

# Creating Effective Innovation Ecosystems Examples from Europe and applications in Australia

*Part of a series of workshops on innovation ecosystems*

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12:30pm – 5:30pm, Wednesday, 14 June 2017  
Woodward Conference Centre, University of Melbourne

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- 12:30pm – 1:00pm *Light lunch on arrival and registration*
- 1:00pm – 1:30pm **Findings from the LH Martin Institute Study Mission to Italy and the Netherlands**  
**Professor Leo Goedegebuure**, Director, LH Martin Institute  
**Associate Professor Ruth Schubert**, Associate Director, LH Martin Institute
- 1:30pm – 2:30pm **Case Study: GO TAFE and Innovation Districts in Australia**  
**Mr Paul Culpan**, Chief Executive Officer & Director, Goulbourn Ovens Institute of TAFE
- 2:30pm – 3:30pm **Case Study: Tonsley Innovation District - Creating innovative urban revitalisation for economic growth and community**  
**Philipp Dautel**, Tonsley Precinct Director  
**Daniel Redden**, Project Director, Tonsley
- 3:30-3:45pm **Short break**
- 3:45pm – 4:45pm **Closing panel discussion**  
**Mr Kerry Lowe**, Director, PricewaterhouseCoopers  
**Mr Jeffrey Pulford**, Executive Director, Federation University Technology Parks  
**Ms Jacyl Shaw**, Director of Engagement, Carlton Connect Initiative
- 4:45pm – 5:30pm *Networking reception*

## Presenters

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### **Professor Leo Goedegebuure, Director, LH Martin Institute**

Director at the LH Martin Institute, Professor Leo Goedegebuure is active in the field of higher education policy research and management. Prior to his move to Australia in 2005 (University of New England, Centre for Higher Education Management and Policy), Leo was Executive Director of the Center for Higher Education Policy Studies (CHEPS), at the University of Twente, Netherlands, Europe's largest research centre in this field.

Leo's research interests are in the areas of governance and management, both at the systems and institutional level, system dynamics including large scale restructuring policies, university-industry relationships, and institutional mergers. Most of his work has a comparative focus, both within and outside of Europe,

which has resulted in a strong international network. He is an auditor for the Hong Kong Quality Assurance Council and has been a member and rapporteur for the OECD tertiary education review of New Zealand. He has worked as an expert on governance and management in Central and Eastern Europe, the Russian Federation, Africa, South East Asia and South America on projects initiated by the European Commission, the World Bank and UNESCO.

During the period 1997-1999, Leo spent a 3-year term in institutional administration as deputy to the Rector Magnificus at the University of Twente, the Netherlands, with primary responsibility for the teaching & learning portfolio. In this capacity he restructured the university's education programs. This experience not only furthered his overall management skills, it also equipped him with the project management skills to successfully direct complex institutional change processes.



### **Associate Professor Ruth Schubert, Associate Director, LH Martin Institute**

Ruth joined the LH Martin Institute in April 2014. Prior to that, Ruth was Director, Business Transformation with TAFE SA, and was asked to take on the role at a critical mid-way point in the change process involving the three separate South Australian TAFE Institutes becoming one organisation under a statutory authority. Ruth has worked in the education sector for over 30 years with experience in private RTOs, TAFE, the schooling sector, and universities. As A/Managing Director at TAFE SA Regional, Ruth was instrumental in their winning the State and National Large Training Provider of the Year in 2011.

Ruth has been a Director of the Stand like Stone Foundation since 2004, and now serves as Deputy Chair of the foundation. Ruth is an inaugural member of the Governor's Leadership Foundation, graduate member of the Australian Institute of Company Directors and was awarded a Premier's Award for Postgraduate Research into Lifelong Learning 2001.



**Philipp Dautel, Precinct Director Tonsley Innovation**

Philipp Dautel is responsible for the delivery of the Tonsley Innovation Precinct vision, including facilitating collaboration between research institutions and industry to promote innovation and commercialisation opportunities.

He also leads business development and investment attraction in the precinct through engaging with industry and communities and enhancing commercial opportunities.

Prior joining Tonsley, Philipp was facilitating a grant programme where he helped companies engage with research organisations to drive innovation and business growth for SMEs. He also worked at UniSA's technology commercialisation company, which included assessing and developing commercial opportunities.

Before relocating to Australia five years ago, Philipp worked for global technology and manufacturing companies based in Germany and Switzerland, where he developed and executed marketing strategies. [www.tonsley.com.au](http://www.tonsley.com.au) email: [Philipp.Dautel@sa.gov.au](mailto:Philipp.Dautel@sa.gov.au)



**Daniel Redden, Project Director, Tonsley**

Daniel Redden is responsible for leading the planning and delivery of the infrastructure, property development and property management aspects required to realise a vibrant and integrated Tonsley precinct.

This includes high level planning, negotiation and collaboration to ensure the effective ongoing delivery of this complex urban renewal project.

Daniel has a background in urban planning and property development, delivering mixed-use developments for BPM Corp. and 10 years of consulting experience with Aurecon.

Daniel is driven by creating a strong sense of human interaction within urban infill development that connects work with life, as well as the emerging role of technology in shaping urban renewal.

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**Jacyl Shaw, Director of Engagement, Carlton Connect Initiative**

Jacyl is the Director of Engagement of the Carlton Connect Initiative, a leading innovation precinct anchored by the University of Melbourne, Australia. Jacyl has worked as a corporate lawyer, Supreme Court Judges Associate, practice management in a national law firm and undertaken many consultancies in international education.

She has studied abroad in Finland, Japan and Thailand and worked on projects in Europe, the Asian Region and the Americas. In 2016 she undertook a project to benchmark engagement and impact strategies of universities globally that are developing innovation precincts, partnership and place-making with local ecosystems (city government, industry and community). Jacyl has BA, LLB and a M(Ent) from the University of Melbourne and a LLM from Monash University.

She is a current board member of Melbourne University Publishing and also a member of Microsoft Social NUI Research Centre Board.



**Mr Jeffrey Pulford, Executive Director, Federation University Technology Parks**

Jeff has a background in government and Public administration. He has worked in the health sector, as a political advisor, a Director at the Office of Commonwealth Games Coordination, ten years as a Senior Officer at the City of Ballarat, and most recently as Executive Director of the Federation University Technology Parks.

Jeff has broad experience in delivering public sector projects. He is particularly focussed on generating economic outcomes through projects and partnerships, with a focus on aligning Public policy with private sector priorities.

Jeff's role at Federation University centres on creating closer engagement and partnerships between University research activities and Commercial entrepreneurs.



**Mr Kerry Lowe, Director, PricewaterhouseCoopers**

Kerry is a Director within PwC's Consulting practice and focuses on working with a range of government departments and agencies to help them deliver exceptional citizen value and optimise their organisation's capabilities.

Kerry has over twelve years of experience providing consulting advice to government, Not-For-Profit organisations and a range of commercial companies (including those from telecommunication, retail and financial services sectors).

He has been closely involved with the development and execution of a range of strategic initiatives including cross-company transformations, operational performance optimisation (linking citizen/customer experience, productivity and process improvements) and digital improvements.

With over 17 years of experience within the digital/technology sector globally (Australia, North America, Europe and Asia) and working with a range of organisations of varying scale, Kerry brings a broad range of

expertise that can be leveraged to help government departments, agencies and Government Business Enterprises (GBEs) excel in the ever-changing world.

Kerry has Bachelor of Engineering (Electrical) with Honours and Bachelor of Arts (Political Science) from University of Melbourne (including studies at KTH Royal Institute of Technology and Södertorns Institute, Sweden).



**Mr Paul Culpan, Chief Executive Officer & Director, Goulburn Ovens Institute of TAFE**

Paul was appointed CEO of Goulburn Ovens Institute of TAFE (GOTAFE) in December 2008. He has a Bachelor of Commerce (Marketing) from the University of Auckland, Masters in Education (leadership) from RMIT University and a Certificate IV in Workplace Assessment and Training from Holmesglen Institute.

Originally from New Zealand, the early part of Paul's career involved working as a marketing specialist for a range of private sector multinational companies in the pharmaceutical and consumer goods sectors. He moved to Australia in 1998 when he was employed by pharmaceutical multinational SmithKline Beecham to manage the marketing of the Panadol brand.

In 2003 Paul moved his young family to Shepparton in Regional Victoria to join the executive team of GOTAFE.

In 2008 Paul was appointed CEO of GOTAFE where he has been required to lead the Institute through significant TAFE policy reform with the implementation of contestable funding, direct competition with private providers and significant regulatory changes.

In recent times Paul has been involved in a number of Victorian TAFE and National TAFE committees including Chair of the TAFE Directors Australia (TDA) Regional Committee and CEO Representative on the Victorian TAFE Association (VTA) Executive.

From a community perspective, Paul has recently been appointed as a business/community member by the Victorian Government on the Regional Partnership – Goulburn Committee, tasked with providing strategic advice to the Victorian Government on the Goulburn region. Paul is also Secretary of his local Football Club in North Shepparton.

## Participants

Title	First Name	Last Name	Position	Organisation
Mr	Brett	Ambrosio	Commercial Manager	Goulburn Ovens Institute of TAFE
Mr	Frank	Arrigo	Ecosystem Engagement	Telstra
Ms	Belinda	Bain	School Manager, Biomedical Sciences	The University of Melbourne
Mrs	Fouli	Christmann	Senior Assessment Manager	TEQSA
Mr	Patrick	Corrigan	Big Data Project Manager	ANZ
Mr	Paul	Culpan	Chief Executive Officer & Director	Goulburn Ovens Institute of TAFE
Prof.	Matthew	Cuthbertson	PVC (Research Development, Innovation & Commercialisation)	Swinburne University
Ms	Rachael	Dalton	Manager, Service Innovation and Engagement	The University of Melbourne
Mr	Mark	Danaro	MD	The University of Melbourne
	Philipp	Dautel	Tonsley Precinct Director	Renewal SA
Mr	Mark	Dixon	CEO	Wodonga Institute of TAFE
Mr	Grant	Downie	MD	The University of Melbourne
Ms	Mary	Faraone	Chief Executive	Holmesglen Institute
Ms	Margie	Fixter	General Manager Education	Goulburn Ovens Institute of TAFE
Mr	Alexander	Gillies	Consultant	The University of Melbourne
Professor	Leo	Goedegebuure	Director	LH Martin Institute
Mr	Robert	Hamilton	Service Analyst (Academic Services)	The University of Melbourne
Dr	Anne	Herbert	Assoc prof	LH Martin Institute
Mr	John	Lawrence	Director	
Dr	Timothy	Lee	Specialist Anaesthetist	
Mr	Janis	Lesinskis	lecturer, curriculum developer	RMIT University
Mr	Kerry	Lowe	Director	PricewaterhouseCoopers
Ms	Suzanne	McKinnon	Executive Director, Student Engagement and Support	Holmesglen Institute of TAFE
Mr	Peter	McSweeney	Senior Lecturer	The University of Melbourne
Dr	Andrew	Morgan	Quality Manager	Monash College
Professor	Elizabeth	OZANNE	Professorial Fellow	The University of Melbourne

Title	First Name	Last Name	Position	Organisation
Mr	Ian	Poole	Partnership Engagement Manager	Goulburn Ovens Institute of TAFE
Ms	Twyla	Portelli	Service Analyst	The University of Melbourne
Ms	Jodee	Price	Manager Skills and Employment	Goulburn Ovens Institute of TAFE
Mr	Jeffrey	Pulford	Executive Director	Federation University Technology Parks
Ms	Lynn	Richardson	Lecturer	William Angliss
Ms	Leanne	Rose-Munro	Manager of Learning Spaces	Monash University
Ms	Margaret L	Ruwoldt	Manager Service Performance and Planning (Academic Services)	The University of Melbourne
Associate Professor	Ruth	Schubert	Associate Director	LH Martin Institute
Ms	Jacyl	Shaw	Director Engagement	The University of Melbourne
Mr	Brice	Shen	Program Manager	The University of Melbourne
Mr	Theobald	Stebbens	Research Student	The University of Melbourne
Dr	Cerasela	Tanasescu	Director	La Trobe University
Mr	Muhammad	Tauseef	Managing Director	
Ms	Celia	Turnbull	Manager Education Products	Goulburn Ovens Institute of TAFE
Mr	Darren	Van Ginkel	Ecosystem Engagement	Telstra
Mr	Bill	West		
Mr	Haydn	Wright	Project Lead – Education   R&D	Australian Education City

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