

## NSSN Purpose

### Vision

NSW is a recognised global leader in smart sensing.

### Mission

To translate world-class research in smart sensing into compelling solutions that create value for the economy, environment and society of NSW and beyond.

## NSSN Values

### Solutions-oriented

We seek out and solve challenging problems faced by our partners.

### Innovative

We translate outstanding research strengths into opportunities, products and services that add value for our partners.

### Trusted

We are the go-to source for quality solutions. People rely on us as suppliers of knowledge. We offer value for money and the best solution for our partners.

### Collaborative

We offer a single point of entry to expertise across multiple institutions and disciplines, from our core in science and engineering to diverse disciplines that can contribute to successful solutions.

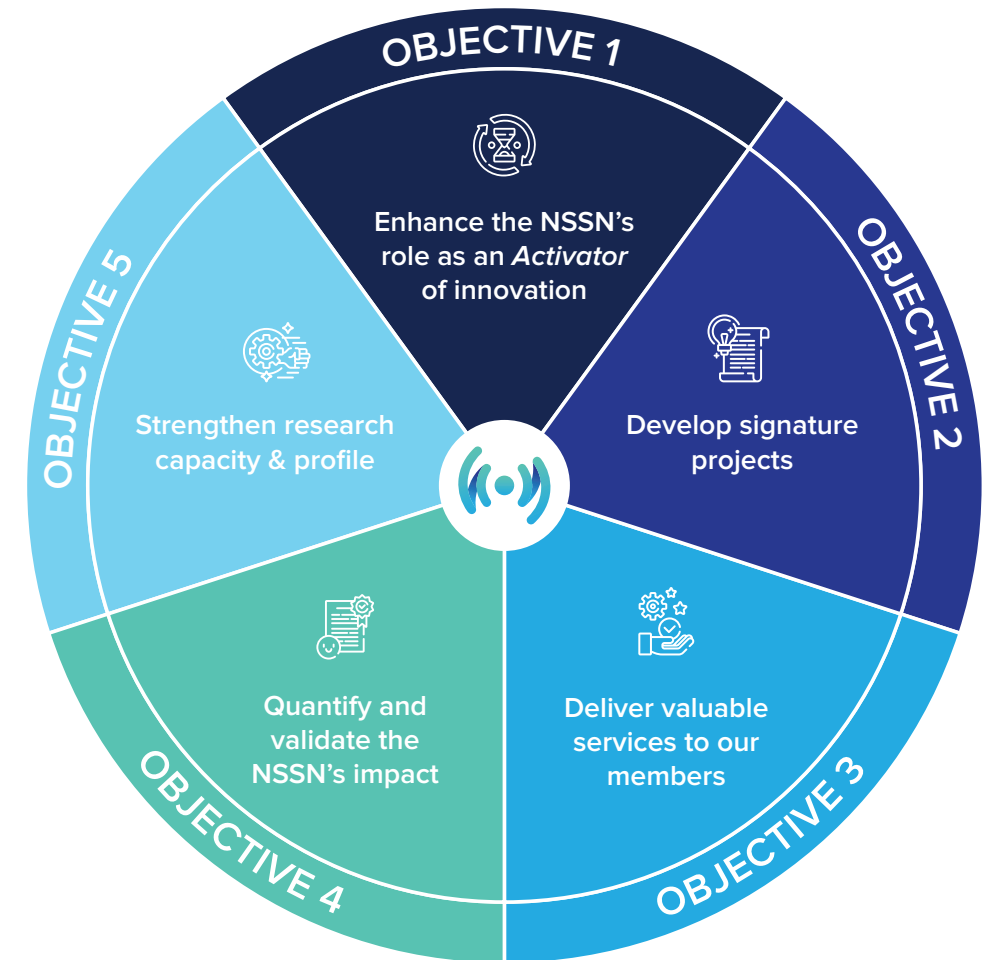
### Celebrate success

We create value and build prosperity. The success of our partners is our own success. We are thrilled when research is converted to real world impact, and we celebrate this success.

### Diversity

People are at the heart of all that we do and our people represent rich diversity in all its forms. Diversity breeds innovation and we cultivate a culture of inclusion.

## NSSN Objectives



## NSSN Strategies



### 1. Enhance the NSSN's role as an *Activator* of innovation

The NSSN has advanced over time from a broker to an *Activator* of innovation. We will embrace and enhance this role.

Strategies to achieve this objective:

- 1.1 Amplify our role as a commercialisation-savvy partner that deeply understands what is required to forge effective industry-university commercial relationships.
- 1.2 Accelerate processes and project management to overcome the mismatch between university speed and industry speed.
- 1.3 Expedite intellectual property and technology transfer that will contribute to the creation of new products, technologies, services & jobs.



### 2. Develop signature projects

The NSSN will focus on delivering large-scale signature projects that showcase unique and world-class capability.

Strategies to achieve this objective:

- 2.1 Leverage the power and influence of the Board to engage large corporate patrons.
- 2.2 Leverage the patronage of OCSE to engage influential government stakeholders.
- 2.3 Leverage State and Commonwealth funding opportunities.
- 2.4 Improve the NSSN's pitching, tendering and business development capabilities to secure projects in excess of \$1 million.



### 3. Deliver valuable services to our members

The NSSN will return value to its member universities and demonstrate clear return on membership investment.

Strategies to achieve this objective:

- 3.1 Leverage NSSN's reputation as a trusted advisor and an honest broker.
- 3.2 Enhance the business development capabilities of our university members while not competing with them.
- 3.3 Embrace the diversity of size and location of our university members to provide tailored services.



### 4. Quantify and validate the NSSN's impact

Measuring the true impact of R&D is complex and long-term. The NSSN will invest further in measuring both the outputs and outcomes of its projects so its true impact is recognised.

Strategies to achieve this objective:

- 4.1 Quantify financial value creation and return on financial investment.
- 4.2 Enumerate intangible value creation.
- 4.3 Seek projects where NSSN can create unique value within government relationships.



### 5. Strengthen research capacity & profile

People and relationships are key to the success of the NSSN. The network will build further upon the world-class research talent across the Network to develop signature capacity in smart sensing and position NSW as a leader in smart sensing.

Strategies to achieve this objective:

- 5.1 Enhance the NSSN's profile in the NSW (and beyond) smart sensing and innovation ecosystem by serving as a thought leader and industry connector.
- 5.2 Understand and develop the capacities of university members in areas where NSW has a competitive advantage relating to smart sensing such as physics, chemistry, data analytics, machine learning, artificial intelligence, robotics and autonomous systems to enhance the Network's reputation as the "go to" place for smart sensing expertise.
- 5.3 Support a vibrant smart sensing ecosystem of start-ups, scale-ups, SMEs, large companies, universities and government.
- 5.4 Attract, develop and retain talented people to the NSSN.