



Research Australia

An alliance for discoveries in health

# Giving to Health & Medical Research

RESEARCH AUSTRALIA PHILANTHROPY TOOLKIT

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# PREFACE

## Giving to health and medical research Research Australia Philanthropy toolkit

Since its inception in 2001, Research Australia has achieved much towards making health and medical research a higher national priority. With the ongoing support of our members and champions within government and the private sector, we have helped build greater national awareness of health and medical research, helped shape public policy on health, encouraged young Australians to take up careers in research, and secured strong funding growth to further strengthen Australia's health and medical research.

To build a healthier nation and strengthen Australia's global contribution we need to address the gap that exists between the research effort and philanthropic giving.

Health and medical research helps keep Australians healthy, while sustaining a productive workforce and growing a strong national economy. Each and every one of us can contribute to improving health outcomes for all Australians in some way.

As a world leader in health and medical research and as a country blessed with wealth and resources, Australia has the potential to solve current and emerging health challenges, at home and overseas.

This toolkit contains information, advice and resources to guide and promote philanthropic giving to health and medical research. As a practical resource, it will help those who do the research, and those who seek to support a worthy philanthropic cause. It will also foster improved understanding and encourage mutually beneficial, collaborative and lasting relationships.

Whatever your involvement in the philanthropic process – grant maker, grant seeker, corporate giver, or professional adviser– we hope that *Giving to Health and Medical Research: Research Australia Philanthropy Toolkit* provides a useful starting point.

We welcome your feedback.



Dr Chris Roberts  
Chairman  
Research Australia



Rebecca James  
Chief Executive Officer  
Research Australia

# OUR VISION

By 2025 four out of five Australians will give regularly to health and medical research – and it will be named in two out of five Australian wills. Philanthropic donations will match government funding, as they do in the UK, to support a lively science base, dynamic commercialisation and a thriving health and medical research infrastructure.

Our challenge is to identify pathways and grasp opportunities to achieve this vision. Research Australia has a commitment to shape an Australian philanthropic culture that supports health and medical research.

# GUIDING PRINCIPLES

Research Australia has developed this toolkit with the following principles in mind. We endeavour to:

- Respect donor choice
- Promote informed and ethical decision-making by philanthropists and grant making organisations
- Promote support of quality health and medical research
- Encourage the development of professional, sustainable, collaborative and accountable grant seekers from the health and medical research sector.



# GIVING TO HEALTH AND MEDICAL RESEARCH: Research Australia Philanthropy toolkit


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# WHY GIVE TO HEALTH AND MEDICAL RESEARCH?

This section discusses the importance and benefits of giving to health and medical research.

Giving in its broadest form is a universal activity. It is not restricted to any particular country, state or group. It can relate to our personal interests and passions, family or cultural background, religious beliefs, life experiences, friendships and relationships. It can bring personal satisfaction, encourage social responsibility, and it can carry financial, taxation or commercial benefits.

*I have been fortunate to live in a community which has given me the education, political stability and strong economy in which to raise a terrific family and a strong business. It is now my time to put a little back.*

Paul Clitheroe AM

We give without being asked, we give in response to major causes or events. We give publicly and prominently, we give anonymously. We give individually, collectively, and corporately.

*Recent public opinion polls conducted by Research Australia found that 89% of Australians place health and medical research at the top of a list of industries seen to play an important role in Australia's future.*

Research Australia Health and Medical Research Public Opinion Poll 2008, [www.researchaustralia.org](http://www.researchaustralia.org)

While our motivations can be as individual as we are, most of us share a desire to make a difference to the communities and wider society we live in.

# Australia's place in the global giving stakes

With Australians living longer and more productive lives, we find ourselves faced with the challenges of supporting an ageing population and managing the burden of chronic disease. Health and medical research plays a key role in developing better knowledge and understanding of chronic conditions and their related risk factors, and in developing the improved treatments and preventive strategies that underpin a healthy and active community. In recent years, advances in screening for genetic diseases and new treatments for cancer have provided many Australians with new hope and a better quality of life, whilst developments in understanding the human genome and biochemical triggers for disease provide possibilities for prevention. None of these are possible without a strong, well-supported health and medical research sector.

To this end, Research Australia works to mobilise the energies of government, industry and the community, to support and promote Australia's internationally-recognised research base. By working together, we hope to boost Australia's capacity to engage and integrate with international health developments, attract overseas investment to our shores, develop new partnerships to tackle serious global health challenges, and ensure that all Australians gain early access to leading edge treatments.

## How do we compare?

<b>USA</b>	<b>1.6</b>
<b>Australia</b>	<b>0.68</b>
<b>Canada</b>	<b>0.46</b>

For 12 months to January 2005.

Expressed as a percentage of Gross Domestic Product (GDP)

Source: *Giving Australia: Research on Philanthropy in Australia*, Australian Government, 2005

Each and every one of us can contribute to our nation's research efforts to help fast track improved diagnostics, technologies and medicines to treat disease, to give Australians faster and improved access to health care services, and to ensure we continue to support our scientists. Philanthropic giving to health and medical research offers these opportunities.

Although giving in Australia may not match the levels achieved in the USA, there are signs that our philanthropic landscape is showing signs of growth.<sup>1</sup> In 2005, the *Giving Australia* study<sup>2</sup> funded by the Prime Minister's Community Business Partnership reported a total giving of \$11 billion a year, with \$7.7 billion from individuals and \$3.3 billion from the business sector.\* Compared with 1997 figures for giving in Australia, this represents a healthy rise of 58%<sup>3</sup> and is a reflection of our rising personal affluence.

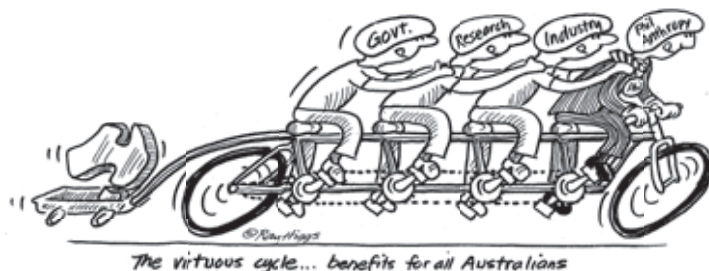
\* Excluding Tsunami giving

## Giving to health and medical research

In 1998, the Wills Review identified a “virtuous cycle” between government, research and industry by which health and medical research could provide a wide range of sustainable benefits for all people in Australia.

The Investment Review of Health and Medical Research (IRHMR)<sup>4</sup>, published after the Wills Review, found that the virtuous cycle is already delivering results through research-based policy and practice, a growing international reputation for excellence in health and medical research, and an ability to attract and retain top-level researchers from Australia and overseas.

These positive developments provide a timely context for raising the profile of high quality health and medical research as a philanthropic activity, and for developing systematic approaches to both giving and seeking support.



The Hunter Medical Research Institute’s “Impact of HMRI Philanthropic Funding 1998 – 2008” report shows that in the period from 1998 – 2008, \$1.00 of HMRI grants funded by charitable donations led to an average return of \$21.00 from external competitive grants, 74% of which were from the NHMRC.

The Return on Investment was even greater (34:1) when HMRI grants were awarded through the annual peer-review process.

Recent surveys carried out by Research Australia show strong community support for health and medical research, with respondents ranking it equal first with education as the most important factor in Australia’s future. Research Australia Philanthropy has been established as an advocate and practical resource for philanthropic support of health and medical research. Encouragingly, an increasing number of companies are actively acknowledging the role of corporate social responsibility, including philanthropic support for health and medical research, as an integral component of good business practice.

For philanthropists and grant makers without an exclusive passion or legal obligation to give elsewhere, health and medical research can provide a logical destination for giving that will have a clear community benefit.

### Health and medical research: what does it mean?

Health and medical research is commonly accepted as an activity that aims to benefit people and society in general, rather than specific individuals.

The scientists involved in health and medical research explore, gather and analyse what is known already about important health and medical issues, and use their findings to generate new knowledge, innovative or improved treatments, processes and policies for improving our health and quality of life.

For further information and definitions about health and medical research, see the **Glossary**.

# GUIDESHEET 1:

## Why Give to Health and Medical Research?

The list below outlines the most commonly cited reasons for not giving to health and medical research (HMR). The responses will help build a case for support of health and medical research.

Reason for not giving		Reason for giving
<p>Funding of health and medical research is a government responsibility.</p> <p>OR</p> <p>If I give to health and medical research, the government may give less.</p>		<p>Of the \$1.7 billion invested in HMR in Australia in 2001 from all sources (Commonwealth and State governments, private industry, overseas sources and other Australian sources) contributions by Australian philanthropy were estimated to be over \$216 million of total spend<sup>5</sup>. In the US, Canada and the UK – all with considerably higher capital investments on HMR – philanthropy contributes 25–30% of funding from all sources<sup>6</sup>.</p> <p>Matching funding is offered by some governments and this attracts a sustained philanthropic response. The Sutton Trust study suggests that even after a finite period of matching a new ‘giving level’ is achieved.<sup>7</sup></p>
<p>The quality of health and medical research is too hard to assess.</p>		<p>Research Australia Philanthropy provides a service to grant makers to assist with the review of research proposals. A Scientific Review Panel of independent experts is formed to conduct each review. For more information contact: <a href="mailto:enquiries@researchaustraliaphilanthropy.org">enquiries@researchaustraliaphilanthropy.org</a> or phone 03 9662 9366.</p>
<p>I don't give to health and medical research because I don't understand it.</p>		<p>This toolkit encourages and equips grant seekers to communicate the key issues and objectives of their research clearly and effectively in Plain English.</p> <p>Some hospitals and research institutes offer tours to potential grant makers or have open days for the general public.</p>
<p>There are too many health-related charities doing the same work.</p>		<p>In some areas there are many charities and in other areas too few.</p> <p>If an individual or established grant maker has an interest in a particular area of health and medical research, Research Australia can advise about how to choose a suitable project or organisation to approach.</p>
<p>My gift would be a drop in the ocean.</p>		<p>Every donation counts – large or small. A small gift may help purchase much needed equipment, fund a travel scholarship or seed a major gift from another philanthropic or government source.</p>
<p>It takes too long to see a return on my investment.</p>		<p>Philanthropy does not measure success in financial terms or in major breakthroughs.</p> <p>Incremental discovery is the pathway to driving improvements in health.</p>

# WORKSHEET 1

This worksheet may help clarify your philanthropic intention and expectations. This is an important process for both the donor and the grant seeker to help build trust and understanding.

## Why Give to Health and Medical Research?

<b>My motivation</b>	<b>Not strong</b>				<b>Very strong</b>
	1	2	3	4	5
To make the world a better place					
To help people live long, healthy and productive lives					
To find cures and better treatments					
To support Australian scientific excellence					
To support new and innovative ideas in health or medicine that might lead to new business opportunities					
To find better ways to treat a health condition I care about					
To find answers to difficult questions about health					
To make a difference to health outcomes for all Australians					
I have been touched by a particular health issue – personally, or through my family or friends					
To contribute to better health outcomes for my children and future generations of my family					
To support young people taking up medical science as a career					
To build a stronger national economy					
To raise Australia’s research profile internationally					

Which reason means the most to you? Rank them in priority order.

- 1 .....
- 2 .....
- 3 .....

***We all have a real responsibility to give back to society.<sup>8</sup>***

Professor Clive Palmer, Chairman of Mineralogy Pty Ltd

***If you've got money it's perfectly easy to give it away and nothing to be particularly proud of. It's about being involved and knowing what you're helping, and being really committed to whatever you're helping. It's very rewarding when you feel you are making a difference to the lives of other people.<sup>9</sup>***

Dame Elisabeth Murdoch, Patron of the Murdoch Children's Research Institute and a life governor of the Royal Women's Hospital

***The special leverage of family philanthropy is important in maximising impact, mobilising resources and making philanthropy more effective. Family philanthropy can take risks by going into territory where others may fear to tread.<sup>10</sup>***

Carillo Gantner AO, Chairman of the Sidney Myer Fund and President of The Myer Foundation

***I'm not about to change the world, and we don't have enormous financial resources, but I can say that we are doing our best and hope to add value to some much-needed causes.<sup>11</sup>***

Daniel Petre, former Microsoft executive, now author and parent.

# REFERENCES

- <sup>1</sup>*Good Times and Philanthropy: Giving by Australia's Affluent*, Queensland University of Technology, Brisbane, 2008
- <sup>2</sup>*Giving Australia: Research on Philanthropy in Australia*, Prime Minister's Community Business Partnership, 2005
- <sup>3</sup>*Lifting the Lifegiving Dollar*. Report for Research Australia, Queensland University of Technology, Brisbane, 2005, page 27
- <sup>4</sup>*Investment Review of Health and Medical Research*, Commonwealth of Australia, Canberra, 2004
- <sup>5</sup>*Exceptional Returns: The Value of Investing in Health R&D in Australia*. Prepared for The Australian Society for Medical Research by Access Economics, Canberra, September 2003
- <sup>6</sup>*Lifting the LifeGiving Dollar*. Report for Research Australia, Queensland University of Technology, Brisbane, 2005
- <sup>7</sup>*Select Government Matching Fund Programmes: An Examination of Characteristics and Effectiveness*. Prepared by the Council for Advancement and Support of Education for the Sutton Trust, London, December 2004
- <sup>8</sup>*Iron ore baron forms \$100m Pilbara foundation*, The Age, 30 January, 2008
- <sup>9</sup>*Enough Rope with Andrew Denton*, Elders Part 2, ABC, 23 June, 2008
- <sup>10</sup>Sidney Myer Fund The Myer Foundation Annual Report 2006–2007, page 3
- <sup>11</sup>Denis Tracey, *Giving it Away: In Praise of Philanthropy*, Scribe Publications, Melbourne, 2003, page 37

# AN INTRODUCTION TO PHILANTHROPIC GIVING TO HEALTH AND MEDICAL RESEARCH

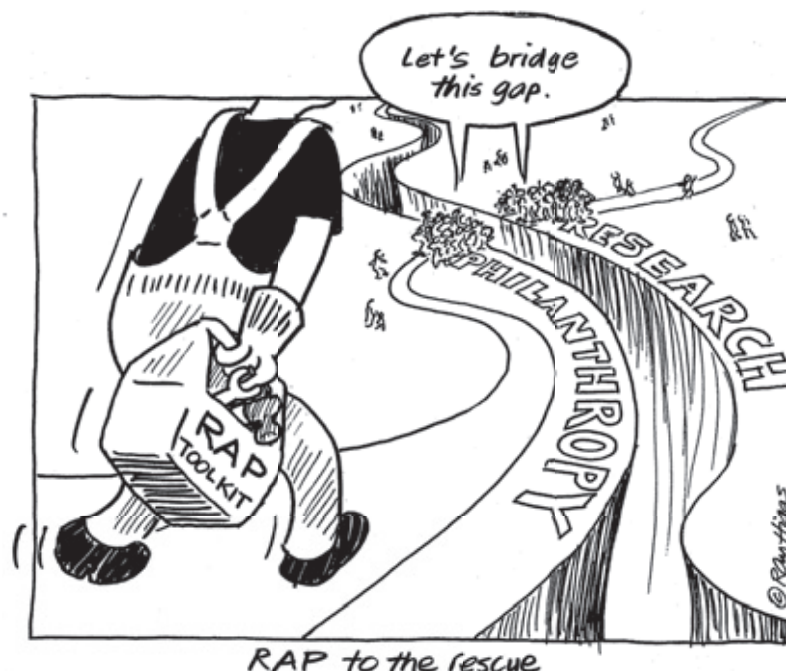
This section will assist philanthropists to understand the needs of the research sector and ways you can support health and medical research.

Health and medical research offers many exciting possibilities for philanthropic giving, whether you are a philanthropist or a grant seeker. But where should you start? What types of health and medical research are there? What legal or taxation requirements have to be met in order to give or receive support? What does philanthropy for health and medical research mean – and how does it work?

The short answer is that as long as you meet the Australian legal or taxation status requirements, there should be little to stop you giving to high quality health or medical research or from seeking support for your research. But if your grant making or grant seeking efforts are to be as effective as possible, it will pay to arm yourself with some essential knowledge before you begin.

This toolkit forms part of Research Australia's initiative to build a bridge by creating resources and services for the philanthropic and research communities.

In this section we define health and medical research. We describe how the research process works. We outline the different philanthropic vehicles that can be used to support health and medical research and the various aspects of research that can benefit from philanthropic giving. We touch on how philanthropy can support innovative research. And we highlight how philanthropy can support researchers who are seeking to further develop their expertise and profile in an increasingly competitive research environment.



# 1. What is health & medical research?

Health and medical research is about the search for and discovery of a healthier life. We all face challenges to our health, either because of inherited susceptibility or from the environment we live in.

Health and medical researchers seek to build our knowledge about health and disease and to use this knowledge to help people enjoy better health throughout their life.

Research aims to gain knowledge about and better understand:

- how the human body is formed before birth and how it functions normally throughout life
- what goes wrong when ill-health and other medical problems occur
- what causes these problems
- how health problems impact on communities or particular groups in the population
- how to effectively prevent, treat and manage health conditions.

This knowledge is translated into action and applied to develop ways to:

- improve and maintain healthy lifestyles
- prevent or avoid the causes of disease
- detect problems early to improve treatment outcomes
- create new treatments or cures
- help individuals, carers and the community deal with the social and emotional impact of disease and health problems.

# 2. What are the types of research?

Researchers may work on **basic scientific research**, studying molecules and cells in the laboratory to understand the very essence of living organisms.

**Applied clinical research** may convert bench-top discoveries to direct patient care or may develop and trial new patient care procedures and treatment protocols. Clinical trials of new diagnostic tools and treatments must comply with government regulation and medical review and approval processes.

**Public health research** is the development, implementation and evaluation of new public health programs or population based interventions. This may apply to discoveries from basic scientific research, new clinical research evidence or be based on epidemiological research outcomes.

**Development of new medicine** is a process with a long lead time, taking on average 15 years. See the Discovery Process Timeline (page 4) showing the steps involved and average time frames which is included in this section.



### 3. Who does research?

Organisations that do health and medical research include medical research institutes, universities and other academic institutions, hospitals and health services, pharmaceutical companies, biotechnology enterprises, research consortia, government agencies and health interest groups.

Research is frequently a collaborative endeavour with national and international multi-site networks working together or sharing infrastructure and expertise.

### 4. How is research funded?

Health and medical research funding comes from many sources: governments (Federal and State), corporate, academic and health organisations, philanthropists and the general community.

#### Government

Many researchers are funded by Federal Government grants made through the National Health and Medical Research Council (NHMRC) and the Australian Research Council (ARC), which is part of the Department of Education, Science and Training.

NHMRC or ARC grants are awarded on merit and most often go to researchers working in universities or independently run medical research institutes. Government funding is also used for research infrastructure such as buildings and equipment.

Other government programs supporting health and medical research include innovation and biotechnology initiatives, the Cooperative Research Centres (CRCs), science prizes and also the Commonwealth Scientific and Industrial Research Organisation (CSIRO), which is Australia's primary government research agency.

State Government funding of public hospitals and infrastructure and/or grants to medical research institutes and universities also supports research. In the last few years, State Governments have established biotechnology hubs with special budgets and expenditure to develop policy and foster joint ventures.

Federal and State Governments also provide a range of government-industry-research support schemes to enable formation of research consortia, bringing public and private funding and research expertise together under one umbrella. Often, pharmaceutical or biotechnology companies will joint venture with research institutes, hospitals or government agencies such as the CSIRO.

#### Corporate

Pharmaceutical companies contribute to health and medical research funding by sponsoring clinical trials and also by funding their own research and development programs.

A growing number of biotechnology companies, both publicly listed and private, are being established in Australia and expanding their research and development activities.

Companies from outside the health and medical research sector also contribute through sponsorship (such as funding for professorial chairs at universities) or corporate philanthropy (such as retailers donating a percentage of sales to medical research).

#### Philanthropic support

Australia has a long tradition of philanthropic giving by individuals and through such vehicles as trusts and foundations. Recently changes to tax legislation have been supportive of a philanthropic culture and we have seen the emergence of Private Charitable Trusts, Private Ancillary Funds, Ancillary Funds and Scholarship Funds.

## The Community

Many people in the community have a strong sense of philanthropy and donate to health interest groups such as public health centres and disease-related charities. Just a few examples of the valuable contribution made by the community include response to special cause appeals and promotions (such as buying pink ribbons or daffodils), donations to hospitals, research institutes and universities, employee donations through salary sacrifice programs and service clubs raising funds for medical research.

Other sources of general community funding include private investors in listed companies in the health and life services sector, private equity investors in technology companies and philanthropic trusts.

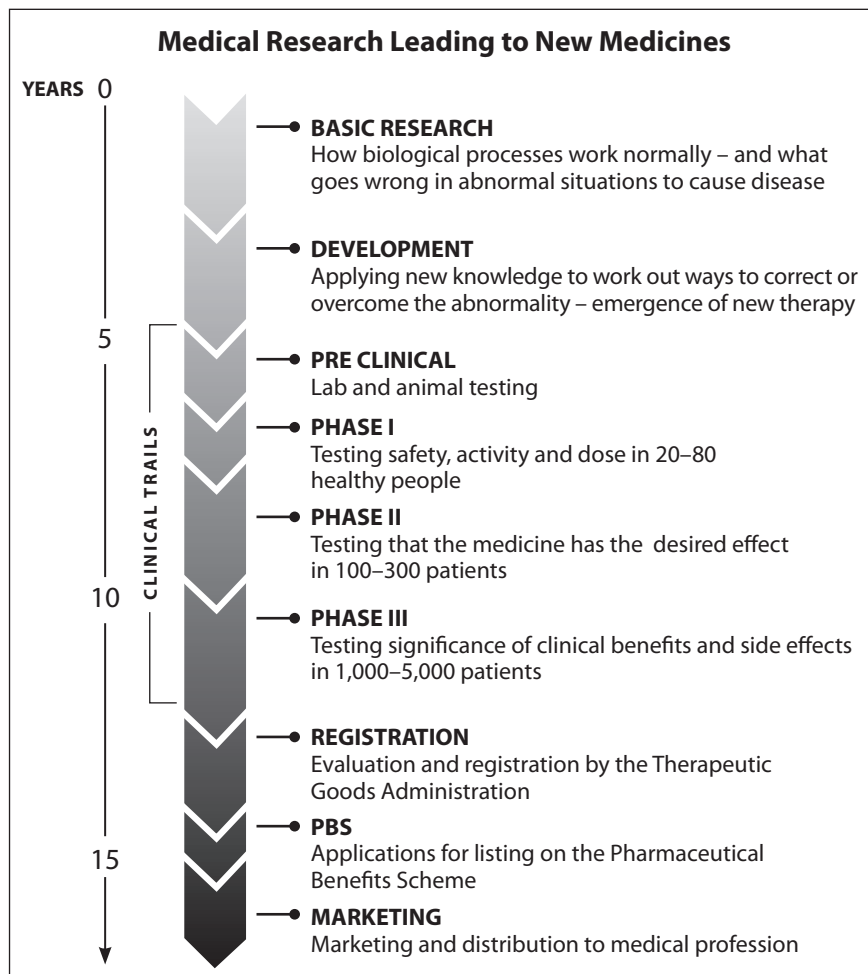
## International

Australia has a strong international reputation for achievements in health and medical research and many researchers collaborate with colleagues overseas. Some researchers also attract funding from international sources. Overseas government agencies such as America's National Institutes of Health (NIH), international philanthropic trusts such as the UK's Wellcome Trust and multi-national commercial joint ventures are potential sources of funding for Australian health and medical research.

## 5. The discovery process

Health and medical research encompasses a broad range of research fields, which eventually culminate in improving public health. One way of linking basic scientific research to the medicines we take is to consider the pathway from the lab to the patient. Research Australia's chart entitled 'Medical Research Leading to New Medicines' provides a timescale to map the drug discovery process.

### The Discovery Process Timeline



© Research Australia

## Giving Matrix: An investment in health

For philanthropists, this diversity in health and medical research presents opportunities for giving that can make a real difference to the groups or communities who are the target group for the study and to the people who have chosen a research career.

However, you will need to be aware of the legal or taxation implications that apply to the various philanthropic vehicles that can be used for giving to health and medical research.

If you are a researcher or it is your job to secure support for your research institute, you will need to be aware of these implications for your own organisation and of the grant making guidelines applied by the different philanthropic vehicles.

We have included an easy-to-follow **Quick Reference Card: Giving Matrix** at the end of this publication. This illustrates the different aspects of health and medical research for which you may be able to seek support within the current legal and taxation framework.

## Philanthropic vehicles for support of health and medical research

As an **individual philanthropist**, you may choose to give directly to the charity, hospital, university or research institute of your choice or your **professional advisor**.

If your giving is carried out through a **Trust or Foundation**, there are a number of legal structures that can be established to support your philanthropy. These may include **Private Charitable Trusts, Private Ancillary Funds, Ancillary Funds and Scholarship Funds**.

Alternatively, your philanthropic giving to health and medical research may be carried out through a **Corporate Foundation** or an **employer-managed giving program**.

## How could your gift be used?

We have grouped opportunities to support health and medical research in Australia into six key areas: capital works, equipment and technology, research projects, innovative research, clinical trials, and people support for individual researchers.

**Capital works** – these may include new laboratories and buildings in which to conduct research.

**Equipment and technology** – may include any equipment used in the laboratory from computers through to mass array spectrometers.

**Research projects** – may include basic or applied research in any disease category.

**Innovative research** – opportunities for researchers to investigate or explore new and untested ideas.

**Clinical trials** – Whilst many clinical trials are of new medications and thus sponsored by pharmaceutical companies, individual researchers can also be keen to investigate and evaluate hypotheses through clinical trials. These trials are opportunities for philanthropic support.

**People support** – may include training and career development for researchers, generally via their research institute. Researchers may also seek to advance their careers by way of PhD scholarships, research fellowships and professorial chairs. Giving can also help meet shortfalls in funding for travel grants and attendance at conferences and scientific meetings.

## Offering your services

You may like to offer your expertise as a pro-bono service to a research organisation or institute. Pro-bono support may include the development of business plans, communication and marketing plans, accounting and legal services, website design skills, I.T. expertise, and training in media skills, presentation skills, supervisory or management topics. Pro-bono services can also provide scarce resources to the research sector.

## Philanthropic support to a young career researcher

*I had been interested in medical research since undertaking work experience in a hospital diagnostic laboratory during my high school years. Having completed a Science degree with Honours at the University of Adelaide, I moved to Sydney where I began my career studying human blood diseases with the Centre for Thrombosis and Vascular Research. After two years as a research assistant I started my PhD, focusing on the mechanisms underlying drug-induced thrombocytopenia.*

*On completion of my PhD I continued to work with the same group for an extra year, and then joined the Respiratory Research Group at the University of Sydney as a Postdoctoral fellow.*

*Starting out on the research career ladder is pretty daunting – and challenging. Finding a way into the funding cycle as an unknown researcher entering a new field was a difficult and overwhelming experience.*

*I was able to obtain my very first grant through the generosity of the philanthropic foundations established by Clive and Vera Ramaciotti, managed by Perpetual Trustees. This grant enabled me to pursue what I believed were the vital research questions in asthma research, and started me down the research path that still excites me today. It gave me the foundation from which I am developing an independent career, one where I am now recognized as an international pioneer in my field.*

Dr Janette Burgess, University of Sydney, 2008.

# Research Australia

An alliance for discoveries in health

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