GROUP 3  Leader: Janet Wroth

Outreach to the WA and national agricultural plant industries by UWA Plant Production Systems (PPS) staff and research.

1) How does an individual/group decide which agricultural industry to interact with (speciality)?
   a) Chase the dollars $$$
   b) Match specialty area of research to customer/industry group

2) How does an individual build “industry credibility” and trust?
   a) Communication on an ongoing basis, being prepared to listen to industry concerns and to give credible, reliable information.

3) How do research team leaders maintain close contacts with industry and how do team members build such networks?
   a) Provide up-skilling to industry, educational training/workshops
   b) Link in with the leaders of existing networks, DAFWA, Landmark, Elders. Local Grower Groups.
   c) Attend industry specific committee meetings, provide speakers or linkages to other groups with similar issues (National/World basis)
   d) Attend Field days
   e) Invite industry groups to UWA events i.e Field Day at Shenton Park

4) What should UWA do that provides a tangible benefit for recognition of industry interaction relative to traditional research publication, grants and teaching outputs?
   a) Provide a workable transparent assessment method to reward performance in extension activities. Time given does not equate to the quality of the interaction.

      The group felt there was no way to show a tangible benefit for recognition by industry and that if the industry was prepared to provide funding for research/scholarships this might be the best indicator of performance. The amount of money raised should be evaluated in proportion to the industry providing support (Private vs Public)

5) Balancing basic and applied research - what proportion?
a) There should be no differentiation between the two. Research should be considered from a fundamental viewpoint and a team approach taken.
b) Industry problems should be approached with innovative ideas.
c) Possible a problem with return on investment given the short time frames and concentration on milestone assessment – too much safe research with an achievable delivery outcome.

6) **How to find the time to interact with industry?**

   a) Normal component of working life – communicating good science to end users, building credibility for career advancement.

7) **Can training be provided to improve effective interaction with the industry?**

   a) Requirement for more professional approach to communicating with industry. Training for graduates/post graduates. Plant Biology hold a summer camp where communication of research output is assessed by peer review. This could be applied across the whole faculty and expanded to include training in radio/television interviews. These are skills/techniques that can be taught. Should not be compulsory as future leaders will naturally see the relevance of effective communication across all media forms.

8) **How can we enhance industry relevance to the teaching of PPS related subjects at UWA?**

   No comment

9) **What is the role of the UWA Institute of Agriculture in implementing any of the changes recommended by this group?**

   No Comment