

Harper – UWA (Job 46734)

0:00:00.0-0:00:00.2

Interviewer

Tell me what you have been doing?

0:00:00.8-0:00:29.6

Participant

It's interesting. We, I've sort of singularly led this project and I suppose as a director I've had a little bit of leeway to make sure that it sort of got legs and sort of was gathering legs now. So I suppose I've been in a little more of a privileged position, some other projects because we tried this in, crowd funding as a concept, crowd sourcing as a concept in 2014. It sort of sat and petered away and then we sort picked it up again as something that we should do.

0:00:29.7-0:00:30.7

Interviewer

Oh okay, good.

0:00:30.8-0:01:35.7

Participant

But the whole basis of our crowd sourcing, I don't even talk about crowd funding because that's secondary, is the research impact in engagement with the community. So what we've been trying to do and the base that, the commencement of what we tried to do was based really a little bit on population health studies. We have a community representative who represents the community's views about how they engaged in the community projects I suppose. So we, we sort, I sort of extended that to say, "Well let's see, you know, if we want to show that we have impactful research surely the community will want to engage with the work we do through citizen science, through participation, through whatever means that we have." And then when I started to talk about that I found out there was already a project out there at UWA which we've picked up on our site as well which is a citizen's science project around what they call Micro Blitz. I don't know if you know much about Micro Blitz.

0:01:35.8-0:01:39.2

Interviewer

I know, a couple of people have talked to me about the Micro Blitz project.

0:01:39.3-0:12:21.7

Participant

So, and that's been hugely successful you know getting grey nomads on caravans to take soil sampling kits with them and go around Western Australia and pinpoint where they've collected soil samples, is a great citizen's science project. And you know you've got these people now connected with the university which is great. You know they have forums for these groups that talk about you know their studies and you know so you've got a 1000 or so people, individuals already signed up with their soil sampling kit, you know. So they drive by you know the University of Western Australia and say, "Well that's not just an ivory tower there, I'm connected, I'm

connected.” So the connection was very important to us. Interestingly enough funding came secondary to that because when I started talking to people about the engagement project, some of the projects we had which were very minimally involving people who wanted to participate, some said, “Well how can I fund this?” And we said, “Oh well that’s a whole new question about funding, but it’s participating, it’s still sourcing people.” So we looked at the funding aspect separately. So we actually ended up with four entry points and I don’t know if you remember, seen our site, and the entry points were sequential. So in the same discussion I also had a meeting with someone from our road safety, there’s a School of Population Health they do a road safety. They got funded by Health-way to do a road safety survey, so they actually then turned that into surveys of individuals about anything to do with health, health promotion, whatever. And so they through community events, handing out like pamphlets, that’s called UWA Reach as a project, handing out pamphlets for people to sign up at local fairs, and they did spend an awful amount of work. They got 5000 people signed up to this almost, no 4000 almost and these 4000 individuals have enlisted saying, “I want to be involved in UWA research but yet, I’ve yet to know how to be involved.” So we’ve got the Enlist element, a captive audience and then we’ve got a Participant element which is, these are projects we’ve identified that you can come on board to be part of. We’ve identified it and this is how you can participate. Then we’ve got the Fund aspect of it and then we’ve got a Suggest aspect. So that was for the university’s community to suggest crowd research projects that we sort of try and roll through maybe two new ones a month, you know in, through the portal essentially. And I’ll pick up that last element separately. So the participant, so the, the Enlist project stands alone. So that’s running by itself and they probe surveys into that through the health promotion unit and we can use that list if we so choose but we haven’t at this stage. We’ve got this Participant projects where we’ve got people participating in you know Micro Blitz or oral histories for King’s Park, fallen soldiers to you know eye studies and all those sorts of things, varied, and what we do is when we find a project and it’s really exclusively me with maybe the DVC making a choice about what I think might be a community appeal, we get the individual in here and we talk to them about their connectedness, because we provide a platform and we use social media with a Facebook page and we Tweet and we try and get the, sort of our connections outward, but ultimately the most successful projects depend on the connectedness of the researcher themselves. So we’d ask questions about, “Do you use Twitter? Do you have followers? Do you use social media? Do you have community groups that you’re actually, that you’re actually working with? You know are there, your social networks extensive?” those sorts of things. And so it hasn’t always been the case that the best, what we think was the most attractive project gets up and running. It’s the ones which the researcher is most connected, which actually have been successful in recruiting and funding. And almost, and I’m not being sexist here, almost exclusively those people whose projects worked the most are when the lead researcher walks in here and she’s an early career female academic, because they are the ones that are connected and unfortunately, well fortunately or unfortunately the male and sort of the older researcher hasn’t been successful because their use of social media is less, their connectedness to the community is less. So it’s been that you know that demographic that has been particularly successful. And we’ve had really good results from you know recruiting four, 500 people into a project on bike safety or something like that to raising you know nearly \$40 000 for, for individuals to travel, these women to travel to the Antarctic to do a leadership, research leadership thing. So the funding is a separate issue, although connected to participation and we, not like Deakin didn’t choose Pozible. We looked at Pozible, it had two problems. One there was a fee attached to it, and secondly they didn’t pass funds across until target was met. Now, so fundraising for research is not like fundraising for a building or a widget or something

like that. Mostly funds whatever amount comes through can be used for the purposes of the research that's been talked about. So we actually used something, a provider called Chuffed, and Chuffed has been really good because it doesn't charge a fee. It allows PayPal and credit card transactions. It allows us sort of flexibility to build up and down the targets to see you know based on what the demand might be, and allows fortnightly transfers of those funds into our Office of Development donations, business unit which we hold onto till the campaigns complete and then we pass the funds to the researcher. So a lot of people say, "Well you know how, how can you provide funds, how can you justify taking funds for research?" Because I spoke to the legal counsellors who are saying all these, all the statements around you know the crowd funding and the, some of the legal issues to do with crowd funding. There's a couple. One is you know how can you determine that the funds are going to be used for the purposes of the research? Well we work with the researchers to let them know that they're now connected to this group and should be providing follow up reports, like this study for example to ensure they are engaged and if you lose that engagement that donor, that donor is never going to come back to support you again. So it's a fast, there's the feedback mechanism that's pretty rigid. But we actually run it through the Office of Development fundraising campaign so the donations, Chuffed does also an automatic tax receipt based on our tax status, which we had to jump through hoops to get to. Pozible doesn't do that either. So that sort of immediacy of the tax receipt and then the feedback from the researcher saying that this is work that we've undertaken, is the means by which we actually ensure some framework around compliance to meet our standards in receiving donations. It's, the optimal fundraising target is about 10 to 15 000. We've tried to stretch targets to \$300 000 and we had one girl in here when we were doing breast cancer saying, "We're going to raise \$300 000." I think they're up to 4200 after a four week period and they're only going to be looking like that \$10000 target. So it's always optimally around that \$10 000 target. Tiny amounts of money. I mean when I think we've raised a \$100 000, close to a \$100 000 over the course of nine months, that pales into insignificance compared to our 200 million dollar research income. But it's about the participation so we don't count our success by the \$100 000. We count it by the fact that in one of the projects 256 people donated money and if you count all the ... [phone rings]. If you count all the people who have participated in either project or donating funds, I think we might be upwards of 4000 people now. So 4000 people have been connected to university research through these projects in the last nine months and that's how we measure our success. Not the fact that we've raised a \$100 000 or we've benefited science in some way, because I mean let's be honest that's not the highest order of science that's going to be attracting you know the community understanding and participation, it's some of the things which are you know relevant to them. One of the projects we're doing at the moment which we're about to put up is someone who is doing studies of, there's a golden ringtail possum that lives down south that's in an endangered area and they do track movements of the possums in an environmental study, and one of the things they've found is the biggest threat to the species is the possums running across roads and getting hit by cars, so they're going to fundraise as part of the research for a possum bridge over the road. Now it's a \$50 000 build, they reckon they probably, with that community group down there, because they've got it connected to south west community groups they can raise \$30 000 quite quickly. So we'll probably use that as something which is an easily sort of community based fundraising project.

0:12:22.5-0:12:37.9

Interviewer

Yep. Are you getting ...? Okay so you've talked about some of the things. Can you describe a problem or an issue that's come out of the crowd funding?

0:12:44.2-0:17:35.0

Participant

There's a couple of problems I suppose. One, one problem is how do you stop someone donating monies anonymously for their own project? And that would be sort of a tax avoidance thing. But my response to that is they can donate, a researcher can donate funds to their own project through the universities anyway anonymously and you'd never find out. There's a legal issue around that. The other problem in fundraising has been a lot of the research projects which are attractive are that little bit of money to allow some higher degree students to do further work. The issue of that of course is that in accepting the higher degree student, a University signs that they have the resources to allow the work to be completed so why are we, so why are we fundraising? My response to that has been that we provide basic facilities. In this particular circumstance there was a new infrastructure that's been identified by travel to Rwanda to actually look at monkeys, but that would not have happened and was not critical to the completion of the agreement, it's a beautiful add on to the project, and we could fundraise for it. So, but there is that sort of notion of, in both you know whether the university should be doing it anyway for the project. There is a lot of, there is a lot of effort, you know I've got a, as far as resourcing a team which is now in the research impact office which includes some good web developers and good videographers. So there is a bit of work to get a project up and running but now it ties quite nicely with the researcher and a research impact agenda, it's probably something which is more palatable for the university to actually to do as a fundraising, to fund, but it is not without resource to actually set something up, which is as far as cost effectiveness on the return on the investment if you're looking straight at dollars it's not, it's not a useful thing. Ultimately we'd like something to go viral, we all would. Still waiting for that. That might happen where we do raise much more money than we anticipated but you know the challenge is making sure we have continuing momentum. So the page has to be new, refreshed as often as possible because if people are coming back to do repeat business, or see where their ... You know if someone, if someone gives some money and they want to automatically see the target changed, you know if they participated they want to automatically see that their ... And ideally if you're involving someone in a project and they can see automatically their results of their contribution that will be ideal. We had a really good project which was just too hard to get up and that was someone had developed an app which was going to be given to participants because they wanted to look at the impact of native bird species in and around the Perth region, and so they engaged with the bird watching people and so when you engage in the project you've got to be app free on your phone and when you saw an invasive bird animal, bird species like Kookaburras are invasive out here, you saw a Kookaburra, you mapped it, you looked at the habitat and you noted a time, and that would, the suggestion was it was automatically going to go to a map of Perth where you could see your data point straight away, and all the data points of everyone else that was contributing and that sort of ... We had, we had projects where we, we tried to get off the ground where someone was looking at turtle sea hatchlings in Ningaloo reef. You could actually purchase this for \$400 each, you can purchase your own turtle monitor and monitor potentially your own turtle. So you could see them track out or you could see that it disappears as a predator got, whatever. But you know

this notion that you have to, is a strong, continuing effort to try and make sure the researchers feel or make sure that the participant is connected to the project in anyway they can. As I said it's an impact agenda we're working on here. We're showing researchers how their work can be impacted. We're showing how the, participants, the work that we do impacts them as well.

0:17:35.7-0:17:52.2

Interviewer

You've talked a bit about some of the kind of work behind getting these projects up, what ...? If someone comes to you and says, "Got a great project," what's the work in your office from that point?

0:17:52.3-0:21:26.9

Participant

So when I sit with this person here I have my web person in the research impact office that's actually is working on crowd research maybe a one day a week essentially. She has it on proforma and we, I talk about the very things now about how connected you are, you know this, you know we're going to temper what your expectations are, you're not going to raise a \$100 000. Let's try ten, can you do something with ten? Are there any incentives or little targets that you might incentivise people to give money to? The best one we had was buying a poo sample. So they were looking at reproductive habits of a, pigmy hippos, saving the hippo and they did that by doing a poo sample. For \$3 you buy a poo sample. For \$20 you get ten poo samples or something like that and it was really gimmicky and it worked really well. It wasn't a tangible return to them but they felt their contribution was giving to something. So, and yeah so what's the incentives and then Vicki provides them a proforma, they're descriptions that might inform how we populate a website, which with lay language. You know we say, "You really need to be able to, this should make sense to your next door neighbour, or this should make sense to an average 12 year old out there whose scientific interest is around that, in the general population."





[Phone rings]. Sorry, we'll let it go through. And then they take that away and we do a follow up. Now often it's then a follow up that we have to do with the researcher because they've lost, you know they've either realised that they have to do more work than just giving the project, or you know falls in amongst all the other stuff they're doing. So the return, you know once we, we probably try and have one meeting a week for two projects a month. We'll probably fail two of them saying that you know either "You're not ready, you're not connected or you're not the right fit," you know or something else. But the other two we'd work, you know individually with them with the website because the website we have to produce our side. If it's funding we have to produce it in the Chuffed site as well. And one of the best sellers for any, for any project is the actual researcher themselves talking about, with enthusiasm about the work. So we do a, try and do a one, one and a half minute sort of video link to actually bring the enthusiasm up out of the researcher so the community feel that they're passionate about what they're doing, and we have a videographer in that group that does that part time as well, amongst all the other things they do. So it is a bit of effort but I think the reward is there because you know we do, we do close off projects where you can see in the site we do showcase you know what we have you know achieved.

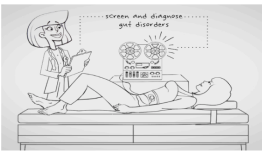
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Be a part of identifying and collecting important research data and contributing to future discoveries.

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The Noisy Guts Project – non-invasive diagnosis of gut disorders

The Noisy Guts Project is the brainchild of Nobel Laureate, Prof Barry Marshall. The team are developing an acoustic belt that records gut noises so doctors can accurately screen, diagnose and monitor gut disorders and diseases.

Participate

Participants	Progress	Goal
29	29%	100

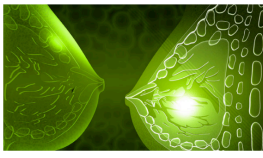


Evaluating drivers' attitudes towards cyclists in WA

This study investigates some of the factors that may play a role in car drivers' and cyclists' interactions on the road. The insights generated by this research will help make roads safer and more enjoyable for cyclists and car drivers alike.

Participate

Participants	Progress	Goal
310	78%	400



Are your breasts dense?

Increased breast density is a strong risk factor for breast cancer. Women between the ages of 18 and 40 are invited to have their breast density measured. It is completely safe, painless and takes 20 minutes from start to finish.

Participate

Participants	Progress	Goal
572	95%	600





So in the Participant one I think the important piece here is that you know these are completed and these are the number of participants that we've got and the same, the same essentially for the Contribution, you know these are the goals reached, that's an important piece to make sure that people think that this is successful so they're wanting into the next one. You know we've had that and these running totals we try and change you know daily if we can. There's nothing worse than ...


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Help Fund a UWA Research Project

Get involved with the future of UWA Research. Contribute to a Research project.

Share:    




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Donate Now

Raised	Progress	Goal
\$37	0%	\$10000




Food Security: Empowering young scientists in East Africa

Join us in the fight for global food security. We want to empower young scientists to teach smallholder farmers to protect their crops in Kenya and shape the future of food security in East Africa.

Donate Now

Raised	Progress	Goal
\$4911	33%	\$15000



Saving gentle giants: protecting manta rays through research

This research will explore the use of genetic techniques to improve the management and protection of these threatened ocean giants.

Donate Now

Raised	Progress	Goal
\$3219	32%	\$10000

0:21:27.7-0:21:29.3

Interviewer

So that's not a direct feed from Chuffed?

0:21:30.1-0:21:30.5

Participant

No.

0:21:30.6-0:21:32.0

Interviewer

Okay, yeah, yeah.

0:21:32.1-0:22:11.8

Participant

No it's not a direct feed. And nor is this a direct feed. This is by asking the individual researcher, because when we go to this, through this portal and to that portal, which is again our build, the next step is into their own office, into their own research site which is where the survey is conducted you see. So there is a bit of work in that connectedness which we took some time to try and work our way through, but in the end we just said well we just need to go to everyone every week or every twice a week and say "Well where's your update?" So it's not, it's not onerous but it's constant.

0:22:12.5-0:22:13.2

Interviewer

Yeah okay, okay.

0:22:13.3-0:22:23.6

Participant

And it's constant and it needs to be constant so you're always looking for your new business while your current business is on. It's the same sort of, you know like a building tradie or something like that ...

0:22:23.7-0:22:29.1

Interviewer

And is there other work that you need that your office needs to do like during the campaigns or after the campaigns?

0:22:29.2-0:22:59.4

Participant

No. Well we launch it. We'll say, "We're ready to go, we'll launch." We've all got separate Twitter accounts, we've got a Facebook page, we track people and we say, "Now you need to go with your networks." If we're getting nothing we'll go back to them and say, "Look nothing is happening, you know you need to think about your networks. If you haven't got anything left we're going to be cutting the project out in the next couple of weeks." So sometimes we've, we've probably cut as many up there as left up, yeah.

0:22:59.5-0:23:00.4

Interviewer

That are there, yeah, okay, okay.

0:23:00.5-0:24:36.5

Participant

Yeah, fast fail is important. There's nothing worse than, like there's ... I'm about to cut this one. We've launched this a second time and still there's no participants. Your voice, your story which is a great, it's a really great idea, really great idea, but it just hasn't got anyone attracted to it. Basically what they're asking you to do is use your iPhone because it's about the role of Australian language. They want anyone who wants to participate go onto to that and record a dinner conversation you have normally as if it's not there, send that recording in and we'll get all these recordings, so it's your voice, your story, get all your recordings and we'll analyse how that immigration and multiculturalism has shaped Australian language as we see it today. And it's a great story. Zero. We've launched it, we've relaunched it. We've taken it down and still zero participation. There's nothing worse than seeing zero participation up there. Because if someone comes back and sees a failure rather than all those successes, they're not going to come back again. One of the benefits I've had is that I've, I directed the Office of Development for about, the fundraising arm of the university for two and a half years in 2007, and '08, '09 and so I understand a little bit about fundraising, fundraising methodology which has been useful in this process, the constantness, the constant you know badgering and continualness of the whole thing is important.

0:24:38.0-0:24:51.6

Interviewer

And presumably, also that means you've got a way to talk to fundraising, talk to development because as far as I'm understanding a lot of universities, the research office and the development office ...

0:24:52.3-0:24:52.5

Participant

Are separate.

0:24:52.9-0:24:54.2

Interviewer

... essentially don't talk to one another.

0:24:54.3-0:25:46.9

Participant

They don't. And that's probably helped in this circumstance. I, when I first talked about crowd funding, I know that the university's Development Office took a very risk adverse approach to that, and I suppose the risk adverse approach really was because they were thinking about the quantum of funding that they were fundraising for. I mean we're on a 400 million dollar campaign this year, and to spend all this effort raising another \$100 000 a year, pales in significance. So their focus is on fundraising and it doesn't make sense to them our focus on participation and impact. And that different focus makes this meaningful. The only reason why I said before, the only reason why I introduced funding into this concept was because people asked for it. Those people that are participating said, "I want to give something to this project." So that made sense.

0:25:47.7-0:25:49.6

Interviewer

You mean people outside the university?

0:25:49.7-0:25:59.9

Participant

Outside the university. People are wanting, participating in projects saying, “Well you know I’d like to provide some funds for these too.” Yeah so we opened up this dialogue.

0:26:00.1-0:26:00.3

Interviewer

Okay, okay.

0:26:00.4-0:26:21.8

Participant

We did do a bit of an assessment to quite a few third party providers on a fund running part, fundraising part including Pozible as I said before. I can’t even remember the others. I think there was another three which we worked through and Chuffed was the one that as I said that came out on top for us. I know Deakin use Pozible, they started Pozible.

0:26:24.7-0:26:31.8

Interviewer

So okay at the end of the project is there stuff that you need to, that your office needs to do with the project?

0:26:31.9-0:27:31.5

Participant

We close the project off and make sure the funds are transferred. We leave it up to the researcher. I will probably towards the end of the first full year that we have done this, go back to the project participants and say you know I like some, “See how you might have engaged your participants.” Some of them are anonymous, but Chuffed identifies them, those names are made available if they want to be. So we know who they are. We can connect with those individuals and the researchers can but there’s a whole different piece about that follow up element, we haven’t really got to that stage yet. But that will be a useful thing from my perspective to see whether our researchers have been continuing to engage. I know the Micro Blitz project they do, I’ve seen it. They have a forum for these people every year or twice a year talking about their research and it’s really well attended, yeah 200, 300 people.

0:27:32.0-0:27:44.5

Interviewer

Yeah it’s brilliant. So the, so are there other parts of the university that do work to support these things or need to be connected?

0:27:48.5-0:28:35.1

Participant

I think yeah, there's a financial piece which is important. We had to establish PayPal and credit card transaction facilities and the sort of financial protocols to transfer the funds from Chuffed to our own Development Office accounts. So Finance, Development Office and researcher is there. I don't think the Development Office has, is really that critical really because it's not about fundraising unless people just want to do it solely for fundraising. One other very interesting piece is that I've been contacted by someone on the board of our Convocation, which is our Alumni body.

0:28:35.2-0:28:35.9

Interviewer

Oh yes, yep.

0:28:36.1-0:30:08.1

Participant

And I'm, he spoke to me last week and he wants me to come and speak to their council because Convocation body of which we have 56 000 contacts want in some way be involved in crowd research about how they can actually get their membership involved. Now that's a good and a bad thing. The good thing is it's a captive audience. You know it's a big body of people who are connected to the university and might want to be involved. A couple of negatives on that. One is that our Development Office already has some probably ideas about how a lot of those people might be approached including an annual fund, which I can ring that body and ask you know what they're doing and for a donation. The second thing is it's a pretty homogenous demographic. So as far as a true sense of a research project, degrees from UWA and living in predominantly in the western suburbs of Western Australia which is the elite, is not necessarily a good cohort of individuals to actually run a research study from. So there's that element as well. I'd love to break into an international. Most of us, Western Australian, we're grabbing into these, there is international because some of the projects are connected to international researchers I suppose and their communities. So ...

0:30:09.0-0:30:21.5

Interviewer

Yep, yep. Okay, okay. And let me go through my little cheat sheet. Before you started...? Okay how long have you been going?

0:30:23.3-0:31:00.1

Participant

So we have been going proper since May 2015 when we first ... I mean we started in July 2014 with a sort of pilot. That sort of failed. We reassessed it, we sort of re-educated and redeveloped and we really started to launch crowd research as a possibility again in May, but our real projects probably only got up maybe three or four months after that. So going true sense of the word I suppose maybe a little under a year, we've been going.

0:31:00.2-0:31:04.8

Interviewer

Okay, okay. Before you started, what were your expectations?

0:31:05.7-0:33:33.4

Participant

I didn't know. I didn't know, I didn't know. I actually wrote a paper for my DVC and the executive and said, "I want to try this." And I said, "If it's not going to work we just fast fail it." And I could have stopped it after that, that 2015, '14 pilot where weren't very successful at all, but I spoke to a couple of friends and family and they said, "What a great idea." And I said, "I think it is a good idea, I'm going to keep pushing ahead with it." So it is gradually sort of gaining momentum, you know it's a slow beast but it's gaining momentum and every, you know there's, you know I'm not looking for projects now, those projects are being presented to me. So you know there's this groundswell of understanding in the research community and you know participation is at 4000, so that can't be a bad thing. One aspect that I'm going to be pushing next is that suggest part which our researchers suggesting something. I'm turning that around now and I'm going to say I want the community to suggest the research that they should be doing for us, we should be doing for them, things that should be important to them. I make, I've used this example all the time, if there's a fisherman in the Swan River fishing the same spot of that Swan River every week and then suddenly sees a change in the river health, they might want to suggest that as a research, something that they think is important to them that should be researched that we might have the skills to be able to then to do that. We had UWA Open Day on the weekend and the first part of that, the first piece of that was we do a research week which is a sort of community based event. It's about things we do on campus and one thing on the research week tent we got people in was suggest a research project that you think we should be doing? We got a 171 responses to that which is a, and we're going through, the impact team is going through digesting that at the moment see if there's anything meaningful from it. But that will be the first piece of suggest an idea. Build on an idea. And so that will be the complete set. Now I had my original framework you know project funding idea, communities, I keep saying we don't have a monopoly on good ideas, the community needs to be involved in that as well, and that's crowd sourcing ideas, so yeah.

0:33:34.3-0:33:53.4

Interviewer

Where do you, where do you find the space to do this, I mean presumably your office before 2014/2015 was completely full with work and you've introduced a whole new thing that needs more resources, needs more ...

0:33:53.5-0:35:14.7

Participant

Oh look I don't know. I, I had someone who was helping with some development of our website materials and you know when I, suppose I got the idea I asked whether there was some scope in him doing some outside paid work to develop a website up which was you know the very fresh look that you get from that, really fresh and he came up with that concept and I said, "I really like that." So just found some more money to bring him on full time but he's only the web resource. I think I had the luxury that I can palm off some of the stuff I was doing and as a director I have a

project, I have a couple of projects. One is crowd research which I'm pushing, the other one is research week which I talked about and the other, the third one is a research impact agenda because we got a research impact page now talking about some of the stories we've got. So I've just pushed aside some of the other things that my deputies and associate directors can help with and concentrate on that just for this period to get it up and running and then look for the resources to carry that through in the longer, or medium longer term. But you know I always like to have a project myself.

0:35:15.1-0:35:16.4

Interviewer

Keeps you interested.

0:35:16.5-0:35:18.6

Participant

Otherwise, yeah otherwise it will be a boring management job, role wouldn't it?

0:35:20.7-0:35:23.5

Interviewer

This is kind of a no brainer question but has it worked?

0:35:24.5-0:36:10.9

Participant

Well I think it is. I mean as I said our litmus test is those 4000 people that are now connected to the university that never would have been. Often people that are, never thought the University was relevant to them, you know that they really are connected to projects that they feel an interest in. But some of the things we've asked people to do are quite invasive like we had people sign up, they had to complete a survey, then they had to sign up to say they were going to come in and do a eye health test after that. So it wasn't just a, I'm going to press a few buttons and answer a survey online, this is you know a large you know request to them to actually participate.

0:36:12.0-0:36:12.5

Interviewer

And they did?

0:36:12.9-0:36:13.0

Participant

They did.

0:36:13.5-0:36:23.9

Interviewer

Okay, okay. Has there, with the crowd funding which is my kind of focus, has the university put in funds to support some of the projects?

0:36:25.0-0:37:35.9

Participant

We ... Typical fundraising methodology is only launch it when you raise 40% of the funds. So the first project way back in 2014 we tried as a crowd funding site and we seeded them with \$2000 on a \$10 000 target and we got \$2005 for one, \$2018 for another, it just didn't work. And so I said, "Well I'm not going to do that again." And I told the researchers, "We're just seeding it, they're not your funds." Then I said what, I said, "I don't know whether that methodology works anyway so I'm not going to do it again." I think the real test is to keep the successes on the page to bring people to the page, because they could see the other people have participated so this must be a useful thing to do. So other than the university has repositioned resources to create that impact team that can help with the crowd research, no, no additional resources.

0:37:36.4-0:37:37.8

Interviewer

Okay, okay. Okay.

0:37:39.2-0:37:46.6

Participant

And there's no cost to Chuffed. There's no cost for using third party Chuffed to host the sites.

0:37:47.1-0:37:54.8

Interviewer

So can we talk about the relationship with Chuffed, what, what when you were trying to set this up how did you connect with Chuffed, how did that work?

0:37:54.9-0:38:59.2

Participant

So we, Chuffed was quite new and there was a couple of other providers that were sniffing around at the time actually. I got the person in the impact office to sort of do an audit of who was available and we came up with a list and we came up with Chuffed as being the best. Then we actually approached the CEO. So the CEO had never thought about his site being used to fundraise for research, which was quite novel for him and he was really enthused to see our site and see what we were trying to do. So he actually used his... Because one, if you get the right third party provider, they use their social media as well. Pozible probably does that a little bit better than Chuffed. But he was Tweeting through Chuffed "You know great to see another UWA CrowdResearch project, you know this is you know a great number of successes you had," and those sorts of things. So it was a symbiotic relationship.

0:38:59.6-0:39:01.1

Interviewer

Cool. Okay.

0:39:01.4-0:39:01.5

Participant

It worked quite well.

0:39:02.0-0:39:10.9

Interviewer

Okay. Will you continue to do it I guess is another question?

0:39:11.0-0:39:38.7

Participant

Yeah I want to continue to grow it. As I said I'm going to start the next part which is "give us some ideas". I'm really dying to get into what, some of the suggestions came through from our Open Day about you know the public ... I had a you know a great response from someone who would have been in their mid forties, I was saying, "Look we just want to learn about what research is important to you, do you want to write something down?" And she said, "It's about time you asked us."

0:39:38.8-0:39:39.4

Interviewer

Wow.

0:39:39.5-0:39:43.2

Participant

And that's exactly right. You know, "About time you asked us."

0:39:43.5-0:39:44.7

Interviewer

You want that as a banner really?

0:39:44.8-0:39:45.2

Participant

I do yeah.

0:39:45.7-0:40:01.6

Interviewer

Yeah, yeah. Okay so the core of my kind of thesis if you like is for crowd funding do you think this is a sustainable funding model for research in Australia?

0:40:06.2-0:42:14.1

Participant

I think it's an easy accessible fundraising. It's easily accessible for the public to fundraise, to donate through to these projects and see it very visibly. I think there's a finite capacity for people to donate and it might, it might be the case that crowd funding is just shifting the sands about what they donate to. You know the classic you know telethon fundraising weekend that you get may not see those great successes they have had in the past because you have a community who has fundraised for a large number of things. I suppose I get a bit concerned, I think fundraising for research is new which is great. I just get a bit concerned when I see on the news week in and week out that this family has been you know sabotaged by fire and their house has burnt down, "We want the community to donate through this crowd funding site." You know that's, makes it easily accessible to the public to do that and they probably will do it but the more that happens the more the dilution that might be supported for a

research effort. Not to say that that is not a bad thing to do, but I think there's a finite capacity for our community to give money. And then this is an immediate gift too. It's not like I phone in to say I'm going to pledge this and then there's going to be a follow-up. You know you're on the site, you click the button, your money is gone, you get a receipt. I suspect ... What will be interesting but I do suspect that only 10% of people that actually are encouraged enough to go to the site will contribute. So that's the return. So if you were thinking that you need 200 people to fundraise \$50 each to raise \$10 000, you need 2000 people that you know will go to your site in your community.

0:42:14.8-0:42:15.1

Interviewer

Twenty thousand?

0:42:15.7-0:42:20.2

Participant

Twenty thousand, yes that's right, 20 000.

0:42:20.3-0:42:21.5

Interviewer

Yep, it's a big job.

0:42:21.8-0:42:45.4

Participant

It's a big job and that's where the community, that's where the researcher knows no, it's not a matter I've got 40 people that are ready to give, you have to have thousands of people in your network that are willing to be engaged first and then take that next step which is to participate or give. So these people are really connected. These 4000 people are ready to go, waiting maybe for the next one.

0:42:47.5-0:42:58.5

Interviewer

I've had at least two people who have used almost exactly the same words. They said, "Oh you know I had 300 friends on Facebook, I thought this is straightforward. Just nowhere near."

0:42:58.9-0:43:10.5

Participant

Well that's my understanding of fundraising because, that fundraising background because really hard to get people, you know you can lead them to the water but it's making them drink is really difficult next step.

0:43:10.9-0:43:33.1

Interviewer

The other thing I think is probably going to be a limiting thing is I've had multiple people say, "Yeah it's friends and family" which is you know no brainer, you start with your own network, and they say it in various different ways but essentially "I'm not willing to go back to that group again or not before a considerable period of time."

0:43:33.2-0:43:57.0

Participant

And I'm not looking for that group. They're already connected. They're already connected because they're interested in that friend or that family member what they're doing. It's the others that we want to connect to. If I'm raising \$10 000 my optimum is 10 000 people giving \$1 each. That's the ultimate, 10 000 people connected to the project, exactly what it should be.

0:43:57.2-0:44:13.1

Interviewer

Okay, all right. Look that's what I've got. It would be handy at some point, I might just send you an email really to get some information on number of projects run, number that have been successful that ...

0:44:13.4-0:44:15.6

Participant

Shoot an email through. I have to get that for my presentation anyway.

0:44:15.9-0:44:27.1

Interviewer

Right okay, so what I might do also is send you through the rough outline of my presentation so that you can see what I'm saying so that we don't just ...

0:44:27.2-0:44:29.0

Participant

Don't conflict. Or repeat?

0:44:29.1-0:44:32.3

Interviewer

Yeah conflict is good, repeat is the problem.

0:44:32.4-0:45:21.5

Participant

So I will probably talk pretty much about what I've just talked about then. I'm going to talk about the whole philosophy of it and some of the successes, and the focus on impact and engagement not on fundraising. I still firmly believe it's not a, it's not going to raise a huge amount of money. Some people say we've got to get into this because we're going to raise millions of dollars. It's just not going to happen, it's not going to happen, not unless you've got, you know if you've got a million dollar target they reckon that 40% of a million dollar target has to be by leadership gifts. And leadership gifts are between 50 and \$100 000 each. Okay so unless you've got those big, because most of the crowd, crowd funding is about small amounts of people, gifts. We went through the numbers. It's huge, huge numbers ...