



A WiNA CRC will deliver multiple benefits to industry participants including:

- **Influence R&D** – industry participants set the direction of the CRC’s research agenda, ensuring its relevance to your organisation’s needs
- **Leverage** – industry participants maximise returns on R&D investment through leverage of public sector CRC program funding and research participant ‘in-kind’ investment
- **Externalise R&D costs** – the CRC also presents an opportunity for industry to ‘externalise’ innovation and R&D costs (variable rather than fixed cost)
- **Technology head start** – industry participants will receive primary access to IP and research outputs generated by the CRC and assistance to pilot and scale-up innovations
- **Access to Capability and R&D excellence** – the WiNA CRC will link your organisation with the right people, skills, knowledge and capability in institutions that have a proven track record of industry appropriate technology transfer and world class research
- **Innovation and commercialisation** – CRCs are a proven model of innovation and commercialisation stemming from focused and ‘at scale’ research and development collaboration between researchers and industry
- **Strong corporate governance** – industry participants have the opportunity to nominate and vote for independent Board Directors
- **Skilled workforce** – the CRC will establish an education and training initiative that delivers postgraduate, honours, undergraduate and VET student training as well as tailored industry professional development, microcredentials and technology transfer programs
- **Easy engagement** – our industry-led focus as well as the WiNA’s collaborative engagement approach and tailored activities will ensure efficient and effective CRC interactions for your organisation.
- **Locational advantage** – the CRC’s location in northern Australia allows it to credibly specialise in water solutions for remote, arid and tropical regions
- **International outreach** – the innovations generated by the CRC will enhance the global technological and research reputation of northern Australia, attracting further investment.

To find out more or register your interest in the WiNA CRC please contact the Bid team
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