



Australian Government

IP Australia

# Sharing of experience by IP Australia - Designing PE&A programmes for the tertiary sector from research findings

Peter Willimott

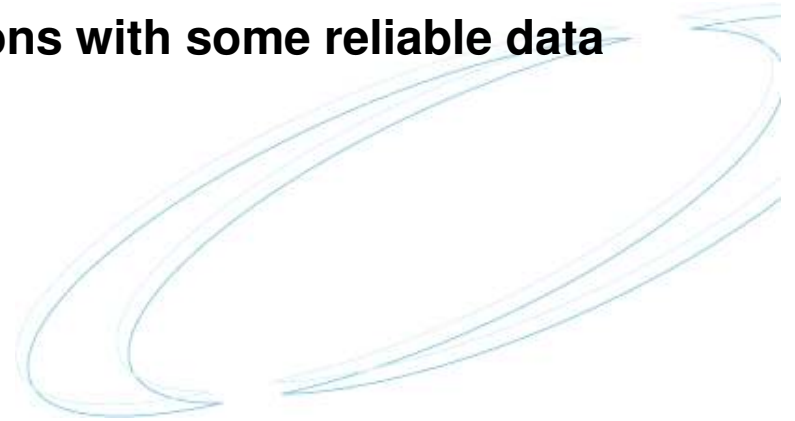
Director, Marketing and Customer Strategy



# The Situation...

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- **Universities are engaged in the business of creating IP via the research they undertake**
- **But what levels of awareness and understanding of IP existed in the tertiary (university) environment**
- **Anecdotally they had very low levels of both**
- **So wanted to validate our assumptions with some reliable data**

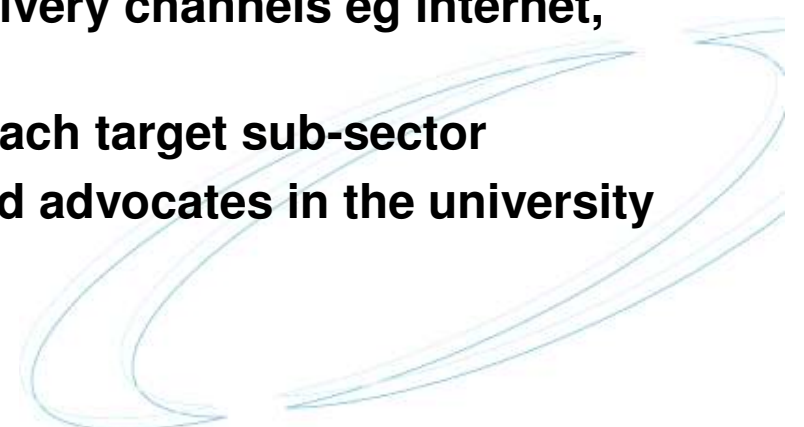




## The Solution...

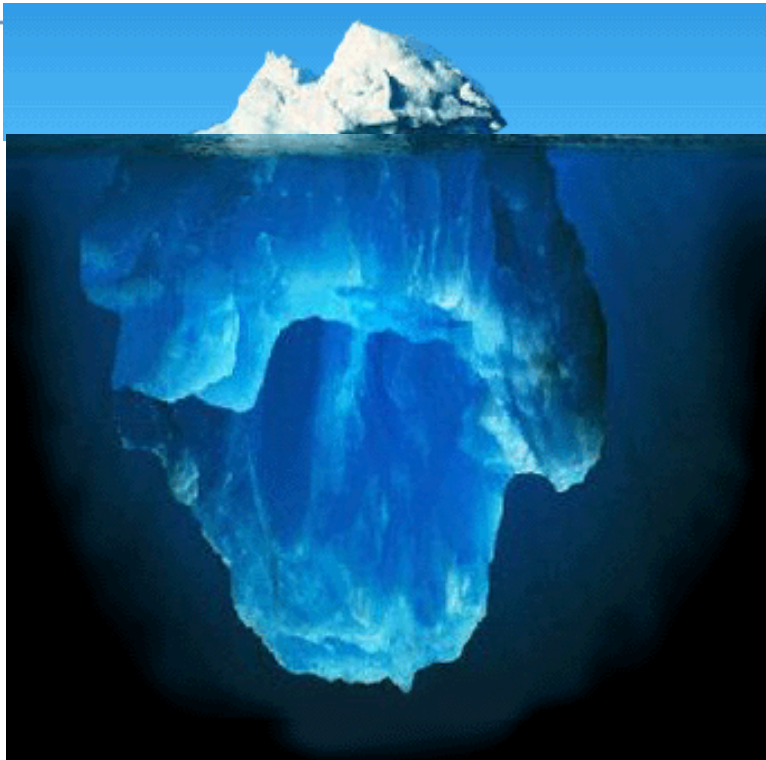
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- **A national qualitative market research study with lecturers, university researchers, university IP officers and commercial arm staff**
  
- **Objectives were to:**
  - **understand awareness levels and knowledge gaps;**
  - **determine how IP Australia could make the most impact;**
  - **assess the effectiveness of delivery channels eg internet, seminar, etc;**
  - **identify benefit messages for each target sub-sector**
  - **identify key opinion leaders and advocates in the university environment**





# Research: The ice berg principle



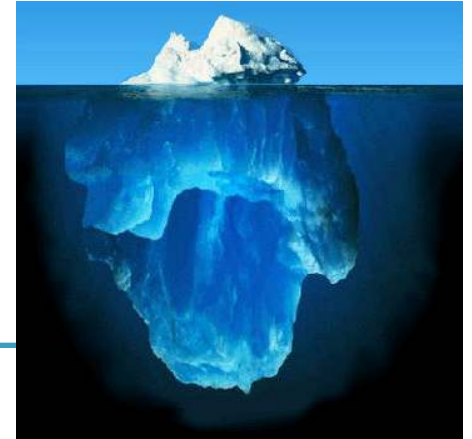
← Known = universities produce IP, publish or perish culture exists, passionate about their research

← Unknown = barriers to usage, delivery channels, key messages, influencers



# Research

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- **Research allows you to ‘see’ the unknown**
- **EG**
  - **Where you are and information gaps**
  - **Identifies key messages for target markets**
  - **Motivators**
  - **Distribution channels**
  - **Sector opinion leaders**
  - **Benchmark to compare after activities**



# Findings

- **Low levels of awareness of the commercial benefit of IP**
- **Culture of publish or perish**
- **Couldn't see the benefit of considering IP issues**
- **Commercial arms of universities respected by academics**
- **Commercial arms were the best information channel but had limited resources to undertake PE&A**
- **Commercial arms have few resources to educate academics about IP issues**
- **Best communication channels were internet, seminars and other hardcopy reference materials that could be displayed on pinboards**





## The Solution – IP Professor

- ***IP Professor*** – online resource developed to increase level of IP knowledge and awareness in university sector.
- ***IP News Service*** – free email service that contains summaries from all major Australian newspapers.
- ***Seminar Series*** – targeted activities to directly engage universities
- ***Relationship Marketing Campaign*** – cost effective way to communicate with researchers. We prepare resources which are sent to researchers on university letterhead.
- ***Sponsorship*** – ongoing relationship with the Knowledge Commercialisation Australasia (KCA).





# IP Professor Website

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- **Specialised internet delivery:**
  - **Downloadable lecture material designed to assist lecturers deliver their lecture programs**
  - **Request-an-IP-lecturer service**
  - **Electronic IP news clippings**
  - **Case studies on how universities have successfully commercialised research**
  - **IP events calendar.**





# IP Professor Relationship Marketing

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- Supports university commercial arms and Research and Development Offices in their communications with their Lecturers and Researchers.
- Regular communication mechanism for both IP Australia and university commercial arm to large numbers of tertiary community





# Thank you

Please contact me any time to discuss your public education and awareness strategy issues

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