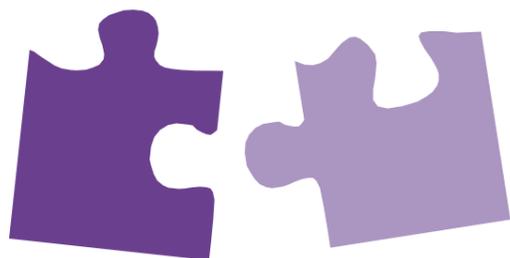


# 1. The Question

What inhibits 'collaboration ready' businesses from collaborating with publicly funded research organisations?



Networking and collaboration are essential to a high-performing innovation system. When businesses collaborate with research organisations, they more than triple the likelihood of annual productivity growth. Research organisations also benefit from collaboration through increased income and research impact.

Discovery Phase aim:



Learn more about the drivers and barriers for Australian SMEs when collaborating with publicly funded research organisations.



Inform policy makers to design and support SME and PFRO collaboration policies and future program delivery.



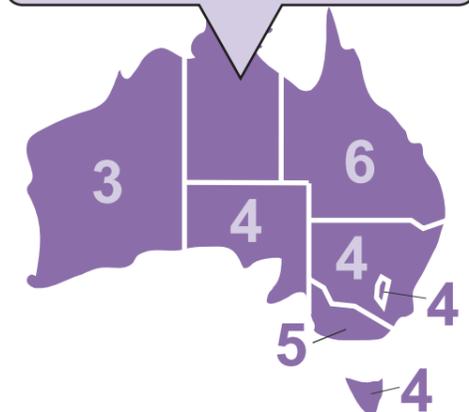
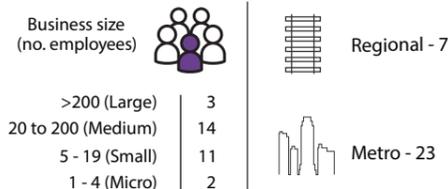
Use a user-centred design approach, which will allow us to gather rich insights into SME motivations and behaviours towards collaboration.

# 2. What we did

- 40 Literature review of 40 reports from industry, consultancy firms, academia and government
- 30 Interviewed 30 large to micro sized businesses from across Australia
- 4 Consulted Innovation Connections facilitators, industry sector specialists, in 4 separate meetings across Australia
- 4 Consulted key representatives from the research sector and Industry Peak Bodies in 4 separate meetings

# 3. Who we spoke to

Businesses we interviewed



Industry Sectors

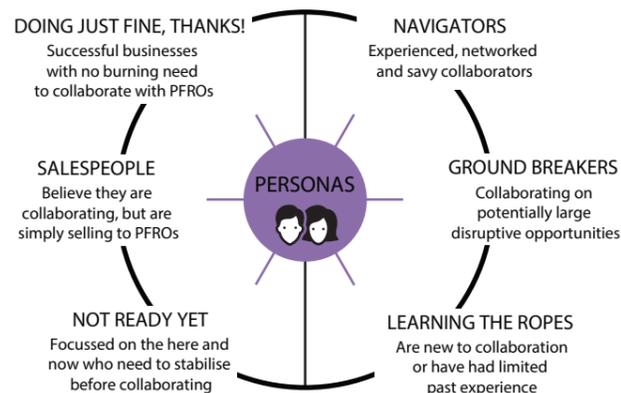
Enabling Technologies and Services	11
Advanced Manufacturing	10
Food and Agribusiness	4
Medical Technologies and Pharmaceuticals	3
Mining Equipment, Technologies and Services	2

Collaboration Types

Joint Collaborations	17
Fee for Service Research	15
Placements*	12
Informal Engagements^	9
Other Formal Collaborations	2

^Includes university presentations, meetings and network events  
\*Includes PhDs and Undergraduate placements, internships and industry fellows

## NON-COLLABORATORS vs COLLABORATORS



# 4. What we found

- ★ Collaboration awareness: Businesses have a very broad understanding of collaboration and many aren't aware of the benefits
- ★ Most businesses collaborate in some form: Most of the businesses interviewed have undertaken some form of engagement with PFROs including supplying goods and services, recruitment, networking, advice/consultancy, fee for service research contracts, joint research collaborations and PhD student placement
- ★ Poor marketing of government programmes: Some government collaboration programmes are not marketed effectively to businesses. Some measures are also lacking coordination and would benefit from greater policy cohesion
- ★ Difficulty finding a partner: Businesses have difficulty finding a collaboration partner, and rely on existing networks and internet searches. They value trusted relationships and often prefer connecting with individual researchers rather than going through formal PFRO channels
- ★ An innovation mindset drives success: An innovation mindset supports successful collaborations. Some businesses need to build management capability and upskill on innovation / '21st century' skills.



# 5. Next steps

## 4 Ideation platforms

- ★ Share Findings: Share research findings with relevant areas of government to inform policy development and programme administration
- ★ Continue the IDC: Continue the project interdepartmental committee so that an ongoing, cross government mechanism is in place to drive business research collaboration policy
- ★ Review BGA: Review business research collaboration information and settings on business.gov.au to make the site more accessible for businesses interested in collaboration
- ★ Explore Platforms: Explore the Four Ideation Platforms that align with the key themes as part of the Create phase
- ★ Further Research: Further research project: Exploring the barriers and drivers for women in business.

