



Technology Services and Application

Technology Application

Technology application professionals promote and enable the transfer and commercialisation of technologies. Technology application professionals implement various and relevant programs and projects in different areas and divisions such as planning and management, technology packaging and promotion, enterprise development, consultancy services, applied communication and technology commercialisation. They prepare pre-feasibility studies, feasibility studies and business plans for selected technologies to establish not only the economic viability of adopting/using the technology but perhaps more importantly to guide scientists in their R&D efforts to further improve the technology. They look at ways of shortening the lag time between development and utilisation of available technologies and inventions and provide technical assistance for the establishment and operation of pilot plants prior to full commercialisation. Technology application professionals aim to establish the economic and technical viability

of selected technologies under field conditions, thus, enhancing the technologies ability to be commercialised. Often they will bring together government and private technology generators, investors, financial institutions and technology adopters interested in starting or improving technology-based ventures.

Technology application is particularly important to the Minerals Industry in Australia which has placed significant emphasis and recognition on the Minerals Technology Services Sector. Technology application and services professionals come from a range of technical backgrounds and tend to have entrepreneurial and innovative strengths. Some will start their own companies, others will work in large corporations and some will work in research and academic institutions such as CRC's. Many will take pure research and have the insight to be able to match the results with an industry need, and then develop them so that the technology can be made commercially successful.

PROFILES

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What have you done?

I have programmed fluid dynamics and thermal modelling software (CSIRO), developed mine planning and survey software, commercialised software and mining technologies (including managing licensing negotiations), managed IP portfolios, supervised the project management for technology based equipment manufacture (MIM), developed and managed R&D programs and the R&D Tax concession, consulted on R&D and IP strategy including IP identification, valuation and commercialisation (Hatch).

Do you have any regrets about how your career has developed?

Not really, everything is about being flexible enough to come up with or recognise opportunities (which mostly occur in your current organisation, as you know it best), and to have a genuine interest in taking on assignments that will benefit your organisation. You cannot guarantee that you will succeed at everything you try, but you can have some great successes along the way. I would have to admit that I have no idea what I will be doing in three years time, only that I will be doing something I am interested in that adds significant value to my employer.

What have you enjoyed most about your profession(s)?

The variety, and the opportunity to experiment with new things, whether they be working with new or improved technologies, or creating new business models.

What are the negatives and low points in your career?

I have had to spend considerable time away from home and family, and when you are trying new things you do not always have support and success from day one. You have to stick by what you believe in to get past the knockers and doubters, but still be prepared to listen to them to make sure that you are not off the track.

For someone considering a career in your profession are there any words of wisdom to pass on to them?

Remember that the idea you are championing may be fantastic, but it might not be the right time or climate for it to succeed. Learn to accept temporary setbacks to work with your organisation's bigger agenda, but don't stop believing in great ideas. One day the time might be right.

