

Inspiring Australia

**A national strategy
for engagement with the sciences**

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Inspiring Australia Team



Inspiring Australia Strategy

Building a scientifically engaged Australia

THE FOUR OUTCOMES for *INSPIRING AUSTRALIA*

A Society that:

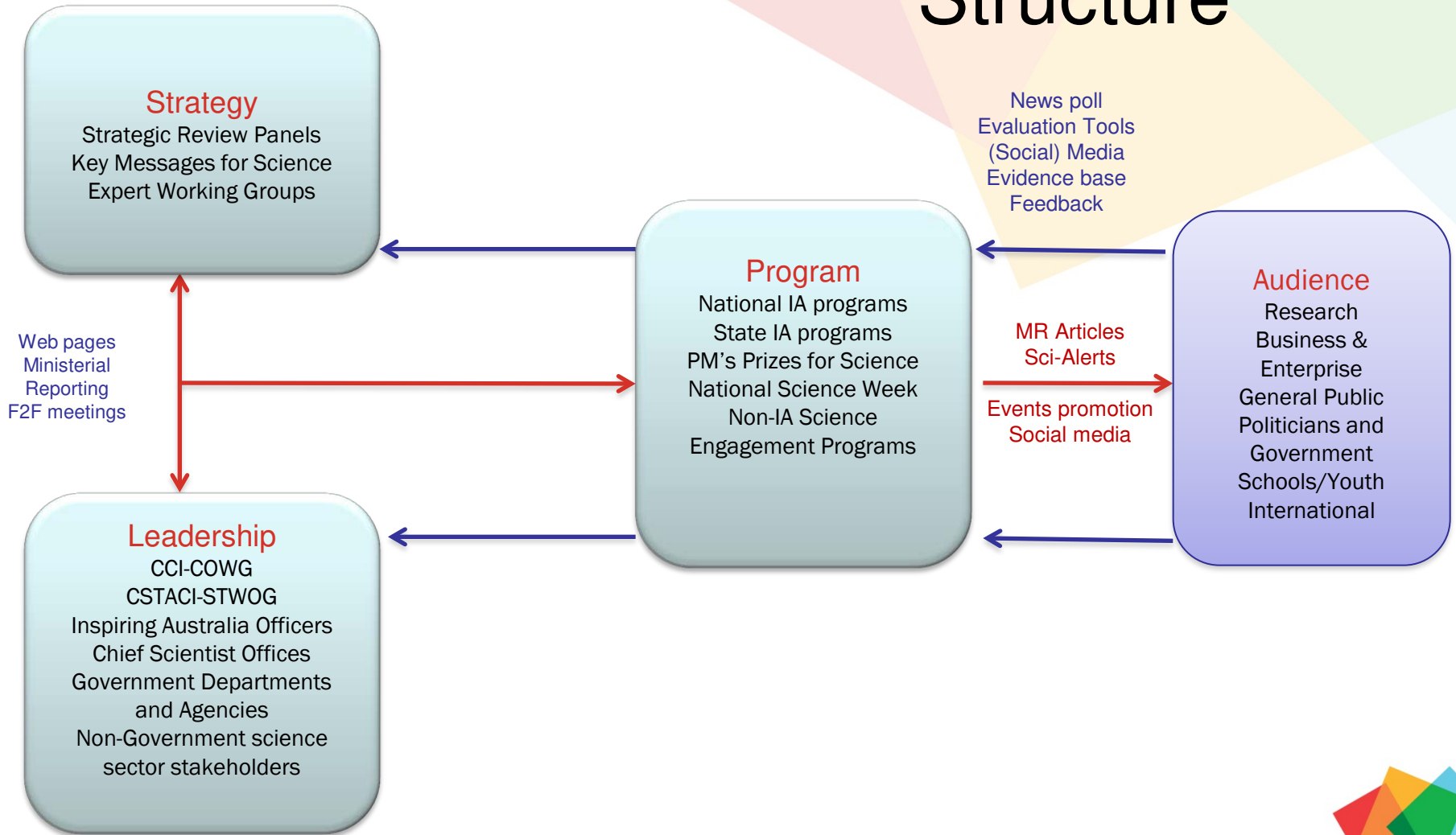
- Is inspired by and values scientific endeavour
- Attracts increasing national and international interest in its science
- Critically engages with key scientific issues
- Encourages young people to pursue scientific studies and careers

Inspiring Australia Report

15 Principles and Recommendation

1. A new initiative
2. Vision and priority setting
3. Leadership
4. Coherent action
5. Pride in Australian achievement
6. International recognition
7. Science and society
8. Engaging Australian communities
9. Building partnerships – using networks
10. Strengthening the media's role
11. A focus on youth and the future
12. Unlocking Australia's full potential
13. National framework – local action
14. Utilising new media
15. Developing an evidence base

Inspiring Australia Structure



Power of Partnerships

- Partnerships-approach is built into the strategy and its core principles
- \$21 million investment over three years has leveraged a further \$45 million of further support
- Facilitated countless collaborations and partnerships which are now self-sustaining, reduced duplication and implemented better national standards of science engagement
- EWG reports galvanise previously loose affiliations of people and organisations
- In every case the whole is greater than the sum of the parts

Key targets for Government funding

1. Unlocking Australia's Potential Grants

- 278 applications totalling \$41 million
- 63 successful projects totalling \$5 million
- 52 have significant regional component
- collaborations across 200 organisations
- leveraged \$11m in partner support
- funding distributed to benefit communities across all states and territories
- funding distributed to universities, private organisations, CRCs, societies, museums, science centres, Indigenous organisations, government agencies, research organisations

CRC for Mental Health

“Not just one thing – art, science & schizophrenia”

A new approach to understanding this complex mental illness.

Story-telling events were held in Melbourne which combine scientific expertise from the **CRC for Mental Health** with selections from the **Dax Centre**'s collection of artwork created by people experiencing a mental illness.

The events described a history of schizophrenia, exploring the illness through art, science and personal perspectives.

Seed Investment: \$4,300

Impact:

- ABC hosted and recorded the event
- Part of Melbourne Fringe Festival – taking science to unlikely audiences
- 93% of audience had not attended a science event before this one and expressed a willingness to do so in the future

Critical ingredients: seed funding + smart operators + collaboration

Return: Priceless

2. Science and the media

- media skills and new media best practice training for scientists
- media internships for working scientists
- topical science forums
- journalist training and professional development
- resources and tools for working journalists
- school students and science in the media

3. Developing an evidence base

- National audit of science engagement activity (Econnect Communication, Bridge8, ASC, supported by UWA)
- Collation and categorisation of science engagement evaluation data (ANU CPAS, UQ, CHASS)
- Development of evaluation tool (UWA, UQ, DBI Victoria, Econnect Communications)

Expert Working Groups

- Science and the **media**
- Developing an **evidence base** for science engagement

- Science engagement in **desert regions**
- Science engagement in **tropical regions**
- Science engagement for and by **Indigenous Australians**
- Science engagement in the **marine sciences**

Your Sci Comm Toolkit

Suite of **practical tools** to assist policy makers, science communicators, journalists, industry and researchers in their science communication activities.

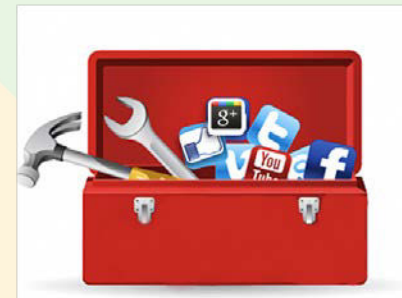
Developed by experts to add quality, impact and influence to your science communication tasks.

Whether you're a:

- Researcher needing social media training or needing to overcome fears about speaking with the media;
- Journalist looking for infographics where a picture tells a thousand words;
- Business group trying to source a scientist to explain the science behind a real issue;
- Policy maker needing to evaluate your science engagement activities;
- Science communicator looking for best practice in science engagement;
- Marine scientist in need of expert advice about how to best communicate your specific discipline;
-



Media & Digital Comm Tools



Become skilled at using social media – blog, tweet & podcast

Receive training through a series of online short videos focused on blogging, tweeting and podcasting to enhance your skills in promoting science and research messages. More information www.smc.org.au

Writing skills for social media

In this two-week online training course, you will learn how to engage and write for social media. More info www.sciencemediaspace.com.au

Learn to speak to the media – how to pitch a story & make it newsworthy

Learn how to pitch a newsworthy story, how to handle a media interview and work with journalists through this online program. More information www.sciencemediasavvy.org



Experience life in a newsroom as a “Scientist in Residence”

Scientists can experience life in a newsroom through a two-week placement with a newspaper publisher. Provide expert scientific advice while gaining valuable insight into the media world. Currently in development.

Access graphics, animations and visuals for breaking news

Science Media Exchange provides an online space for the posting and shared use of science-related visual material to enhance the messages of scientists, science communicators and journalists. Currently in development.

Evaluation Tools

Research, data, evaluation and results – what does Australia think about science?

Find information on science, science activities and attitudes to science, from peer-reviewed literature, reports, census polls, attitudinal surveys, evaluation data and information. Tools will measure information on public attitudes, behaviours and engagement with the sciences throughout Australia and is a benchmark for measuring your own activities. *Currently in development*



Collaboration finder

State and national support for your science activities and events

State and territory *Inspiring Australia* Officers are in place to facilitate effective and efficient collaboration amongst organisations involved in science communication and engagement.

Snapshot of science engagement and research

Contribute to the research in science communication – upload your data on science engagement, find potential partners for funding or collaboration with activities or see how Australians respond to science engagement activities. This is your one-stop online shop for all the latest practice and theory in science engagement and activities. For more information visit

www.asc.asn.au/visualiser/index.html



Commercialising curiosity

- Companies and industry groups who inspire others to learn, apply, innovate, and simply wonder out loud, are building upon our greatest natural resources: our innate curiosity about how things work.
- Science communication gives direction to curiosity.
- Business knows that science communication is an investment that pays dividends in terms of company profile, employee satisfaction, and the important job of building positive local relationships.

Science delivers.... for industry

Involvement in science communication has led to commercial opportunities that would not have happened with other types of community engagement.

Large and small businesses are connecting to their customers, employees and industry partners – through science.

Science delivers:

- Better understanding of technology and its application
- Answers to real-life challenges for business and communities
- Staff with high-level science and communication skills, and
- A fresh, business-aligned approach to corporate social responsibility.

Plastics and Chemicals Industry Association and the **Queensland Seafood Industry Association** have found that raising scientific literacy in the workplace is an investment that pays returns including safer workplaces and higher quality products (adds value and \$ to bottom line).

Gladstone Industry Leadership Group has completely changed its approach to community engagement by explaining the science behind its local industries. In four years, this open approach has dispelled myths and created a positive operating environment for the region's businesses (improve understanding).

3M and Dow Agrosciences are investing time, employee expertise and company resources in school-aligned programs that will build the skills of future engineers and agricultural researchers. In so doing, they're making themselves 'employer of choice' among future graduates (prof dev).

BHP Billiton's partnership with **Queensland Museum** and the **Shell Questacon Roadshow** are taking the wonder of scientific discovery to thousands of Australians every year - including their own employees, who are finding science outreach adds an extra dimension to their professional practice (CSR).

The impossible task

The task of communicating science will never be complete.

The need for leadership will not end.

For as long as we invest in science, produce world-class research and seek to attract the young to pursue careers in science, we need to communicate science with great effect.

Some jobs for you.....

1. This is your strategy
2. Use the toolkit in your organisation
3. Participate in National Science Week
4. Contact your local IA officer
5. Help shape the future of science communication at the BIG Science Communication Summit – 6&7 June, UNSW
6. Nominate the champions in your sector for the Prime Minister's Science Prizes