

Shawn – UWA (Job 47491)

Homeward Bound: Empowering Women for a more Sustainable Future

By The University of Western Australia

Campaign Completed on 16-12-2015

\$37,783
Raised of \$40,000

What if achieving gender balance at the leadership table was one of the most effective ways to influence environmental sustainability and reduce human impact?

The University of Western Australia Perth, Western Australia, Australia

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0:00:00.3-0:00:04.9

Interviewer

So tell me the story of, of raising funds to go to Antarctica.

0:00:05.5-0:00:30.1

Participant

Okay we had to raise \$25,000.00 each for four people, so a total of \$100,000.00, so that we could attend a leadership and strategy program for women scientists. [The program is to be] run in December of [2016] and so we needed [retracted] to raise the funds in order to support [our] attendance at that program.

0:00:31.5-0:00:37.0

Interviewer

And how did you, why crowdfunding I guess?

0:00:37.1-0:01:44.0

Participant

[We] explored a number of different fundraising opportunities. [It] was a lot of money we needed to raise and so we were exploring all avenues open to us. So one of those was crowdfunding. It provided us an opportunity to raise [raise] awareness of the issue [redacted] of women in leadership and the fact that there are few women in leadership positions. [redacted] [As] we spoke about those sort of things, [it was useful] to have a vehicle for people to donate when we [were invited to speak at] public events [redacted]. So [redacted] crowdfunding was good because it gave us a

vehicle for donations. It also enabled us to have a link on material that we sent out. So it was a way of [redacted] getting the donations in, so it was a [redacted] good practical solution for us in terms of receiving donations [from multiple different sources]. And that, that's probably the main reason why we chose crowdfunding. So it provided that vehicle.

0:01:44.3-0:01:54.3

Interviewer

Okay, okay. And for you what was involved in, like this is new work which is why I'm interested in it.

0:01:54.4-0:01:54.5

Participant

[redacted]

0:01:54.6-0:01:58.6

Interviewer

So what was involved for you in kind of setting it up and getting organised?

0:01:58.7-0:02:34.1

Participant

[redacted] The UWA supporting people were very good in terms of telling us what we needed to do. [redacted] I didn't have to research what I needed to do very much, that was quite clear, [redacted] so that was good. We had to provide them with the information that is [redacted] on the website, [redacted] and we then had to promote the crowdfunding page throughout our networks and to try and, you know, drum up support and so forth. That was probably the biggest amount [redacted] of effort. Setting it up was reasonably straightforward.

0:02:34.8-0:02:39.3

Interviewer

So can we talk about just that network aspect to it?

0:02:39.5-0:03:38.0

Participant

Yes [redacted], that was probably the most challenging component [redacted] of the whole thing, because you have to rely upon your personal networks largely, so family and friends and colleagues and acquaintances [That's] probably [redacted] the most challenging part of it in that you had to [redacted] firstly initiate the [redacted] request and then follow up. [redacted] We [redacted] had a website to try and maintain interest and [redacted] momentum of the crowdfunding campaign. So there was a lot of effort that went into a Facebook page that we had that would direct people to the crowdfunding page. So there was [redacted] quite a lot of work involved in that. I didn't particularly do a lot of that, that was more one of the team members who took

charge of the Facebook page, but we all contributed to what was going to go on it and there was a lot of discussion about that.

0:03:38.1-0:03:39.0

Interviewer

Okay, okay.

0:03:39.1-0:03:39.6

Participant

[Redacted]

0:03:40.0-0:03:49.3

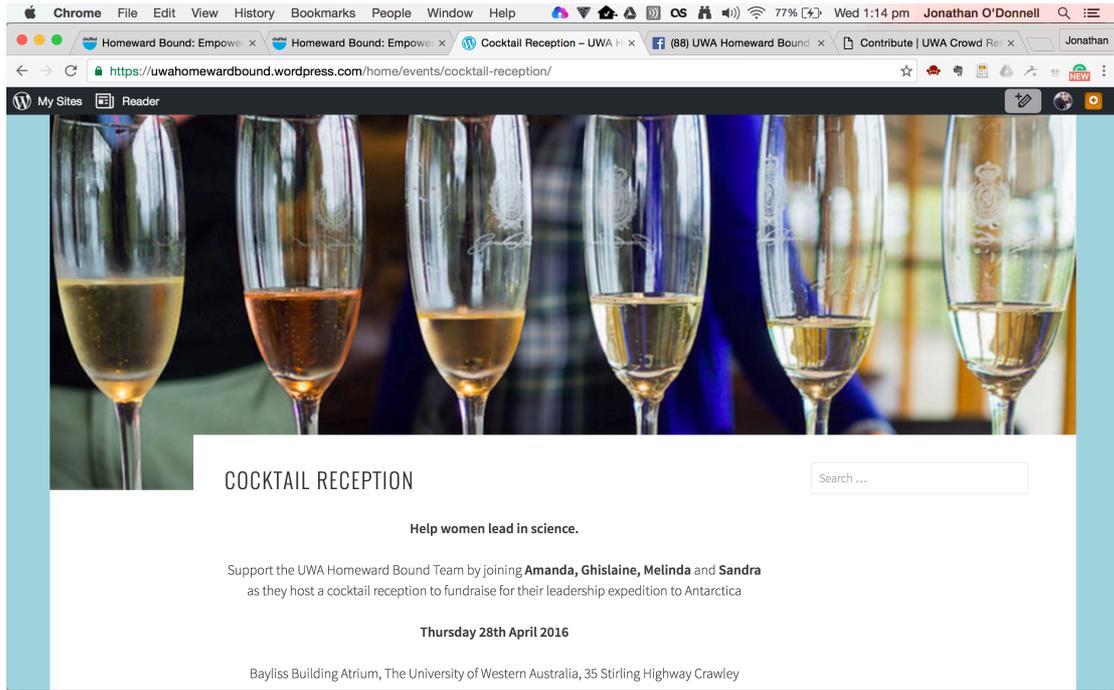
Interviewer

Okay so, so there's the setup, there's, there's organising your networks, during the campaign what else happened?

0:03:51.0-0:05:00.2

Participant

[redacted] It ran in several phases. The first phase was where we contacted all our networks and we had an initial [redacted] accumulation of money, which was great, then that tailored right off, then people ran events. So [redacted] that was directed through the crowdfunding page. [redacted] One of the [participants] had [a friend] who was going to get their head shaved to support us so [those funds were] directed through [the crowd funding page]. Another [of the participants] ran a competition to do with an interest that she has of painting models, and so she got all her people that were involved in that space to [redacted] contribute via [the crowd funding] system. Then a major event that enabled us to really [redacted] make the crowdfunding campaign successful, [redacted] was to run a cocktail reception. So we ran that [redacted] about five months after the project was started. We [redacted] launched the cocktail reception [redacted] on the webpage.



0:05:00.3-0:05:01.0

Interviewer

I've looked at it.

0:05:01.1-0:05:01.2

Participant

Yeah.

0:05:01.3-0:05:07.3

Interviewer

I just, I just forgot to preload it. Oh here we go.

0:05:12.4-0:05:12.6

Participant

Yes.

0:05:12.7-0:05:13.5

Interviewer

Yeah, yeah, yeah.

0:05:13.6-0:06:11.1

Participant

So [redacted] all of the RSVPs and so forth and [redacted] the ticket sales were run through the crowdfunding page and so we were able to raise a much more substantial

amount of money and that also instigated further donations for people who couldn't actually attend. So [the campaign] had a new lease of life if you like with the cocktail party. And then by the time, when that had all finished it tapered off quite quickly and we basically closed the campaign after that time. We raised the [total] amount of money we needed [redacted] because [redacted] the crowdfunding campaign was considered successful by the university. They were pleased that we'd managed to raise so much, they liked that, and that was really an instigation for matching funds to be donated through the university. So we then made our final fundraising goal and [redacted] then closed off the page.

0:06:11.2-0:06:24.0

Interviewer

Okay, okay. Can we talk about how that, that matching worked? How, or, or more to the point how things played out within the university structure.

0:06:24.1-0:06:47.6

Participant

[redacted] First of all we approached the university before we did any fundraising. [redacted] Our schools don't really have the money to be able to donate to things like that [redacted]; some schools made minor donations and some made more substantial [contributions] depending upon the financial state of the school, [and then] the faculty [redacted] donated \$5,000.00 per participant.

0:06:47.7-0:06:48.0

Interviewer

Wow, okay yeah.

0:06:48.1-0:08:02.3

Participant

So,[those initial contributions] got us off and racing. Together with the school funds we had \$26,000.00 from school and faculty. Then they said go away, raise lots of money yourself so [laughing]. So I approached a number of corporate people and we raised money that way. We all did talks at Rotary Clubs and we raised money that way. We ran the crowdfunding campaign, all of [which was] concurrent. [redacted] When we gave talks we'd be directing [potential sponsors] through to the crowdfunding campaign. [We could also be clear with potential sponsors] in terms of [how much we had raised and] how the donations were managed. And [redacted] then we ran the cocktail party. And so we wound up in rough terms raising through [redacted] all of those things combined, about \$51,000.00. So, and then we were \$26,000.00 short and so we approached the [redacted] university [again] and they [supported us] for the remaining \$26,000.00.

0:08:02.5-0:08:03.2

Interviewer

Okay, okay.

0:08:03.3-0:08:03.4

Participant

Yeah.

0:08:03.5-0:08:06.9

Interviewer

Good. So you closed off the campaign.

0:08:07.0-0:08:07.2

Participant

Yeah.

0:08:08.8-0:08:13.1

Interviewer

What happened at the end? What, what's the work to be done currently?

0:08:13.2-0:08:50.8

Participant

Well [redacted] we have a number of rewards that were part of the crowdfunding campaign so [while] it's quiet at the moment, we're still keeping our Facebook page going and that [redacted] gets a post about [redacted] once a week. [redacted] With the website we'll begin to update that more and more as the time approaches and then the rewards that we've got in terms of the photos and the webinars and things like that, that will kick in when we get back. So we will respond to all of those people and, and give them the thank yous then and update them as to how it all went.

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"One's philosophy is not best expressed in words; it is expressed in the choices one makes... and the choices we make are ultimately our responsibility."
 -- Eleanor Roosevelt, former First Lady

A lack of equality

It has been demonstrated that diverse teams with an equal gender balance are more efficient, take more risks and solve problems more effectively. Humanity needs all the creativity, brain power and problem solving ability we can muster if we are to solve the problems the world faces. It is therefore critical that women take an equal place at the highest levels of leadership, particularly in science.

However, while approximately equivalent numbers of women and men start careers in science, by the time careers progress to professorial level there is profound gender inequality, with women making up only 10% of

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 2 claimed

0:08:50.9-0:08:51.0

Interviewer

Okay.

0:08:51.1-0:09:01.8

Participant

[redacted] There's some places where we've spoken [about the program] and [they] have said oh you must come back [and speak again] when you get back and, [so we will] reconnect with them at that time [redacted].

0:09:01.9-0:09:11.0

Interviewer

Okay, okay. You've built, you've built a supporter base or a support base.

0:09:11.1-0:09:11.3

Participant

Yeah.

0:09:11.4-0:09:17.2

Interviewer

Who are interested in, in you as leaders, as women academics, as leaders.

0:09:17.3-0:09:17.8

Participant

[redacted]

0:09:19.2-0:09:27.5

Interviewer

Both kind of, is that more, so, so the, I'm interested in the fact that there's, there's four in the team.

The screenshot shows a Chrome browser window with the URL <https://chuffed.org/project/homeward-bound-empowering-women-for-a-more-sustainable-future>. The page features a banner with two penguins and the text "HOMEWARD BOUND OUR PLANET. IN THEIR HANDS." To the right of the banner is a "SELECT AN AMOUNT" section with buttons for \$10, \$25, \$50, and \$100, an "Enter Other Amount" field, and a large grey button that says "Donations Closed". Below the banner is a "Fundraisers" section with a list of four individuals, each with a profile picture, a progress bar showing the amount raised, and the goal amount of \$10,000.

Rank	Name	Amount Raised	Goal
1	Melinda Fitzgerald	\$5925 RAISED	GOAL \$10000
2	Amanda Blythe	\$5825 RAISED	GOAL \$10000
3	Ghislaine Platell	\$3115 RAISED	GOAL \$10000
4	Sandra Kerbler	\$2925 RAISED	GOAL \$10000

0:09:27.6-0:09:27.8

Participant

Yes.

0:09:27.9-0:09:39.1

Interviewer

Right. Do you now have four individual support bases or, or one larger support base do you think?

0:09:39.2-0:09:43.6

Participant

I would say it's a large support base that's got little stands on it.

0:09:43.7-0:09:43.8

Interviewer

Okay.

0:09:43.9-0:09:46.4

Participant

It stands on four legs but it's one support base [laughing].

0:09:46.5-0:09:48.2

Interviewer

[laughing] That's a great way to put it, okay, okay.

0:09:48.3-0:09:48.7

Participant

Yeah.

0:09:48.9-0:10:00.2

Interviewer

And, and do you think, do you think you'll maintain a connection to that support base over time, is that something, is it, is it, like is it there to support this project or is, how does that work I guess?

0:10:00.3-0:10:20.6

Participant

It is our hope. The Homeward Bound initiative is one that is going to continue in years to come. So there will be new cohorts that go through on an annual or every two year basis and so yes I would hope that we would be able to carry on that support base and hand it over to the next group.

0:10:20.7-0:10:20.8

Interviewer

Great.

0:10:21.0-0:10:25.3

Participant

That would be [redacted] our hope, that it would be perpetuating in that way.

0:10:25.3-0:10:39.6

Interviewer

Okay, okay. And normally, so, so I'm interested in the way crowdfunding works within universities because most crowdfunding projects don't have a big university kind of sitting in the middle of it right.

0:10:39.7-0:10:39.8

Participant

Yeah.

0:10:39.9-0:10:51.1

Interviewer

That's interesting. But with this one it's interesting because when you normally have four people doing a crowdfunding campaign they're four people who have come together for the purpose of the project.

0:10:51.2-0:10:51.3

Participant

Yeah.

0:10:51.4-0:10:57.7

Interviewer

Whereas this is, as I understand this slightly different in that you all applied to do the course.

0:10:57.8-0:10:58.1

Participant

Yes.

0:10:58.4-0:10:59.4

Interviewer

Or the, the ...

0:10:59.5-0:10:59.6

Participant

Yeah.

0:10:59.7-0:11:02.1

Interviewer

The leadership program, and then came together is that?

0:11:02.2-0:11:02.6

Participant

That's correct.

0:11:02.8-0:11:02.9

Interviewer

So, so ...

0:11:03.0-0:11:03.9

Participant

We came together afterwards.

0:11:04.2-0:11:05.6

Interviewer

So how did that work out?

0:11:06.1-0:11:59.6

Participant

We became aware of the various people [who had been selected] from UWA. [redacted] We started asking for money [redacted] from our faculty, and then we were told 'oh have you met the other people who are also [going]', so [laughing] oh okay, very good. And there were, there were lists circulated as to where people were from as well. So we found each other reasonably quickly. [redacted] We had this common task to raise the money, [and] we decided we would be much more effective if we banded together than if we tried to compete against each other, [redacted] so we became [redacted] the UWA Homeward Bound Team, and so yeah it sort of came about as a consequence of our selection.

0:11:59.7-0:12:07.7

Interviewer

Okay. So what do you think were the advantages? Like you said you're better off cooperating than competing.

0:12:07.8-0:12:07.9

Participant

Yeah.

0:12:08.0-0:12:09.8

Interviewer

What do you think were the advantages of that?

0:12:09.9-0:12:36.5

Participant

Oh there were enormous advantages because different people brought different strengths. So I was able to, as the more senior person of the group, I was able to liaise effectively with the upper echelons of the university. Some of the other participants,

[redacted] had great networks in terms of the fundraising, the cocktail event, [for example, bringing] the caterer at cost.

0:12:36.6-0:12:36.9

Interviewer

Ah okay.

0:12:37.0-0:12:48.1

Participant

And so people had different skills, different networks, brought different participants and, and donors [redacted] and so forth. So we all brought something to the team.

0:12:48.2-0:12:58.4

Interviewer

Okay, okay. And were there any, yeah I don't want to say difficulties but, but you're four people who have not necessarily worked together before, was that tricky?

0:12:58.7-0:13:24.7

Participant

That was one of the wonderful things about the whole thing because [redacted] throughout, [we] worked through some quite challenging situations and scenarios [redacted] of fundraising [redacted]. Some things worked better than other things [redacted] but we still managed to maintain good friendships and smiles through the whole thing. So that's been one of the real bonuses of the whole adventure that we've maintained really good relationships.

0:13:24.9-0:13:35.9

Interviewer

Okay, okay. That's a good point in that we've talked generally about how things have succeeded, what were some of the difficulties of the campaign?

0:13:36.0-0:14:04.8

Participant

I think we learnt as we went along to be more focussed as [to] where we put our fundraising efforts. For example we ran a stall at the orientation day and that was not successful because [redacted] we didn't put enough thought [and] didn't have enough knowledge around [redacted] the event so [we didn't realise in advance] that the participants are not people who intend to spend money at that event so they didn't want to donate [laughing]. So we put a lot of effort into that [redacted] and in fact made a loss.

0:14:04.9-0:14:05.1

Interviewer

Yeah.

0:14:05.2-0:14:06.5

Participant

So that [laughing].

0:14:06.6-0:14:06.8

Interviewer

[laughing].

0:14:06.9-0:14:12.8

Participant

So that tested [laughing], tested things a little but, you know that, that was a great learning.

0:14:12.9-0:14:15.8

Interviewer

Yeah okay, okay. Can we talk about learning?

0:14:15.9-0:14:16.1

Participant

Mmm.

0:14:16.6-0:14:22.6

Interviewer

It's a theme that comes through when I talk about academics about this stuff because it's new. What did you learn?

0:14:25.4-0:14:38.0

Participant

I learnt that crowdfunding is an extremely challenging medium and [redacted] I did find it very challenging to approach people and ask them for money.

0:14:38.4-0:14:38.6

Interviewer

Right.

0:14:38.7-0:16:26.1

Participant

[redacted] I found that that [approaching individuals] was by far the hardest and slowest way to raise money and it was actually far more effective to approach corporates and get big chunks of money. [laughing] You know for the amount of effort [redacted] and angst that went into the process, crowdfunding for us really was only substantially successful because we ran the cocktail reception. [redacted] That was what made that crowdfunding campaign successful. [redacted] It was great, it got us where we wanted to go. We couldn't have done it without [the reception] because we'd tried a lot of corporate approaches and we weren't getting very far with it so [the cocktail reception] was effective [although] very stressful. And so I've certainly learnt that [crowd funding is] not something I would leap into [laughing] again probably, [at least not without doing it differently]. [redacted] I think what I have learnt from this is that it would be far better to build the base not from your friend group [redacted] so that you don't feel that you're pestering the people that you like. So to have a broad support base of people who already believe in the subject so that [redacted] if you [have] that foundation I think crowdfunding would be much more effective. So yeah that, that's what I would take away from the experience is if we were ever to try something like that again is to build the support base first, build the community will and interest before attempting to ask for money.

0:16:26.2-0:16:33.6

Interviewer

Okay, okay. You used the term corporates. That's got different meanings in different spaces. What do you mean when you say, or like what is the ...

0:16:33.7-0:16:57.2

Participant

Companies that may be interested in women's leadership. So for example I spoke at a legal firm and I spoke at a [corporate] property management [company] through [personal] networks [getting me the contacts in those companies]. [redacted]

0:16:57.3-0:16:57.4

Interviewer

Okay.

0:16:57.5-0:16:58.6

Participant

That was more effective.

0:16:58.7-0:17:19.6

Interviewer

Okay. Let me just, let me just check my cheat sheet. Oh I've got the wrong sheet for my cheat sheet. You'd think by now I would have all this just right off the top of my head. No it turns out no. What were your expectations going in?

0:17:21.4-0:18:03.3

Participant

I probably had higher expectations. It was interesting. [redacted] Some people I thought would donate didn't and some people that I didn't think would donate did [laughing], so expectations? I didn't have all that much in the way of expectations. I knew I was on new territory, I was on new ground, and so I wasn't really sure what to expect and I guess I was a little more optimistic at the start that we would get more donations than we did. So yes there was an element of disappointment going through as, as some of those things didn't pan out [redacted].

0:18:03.4-0:18:21.1

Interviewer

Yeah okay, okay, okay. You've talked in general terms about where the funding came from, do you have a sense for where most of your funding came from? Or not

...

0:18:21.7-0:18:21.8

Participant

Yeah.

0:18:21.9-0:18:23.0

Interviewer

Most of it but, but the different kinds.

0:18:23.1-0:18:26.0

Participant

Friends. In terms of the crowd, are you speaking in terms of the crowdfunding?

0:18:26.1-0:18:26.2

Interviewer

Yeah.

0:18:26.3-0:18:26.7

Participant

Friends.

0:18:26.8-0:18:27.5

Interviewer

Okay, okay.

0:18:27.6-0:18:42.2

Participant

So by far the majority came from friends [and work colleagues] and then friends who attended the cocktail reception [redacted], but mostly people with whom you had some kind of a personal connection.

0:18:42.3-0:18:44.1

Interviewer

Yeah okay, okay, okay.

0:18:49.3-0:19:08.4

Participant

Just to clarify that. As it built and we were about six months in and it started to get a little bit of a life of its own we started to get more from people we didn't know but that was a relatively minor contribution and only after we had built the brand [redacted], if you know what I mean.

0:19:08.5-0:19:08.7

Interviewer

Okay.

0:19:08.9-0:19:12.5

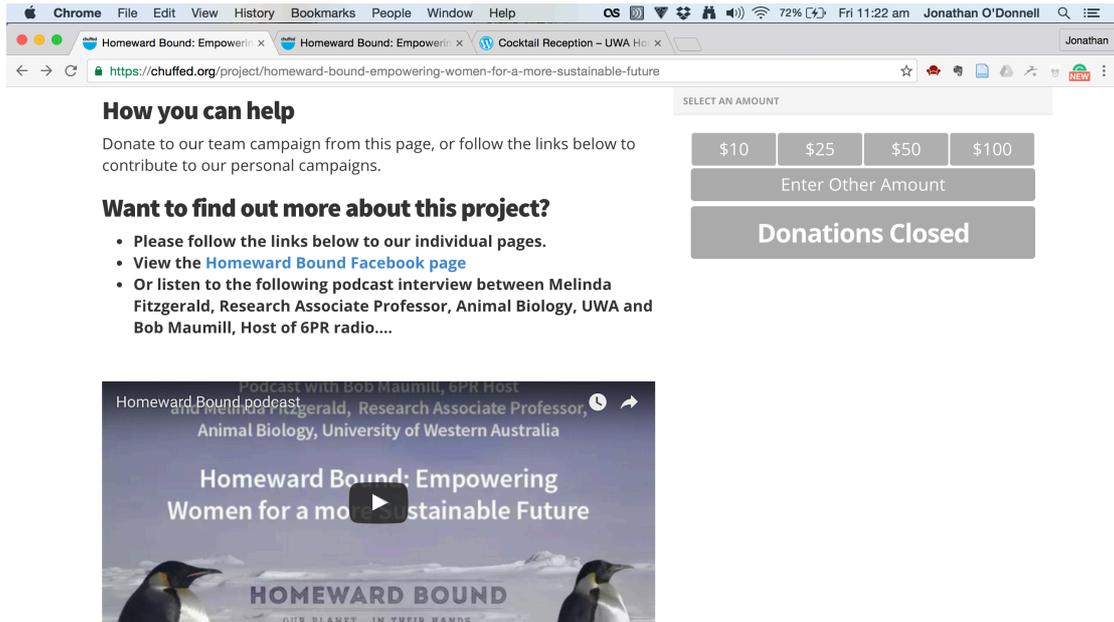
Participant

And that's why I say the key learning would be to build the brand first.

0:19:12.8-0:19:26.4

Interviewer

Yeah okay, okay. And in terms of building brand I saw that you did some, oh no not there, where is it? The media?



0:19:26.9-0:19:27.6

Participant

Yes.

0:19:28.1-0:19:30.1

Interviewer

[redacted]

0:19:30.3-0:19:31.6

Participant

[redacted]

0:19:32.5-0:19:35.9

Interviewer

[redacted]

0:19:36.6-0:19:38.2

Participant

[redacted]

0:19:38.3-0:19:38.9

Interviewer

[redacted]

0:19:39.0-0:19:45.3

Participant

[redacted]

0:19:45.6-0:19:48.4

Interviewer

[redacted]

0:19:48.5-0:19:48.6

Participant

[redacted]

0:19:48.7-0:19:52.7

Interviewer

Yep, yep, okay. So can we talk about media?

0:19:54.4-0:20:26.6

Participant

We did some radio interviews. I did two radio interviews and [redacted] we did local papers. So some of the local papers picked up for each of the [participants]; I think [we] had some kind of local media interest [for each of us]. That was probably about the extent of it. We did do media releases, [the university] helped us in that and, and so that's what led to the local radio, [and] the local paper stories. [redacted]

0:20:26.8-0:20:29.7

Interviewer

Okay. Have you had, have you done much media before?

0:20:29.8-0:20:35.5

Participant

No not a lot. No I hadn't done radio before. I'd done a few, I'd done the odd local newspaper thing.

0:20:35.6-0:20:38.8

Interviewer

Okay, okay. And what about social media?

0:20:39.8-0:20:47.3

Participant

That was the Facebook page and there was a lot of effort put into that. As I said that [redacted] was a big deal, [One of the other participants] ran the Facebook page.

0:20:47.5-0:21:00.2

Interviewer

Okay, okay. There's a couple of other things I want to talk, well yeah okay no, no, no that's timing, timing. You're a professor, yeah?

0:21:00.3-0:21:01.0

Participant

Associate Professor, yeah.

0:21:01.1-0:21:01.8

Interviewer

Oh sorry, Associate Professor.

0:21:01.9-0:21:02.6

Participant

Associate Professor, yeah.

0:21:02.7-0:21:08.8

Interviewer

Sorry. But an experienced academic in comparison to the other four team, the other three team members.

0:21:08.9-0:21:09.1

Participant

Yeah.

0:21:12.3-0:21:16.0

Interviewer

I'm guessing you've raised money before, how does this compare?

0:21:16.3-0:21:59.1

Participant

Yeah very different. I write grant applications and so to funding bodies, state and federal funding bodies, so you put in [redacted] a very carefully worked out document of aims and [redacted] significance and what exactly you're going to do and so forth, and you then put it away, and it's depersonalised because you don't know who's judging you [redacted] because they're anonymous grant review panels and so forth, and then at the end of the day you are or are not successful and that's it [laughing] you just get the letter. So, and you either get a big chunk of money or you get no money. So this was much more death by a thousand cuts and much more personal.

0:21:59.3-0:22:17.2

Interviewer

Okay, okay. I've got some, I've got some, some demographic questions but, but the core of my study is, is really do you think this is, this is a new model, do you think it's a sustainable model for research funding?

0:22:17.7-0:23:29.9

Participant

I think it is if you choose very carefully what you are going to [support] with [it]. So things like where you can tap into a network of interested parties who have [redacted] money that [laughing], [and a cause] that they're prepared to [redacted] support. A large network of people, not just a few but a network. Say for example if you're interested in preservation of [redacted] a bird species, there has to be a network of people with money who are prepared to support that bird species. So I would think it would be extremely successful doing that kind of, something with a really strong support base [redacted]. Or if for a health based thing for example a group of people who have the disease or [condition] and then you need access to those people. So you need to have the mailing list of those people [so] that you can actually contact [redacted] and promote your [redacted] idea [redacted] to [them]. So I think it can be extremely successful. I think we were very fortunate and we worked very, very hard to make it successful, but it was not the ideal way to do it.

0:23:30.5-0:23:37.6

Interviewer

Okay, okay. You mentioned before that you went and talked to, with Rotary groups.

0:23:37.7-0:23:37.9

Participant

Yes.

0:23:38.5-0:23:41.5

Interviewer

Is that an example of those sorts of people?

0:23:43.7-0:24:20.2

Participant

Rotary groups was very much of a mixed bag in terms of success and failure. [redacted] Some [Rotary presentations] we thought things [redacted] had gone down very well, [redacted] there was no forthcoming support afterwards whereas [laughing], whereas [redacted] the very first group I spoke to they just completely switched on with it and [redacted] some people in particular within the group [redacted] started to drive [the support] and they wanted to donate big chunks of money. They weren't able to in the end, [but] they donated \$5,000.00 [which was

very valuable]. They came back and said we want to [donate more substantially]; [that they wanted] to support one of [us] for the whole [amount].

0:24:20.3-0:24:20.5

Interviewer

Wow.

0:24:20.7-0:24:28.8

Participant

But then that didn't happen because they couldn't persuade all of their members. But [redacted] they were that motivated into it which was fantastic.

0:24:28.9-0:24:29.0

Interviewer

Yeah.

0:24:29.2-0:24:50.4

Participant

And then at the end of the day they said how are you going, we've got a little bit of money left in the kitty, so they topped us up with the \$1,500.00 that we needed to [redacted] make the final [amount]. So if you find someone like that [redacted], who [really engages, its great]. It's a matter of finding the right person that actually is prepared [redacted] to use their networks for you.

0:24:50.6-0:24:50.8

Interviewer

Yeah.

0:24:51.0-0:25:01.6

Participant

And so [redacted] you have to be very fortunate. But if you can engage with those people [redacted] beforehand as well, [redacted] you've got that momentum to drive it [redacted].

0:25:01.7-0:25:02.0

Interviewer

Okay.

0:25:02.1-0:25:02.5

Participant

Yeah.

0:25:02.6-0:25:12.3

Interviewer

And you spoke about grant applications which are, you know, kind of single blind effectively and, and confidential.

0:25:12.4-0:25:12.6

Participant

Yeah.

0:25:12.9-0:25:13.8

Interviewer

This is very public.

0:25:13.9-0:25:14.1

Participant

Yes.

0:25:14.4-0:25:15.6

Interviewer

Can you talk about that a bit?

0:25:16.4-0:26:10.3

Participant

Yes. You certainly put yourself out [redacted] on a limb. You find yourself being the person that people speak to about gender equity. It certainly has increased my visibility in that space enormously. As a consequence of my involvement, [redacted] I felt like I needed to do something, if people were going to give us money. I need to be actually actively [redacted] achieving something to improve gender equity in our environment and in our institution, so I've co-founded the gender equity in science group for [our university], faculty of science [redacted], and that's expanding and [redacted] we've started a mentoring program which is now expanding and it's been very successful. [redacted] I think because it's been public [redacted], you're identified with that [redacted] cause for good or bad.

0:26:10.5-0:26:10.7

Interviewer

Yeah.

0:26:10.8-0:26:24.5

Participant

That can sometimes label you. So but it's also for good if you believe in the cause. So I think the public nature of it is great as long as you really, really believe in what you're doing because there's no running away from it afterwards.

0:26:24.6-0:26:29.7

Interviewer

Okay, yeah, alright, alright. I've got a couple of demographic questions.

0:26:29.8-0:26:29.9

Participant

Yeah.

0:26:30.0-0:26:33.6

Interviewer

Just so that I can try and do a little bit of comparison across.

0:26:33.7-0:26:34.4

Participant

Yeah for sure.

0:26:35.7-0:26:38.0

Interviewer

How, how long ago did you get your PhD?

0:26:38.1-0:26:38.5

Participant

'93.

0:26:42.2-0:26:46.1

Interviewer

How many years would it be roughly since your first externally funded project?

0:26:46.7-0:26:51.7

Participant

Since my first externally funded project that I actually went out and got the money myself?

0:26:51.8-0:26:52.6

Interviewer

Yeah pretty much.

0:26:55.6-0:26:58.6

Participant

2009. I had an eight year career break.

0:26:58.7-0:26:58.8

Interviewer

Okay.

0:26:58.9-0:27:00.5

Participant

Which probably mucks up your demographics.

0:27:00.7-0:27:01.0

Interviewer

Well and ...

0:27:01.1-0:27:02.3

Participant

So [laughing].

0:27:02.4-0:27:06.9

Interviewer

Except that, yeah we can talk about that afterwards.

0:27:07.0-0:27:07.2

Participant

[redacted]

0:27:07.3-0:27:12.5

Interviewer

I mean, what is the largest grant or contract that you've had for your research?

0:27:17.3-0:27:24.2

Participant

My recent NHMRC project grant which I'm going to have to check for you I'm afraid.

0:27:24.3-0:27:26.1

Interviewer

That's alright. Congratulations by the way.

0:27:26.2-0:27:27.2

Participant

Exactly what that was [laughing].

0:27:27.3-0:27:28.1

Interviewer

That's excellent [laughing].

0:27:28.2-0:27:57.8

Participant

Thank you. Probably, yeah I think probably my most recent one is the biggest. [pause] I have to add it up now. It's about eight, you know, you probably don't need to know the exact numbers.

0:27:57.9-0:27:58.5

Interviewer

Yeah I don't need, I don't need an exact number.

0:27:58.6-0:28:00.6

Participant

But I think it's about \$860,000.00.

0:28:02.8-0:28:04.3

Interviewer

Well done, that's excellent.

0:28:04.5-0:28:04.9

Participant

Thank you.

0:28:05.5-0:28:10.8

Interviewer

And these are technically donations so what is the largest donation you've had towards your research?

0:28:14.1-0:28:16.3

Participant

As in terms of not a funding body?

0:28:16.8-0:28:18.5

Interviewer

Yeah, yeah.

0:28:18.9-0:28:21.3

Participant

I haven't received donations towards my research.

0:28:21.4-0:28:22.1

Interviewer

Okay so there'd be these.

0:28:22.2-0:28:22.4

Participant

Yeah.

0:28:22.5-0:28:26.2

Interviewer

Yeah. Is this counted as research income?

0:28:27.9-0:28:30.1

Participant

I put it under the heading of education.

0:28:30.2-0:28:30.3

Interviewer

Okay.

0:28:30.4-0:28:34.8

Participant

I have a different, I have a research category, I have an education category and I have an equipment category.

0:28:34.9-0:28:35.0

Interviewer

Yeah.

0:28:35.2-0:28:39.8

Participant

Because I do get some small grants collaboratively with people to support education initiatives.

0:28:40.0-0:28:40.1

Interviewer

Oh yeah, okay.

0:28:40.2-0:28:46.2

Participant

Like printing 3D brains or things like that for use for [laughing], for teaching, so I put it under that category.

0:28:46.5-0:28:51.5

Interviewer

Okay. And how many years have you been at this uni?

0:28:51.8-0:28:52.4

Participant

10 years.

0:28:52.5-0:29:21.1

Interviewer

Okay. So one of the things about career breaks, I mean this is not associated with the project really, but one of the things that, because crowdfunding is different one of the things it does is allows people to fund different things. This is not strictly, like it doesn't sit comfortably ...

0:29:21.2-0:29:21.5

Participant

No it doesn't.

0:29:21.6-0:29:22.7

Interviewer

Within many of the ...

0:29:22.8-0:29:22.9

Participant

Yeah.

0:29:23.0-0:29:23.8

Interviewer

The funding categories that you deal with.

0:29:23.9-0:29:24.9

Participant

Yes that's true, yeah.

0:29:26.5-0:29:43.7

Interviewer

I haven't got any, any data, any hard data really, but one of the feelings is that it also funds people who normally wouldn't get funded. Now when people talk about that mostly they're talking about people who are early career researchers for example.

0:29:43.8-0:29:43.9

Participant

Yeah.

0:29:44.0-0:29:50.0

Interviewer

But I suspect it also works for people who come back from a career break.

0:29:50.1-0:29:50.2

Participant

Yes.

0:29:50.3-0:29:50.9

Interviewer

For example.

0:29:51.2-0:29:55.6

Participant

Where the track record's not quite what it needs to be in terms of [redacted] being fundable.

0:29:55.7-0:29:58.4

Interviewer

Not your standard funded, government funded, you know.

0:29:58.5-0:29:58.6

Participant

Yeah.

0:29:58.7-0:29:59.1

Interviewer

Top tier.

0:29:59.2-0:29:59.3

Participant

Yeah.

0:29:59.4-0:30:01.4

Interviewer

Yeah, yeah. So I don't know that.

0:30:01.5-0:30:01.6

Participant

Yeah.

0:30:01.7-0:30:02.9

Interviewer

But I, you know, it ...

0:30:03.0-0:30:03.8

Participant

Well it makes sense.

0:30:03.9-0:30:04.0

Interviewer

Yeah.

0:30:04.1-0:30:24.0

Participant

It does make sense because it's not constrained by those boundaries. You know there are very clear category descriptors when you're talking about the funding from federal

and state bodies, it's very clear what those category descriptors are and if you don't meet them then you're not going to get funded no matter [redacted] how good an idea is, [whereas] this [crowdfunding] is just on the idea.

0:30:24.3-0:30:28.1

Interviewer

Yeah, yeah, yeah it is. And well the idea and the network.

0:30:28.2-0:30:28.6

Participant

Yes, yes absolutely.

0:30:28.7-0:30:31.6

Interviewer

I've seen some very good ideas that have got no traction at all.

0:30:31.7-0:30:32.2

Participant

Yeah I'm sure.

0:30:32.3-0:30:34.0

Interviewer

And I've seen some hmm.

0:30:34.2-0:30:34.3

Participant

Yeah [laughing].

0:30:34.4-0:30:35.9

Interviewer

Maybe kind of mediocre ideas.

0:30:36.0-0:30:36.1

Participant

Yeah.

0:30:36.2-0:30:37.3

Interviewer

That have gone really well you know.

[end of recording]