

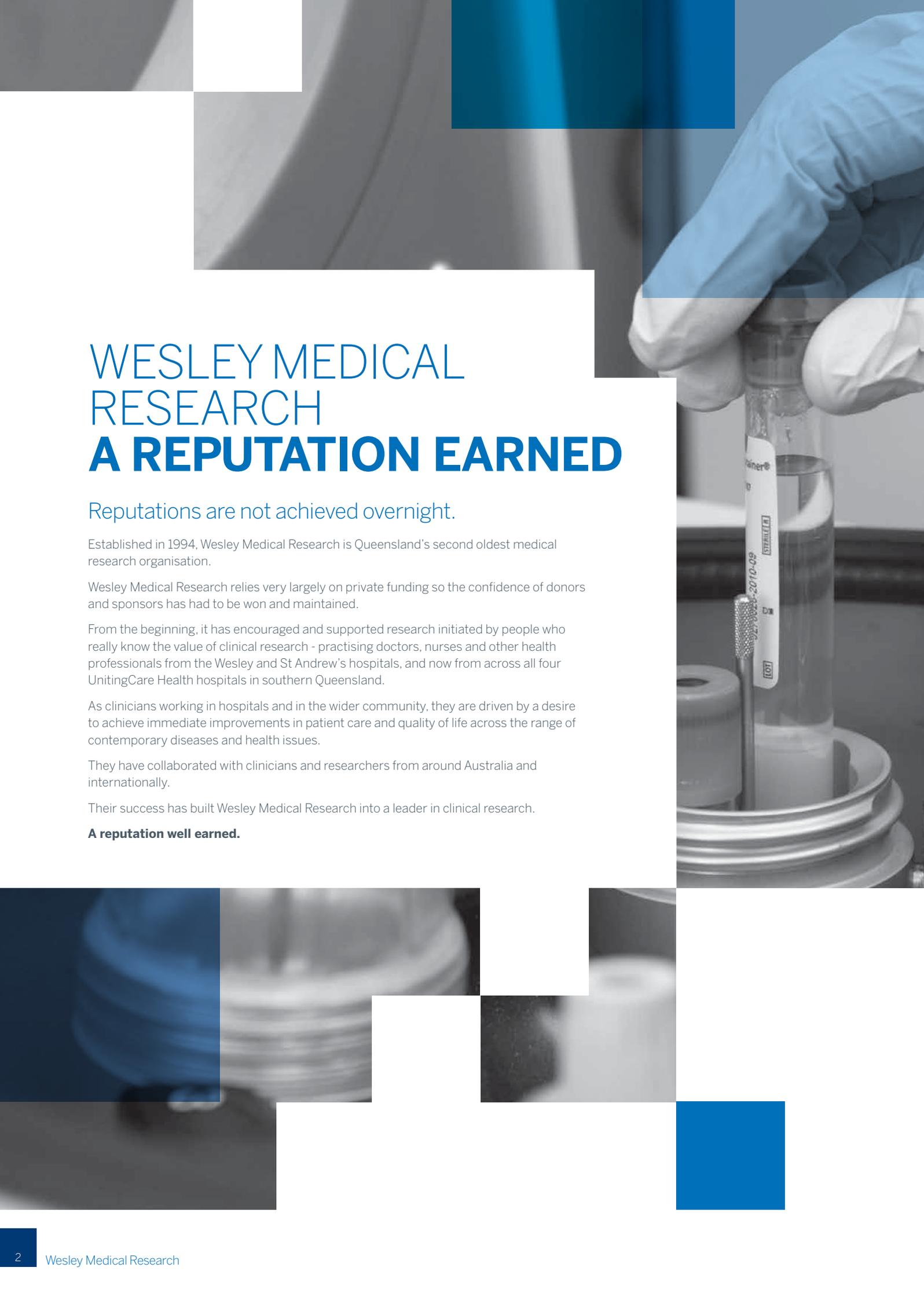


**WESLEY MEDICAL
RESEARCH**

CORPORATE SPONSORSHIP PROSPECTUS

We deliver for business sponsors and donors





WESLEY MEDICAL RESEARCH **A REPUTATION EARNED**

Reputations are not achieved overnight.

Established in 1994, Wesley Medical Research is Queensland's second oldest medical research organisation.

Wesley Medical Research relies very largely on private funding so the confidence of donors and sponsors has had to be won and maintained.

From the beginning, it has encouraged and supported research initiated by people who really know the value of clinical research - practising doctors, nurses and other health professionals from the Wesley and St Andrew's hospitals, and now from across all four UnitingCare Health hospitals in southern Queensland.

As clinicians working in hospitals and in the wider community, they are driven by a desire to achieve immediate improvements in patient care and quality of life across the range of contemporary diseases and health issues.

They have collaborated with clinicians and researchers from around Australia and internationally.

Their success has built Wesley Medical Research into a leader in clinical research.

A reputation well earned.



FROM THE CHAIRMAN

I am delighted to introduce the Wesley Medical Research.

For more than 20 years, Wesley Medical Research has been delivering results to the business donors and sponsors who have supported us.

We enjoy sustained partnerships with businesses because our researchers continue to achieve advances in health care.

We are extremely proud of our researchers' achievements, and grateful for the corporate and philanthropic funding on which we depend overwhelmingly.

The key to the success of our research is the involvement of practising doctors and other health professionals. They know from their practical experience how clinical research can immediately and profoundly improve people's lives.

Wesley Medical Research greatly values the support of businesses – for the funding that is vital in order to continue and grow the research effort, and for the privilege of having prestigious leaders in corporate social responsibility as our partners.

We welcome your name on our research projects and research facilities. With your contributions, we will have the capability to fund future research, and the flexibility to seize opportunities to improve patient care and ease pain and suffering in the years to come.

Peter Allen
Chairman

ABOUT OUR RESEARCH

Delivering research results that build business confidence.

The bottom line for Wesley Medical Research is donor and sponsor confidence in our research.

We have an advantage – a head start. Clinical research is an efficient user of funds. The clinicians who initiate the research – the doctors and other health professionals – want results quickly. Business supporters soon recognise the value of their contributions in achieving early improvements in the health and the care of patients.

That Wesley Medical Research has delivered those results is evident by the strong backing from business over more than two decades.

We are humbled by the trust of business partners, and inspired and challenged to constantly renew the confidence of donors and sponsors to fund the research of the future.

Wesley Medical Research encourages medical research across the main areas of concern in contemporary society, including cancer, neurology, cardiology, respiratory, orthopaedics, nutrition/obesity, diabetes, men's and women's health, paediatrics, rehabilitation and wound/bone healing.

Our researchers are committed to translating scientific results into clinical applications, making more accurate diagnoses, new treatments, management techniques and better recovery pathways a reality for patients.

Our core activity is to encourage and support clinicians and their collaborators with research projects.

We operate Queensland's largest Tissue Bank, sourcing, storing and supplying tissue, blood and data for researchers in Australia and internationally, working alongside them and accelerating their research.

We also conduct two other client-driven activities, a Clinical Trials Centre to test drugs, devices and treatments for clients, and a Data Management Office to collect and analyse data.



CORPORATE SPONSOR BENEFITS

We at Wesley Medical Research are keen to meet the expectations of business sponsors and donors who have the confidence to invest in our research.

As a beneficiary of corporate support throughout the years, we have experience in identifying a project and a facility with an organisation to help businesses fulfil their corporate social responsibility. Through gaining the support, confidence and trust of various businesses and their staff, we have created a positive and social environment which enables interaction and networking with high level contacts and leaders in industry.

In recognising that staff members may have been touched personally by serious illness, we created opportunities for staff to engage with inspirational researchers in specific areas of interest. Our success also stems from the ability to devise research projects that address the health and wellbeing of communities in which companies operate, or of companies' employees.

We are sensitive to the varying needs of businesses and experienced at tailoring the specific benefits we can provide. Here's a list of offerings for initial consideration:

- Naming rights
- Media recognition and exposure (both traditional and digital channels), including annual report newsletters, website & Facebook
- Rights to advertise your support to WMR in your publications and digital communications
- Acknowledgement on WMR's honour board
- Regular progress updates and WMR newsletter
- Staff engagement program including research presentations
- Event invitations & facility tours
- Networking opportunities with other corporate supporters and leaders

Through gaining the support, confidence and trust of various businesses and their staff, we have created a positive and social environment.



WAYS YOUR BUSINESS CAN HELP

Partnerships can take place in different forms. Whether you want to increase staff engagement or strengthen your brand credibility, we can always tailor a partnership that meets your objectives.



SPONSOR A RESEARCH PROJECT



INITIATE SPONSOR-SPECIFIC RESEARCH PROJECTS



PURCHASE EQUIPMENT



SPONSOR A DEPARTMENT OR ROOM



DONATE TO MEDICAL RESEARCH



PRO BONO SUPPORT OR GOODS IN KIND



WORKPLACE GIVING



FUNDRAISE FOR WMR



SPONSOR A RESEARCH PROJECT

Fully or partly sponsoring a research project or contributing towards research in your field of interest will make a substantial difference to patient care by enabling researchers to undertake an approved project that may not otherwise proceed due to funding constraints.

Sponsorship of a research project is a great way to give back to the community and be recognised for this contribution. WMR provides sponsors with updates on the project's progress. Companies are encouraged to follow the project and share its progress with staff and perhaps with customers. We also provide recognition, acknowledgment and media exposure (if desired) through our traditional and digital channels.

Many approved projects require financial support in order to proceed. There is an up-to-date list of such projects of varying size and funding requirements. A research project can be:

- Fully funded by the company
- Co-funded by the company and staff
- Partially funded by the company with an event or other fundraising initiative

Distinguished minerals and energy resources company **Mitsubishi Development Pty Ltd** has supported Wesley Medical Research from its beginning more than 20 years ago. By its long-term sponsorship of WMR's Rural and Remote Health Centre, the company has been funding the development of OnTrack Diabetes, a web-based program providing self-management assistance to patients with Type 2 Diabetes to improve their clinical, psychological, behavioural and psychosocial outcomes.



INITIATE SPONSOR-SPECIFIC RESEARCH PROJECTS

Wesley Medical Research has developed considerable expertise in health services research and community health through work for several large companies.

The companies have been concerned for the welfare of the people involved with their businesses. In some cases, it has been concern for the physical and psychological health of employees, and in others the health services available to people in the communities in which the companies operate and the impact of shortcomings on their health and wellbeing.

We welcome inquiries from companies about potential projects that can have commercial benefit through improved employee and community health.

- **Australia Pacific LNG (APLNG)**, the major coal seam gas and liquefied natural gas joint venture, funded Wesley Medical Research to conduct a 2-year research project to improve the health and wellbeing of people within the Surat Basin and Gladstone communities, the areas in which APLNG operates. Effectively a health services research contract, the project involves the identification of existing health and wellbeing issues for these communities and recommendations for improving sustainable outcomes in rural and regional health.
- **Aurizon Limited**, Australia's largest rail freight operator, turned to Wesley Medical Research to study the health of their employees across Australia and to devise strategies to encourage improvements in their nutrition and physical activity.





PURCHASE EQUIPMENT

Funding the purchase of equipment provides researchers with the tools they need – items that provide the latest technologies to enable better analytics and more accurate calculations. With your help, they will achieve more in the time that they have available, speed the progress of their research, advance the delivery time of results, and so fast-track the clinical applications of the research outcomes to achieve the constant goal – the early improvement of the health and care of patients. A current list of equipment our researchers need is available.

The Honda Foundation funded the purchase of a -80°C freezer for the Women's Health Laboratory to allow immediate storage of clinical samples collected for medical research.



SPONSOR A DEPARTMENT OR A ROOM

The whole operation of Wesley Medical Research is built on its core, tightly run departments. Sponsoring a department or a room underpins the organisation's ability to support researchers professionally, administratively and financially.

By covering the operational costs of a department or making work spaces and resources available to clinicians and other researchers, a bigger portion of our funds can be directed into research.

You will receive naming rights to the room or department with the opportunity of becoming a talking point among visitors to WMR. Sponsoring a department allows you to associate yourself with the important work of that department and share internally and publicly its continuing achievements.

- For 5 years, the enterprise software arm of the international energy and technology company **ABB** (formerly Ventyx and Mincom) sponsored the ABB Wesley Medical Research Tissue Bank. ABB's vital funding sustained the Tissue Bank through survival years into the latest expansionary period to allow it to grow in scale and diversity as a driving force in facilitating research in Queensland and Australia.
- Legendary waste management company **J J Richards & Sons** has supported the core operation of Wesley Medical Research for many years. Their sterling record is recognised with the naming rights of the office of the Chief Operations Officer for which prominent signage is displayed on the office door and elsewhere in the Health and Medical Research Centre.



DONATE TO MEDICAL RESEARCH

Contribute to research, or donate to a specific area of research that concerns you – such as contemporary issues of men’s and women’s health (ovarian/breast/prostate cancers), neurology (dementia, Parkinson’s disease, motor neurone disease), obesity, diabetes, cardiovascular disease and children’s health.

- **Indooroopilly Shopping Centre**, the high quality retail precinct that dominates Brisbane’s west, chose Wesley Medical Research as its official charity following the centre’s spectacular rebuilding. The mutually supportive relationship has had commercial benefits, enhancing the centre’s reputation for corporate social responsibility, while generating substantial funds for medical research. Volunteer gift wrapping at Christmas and Mother’s Day and functions supported by the centre have raised substantial sums for research into ovarian cancer, brain cancer and children’s health.

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PRO BONO SUPPORT OR GOODS IN KIND

Supplying WMR with goods and services that would normally come at a cost to the organisation allow us to direct more funds into our research programs. Other goods and services can also be donated for auctioning or used as prizes at fundraising events.



WORKPLACE GIVING

Establishing a workplace giving program is one of the most effective ways of donating. Employees can make regular, pre-tax donations and receive an immediate tax benefit (rather than wait until tax time) with an option for the company to making a matching donation.



FUNDRAISE FOR WMR

Running your own fundraising activity is a great way to support life-saving research whilst having fun with family, friends and colleagues. You can host a trivia night, organise a bike ride, participate in fun runs, moonlight walks, ocean swims, or even hold a dinner party – the possibilities are endless! You can nominate Wesley Medical Research as your charity of choice in your next event and we can provide the fundraising platform if necessary.

AN INVITATION

Please get in touch if you would like to explore a potential partnership with Wesley Medical Research.

Whatever the size of your business, the scale of your potential involvement, or the kind of research, our Fundraising Officers would welcome your call on **(07) 3721 1774** or **supportwmr@wesleyresearch.com.au**

Our directors include some well-known business and professional people. Please check the list on **wesleyresearch.org.au/board** – you may wish to contact them directly.

KEEP IN TOUCH WITH US!



Subscribe to our free quarterly newsletter, Research Update – and learn about the latest research projects and exciting events at WMR.

Contact us via email or phone to receive a copy direct to your mailbox (postal or email).

You can also follow us on:

www.facebook.com/wesleymedicalresearch







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