

Development and Marketing

The Development and Marketing Department was established in 1994 to raise awareness and funds for QIMR. The Department is responsible for many activities including fund raising events, bequests, media releases and liaison, newsletters, brochures, powerpoint presentations and public awareness campaigns.

Rupert McCall launches the Green and Gold Malaria poem campaign in support of QIMR research in November 2005



Science cannot be conducted by stealth. Therefore scientists collaborate with colleagues from state to state and around the world in a common search for cures to hitherto incurable diseases. This is vital if we are to play a meaningful role in the effort to eliminate cancer and many diseases and the fear that they engender.

Equally as important is the involvement of the wider community. To this end, the role of the Development and Marketing Department is to share the research progress and breakthroughs with the community at large and inform them of advances in health and medical research. One of the fundamental activities of the Department is to disseminate research findings to numerous community groups and associations and, as QIMR has no budget for advertising, this is done through external speaking presentations and providing tours of QIMR's laboratories and facilities.

Since 1995, more than 9,000 people learned more about vital medical research and how this impacts on health, life and longevity directly via these community initiatives. Furthermore, our quarterly newsletter, LifeLab and no-cost media articles, are also vital in communicating our research to donors, and generates significant donations to ensure that life-saving medical research continues.

To fast-track QIMR's judicious application of medical science, The Development Department has built numerous relationships

with individuals including Clive Berghofer and companies such as Suncorp, as well as many others whose names are listed on pages 107-112 of this report. It is their contribution to the most noble of goals which is outstanding and enhances the quality of our research, inspiring our scientists to greater goals.

We must also pay tribute to the many people who attend the Development and Marketing Department's various fund-raising events or participate through donations, gifts-in-kind, sponsorship, spread the word about QIMR through their networks and leave provisions in their wills. Quite simply, our research would not exist and would certainly not be propelled forward without their unwavering support.

As QIMR celebrates 60 years of research & results, being prepared for the possibilities that lie in research is not simply just a matter of applying talent, time and collaborative effort.

The ongoing relationship between medical research and its supporters is crucial and most definitely one of mutual benefit, as funding is essential for research and research is essential for solving the many medical mysteries that afflict our community. Each one of our donors assists the vigorous research effort at QIMR and, in the long term, contributes to results of immense community benefit.

Thank you for joining QIMR on the journey of medical discovery.