



CARRS-Q's Young Scientists and Building Research Partnerships

Dr James Freeman

Young Scientists Session: ICADTS Oslo August 2010

Centre for Accident Research & Road Safety - Queensland

CARRS-Q is a joint venture initiative of the
Motor Accident Insurance Commission
and Queensland University of Technology



ihbi



www.carrsq.qut.edu.au

CRICOS No. 00213J

CARRS-Q's Young Scientists



CARRS-Q's Young Scientists

- **11 Postdoctoral Fellows**

- Kerry Armstrong
- Angela Wallace
- Melanie White
- Lisa Buckley
- Ioni Lewis
- James Freeman
- Simon Smith
- Tamara Banks
- Christian Wullems
- Judy Fleiter
- Gregoire Larue

CARRS-Q's Young Scientists

Research Fellow

- Mr Darren Wishart

Research Associate

- Mr Bevan Rowland

Postgraduate Students

- 22 PhD Students
- 9 Masters Students

CARRS-Q's Research Themes

1. Regulation and Enforcement
2. School and Community Injury Prevention
3. Vulnerable Road Users
4. Occupational Road Safety
5. Safety Systems and Technology

Regulation and Enforcement

Issues addressed:

- Drink Driving
- Drug Driving
- Speeding
- Aggressive Driving
- Unlicensed Driving



Research projects include:

- Review of Random Breath Testing in Queensland
- Roadside drug testing practices e.g., oral fluid

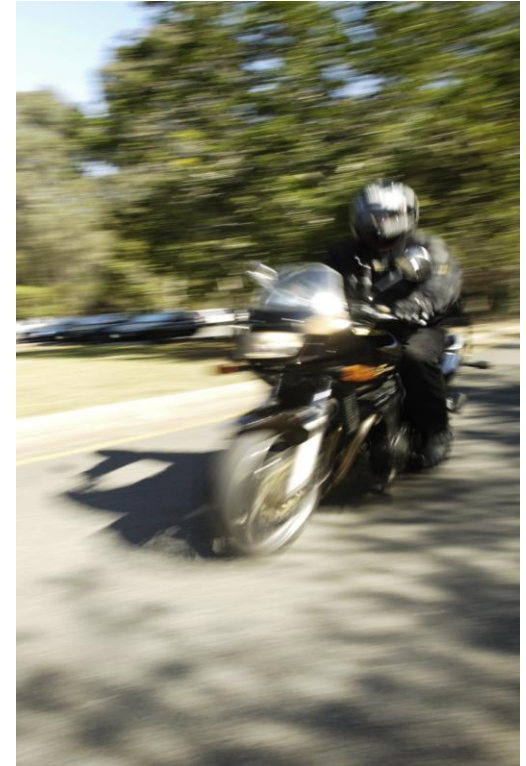
Vulnerable Road Users

Issued addressed:

- Motorcycle riders
- Pedestrians
- Cyclists

Research projects include:

- Evaluation of Queensland Transport's Q-RIDE motorcycle licensing scheme
- Drink walking survey
- Risky motorcycle rider intentions and behaviours



Occupational Road Safety

Issues addressed:

- Work-related driver safety
- Fleet safety
- Workplace Health and Safety Policy

Research projects include:

- Developing driving risk assessment tools to improve fleet safety
- Development and evaluation of an OH&S framework for work related driving



School and Community Injury Prevention

Issues addressed:

- School-based education programs
- Community-based education programs
- Non-enforceable high-risk behaviours
e.g. fatigue



Previous research projects include:

- The statewide implementation and evaluation of the "Under the Limit" rehabilitation program for drink drivers
- Injury prevention in young people - youth and risk taking behaviour

Safety Systems and Technology

Issues addressed:

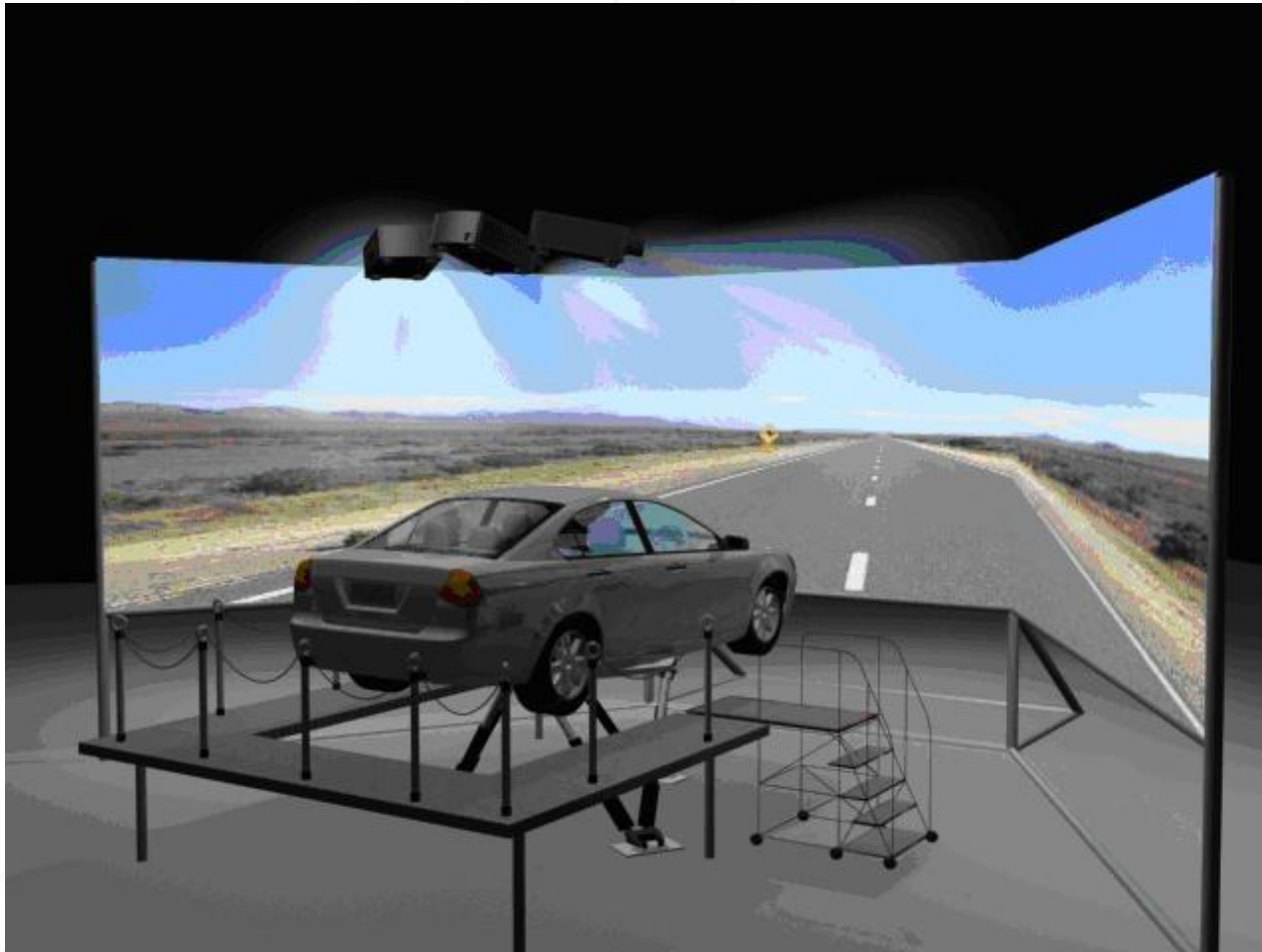
- Intelligent Transport Systems (ITS)
- Data Improvement
- Rail Safety

Previous research projects include:

- Predicting vigilance impairment in drivers and operators functioning under monotonous contexts
- A comparison of driving performance and behaviour in 4WDs vs sedans
- Rural and remote road safety collaborative study: Research and intervention to reduce economic, medical and social costs of road crashes in North Queensland



Advanced Driving Simulator



Partnering with Industry to Deliver Research Success

Working with industry is all about **RELATIONSHIPS**
BUILDING and **MAINTAINING** relationships

PERSONAL RELATIONSHIPS

MENTOR

- A good mentor helps
- As BF Skinner said *“there is nothing like learning through modelled behaviour”*
- Collaborations happen through mentor’s contacts
- Sometimes it’s the little things that count
 - Coffee
 - Taxi vouchers
 - Lunches, dinners, drinks, etc.

PERSONAL RELATIONSHIPS

MAKING CONTACT!!

- Mentors help..being personally introduced
- Going to conferences, putting faces to names, visiting other universities, etc
- Coffee, coffee and more coffee..
- *“There is a clear danger of getting spread too thin, but it is hard to guess which collaborations might take off”* (Smith, personal communication, 2010)
- Being resilient & not taking knock backs personally

PERSONAL RELATIONSHIPS

- Personal relationships are built up over time and involve **trust**
- A relationship (industry) is developed as a result of **engagement**
- Some people involved in research aren't that good at interpersonal skills: recognise it and manage it
- *“One of the keys to success I believe is to foster good relationships similar to customer relationships after all we are selling a service and a product”* (Wishart, personal communication, 2010)

PERSONAL RELATIONSHIPS

- *“Good customer service also relies on solving problems and 'putting out fires” (Wishart, personal communication, 2010)*
- *“It also means responding to enquiries in an efficient manner highlighting what we can do to resolve their issues or problem, if we can't can we direct them to who can” (Wishart, personal communication, 2010)*
- *“Also a key for any business or other relationship is finding the **connection**. It might be business it might be leisure or common interests people do business with people they like, trust and view as friends” (Wishart, personal communication, 2010)*

GETTING TO KNOW YOU STAGE

- In the beginning it is about you personally (personality, enthusiasm, knowledge, background, perceived skills etc.)
- But this can be the hardest part!!
- Rather than only one person dealing with the partner the team deals with the partner
- Your relationship with industry has to be consistent face to face contact e.g., *you can't just go away and do the project and complete the report*

THINGS TO REMEMBER

Nuts and Bolts

- Different agendas...need to be specific what industry wants/needs or how you can contribute to their needs
- Industry prioritise and targets often change e.g., *what might have been a good idea six months ago is not anymore....* **Being flexible**
- Finding a key person in the organisation to take ownership of your project idea (this includes development of the proposal within the organisation).
- **Strike while the Iron is hot:** when you have the initial “meeting of the minds” with industry follow up and get proposals etc., get on the move. You have to constantly compete for space within their agendas and budgets (etc), sometimes universities move too slowly

PROJECT DELIVERY

- **Start the project quickly** (Industry likes to see action)...don't get the money then run away and hide for three months...a good start sets the agenda and their mind set
- Industry generally has **short deliverable time** lines (6 month outcomes)12 months is a long time in industry...
- Be clear on what you are going to deliver and what industry is going to get out of it
- You must deliver results...making sure you deliver what you say you will deliver
- Industry results Vs Academic results (you have to deliver both)
 - Need a high level of flexibility

PROJECT DELIVERY

- A well managed project should lead to continuing projects
 - Looking for the next project 12 months prior to completion of the current project
 - Finding linkages between projects and promoting a continuum rather than discrete projects

UNIVERSITY vs INDUSTRY

It's also a balancing act!!

- Universities process things slowly while industry moves quickly
- **Example:**
 - A PhD is often a slow growing organism which can be a problem for industry
 - An industry PhD must produce a product which may be a little different to some traditional PhD's or PhD students.....
 - Industry PhDs can promote tight time lines which can be a good thing
 - Matching the right student to the project: sometimes a mature age student is more suited

GETTING THE MOST OUT OF THE PROJECT

Nuts and Bolts

- Embedding PhD/Masters Scholarships in industry grants
- A problem with industry is that people change and shift jobs
- However, people going to other organisations and jobs can also be a benefit in spreading the good word about you e.g., creating a pathway
- We have traditionally thought of the impact of policy in regards to government, but don't overlook the impact of policy on organisations (which can often be seen much quicker!!)

Publishing Results

- We also need to make sure that our results are disseminated and not just through academic journals
- While journals rate highly, industry very rarely reads them.

GETTING OUT THERE

- Go to industry functions (many are free and they have better food and drinks compared to the University sector!!)
- Get and use your business cards
- Force yourself to meet people
- You will need to spend you own money (universities can be so TIGHT)...take people for coffee...take people for lunch
- You have to be hungry for money, but not Gordon Kekko
- It's not how many times you have been knocked down ...it's how many times you get up that count to being successful

Questions?

Mark your Diaries!

*International Council on Alcohol, Drugs and Traffic Safety
Conference (T2013)*

August 2013, Brisbane Convention and Exhibition Centre