



# NOT IF, *WHEN.*

THE CAMPAIGN TO  
CREATE CHANGE



THE UNIVERSITY  
OF QUEENSLAND  
AUSTRALIA

TOGETHER, OUR GREATEST  
DAYS LIE AHEAD.

# Thank you.

## Message from the Chairs

The *Not if, when* campaign is a partnership between the generous donors in our community who have a dream for a better world, and UQ, which has the research excellence, resources and people to achieve our donors' ambitions.

We invite you to tell us about your vision for the world, to see if we can help provide you with the tools to achieve it, whether this involves increasing access to education, research, or bolstering the arts and humanities that enrich our lives.

Our motivation for giving back is simple – we want to support a community that helped and embraced us. We are grateful for the support we received, particularly the gift that enabled Ian and Dr Jian Zhou to develop the life-saving cervical cancer vaccine Gardasil.

Thank you for considering partnering with us, and for taking the initiative to support the change that you want to see in the world.



**Professor Ian Frazer AC FRS and Mrs Caroline Frazer**  
NOT IF, WHEN – THE CAMPAIGN TO CREATE CHANGE CO-CHAIRS

## Message from the Vice-Chancellor and President



Now, more than ever, our future will be shaped by donors and their vision for a better world.

As a world-leading research and learning institution, UQ can provide donors with the opportunity to support the progress they most want to see.

We have launched the *Not if, when* campaign to raise \$500 million towards empowering student success, transforming teaching and learning, and driving discovery and impact. This is a step towards matching the philanthropic attitudes seen

in other leading economies. This campaign will ensure Australia can compete globally in innovation, discovery, student success outcomes, and the attraction and retention of thought leaders.

UQ's partnership with our community through *Not If, When* – the Campaign to Create Change aims to connect more donors with causes they are passionate about and increase the impact we can achieve together.

**Professor Peter Høj**  
VICE-CHANCELLOR AND PRESIDENT

# Not If, When – the Campaign to Create Change

## What is the campaign?

Over our 107-year history, the partnership between donors and UQ has had an extraordinary impact on our community, Queensland, Australia, and the world.

While we have come a long way, there is so much more to do and so much more that requires urgent support. We want to ensure that individuals, families and organisations who share our values and vision choose UQ as their trusted partner to achieve their vision for a better world.

The *Not if, when* campaign is an ambitious philanthropic effort to achieve this transformational impact. It is the first comprehensive philanthropic campaign in the University's history and will continue for several years as we collectively strive to achieve our common goal for a better world.

Like you, we will not stand by and hope for the best. We firmly believe that by proactively taking action, together, our greatest days lie ahead.

**Not if, when.**

## What are the campaign priorities?

The goal of the campaign is to galvanise the community and our alumni to help raise the significant funds required for three key priorities:

- **Empowering Student Success** through life-changing scholarships, accommodation, work experience and study opportunities.
- **Transforming Teaching and Learning** by attracting and retaining the best academic leaders and providing innovative and effective learning environments.
- **Driving Discovery and Impact** because from science and sustainability to health and humanities, UQ research outcomes have had and will continue to have a significant impact on people's lives, all over the world.

To learn more about how you can make a genuine difference, visit [uq.edu.au/giving](https://uq.edu.au/giving)

PRIORITY

# Empowering Student Success

Students are the driving force behind everything UQ does, and we need to provide them with the opportunities to pursue education and succeed.

We want to continue to attract the best people – regardless of their background and ability to pay for education – and prepare them to become leaders who create change to advance our community.

Scholarships are a lifeline for these students, particularly as they navigate their first year of university in an unfamiliar place, often hours away from the place they call home.

For regional and international students, accommodation scholarships provide them with a safe and secure place to live on campus, maximising their university experience and alleviating stress so they can concentrate on their studies and return to their communities as highly trained professionals.

Philanthropic support provides students with opportunities to learn and flourish, through work-integrated learning, undergraduate research and international study.

Together, we can empower and support students to reach their potential. **Not if, when.**





*“KNOWING THAT SUPPORT WAS THERE MOTIVATED ME TO EXCEL AT STUDY AND GIVE BACK.”*

# Rising above life's burdens

*SCHOLARSHIP LIFTS KATE TO SUCCESS*

**Donor-funded scholarships transform lives. Kate's dream of becoming an engineer depended on it.**

While building stick bridges over a creek in her backyard as a child, Kate Heliotis realised a career in engineering would be perfect for her. However, a difficult and sometimes violent home life almost destroyed this aspiration.

Having since graduated from UQ and secured her dream job in structural engineering, she remembers when the belief and support of others – including school teachers, a pastor, UQ mentors, and donors – were offered when she needed it most.

“As a teenager there were very dark days, and even my teachers were concerned about my home life,” Ms Heliotis remembered.

“I was conditioned to believe I wasn't smart enough to succeed, and that education and my personal dreams just did not matter.”

The torment of a difficult home life and a strong sense of moral obligation to family duty were barriers to finding self-worth and believing she could ever be happy.

“When I received my letter of offer to study engineering at UQ, I was blown away, but I still had a huge fear of failing.”

Ms Heliotis credits a second-year scholarship, funded by a UQ donor,

with changing her life – encouraging self-belief and providing financial support to focus on study, research, volunteering, and participating in study tours.

“In my first semester I managed to achieve a Dean's Commendation for Academic Excellence and was instilled with this new energy and focus. I was proud of what I could achieve on my own,” she said.

“Knowing that donor support was there motivated me to excel at my studies. Being considered for a scholarship offered countless opportunities, and now as a graduate, I mentor students and want to give back to those who, like me, don't know their potential and what they can achieve.

“Donors have the opportunity to make a huge difference in students' lives. We might be one step away from discovering the next big thing and that comes from partnering together and supporting students to succeed,” she said.

To continue to make a difference in the lives of students like Kate, please visit [uq.edu.au/giving](https://uq.edu.au/giving)



PRIORITY

# Driving Discovery and Impact

Groundbreaking discoveries and the ability to transform those discoveries into meaningful actions will determine the kind of future our children and grandchildren experience.

The impact of donors collaborating with UQ has already been felt around the world through the outstanding outcomes in areas from science and sustainability to humanities and health that have benefited from their visionary generosity.

We have seen families thrive, diseases treated, communities empowered, sustainable energy solutions developed and solutions engineered.

In partnering with UQ, donors have access to world-leading teachers, researchers and a pool of talented young minds. These people have the drive and determination to combat the leading problems of our time, but may not have the resources at their disposal to succeed.

We have achieved a lot, but there is so much more for us to do – and it is more important now than ever that we are successful.

With your support, we will get closer to unlocking the cures for diseases like dementia, and other inhibitors to healthy ageing such as cancer, chronic pain, debilitating inflammation and infectious disease.

We can develop agriculture that will help feed the world, find ways to thrive amid climate change while supporting the environment, create tomorrow's technology and break the cycle of disadvantage.

Your support provides UQ researchers with the resources they need to tackle these challenges head-on.

**Not if, when.**



# Dementia breakthrough

NEW FINDINGS BRING HOPE

**Imagine a future where a diagnosis of dementia could actually be accompanied by hope.**

That powerful dream occupies the waking hours of former school principal John Quinn, who is living with younger-onset dementia, as well as the man determined to make it a reality, The University of Queensland's Professor Pankaj Sah, Director of the Queensland Brain Institute (QBI).



In a significant breakthrough, QBI researchers have discovered that an ultrasound treatment can remove the plaque that builds up in the brain of people living with dementia, which causes memory loss and cognitive decline. "We now have a non-invasive procedure that

So great was the shame Mr Quinn felt at being diagnosed with Alzheimer's disease at age 59 that it took him two years to tell his son.

"I didn't know what to tell him. My darkest moment lasted six years, sitting at home staring at the walls, knowing there's no treatment or cure," Mr Quinn said.

"Dementia is like ripples on water. So many people are impacted."

Dementia, of which Alzheimer's disease is but one disorder, has huge costs, both psychologically and emotionally, to the people living with the disease and their families. It also costs the Australian economy \$14 billion a year.

will be affordable, effective and can be taken out to the community," Professor Sah said.

With additional funding support and resources, this treatment could be moved through discovery to clinical trials, commercial development and application in the next three to five years.

"If a cure can be found, thousands of families would know this horrible journey can be endured," Mr Quinn said.

Your support can change lives. To help our community pioneer a treatment for this terrible disease, visit [uq.edu.au/giving](http://uq.edu.au/giving)

"IF A CURE CAN BE FOUND, THOUSANDS OF FAMILIES WOULD KNOW THIS HORRIBLE JOURNEY CAN BE ENDURED."





*“THE WORLD NEEDS A BIG WIN WHEN IT COMES TO STOPPING MARINE DESTRUCTION.”*



# Love potion

*DISCOVERY COULD SIGNIFICANTLY REDUCE IMPACT OF THORNY MENACE*

**The power of attraction is an unlikely ally in saving the Great Barrier Reef from the destructive scourge of its fiercest enemy, the crown-of-thorns starfish, and could play a major role in helping to save corals reefs and other marine environments globally.**

Husband-and-wife UQ researchers Professor Bernard Degnan and Associate Professor Sandie Degnan of UQ's Faculty of Science found that the coral-eating starfish gather en masse when mating due to pheromones – a scent the researchers have decoded – so the prickly pests can be lured together for capture.

“It’s a possible solution and an alternative to the current expensive and largely ineffective methods such as diver collection, injections or robotics,” Professor Degnan said.

“Now that we’ve found the genes the starfish use to communicate, we can begin fabricating environmentally safe baits that trick them into gathering in one place, making it easier to remove reproductively primed animals.”

However, without new funding it could take another five years to develop and deploy the technology.

“The world needs a big win when it comes to stopping marine destruction by invasive species and we want to go to the next stage, deploying pheromone baits on a massive scale,” Associate Professor Degnan said.

At stake are coral reefs and marine environments – not only along the Queensland coast but around the world.

“For an already struggling Great Barrier Reef, and indeed any reefs across the Indo-Pacific region, these starfish pose an enormous threat due to the ability of a single female to produce up to 120 million offspring in one spawning season,” Professor Degnan said.

Associate Professor Degnan said the research was a lifeline when so much was at stake.

“The loss of this natural wonder would be devastating and not just in economic terms,” she said.

“I worry our children and grandchildren won’t ever get to experience or work with the reef if we don’t act now.”

Saving the Great Barrier Reef and solving other global problems is at the heart of the work of UQ. You can ensure this work continues by visiting [uq.edu.au/giving](https://uq.edu.au/giving)





PRIORITY

# Transforming Teaching and Learning

Transformative learning happens when great teaching and research link with innovation and technology. These experiences enable us to keep the best and brightest minds in Queensland and allow our students to give back to the community.

Together, with your support, we will provide the infrastructure needed so our students' experiences exceed their expectations, shaping them into effective and ongoing architects of their own careers, today and into the future.

The opportunities provided through the support of visionary donors include backing entrepreneurial and innovation incubators such as ilab and Idea Hub, industry placements, internships and mentoring opportunities.

For Australia to thrive in a globalised world we need to become a knowledge economy that cultivates and retains the brightest young minds and talent. Attracting the greatest minds to teach at UQ can help us achieve this.

By retaining Queensland's best and brightest, we can bolster our economy and cultivate innovation that drives the discoveries that benefit all of us, whether it is clean energy initiatives, cures for disease, or means to tackle complex issues such as climate change and poverty.

We are preparing well-rounded and compassionate individuals to lead us into the future. Innovative learning programs such as the UQ Pro Bono Centre, where law students aid vulnerable members of our community, offer students practical experience in advancing the public good.

Having experienced excellence in teaching and learning, our students are well prepared to lead tomorrow's communities. **Not if, when.**

**Photo:** Professor Alastair Blanshard, the Paul Eliadis Chair of Classics and Ancient History, working with students. Professor Blanshard is a world-leading expert in classical tradition.



# Pro bono volunteers

*CHAMPIONING A FAIRER WORLD*

**Providing free legal services to vulnerable members of the community does not sound like core business for lawyers, but that's how UQ Law students are championing the public good.**

Student Zoe Brereton already has formidable experience in international humanitarian law, having supported human rights in Uganda and helped abused women in India, but it was volunteering at a small, suburban Brisbane community legal service that changed her life.

The UQ Pro Bono Centre in the TC Beirne School of Law places students like Ms Brereton with professional lawyers at community legal centres, to assist disadvantaged and marginalised groups such as asylum seekers, refugees, people with a disability and vulnerable housing renters.

"I realised I didn't have to be overseas or at the apex of a big legal career to fight for people who can't afford to use the legal system," Ms Brereton said.

"I love working with senior social justice lawyers who've dedicated their careers to the public good, easing people's fear and arguing for their right to justice."

UQ Pro Bono Centre Director Monica Taylor described the student placements as a win-win, as students gained valuable skills, insights and passion for the public good, while providing legal help to those in need.

"Access to justice is difficult for people in need. Our students make a real difference and are highly valued by the community groups with whom we partner," she said.

"They develop a keen sense of social responsibility, and a commitment to ethical legal practice and to making the legal system more accessible. These are core professional values UQ seeks to instil in its students."

Ms Brereton is thankful to the UQ Pro Bono Centre and its donors for helping set her on a rewarding career path.

"Senior lawyers and barristers do contribute to social justice work, and in 50 years I want to look back and know I stood up for the rights of others and was part of the solution, not the problem," Ms Brereton said.

Our students give back with everything they can to help others in the community. To help facilitate transformative teaching and learning programs like the UQ Pro Bono Centre, visit [uq.edu.au/giving](https://uq.edu.au/giving)

*"OUR STUDENTS MAKE A REAL DIFFERENCE AND ARE HIGHLY VALUED."*





# Support the change you want to see in the world.

When you and UQ partner together, amazing things can happen.

Environments are protected, futures are nurtured, families are supported, lives are made healthier, culture is enriched and society's injustices are tackled head on.

UQ has research expertise, passion and determination – side-by-side with you, we can accelerate towards success.

Together, we can confidently say, **'Not if, when'**.

Call us on **+617 3346 3900**

Email [advancement@uq.edu.au](mailto:advancement@uq.edu.au)

Visit [uq.edu.au/giving](http://uq.edu.au/giving)

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# YOUR GIFT ALWAYS GOES TO THE CAUSE OF YOUR CHOICE.

The following community members\* have generously donated their time and expertise to volunteer as part of the governing board for *Not If, When* – the Campaign to Create Change.

## Board Members

Professor Ian Frazer AC FRS  
Campaign Co-Chair  
Board Chair, TRI Foundation

Mrs Caroline Frazer  
Campaign Co-Chair  
Director, Frazer Family Foundation  
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Professor Perry Bartlett  
Professor in Molecular Neuroscience  
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Professor Peter Høj  
Vice-Chancellor and President

Professor Iain Watson  
Deputy Vice-Chancellor (External Engagement)

Ms Jennifer Karlson  
Pro-Vice-Chancellor (Advancement)

\* Only UQ academic credentials are listed



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