

DIGITAL CROWDFUNDING CHALLENGE



Higher Education Conference 2017



1-3 MARCH

NATIONAL CONVENTION CENTRE CANBERRA

UNIVERSITIES AUSTRALIA

Higher Education Conference 2017

The conference

Universities Australia is the peak body representing Australia's 39 universities. Our purpose is to represent universities and to influence policy makers to ensure that the regulatory, fiscal and policy framework is conducive to a vibrant, world-leading higher education system.

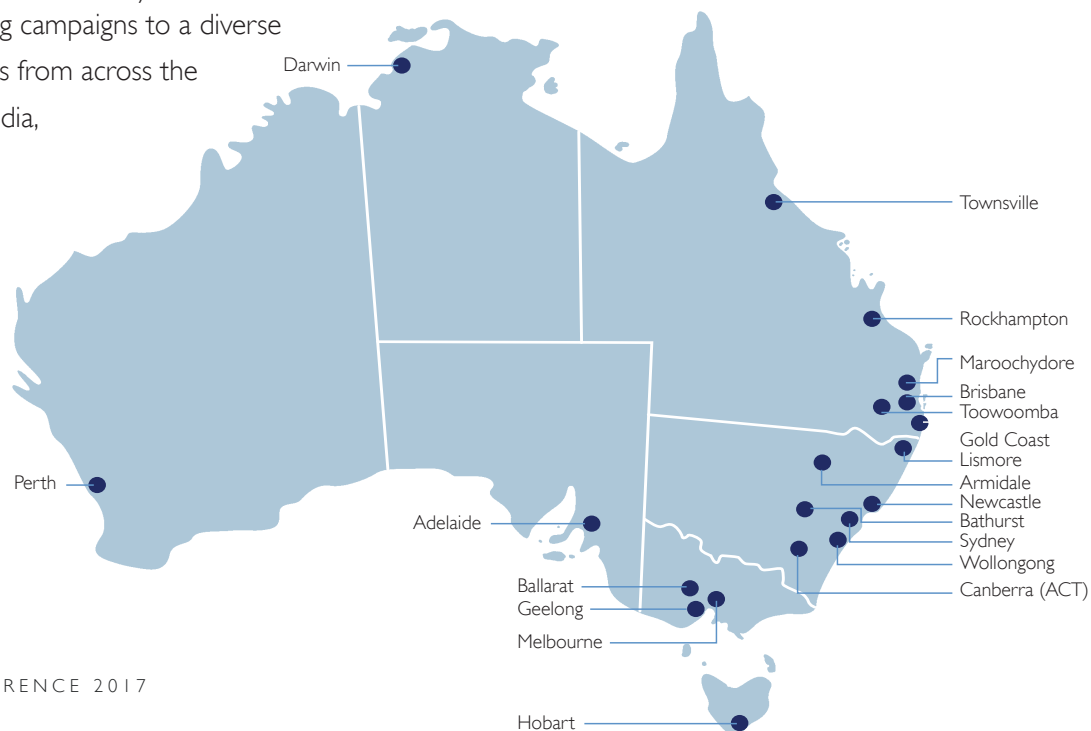
The Universities Australia Higher Education Conference is the peak body's annual signature event and attracts around 900 delegates from the most senior decision making levels of our universities.

The 9th annual conference is to be held 1-3 March 2017 in Canberra with the theme *Higher Education: Gen Next*. It focuses on the future shape of higher education against a backdrop of profound economic, industrial and technological change.

The idea

Crowdfunding is a new way of funding projects by raising small amounts of money from a large number of people, and is transforming the relationship between researchers and the public. Crowdfunding campaigns are equipping researchers with new skills needed for the 21st century: engaging with the public, social media and communication, and entrepreneurship. It offers new opportunities for early career researchers to receive funding and build a community of stake holders, and it supports activities that are difficult to fund traditionally, from curiosity-driven research to replication studies.

This is an opportunity for PhD and early/mid career researchers to showcase and promote their crowdfunding campaigns to a diverse audience including delegates from across the higher education sector; media, industry and government.



Digital Crowdfunding Challenge

The **2017 Higher Education Conference - Gen Next** will host a digital exhibition of Australian university crowdfunding campaigns. This will be a valuable opportunity for PhD and early/mid career researchers to showcase their work to senior researchers, as well as to delegates from across higher education, industry and government.

Applications

In the first instance, applicants are asked to submit a 300 word written application outlining the research focus of their current or forthcoming crowdfunding campaigns supported by their universities by **23 January 2017** using the form at the end of this document. Campaigns will be selected by a panel from Universities Australia and successful candidates will be notified in writing. The twenty best campaigns will be selected for inclusion in the exhibition.

The Campaign

Once selected, applicants will be required to submit a compelling 3-5 minute video that will be on display in the exhibition hall and feature at the start of each plenary session. Audio will not be available in the exhibition hall and captions or subtitles will be required. Further information regarding the campaign and an active link for conference delegates to donate to the campaign will be displayed next to the video and on the conference app.

Conference delegates will be invited to nominate their favourite campaign of the exhibition, with the successful candidate winning a donation of \$1000 to their campaign.

What next?

Universities Australia will provide all successful applicants with the required technical specifications for the digital exhibition upon their selection by Universities Australia.

Digital challenge entry fee is \$650 (payable on successful selection), which includes access to all of the conference sessions, welcome cocktails, conference dinner and breakfast address (excludes National Press Club lunch).

Your video will be on display for the duration of the conference in the exhibition hall, which is the primary networking space for delegates, sponsors and exhibitors, as well as showcased at the start of the plenary sessions.

Contact

Erin Ross
events@universitiesaustralia.edu.au
02 6285 8100

DIGITAL CHALLENGE PROPOSAL

Project details

Project title

Researcher

Title Mr Mrs Ms Dr Other

First name

Surname

Email

Phone

Mobile phone

University

Abstract (300 words. Please include existing campaign video links if available.)

Email the completed form to events@universitiesaustralia.edu.au