



# Industry and universities working together – can we do it better?

12<sup>th</sup> Annual ATN Conference

5 February 2010

# What am I doing here?



# The challenges faced by industry today



- **Skills shortage**
- **Regional/global focus**
- **Shared services model**
- **Workforce profile**
- **Loyalty**
- **Mobility**

# Graduate capability

- **Communication & soft skills**
- **Remote learning**
- **Delivery of education**
- **Academic standards**
- **Continuous Education**



# Skills shortages



- **Funding challenge**
- **Employability awareness**
- **Upskilling existing workforce**
- **Vertical integration**
- **Global competition**

# International students

- Economic value
- International competition
- English language exit standards
- Reputational issues
- Important business



# Globalisation

- **Regional/Global consistency**
- **Global content**
- **Global learning opportunities**



# Innovation – Research dimension



- **Knowledge Transfer**
- **Consistent approach to applied research**
- **Incentives for collaborative efforts**

# Committee for Melbourne – ideas to outcomes initiatives

- Annual VC/CEO Forum
- Culture Card Program
- Melbourne Business Practicum
- Transformation Cluster
- Airport Welcome Booth



# Best practice examples

- Leadership Days
- Vacation/Practical Experience
- Psych testing
- SIFE
- MBA Projects
- Strategic Partnerships



# Challenges

- **Careers Office v HR Departments**
- **Single Relationship contact**
- **Partnership**
- **Cheque v Return**
- **Centres of Excellence**
- **Academic conditions**
- **Course Content**



# Suggestions for future success

---

- **Education – an industry**
- **Customer/Supplier Relationship**
- **Industry role – on campus and content**
- **Vertical integration model**
- **Funding model**
- **Governance**
- **BCA role**



## **Presenter's contact details**

**Michael Andrew**

**KPMG Australia**

**+61 3 8626 0926**

**[mandrew@kpmg.com.au](mailto:mandrew@kpmg.com.au)**

**[www.kpmg.com.au](http://www.kpmg.com.au)**