to create an environment where great ideas are better converted to successful outcomes and economic, social, or environmental benefits. That's what commercialisation is all about.

Working together

Over the past year, the AIC has been leveraging its extensive innovation networks across Australia to create collaborative partnerships between the research sector and industry. We have worked with the Commonwealth Government to establish the Intermediary Access Program, a new initiative

based on the success of TechFast and one that recognises the importance of collaboration as a means of seeding innovation.

These partnerships deliver growth, export capability and sustainability to the Australian economy by solving existing business problems through the adoption of new technologies from the research sector to extend product offerings and accelerate business growth.

Benefits for Industry

The AIC has been able to link industry capability with research know-how by providing:

- neutral, experienced advice and services so collaborations can be established between businesses and the Australian publicly-funded research sector
- consultancy and expertise in the areas of strategic IP management, IP audits and opportunity analyses. Recognising its own IP is one of the first steps a company must take to become more innovative
- access to ICT opportunities for commercialisation through its Office for ICT Commercialisation (now known as Government Innovation Services)
- access to capital to accelerate new product commercialisation
- market research and business intelligence in specialist areas
- improved product development capabilities by facilitating collaboration with external partners and expertise
- professional development programs to enhance commercialisation capability and skills.

Outcomes

- arranged over 30 innovation partnership (commercialisation) agreements between SMEs and research organisations across Australia over the past two years
- extended its TechFast intermediary program to SMEs in all states in Australia
- provided critical market research and business intelligence reports to over 40 businesses looking to launch new products last year
- delivered over 50 commercialisation strategy workshops to assist businesses with commercialisation
- raised the skills of nearly 400 entrepreneurs and researchers by providing Commercialisation Bootcamps and Ideas2Market courses in the past year
- delivered industry briefing workshops to increase awareness of commercialisation opportunities arising from Queensland Government-owned IP
- worked with industry bodies to promote the importance of innovation, and facilitated new business opportunities with organisations including the Science Industry Action Agenda (SIA), BioMelbourne Network, Australian Spatial Industry Business Association (ASIBA), Australian Electrical and Electronic Manufacturers Association (AEEMA) and the Australian Nano Business Forum (ANBF).

Policies to ensure Australia's future

The AIC and other Australian innovation experts worked with the Business Council of Australia (BCA) during the year to produce a key policy document suggesting a national innovation framework for Australia. Personally endorsed by nearly 30 leading Australian CEOs, the framework calls for innovation to be recognised as a national priority, and for business and all governments to align their efforts to boost innovation.

The policy document identified five priority areas as key pointers to the creation of a comprehensive framework for Australia. The areas relate to recognising innovation as a critical national priority, strengthening linkages and collaboration within the innovation system, strengthening Australia's research system, enhancing investment in human capital through education and training, and

continuing microeconomic reform for a conducive business environment. The AIC has further elaborated on the role it can play in these areas, through its focus on building collaboration between research organisations and small business, government and companies, and on improving commercialisation skills. The AIC is a strong advocate of these recommendations.

Both the BCA and AIC policy recommendations can be found on the AIC website www.ausicom.com.

AIC helps charge Redarc

Southern Adelaide based company Redarc Electronics Pty Ltd, a pioneer in the voltage converter industry, engaged TechFast to provide assistance with a number of key challenges involved in the commercialisation of its battery charger technology.

While many of its products are supplied direct to companies such as Volvo, DAF, Mercedes-Benz and Mack Trucks, Redarc also services the auto-electrical trade, where products are sold into the car, truck, forklift, boat, four-wheel drive and motor-home after-markets.

As a result of its close relationships with customers, Redarc identified an opportunity to develop a smart battery charger, a 'plug 'n' play' device that aims to eliminate the guess work from battery charging. Likened to a battery management computer, complete with diagnostics, the charger ensures a battery is 100 per cent charged in order to prolong battery life.

To satisfy the global US\$2.7 billion global battery charger market, growing at a healthy 10 per cent annual rate, the system needed to be able to charge a diverse range of automotive battery types. To do this, Redarc had to fast forward its technology development.

Redarc realised that while the relevant battery research and expertise was likely to reside in an Australian university, they did not have the resources to identify it. As a result, Redarc entered the AIC's TechFast program that, with its deep knowledge of Australia's public research sector, found appropriate IP and know-how at the University of Wollongong.

The TechFast program helped Redarc develop a collaborative R&D relationship with the university, saving them substantial costs and time. The relationship benefited both parties; Redarc was provided with access to cutting edge research and know-how, and the university gained a valuable

research partner that could provide commercial insight and channels to market its capabilities.

Managing Director of Redarc, Anthony Kittel, said TechFast proved vital in the battery charger project.

"The AIC helped us to develop a collaborative innovation strategy, to identify and work with a collaboration partner in the university sector, and to reduce a number of commercial and technical risks as we take our technology to market," Mr Kittel said.

TechFast also examined a range of competing technologies, IP positions, and an analysis of the US battery charger market, to ensure that Redarc was able to craft a sophisticated commercialisation strategy to take the intelligent battery charger to market.

Industry collaboration on the national agenda

In May 2007 the Australian Government Minister for Industry, Tourism, and Resources, the Hon. Ian Macfarlane, released an industry statement designed to encourage innovation and collaboration in Australian industry and to ensure its continuing competitiveness in the global economy. As part of that statement, funding of \$20.1 million over five years was announced for the new Intermediary Access Program. This funding will help to establish a network of national innovation intermediaries, such as the current TechFast network, on a long term basis, and help link industry, research organisations, service providers, investors and the government, thus building further relationships and collaborations

across these sectors. Since its inception, the AIC has been arguing the case for an independent catalyst to help transfer knowledge and research from publicly funded research organisations to help meet industry needs, and the Intermediary Access Program will now provide such a vehicle. The AIC's TechFast program has been used as a design model for the Intermediary Access Program, and already over 20 new collaborations are in progress.

Strengthening impact for research organisations

Future directions for research organisations

For Australia to be competitive on a global scale in a knowledge economy then its research must be of a high quality and be internationally recognised. Furthermore, knowledge and IP generated by research organisations should be easily diffused into the market and the wider community to create value. The Australian Government's proposed Research Quality Framework (RQF) is intended to drive positive research behaviour, encouraging researchers and research organisations to focus on the quality, as well as the impact, of their research. Of course, there is intense debate about how best to measure impact and how to avoid unintended consequences. All are agreed, however, research organisations such as universities, CRCs, medical research institutes and research development corporations will continue to play an important role in the future of Australia's prosperity.

Working together

Over the past year the AIC has delivered commercialisation advice, project management services, tools and solutions tailored to the needs of research organisations.

The AIC has helped researchers create and build mutually beneficial relationships with industry in order to help translate research to the marketplace. As a result the AIC has become a valued outsourcing partner for many research organisations across Australia.

Benefits for research organisations

The AIC serves universities, CRCs, and medical research institutes by:

- offering specifically tailored commercialisation frameworks and guidelines to help research organisations procedurally manage their commercialisation and IP activities
- driving organisational culture change, as a result of education and professional development programs such as the AIC Commercialisation Bootcamp
- improving the rate of IP disclosures
- identifying and linking technology receptive SMEs with researchers
- validating the commercial potential of technology through secondary market research
- building credibility with potential investors and partners
- providing critical market intelligence that helps identify the challenges new technologies will face when they are commercialised
- introducing better IP management practice and assessing the feasibility of different commercialisation pathways.


Outcomes

Over the past year the AIC has delivered solutions for research organisations that have:

- helped accelerate research and industry collaboration, for instance between Queensland Health and a European medical diagnostic company interested in a novel infectious disease diagnostic, or between Kargo Engineering and the University of New South Wales for unmanned aerial vehicle technology
- provided market research to university commercialisation offices and a number of CRCs to quantify commercial opportunities such as biosecurity products or software applications for the construction industry
- assisted the food sector by identifying collaborative opportunities to facilitate technology transfer from Food Sciences Australia to Victorian SMEs
- provided business intelligence services to universities, including Uniquist, QUT Bluebox, TUNRA and ITEK
- provided linkages between SMEs and CSIRO capability
- informed almost 150 researchers and commercialisation professionals who have undertaken the AIC Commercialisation Bootcamp professional development program.



"This project emphasises the importance of Australian innovation that is changing the lives of hearing impaired children, not only in their ability to hear but also to speak."



AIC helps Hear and Say Centre

The AIC has assisted the Hear and Say Centre with its commercialisation strategy to expand the Centre's services into global markets through its subsidiary Hear and Say Worldwide.

The Hear and Say Centre, based in Brisbane, delivers a unique auditory-verbal education program assisting hearing impaired children to progress at the same rate, in developing speech and language, as children with normal hearing of the same language age. The Centre's auditory-verbal education program complements the provision of hearing aids and hearing implants.

The AIC was selected to work with Hear and Say to develop its global strategy and identify new channels that will assist Hear and Say expand into international markets.

The AIC has played an important role by undertaking a broad overview of the market opportunity and facilitating a one-day workshop with the Hear and Say Board and management team to scope various commercialisation options available. The AIC developed a set of recommendations to maximise the commercial opportunities but at the same time minimise any risks to the Hear and Say Centre.

From there, the AIC then developed an action plan to drive the next stage of Hear and Say Worldwide's global expansion. Hear and Say Worldwide will help to propagate the Centre's knowledge and IP to other countries that will help many other children with hearing loss.

This project emphasises the importance of Australian innovation that is changing the lives of hearing impaired children, not only in their ability to hear but also to speak.

Outcomes for start-up business founders



With only one in every 3000 ideas making it to market, the AIC has developed programs and services to increase the chances of success. Over the past 12 months the AIC has helped many entrepreneurs, researchers and small businesses turn their ideas into viable outcomes.

Ideas2Market is a program that provides innovators and entrepreneurs with advice and ideas that can assist them in taking their idea or product to market. Ideas2Market now offers past participants or growth stage companies a Master Class focussed on creating sustainable growth.

In 2006/07 the AIC also delivered the Ideas2Market program in regional areas across Queensland and Tasmania.

Commercialisation Bootcamp provides researchers and commercialisation professionals with a highly interactive and practical introduction to the key principles and issues surrounding the commercialisation of research.

The program has been revised to include a Master Class that includes a newsletter to help leading educational institutions support the long-term application of commercialisation principles.

Gateway Enterprise is a simple, one-stop online resource of integrated business tools for individuals, innovators and SMEs looking to manage and commercialise their IP.

Market Research delivers tailored quantitative market analysis to a broad range of clients wishing to commercialise new products or better understand their current market environment. The data provided supports better decisions and is based on research about the market, competitors, opportunities, technological advancements, or changes in government regulations.

Outcomes

Over the past year the AIC has:

- delivered the Ideas2Market workshop to more than 150 entrepreneurs in Queensland with a further 85 attending the Ideas2Market workshop in Tasmania
- hosted eight Commercialisation Bootcamps at locations across Australia including Brisbane, Newcastle, Melbourne, Canberra, Hobart, Adelaide and Perth to improve the quality and quantity of commercial outcomes arising from research. More than 140 participants attended
- delivered Gateway Enterprise, the one-stop online resource for SMEs, to more than 100 entrepreneurs across Australia
- helped nearly 40 SMEs grow their business and improve their innovative capacity through AIC Market Research and advice-based services
- worked with over 25 new commercial businesses in AIC programs to commercialise government-owned software.

"The Ideas2Market Master Class was an awesome day: dynamic, action packed and inspiring. I look forward to hearing about the next round and more Master Class courses. Keep up the great work and congratulations to the team and presenters on a job well done."

Hans Jusseit, Huna Holdings, Ideas2Market participant

"Ideas2Market gave me the working tools and knowledge that are totally essential in making my business a success."

Harvey Grant, Rockhampton Ideas2Market participant

"The Commercialisation Bootcamp gave me the opportunity to explore the possibilities of current projects in an informal and interactive environment. The speakers were engaging, the content was informative and I received useful tools and advice to use back in the office."

Jo Close, Business Development Manager, Flinders University

"Excellent work - the report will be an invaluable tool as we develop the marketing strategy. Thanks for your patience and persistence."

David Barda, Corporate Advisor, Tiger Bright, AIC Market Research client



Above: Fiona Solomon and Richard Marshall from the AIC at the Ideas2Market Tasmania launch in March 2007.

AIC provides small business with direction

When Leanne Garcha, director of congratulations.com.au discovered the Ideas2Market Master Class, she knew the program would offer her the insight that she needed.

Congratulations.com.au, a corporate gift company, was founded one year ago after Ms Garcha, with a love of giving, realised that businesses, in particular, were either too time poor to thank their customers and employees, or were faced with overwhelming choice.

The gift company, which helps businesses build their brands by finding high quality corporate gifts, needed help to expand their clientele through better marketing and attention to sustainability.

"The Ideas2Market Master Class was perfect for me, I was doing exactly what it said, spending too much time in my business rather than on it. The very nature of my business means that I like to build relationships with clients and help them find gift solutions, rather than focusing on administration," Ms Garcha said.

"I was attracted to the Ideas2market Master Class because it was a one-day intensive course that gave me an opportunity to hear from professionals and specialists in the field – without taking too much time out of my sometimes hectic schedule," she said.

"The program was fantastic. Each speaker provided me with practical advice I could take home and work through to apply to my business."


"The speakers were of a really high quality, I learnt a lot and came away feeling like I had the tools to continue to grow and succeed."

"Ideas2Market Master Class has helped me focus on what I need to do to take my business to the next level. Armed with all this information I am really looking forward to the next 12 months," Ms Garcha said.

Congratulations.com.au is a Queensland business based between Brisbane and the Sunshine Coast. The AIC's Ideas2Market program is run throughout Queensland, and periodically throughout other states as support from other governments is made available.



Delivering commercialisation



The AIC delivers commercialisation solutions across Australia through specialised programs and services.

- **TechFast** – a program to help SMEs find and adopt new commercially viable know-how and technologies from other businesses or from Australia's research organisations.
- **Government Innovation Services** – solutions for government agencies to help package and manage their IP for commercialisation and use by industry or other government departments.
- **Consultancy services** – business advice, solutions and tools, market research and business intelligence for any organisation with IP.
- **Ideas2Market and Ideas2Market Master Class** – a seminar series helping innovators and small business owners convert their ideas into viable outcomes.
- **Commercialisation Bootcamp** – a two-day professional development program for scientists, research organisations and PhD students to help them understand more about commercialisation.
- **Gateway Enterprise** – an online business and innovation tool for start-up business founders and small business.
- **Expatriate Connect** – a global portal that captures the expertise and experience of Australia's international expatriates and matches that with local business needs.
- **Aussie Opportunities** – a web-enabled program and database showcasing research and technology projects developed in Australia with a focus on publicly funded R&D.

"The AIC has a team of 30 highly qualified and experienced professionals in the areas of commercialisation, IP, technology transfer, market research, economic and business development, consultancy and marketing and communications. Most also have backgrounds in science, engineering or technology."

Below: Stefanie Maragna (Mincom), Neil Adamson (Mincom), Dr Rowan Gilmore (AIC), Meredith Bird (Mincom) and Premier of Queensland Peter Beattie at the Smart State Awards 2007.



Working together

AIC's highly skilled personnel include leading figures from the commercialisation, innovation, science, and research sectors.

Our board and advisors

The AIC is overseen by a Board of Directors:

- **Dr Peter Jonson (Chair)** Professional director and economist. As well as being Chair of the AIC, he is also Chairman of the Federal Government's CRC Committee (since August 2005) and Chair of Australian Aerospace and Defence Innovations Ltd. He serves on the Boards of Bionomics Ltd, Metal Storm Ltd, Pro Medicus Ltd, and Village Roadshow Ltd
- **Mr John Read** Chairman of the Environmental Group Ltd (ASX:EFL), Chairman of Pro-Pac Packaging Ltd (ASX:PPG), Patrys Limited (ASX: PAB) and a principle and director of CVC Ltd (ASX:CVC), CVC Private Equity Ltd and CVC Sustainable Investments Ltd
- **Professor Paul Greenfield** Director of UniQuest Pty Ltd, IMBcom Pty Ltd, Symbiosis Ltd and NICTA. He is also Vice Chancellor elect of the University of Queensland and is Chair of the Scientific Advisory Group of Moreton Bay and Waterways Partnership.

Company secretary:

- **Dr Rowan Gilmore** Chief Executive Officer, Australian Institute for Commercialisation.

Advisors:

- **Mr Brian Anker** Deputy Director-General, Queensland Department of State Development
- **Professor Peter Andrews** Chief Scientist, Queensland Government.

Our team

The AIC has a team of 30 highly qualified and experienced professionals in the areas of commercialisation, IP, technology transfer, market research, economic and business development, consultancy and marketing and communications. Most also have backgrounds in science, engineering or technology.

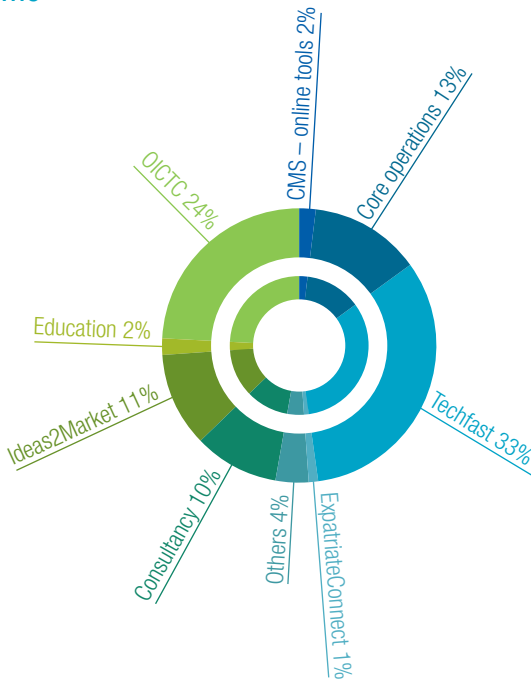
In August 2007, a new board is being appointed to the AIC, and the current Chairman, Dr Peter Jonson, is retiring after five exciting years leading the board since the organisation's foundation.

Dr Jonson said, "I have greatly enjoyed the challenge and the privilege of serving in this position. I thank the CEO, Dr Rowan Gilmore, and the staff of the AIC for their many great successes. I wish the incoming Chair Mr David Barbagallo, the board and the AIC every good fortune."

As well as Professor Paul Greenfield who is a continuing member, the AIC board will also include Mr Robert Tucker, Professor Vicki Sara, Dr John Ballard and Professor Sandra Harding.

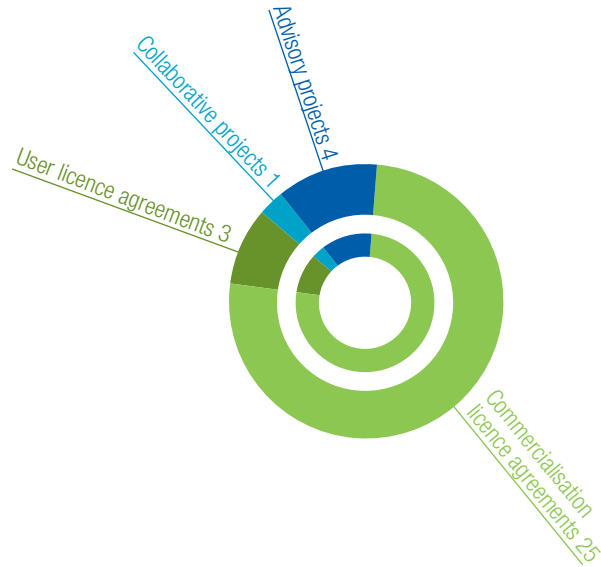
Performance

Income



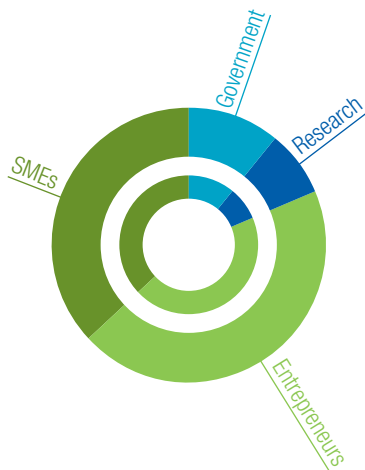
The AIC derives income from a number of sources in addition to funding received from the Australian, state and territory governments. Total income in 2006/07 was \$3.82 million.

Completed ICT Transfer Projects 2006/07



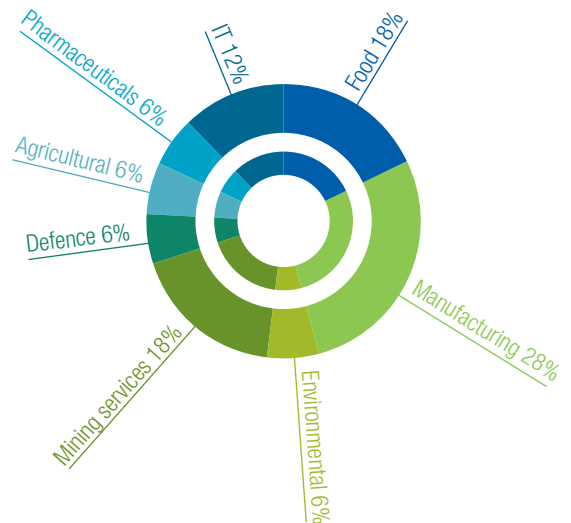
An increasing number of governments and agencies are recognising the value of IP they have created, and have engaged the Office of ICT Commercialisation (now known as AIC Government Innovation Services) to help them to negotiate and manage collaborative or licensing arrangements.

Service Provision By Sector



Around Australia, the AIC helps businesses, research organisations, governments and start-up business founders convert their ideas into successful outcomes.

Sectoral breakdown of TechFast projects



The AIC is helping SMEs operating in a diverse range of sectors locate the technology they need to accelerate the commercialisation of their innovation.



Viewpoint

Australia is a big country with a relatively small market, a country lucky enough to be endowed with strong agricultural and mineral wealth. For many years, agriculture and mining were the backbone of Australian industry, and they are still internationally dominant. However, these industries could only gain and maintain that dominance because of their smart adoption of technology and innovative processes. This requires an educated work force. Consequently, one of Australia's biggest exports today is higher education services, proof that we are able to offer the world much in the way of new thinking.

Yet if you were to ask the respondents to the global country brand surveys why Australia is consistently ranked at or near the top, our innovations and technology would probably not even rate a mention. Yet to taste our food or wine, to see the efficiency of our minerals industry, or to experience one of our many eco-resorts would be to see innovation in practice, and how innovation in fact quietly underpins our way of life.

That way is not just about our quality of life, but also our standard of living. Policy-makers are increasingly recognising the importance of high technology and innovative industries to the economic well-being of nations and regions, and Australia is no exception.

In this context there are two critical policy trends. First is an increased emphasis on small firms and entrepreneurial activity. In many countries small businesses have played a prominent economic role over the past decade. Some countries are highly reliant on SMEs for their economic and social well-being, and Australia is no exception. Public policy is placing a greater emphasis on small firms because of their perceived link to competitiveness, and the critical role they can play in fostering innovation and knowledge creation in modern economies. The generation and use of new ideas has become increasingly important, as has the capacity to test those high-risk and uncertain ideas in a commercial setting.

Second, the view that knowledge has become the foundation of economic competitiveness has given rise to a re-conceptualisation of the role of research organisations as key knowledge institutions. The importance of research organisations to the knowledge economy is explained in terms of their contribution to economic development through not

"The AIC is working to improve the skills required to better commercialise intellectual property, along with developing programs and policy recommendations to improve the Australian culture to embrace outcome-based research, collaboration with business, and sensible calculated risk-taking behaviour."

only the skills they transfer to their students, but also their intellectual property output, new products, research and development infrastructure, knowledge generation, new firm spin-offs and incubator facilities. The 'triple helix' model of government-university-industry relations has blurred the role of research organisations in contemporary economies, as they take on the functions of both government and industry in coordinating activities and engaging in commercial ventures.

Innovation is the wellspring of economic growth. Increasingly in the twenty-first century, a nation's prosperity and competitiveness will be derived from its ability to create new products and services, adapting continually to remain ahead of its competitors. Australian companies that recognise this are developing knowledge intensive services, particularly in the traditional sectors of strength, and taking them globally. Australia is fortunate to be well endowed with natural resources, but these would not be harvested as well as they are without innovation in products and processes. Our traditional resource-based industries have spawned even greater knowledge-based industries that have built on this expertise. Australia's research capability is world class, and policy leaders recognise the imperative to convert this excellent research into social and economic capital, new businesses and new jobs. The AIC is working to improve the skills required to better commercialise intellectual property, along with developing programs and policy recommendations to improve the Australian culture to embrace outcome-based research, collaboration with business, and sensible calculated risk-taking behaviour. Converting research and ideas to outcomes is after all, what commercialisation is all about.

Year of the Idea



"The development of a vaccine for cervical cancer, started with an idea and vision - to do something tangible for the health of Australian women, and for women throughout the world. I am very proud that my colleague Dr Jian Zhou and I pursued this idea. Our discovery will contribute to the significant global impact of the cervical cancer vaccine, which should make a

dramatic difference to the lives of millions of women. As individuals and as a nation, we need to value ideas. The solution to many of today's challenges will start with an idea and be driven by a commitment to find that solution."

Professor Ian Frazer, Scientist and former Australian of the Year.

What is Year of the Idea?

The Year of the Idea was initiated by the Australian Institute for Commercialisation on Australia Day 2007 to shine the spotlight on 'ideas' as the first step on the road to innovation. To grow as a nation and to remain globally competitive, Australians need to value ideas and the impact they have on our life, our workplace and our country.

For entrepreneurs, industry, research organisations and government, this means generating more new ideas and converting them into tangible outcomes. By talking about ideas, people are drawn towards outcomes and then perhaps, the more complex topics of innovation, commercialisation and the knowledge economy.

Why do we need a Year of the Idea?

A national push is needed to start to change Australia's ideas culture. The nation needs to value ideas as a way to remain globally competitive, and as a way to focus on ideas and knowledge to ensure ongoing wealth and prosperity.

Some of Australia's greatest innovations started as someone's idea. Some of these have been:

- **Speedo swimwear** – this swimwear originated in Sydney when the MacRae Knitting Mills manufactured the company's first swimsuit, the razorback, made from silk and joined in the middle of the back. Speedo introduced the world's first nylon swimsuit in 1957
- **the notepad** was created in 1902 by J.A. Birchall of Launceston when he had the idea of gluing individual sheets of paper together into a conveniently usable form
- **permaculture** – an integrated system of sustainable environmental use of land adaptable to a large number of environments to provide shelter, food and human habitat developed by Dr Bill Mollison from the 1970s onwards
- **polymer bank notes** – the Australian-invented technology used in producing polymer bank notes is now licensed in many countries throughout the world. In addition, Australia currently produces bank notes for export to 18 countries

- **vaccine to prevent cervical cancer** – developed by Professor Ian Frazer and others at the University of Queensland during the 1990s and eventually approved for use in the USA in 2006. The vaccine does not act against cancer but against the virus that causes cervical cancer. The vaccine was released to the market in 2006.

Make a difference

- Novice inventors and entrepreneurs can be encouraged to convert their ideas into action by taking the first step to see if there's any merit in their ideas and pursuing those that do.
- Research and industry can participate by cultivating a climate for idea generation within their organisations. There is a tremendous need for greater collaboration between researchers and business people.
- Government should nurture and harvest ideas across the nation and in each town, city, state and territory.

Join some of Australia's top organisations, and become part of the Year of the Idea. To find out more visit www.yearoftheidea.com today.

Supporters of the Year of the Idea include:

- IP Australia
- Innovation Festival
- Invest Australia
- Committee for Economic Development of Australia (CEDA)
- QLD Department of State Development
- Gold Coast City Council
- Innovation Series
- Latrobe University R&D Parks
- BioMelbourne Network
- Government of South Australia
- Society for Knowledge Economics
- Hargraves Institute
- University of Wollongong
- WA Department of Industry & Resources
- Innovation Centre WA
- Group of 8



What can the AIC do for me?

	Entrepreneurs	Start-ups & small business	Research organisations & CRCs	Service providers	Peak bodies	Government
Help to overcome the barriers to successful commercialisation	✓	✓	✓		✓	✓
Establish linkages to commercialise intellectual property	✓	✓	✓	✓	✓	✓
Develop knowledge and skills to improve commercialisation management and capability	✓	✓	✓			✓
Link with researchers, industry, and government	✓	✓	✓	✓		✓
Provide independent assistance with negotiating deals	✓	✓	✓			✓
Conduct intellectual property audits and valuations	✓	✓	✓			✓
Source and analyse business intelligence or market research	✓	✓	✓			✓
Accelerate technology transfer into small businesses and industry	✓	✓	✓		✓	✓
Provide commercialisation education and training	✓	✓	✓			✓
Provide leading practice commercialisation know-how and tools	✓	✓	✓			✓
Develop commercialisation frameworks			✓			✓
Provide advice and hands-on support for taking an idea to market	✓	✓	✓			✓
Help to identify optimal commercialisation pathways – what do I do next?	✓	✓	✓			✓
Connect commercialisation expertise and networks	✓	✓	✓	✓	✓	✓
Provide access to venture capital and funding sources	✓	✓	✓			
Provide policy ideas and practical supporting documentation					✓	✓



Australian Institute
for Commercialisation



Brisbane | Sydney | Melbourne | Adelaide

Head Office

1 Clunies Ross Court, Eight Mile Plains, QLD 4113

PO Box 4425, Eight Mile Plains, QLD 4113

t: 1300 364 739 | f: +61 7 3853 5226

info@ausicom.com | www.ausicom.com