



Submission on behalf of CRCs to National Science Communication Strategy (NSCS)

Background

This submission has been developed by the science communicators employed within each of Australia's existing Cooperative Research Centres. Upon becoming aware of the work being undertaken toward a National Science Communication Strategy, these communicators felt it vital to have the views of the CRC community included in the deliberations; particular due to the subtly different communication focus they employ. This paper is submitted by the CRC Association on their behalf.

Who we are

Cooperative Research Centres (CRCs) bring industry and researchers together to generate useful outcomes with positive social and economic impacts. There are currently 48 CRCs operating in six broad CRC sectors including: manufacturing technology; information and communication technology; mining and energy; agriculture and rural-based manufacturing; environment; medical science and technology.

CRCs role in Science Communication

The contribution of CRCs to national science communication is unique and wide-reaching. Our vantage point from different science/industry sectors gives us a unique insight into science, communication and policy for Australia. Given that we are aligned with the National Research Priorities, we see the development of a National Science Communication Strategy as a real opportunity to dramatically lift the national profile of our scientific achievements. In turn, CRCs offer established links into Australian industry that can be leveraged by the NSCS.

CRCs have well-established networks and communicate both nationally and internationally to both the general public and to industry. As CRCs communicate science to both industry and government; CRCs are good at making science communication inform policy. CRCs provide a unique structure for communication links between research organisations and industry across a range of levels from multi-national corporations to small to medium-sized enterprises (SMEs). Importantly, this

CRCs - the Cornerstone of Australia's National Innovation System

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communication is two-way, with an ongoing feedback cycle so that CRC research develops as a partnership between all players. Science communication is integral to keep all stakeholders onboard to achieve CRC outcomes and to move research from the concept stage through to marketable products.

In addition to our distinctive networks, CRCs are the source of a range of good science stories reaching key national and international spokespeople. CRCs have amassed a huge collection of images, vision and other collateral that could be used to support science communication initiatives. CRCs contain a collection of highly specialised science/technology media/communicators with leading international expertise in science communication and associated contacts in the business.

What we are suggesting

As a first point, to address the issue of fragmentation identified in the 2003 PMSEIC study, we suggest that any initiatives are communicated via DIISR's extensive contacts list, which, via the CRC Program, includes all CRCs.

CRCs have a body of experience and expertise in science communication that is rarely called upon and CRCs should be considered as part of the national framework.

CRCs are keen to make sure that the strategy does not focus solely on communication with the public or school students rather than with industry and organisations. The end-users of science (our key stakeholders) need to be remembered in a national strategy.

The submission is made by the Cooperative Research Centres Association (CRCA) on behalf of the following Cooperative Research Centres.

Manufacturing Technology

Advanced Manufacturing CRC, CAST CRC, CRC for Advanced Automotive Technology, CRC for Advanced Composite Structures, CRC for Construction Innovation, CRC for Polymers, CRC for Rail Innovation

Medical Science and Technology

CRC for Aboriginal Health, CRC for Asthma and Airways, CRC for Biomarker Translation, CRC for Biomedical Imaging Development, CRC for Cancer Therapeutics, CRC for Oral Health Science, The HEARING CRC, The Vision CRC

Mining and Energy

CRC for Greenhouse Gas Technologies (CO2CRC), CRCMining, CRC for Sustainable Resource Processing, Parker CRC for Integrated Hydrometallurgy Solutions

Information and Communication Technology

Australasian CRC for Interaction Design, Capital Markets CRC, CRC for Integrated Engineering Asset Management, CRC for Spatial Information, Smart Services CRC

Environment

Bushfire CRC, CRC for Antarctic Climate & Ecosystems, CRC for Contamination Assessment and Remediation of the Environment, CRC for Irrigation Futures, CRC for Sustainable Tourism, CRC for Tropical Savannas Management, Desert Knowledge CRC, Environmental Biotechnology CRC, eWater CRC, Invasive Animals CRC

Agriculture and Rural Based Manufacturing

Australian Biosecurity CRC for Emerging Infectious Diseases, Australian Seafood CRC, Cotton Catchment Communities CRC, CRC for an Internationally Competitive Pork Industry, CRC for Beef Genetic Technologies, CRC for Forestry, CRC for Innovative Dairy Products, CRC for National Plant Biosecurity, CRC for Sheep Industry Innovation, CRC for Sugar Industry Innovation, CRC for the Australian Poultry Industries, CRC for the Innovative Grain Food Products, Future Farm Industries CRC, Molecular Plant Breeding CRC
