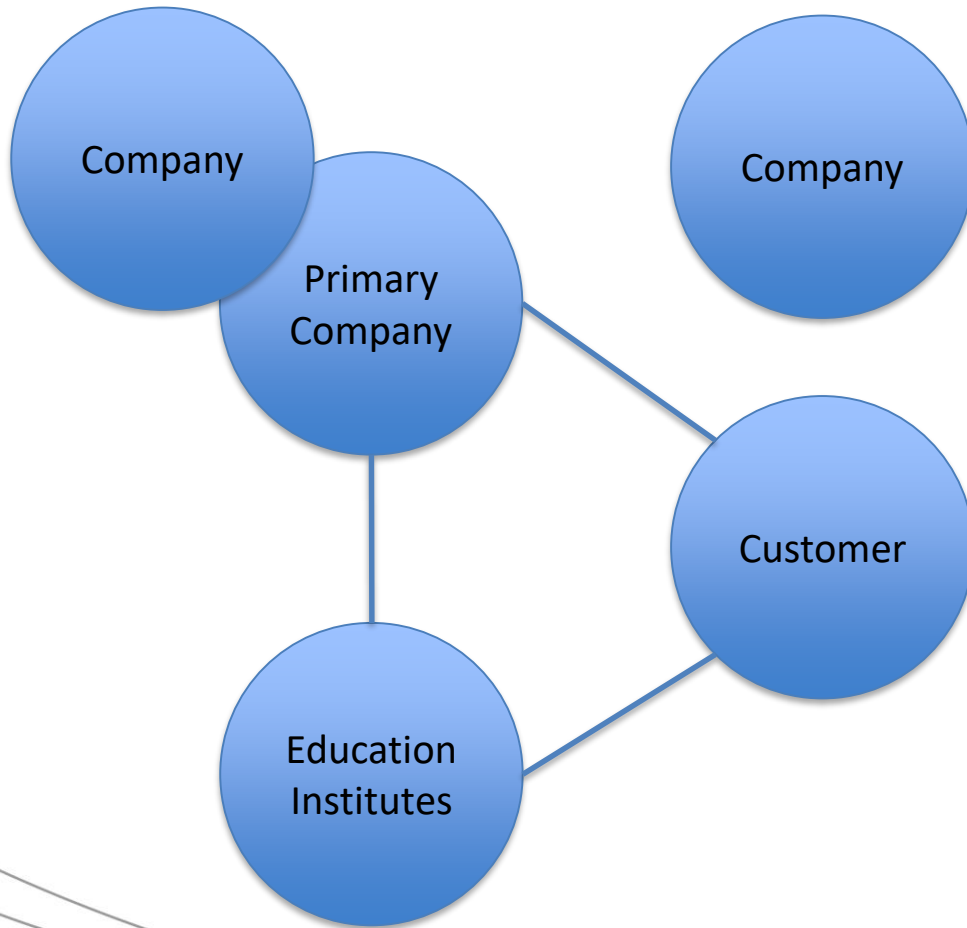


# **Benefits of Unconventional Cross-Industry Engagement in the Submarine Environment**

**Amy Fernandes**

**Graduate Engineer ASC Pty Ltd**

# Submarine Industry Relationships



## Methods

- Innovation Hubs
- Research Projects
- Customer Feedback
- Product Development

# University Engagement

Firms collaborating on innovation with higher education or public research institutions, 2008 – 2020 (%)

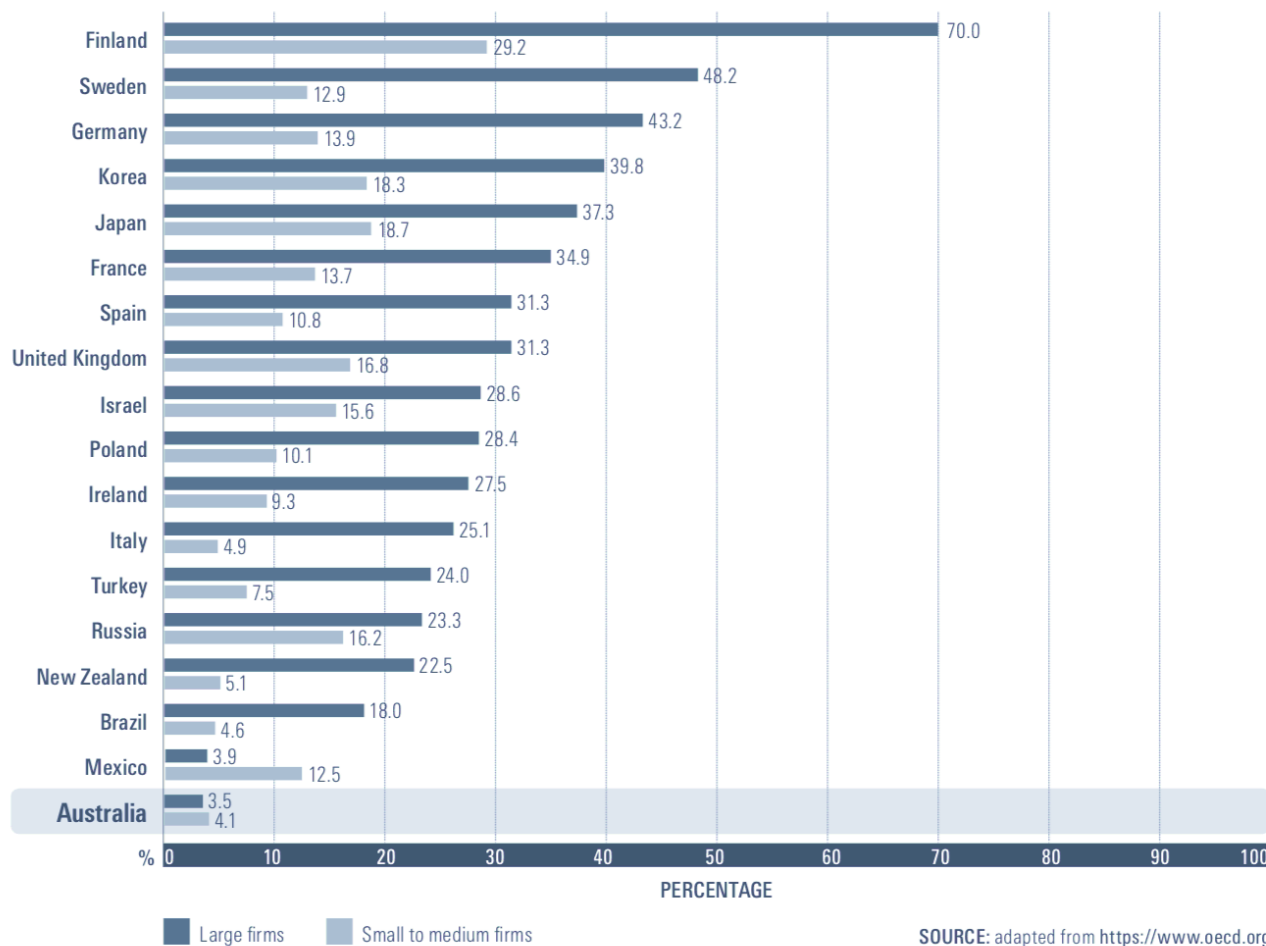


IMAGE SOURCE: (Chartered Accountants Australia and New Zealand, 2017)

# Agricultural Industry

## CROSS INDUSTRY

Finance  
Airlines  
Health  
Manufacturing  
Mining  
Sports  
Creative Arts  
Start-ups

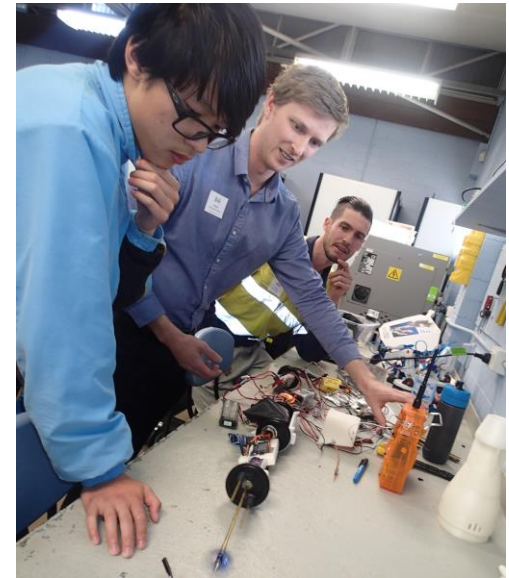


## KEY INNOVATIONS

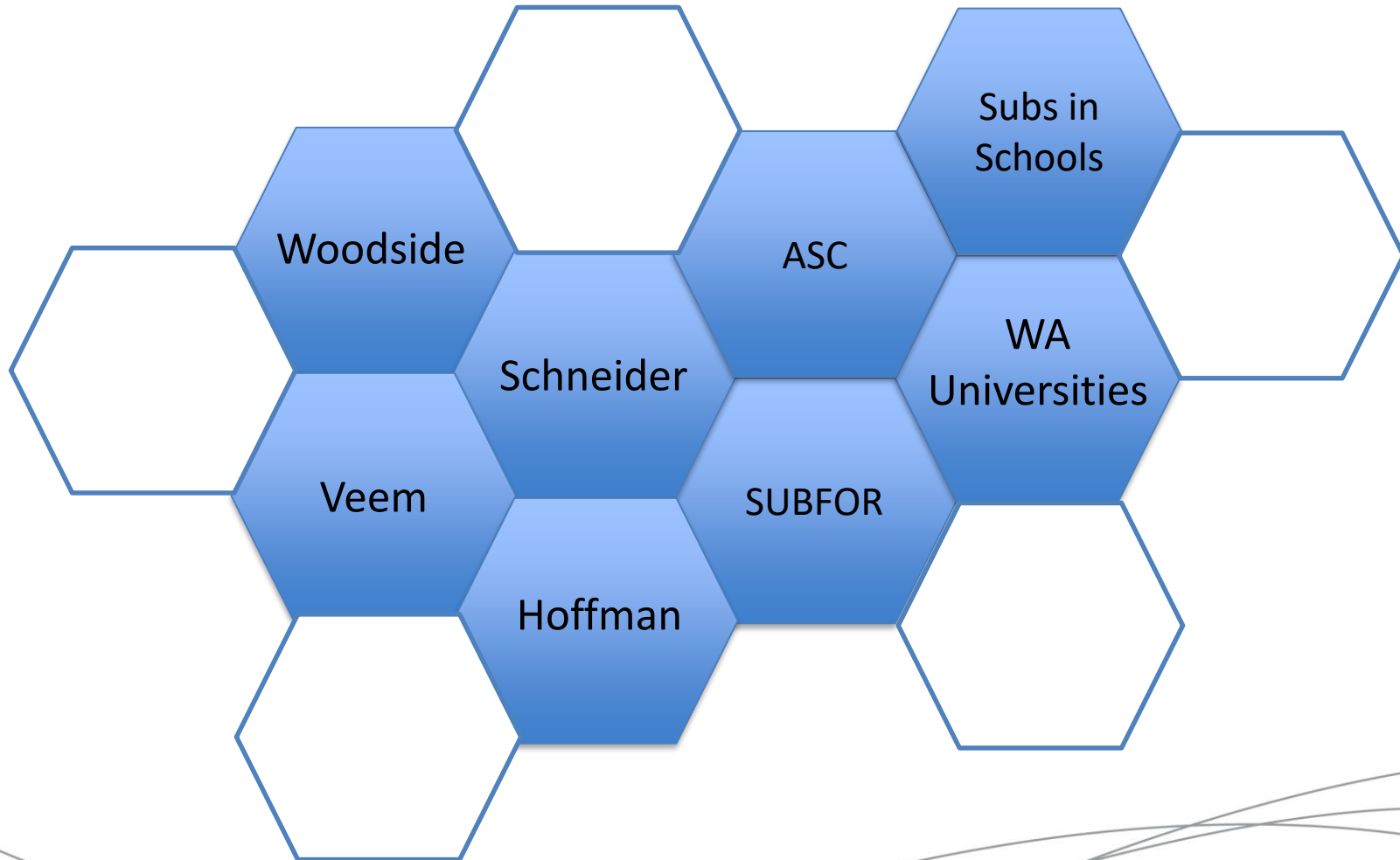
Big Data Analytics  
Robots & Automation  
Microgrids  
GPS Trackers  
Crowdfunding  
Nutritional Genomics

# Graduate Program Structure

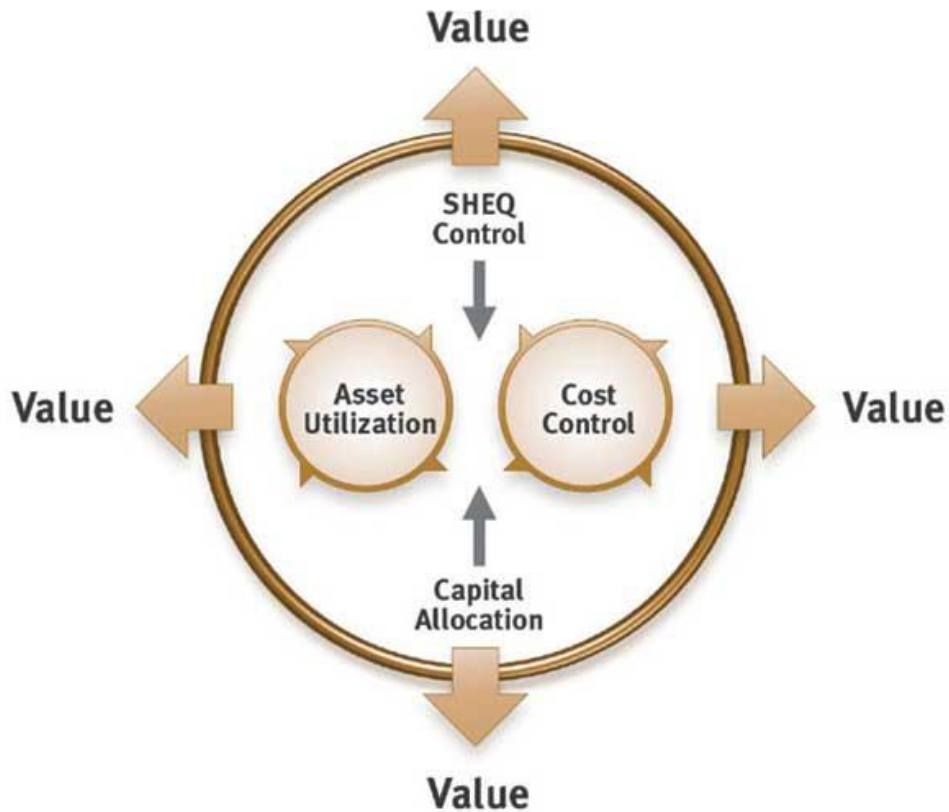
- **Rotational Based**
- **STEM Engagement**
- **Industry Placement**



# Industry Engagements



# Common Ground



## Examples

- Maintenance Costs
- Obsolete Parts
- Data Management
- Relevance
- Efficiency Improvements

IMAGE SOURCE: (Haarman & Delahay, 2016)

# ASC Benefit

## Ideas Generation

- Business Improvements
- ROV
- Culture

## Technology Integration

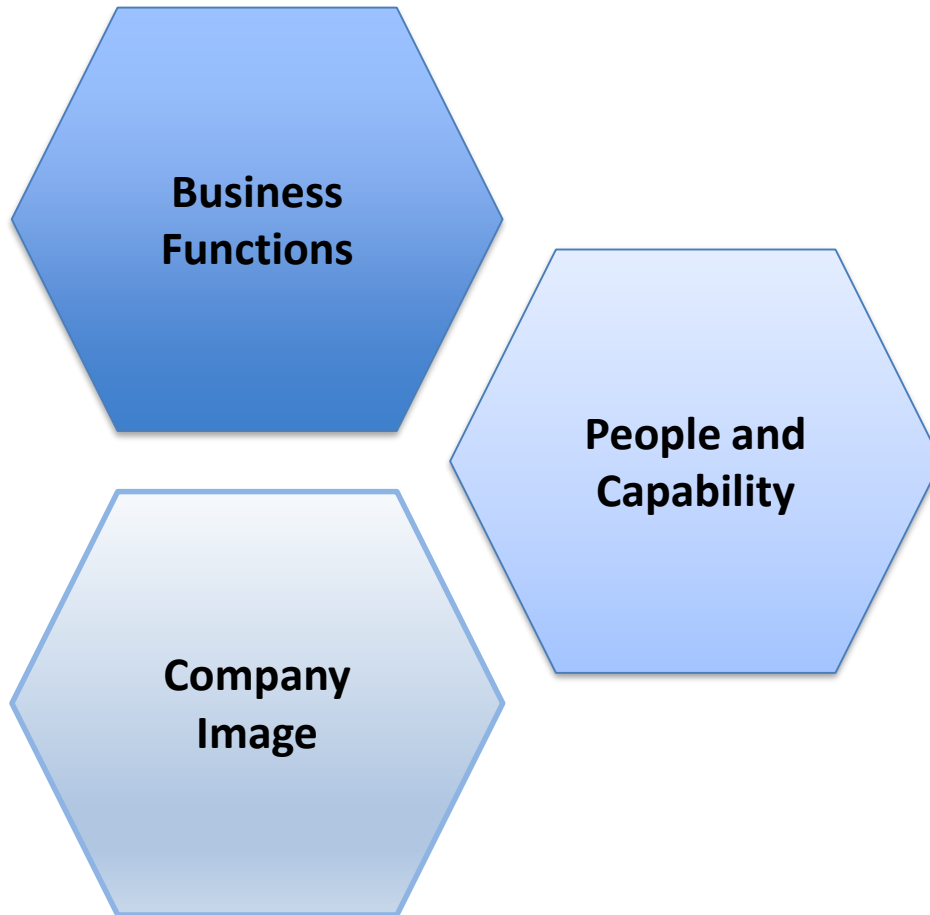
- Data Collection Methods
- Product Insight
- Design Methodology

## Skills Development

- Recruitment
- Internal capability
- Network Access



# Placement Company Benefit



## Examples

- Feedback into STEM
- Logistics and Procurement Management
- Team Development
- Usable Resource

# Graduate Benefit

- **Built New Networks**
- **Developed New Skills**
- **Tried the Robotics Field**
- **Compared Business Models**
- **Compared Company Views**

# References

**Chartered Accountants Australia and New Zealand. (2017). *Improving Collaboration and Innovation between Industry and Business Schools in Australia*. RMIT University.**

**Enkel, E., & Gassmann, O. (2010). Creative Imitation: Exploring the Case of Cross-Industry Innovation. *R&D Management* 40(3), 256-270.**

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