



# Partnering in success

## MACQUARIE UNIVERSITY AND OPTUS

As an institution of service and engagement, Macquarie University is deeply committed to developing strategic relationships with our corporate partners. The relationship between Macquarie University and Optus Singtel was formalised in 2014, and is based on the principle of mutual value.

### TACKLING GLOBAL CHALLENGES

Launched in August 2016, an Optus investment of \$5 million over seven years was matched by the University to establish the **Optus Macquarie University Cyber Security Hub** – a multidisciplinary network focusing on:

- enhancing workforce capabilities
- thought leadership
- research and innovation
- engagement.

Optus' investment in the Hub will also enable support for a Master of Research scholarship – all fees and a stipend covered – with a further possibility for the selected student to undertake a PhD.



### DID YOU KNOW?

As of May 2017, the Hub has trained more than 250 Optus employees with the program receiving positive feedback from Optus management. The tailored training has ranged from basic cyber security awareness for sales staff, through to deep technical knowledge for IT staff, as well as governance and risk management for the senior leadership team.

### GROUNDBREAKING FOUNDATIONS

Launched in August 2016, the University-led **Macquarie Park Innovation District (MPID)** is a facilitated ecosystem where researchers, entrepreneurs and some of the world's most recognised businesses have joined forces to leverage the significant innovation and collaboration potential of Macquarie Park.

As a founding partner of and major financial contributor to MPID, Optus continues to play a significant role in the district's development and ongoing strategic direction.

To facilitate this, a member of Optus attends the MPID Steering Committee where industry expertise influences strategic business decisions.

### HAVE YOU HEARD?

Optus was represented on two speaker panels at the 2017 MPID Global Innovation Summit.

Intrapreneurship and Innovation – Megan Forster, Director, Product Innovation and Value Added Services

Creating MPID – Phil Brady, Associate Director, Government Engagement and Affairs

## MORE THAN JUST AN INTERNSHIP

The **Optus Engineering Cadetship program** was established in 2014, and enables up to 10 first-year Macquarie Engineering students the opportunity to gain real-life experience. Cadets become Optus employees from day one of the program, and Optus supports the students' fees throughout their studies. Once in the program, these students apply their learnings with on-the-job work experience and, at the completion of their studies, all graduating cadets are offered ongoing jobs with Optus.

# 13

Macquarie graduates



23% of the Optus 2017 intake of 57 graduates were from Macquarie – the highest number of any university

# 100+

Singtel staff



## COMMITTED TO CYBER SECURITY

In 2014, Macquarie University subject matter experts delivered **seminars on cyber security and data analytics in Singapore**. With more than 100 Singtel staff in attendance, the seminars facilitated the development of purposeful relationships between senior staff from both organisations, who now attend ongoing thought leadership events in Singapore.

## FOSTERING THE FUTURES OF OUR STUDENTS

The University has partnered with Optus in supporting **LifeJourney** – the cyber mentoring platform established in May 2017. This function enables students to test-drive their future by living a day in the life of Australia's cyber and STEM leaders. The online program will be offered at Macquarie University through the Optus Macquarie University Cyber Security Hub to students in 50 selected feeder schools. In addition to supporting students in their STEM endeavours, the University will also sponsor teachers to take part in the program, offering professional development opportunities in the cyber security space to equip them with the skills and capability to teach 'cyber' in the classroom.

## CO-CREATING INNOVATION MASTERY

In 2016, Macquarie University Graduate School of Management (MGSM) was selected to deliver an **Innovation Mastery program** to Optus staff. As a co-created program, it was designed to upskill internal coaches to deliver innovation programs to their teams.



## AWARD-WINNING PROGRAMS

In partnership with MGSM Executive Education, Optus won the **2016 Australian Human Resources Institute Award for Talent Management**. The program involved MGSM designing and delivering two customised programs for 128 Optus leaders.



## EMPOWERING ORGANISATIONAL LEADERSHIP

MGSM delivered **organisational design workshops** in 2016, co-created to provide Optus HR business partners deeper insights into organisational design capabilities so they can provide more strategic advice to the business.



## SHAPING STRATEGY FROM THE TOP

Demonstrating the depth of the Optus relationship, the University's Deputy Vice-Chancellor (Corporate Engagement and Advancement), David Wilkinson, has been invited to join the **Optus Business Strategic Advisory Board**, which is comprised of C-suite executives from a range of Optus partners and clients. This connection fosters exposure to cutting-edge technology and global best practice in thought leadership.



Optus Business Strategic Advisory Board meets quarterly



**March 2016:** Study tour to Israel with a focus on innovation in cyber security and digitisation



**March 2017:** Study tour to Silicon Valley meeting with organisations such as Facebook, Google and Stanford University

### FIND OUT MORE

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