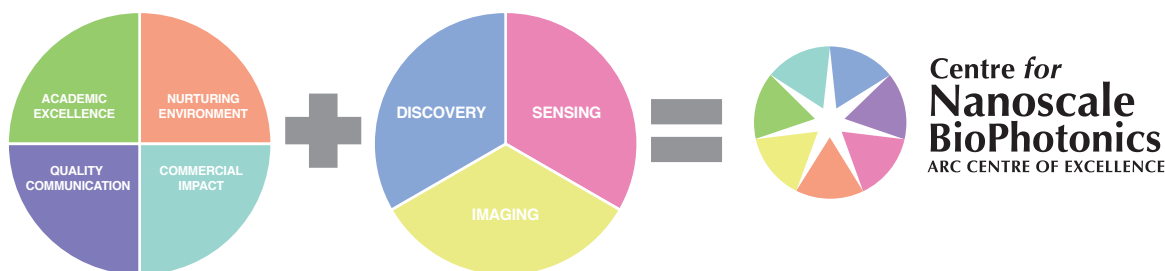


CNBP Strategy

CNBP will drive the development of new devices to measure and sense at the nanoscale level, providing powerful new ways of understanding cellular processes within the human body.



	ACADEMIC EXCELLENCE	NURTURING ENVIRONMENT	QUALITY COMMUNICATION	COMMERCIAL IMPACT
Strategic	<ul style="list-style-type: none"> • Delivering research excellence in Nanoscale BioPhotonics; • International recognition of the Centre and its researchers as leaders in Nanoscale BioPhotonics; • Focussed research priorities. 	<ul style="list-style-type: none"> • Provide individually tailored career development focusing on traditional and non-traditional pathways; • Encourage children and young adults to pursue careers in research; • Foster resilience; • Growth from positive failure. 	<ul style="list-style-type: none"> • Increase public awareness of value of science; • Engage with stakeholders to demonstrate impact and relevance of CNBP research; • Bridge communication gaps between disciplines and geographic locations; • Increase reputation and collaboration for new opportunities. 	<ul style="list-style-type: none"> • Translate research in a timely manner; • Deliver needs-driven research; • Capture high-value IP portfolio; • 20 Outcomes from 20 ventures by 2020.
Tactical	<ul style="list-style-type: none"> • Attract best people to produce impactful research outcomes; • Set and contribute to International research agenda; • Develop research synergies to address centre flagships. 	<ul style="list-style-type: none"> • Provide supervision and project management opportunities; • Drive transdisciplinary research; • Mentor ECRs and students; • Champion equal opportunity policy. 	<ul style="list-style-type: none"> • Benchmark best practice; • Leverage technology; • Leverage existing and grow new networks with prioritised relationships; • Ensure consistent brand identity; • Develop internal and external 'go to' spokespeople. 	<ul style="list-style-type: none"> • Build collaborative projects with large companies; • Spin out small companies; • Engage with end users throughout projects; • Train ECRs about commercialisation.
Operational	<ul style="list-style-type: none"> • Build large transdisciplinary teams to solve major challenges; • Engage with key international and national stakeholders; • Structure connecting networks of researchers; • Develop research integrity policy and scrutinise research. 	<ul style="list-style-type: none"> • Enable workshops and professional development; • Support 5% time for non-research activities; • Train individuals based on interest, strength and existing capabilities; • Offer awards and travel grants; • Implement gender equity and diversity policy. 	<ul style="list-style-type: none"> • Tailored communications and activities for target audiences; • Build common language; • Develop key messages and consistently branded communications; • Identify and train individuals; • Convene expert advisory committees and workshops including key stakeholders. 	<ul style="list-style-type: none"> • Market CNBP to potential partners; • Attract collaborative funding for new projects; • Build partnerships with end-users; • Develop internships with industry and end users; • Grow technology readiness levels.
Contingency	<ul style="list-style-type: none"> • Grow strategically, rewarding existing organisational support; • Secure expert advisor network from industry, communication, academia and policy to ensure sound governance and maximum impact; • Structure outputs for maximum benefit across multiple domains. 			
Legacy	<ul style="list-style-type: none"> • Setting the agenda for Nanoscale BioPhotonics research with foundational papers in the public domain; • Resource the Australian community with examples of how to deliver bold science successfully; • Disruptive tools using light to measure - allowing biologists to ask new questions / solve hard problems; • Knowledge and tools for work in transdisciplinary and/or translational research; • CNBP alumni are trained to be transdisciplinary science leaders and communicators in and out of Academia; • End Users have an increased awareness about the research / clinical / commercial opportunities created by Nanoscale BioPhotonics; • Job creation through spin-out companies and exposure of scientists to entrepreneurial and Industry practices; • Legacy partners continue CNBP work beyond current funding. 			



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