

MEDIA RELEASE

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Changing research landscape sparks need for emphasis on end-user engagement

The [ARC Centre of Excellence for Electromaterials Science](#) (ACES) remains at the forefront of materials science through its strong focus on end user engagement, industry partnerships and new commercial ventures, encouraged by the recent shift in conversation around the globe.

The research landscape is changing and is expected to continue to change in such a highly competitive field. No longer is research success measured only by the number of papers and citations, instead researchers value translation of the accrued knowledge into solutions for challenges encountered by the communities we work for.

Encompassing researchers, clinicians and industry partners worldwide, ACES is uniquely positioned to translate materials research into next-generation solutions for clean energy and medical bionics. We have embarked on the journey to identify ACES activities that could result in new commercial ventures, through investment and partnerships. Local industry can also realise global opportunities by tapping into internationally recognised and networked research organisations.

This can be seen through ACES involvement in the upcoming [International Conference on Nanoscience and Nanotechnology \(ICONN\) 2018](#), particularly the End-user Engagement Session, which will bring together academics, researchers, clinicians, industry and business professionals to focus on turning fundamental discoveries into end-user engagement and commercial opportunities, taking world-class science and turning it into next-generation activities.

“We are passionate about seeing fundamental research turned into opportunities for new jobs. We see many taking well established manufacturing skills into new areas creating high value products using new knowledge,” says Director of ACES Professor Gordon Wallace.

A number of invited speakers attending the ICONN 2018 End-user Engagement Session are representing ACES spin-off companies, Aquahydrex and Imagine Intelligent Materials, themselves making the leap from research to end-user applications.

Innovative training programs through ACES are preparing and challenging our next generation of young researchers by encouraging them to maximise end user engagement and consider commercial opportunities through completing the [Certificate of Innovation and Entrepreneurship](#). Operated by Associate Professor Attila Mozer in conjunction with the [Sydney Business School, University of Wollongong](#), this program was customised to place ACES projects in a business context with a commercial lab-based opportunity and helps students to improve their knowledge of basic business operations and practice pitching techniques.

Media opportunity:

Please contact ACES Communication and Media Officer Sian Wright on 02 4221 5960 or sianw@uow.edu.au to talk to Prof Gordon Wallace or hear more about ACES end-user engagement activities.

ARC Centre of Excellence for Electromaterials Science
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The ARC Centre of Excellence for Electromaterials Science (ACES)

Based at the University of Wollongong's Innovation Campus, ACES is a multidisciplinary research group with research focussed on advanced materials in order to deliver innovative solutions that will have a significant impact in the areas of diagnostics, energy, health and soft robotics.