



*“UWA’s community of scholars, students, alumni and friends will create the future - a better future for the benefit of Australia and the world.”*

Dr Michael Chaney AO CitWA  
Chancellor  
Campaign Leadership Committee Chair

*Create the future*



What does it mean to *create the future*? Ask a hundred people about their hopes and aspirations for the future and you will get a hundred different answers. For each of us, the future is as unique as we are. Ask them, instead, the kind of world they want to live in, the world they want for their children and for generations to come, and you will hear a remarkably similar story.

Most of us dream of a future rich in opportunity — a world where people are empowered to live full and prosperous lives. At The University of Western Australia, we believe in such a future and in our power to create it. Perhaps that sounds lofty. We don't think so.

Our community — UWA's scholars, students, alumni and friends — have it in our hands to create the future. This is what the *New Century Campaign* is all about. It is about contribution to our city, our State and, yes, the world. It is about educating our youth to think critically, to act responsibly, and to lead boldly. It is about research that will propel solutions to challenges of global import: challenges like drought, hunger, disease, straining natural resources and human conflict.

UWA is a special place, steeped in history and renowned for its physical beauty. There is no other campus or university like ours. As we begin the next century, we call on the people of our community to join with hearts and minds in a momentous journey.

*Create the future*



**Dr Michael Chaney AO CitiWA**  
UWA Chancellor  
Campaign Leadership Committee Chair

For more than 100 years, The University of Western Australia has been part of the fabric of our State. Founded through philanthropy for the “prosperity and welfare of the people”, UWA has never lost sight of its responsibility to make a difference in the lives of individuals. That is what made us the foremost university in Western Australia and a leading institution in the nation. Today, we rank in the top 100 – or top one per cent – of universities worldwide.

Our world-class standing was made possible by the hard work and generosity of governments and key benefactors in our community, who established an endowment fund that has allowed us to attract the brightest students, teachers and researchers to our campus. This fund is now of a modest size relative to the University’s activities, scope and vision. Without replenishment we shall never realise our full potential.

By 2050, UWA aims to rank among the top 50 research universities in the world. To do that, we must build our international reputation through cutting-edge research and transformative student learning experiences. We must draw the best minds to our campus from around the globe and build an exceptional infrastructure to support them, both at home and in international collaboration.

None of this will happen without the support of our community, particularly our alumni. UWA has delivered a quality educational experience to more than 100,000 graduates, many of whom have gone on to be leaders in industry, politics, science and the arts. With our help, and the help of all those who believe in this great institution, UWA will be firmly established as a global leader in the knowledge-based economy of the twenty-first century.

The *New Century Campaign* is set to raise \$400 million by the close of 2017, supplying funds vital to achieve these goals. That is an ambitious target and one that will require tremendous effort. Given what is at stake, I firmly believe we will meet the challenge.

**We can – we will – create the future we want to see.**



**Professor Paul Johnson**  
UWA Vice-Chancellor

Great universities are wrought from the passions of great people. So it has always been at The University of Western Australia and so it will continue. UWA has played a leading role in the fortunes of our State, first through the vision of our founders and, for the last 100 years, through the graduates who today are leaders across our great State and nation.

From modest research beginnings UWA has, more recently, become a driver of innovation and of solutions for the challenges that face our world. Our growing expertise, fuelled by the imagination of thousands of researchers, has helped build the economic and social capacity of Western Australia.

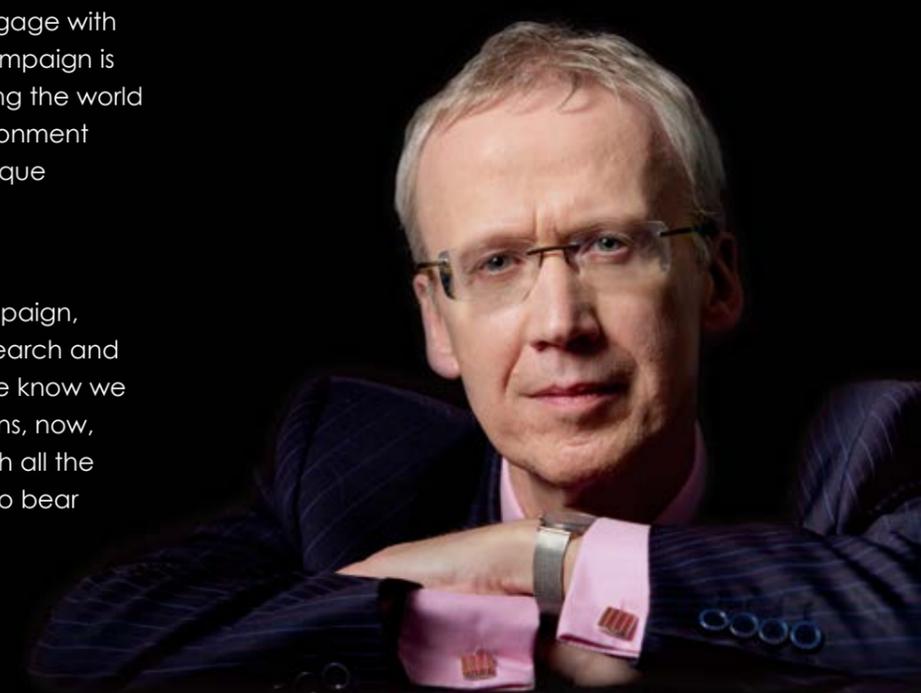
I have a deep and abiding respect for where UWA has been and what it has accomplished. When I consider what it means to *create the future* for UWA, I return always to our legacy. Of course, the world has changed since 1913. Where local issues once dominated our horizon, we are today increasingly aware of the larger world. At the heart of our future is this question of scope.

The *New Century Campaign* is an ambitious and far-reaching initiative that will revolutionise how we educate, research and engage with our communities. Underlying the campaign is the University’s commitment to taking the world stage. This means creating an environment here, in Perth, that draws on our unique capacity to make a better world.

No organisation can be the best at everything. In planning for this campaign, we have identified key areas of research and educational excellence in which we know we can achieve great impact. It remains, now, to pursue success in these areas with all the intensity our predecessors brought to bear when they founded this institution.

We will invest in inquiring minds and future leaders by supporting students, irrespective of their means, to achieve their potential. We will create a future of thought leadership through the establishment of new research chairs and postdoctoral fellowships, as well as research endowment fund to support world-class exploration, discovery and innovation. We will promote cultural understanding through a one of a kind Indigenous cultures museum. And we will develop creative, interdisciplinary and applied solutions through the Engineering Zone.

We cannot do this in isolation. It will take a personal commitment from every member of the UWA community to achieve these goals. I call on you, at this critical time, to pledge your support to create the future for UWA.





# New Century Campaign Priorities

The University of Western Australia's *New Century Campaign* will raise \$400 million in philanthropic and partnership support to achieve the full impact of our research and educational vision.

This campaign marks the largest fundraising effort since the founding of the University more than 100 years ago and, in fact, the largest in the history of our State. Hand in hand with our alumni, corporate partners and friends, UWA will create the future — a better future for the benefit of Australia and the world.

Success in the campaign will fortify our position as a major international university and reinforce our place as a leading partner in the Asian Zone. Together, we will:

- Attract the brightest student minds and give young people the opportunity to reach their potential regardless of their means.
- Recruit and retain world-class academic researchers and teachers.
- Build the research endowment necessary to support our researchers as they address the world's challenges.
- Construct an environment, including new facilities, that fosters exceptional education, research and community partnership.
- Seek and find solutions to evolving questions through innovation and the development of new knowledge.



Funds raised from the *New Century Campaign* will create the future through five key priorities:

## Investment in enquiring minds

Scholarships and access programs that support the leaders of tomorrow with a transformative and world-class UWA education. Designed to ensure leading students fulfil their academic potential and enjoy an unparalleled student experience, our programs reflect the vision of our founders when they created the Commonwealth's first free university, open to women and men equally.

## Investment in new frontiers

Cutting-edge research to address global challenges and create a better world, including research initiatives aimed to feed the world's population; sustain health and wellbeing; design liveable cities; understand and care for our precious environment; increase cultural understanding; and expand enterprise and innovation in a global, knowledge-based economy within the burgeoning Asian Zone.

## Investment in academic leadership and excellence

Endowed research chairs and new postdoctoral fellowships will guarantee our State's future as a knowledge powerhouse, attracting and retaining a globally-focussed generation of academic leaders.

## Investment in new research and teaching facilities

World-changing innovation through the establishment of the Engineering Zone, a critical piece of interdisciplinary infrastructure. Providing a network of flexible research and teaching spaces, it will promote creative collaboration, increase industry outreach, and enrich the student experience.

## Investment in our community

A new Indigenous cultures museum aligned to UWA's cultural mission. As one of the most influential exhibition and research facilities in Australia, it will feature our world-leading Centre for Rock Art Research and Management. With a goal to foster greater appreciation of culture and diversity, the museum will ensure access for all.

## Robyn Owens

UWA Deputy Vice-Chancellor (Research)

The University of Western Australia can proudly claim a century of outstanding intellectual achievement and distinguished service to the State of Western Australia, the nation and the world.

For more than 100 years, UWA has supported the economic and social development of a region that is now the powerhouse of the Australian economy and the major trading partner to the Asian Zone.

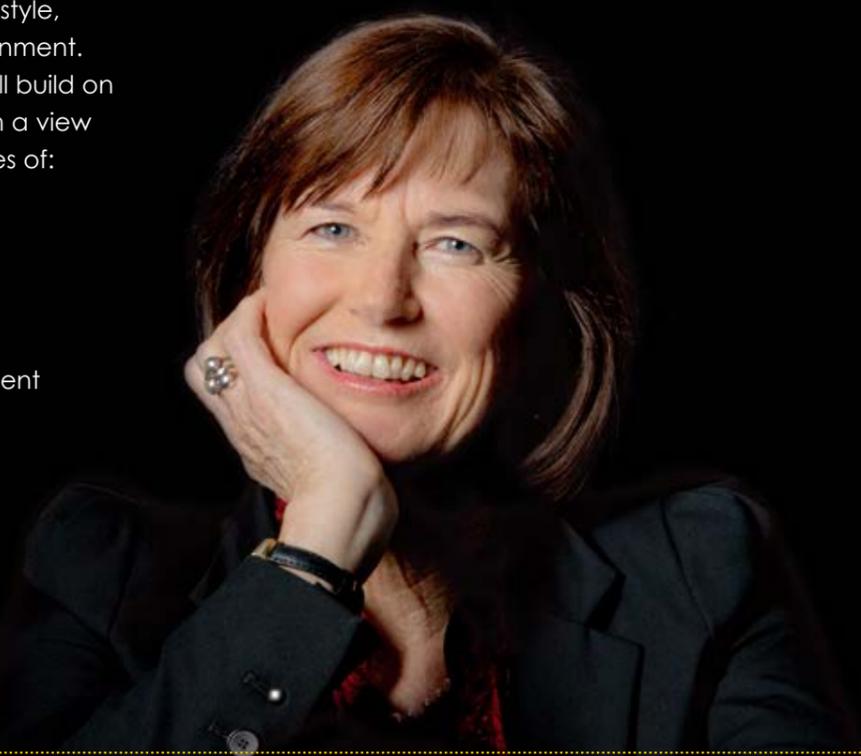
Our research builds strategically on the knowledge and expertise needed to support State, national and global priorities; priorities that rely heavily on Western Australia's prime location in close proximity to 60 per cent of the world's population and the nations that will drive economic growth in the twenty-first century.

At UWA, we have already developed world-class expertise that is reflective of our historical perspective, lifestyle, geography and business environment. The *New Century Campaign* will build on and enhance this expertise with a view to address the global challenges of:

- Food security
- Health and wellbeing
- Cultural understanding
- Natural resource management
- Global citizenship

The time is ripe for UWA to find real solutions and achieve global impact, creating a better future for our State, the nation and the world. Working collaboratively with Western Australian business and social enterprises, UWA's world-class research and leading-edge technology will drive strong, sustainable growth in this region and beyond. We will emerge as a frontrunner in higher learning as Perth takes its place as a city of global significance.

Knowledge, creativity and innovation are the new global currencies. These, combined with vision, passion and the support of our community, will enable us to create the future.



# Creating the future - together

Every *New Century Campaign* contribution to UWA will make a difference.

In one way or another, each of us desires to make a difference – in the life of a child, the health of a parent, the prosperity of our region, the state of the world. By working with and through UWA, as members of a far-reaching community, we can make a more profound difference together than we could on our own.

The *New Century Campaign* builds on a philanthropic tradition that has taken us to great heights through the decades, with individuals and organisations investing time and money to set direction, research and teaching of significant impact. This tradition of giving – contributions of time, talent and treasure – is the lifeblood of UWA, vital to our advancing knowledge and to the greater good. Now it is time to go further.

For some, the *New Century Campaign* represents an opportunity to give back to the institution that laid a foundation for achievement and success. For others,

it is a way to help students or to support higher education as the cornerstone of social development. Still others find personal resonance in the promise of research that will reveal solutions to the challenges facing our world.

Whatever moves you, you can rest confident in the knowledge that contributing to the *New Century Campaign* will create the future you want to see. Through transformative educational experiences and world-changing research, you are shaping an exceptional scholarly environment that will have lasting positive effect, near and far.

Join the *New Century Campaign* for The University of Western Australia. Propel UWA, strong, vibrant and globally relevant, into our next century.

Where will you make your difference?

## Campaign Leadership Committee

Dr Michael Chaney AO CitWA, Chair  
Ms Jo Agnew  
Dr Mark Barnaba CitWA  
Mr Alan Cransberg  
Mr Graham Dowland  
Sir Rod Eddington AO  
Adj. Professor Adrian Fini  
Dr Annie Fogarty AM  
Mr Andrew Forrest CitWA  
Mrs Nicola Forrest

Dr Richard Goyder AO  
Mr Warwick Hemsley  
Dr Janet Holmes à Court AC  
Dr Tony Howarth AO CitWA  
Professor Paul Johnson  
Dr June Jones AM  
Dr John Poynton AM CitWA  
Mr David Robb  
Dr Erica Smyth  
Mrs Pamela Stephenson, Executive Officer

## Recognising your generosity

The University of Western Australia recognises and celebrates the generosity of our graduates and friends. This proud tradition continues today. We would be delighted to assist you to explore how you can contribute to creating a brilliant future, with and through UWA, in whatever way speaks to you.

For major donors, we are pleased to offer a range of naming opportunities.

We look forward to talking with you.

## Contact us

### Hackett Foundation

#### Development and Alumni Relations

M361, The University of Western Australia

35 Stirling Highway

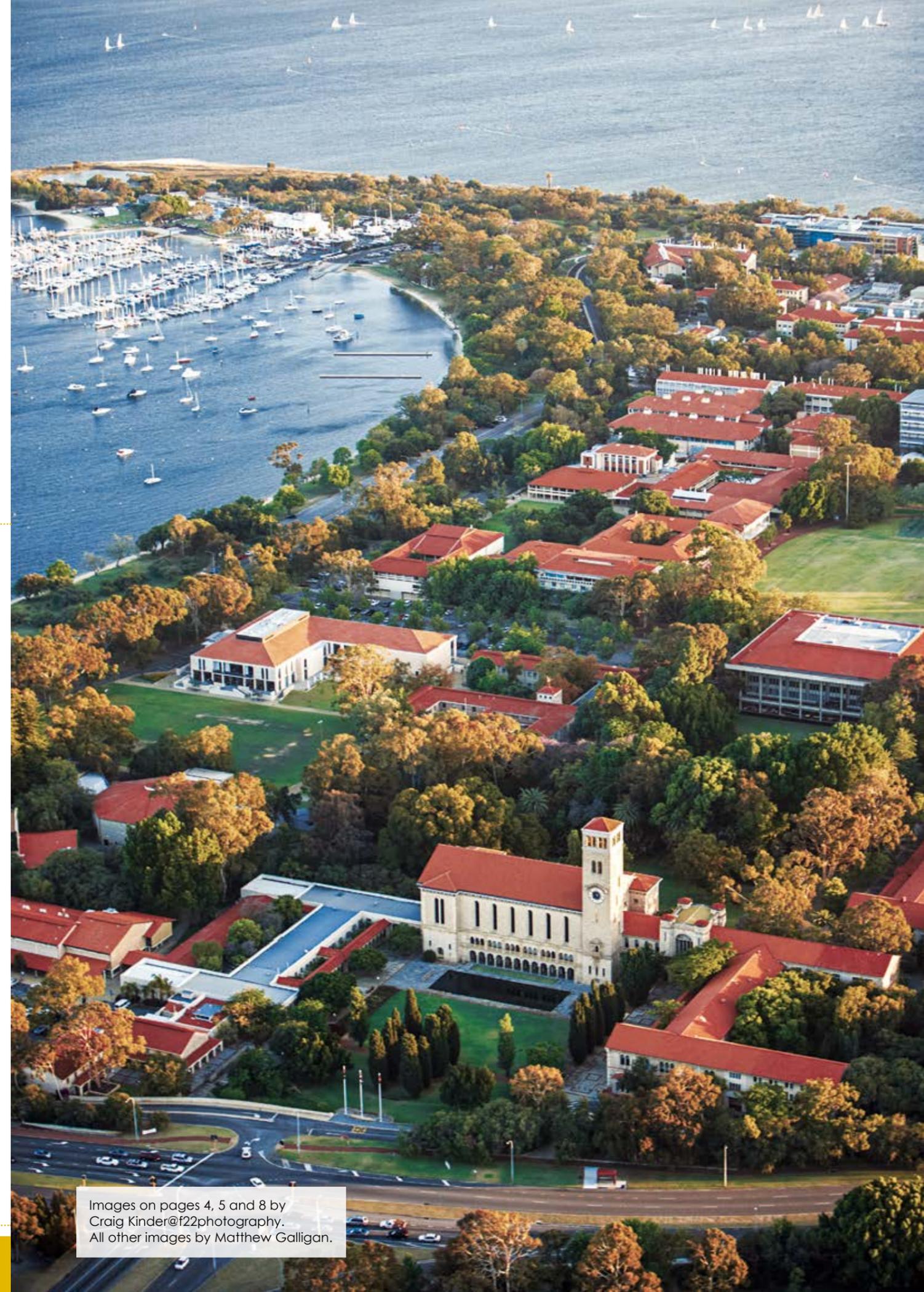
Crawley WA 6009

T +61 8 6488 8000

F +61 8 6488 1063

E [createthefuture@uwa.edu.au](mailto:createthefuture@uwa.edu.au)

[www.campaign.uwa.edu.au](http://www.campaign.uwa.edu.au)



Images on pages 4, 5 and 8 by  
Craig Kinder@f22photography.  
All other images by Matthew Galligan.

NEW CENTURY  
CAMPAIGN FOR  
THE UNIVERSITY OF WESTERN AUSTRALIA



THE UNIVERSITY OF  
WESTERN AUSTRALIA