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Q
UniQuest is Australia's leading university commercialising entity, managing UQ's intellectual property. It consistently benchmarks in the world's top five per cent for university-based technology transfer offices.

Since 1984, UniQuest has built, commercialised and managed an extensive intellectual property portfolio, including more than 1500 patents and 100 companies resulting from university-based discoveries. In August, UniQuest celebrated 100 startups with an award ceremony at Customs House.

Since 2002, UniQuest and its spin-out companies have raised more than \$700 million to help take UQ technologies to the market. More than \$625 million in commercialisation revenue has been generated by UniQuest for UQ. Gross sales of products using UQ technology licensed by UniQuest total more than US\$17 billion since 2007.

Among others, UniQuest was responsible for commercialising the HPV vaccine Gardasil®.

the Triple P – Positive Parenting Program, the image correction technology used in most of the world's MRI machines, and a potential new treatment for pain through spin-out company Spinifex Pharmaceuticals Pty Ltd—a biopharmaceutical company acquired recently in one of Australia's largest ever biotech deals. At present, UniQuest has four molecules and two devices in clinical trials.

JK
As the technology transfer company for the University's Sustainable Minerals Institute (SMI), JKTech provides technical consulting and training services (in mining, geometallurgy and processing), laboratory services, specialist testing equipment, specialised laboratory tests and simulation software products.

Significant activities and achievements during 2018 included:

- JKSimMet software increasing its client numbers to more than 60 per cent of the global market
- JKTech's team completing client work in more than 17 countries
- executing a substantial Rio Tinto global contract covering 17 mine sites to roll out a new blast movement model (Value Based Ore Control) that JKTech is commercialising from SMI research.

REVIEW OF ACTIVITIES

3. Building **engaged and strategic partnerships** with a broad range of local and global networks

Engaging and collaborating with the community, industry, government and other research innovators is critical to UQ's capacity to meet the rapidly changing needs of society. We aim to enhance our approach to external engagement with a partnership framework, customer relationship management system, deeper international connections, diverse income sources and ongoing commercialisation interests.

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In 2018, UQ introduced a new Partnership Framework that adopts a 'One UQ' approach to the development of strategic industry partnerships. Building on the current Partner Engagement Strategy for international higher education institutions, the new framework seeks to ensure a more coordinated approach to building and strengthening collaborations with industry partners and ensuring that UQ maximises opportunities for the whole institution. For UQ's valued industry partners, the framework will streamline the process of engaging with UQ (particularly with first contact), support delivery of services, and ensure that UQ provides a comprehensive, consolidated offering to match to each partner's unique needs. Under the new framework, a Strategic Engagement and Partnerships Committee was established to help coordinate activity related to UQ's strategic industry partnerships. The Committee includes senior representatives from UQ's research, teaching and engagement portfolios to ensure broad representation and connectivity between all functional areas.

KEY PERFORMANCE INDICATORS

PARTNERSHIPS

Q	2012	2013	2014	2015	2016	2017
UQ's national rank on research income from industry	1	2	1	2	2	1

² Source: Scopus dataset within WoS, Scopus and is based on a single full year only; the document types included in this metric are Article, Review or Note.
³ Figures for 2018 are preliminary. Data will be finalised in mid-2019.

3.2



Research training is a key aspect of many international partnerships and agreements and provide higher degree by research candidates with a global experience as well as facilitate a deeper research relationship with key partners for UQ. 2018 saw the second intake of the prestigious QUEX Joint PhD program, a joint initiative of the University of Exeter and The University of Queensland.

New initiatives in 2018 also included joint supervision agreements signed with Technical University Munich and the launch of a new Joint Research Academy, UQID-CoR, between UQ and the Indian Institute of Technology-Delhi, featuring a joint PhD program to commence in January 2019.

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3.3 D

B In October 2018, UQ launched a refresh of its brand. This was a significant program of work focused on developing a contemporary brand for the University and bringing consistency to the way UQ is presented to its many diverse audiences. A consultative committee with representation from across UQ helped inform the direction of the new corporate identity, along with market research insights and concept testing with key audiences.

Extensive brand guidelines were released in October to provide clear direction for the consistent application of the brand and all the visual identity elements. While implementation commenced in late 2018, it is expected to take more than 12 months to fully roll out the new brand.

Own the Unknown

In addition to the refresh of UQ's corporate identity, we also launched a new creative campaign to support student recruitment activity in 2018. *Own the Unknown* delivered a clear point of difference, challenging the belief that the future is predictable or that career paths are linear. It reinforced that the skills UQ has championed for more than 100 years—creativity, critical thinking and problem-solving—will be more important than ever. The new campaign [belief 60.1 (wilPortan)2Ju)23ntation ei erOwn3.2 carapai23.60.1 (wilPo)23 (e r2 (efr)23 (esn (e linear)72.1 (.)23 5i r2 (ef227)10.1 (22 33n)wIQ a ne)23.dioopr)17 , (wn[f (doo2l 6 E(oblems-solving—)10.1 (wilu-, ((e51 (e importan)2.1 (t)TJ)3 (ciala)5 r)1 (sit)3 (y)15.1 (-)10 (wide)TJ()TjO -1.2 TD[a377 identit (er)3 (yO)136cf{Own (ef2M)23.1 audies w)272 (. T)10.1 (he Cual id tunij)23 (e ms (. Tln)23.1 (w (encrnt)3 (y ionalT)10.1 (he M)23.1 audiec)72, R27 or tT(deliv)27 (er)(. TA)2l idmir)72.le msnprhe Ilx wil im(f)ITf{Own tc)2 (tivit)(campaig