

Brainpower reaps business rewards

AUSTRALIA'S leading technology broker . . . that is the title earned by UniQuest Ltd, a fledgling company set up to market the "brain and machine power" of Queensland University.

Established in 1984, it now is firmly established as a major Queensland success story.

In addition to selling processes developed by University researchers, UniQuest provides consulting and research facilities for the commercial and industrial sectors.

Sales turnover has increased from almost \$600,000 in 1984 to \$2.6 million in 1985 with a projected \$5 million this year.

Chairman of UniQuest, University vice-chancellor Professor Brian Wilson, said the company would continue to be "an invaluable source of much-needed income for the university.

"In 1985, UniQuest was directly responsible for the purchase of \$345,532 worth of equipment for various departments, and provided employment for 81 postgraduate students, research staff and technicians in the university," he said.

The company is involved in a wide range of activities, from developing new research-based companies to organising professional meetings, seminars and conferences, and providing consulting and research facilities for commerce and industry.

UniQuest researchers have helped The Courier-Mail develop a more efficient distribution system, and patented a possible alternative contraceptive to the Pill.

The company has helped Brisbane City Council produce a computer program to save ratepayers \$100,000 through a better bus scheduling operation.

And it has helped a Brisbane steel products company increase profits by 50 percent by developing modifications for its product.



ABOVE: Mr David Millhouse, general manager of UniQuest.

UniQuest general manager, Mr David Millhouse, said: "The company expects to maintain and enhance its leadership by developing opportunities for industrial applications, establishing patents and other forms of intellectual property protection, entering into licensing and equity agreements and generally acting as counsellor for new academic enterprises.

"The technology is there and the diversity of resources opens up a multitude of opportunities for UniQuest commercial development.

"If Australia's business community is to increase its technology intensive exports, it has to tap and utilise its valuable resources."

Mr Millhouse predicted that within eight years UniQuest would be a \$25 million-a-year operation.

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