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About this Handbook

This document has been developed for Participants engaged in Research Projects within the WMI CRC. It is a consolidated resource of existing and updated guidelines.

The WMI CRC strongly values the work of our Participants and this handbook will serve as a resource to clearly communicate the requirements and obligations of being a recipient of WMI CRC funding but also to be a part of the CRC’s wider activities and exciting opportunities.

The WMI CRC strongly encourages all personnel engaged in a CRC project to be familiar with this handbook. Project Leaders and supervisors are encouraged to inform their team members of the location of this handbook on the WMI CRC website if the printed version is not available (www.woundcrc.com/communications.html#resources).

This document will be updated periodically and updates will be available online via our website (www.woundcrc.com).
About the Wound Management Innovation CRC

The Wound Management Innovation Cooperative Research Centre (WMI CRC) has been a catalyst for change in the wound industry since its inception in 2010.

The WMI CRC is an industry led, cooperative organisation whose activities are transforming wound outcomes by addressing the key issues affecting wound healing and prevention. The WMI CRC brings together the best of industry, academia and end user organisations.

Vision

Transforming Wound Outcomes.

Mission

We will improve wound healing and quality of life for people with wounds and implement cost effective wound care that lessens the burden on the Australian Health System.

Goals and Objectives

- Translate research for the benefit of patients
- Develop next generation wound management products
- Address near term, high impact research questions
- Education of researchers, healthcare providers and patients
- Deliver clinical resources of national importance
- Empower healthcare providers and wound sufferers
The WMI CRC research projects are structured into three inter-disciplinary programs; Enabling Technologies (Research Program 1), Tools and Therapies (Research Program 2) and Clinical Application (Research Program 3).

- Research Program 1 is focused on improved understanding of the wound microenvironment and the application of this knowledge to identify new diagnostics, prognostics and therapeutics, including preclinical models.

- Research Program 2 is focused on the development of new wound management products including bioactives, diagnostics and dressings.

- Research Program 3 is focused on delivery of best practice wound care, including conducting clinical studies, developing risk assessment tools and translating evidence-based care into practice, including education of health care practitioners.

While these research programs provided the foundation for research priorities initially, as the WMI CRC has entered its translation phase the organization’s activities have evolved into four operational areas: research, education, development and clinical translation (See Figure 1).

This strategic shift towards clinical research and its translation has become a key focus of the WMI CRC and is highlighted by the commencement of several core research activities. These core research activities leverage the unique position of the WMI CRC in enabling the collaboration of a large and diverse set of participants to create impact on a national scale.

As part of our transition planning, the WMI CRC will significantly expand our efforts in this area during the remainder of the current funding term. The WMI CRC Core and Development activities are described on the following pages.

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**Figure 1.** WMI CRC has four operational areas: research, education, development and clinical translation.
health care policy makers, care providers, industry, patients and carers are understood. There is limited data, it is not consistently collected, and there is uncertainty that the data sets are connected. Without this information health care policy makers, care providers, industry, patients and carers are unable to make informed choices. To address this issue, the WMI CRC is building the Australian Wound Registry ("AWR"). The AWR will provide rich data to research and promote evidence-based practice in the management and prevention of wounds, inform healthcare policy and reimbursement, and generate a valuable industry database for product and marketing information. Building on this initiative, the AWR, Welsh Wound Innovation Initiative and the Canadian Association of Wound Care intend to form the International Wounds Registry.

**Australian Wound Innovation Centre (AWIC)**

The WMI CRC is in the process of negotiating the establishment of Australia’s first financially sustainable facility dedicated to wound treatment, research and education, the Australian Wound Innovation Centre ("AWIC"). The AWIC is anticipated to be the flagship legacy vehicle, providing leadership in wound treatment, evidence-based research and education. The AWIC represents disruptive thinking in the provision of wound management services in Australia.

As a centre of clinical excellence, it will exemplify what can be achieved for patients through the routine use of best practice. Its clinical research capacity will enable it to engage in disruptive thinking that can transform wound care outcomes. Its throughput will enable face-to-face education of the next generation of wound care clinicians with training in evidence-based practice. The WMI CRC is working closely with international collaborators to replicate and further the success of the Welsh Wound Innovation Centre model.

**Health economics and healthcare reform**

The estimated cost of chronic wounds is huge - around $2.85 billion each year, representing around 2% of the health care budget. Using data from our WMI CRC participants and health economic modelling this initiative will: Evaluate the current cost of wounds to the Australian economy and quantify the costs and benefits of adopting evidence-based practice

- Influence health policy to provide incentives for low cost wound care in Australia
- Conduct economic and sustainability analyses for new models of wound care services (eg. Australian Wound Clinic and Aged Care Wound Services)

**Development activities**

- Insoles for diabetic patients: This project will develop an insole for diabetic ulcer management. The technology utilises a patented biosensor material and wireless technology to map the pressure distribution and alert the wearer if “hotspots” are detected.
- Hyperspectral imaging of cutaneous wounds: This study aims to demonstrate the efficacy of using hyperspectral imaging for a cost effective and easy to use device for point of care wound monitoring and diagnostics.
- Smart Material for Negative Pressure Wound Therapy: This project will develop new materials to improve open abdomen wound closure following surgery. The new materials will maintain their height but contract laterally under negative pressure to close the wound without using invasive mechanical devices.
- Smart compression: This project will develop medical compression devices. The technology utilises a patented biosensor material integrated with a wireless detection technology.
# Research Resource Directory

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<th>Where To Access</th>
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<td>EOI Template, Budget Template, Guidelines for Applicants, Guidelines for use of Budget Template</td>
<td>WMI CRC Website (when EOI rounds are open for applications)</td>
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<td>Research Priority Areas</td>
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<td>Signed and executed Project Plan (agreement)</td>
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<td>Final Budget</td>
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<td>Newsletter article minimum one article per project funding period</td>
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</tr>
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<td><a href="mailto:shelley.morris@woundcrc.com">shelley.morris@woundcrc.com</a></td>
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<td>IP Policy Abridged</td>
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*As at December 2015*
Overview of WMI CRC Student Association

The WMI CRC Student Association (WMI CRC SA) aims to enhance the potential academic and professional goals of students and, through additional opportunities for learning and development, contribute to the overall academic experience of all WMI CRC students, the SA shall:

- Facilitate discourse in areas of student concerns
- Provide learning opportunities involving topical discussions
- Engage the collaboration of WMI CRC members from diverse areas of study in order to broaden the understanding of relationships among disciplines
- Support professional/educational growth by organising student association meetings and workshops

All higher degree students involved in a CRC project who have completed the deed poll are automatically members of the WMI CRC Student Association and eligible for the opportunities and incentives in development.

Strategic Goals

- Develop and implement induction program for new and existing members
- Drive membership;
- Identify and meet the needs of the students in Programs 1, 2 and 3 (survey and gap analysis)
- Implement “journal club” monthly meetings (via teleconference/Skype)
- Provide networking opportunities for students to pursue post-doctoral work
- Implement a CRC Wound Alumni for students that have completed their studies

Advocacy

The WMI CRC Student Representatives will promote and support the general academic welfare of all student members, the WMI CRC SA representatives shall;

- Communicate its goals and advocate student’s needs to the WMI CRC and other bodies, where necessary, in order that each student may have the most positive educational experience possible

- Serve as liaison with the WMI CRC Board and administrative team for broad student related communications.

Student Induction Program

A formal process for all new and existing students to undergo specific training will include, but not be limited to;

- IP and commercialisation training
- EQ and working in high performing teams (life long learning)
- How to continue the CRC legacy
- Alumni Program

WMI CRC Student Alumni (ECR Researchers)

- Automatic membership for all Wound CRC graduates
- Online community
- Invitation to events and reunions
- Updates on WMI CRC news and events
- Continuing access to CRC participants and industry partners
- Network of graduates to foster the Wound CRC legacy and support each other in the transition from the postgraduate to the post-doctoral research environment
- Opportunities to collaborate across disciplines
- Unique group of expertise in wound related areas
What is Intellectual Property?

Intellectual property (often referred to as IP) is a broad term used to describe creations and outputs of intellectual activity. Specifically, it refers to the rights created by law to protect those outputs. Intellectual property rights are intangible, as opposed to physical, assets. The traditional knowledge of indigenous communities may also be considered to be intellectual property, but because such knowledge is not yet formally recognised in Australia as a right in the nature of intellectual property, it is not dealt with in this Guide.

The Convention Establishing the World Intellectual Property Organisation 1967 defines “Intellectual Property” as rights relating to:
• Literary, artistic and scientific works
• Performances of performing artists, phonograms and broadcasts
• Inventions in all fields of human endeavour
• Scientific discoveries
• Industrial designs
• Trademarks, service marks and commercial aims and designations
• Protection against unfair competition
• All other rights resulting from intellectual activity in the industrial, scientific, literary or artistic fields

In Australia, most forms of IP are regulated under statutory regimes. Other forms of IP are protected under general legal principles that have been established over the years through decisions of the courts. Some creative or inventive efforts may be able to be protected by different types of intellectual property rights.

Why Does Intellectual Property Matter to CRCs?

The CRC Program exists to foster collaborative innovative research. The fruits of that research are therefore of central importance. It is through these research outcomes that the CRC Program’s key objective of bringing economic, environmental and social benefits to Australia must be realised.

As with physical assets, intangible assets are both utilised during a CRC’s research activities, and created as an output of those activities. The multi-party and cyclical nature inherent in the CRC Program means that centralised and systematic identification and management of IP assets is key to the effective utilisation of CRC outcomes. This is reflected in the CRC Program Guidelines and template agreements. As well as the Wound Management Innovation CRC IP Policy, your University/Institution will also have a policy or protocol that you will need to comply with.

CRC Program Guidelines

The primary objective of the CRC Program is to deliver significant economic, environmental, and social benefits to Australia, by supporting end-user driven research partnerships between publicly-funded researchers and end-users to address clearly articulated, major challenges that require medium to long-term collaborative efforts. One of the four core activities CRCs are required to perform is utilisation activities to deploy research outputs and encourage take up by end-users.

‘Utilisation’ refers to technology transfer and take-up end use of research outputs by end-users. End-users may be individuals, organisations, industries or communities, but they need to be capable of deploying a CRC’s research outputs to deliver economic, environmental and/or social benefits to Australia.

The CRC Program Guidelines give specific examples of ‘commercial’ utilisation, such as:
• the manufacture, sale, hire or other exploitation of a product or process
• the provision of a service incorporating CRC intellectual property
• licensing any third party to do any of those things, or
• otherwise assigning CRC intellectual property.

While the CRC Program Guidelines do not give any specific examples of ‘non-commercial’ utilisation, this may include activities such as:
• the publication of educational materials which are provided free of charge to relevant organisations
• organising events to raise awareness of an issue, or
• provision of free agricultural extension activities for farmers.

Higher Degree Students
IP Policy

This page contains the important elements of the CRC’s IP Policy for HDR Students.

1: IP Assignment

As a student you will develop IP. You will generally assign your IP to your University via a Deed poll and a Moral Rights waiver. Your IP needs to be developed – this can be via patents, product development and commercialisation.

Your IP can be assigned to a Utilisation Agent. The Utilisation Agent is responsible for IP development - this agent could be Bluebox, ITEK, WMI CRC, etc.

2: IP Identification

Do you have a good idea, discovery or product? Conduct some basic searches to see if it is inventive. Bring your idea to your supervisor, Program Leader, Utilisation Agent or the WMI CRC. Record your discovery in your lab book and in your WMI CRC student progress report. Most importantly, do not disclose!

3: IP protection

Avoid IP disclosure. Do not tell anyone about it if they have not signed a confidentiality agreement. Before submitting publications and presentations, complete and submit a WMI CRC publication clearance form (see next header).


The WMI CRC will not pay patent costs but may co-invest in further development and utilisation activities.

Patenting your IP wont stop you from presenting or publishing your findings or getting the information out to the world. Patent applications also look good on your CV.

4: Publication Clearance Process

Any release of WMI CRC information in any form requires approval from the WMI CRC. The process for obtaining Publication Clearance is below and on pages 13 and 14 of this document.

In written publications the acknowledgement should read:

“The authors would like to acknowledge the support of the Australian Government’s Cooperative Research Centre Programme” with the WMI CRC listed in author affiliations

In Presentations, the CRC and CRC Programme should be acknowledged with the use of the CRC and CRC Programme logo or by using the templates freely available on the CRC’s website. Logos are available by contacting the CRC’s Branding & Communications Coordinator: shelley.morris@woundcrc.com

Project scientists and the Project Leader decide that publication is warranted. This may be a submission to a journal or an abstract to a conference.

The manuscript must be submitted with the Publication Clearance Form to the WMI CRC National Office and approval sought from the CRC’s Research Directors. The publication will be reviewed for scientific content and potential IP. Email all documents to: research@woundcrc.com

The Research Department will advise within 10 working days the outcome of the submission.

Record all details of the publication/presentation in the next project progress report.

5: Conclusion

- Assign your IP – Make sure you have signed the relevant documents
- Identify your IP – Keep an eye out and communicate with your supervisors and Utilisation Agent
- Protect your IP – Keep good records, do not disclose and use your Utilisation Agent for IP advice.
Communications from the WMI CRC National Office

The WMI CRC undertakes a range of internal and external communication activities to ensure its participants, researchers and the general public are kept up to date with the latest developments in the CRC’s activities, events and outcomes. The WMI CRC uses the following communication tools to ensure its stakeholders receive relevant information:

- **Newsletter**: electronic newsletter featuring WMI CRC news and activity updates. Signing up to the newsletter via the WMI CRC website is encouraged. Researchers involved in a CRC project will be asked to contribute an article at least once during their project funding period.

- **Email Updates**: we inform our stakeholders of important information, upcoming events and media releases via our newsletter email subscription list.

- **CRC Seminar Series**: This series features speakers from different areas of the CRC and will include updates from researchers, National Office, the Student Association and special guests. Researchers involved in a CRC project will be asked to contribute a session at least once during their project funding period.

- **Online Community (Yammer)**: The WMI CRC Online Community is a secure platform for simple and instant communication of the latest news, media, updates across the CRC and broader wound industry. To join, request an invite from shelley.morris@woundcrc.com

- **Social Media**: The WMI CRC has a YouTube channel that features Seminar Series videos and other content and is in the process of developing other social media channels for digital communication strategies in 2016.

- **Media releases**: are circulated to promote important WMI CRC research outcomes and significant events

- **Events**: internal WMI CRC events and sponsored events

- **Publications**: Annual Reports and other corporate documents

Communication responsibilities of WMI CRC Participants

We encourage our Participants to engage with and across the CRC as often as possible to enhance collaboration and communication of activities.

It is however a requirement that all public presentations, publications, media releases, social media or any other type of communication made by a Participant related in any way to a WMI CRC research activity are cleared by the WMI CRC National Office by completion of the Publication Clearance Form.

The form is available within this document and on the WMI CRC website. The need to publish must always be balanced against the need to protect CRC IP. Please read the IP section of this handbook for further information.
Background Information

An important part of the WMI CRC’s outcomes is the publication of research papers. Clearly this is important for researchers’ careers but also in the dissemination of information. The need to publish must always be balanced against the need to protect IP. This is especially important in the WMI CRC where commercial applications are foreshadowed. Please peruse the disclosure issues, principles and processes below before proceeding to fill out the Clearance Form.

The public release of WMI CRC information includes scientific publications, conference abstracts, newsletters, website postings, social media, magazine articles and press releases. The release of WMI CRC information is subject to clauses 47, 48 and 49 in the Participants Agreement. In summary these state:

- Participants must keep WMI CRC information confidential
- Approval for publication from the Utilisation Agent must be obtained
- If there is no Utilisation Agent then approval can be sought from the CEO, WMI CRC National Office
- The WMI CRC is responsible for public announcements

Principles

- WMI CRC Participants should seek to publish research in publications of high scientific merit and reputation
- Any release of WMI CRC information in any form requires approval from the WMI CRC, in line with agreements.
- Information release must be co-badged whenever possible to ensure recognition of the WMI CRC, the CRC Program and Participants.
- The release of any information that is judged to be contentious, politically sensitive, or that will have an adverse impact on Participants must be discussed with the WMI CRC and relevant Participant prior to release.

The WMI CRC should always be included in the author affiliation if the work was undertaken as part of a WMI CRC research project.

A suitable form of acknowledgment is:

Joe Bloggs¹,² and John Smith¹

¹ Wound Management Innovation Cooperative Research Centre
² Queensland University of Technology

In written publications, the following acknowledgement should be included:

‘The authors would like to acknowledge the support of the Australian Government’s Cooperative Research Centres Programme.’

When acknowledging the WMI CRC, it is important to use the word ‘supported’ rather than ‘funded’. Although the WMI CRC may provide monetary contribution to the project, the research undertaken is ‘collaborative’ or ‘cooperative’. Various organisations come together to form the WMI CRC project team, either by providing in-kind resources, facilities, or funding. Similarly, a PhD student studying through a WMI CRC stipend and research project becomes part of the WMI CRC’s research activities.

For more information regarding the use of the WMI CRC Branding (including logo formations, CRC Programme logos, templates and guidelines for use), please refer to the Participant Corporate Style Guide.

Process

1. Project scientists and Project Leader decide that publication is warranted. This may be a submission to a journal or an abstract to a conference. A conference presentation can be based on approved material and must not include new data unless prior approval for release of that new data is sought and given.

2. A preliminary discussion with the Program Leader and WMI CRC is encouraged, especially if the disclosure of potentially valuable unprotected IP may be involved.

3. The manuscript must be submitted using the Publication Clearance Form to the WMI CRC National Office and approval sought from the CEO. The publication will be reviewed for scientific content and potential IP.

4. The CEO will advise within 10 working days the outcome of the submission.

5. Please record all details of the publication/presentation in the next project progress report.
# Publication Clearance Form

Please return form to WMI CRC National Office: research@woundcrc.com

## Section 1: Publication Information

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  | Yes | No |
| **Has the WMI CRC been appropriately acknowledged?**
  | Yes | No |
| **Journal/publication/conference/media in which it will be published:** |
| **Manuscript is attached**
  | Yes | No |
| **Date submitted for clearance:**       |
| **Date Clearance required by:**         |
| (Clearance may take 10 working days)    |

## Section 2: IP Declaration

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<td><strong>I declare that no potentially valuable unprotected IP may be involved and the manuscript has been cleared by the appropriate Project and Program Leader</strong></td>
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<td><strong>I declare that potentially sensitive information is contained within the manuscript and require this to be further approved</strong></td>
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## Section 3: Science and IP Recommendation and Approval

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</table>

Signed: ___________________________  Date: ___________________________  

**I declare that this publication requires CEO approval:**  
Signed (CEO approved): ___________________________  Date: ___________________________  

Signed: ___________________________  Date: ___________________________
1: Corporate Identity

This styleguide is designed to protect the corporate identity of the Wound Management Innovation CRC brand. It is important this styleguide is followed carefully to ensure consistency and integrity across all areas of our identity and ensure brand awareness in all CRC activities as per Commonwealth Guidelines.

About the WMI CRC logo

The logomark represents a symbolic overview of a wound bandage: it is unwinding, creating a pathway to healing. It is also subtly in the shape of Australia, emphasising the unique collaboration between participants nation-wide. It is also positioned within a circle, that is representative of the globe: the CRC will affect the wound landscape globally as well as locally. The logo is divided into 5 parts: 4 years of funding remaining to create impact in our current term, with the larger central element representing our legacy - pathways to healing and transforming wound outcomes.

Colour Palates

The WMI CRC corporate colours have been specifically chosen to reinforce the core brand messages. The logo colours of blue hues with contrasting grey reference the CRC’s previous branding and comply with accessibility requirements. Blues represent trust, calmness and feel medical/sterile and corporate. The CRC’s areas of activity are also represented in orange (research), green (clinics) and purple (products). However, for all Participant corporate communication, the logo colour palate is to be utilised. CMYK is to be used for all print and RGB for screen.

Iconography

The WMI CRC’s strategic objectives and goals are reflected in four unique icons that the CRC uses in its promotional material.
2: WMI CRC Logo usage

The logo is to be used in its inline state predominantly but can be used stacked for applications where the inline logo cannot fit. To ensure consistency in our brand identity, never separate the elements or alter the logo’s position, size, colour, spatial and proportional relationships. To ensure maximum legibility and impact do not make the logo smaller in length than 50mm for the inline logo and 30mm for the stacked logo. The minimum white space required around both logos is 10mm. The logo colour may in some circumstances be represented in black or white depending on the application however this is directed as per advice from WMI CRC National Office.

Acknowledgement of the WMI CRC

The WMI CRC should always be included in the author affiliation if the work was undertaken as part of a WMI CRC research project. A suitable form of acknowledgment is:

Joe Bloggs¹,², and John Smith²
1 Wound Management Innovation Cooperative Research Centre
2 Queensland University of Technology

In written publications, the following acknowledgement should be included:

‘The authors would like to acknowledge the support of the Australian Government’s Cooperative Research Centres Programme.’

When acknowledging the WMI CRC, it is important to use the word ‘supported’ rather than ‘funded’. Although the WMI CRC may provide monetary contribution to the project, the research undertaken is ‘collaborative’ or ‘cooperative’. Various organisations come together to form the WMI CRC project team, either by providing in-kind resources, facilities, or funding. Similarly, a PhD student studying through a WMI CRC stipend and research project becomes part of the WMI CRC’s research activities.

Acknowledgement in presentations such as conferences and posters are to reference the CRC at least once by usage of the WMI CRC and CRC Programme logo. To obtain the files, send a publication clearance form with the logo request to research@woundcrc.com

Cooperative Research Centres Programme logo

Under section 21 in the Commonwealth Agreement all publications or publicity related to the activities of the WMI CRC must use the CRC Programme logo. These files must be used and not distorted or rearranged in any way. As a guide, the CRC Programme logo should be used when the CRC’s logo is used.

3: Corporate Templates

To ensure consistency in all communication of WMI CRC research and business activities, the WMI CRC has provided researchers with templates that may be used when presenting WMI CRC research. These templates include a PowerPoint Presentation template and the Corporate Poster Template. These templates can be accessed via the Wound CRC website www.woundcrc.com or by contacting the CRC’s Branding Coordinator.

If you have any questions about the CRC’s branding or corporate identity, contact the Branding Coordinator: shelley.morris@woundcrc.com
4: Corporate Communications

Our corporate communications must remain professional and consistent. The following page guides the correct usage of written communication. Our tone of voice conveys the attitude and demeanour of our brand. Our preferred tone stems from our values:

- Ethical, empathetic, transparent, professional
- Creative and innovative
- Knowledgeable, high level, respected and objective

Brand names and acronyms

When first using the WMI CRC in a document, spell out the name in full then follow with the acronym in brackets. For the rest of the document, use the acronym with a space between WMI and CRC. For example:

The Wound Management Innovation Cooperative Research Centre (WMI CRC) was established in 2010. The WMI CRC aims to address the burden of chronic wounds.

Always refer to Wound in the brand name as Wound, never Wounds.

Other acceptable formats

WMI CRC may also be referred to as Wound CRC in all non-formal communication.

Fonts

Typeface for all documentation is Calibri Regular set at 10 pt, black, line spacing before and after 2pts. The logo grey may also be used.

Calibri bold is to be used for headings. Calibri italic is to be used for emphasis and when appropriate to scientific publications and other uses.

Paragraphs

Singular column text boxes or two column text boxes may be used depending on the application. Ensuring readability and scan-ability is important when typesetting.

Lists and bullet points

The list and bullet hierarchy is as below:

- First bullet point
  - Second bullet point
    » Third Bullet Point

Numbers in text

Set out the date as: day, month year for example: Friday, 25th September 2014

Or in letterheads: 25th September 2014

Hyphenation

Use a hyphen when two vowels are alike:
Co-ordinator;
Re-elect;
Co-opt.

Other exceptions to the rule include:
Part-time;
Half-term;
Cooperative Research Centre (do not hyphenate cooperative).
Chronic Wounds: The Hidden Epidemic

Chronic wounds are wounds which take more than three months to heal, fail to heal by conventional medical or surgical means, or are recurring. Wounds can be accidental, surgical or occur because of underlying disease. The wounds that the CRC is focusing on include burns, diabetic foot ulcers, pressure injuries, leg ulcers, skin tears and acute/surgical wounds.

- **450,000 people**
  Suffer from chronic wounds at any time in Australia

- **$3 billion**
  Is the conservative annual estimate of the cost of wounds to the Australian Health Care System

- **Every 20 Seconds**
  A person has a limb amputated due to a diabetic foot complication

How is the Wound CRC addressing this challenge?

- **Research**
  High impact, near term Industry-led collaborations

- **Development**
  Translation of research into next generation products

- **Clinical Translation**
  Transforming the wound industry with sustainable legacies

- **Education**
  Education of higher degree researchers & healthcare professionals

For more information please visit us at www.woundcrc.com