

## Media Release

### Chiefs of Staff, News Directors

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### Partnering in innovation

Innovation in emerging and priority industries and strong links between research and industry will be among the focus areas of a renewed State Government and University of Tasmania partnership.

The University's Australian Innovation Research Centre (AIRC) and the Tasmanian Government today agreed to extend their formal collaboration, first formed in 2010, for a further three years.

Acting Deputy Vice-Chancellor (Research) Professor Imelda Whelehan said both the University and the Government recognised that innovation was key to the future prosperity of Tasmania.

"Innovation is recognised globally as the most important factor in growing productivity and improving living standards," Professor Whelehan said.

"The University drives innovation in Tasmania through our teaching and research in areas ranging from fisheries and aquaculture, mining and agriculture to law and the creative industries.

"The AIRC and the State Government have worked together since the Centre's inception in 2006 and we are very pleased that this strong association is continuing."

The new Agreement sets out four new areas of focus:

- industry-research linkages
- innovation in existing/priority industries
- innovation in emerging industries (such as cultural and creative industries, digital economy, advanced manufacturing, nanotechnology/micro-sensing and science and research)
- public sector innovation.

AIRC Director Professor Anthony Arundel said "this work will build on previous areas of focus, which included the digital economy and the costs of administrative and regulatory compliance to Tasmanian businesses."

Alongside its academic research on business and public sector innovation and entrepreneurship, the AIRC delivers units on Innovation and Entrepreneurship with the Tasmanian School of Business and Economics and has been engaged by State and Federal Governments to perform high profile and high impact research.

The AIRC also undertakes extensive engagement with external stakeholders to support public policy and practice, and to support and encourage innovation capability and entrepreneurial activity.

It is a leading player globally in innovation research being involved in the largest innovation surveys in the world for both the business and public sectors.

**Information released by:**

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