

Title:

A productised approach to translational research and industry engagement

Abstract:

Industry engagement and rapid translation of research results to industrial applications are at the forefront of the national science agenda. This increased focus on translational research presents an opportunity for research groups to develop and test new engagement strategies, ultimately allowing them to better position themselves in a very competitive research market.

A productised approach to industry engagement and translational research is one such strategy which has been successfully used by the UQ Composites group to build a very strong portfolio of new and exciting industry-near projects over a very short period of time. Productisation is not an entirely new concept and has been promoted as a strategy to streamline the product innovation process by reducing ambiguity since the early 2000s. However, in the context of translational research productisation might not be a concept which is overly familiar to most academics.

This talk introduces productisation as an alternative strategy to the more traditional strategies which are mainly capability and facility focused. The concept of productisation is first introduced and it is discussed how it can be applied to industry engagement and translational research. The presentation will use a number of recent projects of the UQ Composites group as an example to illustrate the usefulness, but also the dangers of such an approach to translational research. The presentation will conclude with a discussion of how a productised approach can potentially be used to foster new engagement pathways, outside of the traditional industry/research partnerships.

Profile:

Dr. Michael Heitzmann joined The University of Queensland in 2014, where he is leading the Composite Materials & Processes Group. Despite the relatively short time in this position, he has been awarded over 2.6M AUD in research funding. Funding was obtained both from highly competitive schemes such as ARC Discovery and LIEF, as well as directly from industry and government organisations.

Dr. Heitzmann played a key role in restructuring the UQ Composites Group and integrating the group across the three schools: Chemical, Mechanical and Civil Engineering. He has also taken a lead role in promoting industry engagement through the Centre for Advanced Manufacturing and Materials Processing (AMPAM).

Dr. Heitzmann's research group is focused around the three key areas: short cycle time composite manufacturing, hybrid composite structures & interfaces and biocomposite materials. Dr. Heitzmann is very passionate about product innovation and industry engagement. His capacity for successful industry engagement is manifested through a large number of industry consultancies and projects, including projects with Crimsafe, UBIQ, ARUP, Defence Science and Technology Group (DSTG), Airbus Group, and the Department of Agriculture and Fisheries.

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