

Present

Developing the Knowledge Economy

Partnering for innovation & the sustainability of our economy

4th - 5th August 2009, University of Melbourne

Featuring International Keynote Speakers:



Prof. Dr. Juan Triana Cordoví Triana, Senior Professor, Centre of the Studies of Cuban Economy, Havana University, Cuba





Prof. Wim Vanhaverbeke, Co-Founder, Open Innovation, EU

**With Pre-Conference Workshops
on Monday 3rd August 2009**

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Developing the Knowledge Economy

DAY ONE | Tuesday 4th August 2009

8.00 Registration opens, networking begins & coffee is served

8.55 Introduction from the Chair

Helen Hayes, Director, Office Knowledge Transfer & Partnerships Office, **University of Melbourne**

AN ECONOMIC OUTLOOK ON THE KNOWLEDGE ECONOMY

9.05 **World trade & the exchange of Australian knowledge exports**

- ▲ Wide-spread economic slowdown and tough competition – identifying the strong and weak knowledge exports and trade centres around the world
- ▲ Australian knowledge relationships and export growth in the international economy
- ▲ Locating avenues of healthy trade that can ensure the future of Australia's knowledge exports

Tim Harcourt, Chief Economist, **Austrade** (Invited)

GLOBAL PERSPECTIVES ON THE MEANING OF “THIRD STREAM ACTIVITIES”

9.30 **KEYNOTE ADDRESS BY THE HOST UNIVERSITY**

Understanding & developing third stream missions in Australia

- ▲ Exploring the third stream in the context of domestic public policy and reform (i.e. the Bradley Review and Cutler Review) – acknowledging ambiguities and working towards a clear understanding of what the “third stream” is
- ▲ Understanding how a “knowledge society” is an integral part of the a “knowledge economy”
- ▲ How can we use community engagement programs and knowledge networks to strengthen the force of the third stream as an important part of Australian culture and our way of life?

Prof. John Dewar, Deputy Vice-Chancellor (Global Relations), **University of Melbourne**

10.00 **INTERNATIONAL KEYNOTE ADDRESS**



The Cuban evolution of a knowledge-centred economy

- ▲ The rise of knowledge industries in Cuba and their contribution to the economy
- ▲ Exploring examples of innovative and successful third stream programs that have been initiated by Cuba
- ▲ Forms of knowledge engagement with the rest of the world, such as the aid export of doctors, medical tourism and export education

Prof. Dr. Juan Triana Cordoví Triana, Senior Professor, Centre of the Studies of Cuban Economy, **Havana University, Cuba**

10.40 Morning tea

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TOWARDS A SUSTAINABLE ECONOMY WITH “KNOWLEDGE” AT THE CENTRE

11.00 **The road to full participation in the Australian knowledge economy**

- ▲ The importance of engaging with communities and regions
- ▲ The equity issues and challenges that stem the growth of a knowledge economy
- ▲ Exploring access and participation by people in rural and regional areas as well as by Indigenous peoples and people with low SES backgrounds
- ▲ Working towards increasing full participation by Australians in education programs and the workforce

Dr. Caroline Perkins, Branch Manager, Tertiary Collaboration & Participation Branch, Tertiary Skills & Productivity Group, **Department of Education, Employment & Workplace Relations**

TAFE LEADER'S PANEL

Promoting the third stream as a core function of tertiary education

- ▲ Examples of TAFE commitment to the third stream
- ▲ Opinions on how to increase the level of VET involvement in third stream activities

11.30 Malcolm White, Chief Executive Officer, **TAFE Tasmania**

11.40 Neil Fernandes, Managing Director, **Central TAFE**

11.50 Joe Piper, Chief Executive Officer, **South West Institute of TAFE**

12.00 *Open panel discussion & audience questions*

12.20 Lunch break

(OPTIONAL) NETWORKING LUNCH: MANAGING UNIVERSITY EXTERNAL RELATIONS

Attendance needs to be pre-booked. View registration page.

DAY ONE | Tuesday 4th August 2009

Universities worldwide are increasingly working with external organisations to ensure their research and teaching is relevant to the outside world. More and more institutions are putting dedicated support into this area to resource and plan, and institutions are carefully choosing which organisations to work with and how to make interactions most effective and valuable.

For such reasons, this special session has been designed so universities can:

- ▲ Discuss approaches and tools to capture information
- ▲ Develop open relationships across universities
- ▲ Consider the role of external organisations in this space and discuss best-practice
- ▲ Review relationships with business and not-for-profits

12.30 Lunch is served

12.40 Introduction from the Lunch Chair
Gauri Bhalla, Manager, External Engagement, **University of Technology Sydney**

12.50 **University case study perspective on external relations policy, planning & practice**

Sarah Newton, Director Industry Engagement, **Monash University**

Economy - Partnering for innovation & the su

- 1.00** *Group discussion – the audience is welcome to discuss their approaches to third stream engagement*
- 1.30** **Developing innovative partnering from a company perspective**
Jay Hannon, University Relations Manager, **IBM**
- 1.40** **Seeking sustainable partnerships with universities – confronting the challenges**
General Manager Product R & D, **Bluescope Steel**
- 1.50** **Partnering with not-for-profits - exploring the opportunities**
Paul Newnham, Youth Segment Manager, **World Vision**
- 2.00** *Group discussion – the audience is encouraged to discuss their ideas on how to build new relationships & to improve their engagement with established partners*
- 2.20** Session ends

PUBLIC POLICY & PARTNERSHIPS WITH GOVERNMENT

- 2.30** **BRAINSTORMING SESSION**
- How can volunteering play a role in developing Australia's knowledge economy? – building & designing policy & programs with government**
- ▲ Developing national volunteering programs and partnerships
 - ▲ Exploring the proposal to develop a scheme where students can pay off their HECS debts through volunteering – exploring the pros and cons
 - ▲ How can this program be designed to work effectively?
 - ▲ Designing best-practice indicators and tool kits for corporate volunteering programs
 - ▲ Invitation to the audience on how to make a national volunteering program work or how government could help make volunteering programs more accessible to the community and to business

RESEARCHERS' PANEL

Working with government policy

- ▲ Public policy goals for research and innovation, current priorities and demands
 - ▲ Responding to the Innovation Review
 - ▲ Exploring the effectiveness of government/research relationships
 - ▲ The realities of fulfilling research objectives set out in government policy
 - ▲ Sharing research success stories and making public policy work
- 3.10** Dr. Mark Trigg, Chief Executive Officer, **CRC for Advanced Manufacturing**
- 3.15** Tony Press, Chief Executive Officer, **CRC for Antarctic & Climate Ecosystems**
- 3.20** Third Speaker TBC
- 3.25** *Open panel discussion & audience questions*
- 3.50** Afternoon tea

CASE STUDY PANEL

Building knowledge cities through cooperative partnerships & networks

- ▲ Comparing policy and joint ventures between local government and higher education institutions, such as Melbourne, Adelaide and Brisbane to create university cities – what works? What can be done better?
 - ▲ Involving business in local knowledge networks
 - ▲ How can Australian governments improve their sister city relationships at home and abroad to grow our local knowledge hubs?
- 4.05** David Campbell, Executive Director, Office of Knowledge Capital, **City of Melbourne**
- 4.10** Denise von Wald, Chief Executive, **Education Adelaide**
- 4.15** Ald. Bill Wilson, President, **Sister Cities Australia**
- 4.20** *Open panel discussion & audience questions*

RURAL COMMUNITIES & THE SIGNIFICANCE OF THIRD STREAM ACTIVITIES

- 4.45** **Making small economies thrive as knowledge hubs**
- ▲ The creation and development of knowledge centres on a rural scale
 - ▲ Rural knowledge economies and links to the outer world
 - ▲ Essential ingredients to create powerful third stream activities that can add benefits to regional areas
 - ▲ Examples of successful rural knowledge centres
- Prof. Bruce Wilson, Dean, Global Studies, Social Science & Planning, **RMIT University** & Co-Director, **Observatory PASCAL**
- 4.10** Closing remarks from the Chair
- 5.20** End of day one

UPCOMING EVENTS



Medical Innovation 2009

11th - 12th June 2009
Griffith University, Gold Coast
For more details, please visit:
www.informa.com.au/medicalinnovation



New Zealand Higher Education Summit Featuring the:

Research & Innovation Forum

Friday 14th August 2009
Duxton Hotel Wellington
For more details, please visit:
www.informa.com.au/nzhighereducation

Sustainability of our economy

DAY TWO | Wednesday 5th August 2009

- 8.30 Coffee & networking
- 9.00 Introduction from the Chair
Prof. Jonathan West, Australian Innovation Research Centre, **University of Tasmania**

DESIGNING MODELS & METHODS FOR FACILITATING KNOWLEDGE TRANSFER

9.10 INTERNATIONAL KEYNOTE ADDRESS



Knowledge transfer & partnerships in the EU – the rise of Open Innovation

- ▲ The “Open Innovation” business model – moving away from closed innovation and making innovation an open and collaborative process
- ▲ Open Innovation as a form of knowledge transfer - what are the most popular KT models in the EU? Is the Open Innovation model widely used in the EU? How does public policy and funding contribute to the development of KT activities, such as Open Innovation, in the EU?
- ▲ How does the Open Innovation organisation aim to assist in the development and knowledge diffusion of its model? i.e. the research of best-practice techniques, the development of tools, providing access to in-company training and establishing benchmarks for companies to test their Open Innovation expertise
- ▲ How can Open Innovation in the EU develop ties with the rest of the world, such as countries like Australia?

Prof. Wim Vanhaverbeke, Co-Founder, **Open Innovation, EU**

9.50 Responsible Partnering – how can we apply the European approach in Australia?

- ▲ Exploring initiatives, such as Open Innovation
- Dr. Sharon Winocur, Executive Director, **Business Higher Education Round Table**

10.20 Morning tea

10.40 INDUSTRY PANEL

Business participation in knowledge transfer activities

- ▲ Building knowledge partnerships – from commercial to community-centred projects
- ▲ Exploring business models for third stream engagement
- ▲ Business participation in the knowledge economy during a financial slowdown - how can business be encouraged to get more heavily involved?

Tom Emeleus, Executive Manager Learning & Development, **Energy Australia**

Dr. Phil Robertson, Chief Operating Officer, **NICTA**
Third speaker TBC

KNOWLEDGE TRANSFER CASE STUDIES

11.30 INDUSTRY CASE STUDY

Technology Clinics (TechClinics)

- ▲ Bringing together research organisations, government stakeholders, and industry to solve industry challenges through technology collaboration
 - ▲ Building value chains in emerging knowledge intensive industries
 - ▲ The AIC's collaborative models for open innovation
- Bryce Steele, Collaboration Manager, **Australian Institute for Commercialisation**

12.00 Lunch

1.00 TEACHING & LEARNING CASE STUDY

Transfer through technological innovation & e-learning

- ▲ Trends in e-learning and technology knowledge transfer and engagement
- ▲ Providing partnership examples of e-collaboration and other technological knowledge projects

Debbie Soccio, E-Learning Coordinator,
The Australian Flexible Learning Framework

1.30 COMMUNITY ENGAGEMENT CASE STUDY

Metropolitan/rural knowledge transfer links - the Melbourne Institute for Indigenous Partnerships

- ▲ Helping Indigenous culture to maintain contact with the outside world - addressing health, cultural and social problems for Indigenous people

Helen Hayes, Director, Knowledge Transfer & Partnerships, **University of Melbourne**

Michelle Evans, Wilin Centre for Indigenous Arts & Cultural Development, **University of Melbourne**

Justin Mohamed, Academy of Sport Health & Education, **University of Melbourne**

Prof. Ian Anderson, Centre for Health & Society, **University of Melbourne**

DEVELOPING SUSTAINABLE PARTNERSHIPS

2.20 How to create resilient partnerships that in turn help to create a competitive advantage for a region

- ▲ The need for long-term collaborative partnerships that boost skills, research and a competitive advantage for an entire region
- ▲ Using investment in knowledge partnerships through co-location
- ▲ Ideas concerning securing and developing robust knowledge partnerships that can weather the current economic crisis

Prof. Jennelle Kyd, Deputy Vice Chancellor (Research, Scholarship & Industry), **Central Queensland University**

2.50 Afternoon tea

3.20 SCENARIO-BUILDING & NETWORKING SESSION

Embedding the third stream into your planning and culture

- ▲ Many partnerships are transactional and while valuable, do not lead to the innovation and mutual refreshment that comes from sustained engagement
- ▲ After your session Moderator has been introduced, please break-out into a group of 3-4 and then select an organisation and a third stream project that your group is interested in working with
- ▲ You will be given approximately 15-20 minutes to create a 10 point plan on how you will sustain cultural engagement between your organisation and other players involved in your third stream project
- ▲ After the discussion break-outs, a few teams will be asked to share their plans

(All participants who attended the workshops are encouraged to use what they have learnt in this session.)

Jessie Borthwick, Head of Division, Science & Research Division, **Department of Innovation, Industry, Science & Research**

4.20 Closing remarks from the Chair

4.30 End of day two

To see live highlights on YouTube from our events, visit www.youtube.com/informa0z

WORKSHOPS (PRE-EVENT)

Monday 3rd August 2009

WORKSHOP A

9.30 - 12.30

Effective partnerships

- ▲ Introduction into the planning and development of good partnership models
- ▲ Exploring good examples of effective partnering – e.g. Fortescue Metals and the hiring of Indigenous peoples/Toll Group and the hiring of ex-prison people
- ▲ Sharing ideas and workshopping experiences

Dr. Sharon Winocur, Executive Director,

Business Higher Education Round Table



WORKSHOP B

1.30 - 4.30

Measuring the benefits & performance of knowledge transfer activities

- ▲ The challenges of determining what you need to measure - e.g. exploring the intangible benefits of commercialised knowledge production or knowledge transfer that aims to benefit human, social or environmental development
- ▲ Should we be measuring processes or outcomes?
- ▲ Tools and approaches, such as developing benchmarks for success; measuring the value of investment decisions (time, resources and money); and assessing the attainment of project goals
- ▲ Where and when do we look for quantifiable value? And, how can qualitative measurements best be developed?
- ▲ Case studies and workshopping examples experienced by the workshop group members

Prof. Steve Garlick, Professor, Centre for Sustainable Regional Engagement, **University of the Sunshine Coast** & Vice-President, **AUCEA**

WORKSHOP C

9.30 - 12.30

Creating a commercialisation culture

- ▲ Engaging with stakeholders (such as staff, business and suppliers) to ensure that the end means of R&D translates into commercialisation benefits
- ▲ Strategies and approaches to research planning and providing commercial assistance to projects

For more details, please visit: www.informa.com.au/knowledge

WORKSHOP D

1.30 - 4.30

The skills necessary to compete in the global economy

- ▲ Understanding skills in the global economy – what do business/universities need? What types of people are being recruited? What is happening internationally?
- ▲ Recruiting during the global economic crisis and developing your long-term vision
- ▲ How can you ensure that you effectively engage with your potential recruits in order to secure the best candidates to ensure that your organisation is competitive?

Andrew Worner, Senior Consultant - Education & Government,
Slade Partners

Vivianne Nikou, General Manager - Education & Government,
Slade Partners



THE CONFERENCE WILL PROVIDE YOU WITH:

- ▲ A global economic outlook on the knowledge economy
- ▲ International perspectives on the meaning of "third stream activities"
- ▲ Ways to develop a sustainable economy with "knowledge" at the centre
- ▲ Views on public policy and partnerships with government
- ▲ A discussion concerning rural communities and the significance of third stream activities
- ▲ Case studies on facilitating knowledge transfer activities
- ▲ Sessions on successfully developing knowledge sectors through third stream activities in the current economic downturn
- ▲ Workshops and brainstorming sessions on effective and innovative partnering

WHAT IS "THE KNOWLEDGE ECONOMY"?



Please visit www.informa.com.au/knowledge to watch an online video interview with Helen Hayes, Director, Office of Knowledge Transfer & Partnerships, **University of Melbourne** & Dr. Sharon Winocur, Executive Director, **Business**

Higher Education Round Table, about the meaning and importance of the knowledge economy as well as third stream activities (otherwise known as "knowledge engagement" activities).

WHO SHOULD ATTEND THE CONFERENCE & WHY?

Higher Education Institutions can learn about how to increase their involvement in the knowledge economy and discover how well other institutions engage with external organisations. They can also participate in unique brainstorming and networking sessions, which will make this conference a perfect place for institutions to establish new knowledge partnerships and ideas.

Business will meet new people and organisations interested in building commercial joint ventures and who can help to create new corporate social responsibility projects. They will also be able to take away new ideas about third stream activities and discuss ways to make their external partnerships innovative and sustainable.

Government may use this conference to keep up-to-date on the knowledge economy and what business, industry and education institutions are doing in terms of third stream activities. They can establish new partnerships and ensure that their departments are tuned into the importance of the knowledge economy and are proactively contributing to knowledge-based activities.

Not-for-profits / volunteering organisations can build-up their networks with business, government and the higher education sector and make their third-stream activities more known to a wider audience by participating in open discussions and brainstorming sessions.

Research institutions and centers can discover new ideas that they might wish to apply to their operations or strategies and learn about what other people are doing, whilst sharing their stories in regards to developing innovative and sustainable partnerships.

Developing the Knowledge Economy

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DEVELOPING THE KNOWLEDGE ECONOMY

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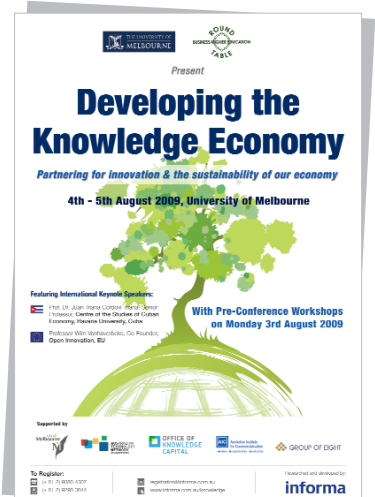
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The brochure cover features the title 'Developing the Knowledge Economy' in large blue letters, with the subtitle 'Partnering for innovation & the sustainability of our economy' below it. The dates '4th - 5th August 2009, University of Melbourne' are prominently displayed. A central graphic shows a green tree growing from a globe. Text on the cover includes 'Featuring International Keynote Speakers' and 'With Pre-Conference Workshops on Monday 3rd August 2009'. Logos for the University of Melbourne, the Department of Knowledge Capital, and the Group of 8 are visible at the bottom.