

Grow with  
our region



THE UNIVERSITY OF  
NEWCASTLE  
AUSTRALIA

INDUSTRY  
— OPEN DAY —

# COMMERCIALISATION AND IP INFORMATION SESSION



# ACKNOWLEDGMENT OF COUNTRY

**Dillium Dancers**

**Tahlia West** Bachelor of Aerospace Engineering

**Kadina Barker** Bachelor of Social Work

# WHO WE ARE

## KNOWLEDGE EXCHANGE & ENTERPRISE



Danielle  
Neale  
**Director,  
KEE**



Joss Kesby  
**Business  
Development  
Manager**



Monique Moore  
**Business  
Development  
Manager**



Max Quimbar  
**Business  
Development  
Manager**



Joel Parraga  
**IP Manager**

# KNOWLEDGE EXCHANGE & ENTERPRISE (KEE)

JOINING THE DOTS INSIDE & OUTSIDE THE UNIVERSITY



- Business development support for researchers
- Connection and relationship management for partners from outside the University
- Enable the creation and development of funded research collaborations.

- Support invention disclosures and IP management.
- Determine appropriate pathways to impact.
- Jointly identify external partners required to commercialise new technologies.
- Negotiate and execute commercial agreements with partners.

# BUSINESS DEVELOPMENT

KEE Business Development Managers have technical and business expertise to help undertake collaborative research with external partners to generate research income leading to impact.

- **Facilitate collaboration** including providing advice for external partner meetings and pitches, and provision of commercial support i.e. non-disclosure agreements (NDAs), term sheets and project budgets.
- **Support connections** working closely with researchers, including the promotion of research capability at externally focused events, and identifying relevant researchers to solve industry problems.
- **Advise on funding sources** including government grants, industry funding bodies, non-government organisations and multi-sponsored research networks.
- **Deliver knowledge-based workshops** to Colleges, Schools or Research Groups covering specific industry collaboration topics.

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**KEE** Knowledge  
Exchange  
and Enterprise

# INTELLECTUAL PROPERTY

- Assists with all aspects of intellectual property management, from disclosing a new idea or technology, impact and commercial viability, through to discussing the process of IP protection and patenting.
- University researchers should disclose an invention when something new and potentially useful to society has been conceived or developed.
- Can also link the University's research expertise to external partners and working jointly with researchers to secure investment to commercialise innovative technology.

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# COMMERCIALISATION AND IMPACT

## WHAT IS IT?

The primary goal of commercialisation is to bridge the gap between research outcomes and practical applications, enabling widespread use and generating economic and social value.

## WHY DO IT?

- Maximise impact of research
- Improve lives and create jobs
- Create and capture value
- Bring new products and services to market
- Attract alternative funding sources
- Gain a fresh perspective from industry
- Achieve personal and professional goals
- Increased job satisfaction





# THE IMPORTANCE OF INNOVATION

- **It allows adaptability:** innovation is often necessary for companies to adapt and overcome the challenges of change.
- **It fosters growth:** achieving organizational and economic growth through innovation is key to staying afloat in today's highly competitive world.
- **It separates businesses from their competition:** Most industries, including higher education, are populated with multiple competitors offering similar products or services. Innovation can distinguish your business from others.



**“When you start looking at a problem and it seems really simple, you don’t really understand the complexity of the problem. Then you get into the problem, and you see that it’s really complicated, and you come up with all these convoluted solutions. That’s sort of the middle, and that’s where most people stop... But the really great person will keep on going and find the key, the underlying principle of the problem - and come up with an elegant, really beautiful solution that works.”**

~ STEVE JOBS

# TRAILBLAZER RECYCLING AND CLEAN ENERGY

Moving innovative recycling and clean energy technologies out of the lab and into global manufacturing.

- The collaborative TRaCE program will fast track commercialisation, strengthen capability at the institutional level, provide infrastructure for technology development and deliver the critical skills needed to propel clean energy industries into the future.

The focus areas of the TRaCE Program are categorized into three streams positioned to meet TRaCE targets and accelerate the commercialization of technology:

1. **Business Development and Partnerships**
2. **Research Technology and Development**
3. **Education and Cultural Change**



Trailblazer  
Recycling &  
Clean Energy



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UNSW  
SYDNEY



Australian Government  
Department of Education

# TRAILBLAZER RECYCLING AND CLEAN ENERGY

## RESEARCH THEMES

To decarbonise the manufacturing sector, TRaCE targets four complementary technology themes to shift toward electricity-based manufacturing derived from renewable energy sources. Where electrification is not applicable, green fuels and chemicals must become cost-effective and efficient alternatives to fossil-based products.

- **Next Generation Solar PV and Systems** : Projects that accelerate integration and scale of solar technologies
- **Electrification, Energy Systems and Storage**: New projects that drive manufacturing in industry electrification, clean energy systems and storage.
- **Sustainable Fuels and Chemicals Manufacturing**: New projects that commercialise green fuels and chemicals.
- **Recycling and Microfactories™**: New projects for recycling, reforming and reuse of waste



Trailblazer  
Recycling &  
Clean Energy



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UNSW  
SYDNEY



Australian Government  
Department of Education

# HOW WE PARTNER WITH INDUSTRY



# HEALTH INNOVATION LIVING LAB

A partnership between Hunter New England Local Health District and the University of Newcastle, the Living Laboratory is a purpose-built facility that will provide dedicated space for clinicians, researchers, students, and industry partners to collaborate and further drive innovation.

- Part of the \$835 million John Hunter Health and Innovation Precinct
- Where **unmet clinical needs** are addressed and **solutions developed**
- Focussed on four key areas: digital health, sustainability in healthcare, medical technology, operations and logistics



# COOPERATIVE RESEARCH CENTRES (CRC) PROGRAM

The CRC Program has been part of the Australian Government Research and Innovation agenda for 25 years supporting industry-led collaborations between industry and research organisations.

The CRC Program offers two grant schemes:

- [Cooperative Research Centres \(CRC\) grants](#) – to support medium to long term industry-led collaborative research, up to 10 years.
- [Cooperative Research Centres Projects \(CRC-P\) grants](#) – to support short term, industry-led collaborative research, up to 3 years.



**Australian Government**

**Department of Industry,  
Innovation and Science**

## Business

### Cooperative Research Centres Program

# PANEL DISCUSSION



**INDUSTRY**  
— OPEN DAY —



**Moderator**  
**Joss Kesby**  
Business Development  
Manager  
The University of Newcastle



**Professor Nathan Bartlett**  
Head of Viral immunology and Respiratory Group  
Hunter Medical Research Institute



**Marc Gleeson**  
Founder  
Foray Therapeutics



**Dr Peter Robinson**  
Research Associate – Centre for Bulk Solids  
and Particulate Technologies  
The University of Newcastle



**Kevin Barber**  
General Manager - Minerals  
Jord International



# Q&A





# KEE CONTACTS



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**THANK**  
**YOU**

