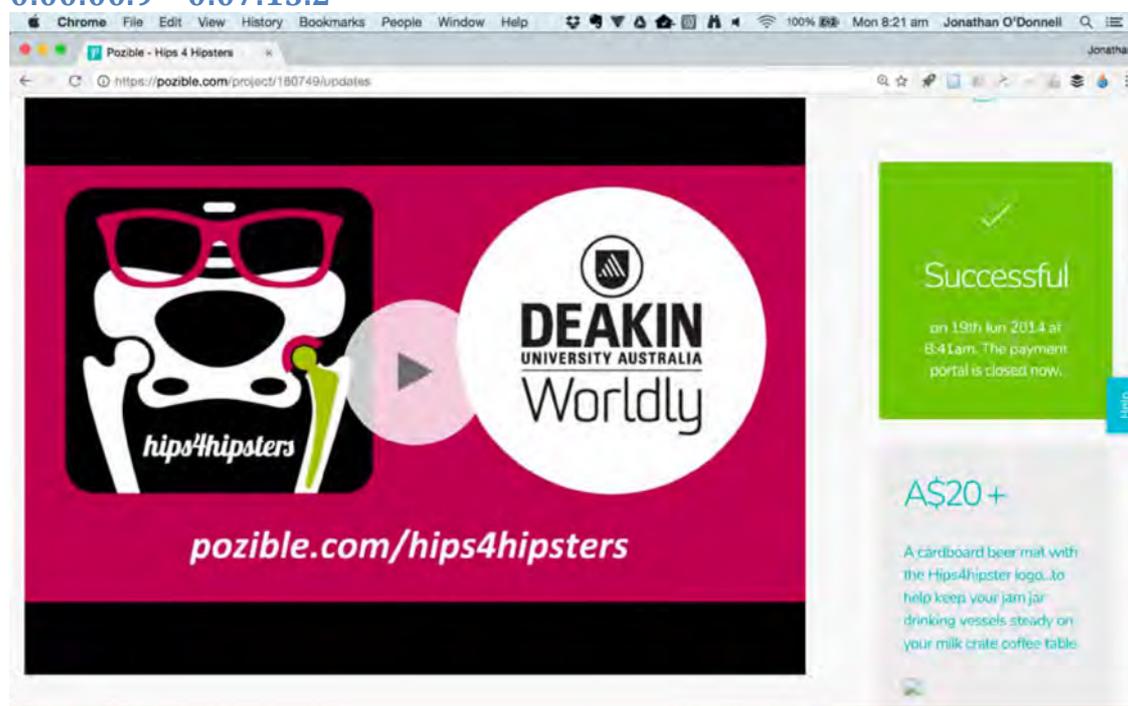


## Gale - Deakin (Job 41488)

0:00:00.9---0:07:13.2



### Participant

So 'Hips for Hipsters' was my second crowdfunding project. It was the first one I'd done entirely by myself. It was based on my project which is on prosthetic joint infections. And prosthetic joint infections are usually nosocomial infections, so introduced by the hospital when you're putting in replacement joints, so knees or hips and shoulders or any sort of - and perhaps valves occasionally as well. But then you can also have hematogenous infections where you've actually got a cut on your skin and then if you've had a previously successful and sterile hip replacement the actual bugs can travel in your blood and lodge on the abiotic surface - and when I say abiotic I mean non-life surface of the implants. And so there's various ways you can get them. But generally speaking, it's mostly introduced with the violence that accompanies the chainsaw merchant orthopaedic surgeons - who are my collaborators on this project - the lovely Professor Richard Page who is the professor of orthopaedic surgery here at the Deakin Medical School. But at this point, he was only working for Barwon Health, he hadn't got his job at the Deakin Medical School at this point. When I ran this campaign, I was already doing the project. And so that's one thing to definitely point out with this project is that I actually could give in real time some sort of comment on how the work was going, because I wasn't requiring the money up front before I - you know - so I was asking for money for something specific, but I had already got some money and I'd already bought some of the components and I already had a student working on it, who at that point was an honours student, and she's now stayed on to do her PhD on this project. So all of my crowdfunding campaigns have PhD students attached to them. But I didn't require any of my students to engage with the campaign. I think 'Hips for Hipsters,' [redacted], my student - [redacted] was required to provide me with 'hipster' props for the filming of the face to face video where I was wearing a hipster beard and a flat cap and some glasses and

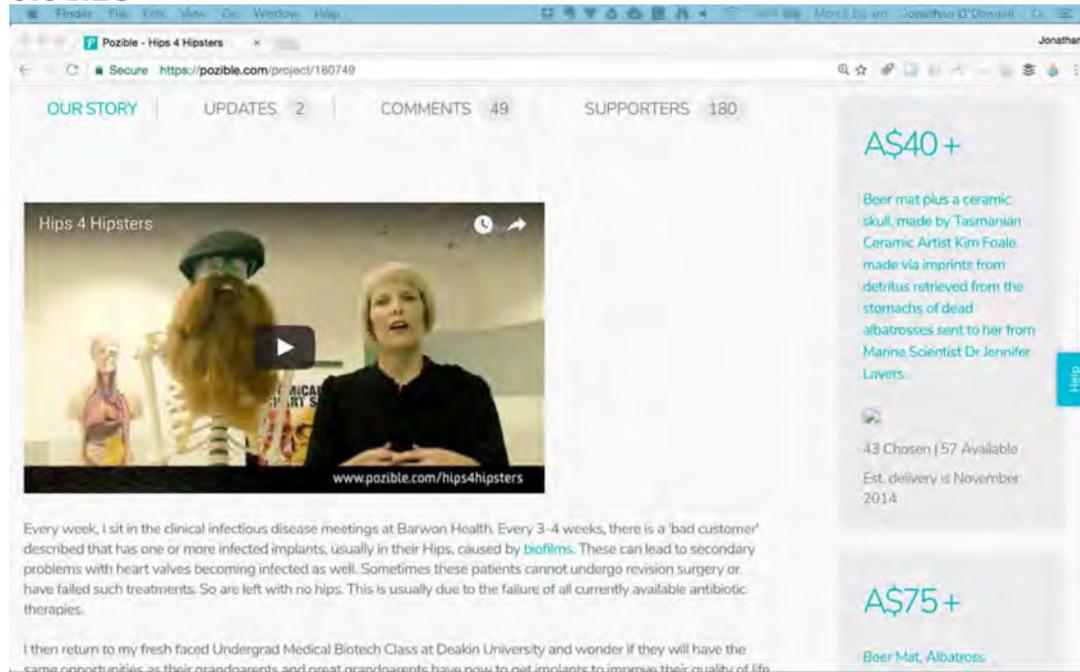
dancing with a skeleton. But that was all I required her to do. She did help me with the mail out later, and again, the mail out was delayed for this project due to the fact that I had a massive optic neuritis attack and a diagnosis of tumefactive MS just as I supposed to be sending all of the rewards out at the end of November for this project. So it wasn't ideal in that way, that I wasn't able to deliver the rewards on time. And it's always - it makes you feel guilty because actually that's the only requirement that you have for a Pozible project is that you actually give them what you said you were going to give them as rewards. Whether you get the science done or not is by the by, it's actually the fact that you need to deliver the goods for the rewards.

0:03:54

The screenshot shows a web browser window displaying the Pozible crowdfunding page for 'Hips 4 Hipsters'. The page features a video player at the top with a progress bar at 0:12 / 1:20. Below the video, the funding progress is shown as A\$12413 of A\$11762, with 0 mins left and 180 supporters. Navigation tabs include 'OUR STORY', 'UPDATES' (2), 'COMMENTS' (49), and 'SUPPORTERS' (180). A video thumbnail for 'Hips 4 Hipsters' is visible. On the right, a reward tier is listed: 'A\$40+' for 'Beer mat plus a ceramic skull, made by Tasmanian Ceramic Artist Kim Foale, made via imprints from debris retrieved from the stomachs of dead albatrosses sent to her from Marine Scientist Dr Jennifer Lavers.' The page also indicates '19 Chosen | 181 Available' and 'Est. delivery is August 2014'.

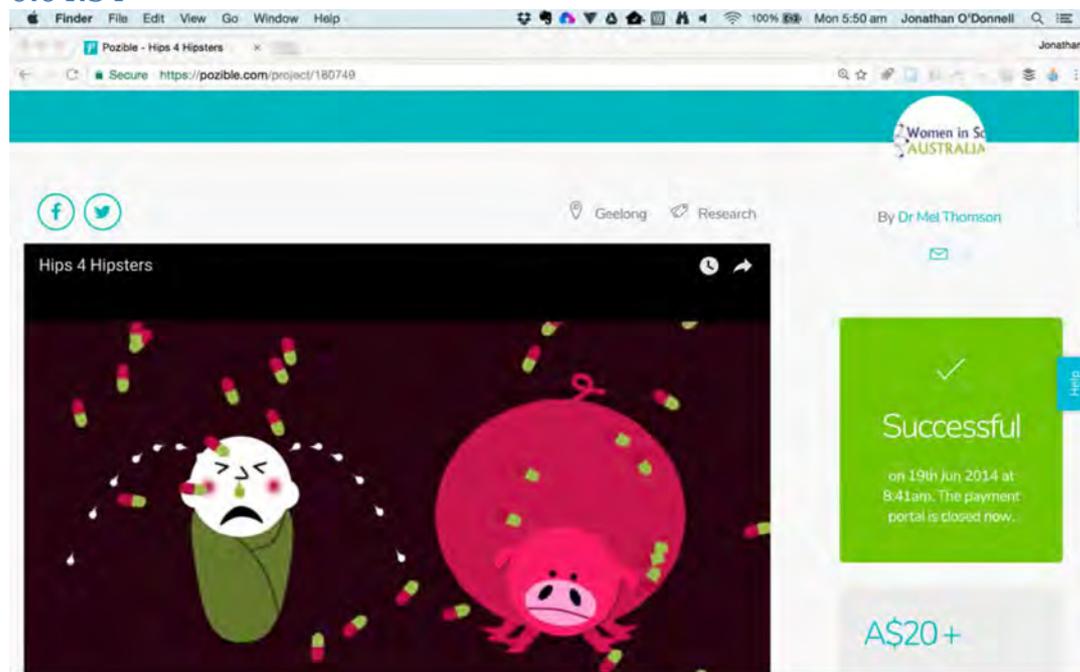
Now, what did we ask for? We asked for just under \$12,000. And we got just over. So it was 102 per cent funded, which was nice. It was fairly successful as a project. It had 180 supporters, which I think out of all my three projects that's probably the most supporters I had. I'm trying to think what the biggest pledge was.

0:04:28



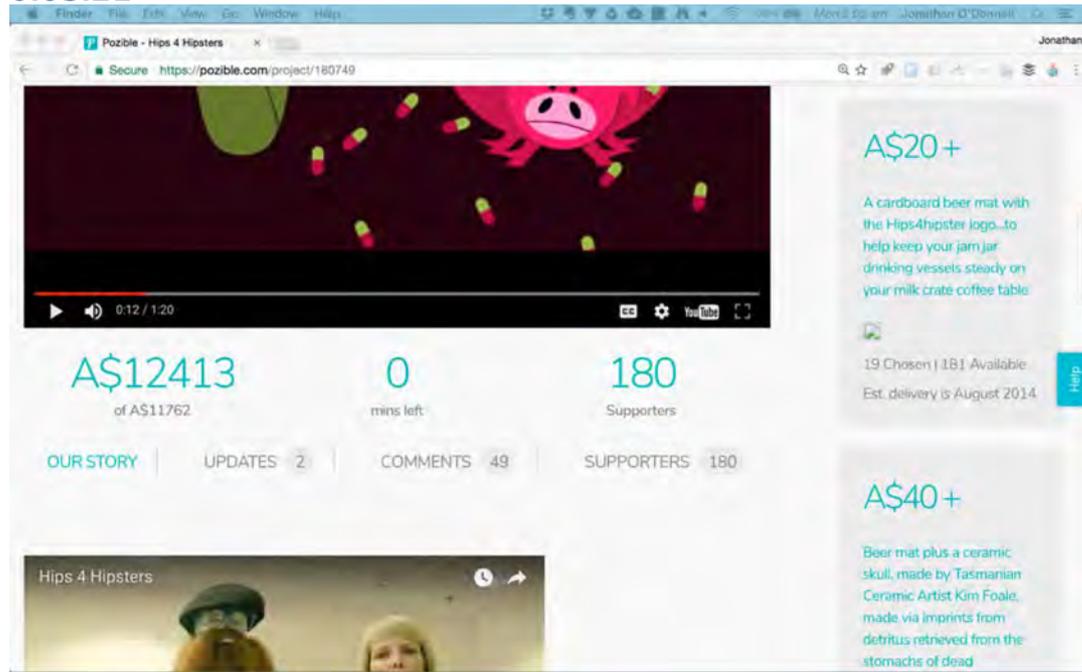
Here's the hipster skeleton.

0:04:34



So yeah, I had an animation video done by James Hudson of Bridge Eight Communications. And he gave me mates' rates for this video. So it cost me about \$2500, whereas for my third project which was to fund a CDiff video, I paid the full amount, which basically was 10 or 12 grand for one of his projects. But as a collaborative fashion, he did this one for me for very, very little money and I appreciate that him and Christian Elford let me do - basically, it allowed me to have this service provided by them.

0:05:21



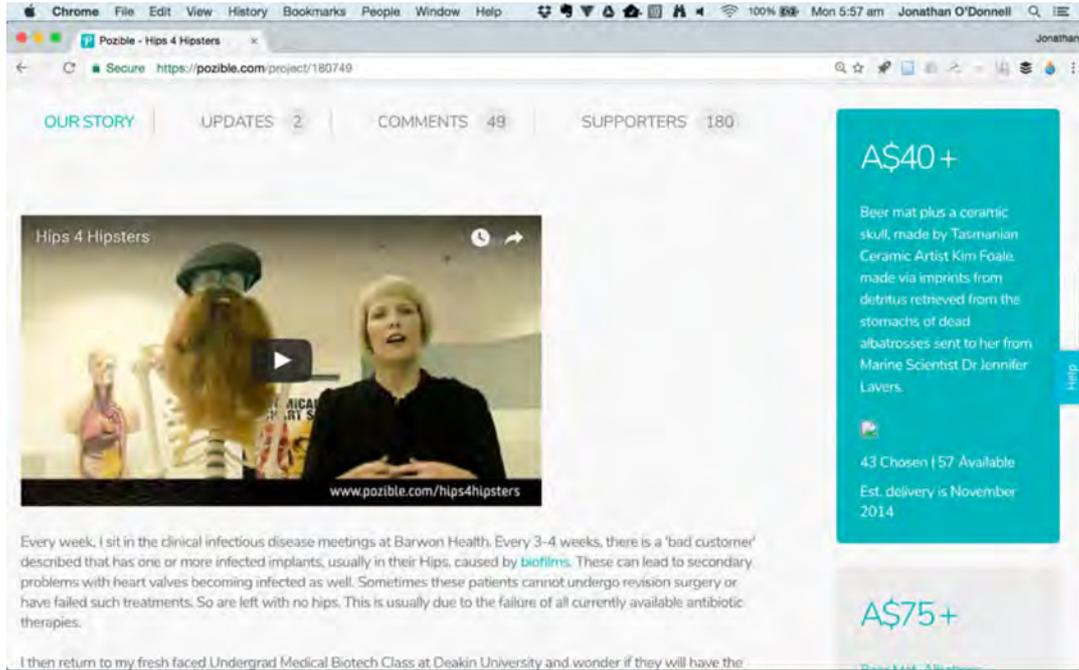
I also had a whole load of - so yeah, the rewards for this one, they seem to be pitched fairly well. So we had the \$20 reward, which is basically just something a bit useless, so yeah, it's a beer mat.

0:05:34



And here's some we prepared earlier.

0:05:40



I also then - the \$40 reward, I think you got one of these,

0:05:45



so you got a little ceramic skull, and these were done by Kim Foale, who is known as @frogpondsrock, who is a Tasmanian ceramic artist that I met on Twitter. In fact, all of the artists that helped me with this were from interactions that I had previously come across on Twitter. And I did seek - I actively sought out artist interactions to make my rewards for this project. After we did the Maggot Art for the 'Might Maggots' project, which was a lot easier because you could do it with food dye and plotting paper in the lab with a few maggots from Mario's at Moolap Live Bait Shop. But I decided to go a little bit more classy for my next project.

0:06:30

The screenshot shows a Chrome browser window with the address bar displaying "https://pozible.com/project/180740". The page content includes several paragraphs of text discussing antibiotic resistance and medical implants. A teal sidebar on the right contains two reward tiers:

- A\$75+**: Beer Mat, Albatross stomach ceramic skull AND Hips4hipster logo, Frisbee...for all your Ultimate Frisbee needs. The flying disk will be made from 100% eco-friendly recycled and biodegradable plastic. 12 Chosen | 88 Available. Est. delivery is November 2014.
- A\$120+**: Beer mat, Ceramic Skull, Eco-Frisbee and a...

The main text on the page includes:

problems with their lives becoming interested as well. Unfortunately, these patients cannot undergo revision surgery or have failed such treatments. So are left with no hips. This is usually due to the failure of all currently available antibiotic therapies.

I then return to my fresh faced Undergrad Medical Biotech Class at Deakin University and wonder if they will have the same opportunities as their grandparents and great grandparents have now to get implants to improve their quality of life in old age. Given the rising tide of antibiotic resistant bacteria caused by poor drug stewardship in Medicine and Agriculture, this is increasingly unlikely.

Big Pharma is not very interested in developing new antibiotics due to rapid evolution of resistance to their very expensively produced drugs. So it is now left to academic researchers in Microbiology, like myself, to attempt to develop new treatments.

Please help us to do this by pledging your support... WONT SOME ONE THINK OF THE HIPSTERS?

### Some Of My Previous Work

I have worked and published peer reviewed articles [here](#) and [here](#) with chemists at Deakin and Monash, testing novel antimicrobial compounds to be used to make 'Smart Paint' to protect metal from microbial-induced corrosion in the marine environment. We have decided to turn our attention to medical implant infections and have teamed up with the Clinical Infectious Disease Specialists and Orthopedic Surgeons at Barwon Health to set up this project to give it 'Lab Bench to Hospital Bedside' relevance and hope to identify novel antimicrobial compounds to treat superbug bacterial infections.

And then we had just lots of rewards, sort of, ramping up.

0:06:34



You ended up - and I think this one where you got - this is quite a nice reward - where this was a resin petri dish designed by Michelle Banks who is a US based artist that specifically does microbial stuff, so she does silk painting and various things, and she made 20 of these. So these were Christmas baubles. And so I did manage, through my optic neuritis, I managed to get out the 20 Christmas baubles for Christmas. So I was desperately trying to get the Christmas baubles out for Christmas.

0:07:11

I have worked and published peer reviewed articles [here](#) and [here](#) with chemists at Deakin and Monash, testing novel antimicrobial compounds to be used to make 'Smart Paint' to protect metal from microbial-induced corrosion in the marine environment. We have decided to turn our attention to medical implant infections and have teamed up with the Clinical Infectious Disease Specialists and Orthopedic Surgeons at Barwon Health to set up this project to give it 'Lab Bench to Hospital Bedside' relevance and hope to identify novel antimicrobial compounds to treat superbug bacterial infections.

### How The Funds Will Be Used

To set up an *in vitro* R&D pipeline (consisting planktonic bacteria models, bacterial biofilm models, tissue culture models) to test novel antimicrobial agents (supplied Collaborators at Deakin and Monash) using glow in the dark (bioluminescent) bacteria and clinical isolates obtained from collaborators at Barwon Health and RMIT. Once set up, it can be used as a high through put model to assess the efficacy and toxicity of novel antimicrobial compounds before further testing.

Project Costs:

- \$1852.40 to purchase bacteria and life time licence to use Xen29 Bioluminescent bacteria from Caliper Life Sciences
- \$3660 to purchase 6 x Film Tracer Live/Dead Kits for visualising biofilms
- \$2000 to buy High resolution confocal microscope time from Bio21 for imaging and assessing biofilms
- \$2000 to provide chemicals for the production of novel antimicrobials
- \$1500 Tissue Culture reagents to grow Saos2 and Primary Osteoblasts cells to test compounds for toxicity
- \$750 to provide Sterile Tissue Culture Plastics & glassware (96 well, 12 well plates, coverslips on which to grow biofilms)

**A\$120+**

Beer mat, Ceramic Skull, Eco-Frisbee and a 'Superbug' petri-dish Christmas tree decoration by Artist Michele Banks (@artologica)

11 Chosen | 89 Available  
Est. delivery is November 2014

**A\$400+**

All of the previous rewards PLUS a unique piece of Ceramic Art by Kim

But it was a challenge because I was literally really quite ill and I should have been in bed and not at work. But I spent my whole time just focussing on the - you know, I just made my print really big my screen and just got over it. But I didn't realise at that point that I had a massive brain lesion or two. But you know, hindsight's a wonderful thing when you get a MRI and then you ...

0:07:13.8---0:07:19.0

**Interviewer**

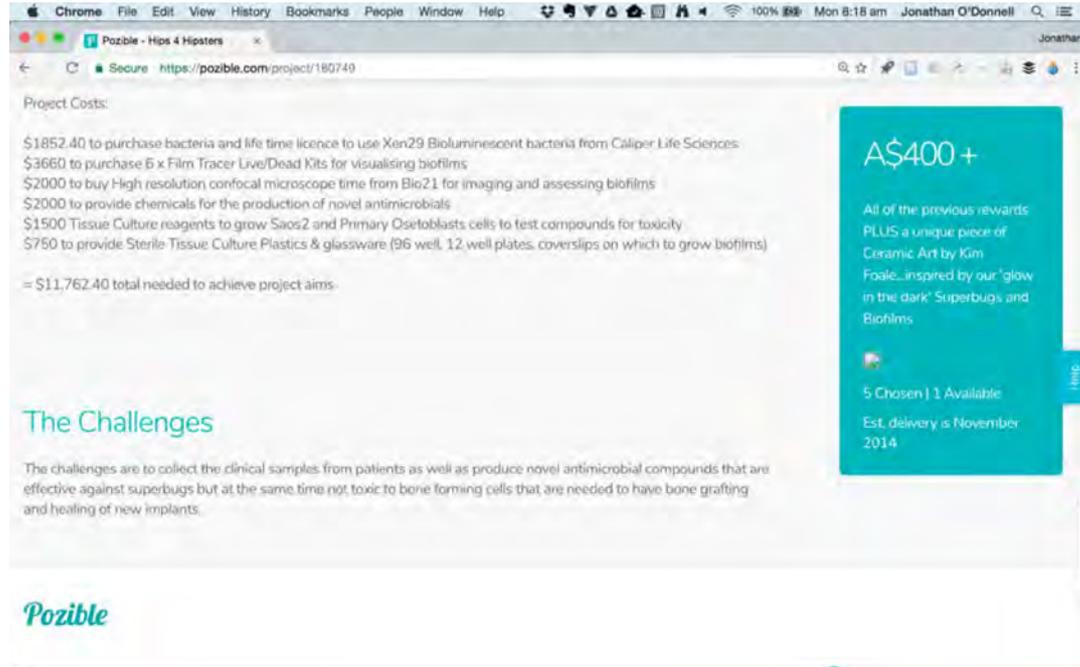
*That was when your sight was being affected but before you'd had the diagnosis?*

0:07:19.5---0:12:04.5

**Participant**

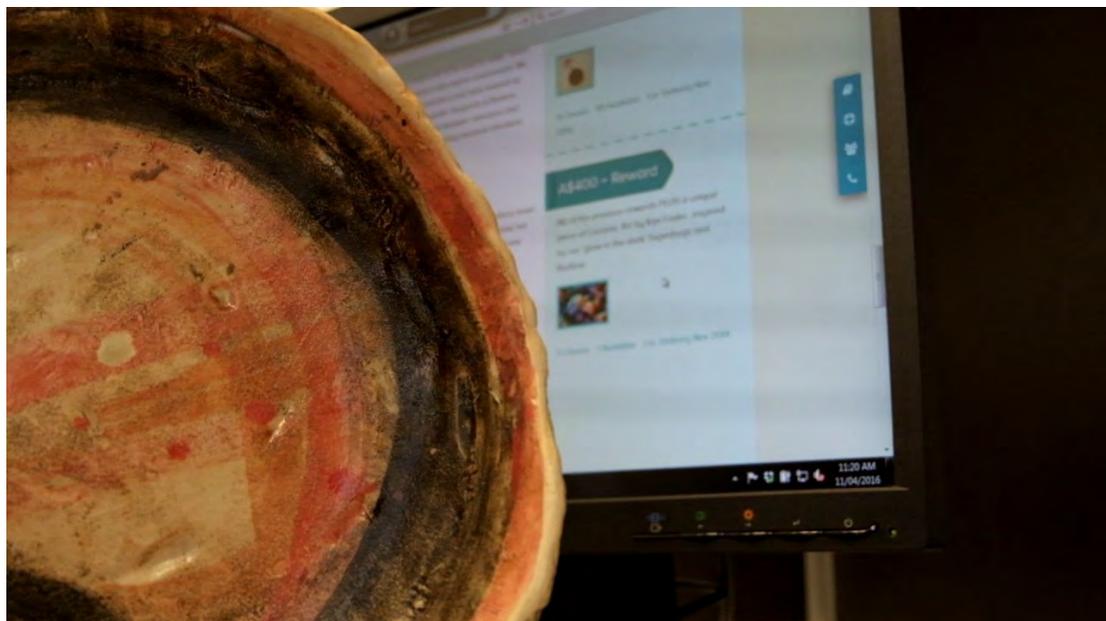
Yes. Yeah. And I was trying to rush to get this out.

0:07:41



The \$400 reward, so I had a couple of local - when there was a mayoral campaign running, I think, for this one. And one of the candidates for the mayoral campaign, Allie - I can't remember his name now - he basically - on behalf of his business, so he runs a Bakers Delight in Corio, so his business donated \$400 to get one of these.

0:08:09



I don't think I've actually taken it to him yet. Now, this is again a petri dish - this is supposed to be a petri dish type scenario that again, I commissioned Kim Foale to do this based on some of her other work that I saw. So yeah, this is a, sort of, platter for that.

0:08:32

The screenshot shows a web browser window with the URL <https://pozible.com/project/180740>. The page title is "Pozible - Hips 4 Hipsters". The main content area is titled "Project Costs:" and lists the following items:

- \$1852.40 to purchase bacteria and life time licence to use Xen29 Bioluminescent bacteria from Caliper Life Sciences
- \$3660 to purchase 6 x Film Tracer Live/Dead Kits for visualising biofilms
- \$2000 to buy High resolution confocal microscope time from Bio21 for imaging and assessing biofilms
- \$2000 to provide chemicals for the production of novel antimicrobials
- \$1500 Tissue Culture reagents to grow Saos2 and Primary Osteoblasts cells to test compounds for toxicity
- \$750 to provide Sterile Tissue Culture Plastics & glassware (96 well, 12, well plates, coverslips on which to grow biofilms)

= \$11,762.40 total needed to achieve project aims.

Below the costs is a section titled "The Challenges" with the text: "The challenges are to collect the clinical samples from patients as well as produce novel antimicrobial compounds that are effective against superbugs but at the same time not toxic to bone forming cells that are needed to have bone grafting and healing of new implants."

At the bottom left is the "Pozible" logo.

On the right side, there is a teal callout box with the text: "A\$400 +", "All of the previous rewards PLUS a unique piece of Ceramic Art by Kim Foale...inspired by our 'glow in the dark' Superbugs and Biofilms", and "5 Chosen | 1 Available". Below this, it says "Est. delivery is November 2014".

I've got a spare one because there was someone who bought one - someone that paid me lots of money that I've subsequently become quite afraid of, and so actually this - this project bought me a stalker. And I've got a spare one because he basically just - I got to the point where I just was, like, 'No, mate. Like, seriously, you're like a crazy stalker and I'm not interacting with you any more.' And so I actually didn't send him his rewards and he'd actually sent me a stropy email saying - or a stropy Tweet and said, 'I don't want it anyway,' or something. And so that was a bit awkward at that point. But you do open yourself - when you're opening yourself up to members of the public, you are opening yourself up for that kind of interaction. So it was really - and it was interesting, 'cause originally his \$400 pledge bounced as a pledge, because Pozible spends a couple of weeks trying to collect in the pledges, and if people don't have money in their bank accounts or their credit card's maxed out, and that's the credit card they've used, then it bounces. And Pozible will actually, you know, cut their losses after a couple of weeks of sending them polite email requests and actually not collect the money. So you're not guaranteed to get all the money that's actually on your campaign because there may be some default on their pledges. So that was that. What else can I say about this?

0:10:10

The screenshot shows a web browser window with the URL <https://pozible.com/project/180749>. The page title is "How The Funds Will Be Used". The main text describes an *in vitro* R&D pipeline for testing antimicrobial agents. A "Project Costs" section lists various expenses totaling \$11,762.40. On the right, there are two reward cards: one for "A\$400+" and another for "A\$75+", both with "11 Chosen | 89 Available" and "5 Chosen | 1 Available" respectively, with an estimated delivery date of November 2014.

But as I said, the project costs were all written out there. And as I said, I had a student already working on this project, and so I was able to - I think when we had -

0:10:20

The screenshot shows a web browser window with the URL <https://pozible.com/project/180749/updates>. The page title is "Update 2 - Seasons greetings from Hips for Hipsters!". The update is a public update posted on 16/12/2014. The text of the update discusses the status of the research project and a recent delay in delivery for rewards. It mentions a car accident that caused an acquired brain injury. On the right, there are two reward cards: one for "A\$40+" and another for "A\$75+", both with "43 Chosen | 57 Available" and "43 Chosen | 57 Available" respectively, with an estimated delivery date of November 2014.

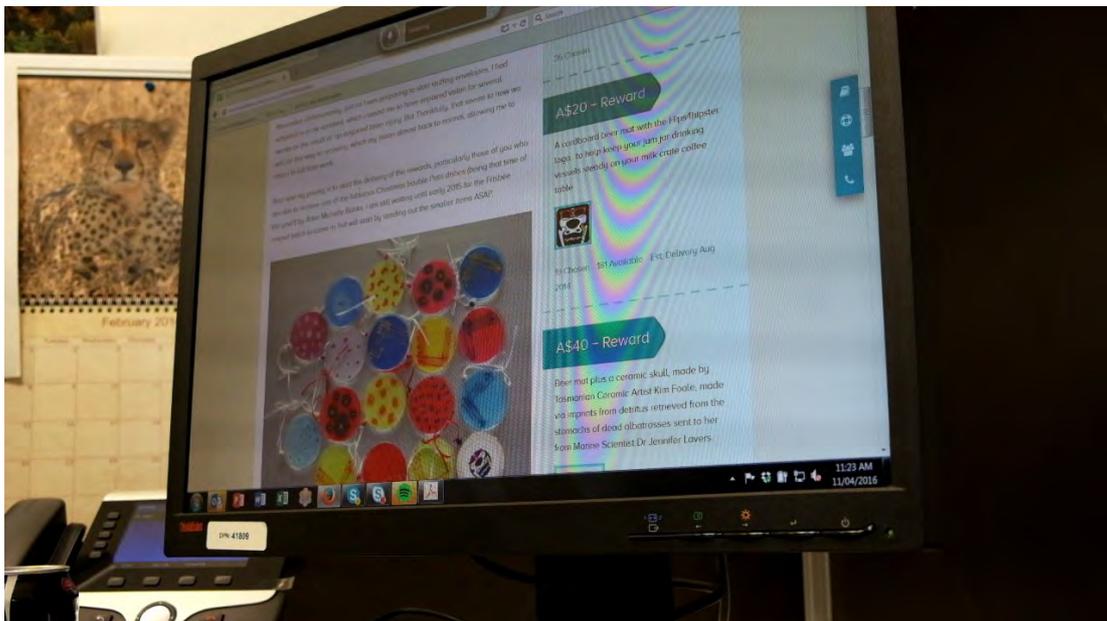
let's have a look at the updates. I didn't do too many updates. So this was the - "Dear 'Hips for Hipsters donors, I am writing with a belated update as to the status of this research project (so far) and about the recent delay in delivery for the rewards."

0:10:57

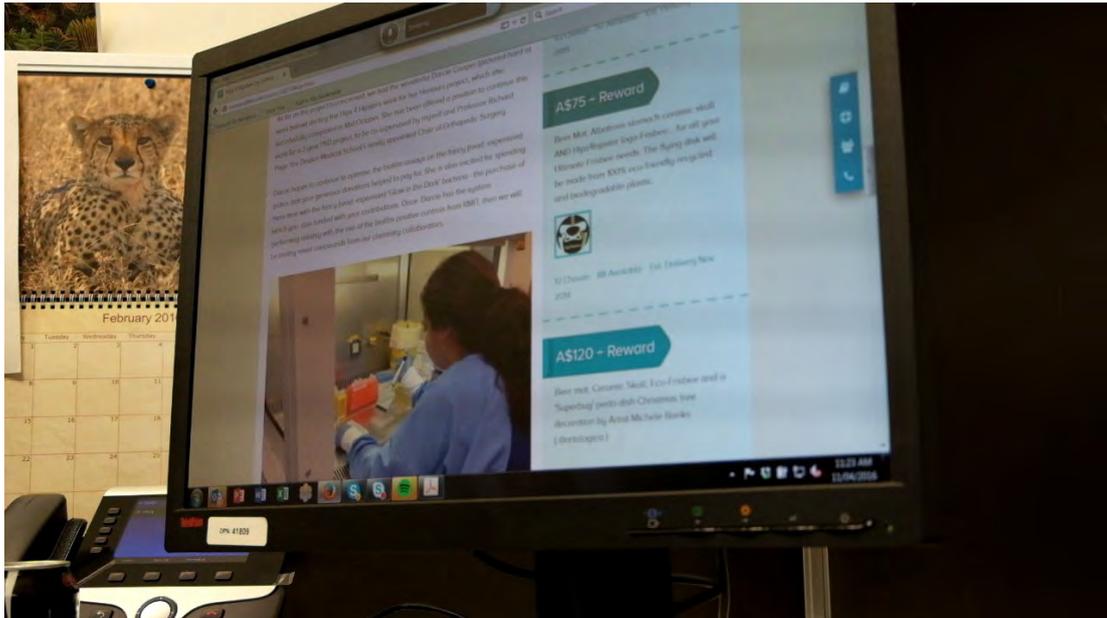


And I had to explain that basically - at this point, I didn't know I had MS. So when I wrote this update I was just, like, 'I've got an acquired brain injury,' 'cause I'd had a car accident that precipitated my going blind. And so I thought it was just a minor brain bleed that was causing optic neuritis.

0:11:15

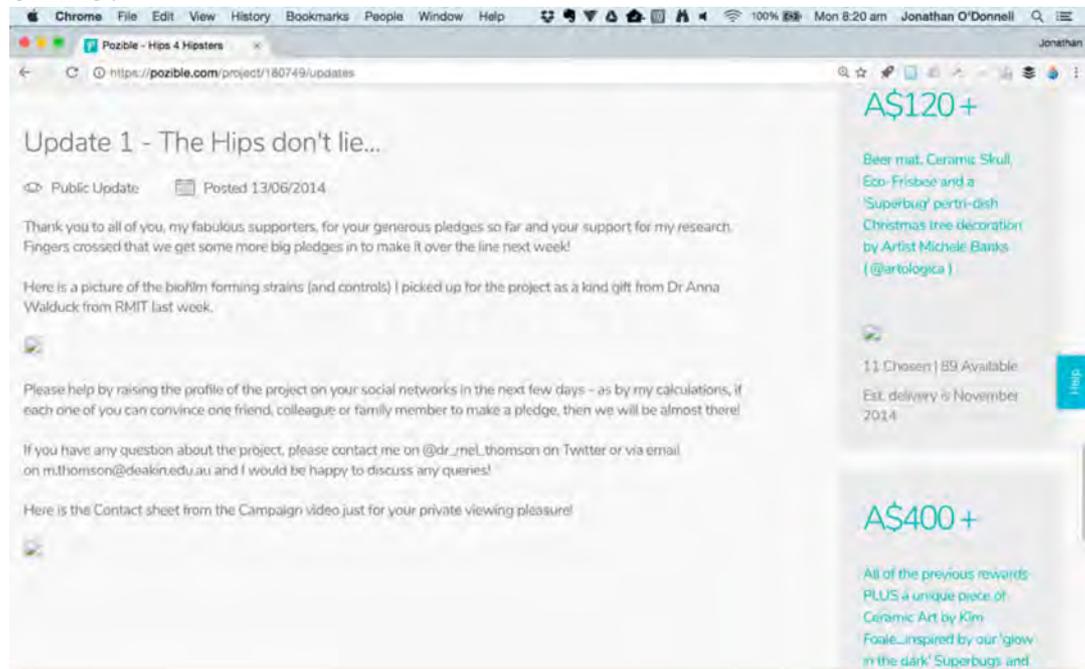


But it wasn't until I got in the MRI machine and saw a golf ball sized brain lesion that it became obvious that it was something a little bit more serious than just a little bang to the head. So yeah, but I managed to get these out.

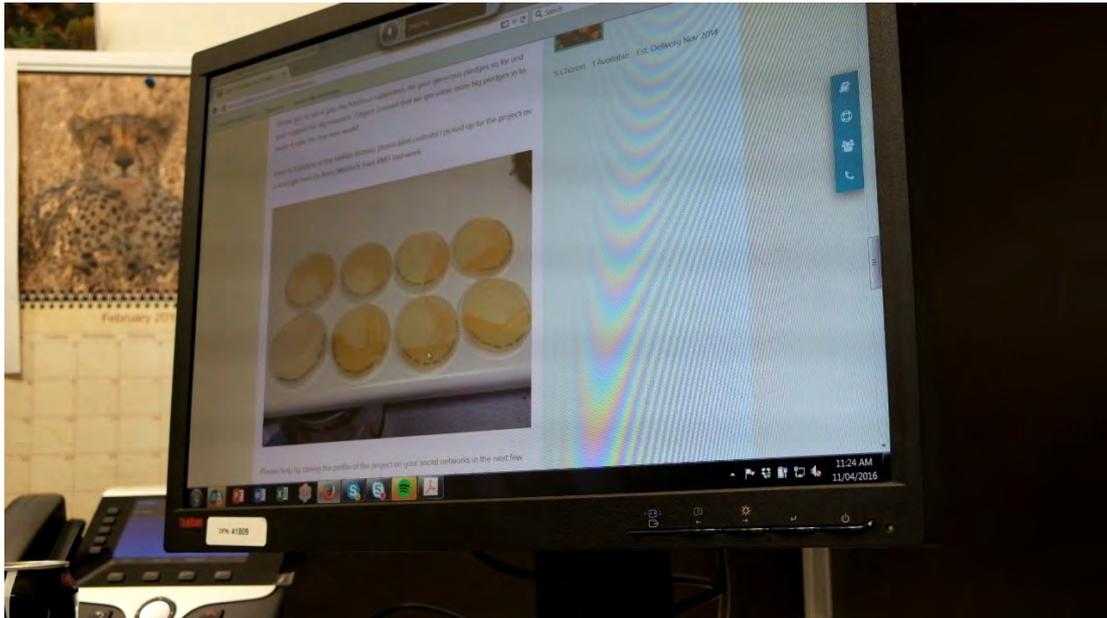


And this is a picture of my student, [redacted]. And as I say, she was doing that as we were going. So I was able to provide these kind of things. And talking about the glow in the dark bacteria. I really wanted - I had an interaction with one of the donors who actually increased his bid if I promised to write his kids' names on a petri dish with glow in the dark bacteria. And I still want to do that. And Geek in Sydney, I'm going to do it, I'm going to get there, it's just been a couple of years, you have to give me a break. Because it's just been a rough couple of years since this happened. So what else have we got with the updates? As I said, I didn't do too many. Where's Update 1 -

0:12:09



The Hips Don't Lie. there we go, this is my thank you. Thank you to all my fabulous supporters, generous pledges.



And then this was a picture of the - some [redacted]-plates. Look at that nice Golden Staf, glowing.

**0:12:05.2---0:12:05.8**

**Interviewer**

*Is that what that is?*

**0:12:06.0---0:12:07.6**

**Participant**

That is. That's what this is. Yeah.

**0:12:08.2---0:12:08.7**

**Interviewer**

*It's terrifying.*

**0:12:09.3---0:12:12.2**

**Participant**

Terrifying. I've got some more terrifying ones in all that.

**0:12:12.3---0:12:14.7**

**Interviewer**

*The stuff you deal with just does terrify me.*

**0:12:16.2---0:12:22.2**

**Participant**

It's all about PPE. It's all about PPE and training.

**0:12:22.8---0:12:23.7**

**Interviewer**

*What's PPE?*

**0:12:23.9---0:12:57.7**

**Participant**

Personal Protective Equipment. But the reason I have so much paperwork for human ethics, animal ethics, and laboratory safety is because I work at that interface between the host and the pathogens on nasty things. And so that increases my level of

difficulty as an academic probably 10-fold over someone that's doing social science or qualitative research where they don't have to do that. So yeah, it appeals to me ...

0:12:57.8---0:13:04.6

**Interviewer**

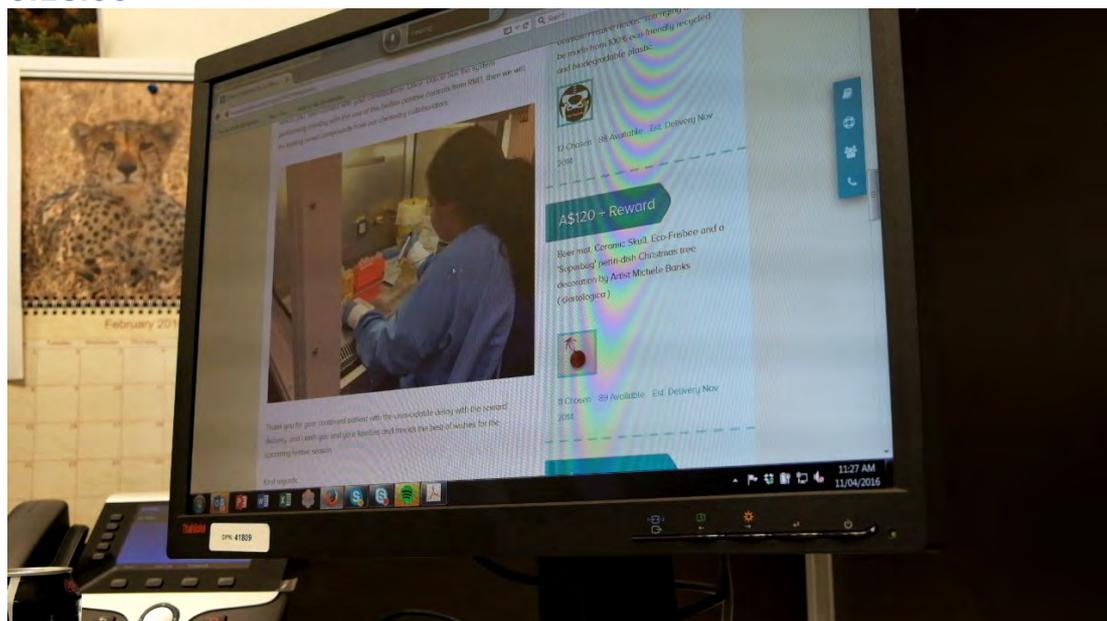
*It's the equivalent of someone in our area dealing with populations at risk. Kids that have been abused or something like that.*

0:13:04.8---0:19:22.1

**Participant**

Exactly. Where you have to do a level of, you know, sort of, ethics paperwork that would be serious. I think that's serious human ethics that you'd have to get for that. But I have human ethics and - and - and - so it's not just human ethics, it's animal ethics, and it's - and actually, I have not been able to get the animal ethics for this project, which we discussed in 'Hips for Hipsters,' because I specifically chose not for any of my projects to talk about the fact that I kill animals in my research. And I deliberately did that. Several of the people that followed on from me after the first campaign that I did for 'Might Maggots,' several people at the Florey were doing mouse work and had mice in their campaigns and got away with it. But I come from - I was trained in the UK where the Animal Liberation Front, as they're called, are quite militant and quite vicious. And I have had animal facilities that I've used being stalked by people that have disturbed that - that have been jailed for assault and have disturbed the graves of people to send bones to banking officials because they're supporting animal research facilities. So I come from that kind of background, so I tend to be a little bit more circumspect with what I put on the internet about my use of animals. But several members of the people from Florey had absolutely no problems, and I've spoken to them since, and they - you know, I think Australians generally, if you're dealing with an Australian audience, you have a lot more - Australians are quite willing for you to kill mice with gay abandon. Whereas perhaps the UK audience where you've got this larger population with a higher level of crazies really is a different story. But I chose specifically not to talk about that. And it's because I was basically just selling the honours project.

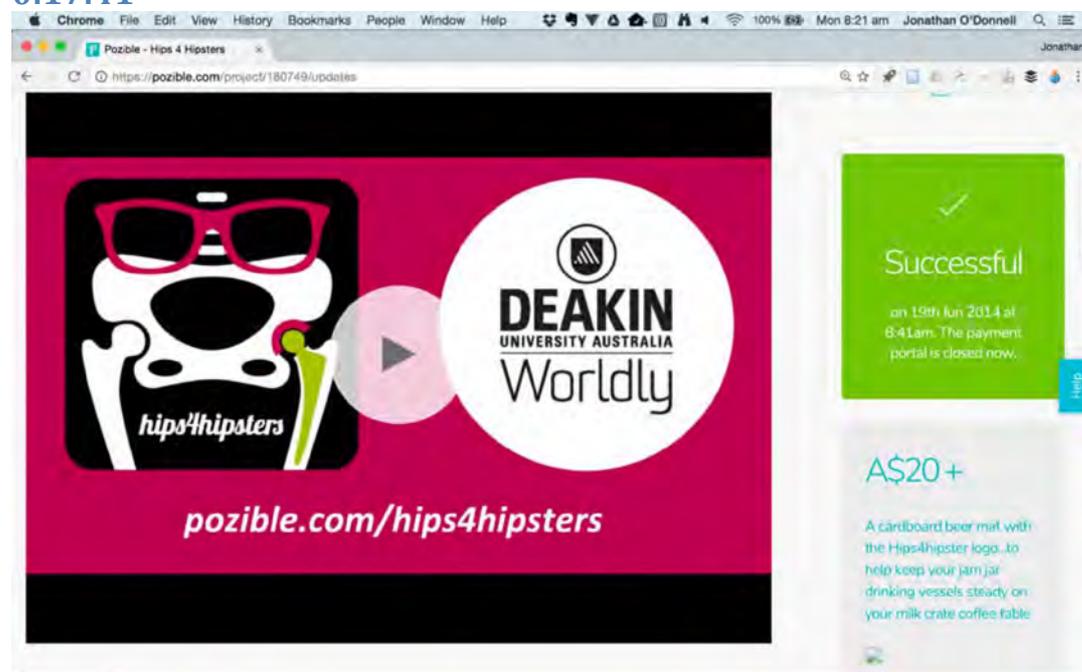
0:16:00



And so - and ~~redacted~~ [the student] didn't do any animal research on her honours project, and this basically was to fund her honours project, as it were. But we're still trying to get the animal ethics through for her PhD project. And we've tried twice

over three or four years to get it through the Deakin Animal Welfare Committee, we can't. I've given up. I'm now going to the institute that studies animal models of the bionic ear where I have a friend that I went to uni with, he's going to help me try and get my stuff done there because it involves animal surgery - knee joints of animals. And so he can put a bionic ear on a guinea pig, so he's going to help me put a steel wire in the femur of a mouse. But as I said, Deakin can't help me do that even though I work for Deakin and they gave me a grant to do that as well on top of this project. So they're not quite providing me with the facilities I need. And the DVCR and VC on occasion have been very apologetic that they can't provide me with the ethics, and it's not necessarily my fault. We just have a very conservative committee, which has been reviewed and they're still working on it, and I had a meeting last week with the new, sort of, ethics tsar that's been appointed to oversee the roll out of trying to get this issue for researchers like myself fixed, so that we can actually do our work at Deakin. Because at the moment, my CDiff work is done at Monash. I didn't even bother trying to get that through the Deakin - didn't even bother. I just - not even going to bother. So I tend to try and collaborate my way out of road blocks that Deakin present me with. And Deakin have presented me with several road blocks in my time. And so I tend to go around them and collaborate my way around the road blocks and find people at other institutes that will help me do my work. And I pay them. So the money that Deakin gives me goes out of Deakin instead of being paid to the Deakin Animal House it gets paid to the Monash Animal House. So that seems a complete waste of money to me, but hey, that's the way the cookie crumbles when you're animal welfare committee is so conservative with what it agrees to let you do. So yeah. What else can I tell you about this particular thing?

0:17:41



The actual video for this has been used in various parts of the world since then, since I made it, and again, because it's talking about the - the antimicrobial apocalypse, the coming antimicrobial apocalypse as Dame Sally Davis, who's the chief medical officer of the UK, put it. And in fact, when I put in my notice of intent to submit - because at Deakin we have a committee of the willing, who - you put in a Survey Monkey telling them what it is that you're going to do for your project and how many Twitter followers you've got and how many Facebook, you know, and what your, sort of, vague strategy is. I put that in. I think I wrote it in 90 seconds or something, it

was the quickest thing I've ever written. I just was doing it as a throwaway, 'cause I'm, like, 'Guys, you can trust me. I've got this. I got one last year. It's okay.' And I think I then had to send it to my head of research subsequently, and he was, like, 'That's a little bit -' and I'd used language like the post-antibiotic apocalypse, and he wrote back to me and said, 'That's a little bit, sort of, superlative, isn't it?' and I'm, like, 'Well, no, that's a quote from a chief medical officer. That is not me making stuff up. That's a direct quote. I didn't say that, someone else did. But yes, I can see where you're saying about, sort of, hyping the problem. But actually, I don't think we can hype this problem enough.' And it was interesting, actually, when this was happening, there was actually a crowd - it wasn't a crowdfunding campaign, it was more of a crowd sourcing - sort of, sourcing opinion or sourcing support campaign being run by the BBC called the Eureka Prize - no, no, that's an Australia. It was the Endeavour Prize.

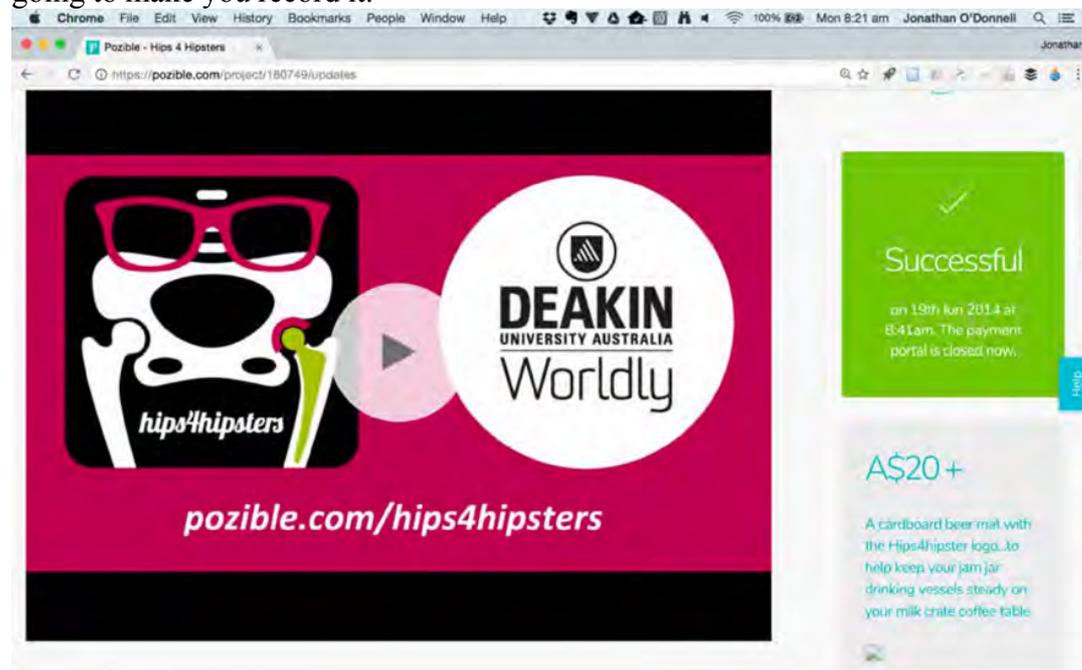
**0:19:24.1---0:19:27.2**

### Interviewer

*Endeavour Award? No, that's also Australian.*

### Participant

Yeah. No, but it was something - Longitudinal Prize. Something to do with nautical something or other. Yeah. So it was the Longitudinal Prize where they had competing concepts and ideas that they were trying to get the members of the public to dial in on a, sort of, X Factor style campaign. And this was running at the same time that I was running this. And I felt a bit like they'd nicked my airtime a bit. Because I felt I needed to support them as well, and so I ended up basically - but it gave me a bit of a boost because everyone was, like, 'Well, this really is a significant problem, if the Longitudinal Prize has been won by this concept, you know, then clearly it's important.' And so actually, it gave me a bit of a boost, I think, for that, to bring attention to it as well as an issue. But I did like this video. Let me just - I'm going to make you record it.



[Video played: Not transcribed - Video available at: <https://www.youtube.com/watch?v=o-OD2gB0Ewg>].

OK So that basically was Mel's Talking Pelvis, as I think the working title of that video was. The actual artwork for the pelvis was developed by Katherine Donnelson

who was another graphic designer that I engaged to - I had this, sort of, scribbly, back of the envelope, drawing - which I've got somewhere, I can't remember where I put it - which basically was me saying, 'This is what I want.' And she'd made it for me. And then James actually animated her graphic.

**0:22:23.0---0:22:24.1**

### Interviewer

*'Cause it's a great graphic.*

**0:22:25.8---0:25:33.4**

### Participant

She gave me a whole series. There was ones with moustaches and - but we decided just to go with the plain with glasses. But I had a couple of different versions I could have had. But yeah, it was really a fabulous time to be able to interact with those creative people. And I think I get a lot from those kind of interactions. Because I come from a background where I'm not 100 per cent geeky. When I was at school I was as good at history and philosophy type subjects as I was at biology and maths. So for me to be able to express that side of my personality was really good, I really enjoyed it, and I really found it really rewarding from a personal as well as a professional perspective. And as I say, the relationships I formed with the artists and the designers and the animators on this project are still running today. And you know, I think Katherine Donnelson is basically going to get my tea towel order that I need to get mine done for my 'No Poo Taboo' campaign, which is my third campaign. She's going to do that, put that through her wholesalers for me, so that I can have those. And James obviously provided me with the video that I paid him to make for that. And that is - I've got to get that up on the websites of the charities that I made it for. So it's a matter of sending the edited version without the little sales pitch at the end. Because I included a sales pitch. But there's a version of it where you clip it, and then you can just put the logo of the charity on the end instead of that. To make it just an educational video rather than a sales pitch for Mel's research. But I don't want to talk about that one now.

**0:24:43**

The screenshot shows a web browser window displaying a crowdfunding page for 'hips4hipsters' on the Pozible platform. The browser's address bar shows the URL 'https://pozible.com/project/180749/updates'. The page features a video player with the 'hips4hipsters' logo in a stylized, colorful font. Below the video, the current funding status is shown as 'A\$12413 of A\$11762'. Other statistics include '0 mins left', '180 Supporters', and '19 Chosen | 181 Available'. A green notification box at the top right states 'on 19th Jun 2014 at 8:41am. The payment portal is closed now.' The page also includes a 'Help' button and a 'SUPPORTERS 180' link at the bottom.

But this is the most money I've made on any of my Pozible projects, I think. It was

the most I'd ever asked. And I got there in the end. When did I get there? Successfully funded 19th of June. I think that went 36 - 24- 36 hours before it was due to finish. So it wasn't a big rush on the last day, thankfully. Because it's always very nerve racking when you do these campaigns, you've got that sort of Valley of Death, which I have described quite a lot in various places where I do talks about my experiences, because there was a period of about two years following my first campaign where I got basically just, sort of, shuffled about Australia to go and speak at other universities about this concept and talk about the pros and the cons and whether or not they'd be interested in doing it. And it was interesting that some of the places that originally were rejecting this concept - and I've had friends that worked as, sort of, outreach people at WEHI for instance, who said, 'We mentioned this to WEHI months before Deakin came up with the idea to do it. And WEHI told us no.'

**0:25:33.9---0:25:34.3**

**Interviewer**

*What is WEHI?*

**0:25:34.6---0:27:32.0**

**Participant**

WEHI is the Walter and Eliza Hall Institute in Melbourne. Subsequently, they've done a Pozible campaign for malaria. So it was very brave of Deakin to actually allow us to do this, and I'm always very thankful of Professor Lee Astheimer and Professor Jane den Hollander for letting us do this and being so supportive of it. And they are continuing to support it. They tend to be, sort of, supportive in a benign neglect kind of way. I know after the first crowdfunding campaign we ran - and because it was so risky - and we were literally working with the Pozible guys - we were working with Rick Chen directly. And so I know Rick Chen now, it's great. But they didn't know if it was going to fly. We didn't know if it was going to fly. We were basically the beta testers for the concept. And it was nerve racking. It was completely nerve racking. And we introduced rewards halfway through the campaign, whereas we'd already had the maggot painting rewards that we'd wanted to offer, but they took them off after I'd put them on my campaign. So originally I had them in there and they said, 'No, no one's - we're going to go without rewards and see how that flies.' And it wasn't flying. And Pozible started freaking out. And so then we all had to, sort of, rush around to get rewards. But because we'd already organised the rewards it was easy for us. But yeah, the other people doing campaigns had to fashion rewards. Whereas they just thought the nobility of donating to academic research would be enough touchy feely fuzzy - warm fuzzy feelings for the people donating - which occasionally it was. And I had donors who didn't want rewards. They'd give \$1000, 'No, I don't want a reward,' 'You can keep your maggot painting.' But you know, but I formed relationships with people that - you know, I go and present their awards - there's a picture of me with the honourable Richard Marles when I gave him his flesh eating bacteria toy - 'cause he sponsored me on my first campaign.

**0:27:33.7---0:27:34.4**

**Interviewer**

*Who is Richard Marles?*

**0:27:34.6---0:33:58.5**

**Participant**

Richard Marles, he's currently the shadow minister for immigration. And depending on what dramatisation of the reinstatement of K Rudd you watch - it was his office

where they planned the nefarious re-back stabbing of Julia Gillard. But yeah, so it's - I've formed relationships with - and whenever I see Richard now, you know, he gives me a hug and a kiss and he's, like, 'I've still got that bug in my office.' And every time I go - I sometimes pop down to his constituency office to see him - 'cause he's a Friends of Science and Medicine - no, Friends of - Parliamentary Friend of Science. Yes. Parliamentary Friend of Science, 'cause he actually has an undergraduate degree in maths before he became a lawyer and a politician. And he just likes to geek out, so whenever - I'm his, sort of, local trained geek. And he asked me during the first campaign - he's, like, 'Someone sent this to me on Twitter,' and he rang me, like, got my mobile number, and I'm, like, on the phone to Richard Marles, going, 'Hi.' I'm, like, 'You're gerrymandering. It's not your problem any more, Richard. It's Corangamite's problem,' the disease that I was doing for that campaign. And he's, like, 'Well, I've got a backbencher speech that I have to do something on, can you just give me some spiel that I could put in my speech?' and I said, 'Well, I'll send you the link and I'll send you another couple of things.' And he basically presented a speech as his constituency speech on the Bairnsdale ulcer which was the topic of my maggots, and mentioned the fact that we had two Pozible campaigns. So it was quite interesting. And again, I'm still trying to work out what the academic metric is for getting into Hansard. But no one can tell me. But so yeah, lots of good will created from that. But it's, you know, that kind of good will gets you only so far, it's not really - it's intangible benefits rather than internal tangible benefits. And as I said, I went - for promotion for the first time last year and was rudely challenged by a man from psychology, a professor from psychology - I don't know who he was, I can't remember - who was just, like, 'Crowdfunding? Ten grand? Why do you bother?' Like, literally, saying it like that. And I'm just, like, 'Excuse me? Pardon?' And I'm, like, 'Well, no,' and I explained to him that I do it because of the science communication aspects and it's not really about the money, it's about the communication of my research and how research works. And to have people follow you and then see these hurdles that you go through as a researcher. And so for me it's more about the warts and all experience of being an academic researcher and communicating that, rather than, you know, the sort of actual real values of getting the money. But having said that, over three campaigns, and the exposure that I had for community grants and things, I mean, pretty much made \$70,000 all in from three campaigns for my research. As an early career researcher that has no track record to speak of to Category A funding. So to be challenged by a cosseted baby boomer that has benefited from the good years when you could get grants more easily and there was less competition really was quite insulting. And I remember talking to the VC about it afterwards when I was speaking to her about my disappointment about not getting my promotion. And she was just, like, 'They just don't get it, do they?' and I'm, like, 'No, Jane, they don't.' And it's a real problem, that you've got this push from the top tier to be public intellectuals and to interact with stakeholders, but then when the reward time comes, you get the, sort of, middle management - the middle tier who's probably quite privately scathing of the VC and various digital innovation type things and they think it's going to be a flash in the pan, and once the VC goes we'll have another load of initiatives that we'll have to kowtow to, but we won't take them seriously. And so I get the feeling that that's what happens in the middle of academia. And so it's a bit hard when you're trying to do bottom-up, top-down culture change. This, sort of, resistant middle seems to be quite prevalent and they like to cane me whenever they get the opportunity, really. Which is always disappointing, because externally, I get lots of kudos for doing this. And I did get a VC's award for this. I also got a faculty award for doing this. So internally, I have been feted and externally again also, you know, lots of invited talks, all the invited talks I've been asked to do

since returning as a junior academic to Australia have been on crowdfunding, they've not been on my research. Because the most innovative thing that I have been involved in is the crowdfunding. And so that's actually now my track record. But I can't prove it. There is no metric that allows me to - unless I publish a paper with my name on it talking about crowdfunding - and I could, I've got three campaigns now, I would like to go back and actually crunch this, and sort of, categorise the people that donated to me and whether they donated once, twice, three times, 'cause there was several that did. And then a lay person or academic, and seeing where - was it just my, sort of, professional network giving me money or was there greater reach? Which product had the most reach and geographical reach, you know, I had donations come in from the US and Holland and UK. So there was - there's data that I have that I need to basically crunch and produce academic treatise on so that I can get credit for this, 'cause at the moment, I get no credit. I get lots of back patting, head patting, lots of kudos, but I don't actually get any tangible benefits out of having done this. Which is disappointing really. But yeah, apart from that - any other questions?

**0:33:58.8---0:34:03.0**

**Interviewer**

*So what did you - you've said why you do it - what did you expect to get out of it?*

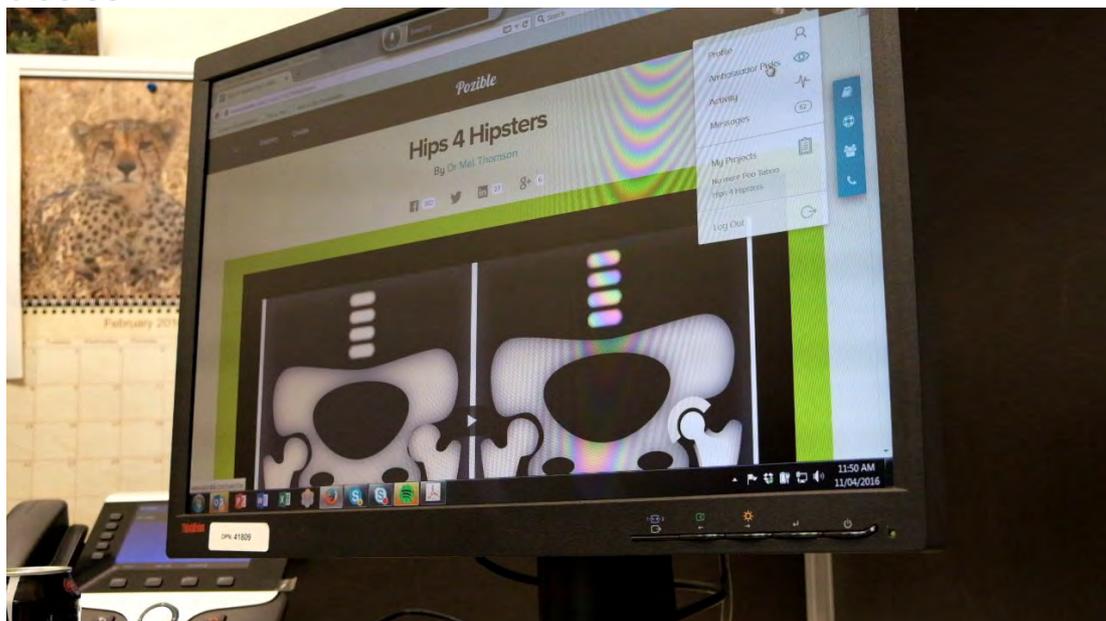
**0:34:04.4---0:44:49.1**

**Participant**

I only expected to get out warm fuzzy feelings because when I trained as a PhD student I trained in the UK, so I trained at the University of York, and they - while I was a student there, they were rolling out the quaternary funding for the Roberts Review, which was about training - my very first blog post was about this kind of thing - and it was basically about - the Roberts Review reviewed the training for postgraduates in the UK and went, 'They're all useless. They're all just being trained to be ivory tower merchants, and so they need to be given transferable skills to do other stuff.' And so there was a big push to do transferable skills training and reflective practice, yada, yada, yada. So that was my training as a masters and then a PhD student, because York was one of the early adopters of the Roberts Review recommendations. And so I did quite a lot of it. And at the same time, on the site just up the hill from my biology department at York, there was - the Wellcome Trust had funded the National Science Learning Centre, which was about continuing professional development for teachers so that they could interact with scientists and new ideas and new concepts to present to their students. And I - I was their very first cohort of science - scientist - communicators - I've got it somewhere. And I was their very first cohort in that. And then I would run workshops for them once a year. But I would usually have to take annual leave to do those workshops, because I was working as a post doc and my boss didn't approve of such frivolities, which is a problem with science communication generally, and if you're an academic who's trying to combine science, communication, and your job, you do get that impression that you're somehow a fliberty-gibbet or not serious because you should be nose to the grindstone in the lab and not talking to anybody. And that whole sort of isolated ivory tower mentality - which has clearly been demonstrated to be a complete fallacy in this day and age where they need to do bench to bedside translational research and multidisciplinary research to actually get traction for diseases. And as one health researcher, I'm definitely signed up to that concept. And so to have the push back from people who - maybe because they're on the autism spectrum, I don't know - they would prefer to go and slave away in the labs by themselves and then just bully their students into doing the same. I don't work like that. And my students, I think, suffer from my benign neglect sometimes, because actually I say to them, 'This is your PhD,

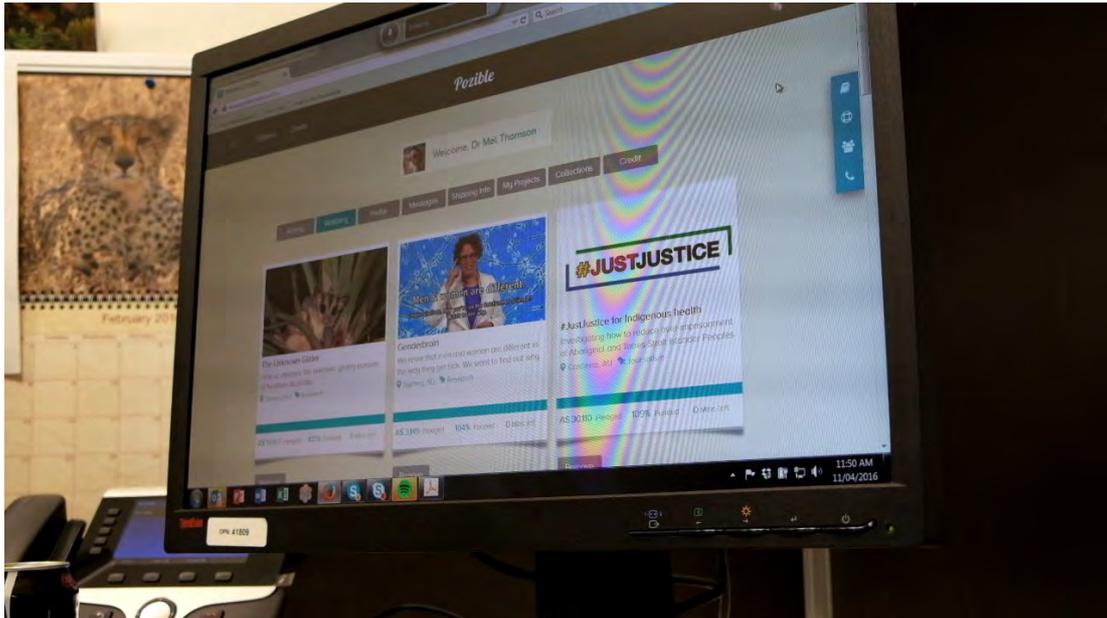
I've done one. You have to learn to self motivate. There is no point me doing the thinking for you because then you won't learn how to think.' So it's a bit of a culture difference for the new academic. But as I said, my training did encompass that, and I took the opportunities to have formal training in science communication, and I took the opportunities to engage in it, and I also then was used as an example of the years - I used to go back and talk to the next cohort and the next cohort and the next cohort. So that, sort of, circle of niceness has - I would do that. I would always pay it forward. And my philosophy is always I will help anyone - I will crawl over broken glass to help someone if they're doing something that I've been at the start of and want to continue. So I do that. And I do that for crowdfunding. And I think my most recent service to crowdfunding was to mentor the Charles Darwin University crew. So I was basically emails and DMs, and that was all going on, and I spoke to - because of the women that ran the 'Unknown Glider' project, Teigan - I'll call her Teigan - she was about to go off on maternity leave, and so I had to give her advice on what level of engagement she would need to do while she was on maternity leave. And I said, 'Have you got a team? Have you got some post docs that are willing to help you?' you know, I said, 'It's so doable.' And they ran up until Christmas, which I thought was silly, but they got there in the end.

0:38:35



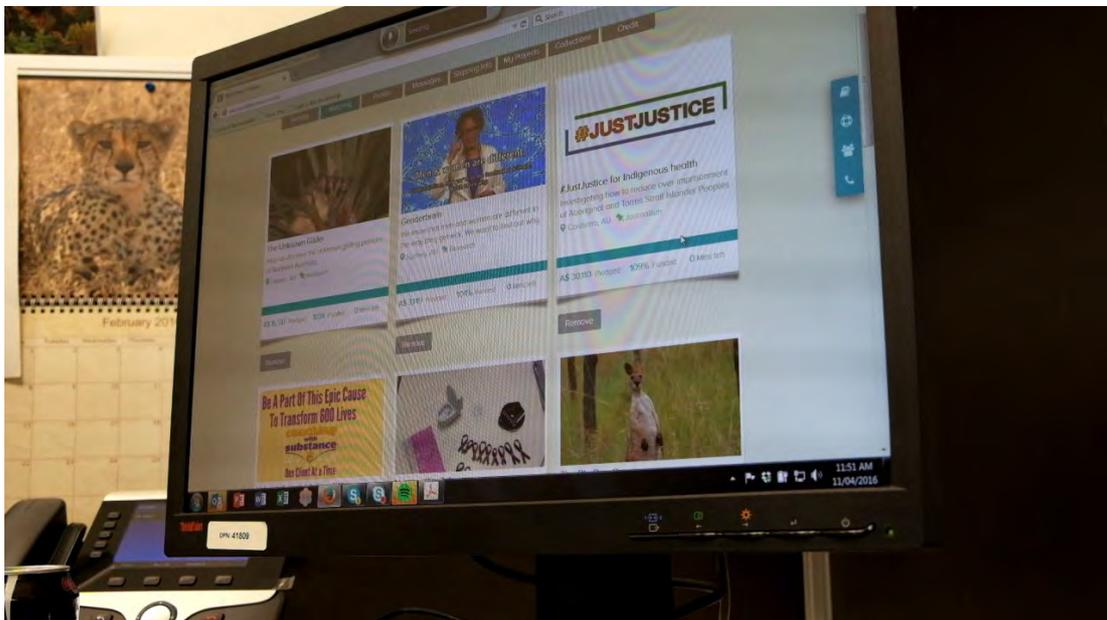
So I'm a Pozible Ambassador, by the way, as a result of this. I think I may be the only research ambassador.

0:38:45



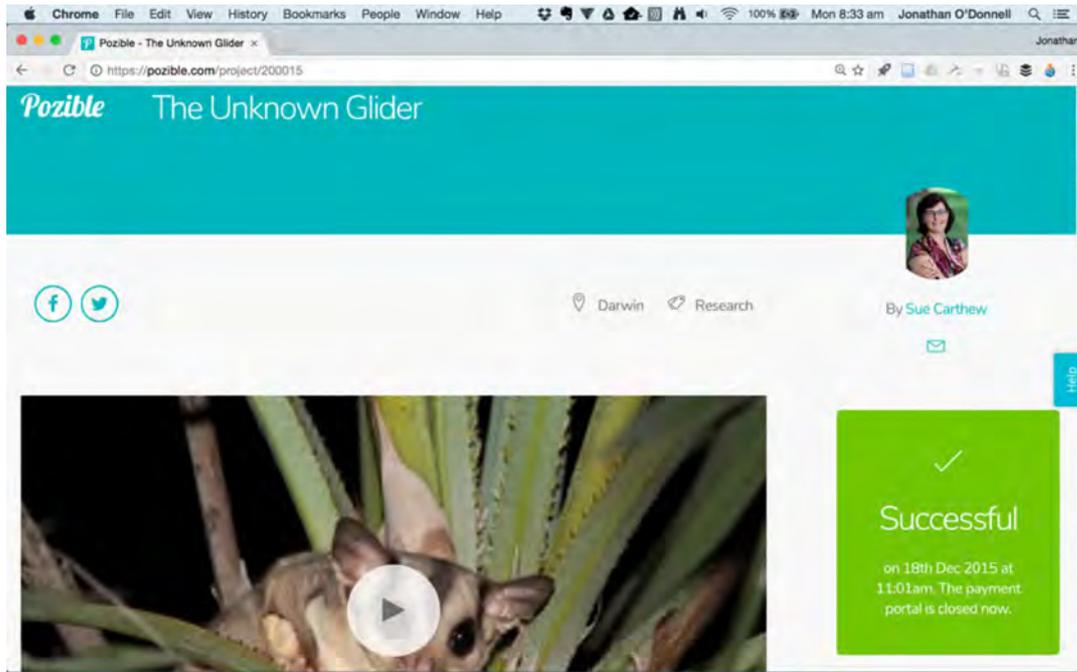
So these are the ones that I have been - usually I give the ambassador stamp to the ones that I'm helping. So this was the 'Unknown Glider,' as I say - this is Darwin - they did really well. As soon as she pitched it to me, I went, 'Cute fluffy animal, you could ask for 20 grand.' You know, 'cause medical research on bacteria, you can only ask for 10 grand, like, seriously, and if you've got astronomy, the sky is the actual limit.

0:39:17



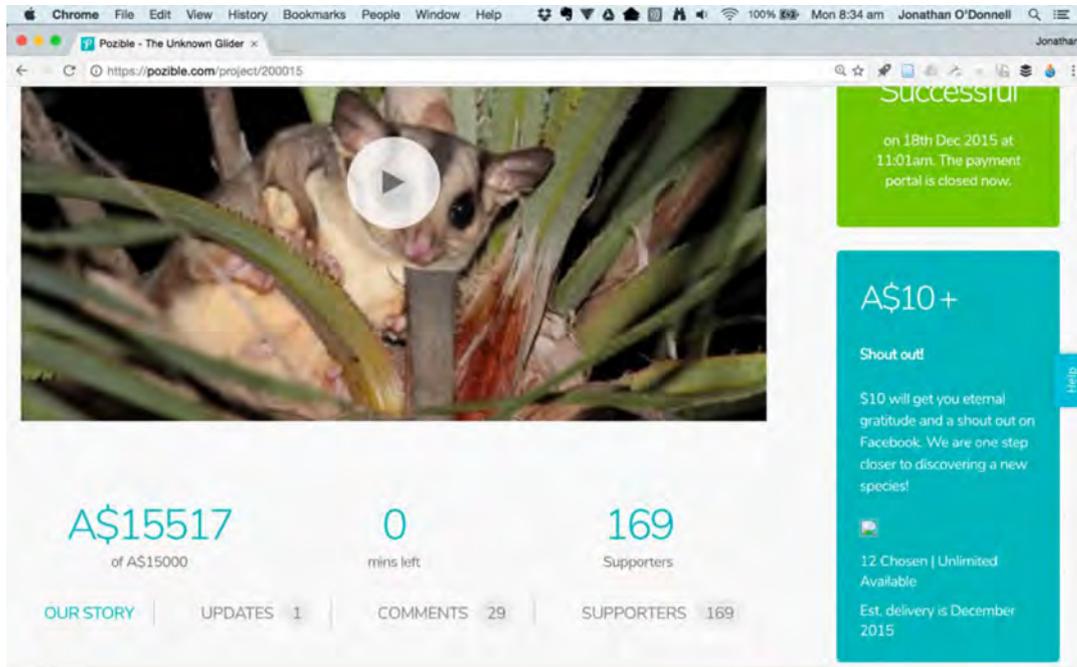
But I mean, even 'Just Justice,' I was helping at the end there, and that was Melissa Sweet at the Croaky Blog, and she was asking for advice on, like, 'What can I do?' and I looked through, and I went, 'You need to add a tea towel. There needs to be - where's your tea towel?' And that was the problem, is that - you get to the problem where if you run out of certain rewards, then people want to give you 50 bucks, but if you've only got 20 \$50 rewards, then 50 people want to give you 50 bucks, you have to have a \$60 one to, sort of, up sell them. So that's part of the - this one was run by the lovely Josie, a Dutch lady in Sydney. And again, you know, as part of my role as a Pozible Ambassador, I helped her out.

0:40:08



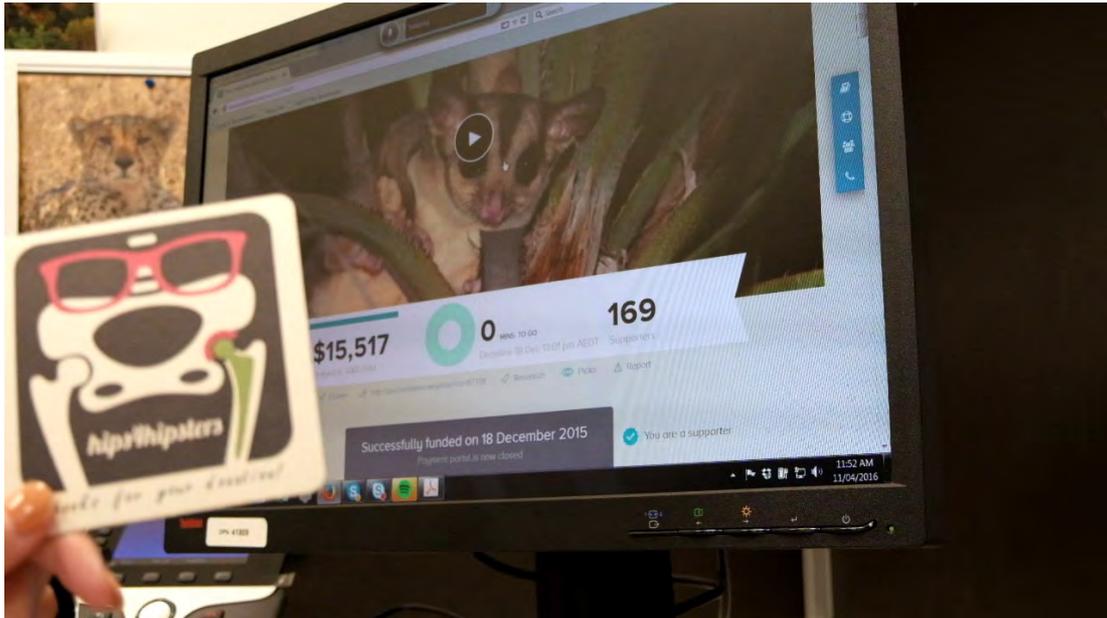
But yeah, I helped the whole of the Charles Darwin - it's this one - here we go. Teigan Cromona. So she's the lead scientist on that, but as I say, she was going on maternity leave and so she got the rest of her lab to help her out, and they did really well. They got - you know, and because Charles Darwin I think only ran two in their first campaign to try it out,

0:40:25



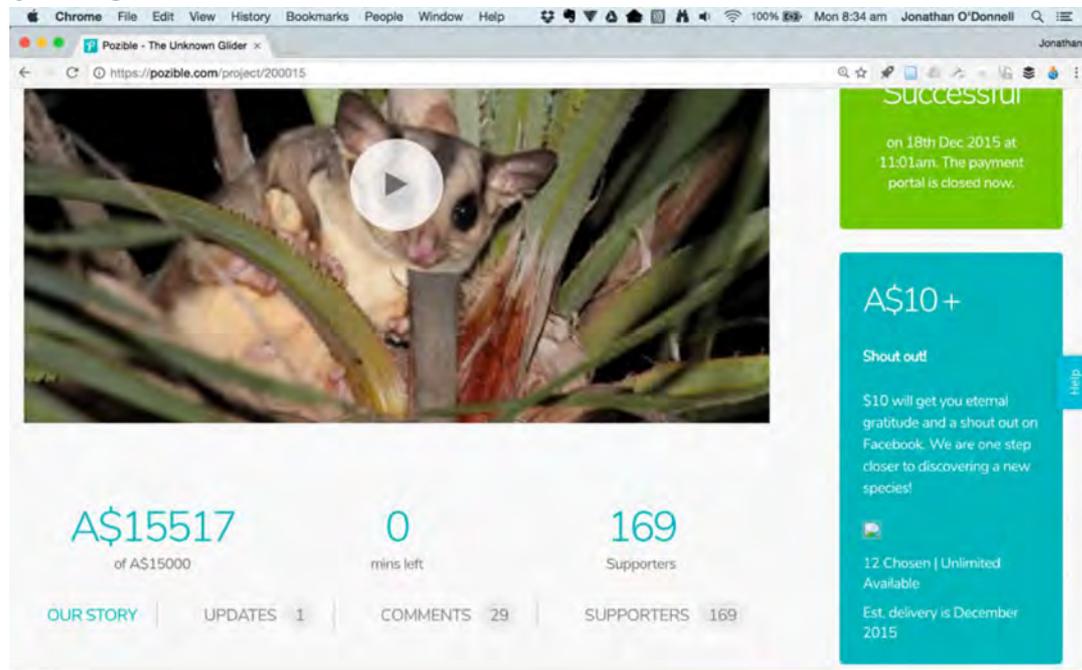
and the people that contacted me from their research office I then put them onto my advancement office that did all of the gift receipting for the DGR status. And so I was able to give them practical pointers, and things like - and when I speak about crowdfunding, you know, the concept of rewards being priceless and worthless –

0:40:49



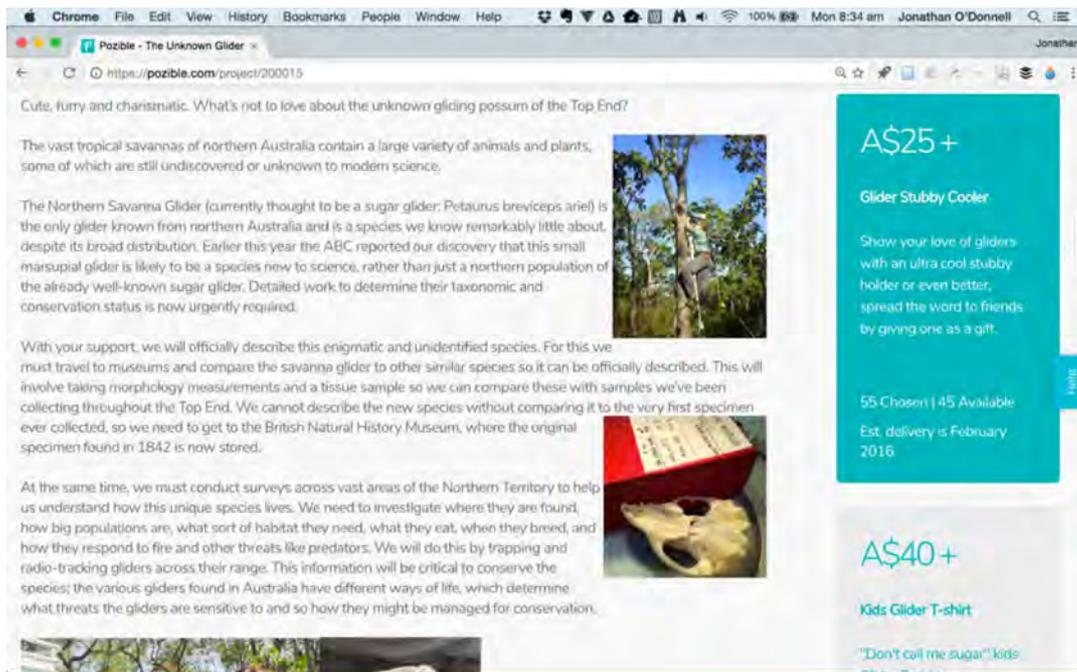
priceless and worthless, because there's tax implications if you've got rewards that cost real money. We had to - I think these [tapping the ceramic platter] were, sort of, classed at about 50 bucks, so we had to - we only then gave a tax - a donation receipt for whatever the amount was minus \$50 because they were seen to be of value. But it was an important thing that - it's something that if you haven't done it with your university, you don't know. And things like a university having to get a PayPal account did freak a few people out.

0:41:25



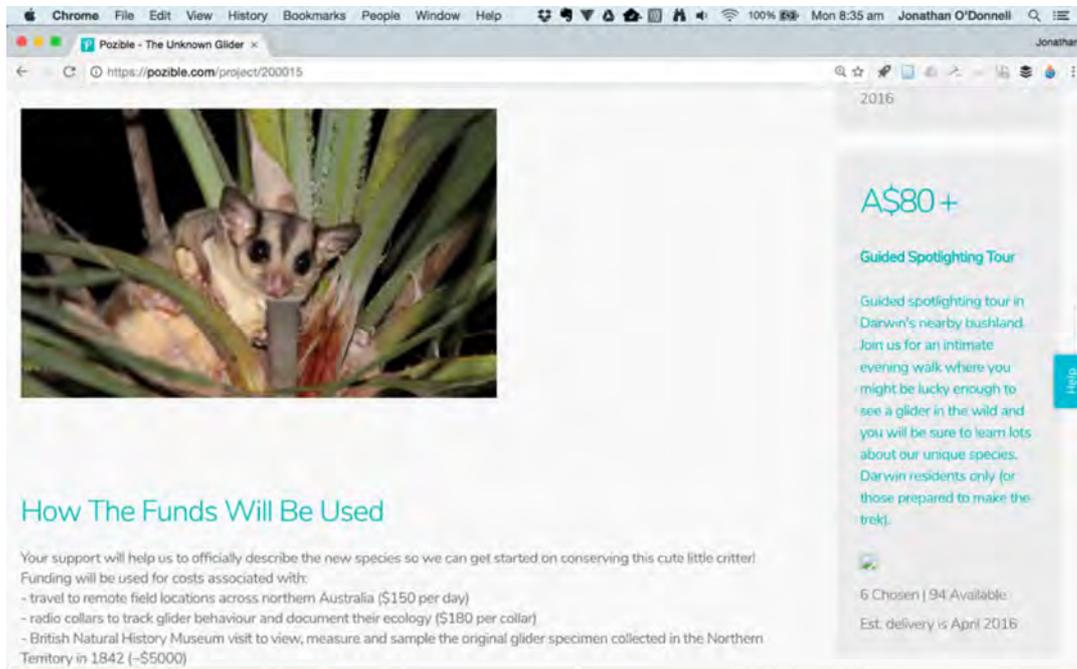
You know, here we go, Shout Out.

0:41:28



Here we go. I think I'm waiting for my stubby holder. I'm glad I'm not the only person – here we go, February 2016. Yep, see – they're late with their rewards, too. Yes! I'm so glad I'm not the only crap academic getting my rewards out late. Excellent! That makes me very happy because I haven't seen that reward, or it could be sitting in my old pigeon-hole at my other thing. It could be there, I could be lying.

0:41:58



Yeah, here we go. There it is. It is just gold. It is so cute. I've been in talks - Kathy Belov at the University of Sydney, who's now the - I think she's the DVCR, she wasn't at the time, but she got me up to talk for a couple of things to her departmental - whatever they do for two days every year at the VET school there. And she introduced me to one of her PhD students who had one of Pharlap's teeth. And someone had dobbed her in, like, to the papers that she was fiddling with Pharlap's skeleton in the Melbourne Museum once, and so it had hit the papers already. But the University of Sydney was being so conservative, like,

incredibly conservative, and they actually presented on the day that I was to talk - they presented their model for crowdfunding, and it was literally, 'We're going to get our nursing students to crowd fund a few bandage packages to take to some poor third world nation.' Like, it was just low hanging fruit, and just not about research. And it was just rubbish. And I was sitting there going, 'This is rubbish,' and I think Deb and I were heckling in real time on Twitter as they were doing it. And I may have been sending her DMs as well, I was, doing, sort of, pictures of the slides that the research office were doing. And I spoke to the research office guys there after their talk, and I'm just, like, "Geez, under ambitious, like, seriously". And they're going, "We know. But the University of Sydney executive...", a very conservative bunch of - yeah, and so you really have this real paradox between the universities desperately wanting the free publicity, but completely not wanting to trust their researchers to do it, completely worried about, you know, when you start encouraging academics onto social media, then them being naughty that they worry what's going to be - and what are some of the other comments that I've had back from universities that I've had discussions with? What if a neo-Nazi group supports the project? You know, things like that. Like, these are the sort of esoteric fears of the silver backs that run these universities. And I remember talking to [redacted] [a] guy that [redacted] was pushing really hard for [redacted] [their medical research institute] to do crowdfunding. And I gave him all my stuff and I helped him pitch it to them and they just went, "Nuh". And I actually got a hold of one of the senior execs [redacted] when he came to Deakin to do a talk and I sat next to him at lunch and I harangued him. And he was just, like, "Nuh". Their actual problem with it was that we don't want the cult of personality to support researchers that we'd rather remove because of lack of funding. Yeah. So you may have to...

**0:44:49.9---0:44:51.2**

**Interviewer**

*That's not something I've come across before.*

**0:44:51.6---0:46:57.3**

**Participant**

[redacted] And that combined with the story that I'd heard from Crystal Evans from WEHI, 'cause WEHI is a, sort of, [redacted] similar, sort of, medical research institute that relies a lot on philanthropic donations. And so a lot of those medical research institutes really do struggle with the concept. Whereas when the Florey did theirs, they didn't seem to have that problem. So whatever board structure or whoever's in charge of the Florey is actually really forward thinking because they allowed most of their researchers to do it that wanted to do it. And they ran several campaigns, and I think 50 or 60 per cent of theirs were successful, and they were asking big money too. But they had the autism and neurology stuff, so again, this, sort of, hierarchy of who gets what money in the, sort of, medical research world or the crowdfunding world is not related to anything to do with significance of disease, it tends to be related to fluffy bunny stuff, or you know, is it cancer, you know, you tend to get this sort of false ranking of what's seen as important. And then if there's, I think - it was a recent campaign, Sarah Madison told me about it from Swinburne, and she was saying that there had been a crowdfunding campaign to save a radio telescope and they'd managed to get \$200,000 out of the geek community because astro-, like, people that like to star gaze to support astronomy are just, like, you know, completely committed to the cause, and they generally, I don't know, rich white people - I don't know. But it's interesting.

**0:46:57.9---0:47:01.8**

### **Interviewer**

*So how did you decide how much to pitch for?*

**0:47:03.1---0:48:11.9**

### **Participant**

I think it was based on - the original amounts that we were recommended were around \$5000. Like, it was based on the original metrics of Pozible's experience generally. And the reason Pozible freaked out at the start of when we were beta testing the idea was that they were used to, sort of, book sales and pre-sales of CDs and pre-sales of tickets to festivals and things like that, or prototype products. They weren't expecting the slow burn and the valley of death. Because to them, if it's not 50 per cent by the end the first seven days it's going to die. And none of ours - no academic crowdfunding campaign I think has ever managed that - maybe I'm wrong, but a minority may have managed that, but in the vast majority it's the slow burn. And until you get to the 50 per cent tipping point where people will go, 'Well, that's now viable, they might actually get there.' I don't think I reached that until my last week of a 45 day campaign. So yeah, it did make the Pozible folks nervous when we were first rolling it out.

**0:48:12.5---0:48:17.6**

### **Interviewer**

*So that's the first campaign, but this campaign was much bigger, like it was effectively double that.*

**0:48:18.5---0:48:53.0**

### **Participant**

No. I think - what did I ask for? I think I asked for nine grand the first campaign, and I always - all my campaigns are around 10 grand, give or take one or two, basically, so yeah. They were basically a 10 grand ask. But this one was the highest ask that I had, the 'Hips for Hipsters' was the highest ask. And so yeah, 12 grand that I got in the end. Mind you, I don't know what the exact number or amount that I got in the end was because you get Pozible fees taken out, and you obviously lose the default rewards. I didn't have too many default on that one.

**0:48:56.3---0:49:00.5**

### **Interviewer**

*Let me check my questions. You've covered pretty much everything.*

**0:49:02.2---0:49:04.9**

### **Participant**

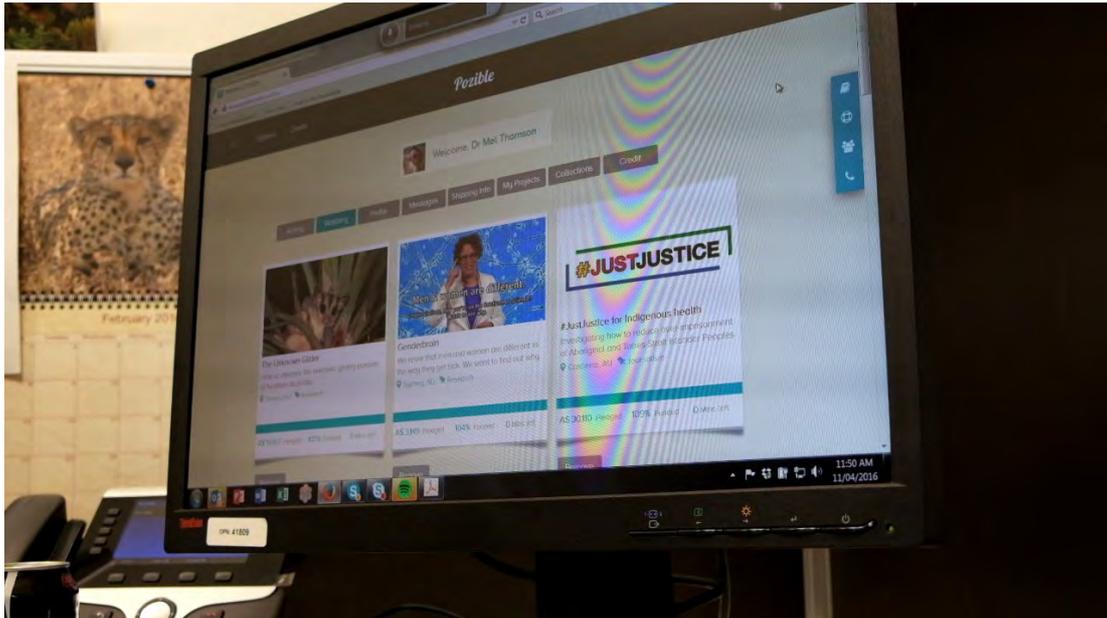
You can tell I've been talking about this a lot to a lot of people in the last three years.

**0:49:06.0---0:49:11.1**

### **Interviewer**

*Do you know - like, you said you want to do some crunching, do you know where most of your money came from?*

**0:49:12.0---0:51:22.0**



## Participant

I think it was peers. It really was. And I think that that's true of crowdfunding projects generally, where you, sort of, get your money off family and friends. But for me, it was more - not so much family, it was more academic friends, like, people that - in my - that had crossed the line between professional networking colleagues to friends. And so I think probably those people. But then there was a proportion of people who were just wanting to see this succeed. Jane den Hollander, she's one of my big donors on all my projects. She didn't donate to all of them, but she decided she liked me. And she did - and then there was people like Tony Peacock of the CRC Association. And as I say, the first campaign, I had Richard Marles, the Labor minister, and Keith Fagg, who was the predecessor to Darren Lyons, our current mayor of Geelong, he was a big supporter of mine. And in fact, while he was still mayor, he and I used to have DM conversations on Twitter a lot because he liked the fact that I was so pro Smart Geelong and changing that - and part of the voice to change the blue collar impression that people have of Geelong. And I was a, sort of, torch bearer for, 'No, no, Geelong's all about the smarts.' And so he used to support me a lot in that. But he suffered quite bad bullying as a member of the city council and resigned his position, and so they had to re-elect a new mayor, and at that point Darren Lyons stood, and because of his popularity, a bit like a la Donald Trump, perhaps, as the, sort of, crazy candidate, he succeeded. But he's not too bad. He now gets the same level of bullying, it's quite interesting. And they've just announced a massive state government inquiry into the corruption here in the Geelong City Council. So yeah, we'll wait to see how that pans out. But yeah, so it's - what else have I supported here?

0:51:22.7---0:51:25.3

## Interviewer

*You've done three. Will you do it again?*

0:51:25.4---0:51:27.3

## Participant

No. Not for academia.

0:51:27.7---0:51:28.7

## Interviewer

*Do you want to talk about why?*

**0:51:29.1---0:51:30.4**

**Participant**

Didn't get rewarded for it.

**0:51:31.4---0:51:33.4**

**Interviewer**

*I mean, we talked about that a bit.*

**0:51:35.8---1:02:40.6**

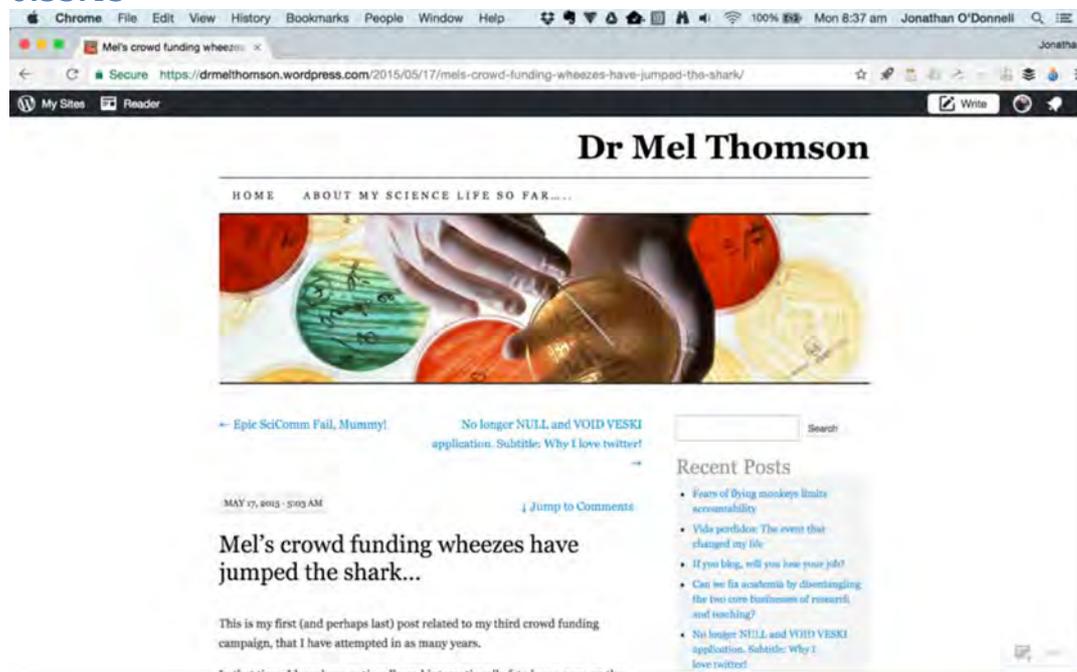
**Participant**

And I think it's because I haven't - the other thing is that I feel like I haven't produced data from the first three. And so I feel in some ways a bit like a charlatan because I haven't published - yes, most of them got their rewards, apart from maybe the last project - but they will get them - you know, the, sort of, deal as an academic that you have is to - this is going to support research that's going to find X, Y, Z. And until you demonstrate that you've done something with your research on those topics by traditional metrics which is publication you're not given credit by the academy or by the general public. And so I feel a bit like a charlatan to do another campaign and actually get money, because I would just be like - and the last campaign - I'll look up my blog - because I mused about this on my blog. Because the 'Hip for Hipsters' campaign was the one that I blogged in real time. Whereas I didn't blog 'Mighty Maggots' because I was not - I don't think I had a blog at that point. And basically, yeah ...

0:53:11

[redacted] here we go, 'Mel's crowdfunding wheezes have jumped the shark.' I think that's the one.

0:53:45



So this was during the 'No Poo Taboo' campaign.

“This is my first (and perhaps last) post related to my third crowd funding campaign, that I have attempted in as many years. In that time, I have been nationally and internationally feted, as a guru on the topic of crowd funding research, as an academic. Which was nice... validating as it were, in this day and age, when the catch cry of ‘excellence with impact’ in academia – is paramount. But with some trepidation (given my current health status and the on going mental health impacts of such, documented... I decided to do it.” But you know, basically it was trying to sell poo - it was trying to sell diarrhoea. And I joked about it often - in fact, I think when I was being interviewed for 'Hips for Hipsters' I may have said, 'I've got some projects that I don't think I will ever be able to get funded by crowdfunding because they're just too gross.' But I do use the concept of that - traditional philanthropy actually tends to go with the glamour diseases like breast cancer and how no one ever does a 'Run for the Runs.' And so I had to do 'No Poo Taboo.' But I was invited to the Sydney Foundation through my activities on Twitter, they found me using the #CDiff hashtag. I may have been insulting Clive Palmer at the time. But I then was able to follow up - well, actually I do do research on CDiff. And so I was able to do that and they invited me to speak. And that's why I then evolved the third campaign. But I did, you know - it was a risky campaign because I was asking for money for a video for public health awareness as opposed to bench lab work, so it was a bit of change.

And it's one of those things, it was, sort of, a two step process, whereas if I made this pitch video then I might be able to get philanthropists to give me money in traditional ways. And so that's why ...

“But, as I had been communicating to all and sundry, the concept of ‘engagement’ and ‘awareness’ as the best ‘outcome’ and ‘impact’ of academic crowdfunding campaigns, I thought I would just cut to the chase... and fund the actual awareness raising resource. But if the levels of bemused interactions with peers and some unsolicited advice (from those who have no track record of doing anything like

this..."

mostly men - you know, they all thought I'd made a big mistake, and I'm, like, 'Okay.' And then when I uploaded my first Undies for CDiff selfie - and I do - and when I speak about it now - and here's the moment you can see my academic career dive - is absolute classic, and it gets a laugh out of the students that I'm pitching to every time. The students laugh, but you get really po-face responses from the senior academics that are running labs that the students attend to. So I tend to be seen as this, sort of, entertainment cabaret act when I get invited to various places. And I invariably get invited to do - I'm doing for WIHI, ironically, where the students will invite me to speak at their conferences. And I get - this is my fourth one now. It's my fourth one where students have invited me to speak, because they see me as some sort of new age academic. They really - they identify with me as a new age, 'She doesn't give a shit,' 'She doesn't give a fuck,' 'She's just going to say what she thinks,' and 'She's going to do - but she's going to back it up with in real life activities.' And my Women in Science advocacy is an example of that, where I will heckle people for being gender biased, but then I'll go and sit on committees and I'm speaking at the Sage Symposium, been invited by the Australian Academy of Science to speak at the Sage Symposium on that, much to the horror of my current management, I'm sure, because it's - I'm inter-sectional because I'm disabled and I'm a carer and I'm a woman. So I tick some inter-sectionality boxes. I'm a bit white though - I'm a bit white. And my sexuality could be more interesting. But you know ... It is interesting, I just don't tell people about it. But yeah, so - and this one really was - here were go, what did I say? "Certain events, beyond my control, involving mistakes made by the 'powers that be', with some of my most staunch..."

that's right. So I had an accidental mail out right near the start. So Deakin Advancement had - have on their philanthropic database all of the Pozible donors. And basically, they had emailed - no, they'd done a mail shot asking for donations, like, in a traditional sort of alumni type - like, they confused my Pozible donor and tipped them for an alumni list, and I had this massive - and I absolutely went crazy. I just was, like, 'How dare you?' and they were, like, 'No, it was a mistake. We're sorry. We just forgot to un-tick a box on the database,' or something. And they promised me that the Pozible donors - 'cause when they first set up the database was after I did 'Might Maggots.' And within Deakin, we'd always protected the Pozible donors to be basically interactions we had directly with our donors as opposed to being put through the philanthropy office. And I got complaints from the people that had received the mail shots. They're going, 'What the hell, Mel? What the hell's this?' and I'm, like, 'My God.' And they're all going, 'This is breach of data,' and da, da, da. And it was a major problem. And I was just, like, 'What the hell's going on?' and it got all the way up. The DVCR and VC were both apologetic. It literally got that far because we were horrified by the fact that the donors had been targeted in this way. But it was just literally some sort of snaffoo with the software and someone forgetting to un-tick a box. But it was interesting, the people that were sent the mail shot were the ones that had donated to me more than once. So they were obviously seen as - they were obviously being graded as, you know, interested in giving money to Deakin. You know, so they've given money to Deakin on more than one occasion, but what they're failing to understand is that they've given money to me via Pozible that then I used when I worked for Deakin. But Deakin doesn't see it that way. And there's - you know, the person that was dealing with it was, like, 'Well, actually, in some fine print we have every right to this data.' But the people who were responding and complaining to me directly didn't see it that way. And there was a couple of them, I had to talk off the ledge for doing breach of data, privacy - so yeah, that's an issue.

And especially as universities are moving into this, sort of, creating a, sort of, American style philanthropic offices now - and this disconnect between the academic idea about crowdfunding and the direct interaction and then the value you get from that with engaging your stakeholders, and then having it collected for mail shots from the philanthropic department. Let's just say I was very angry and so was Deb, and as I say, the DVCR and VC were suitably horrified. But the Deakin Advancement changed their systems, but were fairly unrepentant in the fact that some sort of loophole exists that if you've ever given money to Deakin you get to be on their database or something. So it was hard. And it meant that I actually couldn't start this - and that's why I'm saying, certain events beyond my control. So that's what that was. Okay? That's what I'm saying. That's what that was. But it really - and I really was, like, 'Gosh, pull the plug.' But I basically had left my campaign alone for the first two or three weeks of the 45 days because I needed dust to settle before I started pitching. 'Cause I was, like, 'Toxic arseholes.' But then I was very short on communication time. And so it made it difficult, the last campaign. But then I tried to get the ice bucket challenge going or something, and there was my sons jumping the shark - it's my son's hot wheels set with a shark and something jumping over it. So it really was something that I worried about. Now, do I have a crowdfunding - yeah, we do - I do have a category.

**1:02:42.0---1:02:46.2**

**Interviewer**

*Yeah. I have read and in fact cited a bunch of these.*

**1:02:46.4---1:03:37.5**

**Participant**

Yeah. Well, again, I don't get any metrics for that. Yeah. I get no metric for having this blog. I turned it off for a while last year. I went and hid it. And I had to be asked to turn on my accounts again by the VC before I did. And I'm at that point again now, where I'm going to - but it's got the point where it caused such a fuss last year when I turned off my Twitter account that everybody assumed that I was being gagged. And so it actually - and the VC understood that 'cause she's savvy, that's why she made me turn it on within a week. Whereas this time, it's really happening, and so if I turn it off this time people will - they will know. And it will cause more disrepute than me whinging about my lack of promotion, shall we say?

**1:03:40.8---1:03:42.6**

**Interviewer**

*We've gone over an hour.*

**1:03:43.1---1:03:46.8**

**Participant**

Yeah. We can adjourn to lunch. Shall we do that?

**1:03:47.0---1:03:51.9**

**Interviewer**

*That sounds lovely. Actually, hang on, before we do. How many years since your PhD?*

**1:03:52.9---1:03:56.7**

**Participant**

I got it in 2009. March, 2009 it got conferred.

**1:03:58.3---1:04:02.1**

**Interviewer**

*Do you know roughly when you got your first external funding?*

**1:04:02.9---1:05:07.4**

**Participant**

First external, yeah, I can tell you that. First external was from - was 'Mighty Maggot.' Yeah. Was it? No. I was about to run 'Mighty Maggots' campaign, and I'd put in for a community foundation grant on the same topic. And I actually had - the first campaign they broke the embargo to put - because one of the local journalists was following me on Twitter and saw me arguing with Michelle, like, as the 'Mighty Maggots' campaign - the Twitter - the two Twitter avatars we were running as the disease and the maggots - she saw us arguing with each other within the first week, and we were, like, beta testing it before the launch and she found it, and she figured it out, and she wanted an interview. And we broke the embargo on the whole Pozible thing. But because no one reads the Geelong Advertiser it didn't actually break the embargo. So the Fairfax newspapers that did big splashy things with people with beards and cute fluffy things were fine. Whereas our local paper wanted the local maggot story, because it was on the Bairnsdale ulcer. But yeah, that was fun.

**1:05:08.8---1:05:10.3**

**Interviewer**

*Largest grant or contract?*

**1:05:11.2---1:06:31.8**

**Participant**

That was \$34,000. So that was the Geelong Community Foundation grant. And that was given to me on the 19th of June, but I was rang by Andrew Lawson, the CEO of the Geelong Community Foundation, on the Thursday before I was due to start 'Mighty Maggots' and press the go button on the Monday. And I actually offered to pull the campaign because it's the world's most naughty thing to double dip philanthropic money. But they allowed me to do it. So he actually encouraged me to do it, which was - I'm forever grateful to him for allowing me to - 'cause he said, 'We just had our meeting last night and we're going to give you the money,' and I'm, like, 'Really? That's very kind.' He's, like, 'Because you know, you're quoted in the paper saying you can't get traditional funding for this, but we're about to give you some.' So it was quite ironic. But he did - and I did have a conversation with him, and I said, 'My goodness, but I'm prepared to pull the campaign, it hasn't started, we don't have to start. I can pull it any time before next Monday morning. Just let me know.' And he said, 'No, no, no. It's a really interesting concept, I think you should do it.' So that was really kind. So my whole career could have come to a grinding halt - my whole crowdfunding career could have come a grinding halt because of the first real grant that I ever got from the Geelong Community Foundation. And really, I haven't got another grant since apart from crowdfunding.

**1:06:33.1---1:06:35.3**

**Interviewer**

*Do you know what your largest donation is?*

**1:06:36.3---1:06:37.6**

**Participant**

\$1000.

**1:06:39.5---1:06:41.0**

**Interviewer**

*And years at Deakin?*

**1:06:41.1---1:06:43.1**

**Participant**

Years at Deakin. I joined in May, 2011.