

# Crowdfunding activities by Australian university staff

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## So many numbers!

Between 11 October 2011 and 21 August 2015,

- 63 crowdfunding campaigns
- from 23 Australian universities
- successfully raised A\$558,058
- from 5,804 pledges.

Only three universities had more than five projects:

- Deakin University: 21 projects.
- University of New South Wales: 8 projects.
- University of Western Australia: 9 projects.

NB: This only includes projects that involved staff. Student projects would push all these figures much higher.

- The best-funded crowdfunding campaign, *Parrots, the Pardalote & the Possum*, raised A\$73,000, even though they were only seeking A\$40,000 (183% funding).
- Four campaigns attracted 150% or more of their target amount.
- The lowest amount raised was A\$8, in two different 'keep it all' campaigns aiming for \$30,000 each (0.03% funding).
- The lowest target achieved in an 'all or nothing' campaign was A\$1,050 of a \$A1,000 target (105% funding).

However, these campaigns are outliers. Of the 63 campaigns that raised funds, the average amount raised was A\$8,858 and the median was A\$6,417.

To raise this amount,

- 79 campaigns were started
- 16 failed to raise any funds at all, either because no funds were pledged, or they failed to meet their target in an 'all or nothing' campaign.
- Six campaigns that technically succeeded in their 'keep it all' campaigns, failed to raise significant funding (less than \$1,000).

So even though 63 campaigns were defined as successful, only 57 campaigns met their target or raised more than \$1,000.

- This represents a 72% success rate.

Crowdfunding services reviewed were:

- Chuffed: 10 projects involving Australian university staff.
- GetFunding: No projects involving Australian university staff.
- Indiegogo: 4 projects involving Australian university staff
- Kickstarter: No projects involving Australian university staff.
- Pozible: 62 projects involving Australian university staff.
- RocketHub: 3 projects involving Australian university staff.
- FundScience: Couldn't search reliably: no results recorded.
- Thinkable: Couldn't search reliably: no results recorded.

## Introduction

On 11 October 2011, Nicci Wilks successfully raised A\$3,770 to fund *56 inch circus*. She and her fellow artists, Chelsea McGuffin, Vanessa Tomlinson, Bryony Anderson and Erik Griswold were seeking A\$3,000 to develop a recycled exercise bike into a human powered piece of circus equipment, as part of a circus act.

This lovely project represents the first crowdfunding project where Australian university staff listed their affiliation as part of the project description. Both Vanessa listed herself as Head of Percussion Queensland Conservatorium and Griffith University Artistic Advisor, and Eric as adjunct professor at Queensland Conservatorium, Griffith University. It marks the start of Australian university crowdfunding.

Crowdfunding is a very different space for Australian university funding. In an era of declining government funding, *56 inch circus* raised more funds than it requested. That is a very different model to the slashed budgets that universities are used to.

Overall, the crowdfunding projects that I reviewed had about a 70% success rate. To put that in perspective, the success rates for the major funding programs of the Australian research councils are 17% (ARC 2015 Discovery Projects) and 14.9% (NHMRC 2014 Project Grants) respectively. That isn't the only difference.

The *idea* is different. Government research funding looks for the best research. Crowdfunding funds innovation and creativity.

The *pitch* is different. Research funding applications normally run to 80 – 120 pages of text. You'd be lucky to see two pages of text in a crowdfunding description. Plus, videos!

*Assessment* is different. A research funding application is probably going to be read by 6 – 8 people max. That's a very small audience. Crowdfunding campaigns are seen by hundreds of people and draw their support from friends, family, colleagues and interested members of the general public. In an age when the government is urging university researchers to be more relevant, this is a crucial difference.

The *scope* is different. The government has very deep pockets. Even with research funding at an all-time low, it is still sitting around A\$9,192 million per annum. The Australian Research Council dispersed \$662.8 million last year, and provides roughly that amount every year. By comparison, Pozible has raised A\$43,665,728 to date.

To push the comparison a bit, most of the grant applications that I work with are looking for A\$120,000 - \$240,000 per annum for three years. By comparison, most of the crowdfunding projects I looked at were short-term projects seeking about A\$6,000 - A\$8,000. The Australian Research Council won't fund anything under A\$30,000. This is ideal territory for crowdfunding projects.

The level of *engagement* can be very, very different. Publishing research can be very slow, often taking years. Incorporating research into teaching is more immediate, but it can be years before those students get to apply what they have learnt. Crowdfunding offers a way to build an audience for their research as it happens. As Cindy Wu from Experiment says, it is "publishing in real time".

Finally, the feeling of *control* is vastly different. When academics submit a grant application, it can be six months before they get any feedback, and nine months before they know a result. Once they submit, they have little or no control over the result. Crowdfunders feel much more in control of their campaign, and generally have a result in 6 – 8 weeks. Given that about 60% of staff at Australian universities are paid by the hour, and don't know if they will have ongoing work from year to year, that sense of controlling their own destinies is very important to them.

## Engagement with the public

Engagement with the public is an intrinsic part of crowdfunding activity. Amanda Palmer splits her definition of crowdfunding into 'the crowd' and 'the funding' (Palmer 2014). It takes very high levels of engagement with the public to achieve the amounts of funding listed in Appendix 1 (Thomson 2014a). Without public engagement, a crowdfunding campaign will fail.

Over five years, Australian academics described their work to the public and approximately 5,000 (5,804 pledges, but some people support multiple campaigns) people have responded by providing cash support for these projects. This shows an extraordinary level of engagement with the public.

As Poblet says,

*"In the end, a successfully achieved crowdfunding goal is more than the sum of its donations: it is a shared co-production."* (Poblet 2014, 178).

*Parrots, the Pardalote & the Possum* drew its funds from 1,156 pledges. Three campaigns attracted no pledges at all. An additional eight campaigns attracted less than nine pledges. Again, these are the outliers. The average number of pledges to successful campaigns was 92 per campaign. The median was 59 pledges per campaign. This slightly underrepresents how willing the public were to respond to these campaigns, as it does not include pledges to unsuccessful 'all or nothing' campaigns. In an 'all or nothing' campaign, pledges are released back to the supporter if a designated target is not met. These unsuccessful campaigns represent a number of people who were willing to support the project, even though the crowdfunding campaign was ultimately unsuccessful, so that their funds were not called upon.

Supporters showed their support for the project by pledging their funds. In return, they might have received (i) a tax deduction, where their donation was tax-deductible; (ii) a material reward, if they pledged at a level that included a reward; and (iii) updates from the project leader as the project moves forward.

Updates from the project leader allows academics to continue this engagement after the funding campaign closes. Crowdfunding supporters have demonstrated their interest in the project, so they provide a primary audience for updates about work in progress. Updates from the project leaders can take a number of different forms. They might be short notes that explain progress to date. They might be descriptions of experiments or fieldwork. They might provide early access to results. They might discuss the successes or difficulties that the researchers are experiencing. They might describe new directions that the project is taking. The one thing that they have in common is that all updates provide supporters with a clearer understanding of how work is done in a university. Increased understanding of how universities work is a valuable outcome, in and of itself (Wu 2015).

However, not all academics are comfortable engaging with the public. Some academics work in highly contested domains, such as vaccination, where different groups hold strong opinions (e.g. Martin 2012). Some academics are not as skilled at public engagement as others. Even those academics that are comfortable and skilled at discussing their ideas in public may not be happy to ask the public to fund their work. This is difficult for some people. They can feel that they are hounding people, or begging for funds (Hui and Gerber 2015).

## The importance of the crowd

Several experienced research crowdfunders have reported that the ‘crowd’ may be the more valuable part of the equation.

*“Our analysis shows that engagement of broad audiences is the key to successful science crowdfunding. To engage, a scientist must first build an audience for their work...”* (Byrnes et al. 2014, 18).

The effort during a crowdfunding campaign, the work involved, largely revolves around informing people about the campaign through friends, family, colleagues, acquaintances and the press, out to a wider public audience. That networking starts with the people who are closest to the project team; their friends and family. Burrows (2014) is one academic crowdfunder who will not undertake another crowdfunding campaign until she understands how to reach beyond her friends and family. She felt that it was unfair to ask these people to fund her research.

Consulting with the community does not just occur during the actual campaign – people consult with their networks as they develop and test campaign material before the campaign, and often provide information and reciprocal resources after the funding campaign has ended (Hui, Greenberg, and Gerber 2015). Cindy Wu, co-founder of the *Experiment* crowdfunding service, believes that updates from campaign leaders are “one of the first steps the scientific community has taken towards publishing in real time” (Wu 2015).

Research crowdfunders see this as a direct way to connect with the public and demystify their work. Through their crowdfunding campaign, and the updates that they provide, they can share their passion for their work. Because all of this work is undertaken in conjunction with members of the public, it is, by definition, taking place in the open. It is not constrained by copyright agreements with publishing companies, or non-disclosure agreements signed with industry partners. This may raise some concerns around intellectual property (Baskerville and Cordery 2014). During the process of raising funds, many crowdfunders will reach out to collaborators within the academy – other academics who may be interested in supporting this work. The conversations that happen around the campaign can spark new ideas, and can help to promote the work to other researchers (Hui and Gerber 2015).

They will also actively seek media attention for their campaigns. Using the media to attract funding has been criticized for taking research into the marketplace. In her 2014 article, ‘Milking the crowd’, Fullick (2014) expressed concern that crowdfunding may result in unpopular research not being funded. However, the campaigns that I reviewed had successfully raised funds for work in religion (Buddhist life stories of Australia); eating seaweed (Would you like seaweed with that); and *Clostridium difficile*, an infection that causes, among other things, explosive diarrhoea (No more poo taboo). While some campaigns failed to attract funding, this does not seem to be related to the research topic itself. Failed campaigns included topics such as computer gaming (Cachin’ in on game play); driver safety (Help us save young drivers lives); and autism (Autism lost girls).

Fullick and others (e.g. ‘Panda-bear research’) are concerned that the best marketing campaigns, rather than the best research, will secure funding, especially since crowdfunding removes peer review (Fullick 2014). Peer review is primarily a feature of government funding schemes, and as Patel (2015) points out, a post-World War Two

development. Crowdfunding is technically a subset of philanthropic research funding. While peer review is undertaken by larger philanthropic funding agencies, it is not a feature of philanthropic funding in general. Smaller philanthropic funds, private donations, funded professorial chairs or sponsored ('named') laboratories or buildings generally do not undertake peer review.

Crowdfunding supporters are providing donations to the campaign. If a university was managing the funds, then the supporters are technically providing donations to that university. In Australia, universities are legally categorized as charities. Donations to charities are tax deductible. One crowdfunding service, Pozible, introduced a mechanism to flag contributions as tax deductible donations as part of their support for university crowdfunding (Verhoeven et al. Undated).

However, I doubt that most people who are supporting a research crowdfunding campaign think of it as a donation to a charity, in the sense meant by Evers, Lourenço, and Beije (2012) and Bendapudi's framework of *helping behaviour* (Bendapudi, Singh, and Bendapudi 1996). I suspect that they think of it as a donation to a campaign, rather than to an organization. Further research into this gap between the technical status of the donation and the expectations of the participants may provide a useful way of extending this framework.

### General information on the projects

As far as I can ascertain, all of the campaigns listed in attachment 1 directly involve staff from Australian universities. It is possible that a number of them may relate to personal interests of those staff members, rather than their professional role. However, the great majority of campaigns relate to the area of expertise of the staff member involved.

Examples of these campaigns include:

- *56 inch circus*: a circus arts project (Wilks 2011). This is the first occurrence that I can find of a campaign that mentions an Australian university by name.
- *Scritti: New Queer Writing*: development of an anthology of international queer writing (Baker 2013).
- *Choosing not to choose*: an exploration of why parents choose to homeschool their children (English 2013).
- *Parrots, the Pardalote & the Possum*: an ecological project to map Sugar Glider populations and protect endangered bird populations (Cook et al. 2015).
- *No more Poo Taboo*: a public awareness program for *Clostridium difficile* super bug infections (Thomson 2015).

From the public information available, it is not clear which campaigns were managed or supported by the universities, and which were organized independently by the staff members involved. As such, this paper provides information on the activities of staff members at Australian universities, rather than providing information on the official activities of Australian universities.

Crowdfunding campaigns are defined as successful when they either reach the target set in an 'all or nothing' campaign, or raise some funds in a 'keep it all' campaign (Cumming, Leboeuf, and Schwienbacher 2015). Of the 79 campaigns that started, 16 failed to raise any funds at all, either because no funds were pledged, or they failed to meet their target in an 'all or nothing' campaign. Six campaigns that technically succeeded in their 'keep it all' campaigns, failed to raise significant funding (less than \$1,000). So even though 63 campaigns were defined as successful, only 57 campaigns met their target or raised more than \$1,000. This represents a 72% success rate. To put that in perspective, the

success rates for the major funding programs of the Australian research councils are 17% (ARC 2015 Discovery Projects) and 14.9% (NHMRC 2014 Project Grants) (Australian Research Council 2015; National Health and Medical Research Council 2015).

The best-funded crowdfunding campaign, *Parrots, the Pardalote & the Possum*, raised A\$73,000, even though they were only seeking A\$40,000 (183% funding). The lowest amount raised was A\$8, in two different 'keep it all' campaigns aiming for \$30,000 each (0.03% funding). The lowest target achieved in an 'all or nothing' campaign was A\$1,050 of a \$A1,000 target (105% funding). It was not possible to determine the target amounts for four 'keep it all' campaigns.

However, these campaigns are outliers. Of the 63 campaigns that raised funds, the average amount raised was A\$8,858 and the median was A\$6,417. Four campaigns attracted 150% or more of their target amount.

The number of campaigns has varied from year to year, with two campaigns in 2011, seven in 2012, 28 in 2013, 18 in 2014 and 24 in 2015. These figures are small and should be treated with caution, particularly when trying to derive trend data. Figure 3 shows the average amount of funding per year. At the moment, it is too early to tell whether 2013 was a peak year for number of applications, and they will continue to dwindle, or 2014 was a peak year for the funding average and it will continue to fall. However, when this data is coupled with reports of some universities either prohibiting their staff from undertaking campaigns, or not valuing the results (Thomson 2014b), it does not bode well for the future.

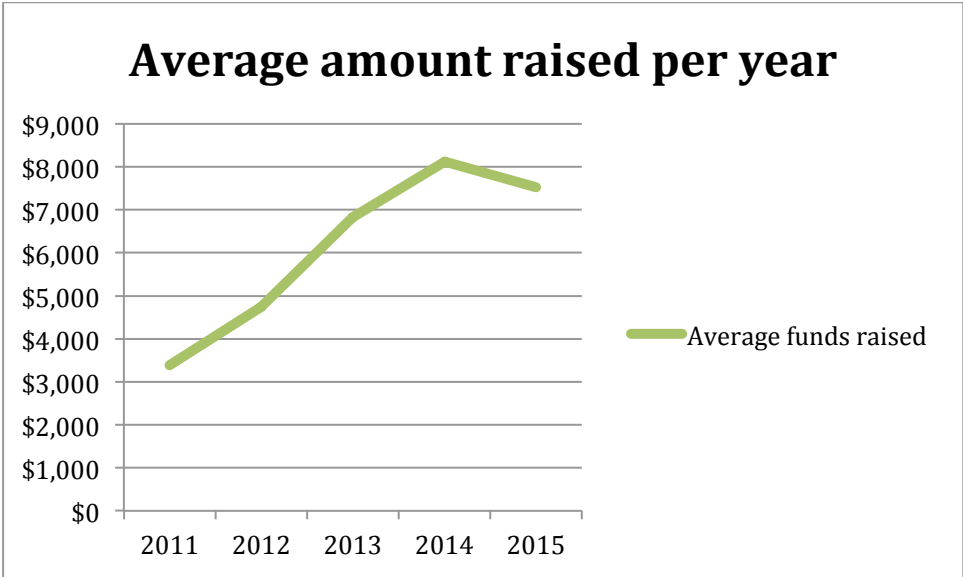


Figure 1: Average amount raised per year (2011 - 2015)

## Implications for university funding

If these funds were channeled through universities, they would represent just over A\$500,000 (A\$558,058) of new funds (excluding crowdfunding platform fees, credit card processing fees, and some foreign exchange fees).

In terms of overall university funding, this is a very small amount, as befits a new, exploratory activity. In the wider context of crowdfunding generally, the amount of funding being provided to all crowdfunding campaigns is growing.

For example, in 2011 Kickstarter, the largest crowdfunding service in the world, raised approximately US\$119 million. To put this in perspective, this is about the same amount that the US National Science Foundation (NSF) spent on Arctic and Antarctic Science (O'Donnell 2012). By 2014, Kickstarter had increased their pledges to US\$529 million (Kickstarter 2014), while the NSF appropriation dropped, in real terms, by approximately US\$117 million over the same period (National Science Foundation 2015). It should be noted, though, that the scale of funding is enormously different. The National Science Foundation allocates over US\$7 billion dollars annually, compared to Kickstarter's half a billion.

Most, but not all, of the funding raised by these Australian academic crowdfunding campaigns could be considered research funding. That is, most of the projects described in the campaigns consist of

*"...creative work undertaken on a systematic basis in order to increase the stock of knowledge, including knowledge of man, culture and society, and the use of this stock of knowledge to devise new applications..."* (Organisation for Economic Co-operation and Development 2002, 30).

Technically, they would be classed as philanthropic donations, which would be classed as 'Category 3: Industry and other research funding' as defined by the Australian Higher Education Research Data Collection. One part of the Category 3 definition includes:

*"Donations and bequests for the conduct of research that have been received from Australian business, Australian non-profit organisations and Australian individuals"* (Department of Education and Training 2015).

This is important because government research funding in Australia is currently at an historic low (Parliamentary Library 2014). Crowdfunding provides an alternative for "...early career researchers and/or for projects requiring only modest investment" (Verhoeven et al. Undated, 02). Commentators (myself included) have argued that crowdfunding brings new money into the overall research funding ecosystem. It can fund different stages of research and different types of research to traditional avenues (e.g. O'Donnell 2013; Verhoeven et al. Undated; Wu 2015; Thomson 2014a; Byrnes et al. 2014; Wheat et al. 2013). It promotes research "...in terms of its meaning to communities and not just other academics...", focuses "...effort on communicating with the public..." and drastically reduces the barriers between researchers, funders and those who benefit from the research (Verhoeven et al. Undated, 02).

Many commentators have voiced concern that growth in crowdfunding will allow the government to reduce their commitment to research funding (e.g. Matchett 2014; Fullick 2014). Matchett and Fullick are both experienced commentators on government funding policy, however this seems to simplify the drivers of government policy changes. During the 2011 – 2014 period when the US government reduced the budget of the US National Science Foundation in real terms, I'm not aware of any discussion that it was due to the emergence of philanthropic sources of funding, such as the Bill and



Melinda Gates Foundation, the Open Society Foundations founded by George Soros or the Susan Thompson Buffett Foundation founded by Warren Buffett. Government funding policy is structured around different drivers to philanthropic funding, whether it be large scale foundations or crowdfunding.

Crowdfunding has been used in Australia to raise awareness of and ameliorate the reduction of Australian government funding for research. Since this analysis was undertaken, Australian astronomers have used Kickstarter to raise funds to keep the Mopra Telescope operating, because the Australian government implemented “drastic budget cuts” that would force it to close (Braiding 2015). While this relates Matchett and Fullick’s concerns, it reverses the logic. Crowdfunding campaigns such as this are being used to supplement government research funding that is already being reduced, rather than the governments reducing their funding to universities because of the growth in university crowdfunding.

### Implications for academics

Fullick expressed concern that crowdfunding campaigns will reduce the time available for research and will divert university funds to marketing departments (Fullick 2014). While further research is needed to understand the time taken to undertake crowdfunding campaigns, experienced crowdfunders like Thomson have expressed concern on the amount of time spent on crowdfunding campaigns, as well as the impact on family life (Thomson 2014a). The time taken to secure research funding is, in general, an on-going concern in many sectors of academia. Research into the time taken to prepare Australian National Health and Medical Research Council (NHMRC) grants revealed that, on average, researchers spent 34 days per proposal preparing their applications (Herbert et al. 2013; 2014). This echoes Thomson’s concerns.

Thomson and Fullick’s concerns also seem to be borne out by the number of academics who have only undertaken one crowdfunding campaign. I could only find three academics (or groups) that had led multiple campaigns – Mel Thomson (3 campaigns); Andrew Batt-Rawden (2 campaigns); and the UNSW Sunswift group (2 campaigns). As indicated by the decline in the 2015 average in Figure 3, this may indicate that most academics find the work too difficult for the return that they receive.

Academics have varying levels of skills in using social networking, working with the media and asking for funding. For many, the crowdfunding campaign involves not only building support for their project, but also learning the skills required to build that support (e.g. using social networking to raise funds). This can add considerably to the time, effort and stress involved in undertaking their first crowdfunding campaign. This is also true for the universities who provide support for academic crowdfunding. Because this is an emerging area of activity, most universities do not have support structures in place (Verhoeven et al. Undated).

Crowdfunding is currently seen as one method that early career researchers can establish a track record for attracting and managing research funding. Matchett (2014) raises the concern that universities might make it compulsory for young researchers to raise funds via crowdfunding, or that this might become a defacto expectation, rather than a choice. He also points out that, if this activity is supported by more universities, this will bring with it university control and interference, as well as support.

Khoo (2014) points out that crowdfunding doesn’t have the same cachet as research council grants. They aren’t peer reviewed (Shiu 2015; Fullick 2014), and the amounts provided generally aren’t as large. In fact, 61 of the crowdfunding campaigns (all but

two) would have been ineligible for funding by the Australian Research Council because the amount requested was too small, less than \$30,000. As such, crowdfunding campaigns fill a niche for small funding, but may not carry as much cachet when applying for promotion or a new academic position.

Failure can also be quite devastating for some crowdfunders, as it is, by definition, public failure. You cannot fail in private with a crowdfunding campaign, as you can with other sources of funding. One crowdfunding service explains, in their FAQ, that they removed failed campaigns from search results as they were often appearing as the first result when searching for the name of the person who ran the campaign (Kickstarter 2015). While learning from failure and starting again are recognized traits of entrepreneurship (Hui, Gerber, and Greenberg 2012), they are not generally seen as defining traits of academic researchers.

### Conclusion

This exploration of Australian university crowdfunding activity forms the basis for a larger investigation into research crowdfunding in Australia. It provides data on the basic scope of activity over the last five years, and a sense of the current limits and the possibilities of university crowdfunding.

Because crowdfunding campaigns start with personal networks, there is very little competition between individual campaigns. That is, it is not a competitive process where the success of one campaign means the failure of another. That means that every university has the potential to be as successful as Deakin University, with 21 campaigns raising A\$154,452 from 1,809 pledges. At a conservative estimate, that would mean that the Australian university sector could be supporting 350 – 400 campaigns, bringing in A\$2.5 – 3.0 million dollars over a similar period.

However, it is not at all clear that this activity will grow. Most academics have only conducted one crowdfunding campaign – few have undertaken a second one. Some universities have forbidden their staff from undertaking research crowdfunding activities (Thomson 2014b; Verhoeven 2015). It remains to be seen whether crowdfunding will become a sustainable research funding model for Australian universities.

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## Attachment 1: Crowdfunding campaigns involving Australian university staff

Note: This data is publicly available at <https://dx.doi.org/10.6084/m9.figshare.1555334.v2>.

Searches were conducted between 5 June 2015 – 28 January 2016, with results limited to projects that closed before 12 September 2015. These results were combined with earlier data that had been collected from media reports between 25 – 28 June 2013.

Of the 79 campaigns listed here, three used RocketHub, four used Indiegogo, 10 used Chuffed and 62 used Pozible as their crowdfunding service. I could not find any projects from Australian university staff that had used GetFunding or Kickstarter. I was not able to gather comparable or comprehensive data from FundScience and Thinkable.

Target amounts were not available for four campaigns.

Amounts raised on the Chuffed crowdfunding service may include offline donations.

Amounts in US dollars were converted to Australian dollars at mid-market rates for the day that the campaign ended.

The table is ordered by university, and then by A\$ raised, and then by number of pledges.

Campaigns	Target	A\$ raised	Pledges	What university led this project?
<a href="#">Targa 2014: Race team sponsorship</a>	\$8,800	\$0	0	Adelaide University
<a href="#">Up Stream</a>	\$10,000	\$11,336	80	Australian National University
<a href="#">Parrots, the Pardalote &amp; the Possum</a>	\$40,000	\$73,000	1156	Australian National University
<a href="#">The Fear of Darkness</a>	\$50,000	\$2,616	27	Bond University
<a href="#">D2C Information Workshop</a>	\$2,500	\$0	0	Central Queensland University
<a href="#">HELP US SAVE YOUNG DRIVERS LIVES</a>	\$33,000	\$0	0	Curtin University
<a href="#">Launch our short film "Excursion"</a>	\$5,000	\$8,216	118	Curtin University
<a href="#">L. Lightfoot - In Search of India</a>	\$350	\$0	2	Deakin University
<a href="#">Caching' in on Game Play</a>	\$4,445	\$0	42	Deakin University
<a href="#">Read2Spot</a>	\$8,400	\$0	67	Deakin University
<a href="#">Autism Lost Girls</a>	\$10,000	\$0	15	Deakin University
<a href="#">How salty is your seafood?</a>	\$10,500	\$0	11	Deakin University
<a href="#">Voyages of discovery</a>	\$5,000	\$5,005	41	Deakin University
<a href="#">Diabetes stigma: A real problem</a>	\$5,000	\$5,427	79	Deakin University
<a href="#">Would you like seaweed with that?</a>	\$5,250	\$5,435	88	Deakin University
<a href="#">Retake Melbourne</a>	\$6,000	\$6,417	68	Deakin University
<a href="#">CmyView</a>	\$6,000	\$7,230	91	Deakin University
<a href="#">3D Printing the Future</a>	\$5,000	\$7,950	56	Deakin University
<a href="#">Kenya Healthy Minds</a>	\$7,000	\$8,570	82	Deakin University
<a href="#">Know Your Foodbowl</a>	\$9,000	\$9,341	62	Deakin University

<a href="#">Muscular dystrophy: fish for a cure</a>	\$7,875	\$9,767	57	Deakin University
<a href="#">Mighty Maggots v Flesh Nom Bugs</a>	\$9,466	\$9,970	129	Deakin University
<a href="#">Buddhist Life Stories of Australia</a>	\$10,000	\$10,134	78	Deakin University
<a href="#">No more Poo Taboo</a>	\$10,750	\$10,988	161	Deakin University
<a href="#">COBBY: The dark side of cute</a>	\$11,000	\$11,060	157	Deakin University
<a href="#">Hips 4 Hipsters</a>	\$11,762	\$12,413	180	Deakin University
<a href="#">Healthy Gigglers</a>	\$12,500	\$12,832	45	Deakin University
<a href="#">Discovering Papua New Guinea's Mountain Mammals</a>	\$20,000	\$21,913	298	Deakin University
<a href="#">True Colours' - Short Film</a>		\$2,895	35	Edith Cowen
<a href="#">Speak Freely</a>	\$300,000	\$15,850	166	Flinders University
<a href="#">Getting WAC-7 Online</a>	\$15,000	\$17,330	141	Flinders University
<a href="#">Sri Lanka</a>	\$17,000	\$0	1	Griffith University
<a href="#">Last living master: Kantaoming music</a>	\$2,200	\$2,295	29	Griffith University
<a href="#">56 inch circus</a>	\$3,000	\$3,770	13	Griffith University
<a href="#">27 Eyes on Sylhet</a>	\$5,000	\$5,100	118	Griffith University
<a href="#">Help Fight Melioidosis</a>	\$20,000	\$0	40	James Cook University
<a href="#">Preventing disability and disfigurement for young people in Myanmar</a>		\$11,253	106	James Cook University
<a href="#">Looking for Odysseus</a>	\$5,000	\$5,617	20	La Trobe University
<a href="#">Ancient Australia Unearthed</a>	\$10,000	\$10,450	81	La Trobe University
<a href="#">Friends with Benefits</a>		\$82	4	Macquarie University
<a href="#">Twenty Questions</a>	\$1,500	\$1,500	9	Murdoch University
<a href="#">Choosing not to choose</a>	\$2,000	\$2,010	23	Queensland University of Technology
<a href="#">Dancing Goat</a>	\$15,000	\$15,225	130	Queensland University of Technology
<a href="#">Scritti: New Queer Writing</a>	\$8,920	\$0	11	Southern Cross University
<a href="#">Koala medicine research</a>	\$1,000	\$1,050	31	Sydney University
<a href="#">Pussyfoots</a>	\$5,000	\$5,231	88	Sydney University
<a href="#">Sniffer dogs to save koalas</a>	\$25,000	\$7,542	29	Sydney University
<a href="#">Wingtags project</a>	\$5,000	\$8,660	125	Sydney University
<a href="#">Subak With Art Festival</a>	\$3,000	\$3,000	17	University of New England
<a href="#">Dr. Jekyll &amp; Mr. Hyde Silent Film</a>	\$6,600	\$0	22	University of New South Wales
<a href="#">A GPS for the Genome</a>		\$670	14	University of New South Wales
<a href="#">The Breathing Conifer - kinetic sculpture</a>	\$3,000	\$3,255	14	University of New South Wales
<a href="#">Heart stem cells for broken hearts</a>	\$3,200	\$3,400	47	University of New South Wales
<a href="#">Jacque to art conference Istanbul</a>	\$3,500	\$3,500	55	University of New South Wales

<a href="#">On Islands : Eramboo Festival</a>	\$8,000	\$8,035	41	University of New South Wales
<a href="#">eVe - Your New Solar Car</a>	\$20,000	\$27,215	262	University of New South Wales
<a href="#">eVe 2.0 - Your Road Legal Solar Car</a>	\$30,000	\$36,430	201	University of New South Wales
<a href="#">Is Pink Salt worth all the hype?!</a>	\$9,500	\$0	14	University of Newcastle
<a href="#">The Chikukwa Project</a>	\$5,000	\$7,189	89	University of Newcastle
<a href="#">Cycle Space</a>	\$8,000	\$8,900	81	University of Newcastle
<a href="#">Shakespeare Prison Project</a>	\$10,000	\$11,296	143	University of Queensland
<a href="#">Australian Parkinson's disease Research</a>	\$147,315	\$22,166	47	University of Queensland
<a href="#">A Step In The Right Direction</a>	\$3,000	\$3,235	45	University of Tasmania
<a href="#">Vision of Sound</a>	\$2,500	\$0	14	University of Technology, Sydney
<a href="#">Project MAVSIGHT - Drones w/ Brains</a>	\$10,000	\$0	18	University of Technology, Sydney
<a href="#">Unpacking the Food System</a>	\$1,200	\$1,340	10	University of Technology, Sydney
<a href="#">Chronology Arts</a>	\$5,000	\$5,051	50	University of Technology, Sydney
<a href="#">The Koala Project!</a>	\$3,400	\$4,477	58	University of the Sunshine Coast
<a href="#">Digging Deep for WA's Underground Inhabitants</a>	\$30,000	\$8	2	University of Western Australia
<a href="#">Blinded by the Light? Tracking Sea Turtle Hatchlings</a>	\$30,000	\$8	2	University of Western Australia
<a href="#">Where do Whale Sharks Go after Ningaloo?</a>	\$30,000	\$18	3	University of Western Australia
<a href="#">The Western Australian Eye Protection Study</a>	\$30,000	\$58	3	University of Western Australia
<a href="#">How nature and nurture created biodiversity in south-western Australia</a>	\$6,800	\$5,825	73	University of Western Australia
<a href="#">Help save the Pygmy Hippo</a>	\$16,500	\$12,523	89	University of Western Australia
<a href="#">Help Erin launch her Debut Album!</a>	\$13,000	\$14,161	112	University of Western Australia
<a href="#">Writers' Residency for Terma</a>	\$1,500	\$1,753	31	University of Western Sydney
<a href="#">Foto Friends- East Timor</a>	\$15,000	\$3,930	59	University of Western Sydney
<a href="#">All workers should get back home</a>	\$4,000	\$0	5	University of Wollongong
<a href="#">Backstage Tears: A research project</a>	\$5,000	\$5,130	55	Victoria University of Technology



## Attachment 2: Methodology

After a colleague asked, “Well, how many projects have there been?”, I looked at how many crowdfunding campaigns had been undertaken by staff at Australian universities.

To do this, I searched public information on several crowdfunding services, Chuffed, FundScience, GetFunding, Indiegogo, Kickstarter, Pozible, RocketHub, and Thinkable. I selected these crowdfunding services based on media coverage of their work with universities, or their announcements of relationships with Australian universities. I limited the scope to services that would host fundraising campaigns from Australian universities. This excluded services such as Experiment, which only hosts campaigns from the United States of America.

I searched these services for Australian university names (e.g. ‘Australian National University’) or common acronyms (e.g. ‘ANU’). University names were drawn from lists provided in Tables A, B & C of the Higher Education Support Act 2013 (Commonwealth of Australia 2014). I combined these results with a small number of examples that were mentioned in the media.

All data was collected through Google searches of the publically available information provided by the four crowdfunding services. Searches used the following syntax: `site:[domain name] inurl:['project' or 'projects'] “[search string]”`. An example would be:

*site:kickstarter.com inurl:projects “La Trobe”*

Unfortunately, not all crowdfunding services were amenable to this approach. I was not able to gather comparable or comprehensive data from two crowdfunding services, FundScience and Thinkable. Therefore, this analysis does not include information from those two services. One service, GetFunding, had no projects from Australian universities that I could discover.

All data was reviewed manually to ensure that it:

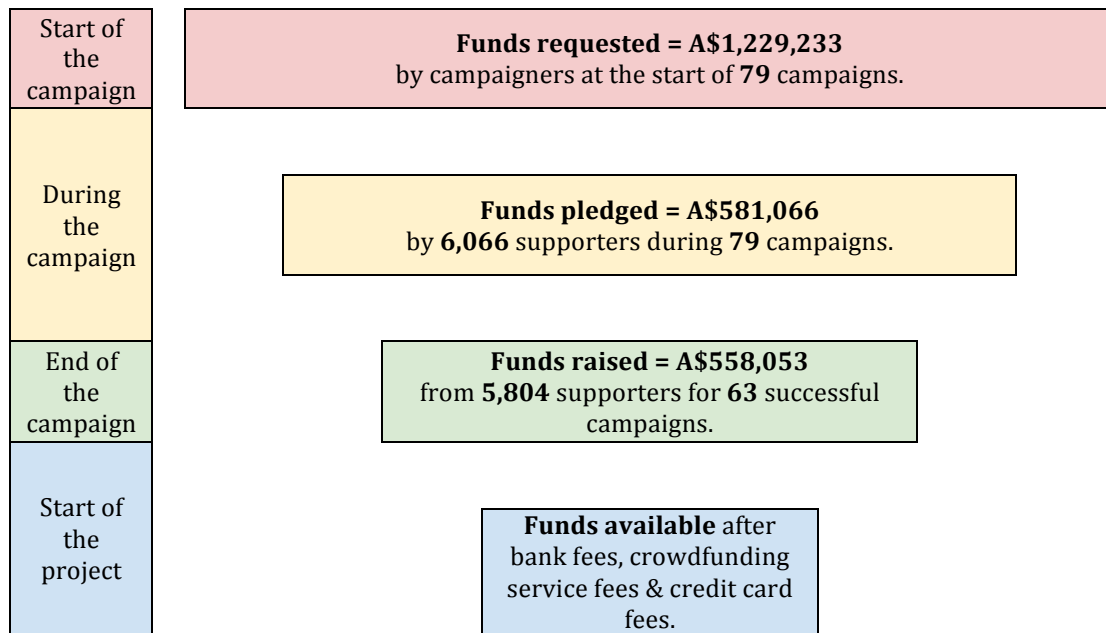
- Related to the target university, and not a similarly named university overseas.
- Included the name of a staff member, rather than a student or an alumnus. Where there was doubt, I searched the university’s website for a staff page of the person in question.

All data was entered into a Google spreadsheet, and analyzed using simple calculations and pivot tables.

After eliminating fundraising campaigns undertaken by students (e.g. “...as part of my current PhD”), campaigns undertaken by alumni (e.g. “graduated from...”), campaigns undertaken at universities (e.g. “we have secured space at...”), campaigns endorsed by university staff (e.g. “has been endorsed by ...”) and other campaigns that mentioned universities but didn’t directly involve staff from that university, I was left with a sample of 79 funding campaigns from 27 Australian universities that ran from October 2011 to August 2015. Not all of those campaigns succeeded in raising funds. A listing of all 79 funding campaigns is provided in attachment 1.

This paper discusses *funds requested* at the start of a funding campaign; *funds pledged* during a campaign; and *funds raised* at the end of a successful campaign. It does not take into account the *funds available* after bank fees; credit card fees and service fees from crowdfunding platforms have been deducted.

Figure 2 shows the difference between these stages of a campaign.



Notes: Not to scale. US dollars converted to Australian dollars at mid-market rate, on the date the campaign ended.

Figure 2: The different stages of the crowdfunding campaigns.

It also is only concerned with the activity during the fundraising *campaign*, rather than the *project* that happens after the campaign has been completed. That is, it refers to the work that is planned and described in the fundraising campaign documentation, rather than the expenditure of the funds raised and the work that is actually undertaken as a result of the campaign.