



Working with industry partners

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Why?

- Some of them have money
- Most of them have problems
- Many of them have *in-kind* resources (staff time, etc.)
- Many of them have data, or potential data



Partnership development

- Identify promising organisations and approach them directly, and/or
- Use your networks or those of your colleagues to obtain introductions
- Talk to the *right* people in the organisation
- Make clear your goals and clarify their goals
- Maybe start with a small-scale, pilot project
- Deliver some useful outcomes for the organisation – practical solutions, etc.
- Then propose something bigger

Case study:
ARC Linkage:
*co-designing
public library
spaces* (Hider,
Jamali, Garner,
Wakeling et al.)

- Libraries Research Group / SICS promoted their applied research (AKA 'engagement')
 - State Library of New South Wales heard about some of it
 - Public Library Services team approached *us* in 2021
 - Initial raft of small-scale projects funded through 2021
 - *Meanwhile*, public libraries' mission statements analysed
 - Methodology for co-designing public library spaces identified as a gap
 - Intention to Submit about Oct 2021 -- mentor on board
 - Proposed to SLNSW about same time
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Case study continued


- PLS hands out grants for space and building refurbishments, etc.
- They have a website on library design
- Aligns closely with their mission and agenda
- And they have cash + some staff time + an extensive network of PLs
- EOI call for PL cases in early 2022
- Albury, Yass Valley & Fairfield City responded/selected – *had worked with two of them before*
- Series of meetings to clarify responsibilities, expectations, timelines, etc.

Case study continued

- SLNSW promised most of the cash – 25% of ARC ask
- PLs give us their spaces + some in-kind contributions (mainly staff time) + a little bit of cash
- Cash + in-kind must be at least total ARC ask
- All partner orgs must commit in writing
- Each org assigned a partner investigator
- We wrote most of the actual application, ran bits past the PIs
- Drafted their letters
- Application a moving feast, takes ages



Case study continued

- Submitted July 2022 (rejoinders in about October)
 - Result: \$\$\$ + recognition + happy partners
 - Whole process: 18 months
 - Proposal + application process: 9 months
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Tips

- Clarify goals, expectations, etc. at the outset
 - Find the right people in the organisation (the 'champions')
 - Make the partners feel like their part of the team
 - Keep them in the loop
 - Build contingency plans both into application process and also in case of rejection, if possible
 - Deliver the project outcomes!
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