Corporate Engagement: Supporting the Research Framework

MQ Research Workshop
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Topics

• Corporate engagement (CE) at Macquarie
• The opportunity
• Why corporate engagement?
• What we are learning?
• How CE can support research
Corporate engagement at Macquarie

• Multi-faceted
• Central offices and faculties
• Point of distinction
The opportunity

• 20+ companies on campus
• Macquarie Business Park: 90+ companies
• Aligned to Strategic Framework
# Why Corporate Engagement?

<table>
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<tr>
<th>Macquarie Benefits</th>
<th>Company Benefits</th>
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| • PACE placements, internships, casual job opportunities | • Future employees, recruitment opportunities  
  • Casual workforce |
| • Expanded research opportunities | • Research collaborations to solve real world problems  
| • Commercialisation, knowledge transfer | • Patent licences, knowledge transfer  
| • Executive education participants | • Executive education/training for employees  
| • Sponsorship, philanthropic support | • Profiling opportunities  
| • Company co-location on campus  
  —Collaboration opportunities  
  —Rental income | • Collaboration opportunities - access to:  
  —Students  
  —Research  
  —Campus Facilities |
| • Distinctive positioning as an industry engaged University | • Opportunities to engage and recruit international and domestic students  

Strategic Priority 1

A culture of transformative learning in a research-enriched environment
Strategic Priority 4

Creating an innovation nexus where Macquarie and our partners contribute solutions to the world and develop lasting relationships.
What are we learning: internal?

- CE is widespread across the university
- It takes a very broad variety of forms
- ‘One Stop Shop’ is essential
What are we learning: external?

- Extraordinary levels of interest externally
- Highly variable understanding of the opportunity and the potential
- Demand for structure and responsiveness
Relationship Agreement Partners:
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Success factors

- Good understanding of your institution’s key strengths
- Look for the “scientific intersection”
- Natural affinity
- Personal rapport and relationships
- Cultural desire by company towards collaboration
How CE can support research

Objective 1:
• Accelerate world leading research performance

CE Support:
• refer and connect to corporate partners
• provide linkages to global R+D innovation funds
How CE can support research

Objective 2:
• Prepare world-ready HDR candidates

CE Support:
• introduce key industry partners as supervisors
• secure external funding
• support research students through scholarships, placements
How CE can support research

Objective 3:
• Become a world recognised research collaborator of choice

CE Support:
• match research strengths and expertise
• attract companies to engage in research and innovation hubs
How CE can support research

Objective 4:
• Deliver research with world-changing impact

CE Support:
• Identity potential partners with an interest in partnering to develop break-through discoveries
Current Corporate Engagement Focus

- Developing strategic relationships with corporate partners
- Developing engagement plan with Macquarie Park
- Establishing framework for internal collaboration
- Developing strategic approach to supporting core functions of Macquarie University
- Reviewing world wide best practice