

INSPIRED

*The campaign to support
the University of Sydney*



INSPIRED

- The campaign
- What happened?
- Success and failure
- What did we learn?

TIMELINE

SILENT PHASE

Silent phase commenced in January 2008.

2008

CAMPAIGN LAUNCH

Publicly launched the INSPIRED campaign in May 2013 with \$600 million target, the University of Sydney's first comprehensive fundraising campaign.

2013

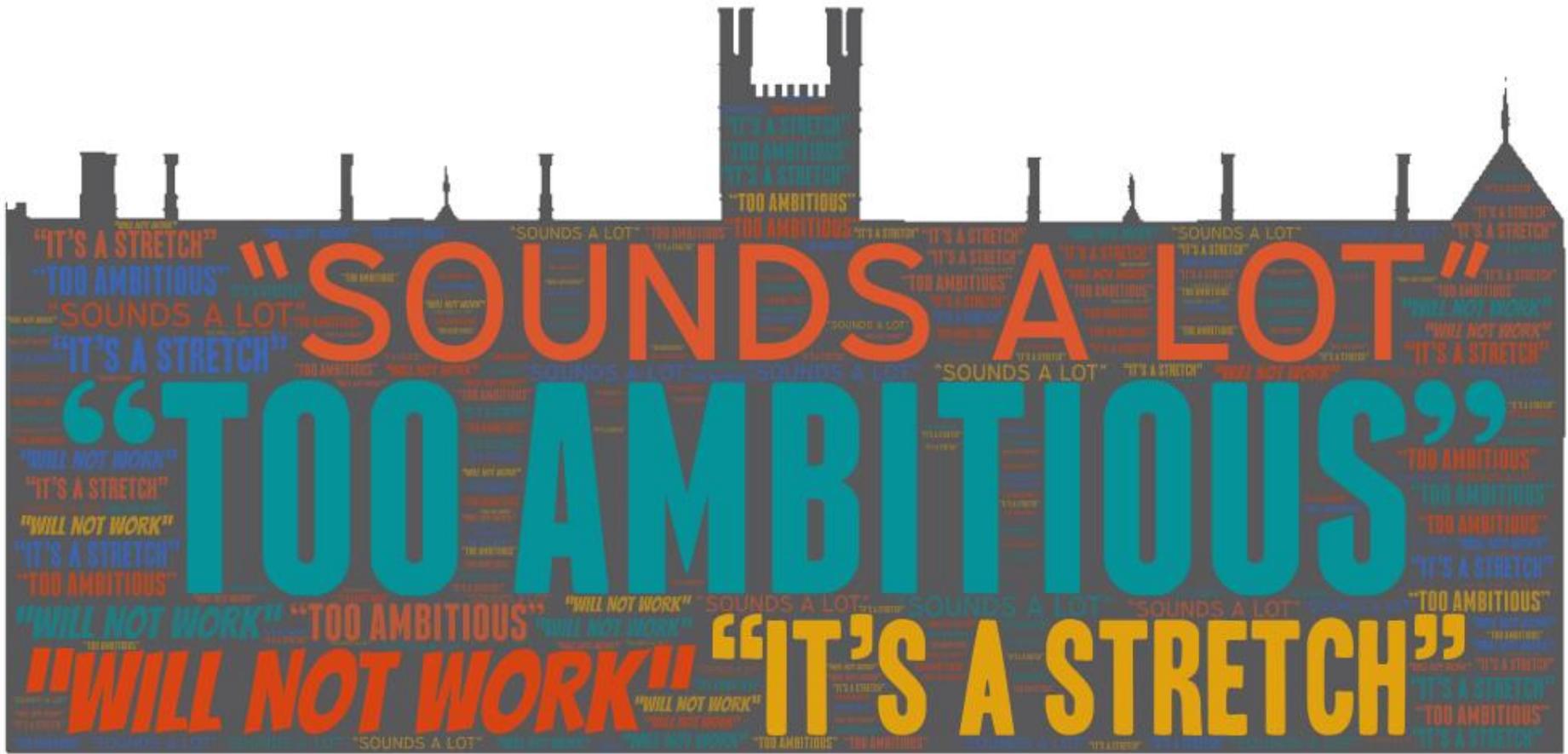
2015

\$600M TARGET REACHED

Reached target two years early. Revised goal.

\$1B TARGET REACHED

2019



A new approach to fundraising

Moving from traditional methods

- Fundraising events to stewardship events
- Foundation-led fundraising to development office fundraising
- Menu of organisational priorities to donor centricity
- Corporate prospects to individual prospects
- ‘High society’ philanthropists to lower profile prospects

Focusing on 1:1 interactions

- Redefining major gifts as \$100k+

Our strategy: a donor-centric approach

Contributions most meaningful to donors are based on some life experience



Development magic happens when a donor's personal story connects to a philanthropic opportunity



The stronger and more emotional the connection, the greater the inclination to contribute at higher levels

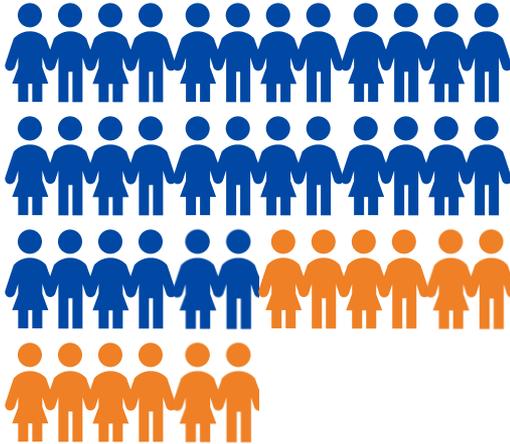


A donor's ability to commit to our organisation depends on our ability to discover their passions and influence their deliberations

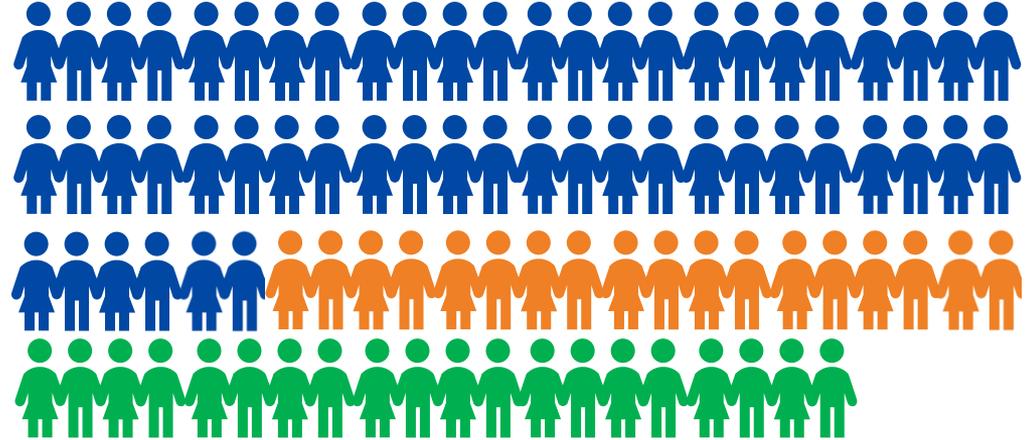
What we did

- We staffed up
- We partnered with academics
- We increased meeting and proposal targets
- We increased our vision and asks
- We gave ourselves stretch goals and targets - joint credit
- We worked with the Office of General Counsel and the Research Office
- We improved our gift implementation
- We gave the team a purpose
- We increased our donor base, annual fund and Pave the Way
- We raised the profile of philanthropy
- We managed our foundations
- We added the Division of Alumni
- We added a China Development position
- We personalised our donor relations

Our team



2009



2019



New functions within the team

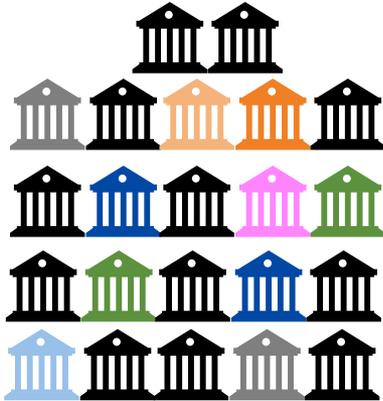


THE UNIVERSITY OF
SYDNEY

- Campaign manager
- Proposal writers
- Gift implementation officers
- Foundation officer
- Marcomms and philanthropy content specialist team
- Alumni team
- Events team
- Expansion of the development, donor relations, bequest, advancement services and prospect research teams

Internal foundations

2006
44 active



2015
20 active



2019
14 active



Finding the rock stars – working with academics



Targets across the team

- Stretch targets
 - Directors: \$10 million
 - Associate directors: \$3-5 million
 - Development associates: \$1-3 million

Raising the profile of philanthropy

Pave the Way – our annual giving day



2014

1,071 donations
\$932,964 raised



2015

1,009 donations
\$3,680,382 raised



2016

2,303 donations
\$1,573,260 raised



2017

3,440 donations
\$2,006,670 raised

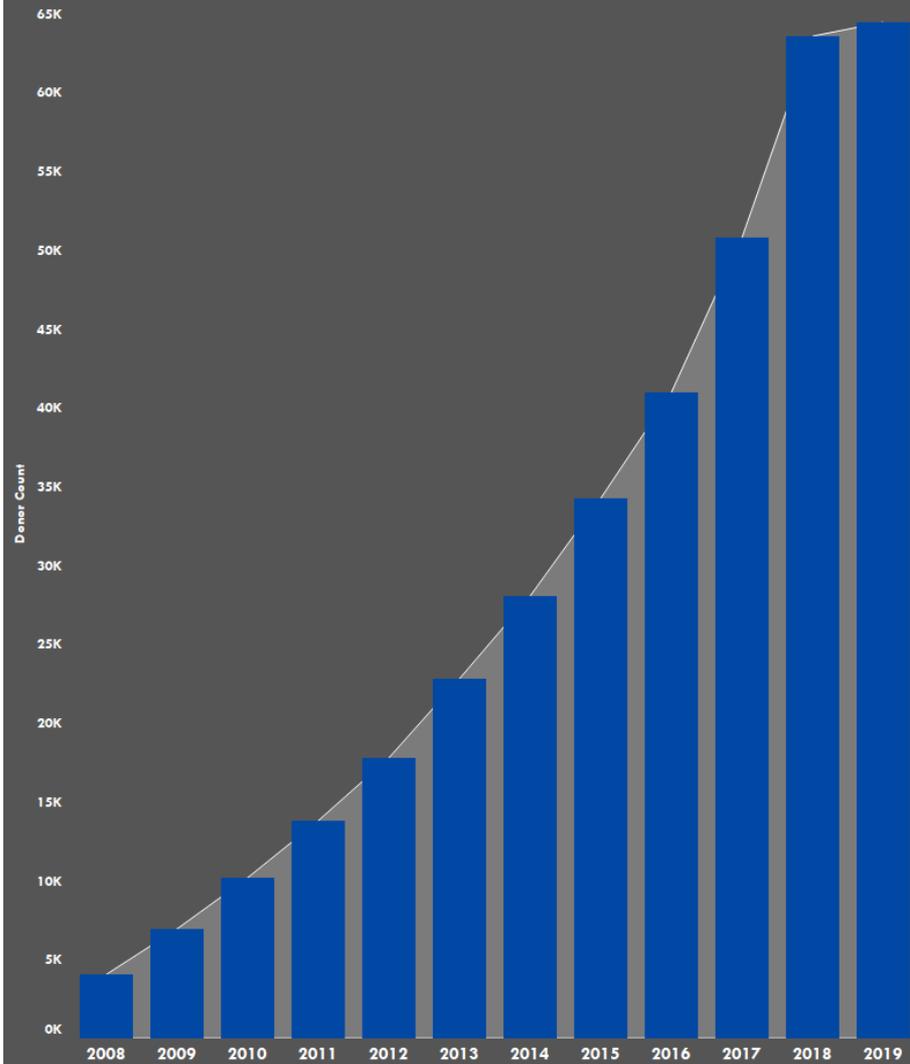


2018

4,379 donations
\$2,107,572 raised

Annual giving

64,000 *Inspired* donors



\$500 million – staff



**Thanks to Professor
Zdenka Kuncic**

donors are inspired to provide further
funding for life-changing research

INSPIRED_to do

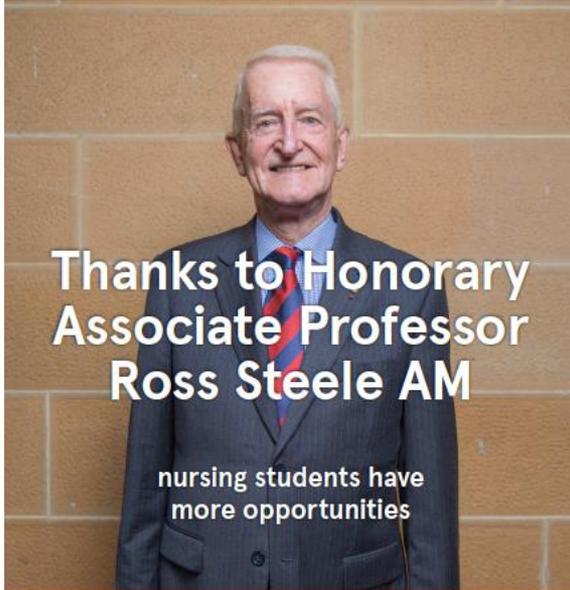
Professor Kuncic's work with donors has attracted unprecedented support for PhD and early-career researchers to make new discoveries at the Charles Perkins Centre.

What are you inspired to do?
sydney.edu.au/Inspired



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**Thanks to Honorary
Associate Professor
Ross Steele AM**

nursing students have
more opportunities

INSPIRED_to do

Honorary Associate Professor Steele AM inspired his friends to make the biggest ever gift to Sydney Nursing School, providing 12 nursing scholarships each year, every year.

What are you inspired to do?
sydney.edu.au/Inspired



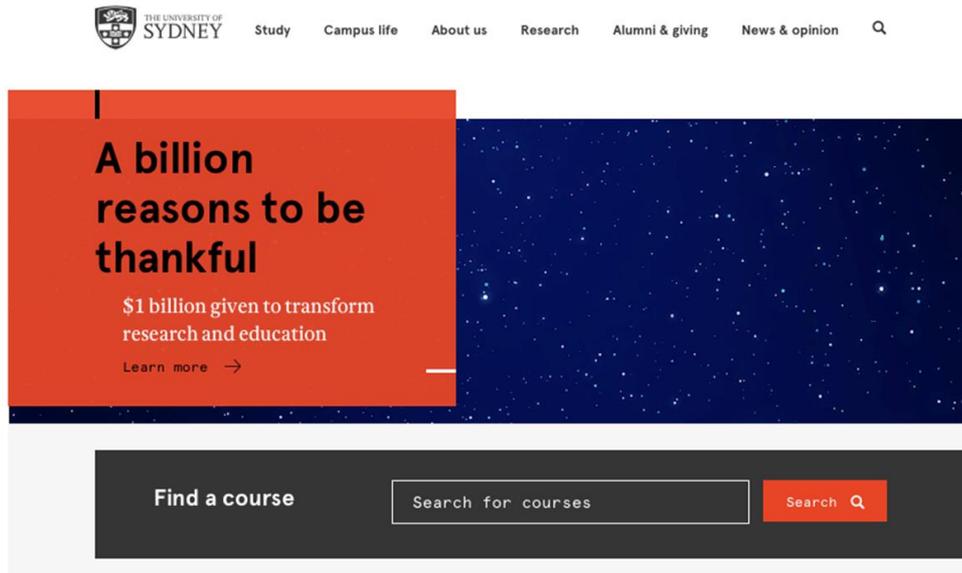
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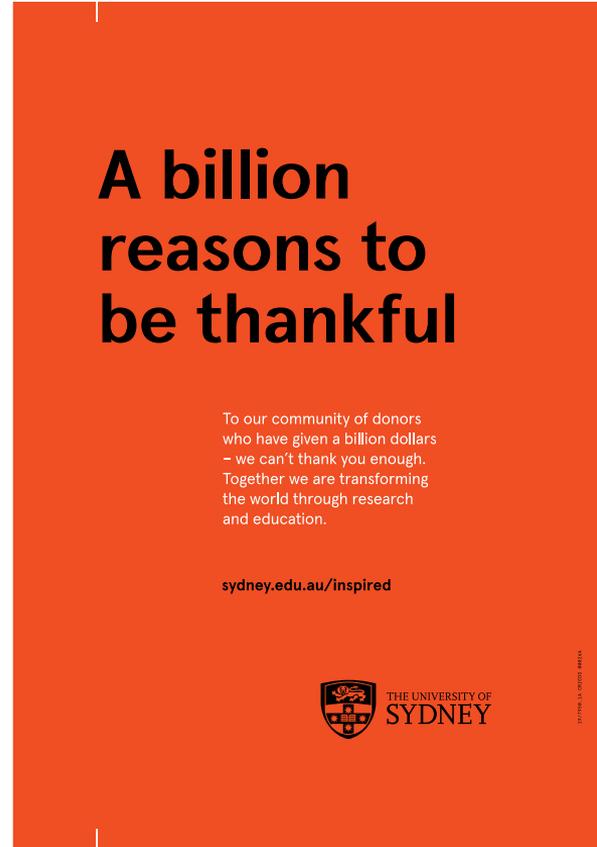
\$600 million – media



\$1 billion – media and comms



The screenshot shows the top navigation bar of the University of Sydney website. The navigation menu includes: Study, Campus life, About us, Research, Alumni & giving, and News & opinion. Below the navigation is a large banner with a dark blue starry background. On the left, a red box contains the text: "A billion reasons to be thankful", "\$1 billion given to transform research and education", and a "Learn more" link with a right-pointing arrow. At the bottom of the banner is a dark grey search bar with the text "Find a course" on the left, a search input field containing "Search for courses", and a red "Search" button with a magnifying glass icon.



A billion reasons to be thankful

To our community of donors who have given a billion dollars – we can't thank you enough. Together we are transforming the world through research and education.

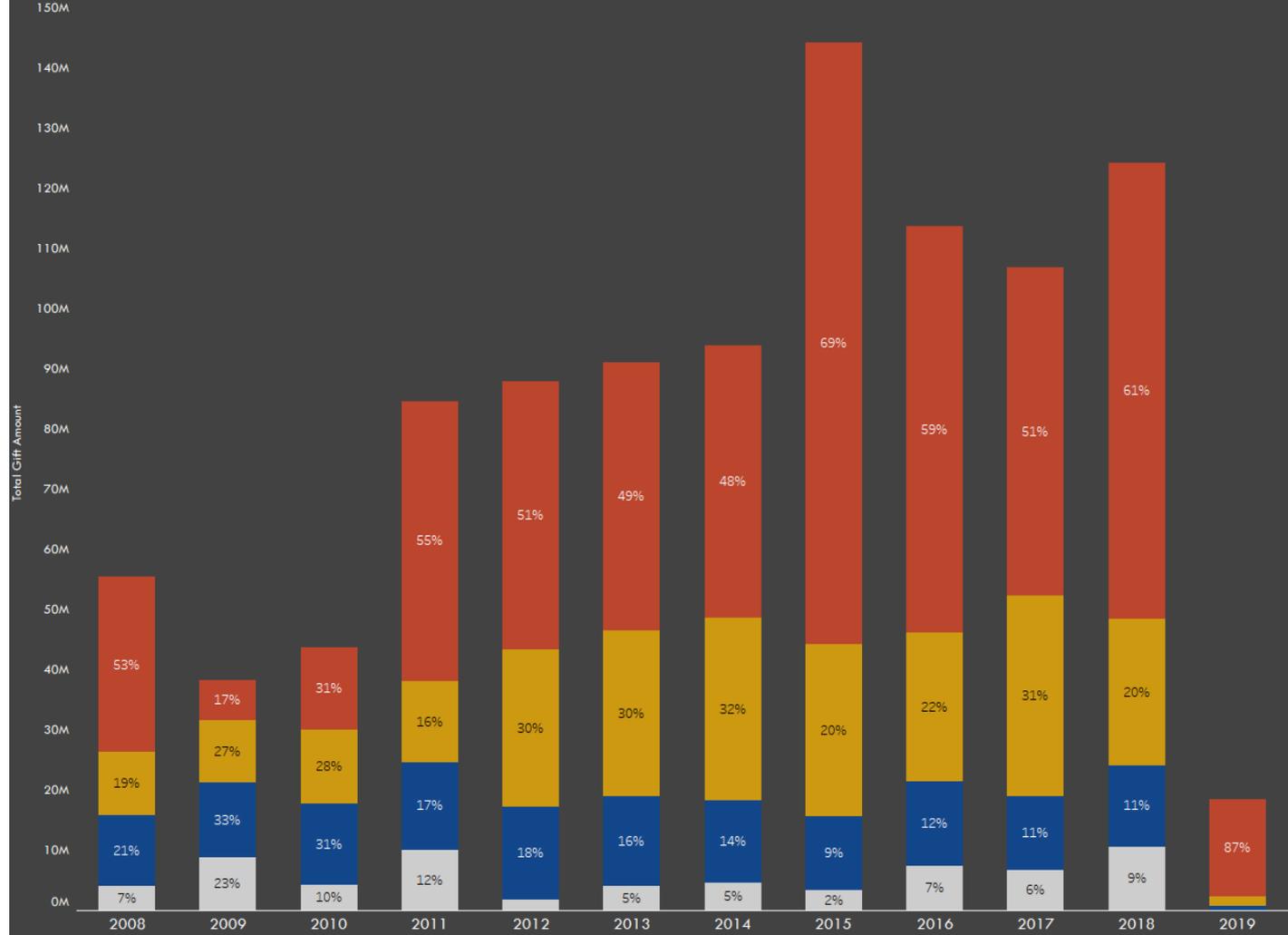
sydney.edu.au/inspired

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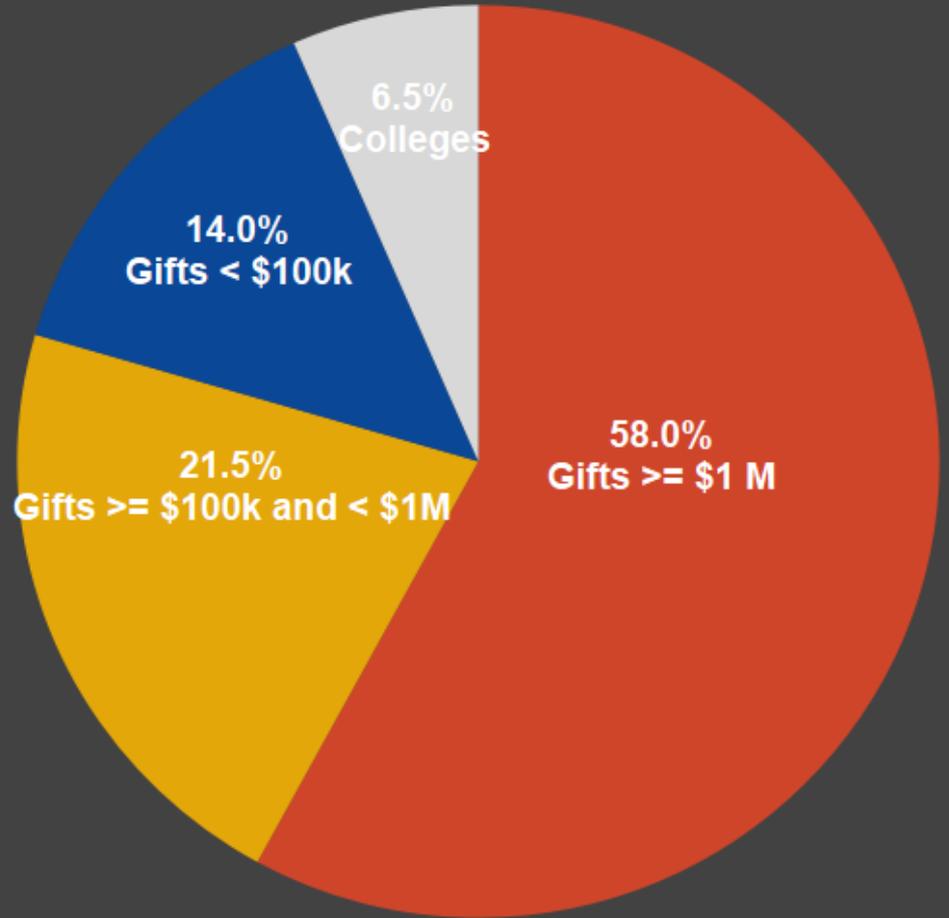
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RESULTS

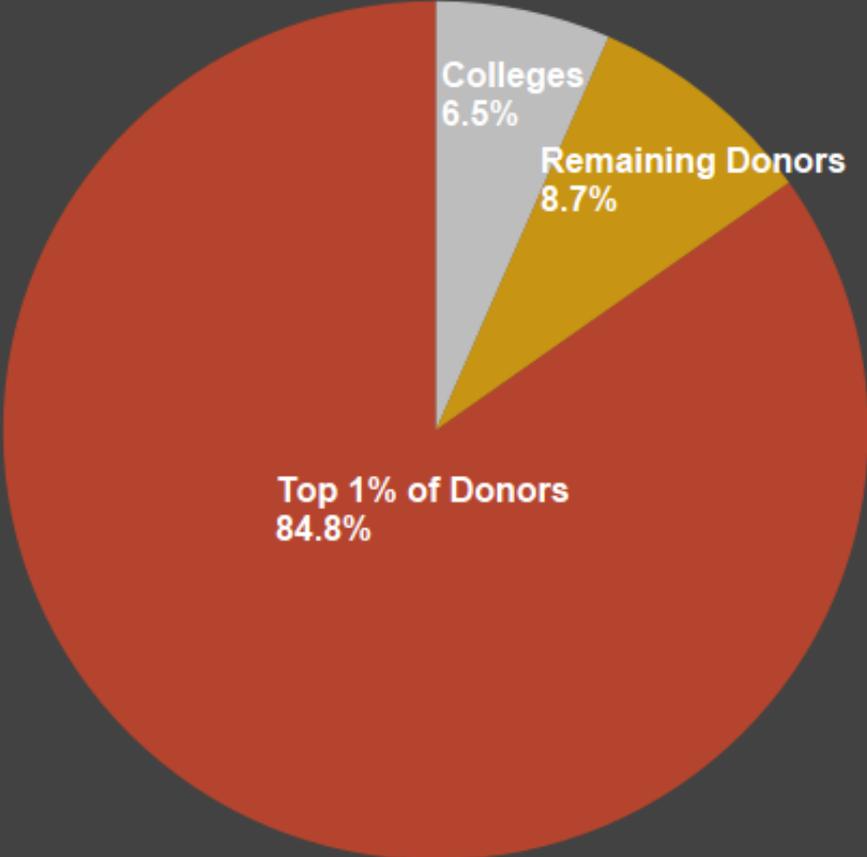
Campaign totals by year



Distribution by gift level



**Top 1% of
donors
contributed
85%**



INSPIRED

The Campaign to support the University of Sydney



THE UNIVERSITY OF
SYDNEY

INSPIRED

The issues we face today are challenges, not obstacles.
The future is a time for optimism, not trepidation.
We are inspired by these beliefs.

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The Campaign at a glance

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CHANCELLOR'S MESSAGE

In today's fiscally constrained environment, philanthropy is more important than ever in helping organisations to make a difference. This is particularly the case for universities, which increasingly require additional support to pursue research and development opportunities in a highly competitive environment.

It is inspiring to see how our nation has embraced a culture of giving in the last few years.

There is a growing groundswell for major philanthropic support here, and we are excited to be part of it. Our very own alumnus, John Grill, last year invested \$20 million to establish the John Grill Centre for Project Leadership at the University of Sydney, while Graham Tuckwell recently donated \$50 million to Australian National University and Andrew and Nicola Forrest have committed more than \$2.5 billion to the Giving Pledge.

INSPIRED – the Campaign to support the University of Sydney aims to raise

\$600 million from more than 40,000 supporters. Our fundraising efforts to date have achieved unparalleled results, but the influence of the Campaign will last much longer. By supporting our work, you ensure a future where universities remain at the forefront of teaching and research, free from excessive commercial pressures, and able to pursue discoveries that will benefit everyone.

I have experienced first-hand how philanthropy can create better opportunities for people with powerful ideas. More than three years ago, my husband and I established a scholarship at the University of Sydney for the Executive Master of Business Administration (EMBA) program. The experience has been simply remarkable. Julie McKay, a recent recipient of the scholarship, is leading real change in her career as Executive Director of UN Women Australia by addressing the systemic issues facing women globally.

I feel privileged to have played a part in

helping her to achieve such success.

World-class tertiary education and research are critical to the social and economic future of Australia and the University of Sydney will be a key contributor to that future. However, great research breakthroughs and educational initiatives are becoming increasingly dependent on creating large teams working across many disciplines, often with increasingly expensive equipment, to solve the pressing problems of the day. We need to continue to work across boundaries.

Our growing donor community is a great endorsement of our work, and demonstrates an inspiring belief in the strategic direction of our organisation.

Belinda Hutchinson AM
Chancellor

VICE-CHANCELLOR'S MESSAGE



INSPIRED – the Campaign to support the University of Sydney is a significant milestone in the history of higher education in this country. We are leading the way in Australia by forging a new path to raise the standards of tertiary education, research and its impact on your community.

A successful Campaign will ensure that we can remain a place of exceptional scholarship, world-class facilities, and research brilliance. Raising \$600 million from 40,000 supporters is an ambitious target, but we have a history of outstanding achievement in philanthropy, and I am confident we can reach it.

The year 2013 and beyond presents an array of challenges. Constraints on the federal budget mean the tertiary sector is unlikely to see an increase in government support within the next decade. We have a thriving student community, full to overflowing with extraordinary people who deserve to reach their full potential. But to support them, we need

great teachers, excellent facilities, and a curriculum that encourages them to be all that they can be, regardless of where they have come from.

As one of the premier research universities in the world, we feel a keen responsibility not just to maintain our standing but improve on it. We are at the forefront of major cross-disciplinary research and our people are making significant contributions towards solving some of the world's most serious issues. However, we need to find new ways to fund the depth and breadth of our pioneering research initiatives.

Philanthropy has played a critical role in our evolution and growth. Without the far-sighted gifts from people like Thomas Fisher, John Henry Challis, JW Power, William John Macleay and Sir Samuel McCaughey, our University would not be what it is today. Their legacy endures in our libraries, museums, art collections, faculties and centres, and most importantly in our people.

We need to build on this foundation of philanthropy to ensure we remain a great public university.

INSPIRED – the Campaign to support the University of Sydney is a celebration of all that we are capable of delivering. Our supporters, students, staff, and alumni all have a part to play. By working together in pursuit of our shared passions, we can make a real difference for future generations.

Dr Michael Spence
Vice-Chancellor and Principal



RISING TO THE CHALLENGE

The University of Sydney is a place where curious minds meet exceptional leaders. We believe in our people and in the power of their ideas to make a difference. For more than 150 years, we have pushed the boundaries of knowledge to drive change and ferment discovery.

INSPIRED – the Campaign to support the University of Sydney will see us raise \$600 million to fund the pursuit of ideas that will shape the world in which we live.

We embarked on the Campaign in January 2008. From day one, we decided that every person who made a gift, regardless of the dollar amount, would be contributing to our goal. By May 2013 we raised more \$300 million with the help of 28,000 passionate donors.

The University of Sydney has a long history of giving. Our supporters are inspired by the work we do and we are inspired by their vision of the future.

By launching one of the first major fundraising campaigns of its kind in Australian higher education, we are leading the way towards a new era of partnership with the wider community. As our Campaign continues to break fundraising records, it becomes increasingly clear that our supporters are highly engaged with our work and share our passion for making a difference.



A HISTORY OF GIVING

The University of Sydney has never considered philanthropy just a bonus. We see it as a cornerstone of our success.

Since our inception in 1850, the insight and generosity of our benefactors has had an indelible effect on who we are. Names like Thomas Fisher, John Henry Challis, Sir Samuel McCaughey, JW Power and William John Macleay will forever be associated with the University of Sydney.

These gifts live on in sandstone, books, equipment, ideas, and of course in the achievements of our people. See 'The stories behind the pictures' on page 8.

Philanthropy has touched every one of our faculties, given us libraries, museums, laboratory equipment, research tools, and multidisciplinary centres. It has established scholarships, funded scientific breakthroughs and changed people's lives.

We have built upon these gifts, made them an integral part of our infrastructure and a perpetual gift to students, staff and the wider community.

Without philanthropy, the Charles Perkins Centre for research into obesity, diabetes and cardiovascular disease would not exist – neither would the John Grill Centre for Project Management, nor the Poche Centre for Indigenous Health.

The generosity of our alumni has increased the bursaries and scholarships available to students struggling with financial challenges. Last year, alumni support helped more than 1500 students in need.

Philanthropy gives us the opportunity to rise above the level of business-as-usual and achieve something special. The greatest of our achievements in the last 150 years have occurred because our supporters shared our vision. The ongoing endorsement of our supporters plays a critical role in making that difference between a good and a truly great institution.



THE STORIES BEHIND THE PICTURES

Our generous donors make an extraordinary difference to the University.

THE FISHER LIBRARY

The Fisher Library was named for Thomas Fisher, a retired bootmaker and property investor who lived near the University. His bequest of £32,000 pounds in 1885 (around \$2.5 million today) established and maintains a library.

Today, the Fisher Library is the largest academic library in the Southern Hemisphere, with a print collection of more than 5.1 million items. It hosts more than 1.3 million visitors every year.

JOHN HENRY CHALLIS

In 1880 John Henry Challis gave the University its first major gift, a bequest of £276,000 pounds (more than \$30 million today). The Challis Bequest was used to establish professorial chairs in anatomy, zoology, engineering, history, law, philosophy and modern literature and help our researchers to cross new frontiers of discovery in these fields. All of them continue today. To honour his contribution, the University's Challis Bequest Society supports people who have included the University in their will.

JW POWER

In 1962 the University received a magnificent bequest of £2 million in shares (around \$42 million today) from the estate of the late artist, medical practitioner and philanthropist, JW Power. The bequest enabled the establishment of the Museum of Contemporary Art, the Power Institute and the JW Power Collection. The latter features works by Australian and international artists including kinetic work from the 1960s and 1970s and 1103 paintings, oil sketches and drawings by John Power himself. Featured above is JW Power's *Apollon et Daphné*.

THE MACLEAY MUSEUM

The Macleay Museum was established through the generosity of William John Macleay, who donated his entire collection of natural history specimens to the University in 1865. The museum now has Australia's oldest natural history collection, from rare butterfly specimens (see picture above) to ethnographic artefacts, scientific instruments and historic photographs. It also includes historically rich cultural material from Aboriginal, Torres Strait and Pacific Islander peoples.



WHY WE NEED A CAMPAIGN

It is a challenging time for the Australian higher education sector. A plateau in government funding and heavier competition for research funds means the fiscal landscape has shifted. Australian universities need to evolve if they are to prosper in this new environment.

Philanthropy plays an important role in helping us maintain our standing in the premier league of universities. It gives us the competitive edge, ensuring we can attract the brightest minds and carry out the research that positions our people to cross new frontiers of knowledge. Philanthropy delivers an enduring legacy of support for our students and staff. It's a foundation we are building on to ensure we remain a great public university.

It also enables us to explore new research initiatives, taking advantage of opportunities as they arise. We are able to allocate the necessary discretionary funds to launch programs and recruit world-class researchers to address the real-world challenges we face today.

But all of these core activities need to be underpinned by a sizeable funding base to complement national government funding, which is low by world standards. In terms of GDP, Australia ranks just 25th out of 29 advanced economies for public investment in higher education. With our counterparts in Europe and the United States

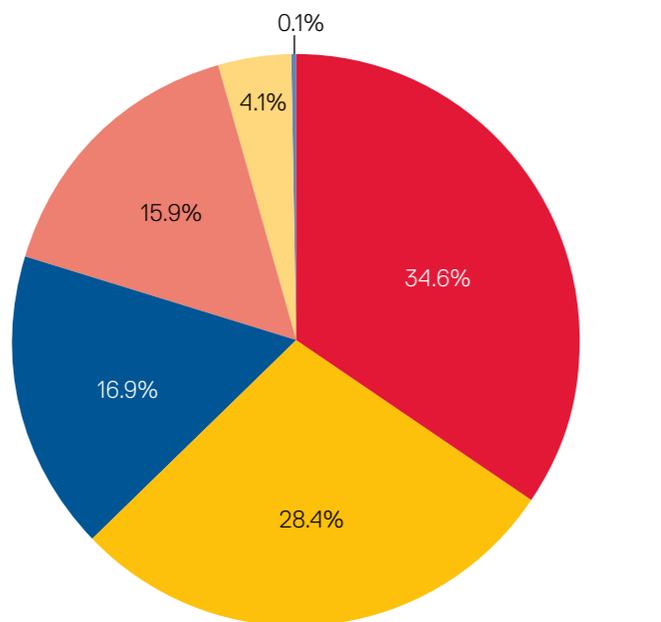
receiving unprecedented support from government and business, it is harder than ever for us to compete on the world stage.

And, while the University of Sydney excels at securing research funding across many disciplines, government grants generally do not cover the full cost of carrying out research. In 2012, government operating grants accounted for only 17 percent of our total revenue.

To add to those challenges, constraints on the federal budget mean the tertiary sector is unlikely to see an increase in government support within the next decade. Nor is there expansion in other government funding programs, such as the Australian Research Council (ARC) and National Health and Medical Research Council (NHMRC) research grant schemes. This has resulted in increased levels of competition as more institutions vie for much-needed support.

Ultimately, squeezing the tertiary sector harms Australia. It leads to national skill shortages and lower participation by international students, estimated to be our third-largest export industry at present and earning more for our country than tourism. As part of our evolution in this challenging environment, we need to think creatively about new funding avenues to support the future of Australian education and innovation.

2012 UNIVERSITY OF SYDNEY OPERATING REVENUE



- Income from students (including HECS and FEE-HELP)
- Research and consultancy activities
- Commonwealth Government operating grants
- Income from private sources
- Capital grants
- NSW government operating grant

HOW WE ARE MEETING THESE CHALLENGES

Our response to this complex set of challenges is multifaceted.

- We are reducing costs. We are reviewing all our administrative services to ensure a more consolidated operating model and more streamlined workforce.
- We are focusing on strategic priorities, doing more with what we have and making sure we use our limited resources on people and work of the highest quality.
- We are pressing the federal government for meaningful policy and funding improvements.

On top of all this, we are diversifying and increasing our discretionary revenue streams to support our strategic priorities, enhance quality and ensure our international competitiveness. This is where philanthropy comes in, and why it is so important in the current operating environment. It's why this Campaign means so much.

WHAT MATTERS TO YOU, MATTERS TO US

Reaching our \$600 million fundraising target is only part of the Campaign. We are looking to build an engaged community of supporters, people who share our ideals and goals, and want to be involved in our achievements.

Through philanthropy we create and sustain meaningful relationships with the world around us. Our connections with alumni, industry, public groups and other interested parties help us to identify areas of need in the community. This allows us to invest our time and energy into work that benefits everyone.

WHY CHOOSE TO SUPPORT THE UNIVERSITY OF SYDNEY?

To answer simply – we're good at what we do.

We were Australia's first university, and we're still here. We know how to run a successful business, to evolve through time and not just to survive, but to thrive. We rank among the top 50 universities in the world, and are consistently rated "well above world standard" by Excellence in Research for Australia (ERA).

We weathered the Global Financial Crisis without cuts to the curriculum or decline in research output. Through new partnerships and collaborations, we enhanced our relationships with industry across the private and public sectors.

We continue to attract high-calibre staff and students from around the world. Our significant cohort of international students enhances the Australian economy, and strengthens our nation's international reputation.

As we move into the Asian Century, our connections within the Asia-Pacific region will be of increasing value. Our multidisciplinary China Studies Centre and Southeast Asia Centre give us unique opportunities for engagement in the region.

We have always been closely connected with our alumni community and able to inspire significant investment from those who share our ideals. Last year, our benefactors collectively contributed more to the University of Sydney than any other Australian university in history.

We are a leading, comprehensive research and teaching university committed to the transformative power of education. Through donor support we are able to create and sustain a community in which the brightest researchers and the most promising students, whatever their social or cultural background, can thrive and realise their full potential – and make a difference in the lives of others.

INVEST IN US, INVEST IN THE FUTURE

The University of Sydney has clearly defined principles and procedures on how we invest and use philanthropic capital. Unlike some trust companies the University does not seek to profit from its role as trustee of gifted funds and is able to minimise administrative costs more effectively.

In accordance with our principle of minimising the risk taken per unit of return (often referred to as the risk-to-reward ratio), the portfolio is invested across a diversified mix of growth/alternative and debt asset classes. We seek to invest funds with best-of-breed managers whom we actively monitor. We don't just look to the next quarter or the next financial year. Our aim is to maintain the endowment capital in perpetuity. Thus, a single gift can have an impact for many generations to come.

The long-term success of this strategy can be seen in the example of the Challis Bequest. In 1880 John Henry Challis bequeathed his entire estate, worth around £276,000 (more than \$30 million today) to the University. The funds were used to establish seven Challis academic chairs in disciplines spanning the arts, law and science.

Thanks to careful stewardship and prudent financial management, the bequest is still operating today, with a balance remaining in the corpus as at end 2012 of \$42.75 million. Nine Challis chairs are currently occupied, and Challis professors will continue to be funded into the future.



CAMPAIGN PRIORITIES

Funds raised from *INSPIRED – the Campaign to support the University of Sydney* will be put to use in the five areas that are most important to us.

These priorities align with the University of Sydney Strategic Plan 2011–15. The strategy is our blueprint for the future, guiding us to fulfil our main goal: to enable the brightest researchers and the most promising students, whatever their social or cultural background, to thrive and realise their full potential, to benefit both Australia and the wider world.
sydney.edu.au/strategy

OUR STUDENTS

Students are at the heart of our organisation. We strive to create the best possible experience for all who come here which sometimes means providing help to those in need. Last year, more than 1500 students received financial assistance. Donor generosity is helping to support our dedicated students so they can focus on their studies.
sydney.edu.au/future-students/life

OUR ACADEMICS

Our community is illuminated by creative thinkers and brilliant analytical scholars who push the frontiers of knowledge to solve real-world challenges. For generations we have attracted the world's best teachers and researchers. Because of donor support, our people are able to explore their greatest passions and become leaders in the field.
sydney.edu.au/our-people

OUR RESEARCH

We are at the forefront of major interdisciplinary research initiatives, performing well above the world standard. We are inspired by the incredible potential of our people, who are making significant contributions to addressing critical issues. Through donor generosity, we are able to transform research into results.
sydney.edu.au/research/spotlight

OUR INDIGENOUS PATHWAYS

The University of Sydney is a uniquely Australian institution, and acknowledges the significance of all Australians in having shaped our identity. It is one of our core objectives to work in partnership with Aboriginal and Torres Strait Islander communities to increase participation, tackle inequities, and learn to connect with our country's past, present and future. Through our Wingara Mura – Bunga Barrabugu strategy, we are working to integrate an Aboriginal and Torres Strait Islander perspective into everything we do.
sydney.edu.au/strategy/wingara-mura

OUR ENVIRONMENT

Our physical infrastructure is as important as our intellectual frameworks. We need to create spaces where people and their ideas can flourish. Our many far-sighted benefactors make essential contributions, helping us preserve and improve our buildings and facilities, to create first-class teaching and research centres.
sydney.edu.au/building-projects



OUR STUDENTS

WE ARE COVERING THE BUS FARE SO OUR STUDENTS CAN FOCUS ON THE JOURNEY

Kat de Jong's scholarship has changed her life dramatically, both inside and outside the classroom.

In 2010, University of Sydney student Kat de Jong (pictured) came down with a mystery illness that forced her to put her Bachelor of Social Work research honours program on hold while she spent three months in hospital fighting what was later discovered to be mixed connective tissue disease.

Having always been a very energetic person, she could now hardly walk up a flight of stairs, and had difficulty with basic cognitive functions. "For three years I had daydreamed about what area I'd do postgraduate study in," she says, "but now I only had nightmares about what would become of me and what future I could have, if any."

What was worse is that during her hospitalisation, Kat's father was diagnosed with terminal lung, bone and brain cancer. In the short six weeks between his diagnosis and death, he spent only one week at home. By the time Kat left hospital, her father was in a coma and she was unable to say goodbye.

"After I got out of hospital, I was a shell of a person," she says. "It is only because of the support of my mum, who herself was suffering the loss of her husband, that I survived and eventually restarted some weekly university classes."

DAILY HEALTH CHALLENGES

Though mostly recovered, Kat's chronic illness has left her with ongoing challenges. She suffers from severe arthritic pain and greatly decreased strength and energy. This means she must find ways to manage her energy levels throughout the day.

"The things that some people take for granted are luxuries for me. I have to weigh up decisions like: if I borrow a book from the library, am I going to have the energy to return it on time? If I see friends on the weekend, will I be able to go to work on Monday?"

Kat was also under financial strain, as her pension was insufficient to cover the travel costs incurred by her social work placement at Hoxton Park Community Health Centre.

In an effort to alleviate some of the pressure, Kat applied for the Walter and Eliza Hall Trust Scholarship to help with the costs for her fourth year of study. To her amazement, she was successful. "I was awarded \$6000 which is almost more money than I've ever seen."

The financial assistance has had a profound impact. "I'm able to save my strength for study by buying, rather than borrowing, the textbooks I need," she explains. "I can also see my friends and have a degree of social inclusion, which I never had before."

Kat graduated in April 2013 and recently took up a full time role as a foster care case worker in Goulburn.

"Thanks to the financial support I received while studying, I have been able to achieve my goals and land my dream job," she says.

The Walter and Eliza Hall Scholarships ensure that financial difficulty does not stand in the way of an undergraduate social work student's ability to achieve their academic potential.



OUR ACADEMICS

WE ARE FINDING FUTURISTIC SOLUTIONS TO AGE-OLD PROBLEMS

Our people engage in academic research of the highest standards across many disciplines, using collaborative, multi-disciplinary approaches to solve real-world problems. Professor Salah Sukkarieh is leading a team that is using robotics to improve safety and efficiency in large-scale industries.

Based at the Faculty of Engineering and Information Technologies, the Australian Centre for Field Robotics (ACFR) is one of the largest robotics research institutes in the world. It is dedicated to the scientific advancement of autonomous and intelligent robots for outdoor environments.

Professor Salah Sukkarieh and his colleagues are developing a wide range of automation applications for multibillion-dollar industries such as agriculture, stevedoring, mining, aerospace and defence.

A recent project is set to innovate farming sector processes, and maximise Australia's potential to become the food bowl of Asia. By using robotic devices to assess, maintain and ultimately harvest crops, Australia's agricultural industry can look forward to increased efficiency and higher yields of fresh produce.

With the support of Horticulture Australia, Professor Sukkarieh's team have made significant progress towards this goal. They have developed robotic systems, sensors and intelligent devices specifically designed for use in an agricultural environment.



“I’m passionate about developing this kind of high-end technology and supporting its adoption, because it has a significant and immediate impact on industry and the wider community.”

PROFESSOR SALAH SUKKARIEH

When trialled on a farm in Mildura, the devices were able to navigate through an orchard, gathering data to develop a comprehensive in-ground and out-of-ground model of the environment.

“Traditionally it has been necessary for someone to actually walk through the orchard, taking and analysing soil and other samples and making decisions on the health and yield quality of the plants, but because it’s a labour-intensive activity only a few samples are collected, not giving a complete picture,” Professor Sukkarieh says. “The devices we’ve developed can collect, analyse and present this information in greater detail and over the whole farm, giving the farmer accurate data to help them better manage crop yields.”

AUTOMATED HARVESTING AMBITIONS

The second stage of the project involves applying this technology to standard farm tractors. As well as being able to perceive and analyse their environment, the machines will be able to perform tasks such as applying fertilisers and pesticides, watering, sweeping and mowing.

The third and most complex stage of the project is to enable automated harvesting. “The devices we’ve developed can already identify each individual fruit on the tree and its degree of ripeness, which

is about 80 percent of the job done – but being able to harvest them is our ultimate goal,” Professor Sukkarieh says.

The team is also working with farmers to determine how small changes to traditional agricultural practices can allow farmers to make the most of this new technology. Professor Sukkarieh hopes the devices will be commercially available to farmers within the next couple of years.

“I’m passionate about developing this kind of high-end technology and supporting its adoption, because it has a significant and positive impact on the success of Australia’s farming industry.

“There is growing interest in the agricultural community about the applications of robotics, which is really encouraging. I have been invited to address several grower conferences for various fruit and nut industry bodies about the benefits of this technology to the future of farming,” Professor Sukkarieh says.

The most important factor in ACFR’s success, according to Professor Sukkarieh, is being able to operate within the context of a community willing to get on board and support the work. “We are fortunate to have companies and donors willing to take up the challenge, invest in our projects and see them through to completion.”



OUR RESEARCH

WE ARE EXPLORING A WORLD WHERE AGAVE FUELS CARS, NOT JUST HANGOVERS

A squat succulent with a rosette of thick fleshy leaves, the agave plant is best known for producing tequila. But in Australia, thanks to our researchers, the agave plant has a new home and a new purpose, replacing its surly reputation as a 'rocket fuel' with a more sophisticated purpose as a producer of biofuel.

Dr Daniel Tan, a senior lecturer in agronomy at the Faculty of Agriculture and Environment, is currently trialling the agave plant as an alternative source of biofuel. He believes it has the potential to be a greenhouse-gas friendly solution to the fuel crisis.

For a country such as Australia, with its high dependency on transport fuels, this prospect has enormous potential – it could transform our environment and our economy. Unlike many other crops used to make ethanol, agave has a positive bioenergy rating, as it can create five times the energy required to produce it.

The other major advantage of agave is its hardiness. The shrub can grow in arid, semi-desert areas of inland Australia with little irrigation, which means it won't compete with food crops or place demands on already limited water supplies.

In their initial research on the first trial crop of agave plants on the Kalamia Estate in northern Queensland, Dr Tan and his team found that agave has the potential to sequester 7.5 tonnes of CO₂ emissions per hectare per year.



“We’d like to make sure agave is financially competitive with other crops and also complementary to existing agricultural practices.”

DR DANIEL TAN

It also yields a number of co-products that have widespread use in the food and pharmaceutical industries, including a low GI fructan for diabetics, and beneficial bifidobacteria which can help digestion by boosting the numbers of naturally occurring friendly bacteria in the gut.

Before a large-scale adoption is possible, Dr Tan and his team need to conduct more trials at different locations across Australia, to determine ideal areas for agave to be grown.

“We’d like to make sure agave is financially competitive with other crops and complementary to existing agricultural practices,” he says.

DONATION DRIVES RESEARCH

Dr Tan’s project is set to continue, along with other research into sustainable agriculture, thanks to a most fortuitous gift. In 2011 the University received a bequest of more than \$8.6 million from the estate of the late Mrs Nancy Roma Paech, for the purpose of “financing research in matters pertaining to agricultural science”.

Nancy Roma Paech was the daughter of a farming family in outback Queensland. Her affection for rural Australia is thought to date back to her early years on the station. She was known to be interested in methods of crop production without the use of pesticides. Professor Mark Adams, Dean of the Faculty of Agriculture and Environment, describes Nancy Paech’s bequest as “an extremely generous and farsighted gift which will have a transformational impact on our research”.

Income from the bequest will help support investigation of the types of low-impact, broad-acre agriculture that are the future of sustainable land management for a large proportion of the Australian continent.

This use also honours Nancy Paech’s early life and recognises that a large proportion of the world’s poorest people depend on rangelands and the animals they support. There will be increasing demand for knowledge in this field from countries like China and Africa and India.



INDIGENOUS PATHWAYS WE ARE COLLABORATING ACROSS CORRIDORS AND INTO THE OUTBACK

Our people are improving lives across cities and into the outback. In rural NSW, Dr Steven Naoum is leading a team that is committed to reversing trends of poor dental health among people in isolated communities.

In the small town of Bourke in northwest New South Wales, it is common to find young children whose teeth are severely decayed. Adults similarly suffer significant decay and often have missing teeth. With the nearest denture-fitting facility more than 370 kilometres away, many people must endure the difficulties which come with having no teeth at all.

This dental health crisis is by no means confined to Bourke. As many as 70 percent of children in low socioeconomic or rural areas across Australia have decayed or missing teeth, or fillings in their permanent teeth.

Dr Steven Naoum is determined to reverse this trend. Every month he and two students from the University of Sydney travel to Bourke to hold free dental clinics for the local community. The students play an integral part in the clinical work. Over the two days they spend in Bourke, the team performs around 100 procedures: an incredible workload.

Why does Dr Naoum do it? "To meet a real need in the community." It echoes his belief in the medical responsibility of dentists. "Dentistry is not just about routine check-ups in the eastern suburbs. It's helping those who really need it, and educating the next generation of practitioners. Our students need that real-world exposure, so they are informed about the choices they can make after they graduate."

Each monthly visit is quite expensive. Because of Bourke's remoteness, the team has to charter a plane. Factoring in accommodation, the total cost exceeds \$88,000 per year.

SORELY NEEDED INVESTMENT

There is no doubt this investment is sorely needed. Dr Naoum explains: "What I witnessed among the Indigenous population in Bourke was not only a very high rate of decay, but decayed teeth that were left untreated, making tooth extraction the only option."



“Dentistry is about ... helping those who really need it, and educating the next generation of practitioners.”

DR STEVEN NAOUM

He identifies the need for replacing lost teeth. “This is very important because tooth loss can impair nutritional intake, which can be an issue in Indigenous communities which experience a higher rate of diabetes in comparison to the wider population.” The social aspect is significant as well. Dr Naoum found that people with missing teeth had lower self-confidence and tended to shy away from others.

The Bourke dental health program would not exist without the generosity of the Poche Centre for Indigenous Health. Based at the Sydney Medical School, the centre was established through a donation from businessman Greg Poche. At the time, it was the largest philanthropic gift ever presented to the University of Sydney by a living individual.

The primary aim of the Poche Centre is to contribute to the elimination of disparities in Indigenous health and social justice outcomes. Since its inception in 2008, the centre has formed strong relationships with Aboriginal Medical Services, health providers and communities in Bourke, Brewarrina, Walgett, Dubbo, Tennant Creek and Alice Springs; delivered a range of clinical services; sponsored research projects; published articles; and hosted forums.

COMPREHENSIVE CARE

Dental care is just one of the services supported by the Poche Centre. Cardiologists, occupational therapists, ear, nose and throat specialists and speech pathologists also make regular visits to remote towns, bringing essential health care services to those who are least able to access them.

Major improvements in health and wellbeing have already been reported and more are to come, as the Poche Centre moves into a new phase. Over the next three years it will build on the foundations already established and seek additional investment to extend its clinical services, collaborations, scholarships and research projects.

This will improve and widen the scope of health services delivered to Aboriginal communities, and further benefit all those involved with the Poche Centre’s work: the dedicated clinicians, researchers, scholars and students.

In Bourke for example, Dr Naoum plans to expand his clinic to focus on prevention as well as treatment – offering education and an integrated view of oral and general health specifically designed for the local Aboriginal community.

“We will also work with key groups to provide a general anaesthetic service for dental procedures for the first time in many years. Another issue we will address is the number of Aboriginal school children who play contact sport without an adequate mouth guard. There is a significant amount of dental trauma associated with sporting injuries in Bourke.”

Dr Naoum’s insight and determination reflects the sentiments expressed in the Poche Centre’s latest strategic plan. For the next three years the centre will focus on the most pressing issues in Indigenous health. The strategy’s title sums it up: Healthy kids, healthy teeth, healthy hearts.



Opposite page:
Artist's impression of
the new Charles Perkins
Centre building

OUR ENVIRONMENT

WE ARE CREATING NEW SPACES TO
BRING PEOPLE CLOSER TOGETHER

The Charles Perkins Centre is transforming research at the University of Sydney by bringing together our best minds from across the academic spectrum to further our understanding of the global epidemics of obesity, diabetes and cardiovascular disease.

The unique research opportunities created by the centre have inspired many far-sighted philanthropists to make significant contributions towards its work.

The Picasso portrait *Jeune fille endormie*, gifted to us by an anonymous donor, raised \$19.8 million at auction and helped to establish several professorial chairs. A \$5 million donation from the Australian Diabetes Council and bequests from the estates of the late Janet Dora Hine and Francis Henry Loxton have also been used to fund chairs that are spearheading research and industry engagement.

Most recently, a \$2 million donation from Judith and David Coffey is being used to create a world-first research hub within the centre. The Judith and David Coffey Life Lab is a unique training environment at the interface between life, social, economic and physical sciences.

Professor John Crawford is enthusiastic about the Life Lab's potential to explore complex multidisciplinary issues such as the environment-food-health nexus.

"For the first time, our brightest minds are working together to examine the interconnectivity of socioeconomic, physical and life science factors that create our food system," he says. "The way these elements interact has far-reaching implications for the environment and our health." He believes that research in this area is "fundamental to building a sustainable society, and one that is more robust, to face future uncertainties".

David and Judith Coffey, who previously donated \$4 million to establish a chair in sustainable agriculture at the University of Sydney, are passionate about finding solutions to the world's most pressing problems.

"We chose the University of Sydney because it is a community of unorthodox thinkers and brilliant analytical minds," explains David Coffey. "As an alumnus of the University, I have seen first-hand what pioneering graduates are capable of, given the chance. I want to support the discovery of new approaches to problem solving and we believe the Charles Perkins Centre is best positioned to take on the challenge."



The Coffeys' \$2 million gift to support the Life Lab will be used to provide scholarships for international PhD candidates, create new fellowships, establish summer school opportunities for intensive postgraduate training, launch a distinguished visitor program, host an annual graduate symposium, and provide high-performance computing facilities.

PIONEERING A NEW APPROACH

"This gift is important to us because traditional government funding models do not yet support this kind of approach," Professor Crawford says. "There is a very real need to forge win/win solutions by acknowledging connections in multifaceted processes, such as food production where increasing consumption is driving a global obesity epidemic and placing unsustainable pressure on degraded soil and water resources."

The Life Lab will also pioneer a new approach to science, shifting away from the traditional practice of studying topics in isolation.

"A major element of the Life Lab's activity will be to prove that there is a need for change in the way research and innovation is undertaken," he explains. "We are excited to be taking the lead, thanks to the support of Judith and David Coffey."

Located in close proximity to the Royal Prince Alfred Hospital, the University has commenced construction on a brand new building to house the Charles Perkins Centre. The building covers 46,700 square metres – equivalent to one eighth of the Camperdown Campus – and will accommodate 950 researchers and 1455 students. Facilities will include wet and dry laboratory spaces, new imaging and flow cytometry facilities, live cell imaging, clinical research facilities and a biobank.

When construction is complete in 2014, the building will provide a state-of-the-art research and education hub to support academics and students from all disciplines working in obesity, diabetes and cardiovascular disease.

The Charles Perkins Centre is more than a building. It is a conduit for rigorous enquiry, where minds meet and cross-fertilisation of ideas occurs.

CAMPAIGN BOARD

Here are the people behind *INSPIRED – the Campaign to support the University of Sydney*.

In addition to being prominent community leaders and highly skilled businesspeople, they are committed philanthropists, having made incredibly generous donations of lasting influence to the University.

The board provides high-level advice on the Campaign's strategy and implementation, and provides counsel to the Vice-Chancellor and senior academic leadership on related matters.

MR JOHN GRILL (BSc '66 BE '68 DEng '10)

Mr John Grill is the Chairman of the board of WorleyParsons, a global provider of professional services to the energy, resource, and complex process industries. He is the Chairman of the National Precincts Board and is also on the board of Neuroscience Research Australia and the Australian Chamber Orchestra. He holds a Bachelor of Science, a Bachelor of Engineering (BE) First Class Honours, and an Honorary Doctorate in Engineering.

Mr Grill has recently established a new centre at the University of Sydney. The John Grill Centre for Project Management and Leadership will be a multi-disciplinary centre drawing on expertise from the Faculty of Engineering and Information Technologies and the University of Sydney Business School.

MR MICHAEL HINTZE (BSc '75 BE '77)

Mr Michael Hintze is the founder and CEO of CQS Asset Management, a leading diversified global asset management group, a director of Baer Capital Partners Ltd, and a trustee of the Hedge Fund Standards Board Ltd. In 2006 he established the Centre for International Security Studies and the Michael Hintze Chair in International Security at the University of Sydney. He is treasurer of the Sydney University UK Alumni Association and Chair of the Friends of the University of Sydney UK Trust. He was made a Knight Commander of St Gregory by Pope Benedict XVI in 2005, and in January 2008 was named UK Australian of the Year.

MR JOHN HOOKE (BSc '55 BE '58)

Mr John Hooke has always been passionate about science. His first job was with Amalgamated Wireless Australia, where he was involved in the production of the first transistors. He rose through the company to become chairman and chief executive from 1974–88. He was also chairman of Tubemakers of

Australia, and director of a number of companies including BHP, National Australia Bank, AMP General Insurance, Channel Ten, Crane Group, and Interscan Australia. He is currently chairman of Universal Solar and Surface Science Pty Ltd, and serves as a council member of the University of Sydney's Science Foundation of Physics. In 2011 he established the John Hooke Chair of Nanosciences at the University's School of Physics and the Australian Institute of Nanoscience. This facility is under construction on the Camperdown Campus, and is expected to be completed in early 2014.

MRS SUSAN MAPLE-BROWN (BSc '65)

Mrs Sue Maple-Brown is a Governor and member of the Projects Committee of the Foundation for National Parks and Wildlife, former Deputy State Commissioner for the Girl Guides NSW and ACT, and Vice-President of the Florilegium Society at the Royal Botanic Gardens and Domain Trust. Through the Maple-Brown Family Charitable Foundation she, together with her late husband Robert, donated to establish the Christine Maple-Brown Clinic for Colorectal Cancer at the Lifehouse Cancer Centre. In addition, the foundation will also establish a scholarship for research in the field of colorectal cancer in Christine's name. The Maple-Brown Family Charitable Trust has been a significant supporter of the University of Sydney for many years.

MR STUART MCGILL (BE '64 PhD '69)

Mr Stuart McGill retired from Exxon Mobil Corporation as a senior vice president in 2007, having started his career at Esso Australia in 1969. His 38-year career in the energy business took him to all significant oil and gas production and processing areas of the world. During his career, Mr McGill lived and worked in Australia, Europe, Southeast Asia and America.

Mr McGill has maintained close ties to the University of Sydney over the years. He is a board member of the Warren Centre for Advanced Engineering and the Chemical and Biomolecular Engineering Foundation. In 2012, Mr McGill joined the advisory board of the John Grill Centre for Project Leadership. In addition to his involvement with the University, he is also a Governor of the Committee for Economic Development of Australia.

MR DANIEL PETRE (BSc '81 MBA '86)

Mr Daniel Petre is the executive chairman of Netus, a technology investment company. He is a tireless supporter of philanthropy awareness in Australia, and currently serves on the research committee of the Kerry Packer Institute at the Children's Hospital in Westmead, as well as advisory councils for the Centre for Social Impact, and Social Ventures Australia. Through the Petre Foundation he has committed to support a chair in prostate cancer research at the Sydney Medical School. This chair is the first of its kind in Australia. The Petre Foundation also supports a chair of breast cancer research at the Garvan Institute, and neuromuscular research at the Institute for Neuromuscular Research in Westmead.

MR GREG POCHE AO (DipTech '76 BBus '79)

Mr Greg Poche is the founder and former chairman of the worldwide logistics company Startrack Express. In 2008 he gave a major donation to establish the groundbreaking Poche Centre for Indigenous Health at the University of Sydney, and serves as a member of the centre's advisory board. He has also been a major supporter of Indigenous and non-Indigenous health initiatives at the University of Melbourne, Flinders University, and Charles Darwin University. His support was instrumental in the establishment of the Melanoma Institute of Australia, which opened in 2010.

SOME OF OUR CAMPAIGN HIGHLIGHTS SO FAR

2008

Judith and David Coffey establish a chair in sustainable agriculture with a pledge of **\$4m**

Greg and Kay Poche donate **\$10m** to establish a groundbreaking centre for Indigenous health

Enid and Alan Ng endow the Enid Ng Fellowship in Haematology with a **\$2m** gift

Joan Barnet gives **\$1m** to the Brain and Mind Research Institute

2009

Ted and Susan Meller Memorial Scholarship fund of **\$1m** supports outstanding talent of young violinists

John and Marcelle Gilbert **\$2.12m** fund supports the Nicholson Museum and the Library, as well as postgraduate and undergraduate scholarships in Arts

An anonymous donor establishes the Challenge Fund to encourage young alumni to become donors by matching gifts dollar for dollar

2010

The Australian Diabetes Council donates **\$5m** to establish Australia's first chair for diabetes research

Tom Austen Brown's bequest establishes a **\$6.9m** fund for prehistory

2011

John Hooke's **\$5m** pledge establishes a Chair of Nanoscience

Daniel Petre donates **\$2m** to prostate cancer research

Picasso's portrait *Jeune fille endormie* sells at auction for **\$19.8m** to fund research at the Charles Perkins Centre

The Maple-Brown family donates **\$5m** to establish the Christine Maple-Brown Clinic for Colorectal Cancer

Bequest of **\$8.6m** from Nancy Roma Paech supports research into low-impact broad acre agriculture for sustainable land management

2012

Janet Dora Hine bequest of **\$4.04m** supports research at the Charles Perkins Centre

Judith and David Coffey give another **\$2m** to set up the pioneering Life Lab at the Charles Perkins Centre

Warren Halloran's **\$5m** gift establishes the Henry Halloran Trust to advance research into liveable cities and sustainable development

John Grill's **\$20m** donation establishes a new collaborative centre for project leadership

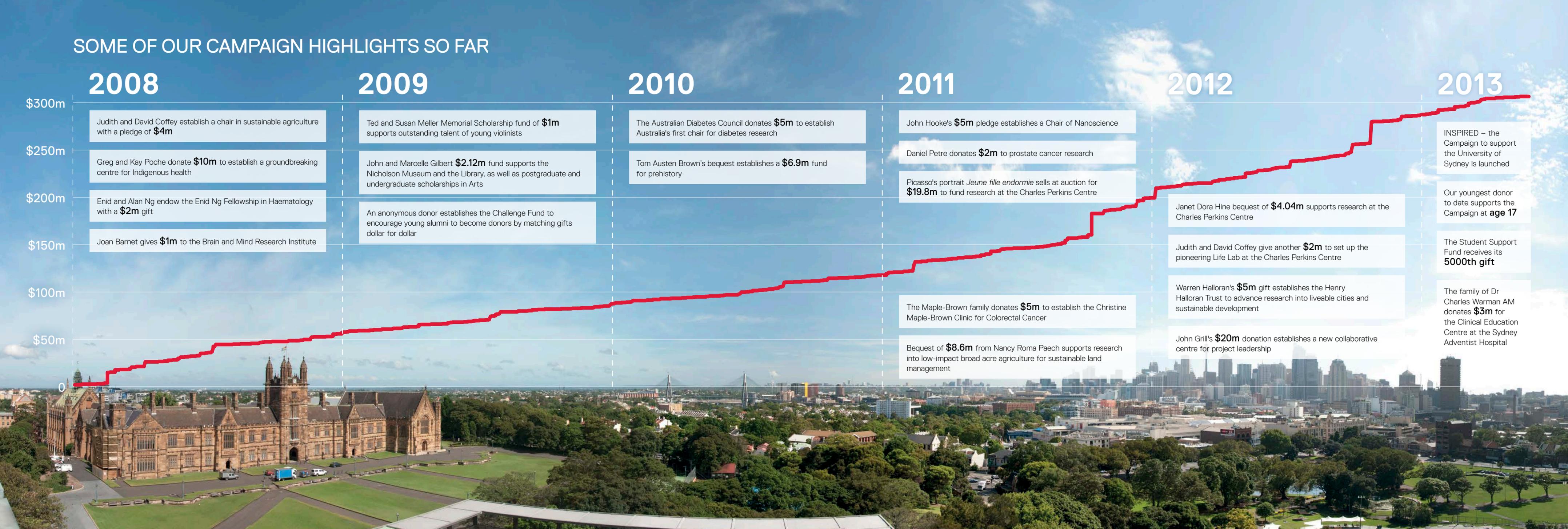
2013

INSPIRED – the Campaign to support the University of Sydney is launched

Our youngest donor to date supports the Campaign at **age 17**

The Student Support Fund receives its **5000th gift**

The family of Dr Charles Warman AM donates **\$3m** for the Clinical Education Centre at the Sydney Adventist Hospital



THE CAMPAIGN AT A GLANCE

We are embracing the generosity of the wider community to invest in the future of Australian education and innovation.

INSPIRED – the Campaign to support the University of Sydney aims to raise **\$600 million**.

The Campaign will enhance our position as a **leading international university**, showcasing the best Australia has to offer on the world stage.

We want to build a donor community of **40,000 supporters** who share our vision for the future.

Funds raised will be used to **support our talented students, inspirational academics, exceptional facilities, and prolific research**, and to create more opportunities for **Indigenous participation**.

Regardless of the dollar amount, every gift made during the Campaign will **help us achieve our goal**.

INSPIRED

The Campaign to support the University of Sydney



THE UNIVERSITY OF
SYDNEY

CONTACT US

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