

# Leading industry – higher education engagement

## Achieving successful outcomes and impact

A **two-day program** for senior researchers, research managers, academics starting to engage with industry and industry leaders involved with universities.

### Sydney

**26-27 September 2016**

Quay West, The Rocks

### Melbourne

**28-29 September 2016**

Quay West, Southgate

### Introduction

Innovation, ‘industry’ engagement, impact and influencing policy are all themes which are centre stage in Australia and indeed across the world of higher education. In many ways this focus is not new; translating research to drive innovation has always been a strong feature of the work of many universities and companies committed to the power of research. Today, however, it has become increasingly central to all universities, most industry sectors and many Governments. However performance in innovation relies on the behaviour of both those in universities and those within industry. Policy settings of government can also facilitate or inhibit this research translation.

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*This program offers insights into the skills and strategies required to flourish when you move from being ‘backstage’ to being ‘onstage’ in your engagement activities, whether you are in a university or within a company.*

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The programme will combine perspectives from consultants who are active in these fields in both Australia and the UK. This will enable some comparative perspectives to be gained from case examples from both countries and from the literature.

Above all, however, the program is about the **active development of the skills and strategies**. This will enable you to be even more confident and capable in connecting with, and having an impact, on the wide range of stakeholders with whom you are, and may wish to engage with in the future and from what-ever side of the fence you sit.

### The course content

Over 2 days we will explore themes such as:

#### The context challenges

The strategic imperative for both universities and industry to engage.

#### Best practice in industry university engagement

A focus on international comparisons.

#### Strategic capabilities

At a more strategic level what are some of the key skills, processes and models which can support effective engagement?

#### Tactical capabilities

At a more operational level what can you do to be effective at a more tactical level?

#### Developing a coordinated and integrated engagement plan

How do you bring these factors together to create a more coordinated, effective and durable approach to engagement?

Further details about the program can be found at:

[www.ranmore.co.uk](http://www.ranmore.co.uk) or [www.ethos.com.au](http://www.ethos.com.au)

### The facilitators

**Dr Tom Kennie** is director of the Ranmore Consulting Group. He works with a range of organisations particularly in the higher education, research and professional service sectors. He has experience of working with over half the HE institutions in the UK.

He was for 13 years co-director of the UK Top Management Programme for Higher Education (TMP). The alumni from this programme (close to 650) include over 80 Vice Chancellors and Chief Executives in and beyond the higher education sector.

**Mark Douglas** is the director of Ethos Australia. Mark has over 20 years experience consulting to both universities and industry clients. Mark is the owner and primary facilitator of the Ethos Research Leaders Forum that, since 2008, has provided research leadership services to 26 universities across Australia and New Zealand.

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# Registration

## Personal details

Title  Mr  Mrs  Ms  Miss  Dr

A/Prof  Prof  Other \_\_\_\_\_

Preferred name \_\_\_\_\_

Last name \_\_\_\_\_

Position title \_\_\_\_\_

Organisation \_\_\_\_\_

Postal address \_\_\_\_\_

Email \_\_\_\_\_

Telephone \_\_\_\_\_

Mobile \_\_\_\_\_

Assistant's name \_\_\_\_\_

Assistant's email \_\_\_\_\_

Special dietary requirements \_\_\_\_\_

## Terms and conditions

Details are correct at the time of printing. Costs, dates, venues and presenters are subject to change without prior notice. Ethos Australia Pty Ltd reserves the right to cancel an event and will endeavour to provide participants with as much notice as possible. Upon event cancellation, any fees already paid will be refunded.

## Fees

All prices include tuition, lunches and refreshments. Personal, travel and accommodation expenses are not included.

## Enrolment variation

We incur significant administration fees prior to commencement of the program. With respect to deferrals or cancellations the following conditions apply:

	Deferral	Withdrawal
15 days or less	20% of course fee	100% of course fee
16-26 days	\$200+GST admin fee	40% of course fee
27 days or more	\$200+GST admin fee	\$200+GST admin fee

Substitute participants may attend provided they meet the non-compete standards of selection. Substitutes are not permitted after the program has commenced.

## Acceptance of terms and conditions

(to be signed by the person authorising payment)

Signature \_\_\_\_\_

Date \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Full name \_\_\_\_\_

Position \_\_\_\_\_

## Payment details

### Cost

\$990.00 (includes GST)

### Payment authorisation

(please indicate method of payment)

Credit card:  Visa  Mastercard

Card number \_\_\_\_\_

Expiry date \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Total amount (\$AUD) \_\_\_\_\_

### Cardholder's details

Name \_\_\_\_\_

Signature \_\_\_\_\_

Email \_\_\_\_\_

Cheque enclosed (make payable to Ethos Australia)

Please forward an invoice to:

Name \_\_\_\_\_

Email \_\_\_\_\_

## Tax invoice

This registration form will be a tax invoice for GST purposes when fully completed and payment is made.

ETHOS Australia Pty Ltd ACN 053 691 964  
ATF The Douglas Family Trust ABN 22 013 225 490

## Please return completed registration for via:

Email: [forum@ethos.com.au](mailto:forum@ethos.com.au)

Post: Ethos Australia PO Box 3190 Unley SA 5061

**For more information call Mark Douglas on +61 418 846 343 or visit [www.ethos.com.au](http://www.ethos.com.au)**