



The “Do’s” and “Don'ts” of Partnership Management: Navigating and leveraging the University Machine

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What words come to mind when you hear "University Partnership Management"

Nobody has responded yet.

Hang tight! Responses are coming in.



Telstra Partnership

Established April 2020

Investment \$5 Million

Duration 5 years





Airwallex Partnership

Established
May
2022

Investment
\$3
Million

Duration
3
years



Who are Airwallex?



Founded
in 2015

UniMelb
Alumni

Fintech
Unicorn

Valued at
USD\$5.5
Billion

Almost 1500
Employees

19
International
Offices

Hiring
500
globally
in 2023

Airwallex - Partnership Pillars



Student
Talent and
Study
Support



Student Life
Enrichment



The Future
Fund

Governance & Reporting

DO

- Have clear governance structures and decision making processes.
- Ensure there is alignment between the activity within the partnership and the partnership objectives.
- Agree what success looks like early on, and then measure throughout.

DON'T

- Be rigid.
- Be afraid to say no.
- Forget to capture evidence of partnership successes when they are happening.



Value Creation & Impact

DO

- Set clear and realistic goals and expectations.
- Communicate regularly.
- Be willing to collaborate.
- Be proactive in identifying opportunities and solving problems.
- Regularly evaluate the partnership.

DON'T

- Make promises you can't keep.
- Assume everyone is on the same page.
- Work in a silo.
- Be reactive and wait for opportunities and problems to come to you.
- Assume that everything is working well without evaluating.



From student projects to published research

- Telstra student projects were created as one of the original activities of the partnership.
- Success of these projects grew into Sprint Research projects, with funds of \$25k allocated to successful project teams (UoM academic and Telstra expert).
- Success of the Sprint Research Grant has led into further research and additional partnership growth, including Tier 1 membership to AIMES.
- AIMES membership enhances Telstra's brand as a key player in the transportation and tech industry.



Relationship Management

DO

- Get to know your stakeholders professionally.
- Understand how the partner prefers to operate and communicate.

DON'T

- Assume anything!



THE UNIVERSITY OF
MELBOURNE

The Road to Collaboration:

Overcoming the
challenges of
perception and
bias



The Road to Collaboration: Overcoming the challenges of perception and bias



The Road to Collaboration: Overcoming the challenges of perception and bias





Starting off

May 2022
Contract Signed

September 2022
Partnership Manager
commenced

Dec. 2022
Deliverables
Scholarships and Opportunity fund
set up and awarded
Steering committee established
Launch event completed
All marketing assets in place

I need to read through all of this?!

Is this a good use of our time?

What value does this have?

Can we just get on with organising events?

Does the wording really matter?

I hope we're not cutting corners

This seems short term focused

This could be risky

Priorities

Communication Challenges



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Building Trust



Fostering Flexibility



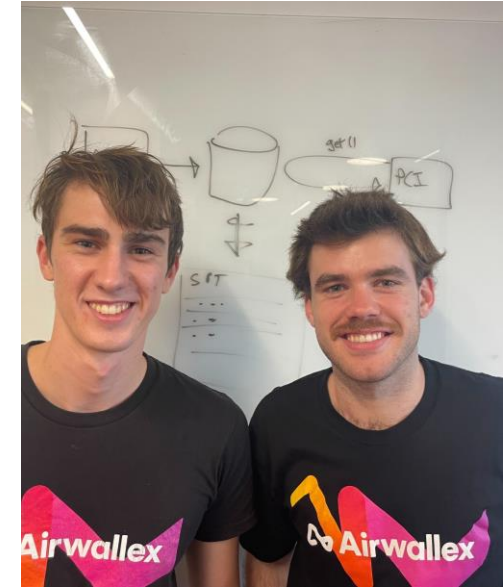
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Communication Challenges





Building Trust





Fostering Flexibility



Convening Stakeholders

DO

- Know your resources.
- Lean into resources and teams at the University that can help you progress outcomes.
- Be clear on responsibilities.
- Create value proposition for engagement within teams.
- Leverage activity that is taking place across the University and build in activity that aligns to strategy and BAU operations. You don't always need to reinvent the wheel when it comes to activities.
- Make note of new stakeholders and connections.

DON'T

- Share more information than is needed.
- Share information with people that don't need it.
- Over consult.
- Have ten meetings when just the one would do.
- Assume you must do it all by yourself.

Convening Stakeholders – Tricks & Tools



The four key pillars to successful partnership management

Governance and Reporting

Value creation and impact

Relationship Management

Convening stakeholders



Thank you

Questions