

Prospecting for a New Partnership

As a researcher, you will need to develop and approach opportunities for industry-funded research. This considerations guide supports JCU staff to generate new research income through the identification and establishment of new commercial relationships.

Finding the right research consultancy or project can take time, but there are a range of things that you can do to improve your prospects of finding a collaboration or partnership with industry, government or community partner that makes use of your capabilities. This checklist provides a series of steps that you can take when prospecting for collaborations and partnerships. We encourage you to work through these questions and record your notes in the right-hand column.

Issues	Consideration	My Notes
1 Develop your understanding of the industry or community sector to which your research is relevant.	<p>Ask:</p> <ul style="list-style-type: none"> • What are the policy and environmental drivers that are bringing about change in the sector? • What are the significant challenges and biggest risks that the sector needs to address? • Who are the major players in the sector – both competitors and potential collaborators? • What opportunities does the sector need to take advantage of to be internationally competitive? 	
2 Undertake background research on the industry and its drivers.	<p>IBISWorld reports provide insights into industries that may have demand for JCU research. They:</p> <ul style="list-style-type: none"> • Show the total size of the market for a good or service and how that market is expected to perform 	

	<p>over the next five years.</p> <ul style="list-style-type: none"> ● Provide insight into whether an industry is growing or shrinking, outsourcing, experiencing technology change or trying to open new markets. <p>IBISWorld can be accessed here.</p>	
<p>3 Be aware of government programs to support university-industry connections.</p>	<p>While government funding programs change from time to time, there are a range of funding support programs available from both the federal and state governments.</p> <p>The starting point for this is Research Professional. You can also find current funding programs offered by:</p> <ul style="list-style-type: none"> ● Australian Federal Government through Grant Connect ● Advance Queensland ● Entrepreneurs Programme ● Australian Research Council ● National Health and Medical Research Council 	
<p>4 Consider whether you have underutilised research infrastructure that could benefit industry</p>	<p>JCU has access to certain high value equipment such as microscopes, bio-based labs, animal models and other research infrastructure. The combination of access to research infrastructure in addition to provision of</p>	

	<p>research support may be attractive to some industry partners.</p> <p>Further information about JCU's research infrastructure is available here.</p>	
5 Consider whether you can offer industry access to student talent	<p>Access to student talent can be attractive to some industry partners. For advice on connecting Higher Degree Research (HDR) students with industry for the purposes of a 1-5 month internship, contact the JCU Graduate Research School. In terms of wider industry engagement with HDR students and their supervisors, industry connections may be established through the inclusion of industry colleagues as external supervisor or contributing to higher degree scholarships or top ups.</p>	
6 Develop and participate in university activities that build university-industry links	<p>For example, attend events and workshops held by your College/Institute/Centre to which industry participants are invited, as well as those held by industry organisations or the local chamber of commerce, local networking events opportunities and innovation events.</p>	
7 Develop relationships with key people in industry (and industry representative bodies) that are influential in the sector	<p>Few university-industry partnerships are initiated through cold-calling or hard-selling approaches. Take the time to build relationships</p>	

<p>to which your research is relevant.</p>	<p>with potential industry partners. Identify key people in your industry and look for opportunities to introduce yourself. Ask a colleague to introduce you to industry contacts.</p>	
<p>8 Build and develop relationships with industry partners through involvement in projects that are led by colleagues.</p>	<p>Industry projects will often require a team approach to deliver the outcomes required by your partner or client. Use your participation in team projects to develop your experience in working with industry. Where possible, involve Early Career Researchers and selected students.</p>	
<p>9 Use existing relationships to propose ideas for your next industry project.</p>	<p>Once you have established relationships and have runs on the board with industry clients, be proactive about thinking what the next stage in the relationships could look like – and what other problems your partner needs addressed.</p> <p>The Business Development Managers in JCU Connect can assist you to develop or propose new opportunities.</p>	