



IEEE Industry Engagement – Leadership Forum 2016

Venue: 360 Collins Street, Level 20, La Trobe University Board Room

Attendees: Eddie Custovic, Peter Moar, Claudio Insaurralde, Fatemeh Jalali (IBM), Marcela Vecino, Chris Baharis (Salt Group/ANZ), Hugh McDermott (Bionics Institute), Robert Slaviero (Analog Devices), Peter Crowhurst (PhiCom), Fook-Woh Ho (AmpWest Communications), Wing Keung Tam (ZodiCom), Greg Adamson (ANZ), Resad Custovic (Vert Engineering), Rob Shepherd (Bionics Institute), Dieter Pelz (RFS World), Bala Kumble (Innova Sierra), Phong Nguyen (NEC), Ed Custeau (Spiral Systems), Ray Keefe (Successful Endeavours), Justin Carline (Food Technology Centre), Chris Madden (DSTO), Dinuka Kudavithana, Roland Maxwell (Boojum), Sri Chandra (IEEE Standards Association)

Summary of discussion:

- IEEE Victorian Section should look at establishing a small-medium enterprise (SME) Special Interest Group to better cater to the needs to SME's interests. It was felt that much of the activities run by IEEE and the Section are targeted at University and large corporations
- Perhaps the publication of a technology digest from section for SME's to keep them up to date with latest trends in market
- Events/Presentation for Industry member should also be run in industrial precincts at Industry venues (Examples: Greater Dandenong area)
- There needs to be better collaboration between industry and academia. Placing academics into industry for a given time (a day a week or regular exchanges) and vice versa to learn about each other's capabilities and challenges
- IEEE Victorian Section can act as a connector for SME's to SME's and SME's to University expertise
- IEEE Victorian Section can create opportunities for academics to undertake sabbaticals in Industry. Ie. Academic spends 3-6 months in company
- IEEE Victorian Section could create an online register for SME's to register challenge's they are experiences in the R & D. IEEE Victorian Section could link them to academics and other SME's who have experience in this area to help them
- It is not clear what IEEE Victorian Section offers to members in Industry. Should create flier/material to clearly indicate this
- Conferences in Melbourne/Victoria should have an "Industry Track" which is steered by IEEE Vic Industry members. They could be in the form of tours of industries along with technical talks at Industry location.



- IEEE Victorian Section and IEEE members in industry (in particular those who are CEO's, GM's and Senior Executives/Engineers) can organise "Industry Open Session" where a company (SME) can host a number of IEEE Vic members. This would include a presentation the company and a tour.
- A good way to promote SME's would be to profile them for IEEE Vic website, newsletter and other media channels
- An IEEE Victorian Section Industry Steering Committee would provide value and is a good idea
- More regular Industry Forums would be valuable (bi annual)
- IEEE Victorian Section should start to reach out to other industry members to discuss their needs and collaboration opportunities
- IEEE Victorian Section can provide SME's and IEEE Industry members access to high quality and well trained interns. It would be beneficial to all if companies took on interns. They can even work as volunteers up to 100 hours – according to University regulations. University insurance covers students for up to 100 hours of volunteer work.

Proposed Action Items:

- Look at mapping the geographical location of industry members (work/business) in order to know in which cluster technical events can be run (Membership Development Officer)
- IEEE Victorian Section will start to organise visits at SME, starting with SME's represented by IEEE members who attended this meeting (IEEE Vic Chair, Industry Coordinators). We will reach out to members.
- To create a small and nimble advisory committee. IEEE Industry members interested in being part of the IEEE Industry Advisory Committee should email (p.moar@latrobe.edu.au or e.custovic@eee.org)
- To organise a follow up Industry Leadership Forum (~September), Date and Venue TBA
- To create a simple online register on www.ieeevic.org for IEEE Industry members
- "IoT Startup" event. IEEE-SA organizes these and we can look at one of these in your regions and aligns well with the actions that has been laid out for the SMEs.

Feedback on Event



Coming out to an IEEE event and in the city is not something I do very often but this trip was certainly worthwhile. Like our much revered local expert, Prof. Jean Armstrong, with whom we are cooperating in the field of OFDM signals, there will be other academics who can help local companies. Therefore, the idea of a list of experts in various fields is really good. Sri's talk was certainly a highlight yesterday and I don't recall enjoying the subject of standards ever before. In conclusion: working in isolation - even in the age of an all-pervading internet - is not good for any company. Opening up and exchanging thoughts with others is very beneficial. I would not know where I'd be today without having so many international IEEE experts as friends. **Dieter Pelz, RFS World**

Thank you for the opportunity to attend the forum last night. Having spent some time with the RMIT IEEE student chapter, I'm aware of the work that goes into the preparations for this kind of event. It was great to hear the thoughts of others in industry, **Dr. Ernest Fardin, RFS World**

Thank you very much for inviting me for the industry event this evening and providing me an opportunity to briefly introduce the IEEE Standards Association and also touch upon some current activities. I hope it was useful. I felt the discussion to be very active and engaging. I would like to continue the discussions and ensure that from the IEEE-SA side we are able to support you in your initiatives. **Sri Chandra, Director of IEEE Standards Association – India**

Australia is last for collaboration between SMEs and last for collaboration between industry and academia. The IEEE Victorian Section is well positioned to make an impact here. **Ray Keefe, Successful Endeavours**

I have not attended an IEEE event in 20 years but have been a member for over 30. I am glad I came out to this event. I congratulate Eddie Custovic and the section on a wonderfully organised event. The forum discussion was well moderated and brought up some interesting points. **Chris Baharis, Salt Group/ANZ**