INNOVATION

Special Event
Open the doors to a smarter business

Proudly sponsored by Telstra Business Centre
West Sydney, Davies Collison Cave and KPMG
MOVING TO A NEW OFFICE?

Telstra Business Centre West Sydney can help take the worry out of relocating.

Moving premises is a big job. One that can be fraught with headaches and costly delays—but the good news is, these can be minimised.

Our Business Specialists at Telstra Business Centre West Sydney are experts in all things phone systems and can help you with your next big move, including:

- complete end-to-end project management for all commercial installations
- a single point of contact through installation and transition
- new fixed-line installation and data and telephone cabling
- the latest in digital and IP-based phone systems
- exciting technology for new ways to do business, like Microsoft® Office 365 and Cloud-based services
- a great range of accessories and extras like cordless phones and Ad on Hold solutions
- ongoing assistance from the team who designed and installed your system.

Moving premises is a large project, no matter how big or small your business. So, call your local telecommunication experts who are here to help make things a little easier. We can even come to you.

Telstra Business Centre Merrylands
164 Merrylands Road
8868 0700

Telstra Business Centre Penrith
Suite 1, 308 High Street
4722 7777

relocate@tbcwestsydney.com.au
TOP 5 TIPS FOR MOVING PREMISES

01 Be organised, early. Contact us 30–60 days before your move to book an appointment with us to discuss your specific requirements for the new office.

02 Hire a relocation management expert. Consider outsourcing the office relocation management process to a specialist so you can leave the complicated logistics to a professional.

03 Let everyone know about your move. Send notification emails to suppliers, partners and customers to advise them of your relocation date, new address as well as any new phone numbers if they’ve changed.

04 Think about the future. Have a plan for new fixed-line installation and data and telephone cabling to ensure you’ve got the right fit for now and future growth.

05 Keep up to date. Review your current systems and consider an upgrade to the latest in digital and IP-based phone systems. Also consider whether your services can be updated to suit where your company’s heading.

Make the right move to make your move easier. Enlist the help of your local business telecommunication experts at Telstra Business Centre West Sydney and call or email us today.

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4722 7777

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INNOVATION - Open the doors to a smarter business

KNOWLEDGE = POWER

The Prime Minister’s recent National Innovation and Science Agenda Statement puts innovation firmly on the national agenda. Business owners and managers have the power to grow their business through innovation and disruption. Our presenters will share their experience and knowledge for your benefit.

Presenters

Davies Collison Cave (DCC) – Damon Henshaw and Will Hird (Partners)

With offices in Western Sydney, award winning Intellectual Property (IP) firm DCC has been protecting Australian Innovation for more than 130 years.

DCC provides straightforward commercially focused IP advice in the context of your business needs.

Be it a start-up or established business, DCC will help find value in your R&D activities for lasting commercial success.

Topics covered include:
- Identifying your IP.
- Enhancing value through IP registration.
- Developing IP protection strategies and barriers to entry.

Telstra Business & Telstra Business Centre West Sydney – David Newton

Telstra is one of the Australia’s leading technology services company.

Cloud Computing is changing the way business works and becoming the default position for businesses looking to run applications and services. But it is a crowded marketplace. Learn how Telstra’s multi-cloud strategy can enable you to make the most of the best global cloud services and technologies.

With the right tools, your business can become more efficient, more dynamic and ultimately more successful.

Understand why Cloud Computing is the new normal.

Topics covered include:
- Making the most of the new cloud technologies on offer.
- Reviewing Telstra’s Multi-Cloud strategy,
- Cloud Security – understanding the threat landscape and mitigation

KPMG – Paul Van Bergen (Partner)

KPMG is one of the world’s leading professional services firms and recently opened offices in Parramatta to service the growing Greater Western Sydney region.

Through a practically focussed approach, discover insights on how to plan so your business can maximise its capture of the R&D Tax Incentive, position it to access the multitude of grants, better manage innovations and protect your IP to grow your business.

Federal and state governments provide significant funding via hundreds of grant programs to assist businesses in a range of endeavours. However, success in applying for a grant is not guaranteed and businesses should seek assistance during the process.

Themes to be covered will include:
- Habits of successful grant recipients.
- Capturing your R&D knowledge – increase refunds from R&D tax incentives.
- Take stock – maximise the commercial upside from your business improvement efforts.

Western Sydney University – Dr Andy Marks - Assistant Vice-Chancellor (Strategy and Policy)

As Assistant Vice-Chancellor (Strategy and Policy), Andy drives Western Sydney University’s collaborations with government, industry, corporates and the community.

Andy is a co-founder of the University’s ‘LaunchPad’ business incubator. Established in 2015, with branches in Werrington and Parramatta (and coming to Liverpool), LaunchPad is focussed on expanding innovation across Western Sydney via intensive support for Startups and existing tech-focussed SMEs.

Prior to his current role, Andy was a senior researcher in the social services sector. He holds a PhD and first-class Honours in ‘politics and literature’ specialising in critically interpreting the representation of politics in contemporary culture and the media.

Your MC

Adjunct professor Jim Taggart OAM is one of Western Sydney’s most respected business leaders. As Chairman of the Greater Western Sydney Regional Roundtable, Jim brings his own brand of business insights and expertise in networking and social capital.

Branding Partner

DMC Advertising Group

Media Partner - Western Sydney Business Access is the region’s leading business/lifestyle newspaper and website with a monthly readership exceeding 100,000 people.
Visit www.accessnews.com.au

Telstra Business Centres West Sydney, Davies Collison Cave and KPMG proudly present …………
The voice of Western Sydney

www.wsba.com.au
What is **Intellectual Property** (IP)?

A product of the intellect that has commercial value.

Registrable IP rights:
- Patents
  - Provisional
  - Standard
  - Innovation
- Designs
- Trade marks

Non-Registrable IP rights:
- Copyright
- Trade secrets
- Client lists
- Know-how

**Case Study** - Tap King

**Market opportunity**
- 70% of drinking occasions occur in the home;
- More sophisticated beer drinker;
- Draught beer tastes better;
- Kegging is complicated;
- Kegging is expensive.

**Solution**
- Mini "keg" for the home refrigerator;
- CO2 cartridges contained in the bottle;
- PET bottles;
- Novel location of gas and pressure regulator.
Tap King - Patents / Designs / Trade Marks

**Patents**
- Patents protect inventions
- 20 year monopoly
- File before disclosure
- Novel
- Inventive

**Australia**
- 1 Standard Patent
- 3 Innovation Patents
- 1 Standard Patent Application pending
Attractive protection for another party to license or purchase.

**Tap King - Designs**

Designs
- Designs protect visual appearance
- 10 year monopoly
- Longer term in other jurisdictions
- File before disclosure
- New
- Distinctive

**Tap King - Trade Marks**

Trade marks
- Protect origin of goods/services
- Indefinite monopoly
- Must operate as a TM for the goods/services
- Must not be same or similar to another TM
Tap King

Improvements protected by more patent applications

BRIO: Patent Filing Strategy

Strategy:
- Responsive to client needs;
- Decision to stop competitor copying;
- Early priority filings;
- International application;
- Prime markets covered.

Tap King

Improvements protected by more design registrations
Summary

When starting a business, think about the IP:

- Patents
- Trade marks
- Designs
- Confidential information
- Copyright

Seek advice early, initial consult is usually free.

IP Perspectives

Companies engage with IP to protect their business and utilise their “creations of the mind” to create commercial value.

DCC has produced a variety of short videos to assist business owners, including animated guides to the IP process and the IP Perspectives series.

IP Perspectives includes short interviews with clients on how and why they choose to utilise IP rights for their business.

Google: “DCC Play IP” or go to the info and tools section of our website.

Your initial consultation with us is complimentary.

Contact our Parramatta team:
Eclipse Tower T 02 8896 6200
Level 15, 60 Station St East Parramatta NSW 2150
Patents: Damon Henshaw dhenshaw@davies.com.au
Trade marks: Roseanne Mannion rmannion@davies.com.au
# Australian Intellectual Property Protection Summary

This table, prepared by Davies Collison Cave, summarises the types of Intellectual Property protection available in Australia.

<table>
<thead>
<tr>
<th>TYPE</th>
<th>WHAT IS PROTECTED</th>
<th>OBTAINING PROTECTION</th>
<th>WHO GAINS PROTECTION</th>
<th>LENGTH OF PROTECTION</th>
<th>PROTECTION CONFERRED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patents</td>
<td>Inventions, ie products or processes which satisfy certain criteria including</td>
<td>By application to the Patent Office with accompanying</td>
<td>The inventor or the employer, or an assignee of either.</td>
<td>Standard patents: a</td>
<td>The right to prevent others, making, using, importing, hiring, selling or otherwise</td>
</tr>
<tr>
<td></td>
<td>neveness or novelty. For a Standard patent the invention must also involve an</td>
<td>documentation describing and defining the invention.</td>
<td></td>
<td>maximum length of 20</td>
<td>exploiting the patented invention in Australia.</td>
</tr>
<tr>
<td></td>
<td>inventive step. For an innovation patent the patent must involve an innovative</td>
<td></td>
<td></td>
<td>years.</td>
<td></td>
</tr>
<tr>
<td>Confidential</td>
<td>Information</td>
<td>Protection is not dependent on registration, but on the</td>
<td>A person to whom the obligation of confidence is owed.</td>
<td>For as long as the</td>
<td></td>
</tr>
<tr>
<td>Information</td>
<td>Sufficiently secret and significant information.</td>
<td>information having been disclosed in circumstances</td>
<td></td>
<td>information remains</td>
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<tr>
<td></td>
<td></td>
<td>imposing on the recipient an obligation to keep the</td>
<td></td>
<td>sufficiently secret.</td>
<td></td>
</tr>
<tr>
<td>Copyright</td>
<td>Original literary (includes brochures, certain labels and instructions and also</td>
<td>By creation of the material in reproducible form, or</td>
<td>Usually the author or maker of their employer. Rules vary</td>
<td>An initial period of</td>
<td>The right to prevent others in Australia copying the layout, making an integrated</td>
</tr>
<tr>
<td></td>
<td>computer programs), dramatic, musical and artistic works, sound recordings,</td>
<td>publication of the material. There is no registration</td>
<td>for commissioned material.</td>
<td>5 years, which may</td>
<td>circuit in accordance with the layout and exploiting the layout commercially.</td>
</tr>
<tr>
<td></td>
<td>films, broadcasts and published editions of works, and certain performer’s rights,</td>
<td>procedure.</td>
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<td>then be renewed for a</td>
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<td>provided in each case the nationality or residency requirements are satisfied.</td>
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<td></td>
<td>further 5 years to</td>
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<td></td>
<td>Moral rights are also protected.</td>
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<td></td>
<td>reach a maximum of 10</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>years.</td>
<td></td>
</tr>
<tr>
<td>Designs</td>
<td>The appearance of products new and distinctive. That is, the features of shape or</td>
<td>By application to the Designs Office.</td>
<td>The designer or the employer, or an assignee of either.</td>
<td>10 years from the</td>
<td>The right to prevent others in Australia applying the design for a design which is</td>
</tr>
<tr>
<td></td>
<td>configuration which have been incorporated in the product (even if those features</td>
<td></td>
<td></td>
<td>first commercial</td>
<td>substantially similar in overall impression to the registered design) to products</td>
</tr>
<tr>
<td></td>
<td>perform a functional purpose) or the features of pattern or ornamentation applied to</td>
<td></td>
<td></td>
<td>exploitation provided</td>
<td>in respect of which the design is registered, and to prevent certain commercial</td>
</tr>
<tr>
<td></td>
<td>a product.</td>
<td></td>
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<td>this occurs within 10</td>
<td>dealings in Australia in such products bearing the design or a sufficiently similar</td>
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<td>years from the creation</td>
<td>design.</td>
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<td></td>
<td>of the layout design;</td>
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<td>or 10 years from the</td>
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<td>year in which it was</td>
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<td></td>
<td></td>
<td>made.</td>
<td></td>
</tr>
<tr>
<td>Circuit Layouts</td>
<td>Original circuit layouts. A circuit layout is the plan which shows the location</td>
<td>By creation of the layout. There is no registration</td>
<td>The circuit layout designer or the employer, or an</td>
<td>An initial period of</td>
<td>The right to prevent others in Australia copying the layout, making an integrated</td>
</tr>
<tr>
<td></td>
<td>and interconnection of the components of an integrated circuit.</td>
<td>procedure.</td>
<td>assignee of either.</td>
<td>5 years, which may</td>
<td>circuit in accordance with the layout and exploiting the layout commercially.</td>
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<td></td>
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<td>then be renewed for a</td>
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<td>further 5 years to</td>
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<td>reach a maximum of 10</td>
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<td></td>
<td>years.</td>
<td></td>
</tr>
<tr>
<td>Registered</td>
<td>A sign, being a word, letter, numeral, device, shape, colour, sound, scent or</td>
<td>By application to the Trade Marks Office.</td>
<td>Anyone who has an intention to trade in the relevant</td>
<td>Once a mark has been</td>
<td>The right to prevent others in Australia recognising the layout as a trade mark, or</td>
</tr>
<tr>
<td>Trade Marks</td>
<td>aspect of packaging, used to distinguish goods and services of one trader from</td>
<td></td>
<td>goods or services.</td>
<td>registered it can be</td>
<td>a deceptively similar trade mark in relation to the goods or services for which it is</td>
</tr>
<tr>
<td></td>
<td>those of another. Signs which are generic or descriptive of a quality or</td>
<td></td>
<td></td>
<td>renewed in perpetuity.</td>
<td>registered, or for related goods or services in certain circumstances, if the</td>
</tr>
<tr>
<td></td>
<td>characteristic of goods or services are not prima facie registrable.</td>
<td></td>
<td></td>
<td>The initial period of</td>
<td>unauthorised use of the trade mark is likely to deceive or confuse.</td>
</tr>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>registration is 10</td>
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<td></td>
<td>years from the filing</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>date with renewal every 10 years thereafter. A trade mark</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>can be removed if not</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>used.</td>
<td></td>
</tr>
<tr>
<td>Trade Marks with a</td>
<td>Any sign that through use or other circumstance has acquired a reputation in</td>
<td>Unless the situation in relation to registered trade mark</td>
<td>The person in whom the reputation resides.</td>
<td>For as long as the</td>
<td>The right to prevent others in Australia recognising the layout as a trade mark, or</td>
</tr>
<tr>
<td>Reputation</td>
<td>Australia indicating a particular trader.</td>
<td>protection is not dependent on registration but on</td>
<td></td>
<td>reputation exists.</td>
<td>a deceptively similar trade mark in relation to the goods or services for which it is</td>
</tr>
<tr>
<td></td>
<td></td>
<td>acquiring the relevant reputation.</td>
<td></td>
<td></td>
<td>registered, or for related goods or services in certain circumstances, if the</td>
</tr>
<tr>
<td>Business Name</td>
<td>A business name is the name under which a legal entity trades or does business.</td>
<td>Business names must be registered in each State and/or</td>
<td>Registration of business names allows the public to</td>
<td>Business names can be</td>
<td>Registration does not provide any proprietary rights to the business name or prevent</td>
</tr>
<tr>
<td></td>
<td>It is not the legal entity itself. Registration will not protect business names of</td>
<td>Territory where business is carried on under that business</td>
<td>identify the entity carrying on business using that</td>
<td>registered for a</td>
<td>others from using that business name or similar business name in a different State or</td>
</tr>
<tr>
<td></td>
<td>a generic or descriptive nature.</td>
<td>name.</td>
<td>business name.</td>
<td>maximum period of three</td>
<td>Territory, or as a trade mark or domain name.</td>
</tr>
<tr>
<td>Domain Name</td>
<td>An electronic address for a location on the internet (such as a website) either</td>
<td>By application to a domain name Registrar.</td>
<td>Registration of business names allows the public to</td>
<td>years and can be</td>
<td>Registration does not provide any proprietary rights to the business name or prevent</td>
</tr>
<tr>
<td></td>
<td>for a generic top-level domain name (gTLD) eg .com or country code top level</td>
<td></td>
<td>identify the entity carrying on business using that</td>
<td>renewed.</td>
<td>others from using that business name or similar business name in a different State or</td>
</tr>
<tr>
<td></td>
<td>domain name (cc TLD) eg .com.au.</td>
<td></td>
<td>business name.</td>
<td></td>
<td>Territory, or as a trade mark or domain name.</td>
</tr>
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<td></td>
</tr>
<tr>
<td>Plant Breeder’s</td>
<td>New varieties of plants which are reproducibly uniform and stable and</td>
<td>By application to Plant Breeder’s Rights Australia.</td>
<td>The breeder or the employer, or an assignee of either.</td>
<td></td>
<td>The right to prevent others in Australia producing or reproducing propagating material</td>
</tr>
<tr>
<td>Rights</td>
<td>distinguishable from previously known varieties.</td>
<td></td>
<td></td>
<td></td>
<td>of the variety, and selling such material.</td>
</tr>
</tbody>
</table>

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This chart serves as a guide only and does not detail all events which can occur. Precise advice should be sought from your attorney at all times.

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GREAT IDEAS
CREATE CHANGE

– Innovate
– Invest
– Protect
– Commercialise

Capture your intellectual property (IP) and add real value to your ideas and your business.

Our Attorneys are IP specialists with both the technical knowledge and legal expertise to guide you through the process of recognising your IP and protecting it.

– Patents
– Trade marks, including business name protection and domain names
– Designs & Copyright
– Commercialisation Agreements & Licensing
– IP Litigation
– Overseas registration

Our Parramatta team is happy answer all your IP questions on 8896 6200.

AUSTRALIA | NEW ZEALAND | SINGAPORE | ASIA PACIFIC
What IS the Cloud?

“Every company is going to have some element of the cloud in its business. The question is how much and when?”

–Dave Sobel, CEO, Evolve Technologies

“The Cloud is the freedom to tinker, a license to experiment.”

–Werner Vogels, Amazon CTO

1 Cloud is the new Utility!

Cloud computing is the delivery of computing as a service rather than a product. Shared resources, software, and information are provided to computers and other devices as a utility (like the electricity grid).

- Scalable, virtualised resources (Subscription to Capacity)
- Data and software is stored remotely
- End-users consume without needing to understand the component devices or infrastructure required to provide the service.
- Capacity on demand

2 Defining Types of Cloud

Software as a Service (SAAS)

- Managed small business applications through to enterprise applications.
- Businesses choose the applications they want and pay monthly per user / license which they can scale up or down.
- No need to account for the underlying hardware resources like CPU, RAM etc required to run the application.
- The application is usually maintained and kept up to date by the application developer.

Infrastructure as a Service (IAAS):

- Provides compute and operating system on a pay-as-you-go or subscription basis, securely hosted in data centres, often with 24/7 support.
- Compute resources like CPU, RAM, Storage are maintained and managed by the vendor.
- Customers install their own applications and run them from the data centre.
Five Benefits of Cloud

1. It offers better insight and visibility
   Businesses are using cloud technology to support their analytics efforts. Of leading organisations:
   - 54% use analytics extensively to derive insights from big data
   - 59% use cloud to share data seamlessly across applications
   - 59% intend to use cloud to access and manage big data in the future

2. It makes collaboration easy
   Cloud allows work to be accessed from anywhere on multiple devices, making cross-functional collaboration much easier. Here’s what leading organisations—those that are gaining competitive advantage through cloud—cited as popular uses:
   - 58% collaborate across the organisation and ecosystem
   - 59% improve integration between development and operations

3. It can support a variety of business needs
   Companies are forging a tighter link between technology and business outcomes. Take a look at the business functions companies have migrated to the cloud:
   - 18% messaging
   - 15% storage
   - 13% office/productivity suites

4. It allows for rapid development of new products and services
   The cloud offers businesses valuable capabilities. Here’s what leading organisations say it enables them to do:
   - 52% use it to innovate products & services rapidly
   - 24% are able to offer additional products & services

5. The results are proven
   From business growth to increased efficiency, businesses using cloud are realising benefits across the company:
   - 25% of businesses saw a reduction in IT costs
   - 55% saw an increase in efficiency
   - 49% saw improvement in employee mobility

What IS the Cloud?
‘Mode-1’ versus ‘Mode-2’ Buyers

Customers typically exhibit a bimodal IT sourcing pattern for cloud IaaS.

- Mode 1 - traditional IT, with an emphasis on cost reduction, safety and security.
- Mode 2 - agile IT, emphasizing developer productivity and business agility.

Defining Use Cases

The most relevant use cases to evaluate Cloud Service providers are their ability to support:

- Cloud-native applications.
- E-business hosting.
- General business applications. (general-purpose workloads) – e.g. - intranet sites, collaboration applications such as Microsoft SharePoint, and many business process applications.
- Enterprise applications. (general-purpose workloads that are mission-critical, complex, performance-sensitive or contain highly sensitive data)
- Development environments.
- Batch computing.

1. The size of the market

IDC predicts that the public cloud computing will reach almost $70 billion in 2015 worldwide, with the top 5 verticals being discrete manufacturing, banking, professional services, process manufacturing, and retail.

AWS is the dominant market leader in functionality, capability and innovation. In sheer size, AWS delivers over 10X the utilized cloud capacity of its largest 14 competitors combined. AWS is highly profitable, despite multiple price reductions over the past year with 500+ new features also delivered over the past year.

Microsoft has made the biggest gains since last year’s Gartner Magic Quadrant. Microsoft utilized compute capacity is also twice as big as the next 12 competitors combined.

2. IaaS is growing quickly

IaaS has become one of the most popular methods for deploying new infrastructure within an organization. According to Ovum, more than 80% of enterprises will be using an IaaS product by 2016.
3. Cloud is shaking up enterprise IT

As spending on cloud computing services continues to grow, it’s slowly eating away at other aspects of traditional enterprise IT. Goldman Sachs analysts projected that by 2018, cloud computing would take up 11% of enterprise IT spend.

4. Cost savings and time to market are driving adoption

In 451 Research’s Voice of the Enterprise Cloud report, money and time were the top two factors that led to cloud adoption. Forty four percent of respondents in the initial production category listed “Cost Savings” as a key factor for a business use case, while 41% in the same category listed “Time to Market.”

5. Public cloud is more broadly adopted than private

RightScale’s 2015 State of the Cloud Survey had 93% of its respondents claim they were adopting cloud. Of those respondents, 68% are using public cloud, 63% are using private cloud, and 58% are using both. The survey also said public cloud workloads are expected to grow more quickly than their private counterparts.

6. The rise of Mobility

The rise of the smartphone is changing the way business responds to deploying applications. Employees now assume their employers’ will enable them to work mobile and on any device.

Telstra’s Multi-Cloud Strategy - Your Cloud, Your Way
OUR VISION
We make it easy for organisations to have the ideal fit of cloud services by offering a choice of solutions from different providers – managed from a single console.

CHOICE. CONTROL. CONFIDENCE.

Choice - Your cloud, Your way. We’ve partnered with world leading global providers so you can construct cloud solutions aligned to your workload needs and platform preferences

Control - Multiple clouds, full suite of applications and management tools, single point of contact for support and a single bill puts you in control

Confidence - Global vendors who meet our rigorous standards, delivered across a secure and dynamic network with expert support from Australia’s leading ICT provider

SECURITY in the CLOUD (Talking Points)
1. The cloud security market is growing
2. 43% of companies experienced a data breach last year
3. It’s more than public vs private
4. Storage is perceived as the riskiest cloud app
5. Your employees are your biggest threat
6. Controlling adoption is difficult
7. Many organizations don’t have security policies
8. Internet of Things presents a new risk to cloud security
9. The right tools aren’t always used

Contact
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Jenniferv@tbcwestsydney.com.au
02 8868 1190 or 0407 888 288
R&D **tax incentives** - Where to drive innovation?

**What's around the corner?**

- Broad based – BaU expenditure claimable?
- Review after year end?
- Identifying “D” within business?
- What could we have claimed if client was aware about it earlier?

**Where are we?**

- 45 percent refundable offset for <$20 million turnover Cash out if in losses. Most generous in world!
- Angel Investor and Venture Capital tax breaks from July 2016: How will you be investor ready?
- R&D claims must integrate with growth and innovation agendas?
- How do we structure projects to maximise funding – eg leverage collaboration opportunities?
- Pre-registering projects?
- Large companies 10 cents in $ saving from R&D. How can large companies tap into the innovation/disruption eco-system?
  - Upside share
  - IP ownership
  - Leveraging government support
  - West Sydney Innovation corridor
Effective Industry Engagement

Breadth of - agri-food as an example

- Development of new / improved products (e.g. crop breeding program to achieve improved yield, environmental tolerance, disease resistance, etc…)
- Development of new knowledge or capabilities (e.g. fertiliser, irrigation etc… trials with a view to developing new knowledge to achieve optimum crop yields)
- Development of food products with either improved organoleptical qualities or extended shelf lives
- Development of food manufacturing processes to increase production or to minimise waste.

Why listen to KPMG?

- Are you using technology to improve your bottom line?

  We help you save tax on your efforts to create new products, improve processes and solve technology problems.

- Leading advisor on innovation-related services (funding, business planning, market analysis, stakeholder engagement, design thinking)

- Professionals from industry, government, and many doctoral and post-doctoral researchers – we understand the opportunities and challenges of collaboration.

KPMG

cutting through complexity
Effective Industry Engagement

Overview – EIE model

An Effective Industry Engagement (EIE) model would need to be:

- A learning and development framework to assist individuals, teams and organisations better understand what capabilities are important when it comes to effective industry engagement – being a ‘trusted industry advisor’.
- A self awareness tool, to assist individuals and teams understand current capabilities, including strengths and potential areas for development.
- A development tool, to assist Universities, Governments and other stakeholders understand current capabilities within their teams, identify strengths and develop focused, high value improvement strategies.

Skills and Behaviours – circumplex model

Each element within the framework is visually represented as part of the circumplex.

1. Demonstrates domain expertise
2. Strives to understand industry value chains
3. Drives collaboration and inclusion
4. Builds networks
5. Strives to solve problems
6. Communicates with impact (audience centric)
7. Exercises commercial judgement
8. Helps attract funding
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Positioning for continued success in a rapidly changing environment means thinking beyond today’s business models.

KPMG’s Private Enterprise group works with family businesses to help them envision what tomorrow might look like.

We help them harness innovation to enhance productivity, reduce costs and develop new products and services.

We think big and we think long-term, just like you do.

Contact David Pring on 9455 9996 or Leanne Hegarty on 9335 7397.

kpmg.com/au/familybusiness
WESTERN SYDNEY
INNOVATION ECOSYSTEM

“Innovation can happen anywhere. Western Sydney is no exception. We will build this region’s market advantage and international competitiveness by focusing on collaboration. To do this, we need to breakdown real and perceived barriers between business and researchers.”

Dr Andy Marks
Assistant Vice-Chancellor, Strategy and Policy
Western Sydney University
## Western Sydney University’s Innovation Activation Strategy

- **3 x Core Elements**

### Innovation Corridor

<table>
<thead>
<tr>
<th>An economic development strategy which:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. integrates evidence-based government, university and industry planning and data on Western Sydney;</td>
</tr>
<tr>
<td>2. links, optimises, and promotes diverse sets of innovation assets e.g. health, science, engineering, technology and agribusiness;</td>
</tr>
<tr>
<td>3. rallies tech start-up opportunities around infrastructure investments to maximise spin-offs and economic opportunities;</td>
</tr>
<tr>
<td>4. identifies the region as a ‘start-up’ and ‘innovation’ hub, drawing on case studies;</td>
</tr>
<tr>
<td>5. provides a framework to define the region’s innovation capabilities in an international and domestic investment context;</td>
</tr>
<tr>
<td>6. provides international (soft-infrastructure and engagement) connectivity and investment attraction opportunities; and</td>
</tr>
<tr>
<td>7. creates opportunities for innovation feedings on major infrastructure investments.</td>
</tr>
</tbody>
</table>

### Innovation Hubs

<table>
<thead>
<tr>
<th>Localised, sector-focused innovation hubs which:</th>
</tr>
</thead>
<tbody>
<tr>
<td>8. act as centres of excellence and agglomeration proximate to Western Sydney’s high growth CBDs (e.g. Parramatta and Liverpool);</td>
</tr>
<tr>
<td>9. drive university-industry co-location based on programs of (Cat. 2&amp;3) research-industry collaboration via REDI, LaunchPad, Institutes;</td>
</tr>
<tr>
<td>10. focus on high-tech, high growth sectors where Western Sydney has an existing competitive advantage and/or infrastructure investment;</td>
</tr>
<tr>
<td>11. can be activated at the following sites based on existing fields of collaborative expertise:</td>
</tr>
<tr>
<td>11.1 Penrith – technology and eng.</td>
</tr>
<tr>
<td>11.2 Hawkesbury - agribusiness</td>
</tr>
<tr>
<td>11.3 Campbelltown – health</td>
</tr>
<tr>
<td>11.4 Parramatta – data analytics</td>
</tr>
<tr>
<td>11.5 Liverpool – adv. Manufacturing</td>
</tr>
<tr>
<td>11.6 Westmead (w/ USyd): Medtech</td>
</tr>
</tbody>
</table>

### LaunchPad

<table>
<thead>
<tr>
<th>SME and Startup incubators/accelerators which:</th>
</tr>
</thead>
<tbody>
<tr>
<td>12. partner the University with government and industry to support SMEs and start-ups</td>
</tr>
<tr>
<td>13. deliver start-up incubator and accelerator programs along with support for highgrowth-potential existing business;</td>
</tr>
<tr>
<td>14. drive industry–research collaboration and commercialisation partnering;</td>
</tr>
<tr>
<td>15. act as a focal point for start-ups to link with venture capital and angel investors;</td>
</tr>
<tr>
<td>16. bring a diverse and wraparound ‘problem solving’ approach to industry and gov;</td>
</tr>
<tr>
<td>17. serve as an access point for government grant, incentive and assistance programs; and</td>
</tr>
<tr>
<td>18. are a physical ‘shopfront’ to University for:</td>
</tr>
<tr>
<td>18.1 industry engagement (REDI aligned)</td>
</tr>
<tr>
<td>18.2 research partnering and facilities</td>
</tr>
<tr>
<td>18.3 student and research talent</td>
</tr>
<tr>
<td>18.4 business (and related) education</td>
</tr>
</tbody>
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**Western Sydney’s innovation advantage**

- Western Sydney University is connecting businesses to the opportunities arising from the federal government’s National Innovation and Science Agenda.
- Collaborative research and advocacy between the University and business is producing positive outcomes on the ground.
- The University is working with government and business to build the investment case for Western Sydney.
- ‘Internationalising’ Western Sydney is unleashing untapped potential.
- Large scale infrastructure investment can supercharge innovation.
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