

**#ASC14**

**BRISBANE**

February 2-5, 2014

INSIGHT  
**IMPACT**  
INNOVATION



AUSTRALIAN SCIENCE COMMUNICATORS

**National Conference 2014**

**PROGRAM HANDBOOK**

[www.ascconference.info](http://www.ascconference.info)

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## Organising committee

Claire Harris  
Kali Madden  
Jesse Shore  
Rod Lamberts

## Program committee

Kali Madden  
Claire Harris  
Nancy Longnecker  
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## Social events committee

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Claire Harris  
Andrew Stephenson  
Kate Patterson  
Peter Wheeler  
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## Promotions and media committee

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Andrew Wight  
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Students from The University of Queensland, Science Communication

## Peer reviewers

Lindy Orthia	Australian National University
Will Grant	Australian National University
Vicky Martin	Southern Cross University
John O'Connor	University of Newcastle
Nancy Longnecker	University of Western Australia
Emma Bartle	University of Queensland
Muza Gondwe	University of Western Australia
Will Rifkin	University of Queensland
Miriam Sullivan	University of Western Australia
Jennifer Manyweathers	University of Western Australia
Jenni Metcalfe	Econnect Communication
Jenny Donovan	University of Southern Queensland
Jean Fletcher	University of Western Australia

## Volunteers

Melanie McKenzie: evaluation  
Alex Jurkiewicz, website management  
Heidi Jones  
and others!

## Conference management

Justin Holsinger and Melissa Batterbee from Eventcorp

## HOSTED BY



AUSTRALIAN SCIENCE COMMUNICATORS

## SPONSORS

### Silver



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AUSTRALIAN NATIONAL CENTRE FOR  
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### WiFi



### Bronze



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### Dinner

**COSMOS**  
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### Science Storytelling Event



## SUPPORTERS



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## PRESIDENT'S WELCOME

As President of the Australian Science Communicators, I want to welcome you to my home city of Brisbane and to ASC2014. This Conference continues the work of the ASC to represent those who make science, technology, and innovation accessible. It is also an opportunity for us to reflect on our own practice, learn from each other, network, and make strategies for the future.

Looking over Professor Ian Lowe's keynote, the plenaries, and the parallel sessions of the Conference I am most impressed by the mix of theory and practice and the sheer diversity of perspectives and experience of science communication and engagement on offer. Over the few days that we come together, we will have the opportunity to hear from some of our colleagues who have been leaders in science communication for decades. This is an extraordinary opportunity for us to hear where Australian science is headed—and how they see science communication working in relation to that future. It is also a good opportunity for them to hear about the strengths in our community.

I'm looking forward to the the SCINEMA screening and the SPECTRUM science art exhibition opening—these events remind us about the multiple forms, genres and contexts of science communication. Another highlight of this Conference for me will be the many sessions where colleagues involved in Inspiring Australia engagement events, research and evaluation report back on the last couple of years' activity.

ASC2014 also offers the most important thing a Conference can offer—time and opportunity for us to meet each other in breaks, in networking and skills sessions, in the Q&As of the parallel sessions. That's perhaps what I look forward to most.

This event would not be possible without the tireless work of the Conference Convenor, Claire Harris, and Conference Director, Kali Madden. I come to this Conference as a keen participant—and I'm genuinely inspired by what they have organised for us. Also, I'd like to recognise the many volunteers who will be making countless contributions over the few days of the Conference (and before and after!). Look out for those volunteers tweeting and blogging away, capturing the Conference on video and in podcasts; they show that we walk the walk and will spend a few days both reflecting on science communication and communicating about what we do best.

Enjoy the Conference, enjoy the fabulous city of Brisbane and I look forward to the conversations we are about to continue.



**Joan Leach**

*Australian Science Communicators President*



AUSTRALIAN  
SCIENCE  
COMMUNICATORS

**Join the Australian Science Communicators**

The not-for-profit association representing those who make science accessible

[bit.ly/1kSHN4d](http://bit.ly/1kSHN4d)

## CONVENOR'S WELCOME

I am pleased to welcome you to the Australian Science Communicators National Conference 2014 (ASC2014).

This event draws together a diverse community working to inspire and have impact across science, innovation, education and communication. People and organisations are here who share the view that the communication of scientific research, activities and findings, and public participation and critique of science are essential to innovation and democracy.

ASC2014 also comes at a challenging time for many with economic pressures, continued politicisation of science, a more complicated media and information landscape and organisational changes; encouraging us all to adapt.

For the organising team, these issues are top of mind, and so is the opportunity to make a difference to each and every one of you, and the wider community, at this event and beyond. With the Conference theme: Insight, Impact, Innovation ASC2014 really aims to offer up opportunities to explore science communication in many ways, particularly those that focus attention on the outcomes we have achieved and those we are aiming for.

We could not have delivered this event, in this fantastic venue, without the support of our very important sponsors: Centre for Public Awareness of Science (CPAS) at the Australian National University, CSIRO, the Inspiring Australia Initiative of the Australian Government, COSMOS Media, and the Australian Academy of Science. Our valued supporters have also been brilliant, helping us to spread the word and deliver the Conference and additional events. We also welcome our colleagues from the Science Communicators Association of New Zealand, who are joining us in co-created events for the first time. We look forward to future collaborations with all our sponsors and partners.

A special thank you to my fellow organising and program committee members, ASC members, our many volunteers and all of the people that are committing their time to share their experience and knowledge with others.

From early humans sharing their wooden tools to us now sharing insights with colleagues over a coffee; learning from each other is a distinct, and timeless, feature of humanity. The sharing, connections and building a brighter sci comm future cannot happen without the most important ingredient. You.

Welcome and enjoy ASC2014.

### SCIENCE Word of the Year 2013

"It is a word that is connected to broad cultural dichotomies: observation and intuition, evidence and tradition," Peter Sokolowski, Editor-at-Large at Merriam-Webster.

*Merriam-Webster Dictionary: based on online searches and increase from previous year*



**Claire Harris**  
ASC2014 Convenor



## DIRECTOR'S WELCOME

The Australian Science Communicators (ASC) celebrates its 20th anniversary in 2014. Founded primarily by journalists who saw the need for a special group of communicators to tackle the increasingly important challenges presented by science in society, with all its implications.

For the last ten or so of those twenty years, from within my various science communication roles, I have been musing on not just the nature of science and technology, but also the nature of communication... why do we do it, and why is it important anyway?

We are presented with many moments that matter. Through our unique experiencing and view of the world, our interests, and the questions we ask and pursue answers to, we each develop a unique body of knowledge that holds value for the greater collective.

How that value is realised is by sharing. Finding the best ways to think about our own perspectives, our worldview, our stories, and sharing them with others, is a talent that has the ability to change the world for the better. Or at least in ways that serve more of us, and the planet, in ways we appreciate.

It is no accident that we hear increasingly of the need for collaboration, and see increased funding opportunities for those that find effective ways of working together.

Those who make communicating their profession, their passion, are dedicated to becoming increasingly effective at creating and sharing value with others, and so benefit many in their ongoing development.

Because many of you shared your views so generously with the organisers of this Conference, things have been done differently this time.

We have ensured a much stronger focus on professional development (PD) with an entire stream of sessions brought to you by very experienced communication professionals. PD sessions have been made longer to give participants the time required to learn to apply the skill being conveyed, and to have something practical to take back to the office or to the field.

We have encouraged more case studies from those working at coalfaces, including our first ever poster session. As the posters will be on display the entire Conference, we hope this gives delegates more opportunity to hear about case studies than if they were only in a competing concurrent session.

And we have worked to integrate more research into the program alongside practice so that one may inform the other in stimulating ways, and perhaps collaborations will be formed. Additionally, another ASC first, our Conference proceedings are well underway.

Thank you for contributing your unique views and valuable presence to the transnational community of science and technology communication professionals gathered together this week. We will all work and play better because of you!



**Kali Madden**  
ASC2014 Director



## WOW! 2014 IS A SPECIAL YEAR!



2014 marks 60 years of the Australian Academy of Science, 50 years of ABC Science and 20 years of the Australian Science Communicators. The ASC is proud to be working with the Australian Academy of Science and the ABC Science team for a very special event: The Storytelling of Science: a triple anniversary celebration on Sunday 2 February.

The Australian Science Communicators (ASC) is a not-for-profit association supporting and representing those who make science accessible. ASC is a diverse national body, with members—including journalists, writers, entertainers, scientists, students of many disciplines and other

communicators—who engage Australians (and people overseas) with science, technology and innovation.

The ASC has been running since 1994 and many members and people who have served as state, territory or national Presidents or on the Executive and Branch teams are here at ASC2014. The ASC convenes a Conference every two years and runs many other events with partners. For example, ASC hosted the 5th World Conference of Science Journalists in 2007 in Melbourne. Read more about ASC at [www.asc.asn.au](http://www.asc.asn.au)

What other anniversaries do you know of? Let's celebrate

**#ASC14** **#anniv**

## PROGRAM SESSIONS: WHAT ARE THE ICONS?

There are a few firsts for ASC2014 (including a poster session and having a Conference proceedings published after the Conference) but one thing you might notice that's a bit different is the use of iconography in the program at a glance pages (from page 13 to 20).

ASC2014 embraces the diversity of Conference experiences that people want: from networking to hearing about the latest research, attendees will want different things. We know that professional development is a key priority for a large proportion of attendees, and so in 2014, we have an entire stream devoted to professional development. Some people also like to experience sessions with lots of speakers bouncing off each other or more individual, focused talks.

### Type



These icons help show the different format types on offer at ASC2014. From produced sessions (some with more than six people involved in the session) to individual talks, to in-depth professional development workshops, there are lots of options. Look for these icons to understand the session type.

We also know from past Conference feedback that some Conference goers feel like they don't know if a session is

aimed at a particular level of experience or not. So we invited session and workshop producers to tell us if they wanted to deliver their session aimed at a particular level.

### Career audience



These icons indicate the audience, if one has been specified. Some session producers said 'all' and others didn't say but for those who chose one or two, we have recorded the audience categories they provided.

### Theme



These icons pick up on the theme of ASC2014: Insight, Impact, Innovation and the sub-themes: Visualisation, Research and Anniversaries. Having a theme enables the session/workshop producers and speakers to indicate themes which resonate with them. And, on the flip side, this also allows the audience to get a feel for the angles the speakers are coming from and so they can follow particular themes if they wish.

We hope ASC2014 offers a range of stimulating and beneficial sessions for you.



## EVENT HIGHLIGHTS

### Community Storytelling Series

Join Susan Rooney-Harding in this three part series to hone your story capturing and story sharing skills for ASC2014 delegates only.

*Part 1: Telling stories with images using smart phones and tablets.*

**TIME:** Sunday 2nd February, 10:00-13:00

**VENUE:** The Edge, State Library. Stanley Place, Cultural Centre, South Bank

**COST:** Free (limited to the first 40 RSVP's)

**MORE:** [bit.ly/1maNEOf](http://bit.ly/1maNEOf)

*Part 2: The art and practice of story capturing.*

**TIME:** Wednesday 5th February, 10:45-15:30

**VENUE:** Room B3

**COST:** Free but must register to attend

**NOTE:** This course is a pre-requisite for "iPad/iPhone movie making using your iPads and iPhones" on Thursday.

**MORE:** [bit.ly/1i5sjYH](http://bit.ly/1i5sjYH)

*Part 3: iPad/iPhone movie making using your iPads and iPhones.*

**TIME:** Thursday 6th February, 9:30-17:30

**VENUE:** The Edge, State Library. Stanley Place, Cultural Centre, South Bank

**COST:** \$150

**NOTE:** "The art and practice of story capturing" on Wednesday is a pre-requisite for this course

**MORE:** [bit.ly/1avyRuW](http://bit.ly/1avyRuW)

### Science Storytelling Event

2014 marks 60 years of the Australian Academy of Science, 50 years of the ABC Science unit, and 20 years of the Australian Science Communicators. To celebrate, the ASC and BrisScience are hosting a very special triple-anniversary event.



Please note that this is a ticketed event. Tickets can be purchased online.

**TIME:** 3-6pm, Sunday 2 February, 2014

**VENUE:** Boulevard Auditorium, Grey St entrance, Brisbane Convention & Exhibition Centre, South Brisbane

**REGISTRATION:** Tickets are \$20 and available online.

Numbers are strictly limited so get in quickly!

**REFRESHMENTS:** There will be an intermission where drinks and food will be served.

**MORE:** [bit.ly/1fUnpOa](http://bit.ly/1fUnpOa)

### Welcome Event including Official SPECTRUM Science Art Exhibition Opening, SCINEMA screening and Poster Exhibition

**DATE:** Monday, 3rd February 2014

**TIME:** 18:00-20:00

**VENUE:** Boulevard Foyer

**COST:** Free for delegates

**MORE:** [bit.ly/1aclxNb](http://bit.ly/1aclxNb)

**CATERING SPONSOR:** The University of Queensland



### Speed Networking Session

**DATE:** Monday, 3rd February 2013

**TIME:** 19:00-20:00

**VENUE:** Room B3

**COST:** Inclusive with full-registration (Limited to the first 80 RSVPs)

**MORE:** [bit.ly/1i5qgnw](http://bit.ly/1i5qgnw)

### SCANZ-ASC Breakfast Event

**DATE:** Tuesday, 4th February 2014

**TIME:** 7:00-8:30

**VENUE:** Rydges South Bank, 9 Glenelg Street, South Bank Level 12, Rooftop South

**MORE:** [bit.ly/1jaSb5C](http://bit.ly/1jaSb5C)

### ASC2014 Conference Dinner and Science Cabaret

Includes the presentation of the Unsung Hero of Australian Science Communication Award

**FEATURED SPEAKER:** Robyn Williams

**DATE:** Tuesday, 4th February 2014

**TIME:** 19:00-21:00

**VENUE:** Brisbane Convention and Exhibition Centre - Boulevard Room

**COST:** Inclusive with full registration

**ADDITIONAL TICKETS:** \$110.00 each

**MORE:** [bit.ly/KnfJFc](http://bit.ly/KnfJFc)

**PROUDLY SPONSORED BY:** COSMOS Media



Tickets for ticketed events are included in your registration envelope



## EVENT HIGHLIGHTS

### Interview Booth

Have you got a story you'd love to promote to the media but don't know where to start? Or perhaps you're stuck for an angle for your media release or want feedback on your interview technique?

At the ASC Conference Interview Booth you can speak to a working science journalist about the story you or your organisation wants the world to know.

In a one-on-one session with a journalist you might choose to:

- Get feedback on a media statement you have released or are working on.
- Do a mock interview, get advice on talking to the media and take home a recording to review after the Conference.
- Discuss angles you could take with your story, where to pitch it and how to make the story attractive to journalists.
- Ask anything you've always wanted to know about the mainstream media.

With your permission, our favourite stories will also be profiled on the ASC website and social media channels.

#### WHAT TO BRING:

- Your story idea or story challenge.
- A media release you are working on (if you have one).
- Your media questions.
- Your email address if you wish to be sent a copy of a recorded interview.

The interview booth will run every day of the Conference during the morning, lunch and afternoon breaks but places are limited. To book your 10-minute session head to the Interview Booth Doodle poll.

Visit the Australian Science Communicators booth and the Inspiring Australia booth in the foyer to learn about these, and other initiatives past and present

MORE: [bit.ly/1jhN8QT](http://bit.ly/1jhN8QT)

Keep up to date with other post-conference events and activities  
[bit.ly/1cSIzEs](http://bit.ly/1cSIzEs)

### SCOM BOMB

When you've ASC'd all day, when your brain is fit to burst with science communication goodness, what do you need? You need SCOM BOMB!

Coming LIVE to a 2014 ASC Conference near you, the vaguely good SCOM BOMB Doctors Rod Lamberts and Will Grant present \*\*\*SCOM BOMB LIVE\*\*\* – a three times only daily wrap up presented at the end of each day at the ASC Conference.

**WHAT:** Rod and Will dissect and digest the learnings, lessons and laughs of the Conference day. (They will also put on some delicious drinks)

**WHERE:** Various Conference locations, watch for daily announcements on #ASC2014

**WHEN:** 18:30 on Monday and Tuesday and 16:30 on Wednesday

**WHY:** YOLO

more about [nofunnybusiness.net](http://nofunnybusiness.net)...

SCOM BOMB lives at [nofunnybusiness.net](http://nofunnybusiness.net), a new place for exploring science communication issues, highlighting science communication successes, and engaging your networks and public in online science commentary and events.

Funded by Inspiring Australia, No Funny Business is a community owned site managed by team members from three organisations: the Australian Science Communicators, the Australian National Centre for the Public Awareness of Science at ANU and ScienceRewired.

No Funny Business is currently seeking stories and storytellers without a platform, so if this is you, get in touch with the team at [nofunnybusiness.net](http://nofunnybusiness.net)

Already you can share your view, schedule hosted discussions and include your project for the world to see.

The site is shared across a professional network of thousands, providing you a platform for science views that matter.

MORE: [bit.ly/1mknKXS](http://bit.ly/1mknKXS)



SCOMBOMBers Will Grant and Rod Lamberts

## GENERAL INFO

### Registration desk

The Registration desk for the Conference will be located in The Foyer on the Boulevard Level. You must collect your registration pack upon your arrival at the venue.

The desk will be attended at the following times:

Sunday, 2 February	2pm–4pm
Monday, 3 February	7am–7pm
Tuesday, 4 February	8am–5pm
Wednesday, 5 February	8am–4pm

### Mobile phones

As a courtesy to speakers and other delegates, please ensure all mobile phones are switched off during Conference sessions.

### Dress code

The standard of dress for the Conference and all social functions is smart casual.

### Cancellation and refunds

Please note that no refunds will be issued by the Conference Office for any social functions and/or registrations.

### Liability

In the event of circumstances beyond the control of the Australian Science Communicators Conference and/or the Conference Office, no responsibility will be accepted for any losses incurred.

### Name badges

Name badges should be worn at all times during the Conference, as they are required for entry to the sessions and the trade area. Your name badge can be found in your registration envelope.

### Conference dinner tickets

Tickets to the Conference Dinner can be found in your name badge holder. Tickets are required for entry to the Dinner so please take care not to lose these.

### Special dietary requirements

Delegates with special dietary requirements who have advised the Conference Office via their registration form MUST make themselves known to the serving staff at all refreshment breaks and functions. Delegates who have not previously advised of special dietary requirements should advise the staff at the Registration Desk immediately so that arrangements can be made.

### Evaluation

We would be grateful if you would share your thoughts with us about your ASC Conference experience so that we can make it even better next time.

Have a beef? Want more good stuff? Let us know about your ASC Conference experience. Tweet us at #asc14reflect, send an email to [asc2014@asc.asn.au](mailto:asc2014@asc.asn.au), or complete the Conference evaluation form at [www.ascconference.info](http://www.ascconference.info).

### Parking

The Brisbane Convention and Exhibition Centre has parking available in the multi-storey car park, entry via Merivale Street and Melbourne Street, South Brisbane. The car park is open 24 hours a day, 7 days a week. The charge is a maximum of \$25.00 per day (after four hours). This is payable on entry.

Limited street parking is available close to the Convention Centre, but these areas are heavily patrolled, so stick to the time limit or expect a ticket!

Disability car parks are available in the car park. Please contact David on (07) 3308 3487 if you would like to discuss disabled parking requirements.

### Transport options to the venue

- Central city location: 10 minutes walk to CBD
- Cultural Centre Busway: 5 minutes walk
- South Brisbane Train Station: adjacent to Centre on Grey Street, with direct Air Train service
- Designated taxi rank Merivale Street Main Entrance, taxi drop off area at Grey Street Entrance
- Russell Walk connecting pedestrians between Merivale and Grey Street.

## SOCIAL MEDIA POLICY

Add the session  
**#hashtag** and **#ASC14**  
on all your tweets to join  
the conversation

ASC2014 permits and encourages the use of social media, such as Facebook, Twitter, Instagram, Storify, Google+, and blogging as a way to summarise, highlight, review, engage with others, critique, and/or promote the presented materials, poster and exhibit materials, and the Conference in general, provided that:

- Conference material is not shared in full, and
- the author or speaker is referenced and cited appropriately
- the speaker has not explicitly requested that information being presented not be captured or shared.

Please keep in mind that our speakers have invested many hours in the development of this material and Australian copyright laws apply.

Except by specific prior written permission, we do not permit the extensive/all-inclusive recording of presentations at the ASC2014 Conference under any circumstances or in any form or media, including but not limited to audio recording, video recording, or literal transcripts.

Out of respect for other participants, please keep your phones and other devices on silent.

ASC2014 will have audio recorded to generate podcasts. Some activities may be filmed.

You will likely be photographed by our Conference photographer and our team of community storytellers busily capturing the stories of this event. If this is a problem please make this known to the registration desk.

### Like us on Facebook:

<http://on.fb.me/1hwzG8X>

### Follow us on Twitter:

[www.twitter.com/auscicomm](http://www.twitter.com/auscicomm) **#ASC14**

### Connect with others attending the Conference at the LinkedIn page:

<http://linkd.in/1ihyglN>

We encourage you to:

- Enjoy the many varied sessions and people participating in the Conference
- Blog, post, discuss and tweet highlights of the Conference
- Suggest sessions and workshops to attend and events to enjoy, discuss favourite speakers and posters, post job openings and opportunities, connect with other attendees
- Provide feedback to the ASC or professional Conference organiser Eventcorp via email to [asc2014@asc.asn.au](mailto:asc2014@asc.asn.au), or the evaluation twitter stream at #asc14reflect (perhaps discuss topics and/or speakers of interest future Conferences, make suggestions for sessions, or comment on the format)
- Keep criticism constructive! Please don't be rude or attack people personally.

You can read more useful ideas about getting the most out of social media at Conferences here: [bit.ly/1aFSkpP](http://bit.ly/1aFSkpP)

# CSIRO Big ideas start here

A nation is built on big ideas and CSIRO has been the home of the big idea for nearly 100 years.

We were there as the nation rode on the sheep's back and we're here as the nation embraces the information age. We've been there to help feed our fast growing population and we've been there as we reap the bounty of our mineral resources.

[www.csiro.au](http://www.csiro.au)



## Integrated writing, editing and design

*Making your science publication effective*

For 15 years, Biotext has turned complex information into effective publications for government departments and agencies, academic institutions and nongovernment agencies, both in Australia and overseas. Our work has won national and international awards.

We have integrated services that can take you from thought to publication — including research, writing, editing, design and publishing.



## Scientific and technical style manual

*For scientists, technicians, communicators, administrators and policy makers*



This comprehensive resource will be available in 2014 through web-based subscription or print. The manual includes guidance on:

- planning, structure and information design
- writing clearly for different audiences and avoiding common problems
- editing for accuracy and consistency
- presenting visual information (tables, graphs, diagrams, infographics, photographs).



## MasterDocs authoring platform

*The perfect web-based tool to collaboratively author a wide range of publications*

MasterDocs allows you to:

- collaborate with others on different parts of a document
- reuse and update information from a single source
- manage reviews and approvals of content
- publish to multiple formats.

# SUNDAY 2nd february

PDF of full  
session details



10:00-13:00 **Community Storytelling Series (part 1)**

#S1

Lab 2, The Edge, State Library

[bit.ly/1maNE0f](http://bit.ly/1maNE0f)

## Telling stories with images using smart phones and tablets

A free 3 hour afternoon workshop for delegates facilitated by Susan Rooney-Harding and hosted by The Edge, State Library of Queensland.

Places are limited to the first 40 RSVPs.

What the session will cover:

- The power of images
- What makes a great image?
- How to tell a story with an image
- Basic photography rules (using an iPhone/Android)
- Some great photography and editing apps
- Sharing images - Tweeting, Facebook and Instagram
- What is a hashtag and how do you use them on social media
- Practical Session.

**PRESENTER:**

Susan  
Rooney-  
Harding



**PRODUCER:**

Kali Madden



15:00

## The Storytelling of Science: A triple anniversary celebration

#S2

Edge Auditorium, The Edge, State Library

[bit.ly/1i5oW3S](http://bit.ly/1i5oW3S)

As attention spans shrink the ability to engage others with science is getting harder, but does this have to be the case? Whether it is Archimedes taking a bath or an apple falling on Newton's head, stories are far more engaging and easier to remember than the facts science has to offer.

The ABC, the Australian Academy of Science, the Australian Science Communicators, and BrisScience are bringing Australia's top scientists and communicators together to explore the storytelling of science. See the best in the nation tell their own story of science, and drive their discussion on the stories behind cutting edge science. From the origin of the universe to the exciting technologies that will change our future, this event is one story you will want to hear.

### Anniversaries in 2014

- 60 years: Australian Academy of Science
- 50 years: ABC Science
- 20 years: Australian Science Communicators

\$20 for both general public and delegates.

With guest bloggers from CitizenJ

**HOSTED BY:** Australian Science Communicators and BrisScience.

**SPONSORED BY:**



**FEATURING:**

Tim Flannery  
Chair of the  
Climate Council



**HOSTED BY:**

Andrew  
Stephenson  
BrisScience



Jenny Graves  
Australian  
Academy of  
Science Secretary  
for Education and  
Public Awareness



**PRODUCERS:**  
Kali Madden



Lynne Malcolm  
ABC Science



Andrew  
Stephenson



Jesse Shore  
Prismatic  
Sciences



Peter Adams  
The University of  
Queensland



Add the session  
**#hashtag** and **#ASC14**  
on all your tweets to join  
the conversation

Use the bitly links  
to go direct to the  
online information  
for each session

### Theme

Is

Insight

Im

Impact

In

Innovation

Vi

Visualisation

An

Anniversary

Re

Research

### Career audience

B

Beginner

I

Intermediate

A

Advanced

### Type

Pr

Produced  
session

St

Series  
of talks

Pd

Professional  
development





## 8:30-9:45 Opening Session #M1 Auditorium

[bit.ly/1maNRR7](http://bit.ly/1maNRR7)

Welcome to Country

ASC welcome and Conference opening

**SPEAKER:** Joan Leach

The evolving challenge of science communication

**KEYNOTE SPEAKER:** Ian Lowe

On conflict, change and creativity – the role of 'Communication Cubed'

**THE IAN LOWE ADDRESS:** Geoff Garrett AO, Queensland Chief Scientist**PRODUCERS:** Kali Madden, Claire Harris

## 9:45-10:45 Plenary #M2 Auditorium

[bit.ly/1fEXvxO](http://bit.ly/1fEXvxO)

ARC, NHMRC, CSIRO: The leaders give their perspective on science communication in 2014

**SPEAKERS:** Warwick Anderson, Aidan Byrne and Oona Nielssen**PRODUCER/FACILITATOR:** Niall Byrne

Pr

## 10:45-11:15 Morning tea - Interview booth available [bit.ly/1jhN8QT](http://bit.ly/1jhN8QT) Foyer

<b>11:15-12:15 Auditorium</b> Open or perish: Long live the new king <b>PRODUCER/CHAIR:</b> Maia Sauren <b>SPEAKERS:</b> Clive Morris, Richard Jefferson, Pia Waugh, Mark Hahnel and Fabiana Kubke Is Pr #M3	<b>Room B1</b> Business and industry, communities and controversy: What role does science communication play in public engagement? <b>PRODUCERS:</b> Claire Harris and Julia Martin <b>FACILITATOR:</b> Julia Martin <b>SPEAKERS:</b> Kurt Heidecker, Geoff Brooke, Jason Prior, Suzanne Miller and Jacqui McGill Is Pr #M4	<b>Room B2</b> Science interest through the 'difficult years': A panel discussion with the audience <b>PRODUCER:</b> Simon Carroll <b>SPEAKERS:</b> Tom Gordon, Graham Walker, Kelly Matthews, Yvonne Van Der Ploeg and Craig Cormick Is Pr #M5	<b>Room B3</b> Science Communication on the Internet: A Beginner's Guide <b>PRODUCER AND SPEAKER:</b> Alex Jurkiewicz Im Pd #M6
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## 12:15-13:30 Lunch - Interview booth available [bit.ly/1jhN8QT](http://bit.ly/1jhN8QT) Foyer

## 13:30-13:45 Plenary #M7 Auditorium

[bit.ly/1b1ROWE](http://bit.ly/1b1ROWE)

The Inspiring Australia strategy and outcomes: New in 2014

**SPEAKER:** Simon France**PRODUCER:** Claire Harris

## 13:45-14:15 Plenary #M8 Auditorium

[bit.ly/1eQj23z](http://bit.ly/1eQj23z)

Science and the information big bang

**KEYNOTE SPEAKER:** Susannah Elliott**PRODUCER:** Claire Harris

Add the session  
**#hashtag** and **#ASC14**  
on all your tweets to join  
the conversation

### Theme

Is

Insight

Im

Impact

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Innovation

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Visualisation

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Anniversary

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Research

### Career audience

B

Beginner

I

Intermediate

A

Advanced

### Type

Pr

Produced session

St

Series of talks

Pd

Professional development

# MONDAY 3rd february

PDF of full  
session details



14:15-15:15

## Auditorium

Science journalism under the microscope

[bit.ly/Lf4Hm7](https://bit.ly/Lf4Hm7)

### PRODUCERS:

Bianca Nogrady and Sarah Keenihan

### CHAIR:

Natasha Mitchell

### SPEAKERS:

Jenni Metcalfe, Graham Readfearn, Ian Townsend and Leigh Dayton

Pr

#M9

## Room B1

Science communication and leadership (part 1): Learning from our journeys

### PRODUCERS:

Claire Harris and Sarah Lau

### SPEAKERS:

Léonie Rennie, Susannah Elliott, Sue Stocklmayer, Cathy Foley and Misty Jenkins

An Im B I Pr #M10

## Room B2

Learning from/Working with other disciplines

### PRODUCER:

Corinna Lange

### SPEAKERS:

Gabriele Bammer, Mel Kettle and Lilly Lim-Camacho

Is Pr

#M11

## Room B3

Storytelling for Leaders (part 1)

### PRODUCER:

Claire Harris

### SPEAKER:

Shawn Callahan

Im I Pd

#M12

15:15-15:45 **Afternoon tea** - Interview booth available [bit.ly/1jhN8QT](https://bit.ly/1jhN8QT)

Foyer

15:45-16:45

## Auditorium

The new science evangelism: Boon or bane for science communication?

[bit.ly/1driiR7](https://bit.ly/1driiR7)

### PRODUCER:

Rod Lamberts

### FACILITATOR:

Will Grant

### SPEAKERS:

David Ritter, Paul Willis, Rod Lamberts and Anna-Maria Arabia

Im Pr

#M13

## Room B1

Science communication and leadership (part 2): Shaping our culture

### PRODUCERS:

Claire Harris and Sarah Lau

### SPEAKERS:

Léonie Rennie, Susannah Elliott, Sue Stocklmayer, Cathy Foley and Misty Jenkins

An Im B I Pr #M10

## Room B2

Science as News

### PRODUCER/FACILITATOR:

Niall Byrne

### SPEAKERS:

Jake Sturmer, Bridie Smith, and Lyndal Byford

Im Pr

#M14

## Room B3

Storytelling for Leaders (part 2)

### PRODUCER:

Claire Harris

### SPEAKER:

Shawn Callahan

Is Im Pd

#M12

16:45-17:00 **Break**

17:00-18:00 **Debate**

#M15

Auditorium

Social media in science: hero or villain?

[bit.ly/1eGEvty](https://bit.ly/1eGEvty)

**SPEAKERS:** Natasha Mitchell, Elizabeth Finkel, Will Grant, Vanessa Hill, Merryn McKinnon, Damian Harris and Jenni Metcalfe, Tamzin Byrne and Rod Lamberts

**PRODUCER:** Ian McDonald

Is Pr

18:00-20:00 **Welcome event**

#M16

Foyer

Official SPECTRUM Science-Art Exhibition opening **PRODUCER:** Kate Patterson

[bit.ly/1aclxNb](https://bit.ly/1aclxNb)

**PRESENTERS:** Signe Cane, Paula Lourie and Meredith Ross, Mandy Bamford, Jenni Metcalfe, David Wong, Siouxsie Wiles and Rebecca Klee, Kate Patterson, Bobby Cerini, Eleanor Gates-Stuart

SCINEMA Screening: Best use of visual in SCINEMA entries from the past few years

**SPEAKER:** Damian Harris **PRODUCER:** Kate Patterson

Poster Exhibition Session **PRODUCER:** Peter Wheeler

**PRESENTERS:** Mandy Bamford, Teresa Belcher, Alison Binney, Tamzin Byrne, Bobby Cerini, Sarah Cole, Emma Donnelly, Phil Dooley, Eleanor Gates-Stuart, Daniella Goldberg, Dee Halil, Tamika Heiden, Paula Lourie, Jennifer Manyweathers, Peter McAllister, Jenni Metcalfe, Robbie Mitchell, Mary O'Callaghan, Cecily Oakley, Kate Patterson, Janet Salisbury, Christine Schneyer, Alexandra Soderlund, Bronwyn Terrill, Siouxsie Wiles

**CATERING SPONSOR:**



Vi Pr

19:00-20:00 **Speed networking**

#M17

Room B3

**PRODUCERS:** Joan Leach, Tom Dixon and Robbie Mitchell

[bit.ly/1i5qgnw](https://bit.ly/1i5qgnw)

**HOSTED BY:** SEQ Branch of ASC and The University of Queensland

Use the bitly links to go direct to the online information for each session

### Theme

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### Career audience

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Beginner

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Intermediate

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Advanced

### Type

Pr

Produced session

St

Series of talks

Pd

Professional development



# TUESDAY 4th february

PDF of full session details



7:00-8:30	SCANZ-ASC Breakfast Event			#T1	Rydges South Bank		
<a href="https://bit.ly/1jaSb5C">bit.ly/1jaSb5C</a>	Evolution of science communication in New Zealand and Australia			<div>An</div> <div>Pr</div>			
	SPEAKERS: Ian Lowe, Jean Fleming, Toss Gascoigne PRODUCER: Christine Ross    FACILITATOR: Jenni Metcalfe						
9:00-9:15	Visual fast forwards			#T2	Auditorium		
<a href="https://bit.ly/1eQk3sp">bit.ly/1eQk3sp</a>	A taster from Sci-Art SPECTRUM exhibition. In 1 minute and with 2 slides these sensational Sci-Art practitioners will give you a visual snapshot of their work. Vote for your favourite!						
	PRODUCERS AND SPEAKERS: Kate Patterson, Signe Cane						
9:15-9:45	Plenary			#T3	Auditorium		
<a href="https://bit.ly/LpgDTc">bit.ly/LpgDTc</a>	Seeing is believing: Why showing the nitty-gritty details is key to public engagement and excitement						
	KEYNOTE SPEAKER: Drew Berry PRODUCER: Kali Madden						
9:45-10:30	<b>Auditorium</b> The value of visualisation in science communication PRODUCER: Kate Patterson PRODUCERS/FACILITATORS: Signe Cane, Tim Dean PANELLISTS: Drew Berry, Shilo McClean, Kate Patterson, Elizabeth Cerini, Mary Rosengren <div>Vi</div> <div>Pr</div> <div>#T4</div>	<b>Room B1</b> Across the Tasman: Science communication in New Zealand PRODUCER: Maia Sauren CHAIR: Christine Ross PANELLISTS: Siouxsie Wiles, Fabiana Kubke, Jean Fleming <div>In</div> <div>Pr</div> <div>#T5</div>	<b>Room B2</b> Case studies and papers: Contributions of books to sci comm history, creative storytelling inspired by wrestling, igniting curiosity in pre-school children SPEAKERS: Christine Schneyer, Steve Ting, William Palmer <div>Im</div> <div>Re</div> <div>St</div> <div>#T6</div>	<b>Room B3</b> Working with scientists in developing countries to communicate science PRODUCER: Jenni Metcalfe SPEAKERS: Cathy Reade, Michelle Kovacevic, Toss Gascoigne <div>Im</div> <div>Pr</div> <div>#T7</div>			
10:30-11:00	Morning tea - Interview booth available <a href="https://bit.ly/1jhN8QT">bit.ly/1jhN8QT</a>			Foyer			
11:00-12:00	<b>Auditorium</b> Hitchhiker's Guide to the Digital Universe PRODUCER: Alison Leigh SPEAKERS: Jenni Metcalfe, Bernie Hobbs <div>Is</div> <div>Pr</div> <div>#T8</div>	<b>Room B1</b> Communicating science through theatre: A new way to reach new audiences PRODUCER: Jo Elliott SPEAKERS: Jo Elliott, Graham Walker, Lisa Bailey <div>Im</div> <div>Pr</div> <div>#T9</div>	<b>Room B2</b> Case studies and papers: Use of online and print media channels by scientists and communicators, local to international engagement SPEAKERS: Upulie Divisekera, Sarah Keenihan, Vanessa Hill, Renee Sizer <div>Re</div> <div>Is</div> <div>In</div> <div>St</div> <div>#T10</div>	<b>Room B3</b> From concept to screen: Navigating the animation process and getting the best results PRODUCER AND SPEAKER: Adrian King <div>Vi</div> <div>B</div> <div>I</div> <div>Pd</div> <div>#T11</div>			
12:00-13:15	Lunch - Interview booth available <a href="https://bit.ly/1jhN8QT">bit.ly/1jhN8QT</a>			Foyer			
12:15-12:45	Australian science and technical style manual update — Biotext bites the bullet at last! <a href="https://bit.ly/1i5r1gs">bit.ly/1i5r1gs</a> SPEAKERS: Janet Salisbury, Richard Stanford and Malini Devadas			#T12	Room B3		
12:30-13:00	SCREN Lunch meeting			Downstairs café			
13:15-14:00	<b>Auditorium</b> The national engagement strategy, from Inspiring Australia to inspiring next door PRODUCERS: Simon France, Claire Harris SPEAKERS: Allan Dale, Kylie Walker, Keely Quinn <div>Im</div> <div>Pr</div> <div>#T13</div>	<b>Room B1</b> Impact: Is the Answer Communication not Commercialisation? PRODUCER AND SPEAKER: Fiona McNeen <div>Im</div> <div>I</div> <div>A</div> <div>Pr</div> <div>#T14</div>	<b>Room B2</b> The emergence of modern science communication in Australia and New Zealand PRODUCER: Toss Gascoigne MODERATOR: Jenni Metcalfe SPEAKERS: Jean Fleming, Ian Lowe, Toss Gascoigne <div>An</div> <div>Is</div> <div>Pr</div> <div>#T15</div>	<b>Room B3</b> Getting published in science PRODUCER AND SPEAKER: Hilary Hamnett <div>Im</div> <div>Re</div> <div>Pd</div> <div>#T16</div>			

Use the bitly links to go direct to the online information for each session

## Theme

**Is**  
Insight**Im**  
Impact**In**  
Innovation**Vi**  
Visualisation**An**  
Anniversary**Re**  
Research

## Career audience

**B**  
Beginner**I**  
Intermediate**A**  
Advanced

## Type

**Pr**  
Produced session**St**  
Series of talks**Pd**  
Professional development



# TUESDAY 4th february

14:00-14:15 **Break**

14:15-15:15

## Auditorium

Case studies and papers:  
Communicating in the mix  
of hard data, perceptions,  
advocacy and emotions

### SPEAKERS:

David Ritter, Matthew  
Cawood

St

#T17

## Room B1

Case studies and papers:  
Better understanding  
audiences

### SPEAKERS:

Craig Cormick, Tsuey  
Cham, Luke Menzies, Vicki  
Martin

Re

Is

St

#T18

## Room B2

Case studies and papers:  
Online communities  
of practice, science  
represented on stamps,  
what impedes scientists  
communicating?

### SPEAKERS:

Nigel Mitchell, Heather  
Bray, Christopher  
Yardley, Diana Jasudasen

Im

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In

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#T19

## Room B3

Editing scientific content  
(part 1)

PRODUCER AND SPEAKER:  
Malini Devadas

Is

Pd

#T20

15:15-15:45 **Afternoon tea** - Interview booth available [bit.ly/1jhN8QT](http://bit.ly/1jhN8QT)

Foyer

15:45-16:45

## Auditorium

Developing the evidence  
base: Inspiring Australia  
supported research

### PRODUCER:

Nancy Longnecker

### MODERATOR:

Léonie Rennie

### AUTHORS/PRESENTERS:

Nancy Longnecker,  
Jenni Metcalfe, Sue  
Stocklmayer, Suzette  
Searle, Joan Leach, Fabian  
Medvecky, Jo Elliott and  
Léonie Rennie

Im

St

#T21

## Room B1

Knowledge brokering  
in Australia: Influencing  
policy and practice

### PRODUCER:

Eve Merton

### SPEAKERS:

Stefan Kaufman, Liam  
Smith, Doreen Erhart, Jean  
Palutikof, Suzanne Long

Im

Re

Pr

#T22

## Room B2

Inspiring Australia's Digital  
Engagement sessions:

- Digital strategies
- Are you a digital  
optimist or pessimist?

### PRODUCER:

Jayne Fenton Keane

### SPEAKER:

David Keane

Is

Pr

#T23

## Room B3

Editing scientific content  
(part 2)

PRODUCER AND SPEAKER:  
Malini Devadas

Is

Pd

#T20

16:45-17:00 **Break**

17:00-18:00

## Auditorium

Case studies: On-ground  
Inspiring Australia projects

### PRODUCERS:

Simon France, Claire  
Harris

### SPEAKERS:

Jackie Randles, Keely  
Quinn, Kylie Walker

Im

Pr

#T24

## Room B1

Case studies and papers:  
Science-art, engagement  
events

### SPEAKERS:

Carly Siebentritt, Renee  
Beale, Dervise  
Halil, Jayne Fenton  
Keane

Is

In

St

#T25

## Room B2

Case studies and papers:  
Films, theatre, YouTube,  
interactive digital  
learning

### SPEAKERS:

Mzamosé Gondwe,  
Michael Mills, Miriam  
Sullivan, Anne Brant,  
Sherwin Huang

Vi

Is

Im

St

#T26

## Room B3

Editing scientific content  
(part 3)

PRODUCER AND SPEAKER:  
Malini Devadas

Is

Pd

#T20

18:00-19:00 **Break**

19:00-21:00 **ASC2014 Conference Dinner**

#T27

Boulevard Room

[bit.ly/  
KnfJFc](http://bit.ly/KnfJFc)

Special guest speakers, the Unsung Hero of Australian Science Communication Award

MC: Robyn Williams

PRODUCERS: Claire Harris, Kali Madden

Science Cabaret

PERFORMERS: Graham Walker, Phil Dooley, Professor Flint (aka Michael Mills)

PRODUCER: Phil Dooley

PROUDLY SPONSORED BY:



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Produced  
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Series  
of talks

Pd

Professional  
development

# WEDNESDAY 5th february

PDF  
of full  
session  
details



8:45-9:00 **Sci-Art SPECTRUM** #W1 Auditorium

[bit.ly/KnfQAE](https://bit.ly/KnfQAE)

Sci-Art SPECTRUM exhibition summary and awards  
**PRODUCERS AND SPEAKERS:** Kate Patterson, Signe Cane

9:00-9:30 **Plenary** #W2 Auditorium

[bit.ly/1dBjmCR](https://bit.ly/1dBjmCR)

Tik and Bubbles: The evolution of an underwater superhero  
**KEYNOTE SPEAKER:** Lloyd Godson  
**PRODUCER:** Claire Harris

9:30-10:15 **Auditorium** #W3

[bit.ly/1dXkZHG](https://bit.ly/1dXkZHG)

Making science accessible: Learning science outside of school  
**PRODUCER:** Nancy Longnecker  
**SPEAKER:** Léonie Rennie

Is Pr

#W3

**Room B1** #W4

The Idiot, the Disengaged, The Counterpublic: Rethinking Audiences for Science Communication  
**PRODUCER:** Joan Leach  
**SPEAKERS:** Gay Hawkins, Fabien Medvecky and Maureen Burns

Re Pr

#W4

**Room B2** #W5

How we can learn from the science-based public debates of the past (and present) and use that knowledge to shape those of the future?  
**PRODUCER:** Bronwyn Terrill  
**PANELLISTS:** Craig Cormick and Will Grant

Is B I Pr

#W5

**Room B3** #W6

Do you speak Commerce?  
**PRODUCER AND SPEAKER:** Fiona McNee

Is Pd

#W6

10:15-10:45 **Morning tea** - Interview booth available [bit.ly/1jhN8QT](https://bit.ly/1jhN8QT) Foyer

10:45-11:45 **Auditorium** #W7

[bit.ly/1i5sjYH](https://bit.ly/1i5sjYH)

Hot air or hot action: How communication is part of responding to controversial debates such as climate change  
**PRODUCERS:** Claire Harris and Simon Torok  
**SPEAKERS:** Jaelle Bajada, Lyndal Byford, John Gardner, Alvin Stone and Corey Watts

In Pr

#W7

**Room B1** #W8

Delivering integrated reports from interdisciplinary projects  
**PRODUCER:** Maryam Ahmad  
**SPEAKERS:** Becky Schmidt and Heinz Buettikofer

In B I Pr

#W8

**Room B2** #W9

Case studies and papers: Citizen science  
**SPEAKER:** Craig Cormick, Jean Fletcher, Kirsten Gottschalk, Philip Roetman

Im St

#W9

**Room B3** #W10

Community Storytelling Series 2 (part 1): Art and practice of story capturing  
**PRODUCER:** Kali Madden  
**SPEAKER:** Susan Rooney-Harding

Pd

#W10

11:45-12:00 **Break**

Add the session  
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Series  
of talks

Pd

Professional  
development

# WEDNESDAY 5th february

PDF  
of full  
session  
details



12:00-12:45

## Auditorium

Case studies and papers:  
Evaluation, research,  
narrative, children's  
education

### SPEAKERS:

Melanie McKenzie, Kohei  
Ishigami, Jasmine Leong

Re Is St

#W11

[bit.ly/  
LpjjjB](https://bit.ly/LpjjjB)

## Room B1

Case studies and papers:  
Agricultural audiences,  
apps, messaging and  
visualisation

### SPEAKERS:

Claire Harris, Brogran  
Micallef, Eleanor Gates-  
Stuart

Im In Is Vi St #W12

## Room B2

Case studies and  
papers: Climate change,  
adaptation and trust

### SPEAKERS:

Jenni Metcalfe, Liese  
Coulter, Sarah Cole

Is St

#W13

## Room B3

Community Storytelling  
Series 2 (part 2): Art and  
practice of story capturing

### PRODUCER:

Kali Madden

### SPEAKER:

Susan Rooney-Harding

Pd

#W10

12:45-13:45 **Lunch** - Interview booth available [bit.ly/1jhN8QT](https://bit.ly/1jhN8QT)

Foyer

13:45-14:30

## Auditorium

Case studies and papers:  
Engaging different  
audiences: Maths  
communication, events  
and entertainment

### SPEAKERS:

David Shaw, Gary Ellem,  
Danielle Lloyd-Prichard,  
Carrie Bengston

Is St

#W14

[bit.ly/  
1cA0fEK](https://bit.ly/1cA0fEK)

## Room B1

Evaluation workshop:  
Collecting evidence to  
determine if you have had  
an impact

### PRODUCERS AND SPEAKERS:

Jo Elliott, Nancy  
Longnecker, Mzamose  
Gondwe

Im Pd

#W15

## Room B2

Case studies and papers:  
Communicating risk and  
tackling misinformation

### SPEAKERS:

John Cook, Kylie Walker

Im St

#W16

## Room B3

Community Storytelling  
Series 2 (part 3): Art and  
practice of story capturing

### PRODUCER:

Kali Madden

### SPEAKER:

Susan Rooney-Harding

Pd

#W10

14:30-14:45 **Break**

14:45-15:30

## Auditorium

Case studies and papers:  
Influencing enrolments  
and career choices, young  
people and students in  
high school and university

### SPEAKERS:

Maria Barrett, Tom  
Gordon, Terry Burns

Im Re St

#W17

[bit.ly/  
Lf8VKD](https://bit.ly/Lf8VKD)

## Room B1

Case studies and papers:  
International agricultural  
research, collaboration  
and interaction and  
engaging with audiences  
online

### SPEAKERS:

Wesley Ward, Joanna  
Hicks, Pahia Cooper

In Is St

#W18

## Room B2

Case studies and papers:  
Communicating risk and  
tackling misinformation  
in human and animal  
disease and biosecurity

### SPEAKERS:

Oriana Brine, Janet  
Salisbury, Jennifer  
Manyweathers

Im Is Re St

#W19

## Room B3

Community Storytelling  
Series 2 (part 4): Art and  
practice of story capturing

### PRODUCER:

Kali Madden

### SPEAKER:

Susan Rooney-Harding

Pd

#W10

15:30-16:00 **Afternoon tea** - Interview booth available [bit.ly/1jhN8QT](https://bit.ly/1jhN8QT)

Foyer

16:00-16:30 **Formal Conference wrap up**

#W20

Auditorium

[bit.ly/  
1mg3YQb](https://bit.ly/1mg3YQb)

What has transpired at ASC2014? This session will highlight  
reflections from the diverse community attending ASC2014.

PRODUCER: Conference committee

16:30-17:00 **Conference networking**

#W21

Foyer

[bit.ly/  
1avhWWo](https://bit.ly/1avhWWo)

PRODUCER: Conference committee

Use the bitly links  
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Series  
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Pd

Professional  
development





# THURSDAY 6th february

9:30-17:30 **Community Storytelling Series (part 3)**

#TH1 The Edge, State Library

[bit.ly/1avyRuW](http://bit.ly/1avyRuW)

## iPad/iPhone movie making using your iPads and iPhones.

Learn how to create a short video from your iPad/iPhone. You no longer need expensive cameras, editing suites and audio recorders! All you will need is an iPad or iPhone, a few cool apps and some inexpensive tools and you have yourself a one-stop media creation kit. In this day course you will learn how to use your iPad/iPhone to create a short video piece. Hosted by The Edge, State Library of Queensland.

In this workshop we will cover:

- Apps – what apps are needed and some cool tools that are available to get the best audio and footage,
- Making a Short Video - How to shoot great footage and capturing clear audio,
- Editing and publishing your work.

What you will need to bring:

- iPad, iPhone.

Apps to install on iPad/iPhone:

- Install iMovie app.

**COST:** \$150. Limited to the first 20 RSVPs.

**NOTE:** "The art and practice of story capturing" on Wednesday is a pre-requisite for this course.

### PRESENTER:

Susan  
Rooney-  
Harding



### PRODUCER:

Kali Madden



Australian  
National  
University



Australian National Centre for the Public Awareness of Science

## SPEAKER INDEX AND BIOGRAPHIES



### Ahmad, Maryam

*CSIRO Land and Water*

WEDNESDAY 10:45, ROOM B1, #W8

Maryam Ahmad is an Accredited Editor with 5 years experience in editing and coordinating scientific reports in natural resource management, geology, hydrology and ecology.



### Anderson, Professor Warwick

MONDAY 9:45, AUDITORIUM, #M2

Professor Warwick Anderson is the Chief Executive Officer (CEO) of NHMRC, Australia's major governmental funding body for health and medical research. Previously, he was Head of School of Biomedical Sciences at Monash University and Deputy Director of the Baker Medical Research Institute, following research fellowships at the University of Sydney and Harvard Medical School.



Professor Anderson obtained his PhD from the University of Adelaide. His research has focused on renal causes of hypertension, including the roles of renal vascular remodeling, renal innervation and the renin-angiotensin system. He has published over 170 peer review articles.

Professor Anderson is a member of the Prime Minister's Science Engineering and Innovation Council, a Board member of the Global Alliance for Chronic Disease, a member of Heads of International (Biomedical) Research Organizations and of the National Lead Clinicians Group. He is an Honorary Fellow of the Royal College of Pathologists of Australasia and an International Fellow of the American Heart Foundation. He was made a Member of the Order of Australia in 2005.

### Arabia, Anna-Maria

*Director of Policy, Leader of the Federal Opposition, Bill Shorten*

MONDAY 15:45, AUDITORIUM, #M13

Anna-Maria Arabia is currently the Director of Policy for the Hon Bill Shorten, Leader of the Federal Opposition. She was until recently the General Manager at Questacon, a position which included overseeing the Inspiring Australia initiative. Before this, Anna-Maria was CEO of Science & Technology Australia (formerly FASTS) the national peak body for the science and technology sector. She has worked extensively with parliamentarians, business leaders, the media and the broader community and is a Director of the Board of Spinal Cord Injuries Australia. Anna-Maria also has experience as a research scientist working in neuroscience in Australia and overseas.



### Bailey, Dr Lisa

*RiAus*

TUESDAY 11:00, ROOM B1, #T9

Lisa Bailey is a science communicator and Program Manager at RiAus, Australia's national science communication hub.

Starting out in research she obtained her PhD in biochemistry at the University of Adelaide. She has worked as a science communicator at The University of Adelaide, with Bridge8 and with the Royal Institution of Great Britain, where she co-ordinated a national science speaker program for young people and worked on the famous Ri Christmas Lectures, screened annually on the BBC. In 2009 she joined the brand new RiAus in Adelaide, where she now manages a varied science engagement program of events and art exhibitions for audiences across the country. Lisa is also the Inspiring Australia Manager for SA.



### Bajada, Jaelle

WEDNESDAY 10:45, AUDITORIUM #W7

Jaelle Bajada is the National Communications Manager for the National Carbon Capture and Storage Council where she is responsible for communicating the story of carbon capture and storage technology in Australia. She has more than 13 years' experience implementing successful communication campaigns primarily for government. She has recently worked on some of the most high-profile federal government policy communication campaigns and has also worked as a media advisor to a senior minister and parliamentary secretary in the portfolio areas of climate change and energy efficiency. Jaelle holds a Bachelor of Arts (Public Relations) and a Masters of Marketing Communication.



### Bamford Mandy and Dr Mike Bamford

MONDAY 18:15, FOYER, #M16

Mandy Bamford has worked as an environmental communicator in Western Australia for 25 years. Mandy's childhood passion for wildlife led to an Honours degree in Zoology from University of Western Australia. Mandy presents community workshops, writes web-based and printed education packages, books, brochures and signage, and is a sessional tutor in Science Communication at UWA. Mandy is an occasional guest presenter on ABC Local Radio in Perth, often in combination with her husband, biologist Mike Bamford. Together, Mike and Mandy run a biological consultancy specializing in ecological research and environmental communication for industry, government, schools and



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community groups. Mike and Mandy are also active in voluntary environmental work and were jointly awarded the inaugural Biodiversity Ambassadorship Award by the Curtin Institute for Biodiversity and Climate in 2011.

### Bammer, Professor Gabriele

*Director, National Centre for Epidemiology & Population Health, ANU*

**MONDAY 14:15, ROOM B2, #M11**

Gabriele Bammer is a professor at The Australian National University and is developing the new discipline of Integration and Implementation Sciences (I2S). I2S aims to improve research strengths for tackling complex real-world problems by synthesising disciplinary and stakeholder knowledge, understanding and managing diverse unknowns, and providing integrated research support for policy and practice change (see [i2s.anu.edu.au](http://i2s.anu.edu.au)). This is described in her book *Disciplining Interdisciplinarity: Integration and Implementation Sciences for Researching Complex Real-World Problems* (ANU E Press, 2013). She is also an ANU Public Policy Fellow, a Research Fellow at the Program in Criminal Justice Policy and Management at Harvard University John F. Kennedy School of Government, and the convenor of the ARC Centre of Excellence in Policing and Security's Integration and Implementation research program.



### Barrett, Maria

*Science and Engineering Faculty, QUT*

**WEDNESDAY 14:45, AUDITORIUM, #W17**

Maria Barrett is Equity School Program Coordinator in the Science and Engineering Faculty, providing STEM outreach programs to primary and secondary schools under the Faculty's Widening Participation program. Maria manages the successful Extreme Science and Engineering van program which has had a state-wide reach to over 120,000 students during its 12 years of operation. Maria is also a doctoral student in the Faculty of Education, and has expertise in primary science and environmental education.



### Beale, Dr Renee

*ARC Centre of Excellence for Free Radical Chemistry and Biotechnology*

**TUESDAY 17:00, ROOM B1, #T25**

Renee Beale received her PhD in Genetics in 2006 from the University of Melbourne, followed by a three-year Postdoctoral appointment at Monash University. Renee has over seven years experience as a science communicator, currently managing the public education program for the ARC Centre of



Excellence for Free Radical Chemistry and Biotechnology, and the Insight Radical art/science project.

### Belcher, Teresa

*Rangelands NRM WA Coordinating Group Ptd Ltd*

**MONDAY 18:15, FOYER, #M16**

Teresa has over 15 years experience in the communication of science, health and engineering projects. She has university qualifications in biology, environmental science and environmental management as well as a Masters in scientific communication. Teresa recently returned to her hometown of Perth after living and working in Canberra, Switzerland and the UK for nearly 17 years. She has a wide range of experience in corporate communication, public relations, journalism, web design and maintenance, new media, event management and training in both the public and private sectors. Teresa's role as Communications Manager for Rangelands NRM is allowing her to combine her background and interest in the environment with her skills in communicating science.



### Bengston, Carrie

**WEDNESDAY 13:45, AUDITORIUM, #W14**

Carrie Bengston has 20 years' experience in CSIRO communicating mathematical sciences research and its impact. She is Communication Manager for CSIRO Computational Informatics, CSIRO's home of data science and digital technology research. While Carrie's science background in originally in the life sciences, she is constantly amazed (very tiring) at how many areas of life the mathematical sciences touch on and finds the language of maths compelling and at times, even beautiful.



### Berry, Drew

*Walter and Eliza Hall Institute of Medical Research*

**TUESDAY 9:15, AUDITORIUM, #T3**

**TUESDAY 9:45, AUDITORIUM, #T4**

Drew Berry is a biologist-animator whose scientifically accurate and aesthetically rich visualisations reveal cellular and molecular processes for a wide range of audiences. Trained as a cell biologist and microscopist Drew brings a rigorous scientific approach to each project, immersing himself in relevant research to ensure current data are represented. Drew received B.Sc. (1993) and M.Sc. (1995) degrees from the University of Melbourne. Since 1995, he has been a biomedical animator at the Walter and Eliza Hall Institute of Medical Research. His animations





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have exhibited at venues such as the Guggenheim Museum, MoMA, the Royal Institute of Great Britain and the University of Geneva. In 2010 he received a MacArthur Fellowship "Genius Award".

### Recognition and awards

- MacArthur Fellowship, 2010
- New York Times "If there is a Steven Spielberg of molecular animation, it is probably Drew Berry." 2010
- The New Yorker "[Drew Berry's] animations are astonishingly beautiful", December 2008
- American Scientist "The admirers of Drew Berry, at the Walter and Eliza Hall Institute in Australia, talk about him the way Cellini talked about Michelangelo.", September 2009
- Nature journal's Niche Prize, UK 2008-9
- Emmy for DNA documentary series by Windfall Films, 2005
- BAFTA award for DNA Interactive DVD by RGB Co, UK 2004

### Highlight Exhibitions and Productions

- E.O. Wilson's Life on Earth iPad textbook
- Björk's Biophilia iPad App and 'Hollow' music video
- University of Geneva's Genome Dome exhibition, Switzerland 2009-10
- Genes and Jazz at the Guggenheim with Harold Varmus, USA 2008-9
- The Royal Institution of Great Britain installation, UK 2008-9
- Shanghai Zendai Museum of Modern Art Strange Attractors exhibition, China 2006
- Museum of Modern Art Premieres exhibition, USA 2004-5

### Binney, Alison

*Econnect Communication*

MONDAY 18:15, FOYER, #M16

Alison Binney is a senior science writer, web developer and journalist. She has national and international experience in news writing, editing, visual communication design, and social media strategies. She is an award-winning journalist and managed web and communication agencies in London and Germany working for scientific, commercial, professional and corporate industries. Bachelor of Arts, Major in Journalism, Minor in Psychology.



### Brant, Anne

TUESDAY 17:00, ROOM B2, #T26

Anne Brant is the Science, Technology, Engineering and Mathematics (STEM) Teacher in residence at Queensland University of Technology's (QUT) Garden Point Campus. Anne's role is to work with teaching, research and curatorial staff to design, write and deliver programs and classroom activities to support the Science and Engineering Faculty's School Engagement Strategy, and to promote secondary school students' engagement with QUT's Science and Engineering Centre. Anne has taught science and mathematics in both state and independent primary and secondary schools, as well as the International Baccalaureate program and has a passion for developing hands on learning activities.



### Bray, Dr Heather

*School of History & Politics & Waite Research Inst., The University of Adelaide*

TUESDAY 14:15, ROOM B2, #T19

Dr Heather Bray is a science communicator and researcher in agriculture and food at the University of Adelaide. She is fascinated by both the science in agriculture and the social aspects of food production in contemporary Australia.

Heather has a background in agricultural and animal science (BScAgr (Hons), PhD (Veterinary Science)) and has worked as a research scientist in both Australia and the Netherlands.

After completing a Graduate Diploma in Science Communication, she developed education and community engagement programs for agricultural research centres that use complex and controversial technologies, as well as a range of professional development programs for young and developing scientists.

Strongly committed to life-long learning, Heather is currently completing a Masters in Education (Leadership and Management).



### Brine, Oriana

*The Ministry for Primary Industries*

WEDNESDAY 14:45, ROOM B2, #W19

Oriana Brine is a Biosecurity Advisor at the Ministry for Primary Industries (MPI) in New Zealand. She completed her BSc (2010) from the University of Waikato and MSc (2012) at the University of Auckland. Working at MPI highlights the necessity of communicating complex scientific issues in a manner understandable to the media, members of the public,



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and governments. She is involved in developing readiness and response strategies and plans, contributing to and leading responses against pests and diseases, and developing response plans and tools.

### Brooke, Dr Geoff

MONDAY 11:15, ROOM B1, #M4

Dr Geoff Brooke founded GBS in 1996 and has more than 20 years' venture capital experience. He was formerly President of Medvest Inc., a US-based early-stage venture capital group he founded with Johnson & Johnson. Geoff's experience includes company formation and acquisitions, as well as public listings on the NYSE, NASDAQ and ASX exchanges. He has been a founder, executive and director of private and public companies and has an extensive international network. Geoff is currently on the board of GBS portfolio companies CoDa Therapeutics, NIA, Sunshine Heart and Uptake Medical. Geoff is licensed in clinical medicine by the Medical Board of Victoria, Australia and his post-graduate work was in anaesthetics/intensive care. He earned his Bachelor of Medicine/Surgery from the University of Melbourne, Australia and a Masters of Business Administration from IMEDE (now IMD) in Lausanne, Switzerland.



### Buettikofer, Heinz

WEDNESDAY 10:45, ROOM B1, #W8

Heinz Buettikofer is a cartographer with 30 years experience in designing and producing maps that elegantly illustrate results of research in land and water.



### Burns, Dr Maureen

WEDNESDAY 9:30, ROOM B1, #W4

Dr Maureen Burns is head of the Media Studies program at the University of Queensland and has published extensively on public service broadcasting and popular science.



### Burns, Dr Terry

WEDNESDAY 14:45, AUDITORIUM, #W17

Terry Burns is a professional science communicator from the University of Newcastle. He is director of the award-winning Science and Engineering Challenge, founder of the popular SMART science communication program, as well as course coordinator of an online general elective course called 'Science and Professional Communication'. He has TAFE and University qualifications



in Engineering, and a PhD in science communication. Despite that he is a friendly and approachable sort of bloke.

### Byford, Lyndal

MONDAY 15:45, ROOM B2, #M14

WEDNESDAY 10:45, AUDITORIUM, #W7

Lyndal has an Honours Degree in biotechnology from Flinders University and a Graduate Diploma in Science Communication from the Australian National University. She has over 13 years' experience in communicating science in a range of settings including science museums, within the pharmaceutical industry and in media relations. Lyndal joined the UK Science Media Centre as its inaugural engineering press officer in 2005 before returning to Australia in 2007 to take up the Media Manager role at the Australian Science Media Centre. Lyndal regularly speaks at public forums on science media relations and has written for publications including Crikey, ABC, and News Corp Australia. Lyndal was also a member of Inspiring Australia's Science and the Media Expert working group for the Federal Department of Innovation, Industry, Science and Research.



### Byrne, Professor Aidan

MONDAY 9:45, AUDITORIUM, #M2

Professor Aidan Byrne is CEO of the Australian Research Council. He was appointed in July 2012.

Previously the Dean of Science and the Director of the ANU College of Physical and Mathematical Sciences, Professor Byrne brings with him a wealth of industry knowledge and expertise particularly in the Physical and Mathematical Sciences and Engineering.

Professor Byrne completed a BSc and MSc degrees at the University of Auckland before commencing a PhD degree at the ANU in 1981. Following the completion of the degree in Department of Nuclear Physics he held positions with the University of Melbourne and spent over two years in Bonn, Germany as a von Humboldt fellow. He returned to the ANU in 1989 as a Research Fellow and in 1991 commenced a joint appointment between the Department of Physics, in the Faculty of Science and the Department of Nuclear Physics, Research School of Physical Sciences and Engineering. He was Head of the Department of Physics from 2003 to 2007.

His research interests involve the use of gamma-rays as probes to determine the structure of heavy nuclei and as probes in the examination of the atomic level structure of materials (especially semiconductors); he has published over 200 papers.



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### Byrne, Niall

MONDAY 9:45, AUDITORIUM, #M2

MONDAY 15:45, ROOM B2, #M14

Niall Byrne is a science writer and publicist with Science in Public in Melbourne. Working with CSIRO, the Prime Ministers Prizes for Science, L'Oreal Australia and other clients he helps scientists bring their work into the public space through the media, events and festivals. He also guides science organisations in the development of communication strategies to reach their stakeholders, customers and the public. He learnt his trade in the 1990s at CSIRO's Australian Animal Health Laboratory.



stories and communicate those strategies more effectively. Shawn has been soundly beaten at tennis by Wally Masur and has retired from playing basketball at least once a year for the past 10 years.

### Cane, Signe

MONDAY 18:15, FOYER, #M16

TUESDAY 9:00, AUDITORIUM, #T2

TUESDAY 9:45, AUDITORIUM, #T4

WEDNESDAY 8:45, AUDITORIUM, #W1

Signe is a freelance science writer and communicator. She is the editor and science-art curator of Wonder, a website dedicated to rational appreciation of the natural world. Signe has written for The Scientist, Australasian Science, New Philosopher and others. She is also the co-founder of the Latvian Skeptic Society and dedicates her free time to the promotion of critical and rational thinking. She has dabbled in digital art in the past, and is passionate about visual communication.



### Byrne, Tamzin

*Science in Public*

MONDAY 17:00, AUDITORIUM, #M15

MONDAY 18:15, FOYER, #M16

Tamzin studied science at Melbourne Uni before trundling down the road to RMIT to train as a journalist. After graduating, she worked at ABC Radio National on Sunday Extra, managing their website and tweeting Jonathan Green's quips. As a volunteer at Melbourne community radio station SYN, she led their young news and current affairs team and produced a breakie TV variety show for Channel 31. She joined Science in Public as a science writer in 2011, and writes many of their newsletters and bulletins. She looks after most of their social media, managing accounts for the company and half a dozen clients.



### Carroll, Simon

*Scitech*

MONDAY 11:15, ROOM B2, #M5

Simon is the Director of Science Partnerships at Scitech. In this role, Simon is directly involved in many aspects of community science engagement, including Inspiring Australia and NSWk in WA, the online publication of ScienceNetwork WA and is a regular contributor to ABC radio. He has a goal of having science talked about over the BBQ on Saturdays just like sport, and sees science and technology a critical enabling capability for our society. The way in which Australians regard science and science achievement as well as the role in public administration are also of interest. Prior to Scitech, he was an active in science and business, predominantly the biotechnology industry.



### Callahan, Shawn

MONDAY 14:15 AND 15:45, ROOM B3, #M12

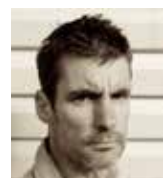
Shawn is the Founding Director of Anecdote Pty Ltd. In a career that could be best described as eclectic, he started his working life as a geographer and archaeologist, moved into database design, sold software in the UK and then ran his own geographic information management company. After that he moved into the knowledge management field and built an international reputation. In the late 1990s, his career took a surprising twist when he stumbled across the incredible natural power of stories. He went on to senior roles in IBM Centre for Organisational Complexity where he was part of pioneering work in using narrative approaches to tackle complex issues. He formed Anecdote in 2004 with the purpose of helping restore humanity to organisations. Anecdote's work has a very practical focus helping organisations and leaders tap into the power of stories. In the past 9 years he has helped leaders all over the globe convert their strategies into strategic



### Cawood, Matthew

TUESDAY 14:15, AUDITORIUM, #T17

Matthew Cawood grew up on a West Australian cattle station and worked on the land around Australia before taking up journalism. Over 25 years, he has written on agriculture and the environment for a range of publications, including Australian Geographic (as a staff writer), The Bulletin, Geographical (UK) and Fairfax Media. He has contributed to several books on photography. Based in the New England region of NSW, he is currently science and environment writer for Fairfax Agricultural Media.



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### Cerini, Elizabeth

*Geoscience Australia*

MONDAY 18:15, FOYER, #M16

TUESDAY 9:45, AUDITORIUM, #T4

Bobby Cerini leads the Visualisation and Science Promotion team at Geoscience Australia, with responsibility for delivering data visualisation, video production and science communication services. She has recently developed a major communication strategy for the agency, working closely with its science divisions to identify areas of emerging opportunity. Bobby joined Geoscience Australia from ANU, where she built a network of science filmmakers while also undertaking PhD research investigating the impact and influence of science heroes. Previously she has delivered a wide range of science communication projects, research activities and community engagement initiatives for organisations worldwide. Her achievements include creating the Giant Jump, an international science experiment that also set a World Record; developing the Great Canberra Science Scramble; hosting interactive workshops and videoconferences to explore issues at the frontiers of science and technology; teaching science filmmaking skills to researchers; designing interactive exhibits for science centres and museums including Questacon in Australia and New Zealand's Puke Ariki; and conducting science communication research for organisations across the science and technology sector.



### Cham, Dr Tsuey

*Gas Industry Social and Environmental Research Alliance*

TUESDAY 14:15, ROOM B1, #T18

Dr. Tsuey Cham is the Communication Advisor for GISERA, the Gas Industry Social and Environmental Research Alliance. GISERA is a vehicle initiated by Australia Pacific LNG and CSIRO to foster collaborative public good research into the social and environmental challenges and opportunities associated with Australia's growing gas industry. Tsuey's work history includes science communication and education, community engagement and stakeholder management.



### Cole, Sarah

*Econnect Communication*

MONDAY 18:15, FOYER, #M16

WEDNESDAY 12:00, ROOM B2, #W13

Sarah Cole is a science writer and an editor at Econnect Communication. She studied neuroscience and psychology and, more recently, science communication at The University of Queensland.



### Cook, John

*Global Change Institute, University of Queensland*

WEDNESDAY 13:45, ROOM B2, #W16

John Cook is the Climate Communication Fellow for the Global Change Institute at the University of Queensland. He created SkepticalScience.com, a website that refutes climate misinformation with peer-reviewed science. In 2011, Skeptical Science won the Australian Museum Eureka Prize for the Advancement of Climate Change Knowledge. John has co-authored the college textbook Climate Change Science: A Modern Synthesis, the book Climate Change Denial: Heads in the Sand and several papers on climate change and the psychology of misinformation.



### Cooper, Dr Pahia

WEDNESDAY 14:45, ROOM B1, #W18

Pahia Cooper is the Online Communication Strategist at the Global Change Institute, University of Queensland. Her role is to communicate the science of the Catlin Seaview Survey, a ground breaking research project, which is conducting the first comprehensive global survey of coral reef health.



She has worked on numerous science communication projects including working in science museums and presenting science shows, both locally and overseas.

Pahia has a Bachelor of Science (Neuroscience and Psychology) from the University of Queensland and a Graduate Diploma in Science Communication from the Australian National University.

### Cormick, Dr Craig

*CSIRO*

MONDAY 11:15, ROOM B2, #M5

TUESDAY 14:15, ROOM B1, #T18

WEDNESDAY 9:30, ROOM B2, #W5

WEDNESDAY 10:45, ROOM B2, #W9

Craig is a social researcher and science communicator/educator. He works for CSIRO and is widely published on drivers of attitudes towards new technologies. His awards include a joint Australian Best Practice Award from the International Association of Public Participation and a Queensland Premier's Literary Award.





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### Coulter, Liese

Griffith University, Australian Rivers Institute

WEDNESDAY 12:00, ROOM B2, #W13

Liese Coulter has managed communication for the National Climate Change Adaptation Research Facility (NCCARF) and the CSIRO Climate Adaptation Flagship and consulted with government departments and universities to bridge knowledge gaps to support adapting to climate change. Currently a PhD Candidate at Griffith University researching personal stories of resilience, she worked as a communicator for the Global Carbon Project while completing a MSc Communication at ANU, focused on global environmental change.



Science, The Conversation, ABC's The Drum and many others. Tim is currently completing a PhD in philosophy on the evolution of our moral psychology and its impact on moral diversity.

### Devadas, Dr Malini

Biotext

TUESDAY 12:00, ROOM B3, #T12

TUESDAY 14:15, 15:45 AND 17:00, ROOM B3, #T20

Malini has a PhD in neuroscience and completed a postdoctoral fellow in Japan before leaving academia for the world of publishing. She worked at Biotext as a scientific writer and editor between 2004 and 2012 and now has her own freelance editing business. In 2009, she passed the examination of the Institute of Professional Editors in Australia to become an Accredited Editor. She is now Biotext's Training Manager, running training courses and workshops in writing, editing and publishing.



### Dale, Allan

TUESDAY 13:15, AUDITORIUM, #T13

Allan Dale is the CEO of the Far North Queensland Regional Development Australia Board and Associate Professor with the Cairns Institute at James Cook University where he leads research in the area of regional development and natural resource management fields. Allan has an extensive research background in regional planning and development (including CSIRO and Griffith University) as well as environmental and social impact assessment. Allan recently led the Expert Working Group on tropical science engagement through Inspiring Australia.



### Divisekera, Upulie

Real Scientists/Monash University

TUESDAY 11:00, ROOM B2, #T10

Upulie Divisekera is a molecular biologist, science communicator and dinosaur evangelist. She has worked in fields as diverse as developmental biology, materials science, and cancer immunology. Upulie actively communicates science through articles, social media, has presented at TEDx Canberra, The Laborastory and the National Young Writer's Festival and worked on projects such as the Letters to Sir David and the @realscientists curated twitter account, both of which she helped co-found. Currently, Upulie is working in nanotechnology research in materials and drug delivery mechanisms.



### Dayton, Leigh

MONDAY 14:15, AUDITORIUM, #M9

Leigh Dayton is an award-winning writer and broadcaster, specialising in the impact of science, technology, environment and medicine on news and current events. Until September 2012 Leigh was the Science Writer for The Australian newspaper, as well as the editor of the paper's Weekend Health section. She now works on a freelance basis for scientific and media organisations and contributes regularly to ABC radio. Leigh is a PhD Candidate at Macquarie University's Research Centre for Agency, Values & Ethics where she is exploring the pathways to biomedical innovation.



### Dixon, Dr Tom

MONDAY 19:00, ROOM B3, #M17

After 10 years as a biologist with CSIRO, he combined my passions of science and writing and joined the Econnect team as a science writer (2009). Tom writes about all aspects of ecology and agriculture for research and development corporations, CSIRO, state and federal government agencies, and universities. His current project is all about getting science out into the paddock, and helping farmers and their advisers make the most of the amazing research carried out in Australia. In his spare time, he is the regional coordinator of the South East Queensland branch of the ASC.



### Dean, Tim

TUESDAY 9:45, AUDITORIUM, #T4

Tim Dean is a science writer and philosopher. He has been the editor of COSMOS magazine and Australian Life Scientist, and has written for New Scientist, New Philosopher, Popular



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### Donnelly, Emma

*Curtin University*

**MONDAY 18:15, FOYER, #M16**

After completing a science degree and postgrad science at UWA, Emma accidentally stumbled into the world of science communication. Thirteen years later she has worked for a range of science education organisations including Scitech, CSIRO Education, Department of Fisheries, Department of Environment and Conservation and UWA. For the past 5 years she has been Science Outreach Manager at Curtin University.



designed a specialist course for science reporters for the UTS Journalism School (1997). In 2010-11 she chaired an Expert Working Group on Science and the Media for the Federal government and in February 2011 was appointed to the national Climate Commission but stepped down in 2012 due to heavy work commitments. She sits on various committees and judging panels. Band lives in Adelaide with her husband and two children.

### Dooley, Dr Philip

**MONDAY 18:15, FOYER, #M16**

**TUESDAY 19:00, BOULEVARD ROOM #T27**

Phil Dooley has just returned to Australia after a two years in England working at the JET international fusion energy experiment. While in UK, he imbibed of the lively UK sci com scene, being inspired to try some innovative approaches to sci com himself - "songs stories 'speriments"- at shows and festivals from Brighton to Glasgow and in between. Before UK worked as science communicator at USyd school of Physics, and was ASC NSW Branch president.



### Ellem, Dr Gary

*Tom Farrell Institute, University of Newcastle*

**WEDNESDAY 13:45, AUDITORIUM, #W14**

Dr Gary Ellem has a PhD in Biophysics and is the Future Industries Program Manager at the Tom Farrell Institute, University of Newcastle. He has worked as both a University Academic and as a Senior Scientist and Strategic Analyst in the Cleantech Industry. Gary leads a sustainable industry development think tank and is the co-creator of the Hunter Valley Electric Vehicle Festival.



### Elliott, Dr Susannah

*Australian Science Media Centre*

**MONDAY 13:45, AUDITORIUM, #M8**

**MONDAY 14:15 AND 15:45, ROOM B1, #M10**

Susannah has a PhD in cell and developmental biology from Macquarie University, a Graduate Diploma in Journalism from the University of Technology Sydney (UTS) and nearly 20 years of practical experience in science communication with the science-media nexus as her primary focus. She is currently CEO of the Australian Science Media Centre, an independent not for profit organisation that works with the news media to inject more evidence-based science into public discourse. Prior to this she spent more than five years in Stockholm, Sweden, as director of communications for the International Geosphere-Biosphere Programme (IGBP), an international network of scientists studying global environmental change. In the 1990s Susannah managed the Centre for Science Communication at UTS, where she helped establish the successful Horizons of Science series of media roundtables and was involved in numerous other initiatives such as Science in the Pub and Science in the Bush. She worked with the federal government on the State of the Environment Report (1994), the CRC for Cardiac Technology as leader of their Education and Communications program (1993-95) and



### Elliot, Dr Jo

*University of Western Australia*

**TUESDAY 11:00, ROOM B1, #T9**

**TUESDAY 15:45, AUDITORIUM, #T21**

**WEDNESDAY 13:45, ROOM B1, #W15**

Jo Elliott studied agricultural science at the University of Western Australia. Jo's Honours research investigated the effect of a new type farrowing pen on the behaviour of piglets in an attempt to encourage adoption of the new system. This sparked her interest in human behaviour and the adoption of new innovations and technologies by producers. Jo completed her PhD in 2012, investigating the factors which influence producers' decisions to adopt strategies to improve lamb survival rates. This research strengthened Jo's passion for science communication for behaviour change. After a year working in outreach with high school students in rural and regional WA, Jo is currently researching the evaluation of the impact of science communication and engagement.



### Erhart, Dorean

**TUESDAY 15:45, ROOM B1, #T22**

Dorean is a Principal Advisor at the Local Government Association of Queensland with responsibility for the Natural Assets, Natural Resource Management and Climate Change Adaptation and Mitigation portfolios. Dorean provides state and national level representation on behalf of Queensland Local Governments on relevant policy matters. She also



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facilitates capacity building at both the elected and officer levels to encourage effective best practice approaches to local and regional planning and delivery.

She has over 20 years' experience in delivering policy, planning and implementation projects in the landscape architecture, natural environment and landscape ecology sectors. Her particular areas of expertise are in interdisciplinary project design and coordination and stakeholder consultation.

Dorean is sought after as a presenter and editor/reviewer and has recently appeared as a guest presenter on Gardening Australia talking about the impacts of environmental weeds.

### Fenton Keane, Dr Jayne

*Inspiring Australia, Queensland*

TUESDAY 15:45, ROOM B1, #T22

TUESDAY 17:00, ROOM B1, #T25

Jayne Fenton Keane is the Manager of Queensland's Inspiring Australia Program and is based at the Queensland Museum. As a former state, national and international festival director, she has extensive experience designing and delivering innovative projects and strategies. JFK has taught at undergraduate and post-graduate levels at Griffith University, is a published author, academic and composer and is the current Chair of National Science Week in Queensland. She was shortlisted for the Griffith University medal in 2008 when awarded her PhD.



### Finkel, Elizabeth

MONDAY 17:00, AUDITORIUM, #M15

TUESDAY 19:00 BOULEVARD ROOM, #T27

Elizabeth Finkel spent five years at the University of California, San Francisco, studying the genes that transform a mushy egg into a shapely embryo. For the last 20 years she has been a science writer for scientific and lay audiences including serving as a correspondent for the American magazine *Science* and an associate editor for *COSMOS* magazine, a popular science magazine that she co-founded. In June 2013 she was appointed the next *COSMOS* Editor in Chief. She has published two books: *Stem Cells: Controversy at the Frontiers of Science* in 2005, which won the Queensland premier's Literary award and *The Genome Generation* in 2012.



### Flannery, Tim

SUNDAY 15:00, AUDITORIUM, #S2

Tim Flannery is a mammalogist, palaeontologist, environmentalist and global warming activist. He was the Chief Commissioner of the Climate Commission,



a Federal Government body providing information on climate change to the Australian public. On 23 September 2013 Flannery announced that he would join other sacked commissioners to form the independent Climate Council, that would be funded by the community.

Tim was named Australian of the Year in 2007, a Fellow of the Australian Academy of Science and is the chairman of the Copenhagen Climate Council, an international climate change awareness group.

### Fleming, Professor Jean

TUESDAY 7:00, RYDGES SOUTH BANK, #T1

TUESDAY 9:45, ROOM B1, #T5

TUESDAY 13:15, ROOM B2, #T15

Jean Fleming is a science communicator at the University of Otago, Dunedin, NZ, with a history of teaching and research in reproductive biology. Jean is also Associate Dean of Science Outreach at Otago. In this role she is looking for ways to support and coordinate outreach at Otago better. Jean's postgraduate students in Science Communication study everything from the effectiveness of rapping science to the use of automata for teaching mechanics. Jean's science communication research focuses on effective ways to engage non-scientists in discussion and deliberation of the big science issues of today. Jean has been involved in the running of the NZ International Science Festival in Dunedin since 1997 and was made a life member in 2012. She has helped organise the University of Otago's secondary school summer programme Hands-on Science since 1995 and ran projects in Physiology and Anatomy for over 15 years. Jean has had a regular slot on the Radio NZ National Nights programme with Bryan Crump since 2008, where she discusses Body Parts. Jean's commitment to taking her science to the community led to the award of a Suffrage Medal in 1993, a Royal Society of NZ Silver Science & Technology Medal in 1998 and an ONZM for services to science in 2002.



### Fletcher, Jean

*Science Communication Program, School of Animal Biology, the University of Western Australia*

WEDNESDAY 10:45, ROOM B2, #W9

Jean was born and raised in Ontario, Canada. In 2011, she received a Bachelors degree in Science (Honours) from McMaster University, specialising in genetics. An important thing she learned from her honours degree was that she really enjoyed discussing science with others. As a result, she headed to Australia where she completed a Master's degree in Science Communication at the





## SPEAKER INDEX AND BIOGRAPHIES



University of Western Australia. For her master's dissertation she investigated impacts of a marine debris citizen science professional development program on participating teachers. Currently she works part time as a research officer at the University of Western Australia on complementary research looking at impact of the program on student participants.

### Flint, Professor

TUESDAY 19:00, BOULEVARD ROOM #T27

Professor Flint was born in the bonnie city of Dundee, Scotland's fourth largest city, and premier producer of marmalade for hundreds of years. Like many children, he quickly developed a keen interest in dinosaurs, doing so in the shadow of Loch Ness. From an early age, the budding Prof quickly learnt how easily people readily believe in bizarre non-existent monsters, while he was obsessed with creatures from the past that had been real. With a Welsh mother, he also spent many hours singing around the family piano, and listening to and telling stories.

Emigrating with his parents to Australia at the age of 13, his interest in dinosaurs soon turned to the exciting and unfolding story of his adopted home... to the dinosaurs down under. As an adult, based in Adelaide South Australia, Prof Flint has been able to marry his two great passions of singing and palaeontology to become the quintessential rock star!



of Science and in 2009 she was the NSW and National winner of the Telstra Women's Business Award for Innovation. Cathy was also the recipient of the AUSIMM MIOTA award for LANDTEM as a mineral exploration tool and in 2013 she was awarded the NSW Premier's Award for Woman of the Year.

### France, Simon

*Inspiring Australia*

MONDAY 13:30, AUDITORIUM, #M7

TUESDAY 13:15, AUDITORIUM, #T13

TUESDAY 17:00, AUDITORIUM, #T24

Simon has been involved with Inspiring Australia from its inception and has supported the drafting, writing, implementation and strategic direction of the Inspiring Australia Strategy and the Inspiring Australia Program over the last five years. Simon currently oversees the management and direction of Inspiring Australia.



### Gardner, Dr John

WEDNESDAY 10:45, AUDITORIUM, #W7

Dr John Gardner is a social psychologist in CSIRO's Ecosystem Sciences Division, working in the areas of environmental behaviour, climate change mitigation and climate adaptation. He is involved in a range of projects in these fields, investigating the social, contextual and individual factors that motivate individuals, communities and businesses to change behaviour, to adopt new technology, and to prepare for climate change impacts. John has previously worked as an academic at the University of Queensland Business School, and as a research consultant to public and private sector organisations.



### Foley, Dr Cathy

MONDAY 14:15 AND 15:45, ROOM B1, #M10

Dr. Cathy Foley is the Chief of CSIRO's Division of Materials Science and Engineering. Previous to her current appointment, Cathy was involved in CSIRO's Superconducting Devices and Applications Project developing superconducting systems for mineral exploration, detection of metal for quality assurance in manufacturing, terahertz imaging, and UXO detection. This multiple million-dollar project assisted with the discovery and delineation of the BHPB Cannington Silver mine and her team is currently commercialising their systems. Her group was the first team to successfully fly superconducting systems. Cathy has a world-class reputation in her field, being: Fellow of the Institute of Physics in the UK; Past President of the Australian Institute of Physics; Fellow of the Academy of Technological Sciences and Engineering (ASTE); Past President of Science and Technology Australia (formally Federation of Australian Science and Technology Societies, FASTS); and a Member of the Prime Minister Science Engineering and Innovation Council (PMSEIC) Cathy was awarded a Public Service Medal on Australia Day in 2003. In the same year, she won the Eureka Prize for the promotion



### Garrett, Dr Geoff

MONDAY 8:30, AUDITORIUM, #M1

Dr Geoff Garrett was appointed Queensland Chief Scientist from January 2011, following the retirement of Professor Peter Andrews AO. A Cambridge graduate in metallurgy and an academic for 13 years, Geoff led two of the world's major national research institutions - CSIR in South Africa (1995-2000) and CSIRO in Australia (2001-2008). A former South African 'Engineer of the Year' (1999), he is a recipient of the Centenary Medal for service to Australian society through science. In June 2008 he was appointed as an Officer of the Order of Australia (AO) in the Queen's Birthday Honours List.



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### Gascoigne, Toss

*Gascoigne PCST President*

**TUESDAY 7:00, RYDGES SOUTH BANK, #T1**

**TUESDAY 9:45, ROOM B3, #T7**

**TUESDAY 13:15, ROOM B2, #T15**

Toss Gascoigne interests lie in communication, event management, research and policy, constructing workshops, strategy, and training. For the last 15 years he has occupied a unique position in the research and tertiary sector in Australia. He has helped create and manage advocacy and member-based organisations. He has brought together coalitions of interests to press for policy change. Toss has written and presented in national and international arenas on research, education, science and advocacy issues. With a colleague, he conceived, wrote and co-presents Australia's most popular and long-standing workshops in media and presentation skills for researchers. From 1995 to 2008, he has served as Executive Director to two national advocacy bodies, FASTS and CHASS. The main purpose of both organisations was to propose policy in the areas of research, education and practice as it affected their members. A key element of these roles was strategic planning.



### Goldberg, Dr Daniella

*NSW Stem Cell Network, Executive Committee and Gene Genie Media, Director*

**MONDAY 18:15, FOYER, #M16**

Dr Daniella Goldberg has been a science communication consultant for over 20 years supporting health and life-science, biotech, medical research and not-for-profit organisations. After completing a doctorate at the UNSW's Garvan Institute of Medical Research, Daniella moved into specialist media and communications. Her experience ranges from senior consultant at global PR agencies such as Ogilvy PR Worldwide to in house communications manager at leading medical research institutes and advocacy groups such as Chief Executive Women. Daniella has also taught public relations at a number of Universities in Sydney. Daniella has produced, written and directed radio & TV documentaries for Science TV, Beyond 2000 and the Australian Broadcasting Corporation's Science Unit. She has been published in The Australian, New Scientist, Business Review Weekly and was news editor of the weekly magazine, Australian Biotechnology News. She is on the executive committee for the NSW Stem Cell Network, co-founder of Science in the Pub and founding member of the Australian Science Communicators.



### Gates-Stuart, Eleanor

*Australian National Centre for The Public Awareness of Science ANU*

**WEDNESDAY 12:00, ROOM B1, #W12**

**MONDAY 18:15, FOYER, #M16**

Eleanor is Science Art Fellow at the Commonwealth Scientific and Industrial Research Organisation (CSIRO). Her residency is with the Food Futures Flagship and the Transformational Biology Capability Platform (TBCP) based at the Computational Informatics (CIS) Research Division. The Centenary of Canberra, have awarded Eleanor the Centenary Science Art Commission, 'StellrScope', that is supported by the Australian Capital Territory (ACT) Government and the Australian Government. She is also a PhD researcher at the National Centre for the Public Awareness of Science (CPAS) at the ANU. Eleanor's interdisciplinary interests firmly crossover arts, science, communication and media. Having received numerous awards, grants, and commissions in her career, Eleanor maintains an active international artistic profile continuing her own research and roles such as curator and director of media arts events in the UK, USA, Taiwan and Australia.



### Godson, Lloyd

**WEDNESDAY 9:00, AUDITORIUM, #W2**

Lloyd Godson is an ultramarathon running aquanaut and adventurer. He loves to live his wild ideas and put them to the test in the real world. He has spent a total of one month living underwater, propelled himself through the Greek islands in a human-powered submarine and holds the Guinness World Records for the most electricity generated by pedalling underwater. In 2007, Lloyd received the coveted Australian Geographic Adventurer of the Year award. Lloyd's underwater projects are a way of tackling environmental issues in a fun, provocative and scientific way. He is determined to create social change and inspire public environmental awareness by using technological innovation in a stimulating way. Most recently, he started developing a new educational initiative called Tik and Bubbles with the intention of designing community-based science projects that are creative, collaborative, challenging and fun.



## SPEAKER INDEX AND BIOGRAPHIES



### Gondwe, Mzamose

*Science Communication Program, the University of Western Australia*

**TUESDAY 17:00, ROOM B2, #T26**

**WEDNESDAY 13:45, ROOM B1, #W15**

Mzamose Gondwe is currently a science communication PhD candidate at the University of Western Australia. For her PhD research, she is investigating young people's perceptions of Indigenous knowledge and scientific knowledge and the connections and overlap between them. She is examining people's views through their creative filmmaking.



### Grant, Dr Will

*CPAS, ANU*

**MONDAY 15:45, AUDITORIUM, #M13**

**MONDAY 17:00, AUDITORIUM, #M15**

**WEDNESDAY 9:30, ROOM B2, #W5**

Will Grant is a writer / talker / researcher / thinker at the Australian National Centre for the Public Awareness of Science at ANU. Most of his work has focused on the interaction of science, politics and climate change, and how such interactions are changing with new technology. If you're into that kind of thing, he tweets at @willozap.



### Gordon, Tom

*University of Sydney, School of Physics*

**MONDAY 11:15, ROOM B2, #M5**

**WEDNESDAY 14:45, AUDITORIUM, #W17**

Tom is the science communicator at the School of Physics, University of Sydney. He provides outreach programs, mainly to high school students to assist with their studies, plus information about university life and expectations. Tom also runs many other school and holiday programs. Tom's role extends to media enquiries and publications, in-reach to current university students as well as science teacher workshops and forums. Tom studied Astronomy and Astrophysics at ANU and completed a Graduate Diploma in Science Communication, then a Masters Degree in Space Studies in France. On returning he taught at high school for 4 years.



### Graves, Professor Jenny

**SUNDAY 15:00, AUDITORIUM, #S2**

Professor Jenny Graves has a highly acclaimed international reputation for her work in mammalian genetics and comparative genomics on Australian marsupials and monotremes. Her research has raised profound questions about human biology and mammalian evolution, and her research on the likely eventual disappearance of men has attracted worldwide media attention.

Jenny graduated from Adelaide University and received a Fulbright award to undertake a PhD in Molecular Biology at the University of California, Berkeley, USA. Jenny was selected as the 2006 laureate for the Asia-Pacific region L'Oréal-UNESCO Awards for women in science. She is a Fellow of the Australian Academy of Science and a Research Director at the Australian Research Council Centre for Kangaroo Genomics.



### Gottschalk, Kirsten

*Australian National Centre for the Public Awareness of Science*

**WEDNESDAY 10:45, ROOM B2, #W9**

Kirsten wanted to be an astronomer from her earliest memory, but soon realised she much preferred talking about it than doing it. After some study in Astrophysics and Science Communication, she found her way to the International Centre for Radio Astronomy Research (ICRAR) in Perth. She now gets to meet astronauts, talk about the world's biggest telescope (the Square Kilometre Array), build telescopes in the desert and show off the gorgeous West Australian night sky to anyone that comes near. Part of her job is also babysitting theSkyNet and communicating with its 19,000 members. She makes sure theSkyNet doesn't get too unruly on its twitter account (@\_theSkyNet) and has been involved in the project since its inception two years ago.



### Hahnel, Mark

**MONDAY 11:15, AUDITORIUM, #M3**

Mark is the founder of figshare. He is fresh out of academia, having just completed his PhD in stem cell biology at Imperial College London, having previously studied genetics in both Newcastle and Leeds. He is passionate about open science and the potential it has to revolutionise the research community.



### Halil, Dr Dervise

**TUESDAY 17:00, ROOM B1, #T25**

**MONDAY 18:15, FOYER, #M16**

Dee Halil is the Science Engagement Specialist at foresight agency Bridge 8, exploring how science informs our future. Dee manages events, community building and engagement programs, specifically I'm a Scientist, Get Me Out of Here!.



## SPEAKER INDEX AND BIOGRAPHIES



Dee has worked in science communication and engagement since completing her PhD in Computational Chemistry at The Royal Institution of Great Britain. Seduced away from scientific research, her new focus became engaging young people in science and technology to help build a better informed future society.

Before moving to Australia in January 2013, Dee managed the development of teaching resources, events and communications strategies for the Institution of Engineering and Technology (2011 – 2013) and the Gatsby Science Enhancement Programme (2008 – 2011).

### Hamnett, Dr Hilary

*ESR (Institute of Environmental Science and Research Ltd)*

**TUESDAY 13:15, ROOM B3, #T16**

Dr Hilary Hamnett is a Forensic Toxicologist. She has been working in science journals and books publishing for five years, and has published a number of her own papers. As an insider in publishing she has handled thousands of manuscripts from submission to publication. She has run workshops and seminars in Australia and New Zealand on the skills required for successful publishing.



Agriculture to assist with carbon farming communication in 2012. Claire works across a range of communication, knowledge management and research engagement activities and projects. Claire has a Bachelor of Environmental Science and a Graduate Diploma of Communication (Science Communication). Claire is the ASC 2014 Conference convenor.

### Harris, Damian

**MONDAY 17:00, AUDITORIUM, #M15**

**MONDAY 18:15, FOYER, #M16**

Damian Harris, Communications and Marketing Co-ordinator, Department of Science, Environment, Engineering and Technology, Griffith University. Damian is the founding Director of Scinema International Film Festival where he is focused on exploring the blurred line between science and art. He has helped develop bScinema from a single event in Canberra fourteen years ago, to a national event screening at over 300 venues annually. He has extensive experience in the science communication profession, having worked with CSIRO, Questacon, the National Museum of Australia and now Griffith University's Sciences Group. Damian's most recent achievement is the launch of Impact @ Griffith Sciences, a suite of multi-media publications to promote Griffith's science research excellence.



### Harris, Claire

*CSIRO, Australian Science Communicators*

**MONDAY 8:30, AUDITORIUM, #M1**

**MONDAY 11:15, ROOM B1, #M4**

**MONDAY 13:30, AUDITORIUM, #M7**

**MONDAY 13:45, AUDITORIUM, #M8**

**MONDAY 14:15 AND 15:45, ROOM B1, #M10**

**MONDAY 14:15 AND 15:45, ROOM B3, #M12**

**MONDAY 17:00, AUDITORIUM, #M15**

**TUESDAY 13:15, AUDITORIUM, #T13**

**TUESDAY 17:00, AUDITORIUM, #T24**

**TUESDAY 19:00 BOULEVARD ROOM, #T27**

**WEDNESDAY 9:00, AUDITORIUM, #W2**

**WEDNESDAY 10:45, AUDITORIUM, #W7**

**WEDNESDAY 12:00, ROOM B1, #W12**

Claire Harris is a science communicator specialising in agriculture, environment and natural resource management science and technology. Claire has worked as a scientist, project manager and communication specialist with government and research agencies in Australia and the United Kingdom. After joining the Australian Science Communicators in 2005, Claire has been active in local branches and National Executive, and was National President for part of 2013. Claire joined CSIRO in 2009 to work in science communication for climate adaptation, environment and agriculture and was seconded to the Australian Government Department of



### Hawkins, Professor Gay

**WEDNESDAY 9:30, ROOM B1, #W4**

Professor Gay Hawkins (FAHA) is Director of the Centre for Critical Cultural Studies at The University of Queensland. She has published extensively on the cultural meanings and production of waste, the rise of plastic as the skin of commerce and bottled water.



### Heidecker, Kurt

**MONDAY 11:15, ROOM B1, #M4**

Kurt Heidecker is the inaugural CEO of the Gladstone Industry Leadership Group. This group was established in 2009 to collectively address the issues of mutual regional concern of six of Australia's largest industrial sites. These industry sites, all located in Gladstone, together directly and indirectly employ nearly 10,000 people from a town with a population of less than 35,000. From 2006 to 2008, Kurt was the Operations Officer of an international event management software company. Prior to this he held a number of project roles in Telstra and at the Sydney Olympic Games and was a construction engineer in the Australian Defence Force. Kurt holds various board





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positions including: Deputy Chair - Fitzroy Basin Association  
' Director - Central Queensland Hospital and Health Service'  
Member - Regional Development Australia, Fitzroy and Central  
West Committee' Member - Central Queensland Institute of  
TAFE, Advisory Council.

### Heiden, Dr Tamika

MONDAY 18:15, FOYER, #M16

Dr Tamika Heiden is the founder of Knowledge Translation Australia. Tamika has worked in health research and research coordination for over 15 years and is passionate about making a difference through the translation of research into practice.



Since completing a PhD in biomechanics at the University of Western Australia, Tamika has worked in health research at the Telethon Institute for Child Health Research. Tamika is an experienced research manager and has held roles in childhood cancer, Aboriginal Health, rheumatic heart disease, and strategic governance. In her spare time Tamika volunteers as a convener for the Western Australian Chapter of the Australasian Research Management Society.

### Hicks, Joanna

WEDNESDAY 14:45, ROOM B1, #W18

Joanna is the Knowledge Manager at the Australian Centre for International Agricultural Research (ACIAR). Joanna is responsible for strategic direction for the agency in maximising the use of knowledge produced by ACIAR Research Programs. Joanna has a keen interest in new technologies, KM and business process improvement. She expects to complete her Masters degree in Knowledge Management in 2014, building on her undergraduate degree in Library and Information Science. Joanna has worked in both public and private sectors in research and information roles, until her move to ACIAR.



### Hill, Vanessa

ANU/CSIRO

MONDAY 17:00, AUDITORIUM, #M15

TUESDAY 11:00, ROOM B2, #T10

Vanessa Hill is a science communicator with CSIRO, Australia's national science research agency. Vanessa joined CSIRO in their science education team, delivering science education workshops and whizz-bang shows to students around NSW and QLD. For the past few years she has been a social media advisor, applying her extensive knowledge of #geeklove and science in the online space. Vanessa has contributed to science



magazines and blogs as a freelance writer and has presented regular science news segments on ABC radio and Channel 10's breakfast show, WakeUp. As a science communicator, she hopes to chip away the mystique of science and show researchers and their work as human, relevant and cool.

### Hobbs, Bernie

TUESDAY 11:00, AUDITORIUM, #T8

Bernie Hobbs is an award-winning science writer and broadcaster with ABC Science Online. Best known as a regular judge on ABC TV's The New Inventors, Bernie is also the brainchild behind the online science game ABC Zoom, where you zoom down to the microscopic and molecular levels to make repairs in everything from a synchrotron to a retina. Bernie writes a regular column exploring science basics, and she can be heard talking science on radio each week, and hosting science events around the country. In previous lives she's been a science teacher, medical researcher and one of the stars of the ABC kids' science show the experimentALS. Bernie has worked in the digital sphere for over 15 years, which may explain why she's not on Facebook and doesn't tweet.



### Huang, Sherwin

TUESDAY 17:00, ROOM B2, #T26

Sherwin Huang is Senior User Experience designer at the Cube. He is involved in investigating, wireframing, prototyping ideas, working alongside engineers to present a finished product. With over 5 years experience working across a variety of projects and platforms, Sherwin has designed experiences and applications for the web and mobile web as well as Android, iOS and Blackberry. Sherwin has a MA by Research where he investigated community in mobile gaming. He also has a Degree in Communication Design with a focus on interaction design.



### Ishigami, Kohei

Science Communication Program, School of Animal Biology, UWA

WEDNESDAY 12:00, AUDITORIUM, #W11

Kohei Ishigami recently finished his Master of Science Communication degree at the University of Western Australia. His research focused on the effectiveness of stories in science education. One of Kohei's passions is to build and use robots in hands-on science outreach and he is busking with his robots in Fremantle in the summer. Kohei plans to return to Japan where he will work as a consultant science communicator. He plans to establish a Not-for-Profit-Organization that will provide science experiences for young people.



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### Jasudasen, Diana

*The University of Western Australia*

**TUESDAY 14:15, ROOM B2, #T19**

Diana graduated with a Bachelor of Science (Hons) in Biochemistry from The University of Western Australia (UWA) in 2008. After working in her hometown Singapore in a marketing and communications capacity, Diana returned to UWA to pursue a Masters of Science Communication. She submitted her thesis titled, "Attitudes and motivations of eminent scientists to communicate their research with the general public" in 2013 and is now looking to help research institutes effectively communicate their messages.



Economic Forum.

### Jenkins, Dr Misty

**MONDAY 14:15 AND 15:45, ROOM B1, #M10**

Dr Misty Jenkins is a medical research scientist currently working as an NHMRC/RG Menzies Biomedical Fellow at Peter MacCallum Cancer Centre, in Melbourne. She has been a prestigious Fellow of The University of Cambridge and was recently awarded the L'Oreal for Women in Science Fellowship, and was the 2012 National Association of Research Fellows Investigator of the year. Dr Jenkins studied her PhD with Nobel prize winning scientist Peter Doherty and Steve Turner at The University of Melbourne, and has spent the past ten years researching how killer T cells (white blood cells) deliver their lethal hit to targets (cancer cells). In addition to her successful research career, Misty is a passionate and engaging public speaker about the sciences and is involved with various programs aimed at increasing young people's enthusiasm for science and education, particularly Indigenous students. She also worked with the Aurora Project to set up the Charlie Perkins Scholarships for Indigenous students, in Cambridge, UK. She works with The Aspiration Initiative (TAI) through the Aurora Project, and serves on a number of consultative committees, which aim to enhance Indigenous engagement in science.



### Jefferson, Professor Richard

**MONDAY 11:15, AUDITORIUM, #M3**

Professor Richard Jefferson is a prominent molecular biologist, agricultural scientist and innovation systems strategist, and the leading exponent of 'Innovation Cartography'. He is the founder and CEO of Cambia, a Professor of Science, Technology and Law at the Queensland University of Technology and Rogue at National ICT Australia, where he is the Director of The Lens.



Professor Jefferson is a graduate of the University of California's College of Creative Studies, with a PhD in Molecular Biology from University of Colorado. As a National Institutes of Health postdoc in Cambridge, he conducted the world's first field release of a biotech crop and created the most widely cited and licensed enabling biotechnology distributed under open source principles. After becoming the first Molecular Biologist for the United Nations Food and Agricultural Organisation, he founded Cambia in 1991, an independent, global non-profit social enterprise to bring efficiency, effectiveness and equity to science-enabled innovation.

Cambia created the BiOS Initiative, the first open patent-based commons for science, and the Patent Lens, a leading global resource for patent transparency. This work has culminated in the current vision of a global digital public good — 'The Lens' — to disrupt and democratise the innovation system.

Profiled in diverse media ranging from The Economist, Newsweek, Nature, New York Times to Red Herring, he has been named to the Scientific American List of the World's 50 most influential technologists. Professor Jefferson is an Outstanding Social Entrepreneur of the Schwab Foundation, a frequent Davos panellist and was a long-serving member of the Global Agenda Council on Intellectual Property of the World

### Jurkiewicz, Alex

ASC

**MONDAY 11:15, ROOM B3, #M6**

Alex Jurkiewicz spends quite a bit of his life working on various web systems. By day he works at travel company SiteMinder, helping run a platform that facilitates a non-trivial proportion of all online hotel bookings. Outside these hours he volunteers as ASC's Webmaster and was responsible for building the Conference website (among other less visible tasks). You can probably guess what he does in his spare time...



### Kaufman, Dr Stefan

**TUESDAY 15:45, ROOM B1, #T22**

Stefan Kaufman leads social research for EPA Victoria and holds an adjunct appointment with Behaviour Works at Monash University. EPA Victoria's role is to be an effective environmental regulator and an influential authority on environmental impacts. EPA knowledge brokers help colleagues articulate and scope their knowledge needs, and then help them learn what they need to know.



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Supporting this, Stefan's EPA work involves conducting research, and managing partners and providers for evaluation, environmental citizenship, compliance, restorative justice, risk communication and behaviour change. His interests focus on the links between individual, organisational and societal change for sustainability, and the potential roles of research and knowledge in making those links explicit and intentional. His ANU PhD thesis in Human Ecology is titled: 'The roles of reflexivity in intentional social change for sustainability', explores the experiences of expert knowledge change agents in trying to bridge their own understanding and priorities, with that of the people they seek to influence. He admits to being more interested in the lead up to and early on in research projects, and what happens as the results come in and need to be integrated, than in conducting research itself.

### Keane, David

Griffith University, QCA South Bank Campus  
TUESDAY 15:45, ROOM B1, #T22

David is the Program Convenor at Griffith University, QCA South Bank Campus for the Master of Digital Design and Hons, an industry targeted degree. His main areas of interest include Digital Strategies (Business, Education and Community) plus Advanced Interactive Design. A few of his past activities include: Patron, Gold Coast Theatre Alliance (40 theatres) (2000-), Australian ATOM Award (Tertiary); Mayne Australian Multimedia Award; Chair: Art in Public Places GCCC; Manager: Gold Coast Schoolies 1999; Gold Coast Film Industry Committee 2000-2002; Cultural Coordinator GCCC 1996-2002, Griffith University Multimedia Research Incubator, 2002-20032, Director Strut Media 2002-; Arts Infrastructure Consultancy SA Dept of Tourism; Consultant: Building Better Cities, Mackay Urban Consolidation Project; Director, Hahndorf Academy Public Art Gallery and Museum 1988-1991, Board of Management, Central Regional Cultural Authority(SA), Outstanding Young Australian Award for Arts (SA and NT) (1985), Member, SA Premier's Trade Mission, Multiple Visual Art awards.



### Keenihan, Sarah

Freelance Science Writer (for more information, see [sciencesarah.wordpress.com](http://sciencesarah.wordpress.com))

MONDAY 14:15, AUDITORIUM, #M9  
TUESDAY 11:00, ROOM B2, #T10

Sarah is a freelance science writer based in Adelaide, South Australia. She established her writing business in early 2012 after 15 years working in immunology research and science communication in Australia and Indonesia. She has a Bachelor of Medical Science with honours, a PhD and a Graduate



Diploma in Sciences Communication. When not reading and writing, Sarah indulges in cooking, eating and exercise.

### Kettle, Mel

MONDAY 14:15, ROOM B2, #M11

Mel Kettle is a communications and social media consultant, speaker, blogger, educator, coach, bookworm, obsessive foodie and eatie, and a budding photographer. She is passionate about working with organisations to show them how to communicate effectively so they can develop communities, share their stories and raise awareness, and has worked with a range of scientific research organisations and universities. She particularly enjoys working with people who want to make a difference to other people's lives. In her spare time Mel writes a food blog, The cook notebook ([www.cooks-notebook.com.au](http://www.cooks-notebook.com.au)).



### King, Adrian

Redboat

TUESDAY 11:00, ROOM B3, #T11

Adrian's career spans 18 years producing animation, motion-graphics and visual-fx for TV series, documentary, corporate videos, promos/idents, TVCs, short film, events, education, games and interactive media, with four international animation awards.

For the past 8 years Adrian has been operating as an independent animation / visual-fx producer & artist under the banner Redboat.

Redboat provides award winning animation, motion graphics, visual-fx and production to clients around the world, bringing together crews of world-class script-writers, storyboard artists, animators, motion-graphics and visual-fx artists, composers, editors, sound-technicians and film-makers.



### Kovacevic, Michelle

TUESDAY 9:45, ROOM B3, #T7

Michelle is a science communicator with the Center for International Forestry Research (CIFOR) based in Bogor, Indonesia. She coordinates the knowledge-sharing website [ForestsClimateChange.org](http://ForestsClimateChange.org) and coordinates CIFOR's capacity building in communications program. She has experience communicating science across many platforms including social media, print, radio, presenting (to students, policymakers and practitioners) in corporate, academic and non profit settings. Michelle holds an honours degree in neuroscience and a diploma in Indonesian from the University Of Melbourne.





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### Kubke, Fabiana

MONDAY 11:15, AUDITORIUM, #M3

TUESDAY 9:45, ROOM B1, #T5

Fabiana Kubke is a Senior Lecturer at the School of Medical Sciences, University of Auckland. Fabiana studies different aspects of brain evolutions, and her work focuses on the evolution of brain circuits in brains. Prior to relocating to New Zealand Fabiana studied developmental neurobiology as a postgraduate student at the University of Connecticut and neuroethology as a post-doc at the University of Maryland

Fabiana is the author of several journal articles and scholarly book chapters. She is the recipient a number of awards including the Grass Fellowship at the Marine Biological Laboratory in Woods Hole and grants including the Marsden Fund from the Royal Society of New Zealand. Some of her work has featured in the New Zealand and Australian media. She is an advocate for Open Research and currently Chairs the Advisory Panel of Creative Commons Aotearoa New Zealand, and some of her blog posts can be found at PLOS' Mind the Brain and New Zealand Science Media Centre's Building Blogs of Science.

Fabiana has a Licenciante in Biological Sciences from the University of Buenos Aires (Argentina) and an MSc and PhD from the University of Connecticut.



### Lange, Corinna

*Pear Communication*

MONDAY 14:15, ROOM B2, #M11

Corinna Lange has gathered extensive science communication experience across public and private sector organisations. She now runs Pear Communication, this fulfils her interest in working with the stakeholders of scientific research, at all stages of the research cycle, to achieve application and adoption of research outcomes. Corinna is also a member of the Gene Technology Ethics and Community Consultative Committee, an advisory committee to the Office of the Gene Technology Regulator. Her experience is underpinned by a Bachelor of Science (Hons) from the University of Adelaide, and a Graduate Diploma in Scientific Communication from the Australian National University. She balances her work with a love of socialising with family and friends.



### Lau, Sarah

*Australian Science Communicators, ChemCentre*

MONDAY 14:15 AND 15:45, ROOM B1, #M10

Sarah Lau is a science communicator, presenter and trainer. As the Communication Manager at ChemCentre, Sarah is responsible for the 'public face' of WA's chemical and forensic science laboratories, managing external communication, media liaison, marketing and outreach. In this role, Sarah engages ChemCentre's scientists to translate their work, in order to communicate its importance and relevance to key stakeholders and the wider community. In her role as a communication consultant, Sarah has created and delivered presentations ranging from professional speaking engagements to large-scale science performances for international audiences. She also runs practical training programs for students and scientists to assist in the development of science communication skills and techniques. Sarah is the National Secretary for Australian Science Communicators.



### Lamberts, Dr Rod

*Deputy Director, CPAS*

MONDAY 15:45, AUDITORIUM, #M13

MONDAY 17:00, AUDITORIUM, #M15

Dr Rod Lamberts is Deputy Director of the Australian National Centre for the Public Awareness of Science (CPAS) at the Australian National University, a founding partner of the Ångström Group, and in 2012 was elected National President of the Australian Science Communicators (retired injured, 2013). He has more than 18 years experience as a professional facilitator and researcher, and is considered an expert of international standing in the field of science communication. Rod has provided science communication advice to UNESCO in the Pacific region, and is a regular public commentator on science, science communication, and science and public policy.



### Leach, Dr Joan

*UQ, Convenor of Science Communication Program*

MONDAY 8:30, AUDITORIUM, #M1

MONDAY 19:00, ROOM B3, #M17

TUESDAY 15:45, AUDITORIUM, #T21

WEDNESDAY 9:30, ROOM B1, #W4

Dr Joan Leach (BA hons, BSc, MA, PhD) convenes the Science Communication Program at the University of Queensland and is Associate Professor of



## SPEAKER INDEX AND BIOGRAPHIES



rhetoric and Deputy Head of School in the School of English, Media Studies and Art History. Joan is also the President of the Australian Science Communicators. Her research centers on public engagement with science, medicine and technology and she has been active in the Australian government's recent initiatives toward "Inspiring Australia". She is currently researching the role of popular science in the globalisation of science since the 1960s, a project funded by the Australian Research Council. She has published extensively about science communication, including a 2012 book *Rhetorical Questions of Health and Medicine*, and was editor of the International journal, *Social Epistemology* from 1997-2010 and is now an executive editor at the journal. She held academic posts at the University of Pittsburgh (USA) and Imperial College London before moving to Brisbane in 2004. Joan has won numerous academic awards for her research and community engagement, including being a Science Journalism Laureate at Purdue University (USA). While remaining transfixed by science, she advocates for better science communication which critically examines the social impacts of science, technology and biomedicine.

### Leigh, Alison

TUESDAY 11:00, AUDITORIUM, #T8

Alison is the Editorial Director of the World Congress of Science and Factual (TV) Producers, (see [www.wcsfp.com](http://www.wcsfp.com)) a role she has held for over a decade. This annual international conference is the pre eminent event for broadcasters and producers in "specialist" factual programming, with an emphasis on science and history - a unique forum to share experiences and ideas about the latest trends in our genre and to create and nurture binding business relationships and co production partnerships. Previously she played a leading role in producing and commissioning science TV programs in Australia, including six years as Series Producer and then Executive Producer ABC TV Science Unit( *Quantum*, *A Question of Survival*, *Hot Chips*.) While in this role she helped develop National science week, themed programming across ABC networks as part of a national event to promote awareness of science and is a founder member and past President of the Australian Science Communicators. In addition to her World Congress commitments, Alison freelances as a writer and script editor, most recently as co author of the books "Making Couples Happy" based on the 2013 ABC TV series of the same name, and *Eight steps to happiness*.



### Leong, Jasmine

WEDNESDAY 12:00, AUDITORIUM, #W11

Jasmine is the Editor of CSIRO's youth science magazines, *The Helix* and *Scientriffic*. She has been contributing to these publications for more than five years. Jasmine has also edited a range of digital content, such as issues of *Science by Email*, *Maths* and *Stats by Email* and articles for the *Helix@CSIRO* blog. Prior to working on these publications, Jasmine was an Education Officer delivering hands-on science programs for CSIRO Education, speaking to school students across the Northern Territory. Jasmine has a Bachelor of Science with a major in genetics and a Bachelor of Arts with honours in history and philosophy of science. She also has postgraduate certificates in writing and marketing communications.



### Lim-Camacho, Dr Lilly

MONDAY 14:15, ROOM B2, #M11

Lilly Lim-Camacho is a scientist with the CSIRO's Science into Society Group. Lilly's research involves assisting multiple stakeholders to understand, plan for and adapt to climate change risk. She utilises a strong user-needs approach to communicating climate change science, and has previously developed novel tools to convey a range of climate scenarios. She is currently involved in a range of national and international projects aimed at delivering climate adaptation science to natural resource managers and primary industry organisations to encourage climate adaptation planning and implementation. Lilly's prior research work has been implemented across private and public sectors, ranging from assisting farmers collaborate to better value-delivery, to developing communication campaigns for far-reaching social issues



### Lloyd-Prichard, Dani

WEDNESDAY 13:45, AUDITORIUM, #W14

Ms Dani Lloyd-Prichard is a Research Associate at the Tom Farrell Institute for the Environment at The University of Newcastle. She holds a Masters in Environmental Management and Graduate Diplomas in Education and Science Communication. Dani has worked for State and Local Governments developing waste and water educational resources for communities and educational institutions. In her work with the Tom Farrell Institute, Dani has focused on engagement activities surrounding the development and delivery of the Hunter Valley Electric Vehicle Festival including building collaborative partnerships, facilitating training and engagement workshops, and developing new media communication resources.



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### Long, Suzanne

TUESDAY 15:45, ROOM B1, #T22

Suzanne is currently the Executive Knowledge Broker for the Terrestrial Ecosystem Research Network (TERN, [www.tern.org.au](http://www.tern.org.au)), and is a Fellow of the Peter Cullen Trust. Her diverse scientific research background - including a PhD in marine evolutionary genetics (from the University of Sydney), postdocs in Europe, and positions in CSIRO, universities, NGOs and state government departments – generated a strong interest in helping narrow the gap between science and policy. As a result, for the past six years she has worked as a knowledge broker in the front line of Australian environmental science and policy, dealing with topics as diverse and controversial as pesticide impacts on the Great Barrier Reef, forestry practices in Tasmania and the science of climate change. By acting strategically and evaluating the success of her activities wherever possible, her ultimate aim is to increase the rate at which science informs policy and practice, thereby improving long-term outcomes for Australian ecosystems and the communities and economies that depend upon them.



medical research to financial services to education, and in a range of environments, both here and overseas. Currently, she is working as a Content Developer for the Science Learning Hub, a New Zealand Ministry of Business Employment and Innovation funded project, managed by the University of Waikato.

### Lowe, Professor Ian

Griffith University

MONDAY 8:30, AUDITORIUM, #M1

TUESDAY 7:00, RYDGES SOUTH BANK, #T1

TUESDAY 13:15, ROOM B2, #T15

Professor Ian Lowe is emeritus professor of science, technology and society at Griffith University and President of the Australian Conservation Foundation. He directed Australia's Commission for the Future in 1988 and chaired the advisory council that produced the first independent national report on the state of the environment in 1996. He has filled a wide range of advisory roles, including chairing the economic, social and environmental committee of the national energy research council for six years and being a member of the Radiation Health and Safety Advisory Council since 2002. A Fellow of the Academy of Technological Sciences and Engineering, he was made an Officer of the Order of Australia in 2001 for services to science and technology. He is a former president of ASC, wrote a regular column for New Scientist for thirteen years, writes regular columns for Australasian Science and other publications, and won the 2002 Eureka Prize for communication of science.



### Longnecker, Professor Nancy

Science Communication Program, School of Animal Biology, UWA

TUESDAY 15:45, AUDITORIUM, #T21

WEDNESDAY 9:30, AUDITORIUM, #W3

WEDNESDAY 13:45, ROOM B1, #W15

Nancy Longnecker is Professor of Science Communication in UWA's School of Animal Biology. She has experience as a professional science communicator with a cooperative research centre and now shares her professional and theoretical understanding through teaching in UWA's Science Communication Program. She has a substantial research program which is helping to develop an evidence base to determine impact and effectiveness of science engagement. She and her group examine factors that affect peoples' attitudes towards science-related issues. They examine how information can be used to change attitudes and behaviour while respecting values and different sources of knowledge. Most of her group's research projects relate to environmental issues and sustainability or to attitudes about science more generally.



### Madden, Kali

SUNDAY 10:00, THE EDGE, #S1

SUNDAY 15:00, AUDITORIUM, #S2

MONDAY 8:30, AUDITORIUM, #M1

TUESDAY 9:15, AUDITORIUM, #T3

TUESDAY 19:00, BOULEVARD ROOM #T27

WEDNESDAY 10:45, 12:00, 13:45 AND 14:45, ROOM B, #W10

THURSDAY 9:30, THE EDGE, #TH1

Kali has been immersed in all things sci tech for some fifteen years or more, having had a blessed journey through industry IT, collaborative scientific research and not for profit industry associations.

She has been fortunate to have a variety of stimulating roles that involve gathering people together to play, create, learn and grow as well as a strong focus on online collaboration, communication and education tools.

A sampling of projects include setting up a world class research facility; conceiving of a science art exhibition for the World Year of Physics; developing a benchmark national outreach program for collaborative research; creating and



### Lourie, Dr Paula

Faculty of Education, University of Waikato

MONDAY 18:15, FOYER, #M16

Paula Lourie is a scientist whose career has evolved through a range of industries and positions. A biologist / geneticist by training, she has worked in a diverse range of fields, moving from



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managing online communities, websites and digital spaces for teaching, training and professional development; and directing the last three transnational convergences for all those who make science accessible (ASC2010, ASC2012, ASC2014).

Mostly she is grateful for the opportunity for continual learning in all things!

### Malcolm, Lynne

SUNDAY 15:00, AUDITORIUM, #S2

Lynne Malcolm is the Executive Producer of Radio National's Science Unit, a position she has held for 15 years. For many more years she has worked as a science journalist and broadcaster – and is now the Presenter & Producer of Radio National's program All in the Mind. Lynne is passionate about people and their personal experience and is curious and analytical about what makes us tick. She loves the power of the story to inform and engage people about a wide range of scientific, psychological and societal issues.



Lynne has received a number of awards for her work in radio including Bronze & Gold Medals in the New York Radio Festivals International Awards, the Michael Daley Award for Journalism in Science, finalist status in the Eureka Awards and she has twice won the radio award from the NSW Mental Health Services for two of her All in the Mind series.

Lynne is delighted to be hosting All in the Mind because she finds the workings of the human mind and how that affects our lives endlessly fascinating.

### Manyweathers, Jennifer

Science Communication Program, Animal Biology University of Western Australia

WEDNESDAY 14:45, ROOM B2, #W19

MONDAY 18:15, FOYER, #M16

Jennifer Manyweathers is a practicing veterinarian with a passion for virology and how science is talked about in disease outbreaks. Jennifer graduated from the Science Circus, 2004, and started the Science Communication course at the school of Biology at Tsukuba University, Japan. Jennifer has a husband and three children, likes to run and row surf boats.



### Martin, Julia

MONDAY 11:15, ROOM B1, #M4

Julia Martin has worked as a communicator and policy advisor in government, non-government and research organisations including the Reserve Bank of Australia, NSW Cabinet Office and the Social Policy Research Centre.



She is the researcher and author of the recent Inspiring Australia report, Inspiring Industry to Inspire Australia: Business and Science Outreach (<http://www.innovation.gov.au/InspiringAustralia>), and The humanities, arts and social sciences and public science engagement in Australia ([www.chass.org.au/papers](http://www.chass.org.au/papers)). Dr Martin has also produced Plain English guides to medical consent and decision-making in clinical settings; information products for people with low literacy; and was for four years Director of Streetwise Communications, a company specialising in communicating legal and medical information to marginalised groups. Coming from a humanities background, Dr Martin is particularly interested in how language, culture and literacy influence uptake of scientific information, and in developing ways to optimise two-way communication between scientists and non-scientists.

### Martin, Vicki

Southern Cross University

TUESDAY 14:15, ROOM B1, #T18

Vicki Martin is a PhD Candidate in the School of Environment, Science and Engineering at Southern Cross University. Her research topic is the communication of marine science to the wider community, with a particular focus on using social science to improve the effectiveness of communication strategies.



### Matthews, Kelly

University of Queensland, Teaching and Educational Development Institute

MONDAY 11:15, ROOM B2, #M5

Kelly is a Lecturer in Higher Education at the University of Queensland. Kelly graduated from the University of New Orleans in 2000. She worked at Louisiana State University Health Sciences Center investigating links between viral infections and neurodegenerative diseases before entering a graduate program in education. She was teaching science in under-served schools in New Orleans before moving to Brisbane in 2006. Her research involves practical applications into higher education issues focused on undergraduate curriculum reform efforts and students' experiences. Her current interest in science students' quantitative skills involves research into science and mathematics curricula and its influence on student beliefs of their learning.





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### McAllister, Dr Peter

MONDAY 18:15, FOYER, #M16

Dr Peter McAllister is an anthropologist, archaeologist and science writer from Griffith University. He writes funny and informed science books about what palaeoanthropology teaches us about the modern human condition, such as: *Manthropology*, a devastating analysis of the inadequacies of modern men compared to their ancient brethren; and *Pygmonia*, his investigation into the lost 'Land of the Pygmies'. Peter holds a PhD in science communication from the University of Queensland. His research has been developed for documentary film by companies such as National Geographic Television and Natural History New Zealand.



### McDonald, Dr Ian

*Alzheimer's Australia*

MONDAY 17:00, AUDITORIUM, #M15

Dr Ian McDonald is the Research Communications Officer for Alzheimer's Australia and also the President of the ACT branch of the Australian Science Communicators. He has a strong passion for science and completed his PhD in 2012 through the University of Queensland in the field of Animal Reproductive Immunology. He has 10 years experience studying and working in the research sector and is now on a mission of translating difficult and sometimes taboo topics into simple, plain and engaging language for various audiences to understand.



### McClellan, Dr Shilo

TUESDAY 9:45, AUDITORIUM, #T4

Dr. Shilo McClellan is a graduate of the Australian Film Television & Radio School and the author of the books: *The Digital Playing Fields: New Rules for Film, Art and Performance* (Currency House, July 2010), *Digital Storytelling: the narrative power of visual effects in film* (MIT Press, 2007; 2008; 2009), *So What's This All About Then: a non-user's guide for digital effects in film* (AFTRS, 1998) and was a consultant to *Animal Logic* on the production of their book, *The Art of the Legend of the Guardians*, (2012). She designs and conducts seminars, workshops, and lectures for industry and tertiary courses in filmmaking, digital visual effects, fine arts, architecture and storycraft and mentors PhD candidates through the UTS Research Mentorship program. She is the Chair of the Curriculum Advisory Committee for the Enmore Design Centre's Bachelor of 3D Art and Animation. For over a decade, she was a consultant to Screen NSW for the establishment and conduct of the annual Digital Visual Effects Traineeship Scheme working with Australia's leading visual effects companies in placing emerging talent in roles across digital visual effects. She produced and directed two documentary videos on digital visual effects for Screen NSW — *How Long is a Piece of String* (2002); *Adding Strings to Your Bow* (2004) and was the digital strand curator for the Sydney Film Festival, producing and directing the podcasts for the festival program.



Shilo was one of the Founding Board Members and Vice Chair of Sydney ACM SIGGRAPH (Professional Chapter) for almost a decade prior to stepping up for the Chair position in 2012. Her consulting and editorial work ranges from digital image curation for games developers, strategic advice on educational/media ICT development and digital content, and the development of strategy documents and reporting in the areas of digital media/ICT.

### McGill, Jacqui

MONDAY 11:15, ROOM B1, #M4

Jacqui McGill is a highly regarded resource industry professional who has held various management roles within the resources sector. As Asset President of BHP Billiton Mitsui Coal (BMC) she is responsible for the performance of an entire division of BHP Billiton Mitsui Coal business within BHP Billiton. As a director of the company (BMC) and another Joint Venture she is an effective executive director who has been responsible for delivering outstanding profit and company performance. In addition to her commercial responsibilities she also provides leadership in the communities in which the organization operates and this has provided Jacqui the opportunity to influence, engage and provide governance to NFP organizations. Previous roles in a broad range of resource sectors have allowed her to demonstrate her expertise in investment evaluation, operational management and project delivery. Her volunteer work at the University of Adelaide, Australian Mines and Metals Association mentoring program, and BHP Billiton mentoring program demonstrate her commitment to developing future leaders and investing in the future.



### McKenzie, Melanie

*The University of Queensland*

WEDNESDAY 12:00, AUDITORIUM, #W11

Melanie McKenzie is a PhD candidate at The University of Queensland. Her thesis titled 'Science Communication Evaluation: The role of values' examines the values that guide evaluation of science communication among professional science communicators and lay audiences. She is also a freelance science communication consultant, and workshop presenter for Econnect Communication.





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### McKinnon, Dr Merryn

MONDAY 17:00, AUDITORIUM, #M15

Dr Merryn McKinnon Research Associate, Australian National Centre for Public Awareness of Science, Australian National University Dr Merryn McKinnon is a Research Associate at the Australian National Centre for the Public Awareness of Science (CPAS) at the Australian National University (ANU) where she lectures in science and the media. Merryn has over twelve years experience in science communication roles and research nationally and internationally. She has worked as a presenter, evaluator, university lecturer, marketing consultant and media trainer.



### Merton, Dr Eve

La Trobe University

TUESDAY 15:45, ROOM B1, #T22

Dr Eve Merton has a professional background in science, technical and medical (STM) editing, writing and research. She has worked in the private sector in peer-reviewed journal publishing and as a consultant for government, non-government and private organisations in the production of STM publications. She is a Research Programs Associate in the Office of the Deputy Vice-Chancellor Research at La Trobe University, working across the University's Research Focus Areas and Disciplinary Research Programs to engage researchers and build capacity. Her own research interests include the communication of the natural and social sciences, development of evidence-based and evidence-informed policy, and research-into-policy.



### McNee, Fiona

Principal, BigPic

TUESDAY 13:15, ROOM B1, #T14

WEDNESDAY 9:30, ROOM B3, #W6

Fiona McNee has over 18 years experience in providing business strategy, development and communication advice to clients from both public and private sectors. Combining tertiary qualifications in both law and communication, she has worked with clients across a diverse array of industries, from ICT and energy technologies to agricultural and marine industries, to develop solutions to the challenges of delivering outcomes in an ever-changing environment. With an increasing focus on the research, innovation and scientific sectors, she has developed significant expertise in identifying emerging trends, collaborative problem-solving and proactive partnering that enhance relationships and deliver sustainable policy, social and financial gains.



### Metcalfe, Jenni

Econnect Communication/University of Queensland

MONDAY 14:15, AUDITORIUM, #M9

MONDAY 17:00, AUDITORIUM, #M15

TUESDAY 7:00, RYDGES SOUTH BANK, #T1

TUESDAY 9:45, ROOM B3, #T7

TUESDAY 11:00, AUDITORIUM, #T8

TUESDAY 13:15, ROOM B2, #T15

TUESDAY 15:45, AUDITORIUM, #T21

MONDAY 18:15, FOYER, #M16

WEDNESDAY 12:00, ROOM B2, #W13

Jenni Metcalfe is the Director of Econnect Communication. She also lectures in science journalism at the University of Queensland. She has been a science communicator for more than 24 years, working as a journalist, practitioner and researcher in this area. Jenni has published many papers and articles on science communication. She was co-editor of the human scale: International practices in science communication, published in 2006 by Science Press, Beijing. She was President of the Australian Science Communicators (ASC) from 2005 to 2007. During that time, ASC hosted the World Conference of Science Journalists. Jenni has been a member of the scientific committee of the PCST Network for 16 years



### Medvecky, Dr Fabien

TUESDAY 15:45, AUDITORIUM, #T21

WEDNESDAY 9:30, ROOM B1, #W4

Dr Fabien Medvecky is a research fellow in the Science Communication Program at UQ. He has published on science ethics and is an expert on economics rhetoric in the sciences and social survey techniques.



### Menzies, Luke

Australian Centre for the Public Awareness of Science

TUESDAY 14:15, ROOM B1, #T18

Luke Menzies is a PhD researcher currently researching the communication of complex environmental problems at the Australian National Centre for the Public Awareness of Science at ANU. Particularly interested in interdisciplinary and participatory approaches to communicate climate change.



### Micallef, Brogran

Communications Officer, Australian Herbicide Resistance Initiative

WEDNESDAY 12:00, ROOM B1, #W12

Brogran Micallef will show you how smartening down the message by layering information according to complexity allows hard science to be easily understood and accessible to an audience beyond just the scientific community. As Communications Officer for



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the Australian Herbicide Resistance Initiative (AHRI), based at The University of Western Australia, Brogan and the AHRI Communication Team use the SUCCESS principle (Simple Unexpected Concrete Credentialed Emotional Story) to engage growers and agronomists through workshops, an easy to read e-newsletter, articles, video and online media. By providing the story and not just the science, Brogan and the team work to fit science into the real world, ensuring that the agricultural community has tangible information to act on.

### Miller, Professor Suzanne

MONDAY 11:15, ROOM B1, #M4

Professor Miller was appointed as CEO and Director of the Queensland Museum Network in July 2013. Born in Edinburgh, Scotland, she studied Geology Honours at the University of St Andrews before completing her PhD in Marine Geology at Imperial College, University of London. Prior to moving to Queensland, Suzanne was the Director of the South Australian Museum from 2007 to 2013. She spent 12 years with National Museums Scotland, latterly as Keeper of Natural Sciences. She was an Honorary Research Fellow in Earth Sciences with the University of Aberdeen and a Lecturer in Earth Sciences with the Open University. Professor Miller is a Fellow of the Geological Society of London, Fellow of the Mineralogical Society, Fellow of the Royal Society of South Australia, Fellow of the Australian Institute of Mining and Metallurgy, and Member of the Geological Society of Australia. Professor Miller is also currently Affiliate Professor in Earth & Environmental Sciences at the University of Adelaide. She is Deputy Chair and the Australian Representative on the Board of Scientific Collections International (an OECD Global Science Forum initiative), a member of the Australian Research Council Advisory Council, the Cooperative Research Centres Committee, the National Cultural Heritage Committee and the Queensland Advisory Committee for the Commemoration of the Anzac centenary. She was formerly a member of the National Research Infrastructure Council, the Australian e-Research Infrastructure Council, the Premier's Science and Industry Council SA, the National Parks and Wildlife Council, and was the Deputy Chair of the inaugural Premier's Climate Change Council SA. Professor Miller was a member of the Peer Review College of the Natural Environment Research Council, UK. Her previous roles include Researcher, BBC Science programming; Post-doctoral Research Associate in Environmental Chemistry at the Universities of Lancaster and Oxford; geochemist at the Institute of Offshore Engineering, UK; and geologist with the British Antarctic Survey.



### Mills, Michael

*Heaps Good Productions*

TUESDAY 17:00, ROOM B2, #T26

TUESDAY 19:00, BOULEVARD ROOM #T27

Michael Mills has written, directed, produced and appeared in over forty shows as a variety of characters, as well as himself, during the Come Out Festival, the Adelaide Fringe Festival, at Adelaide and Melbourne Zoos, the Adelaide Botanic Garden, the S.A. Museum, the SA Maritime Museum, the Royal Sydney Botanic Gardens, and at hundreds of schools and kindergartens. In recent years, Michael has increasingly utilised the talents of performers selected via the Australian Classical Youth Ballet, and Adelaide Youth Theatre. Michael has performed to thousands of school students through his performances at both a range of cultural institutions, and in schools. Through a range of in-school performances, such as *The Storyteller* and *Dinosaurs Down Under*, Michael is developing, and enhancing theatrical experiences for schools that are able to bring both cultural and scientific artefacts, and their stories, to life. Michael is recognised as a world innovator in Museum Theatre, and in the use of music and theatre to enhance the stories of museum collections and scientific concepts. With a focus on audiences aged 4 to 9 his performances have included shows about Australia's pre-history, plant evolution the complex emotional lives of animals, urban ecology, sustainability, the making of the universe, and Australian wildlife. As a result of his standing within the industry, Michael was recently appointed to the position of Adjunct Research Associate at the Barbara Hardy Institute at the University of South Australia. The focus of this role is to particularly explore and develop the use of performance in citizen science projects, and in linking people to their local environments



### Mitchell, Natasha

MONDAY 14:15, AUDITORIUM, #M9

MONDAY 17:00, AUDITORIUM, #M15

Natasha Mitchell is a multi-award winning journalist and broadcaster. She hosts the national, daily morning show, *Life Matters*, on ABC Radio National, and is co-editor of *The Best Australian Science Writing 2013*. Natasha was the founding presenter & producer of the popular science, psychology & culture radio program, *All in the Mind* (2002-12). She served as a board member and then vice president of the World Federation of Science Journalists (2009-13), and was recipient of a Knight Fellowship at MIT/Harvard in 2005-6. She has an engineering degree and a postgraduate diploma in science communication.



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### Mitchell, Nigel

*Australian Science Teachers Association*

**TUESDAY 14:15, ROOM B2, #T19**

Nigel Mitchell is Manager of Online Professional Learning for the Australian Science Teachers Association. He has taught in Catholic, Independent and government schools in South Australia and Western Australia, and also at University level. Nigel manages the ASTA Online Professional learning portal, and also travels regularly throughout Australia to work with members of the state and territory Science Teacher Associations to increase digital literacy amongst educators by promoting the use of online technologies in teacher professional learning and in the classroom. Nigel manages the social media presence of ASTA on Twitter (@ASTA\_online) and Facebook (ASTA.science).



functions. His previous Commonwealth appointments include heading the Molecular Biology Section at the Therapeutic Goods Administration, and as a senior toxicologist with Food Standards Australia and New Zealand (FSANZ).

### Nielssen, Oona

**MONDAY 9:45, AUDITORIUM, #M2**

Oona Nielssen heads up CSIRO's corporate communication strategy. With over 25 years experience in communication she has worked in-house and as a strategic consultant for major companies as well as the public sector.



Previous roles include senior strategist with Impact Employee Communications, Head Of Communication Lend Lease Asia Pacific, and National Manager Television Training, ABC.

She has expertise in implementing cultural change, in stakeholder engagement and in creative campaigns. Oona's work focuses on identifying the business drivers and needs of an organisation and working with people internally and externally to achieve goals.

### Mitchell, Robbie

*Econnect Communication*

**MONDAY 19:00, ROOM B3, #M17**

**MONDAY 18:15, FOYER, #M16**

I'm always asked "what does a science communicator do?", to which I answer "many things that help scientists explain to the world why their work is important, interesting and great!".

Having completed my Masters in Science Communication at ANU in 2009, I've been working as a science communicator for Econnect Communication in sunny Brisbane. When I moved to Queensland I joined the local ASC branch and have been regional co-ordinator (2011-12) and treasurer (2013-current).



### Nogrady, Bianca

*Freelance science journalist*

**MONDAY 14:15, AUDITORIUM, #M9**

Bianca is a freelance science journalist, author and broadcaster. In nearly a decade of freelance reporting across the length and breadth of science, she has written for Scientific American, New Scientist, The Australia, the ABC, Ecos Magazine, Australian Doctor, any many more. She is also the author of The End - The Human Experience of Death, and co-author with Dr James Bradfield Moody of The Sixth Wave.



### Morris, Clive

**MONDAY 11:15, AUDITORIUM, #M3**

Clive Morris is Head of Strategic Policy Group at the National Health and Medical Research Council (NHMRC), Australia's major governmental funding body for health and medical research.

The Strategic Policy Group manages and develops strategies for NHMRC's health and medical research funding schemes, supports the peer review process and International funding strategy as well as supporting the acceptance of streamlined ethical review processes.

Prior to joining the Commonwealth Public Service, Clive was active in biomedical research work in Australia and Europe. During his time with NHMRC, Clive has undertaken a number of roles, including looking after NHMRC's health ethics and health advisory activities and corporate support



### O'Callaghan Mary

**MONDAY 18:15, FOYER, #M16**

Mary is a senior writer and an accredited editor (Institute of Professional Editors) at Econnect Communication where she has worked since 2005. That was a year of major change in her career, as she bade farewell to software development after 20 years and enrolled at university to study writing, editing and publishing. She loves to work with scientists because of their interest in the world and their passion for explaining their work. A keen sculler, Mary is often up before the kookaburras, gliding across a nearby lake in her eternal quest for perfection on the water.



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### Oakley, Dr Cecily

*University of Sydney*

MONDAY 18:15, FOYER, #M16

A passion for science started me on the path to research. However a greater love for talking about science has taken me into science communication. After a PhD and post-doc in biophysics, I worked for an outreach program at Questacon and in a science history/public engagement project at the Australian Academy of Science. Now in the School of Biological Sciences at the University of Sydney, run outreach events, write for the web and engage with our alum.



Her research interests focus on climate change impacts, and the application of climatic data to economic and planning issues. She specialises in the study of changes in extreme events and their impacts, especially windstorm. She was a Lead Author for Working Group II of the IPCC Second and Third Assessment Reports. She has authored more than 200 papers, articles and reports on the topic of climate change and climate variability. Her proudest moment to date was attending the ceremony in 2007 at which the IPCC was awarded the Nobel Peace Prize.

### Palmer, Dr William

*Freelance science journalist*

TUESDAY 9:45, ROOM B2, #T6

Dr Bill Palmer was born in 1937. He attended secondary school at St Edward's School, Oxford. Bill obtained his Bachelors degree in Chemistry, Physics and Mathematics at the University of Exeter in 1959 and his Teacher Certificate in 1960. He obtained his first Masters degree from the University of East Anglia in 1970 and a second Masters degree from the University of Oxford in 1981. He obtained his PhD in 2003 from Curtin University, Australia. Bill has worked in Britain, Nigeria, Papua New Guinea, Western Samoa and Australia but always in science education. He was a senior lecturer in science education in the Faculty of Education, Health and Science at Charles Darwin University from 1989 until February 2007 when he retired after nearly fifty years of service to education. He has an honorary position as Associate with SMEC at Curtin University.



### Patterson, Dr Kate

*Garvan Institute of Medical Research*

MONDAY 18:00, FOYER, #M16

TUESDAY 9:00, AUDITORIUM, #T2

TUESDAY 9:45, AUDITORIUM, #T4

WEDNESDAY 8:45, AUDITORIUM, #W1

Dr Kate Patterson is a biomedical illustrator and visual science communicator at the Garvan Institute of Medical Research and a Sydney University graduate from the Veterinary Science faculty. Prior to completing a PhD in molecular biology and cancer research (human) at the Garvan Institute, she practiced as a small animal veterinarian. It was during her time as a PhD student that Kate developed a passion for communicating science, and specifically, communicating science visually. For the past five years, Kate has worked with scientists, doctors and veterinarians to create images and visual resources about science and medicine, for varied audiences. Kate is currently working on a 3D animation project called "Cancer is not just one disease" as part of the Australian Government's Inspiring Australia Initiative.



### Palutikof, Professor Jean

TUESDAY 15:45, ROOM B1, #T22

Professor Jean Palutikof is Director of the National Climate Change Adaptation Research Facility at Griffith University. She took up the role in October 2008, having previously managed the production of the Intergovernmental Panel on Climate Change (IPCC) Fourth Assessment Report for Working Group II (Impacts, Adaptation and Vulnerability), while based at the UK Met Office.

Prior to joining the Met Office, she was a Professor in the School of Environmental Sciences, and Director of the Climatic Research Unit, at the University of East Anglia, UK, where she worked from 1979 to 2004, and a Lecturer at the Department of Geography, University of Nairobi, Kenya, from 1974 to 1979.



### Prior, Dr Jason

*Dr Prior is participating with support from CRC CARE*

MONDAY 11:15, ROOM B1, #M4

Dr Jason Prior is a Research Director of the Institute for Sustainable Futures at the University of Technology Sydney.

Over the past four years Jason has carried out a series of projects exploring risk communication within the Australian remediation context, funded by the Cooperative Research Centre for Contamination Assessment and Remediation of the Environment (CRC CARE). The research has been developed in close consultation with industry partners and environmental regulators, as affected members of the public. The focus of this research is public understanding and engagement with science and technology, communication within decision-making contexts (especially in the area of public input into policy and decision-making), and the role of communication in the professional practice of sciences and technology. These





## SPEAKER INDEX AND BIOGRAPHIES



CRC CARE projects are part of Jason's broader research on improved decision-making, governance and planning for institutional, urban and regional futures. Jason is participating at this Conference with support from CRC CARE.

### Quinn, Keely

TUESDAY 13:15, AUDITORIUM, #T13

TUESDAY 17:00, AUDITORIUM, #T24

Keely Quinn is the longest serving Inspiring Australia Officer and works in the Northern Territory in partnership with Engineers Australia NT division.



### Randles, Jackie

TUESDAY 17:00, AUDITORIUM, #T24

Jackie Randles has many years' experience in marketing, communications and campaign management in the public and NGO sectors. Jackie started her career in radio broadcasting and has subsequently worked in media relations and public affairs, running campaigns on topics including breast cancer, ageing, violence against women, tobacco control, ethics, privacy awareness and financial literacy. Above all, Jackie likes to share stories to spark interest and inspire action - this is precisely what she does as the Manager, Inspiring Australia (NSW).



### Reade, Cathy

TUESDAY 9:45, ROOM B3, #T7

Cathy Reade spent her early career working for a range of Canberra-based lobby groups. In 1989 she started working for the Crawford Fund, a non-profit organisation that works to increase Australia's engagement in international agricultural research, development and education for the benefit of developing countries and Australia. Cathy developed and manages a Crawford Fund Master Class in Communication with Stakeholders for scientists in developing countries, with facilitators Jenni Metcalfe and Toss Gascoigne. Additionally, she has a media consultancy concentrating in the not-for-profit sector around agriculture, development/aid, S&T and environment policy, issues and events. Cathy produced development-focussed sessions at the World Conference of Science Journalists in Melbourne in 2007 and at the ASC Conference in Canberra in 2010.



### Readfearn, Graham

MONDAY 14:15, AUDITORIUM, #M9

Graham Readfearn is an independent journalist and commentator specialising in climate change, environment and climate science denial. He writes the Planet Oz blog for The Guardian and contributes to the US-based DeSmogBlog - a site devoted to 'clearing the PR pollution that clouds climate science'. Graham also writes for ABC Environment and Green Lifestyle magazine. He was previously an environment and feature writer for The Courier-Mail in Brisbane, where he wrote a daily environment blog. In the UK, Graham worked for four years as a reporter on regional daily newspapers and was a producer on BBC Radio's national news and sport network Five Live.



### Rennie, Emeritus Professor Léonie

Curtin University

MONDAY 14:15 AND 15:45, ROOM B1, #M10

TUESDAY 15:45, AUDITORIUM, #T21

WEDNESDAY 9:30, AUDITORIUM, #W3

Professor Léonie Rennie is the Emeritus Professor in the Department of Research & Development at Curtin University, Perth. She has a background in science teaching in West Australian schools and was involved in teacher education programs at the University of Western Australia, before taking up her position at Curtin University. She has studied and published widely on science and technology education, visitor interactions at Science Centers and Museums and learning science through activities outside of school.



### Ritter, David

Greenpeace

MONDAY 15:45, AUDITORIUM, #M13

TUESDAY 14:15, AUDITORIUM, #T17

David Ritter is the Chief Executive Officer of Greenpeace Australia Pacific. David returned to Australia to take up this role in August 2012 after five years working in a senior campaigns position with Greenpeace in London. There he worked on the global issues of destructive fishing, deforestation and climate change. Prior to joining Greenpeace, David worked as an academic and a lawyer in both commercial and native title practices. David is a widely published commentator on politics, law, history and current affairs. He is an Honorary Fellow of the Faculty of Law of the University of Western Australia and an Associate of the Institute for Democracy and Human Rights at the University of Sydney.





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### Roetman, Dr Philip

WEDNESDAY 10:45, ROOM B2, #W9

Philip Roetman is a Research Fellow at the University of South Australia's Barbara Hardy Institute. Philip has worked closely with Prof Chris Daniels on citizen science projects, including "Operation Possum", "Operation Magpie", "Operation Spider", and "the Great Koala Count", as well as events such as "Bring us your Bugs". These projects have engaged thousands of participants of all ages. Results have been disseminated back to the community through popular books like "The Possum-Tail Tree" and "The Fearsome Flute Players: Australian Magpies in our Lives". In 2013, Philip commenced work on a new initiative, "Creating Biophilic Cities through Citizen Science": <http://www.unisa.edu.au/citizenscience>.



Australia and is represented in national and private collections in Australia, USA and the United Kingdom. Mary is currently a Lecturer in Visual Art at La Trobe University and is an Adjunct Research Associate with Institute for Land Water and Society (ILWS), Charles Sturt University.

### Ross, Christine

MONDAY 18:15, FOYER, #M16

TUESDAY 9:45, ROOM B1, #T5

TUESDAY 7:00, RYDGES SOUTH BANK, #T1

Christine Ross is a New Zealand based communications professional. Formerly a journalist, she has worked for research and technology based organisations for over a decade. Her areas of interest include communicating disruptive and controversial science and public engagement. Christine is the current President of the Science Communicators Association of New Zealand.



### Rooney-Harding, Susan

Inspireevery1 Productions

SUNDAY 10:00, THE EDGE, #S1

WEDNESDAY 10:45, 12:00, 13:45 AND 14:45, ROOM B3, #W10

THURSDAY 9:30, THE EDGE, #TH1

Susan Rooney-Harding is a Multimedia Producer with vast experience in community story telling and has equipped multiple communities and individuals with the skills to create digital content for multi platform use. Content that she has created has been seen on several websites, News 24, Landline, ABC Online, ABC Open and ABC Rural. <http://inspireevery1productions.com/>



### Salisbury, Janet

Biotext

MONDAY 18:15, FOYER, #M16

TUESDAY 12:00, ROOM B3, #T12

WEDNESDAY 14:45, ROOM B2, #W19

Dr Janet Salisbury has a PhD in experimental oncology from Manchester University, UK and continued her career in cancer research at St George's Hospital Medical School, London (1976-82), the University of Melbourne, Department of Medicine (1983-84) and the John Curtin School of Medical Research (1986-88). In 1990, she made a career change into consultancy, writing and editing work and from a small beginning as a sole trader, she has built up Biotext since that time. Over the past 20 years, Janet has researched, written or edited proceedings and reports for numerous government departments and agencies, nongovernment organisations and academic institutions. In 2003, she passed the exam of the Board of Editors of the Life Sciences to become one of a small group of Australian science editors to hold the qualification Editor in the Life Sciences (ELS). In 2009, Janet passed the Australian Institute of Professional Editors exam to become an Accredited Editor (AE). For the past 10 years, Janet has also worked closely with Australia's top experts in evidence-based practice. She has worked with many systematic reviewers to interpret their findings for clinical practice and population health guidelines, and is one of the foremost experts in these areas in Australia. In 2002, she was one of the first in the world to publish information about the application of evidence-based practice methodology to environmental management.



### Rosengren, Mary

TUESDAY 9:45, AUDITORIUM, #T4

Mary Rosengren is a visual artist whose installations and media works respond to overlays between images in art and science and the visualisation of dynamic systems.

Her research of vegetation in extreme environments has taken her from the saltbush of Lake Mungo, NSW to sites in the Cairngorm Mountains of Scotland, the Antarctic Peninsula and into significant scientific collections and facilities in the UK and Australia, recently to CSIRO Biological

Collections and Australian Synchrotron. In 2011 Mary received an Australian Network for Art and Technology (ANAT) Synapse6 Residency to research CSIRO Biological Collections and was CSIRO Discovery's 2012 Artist in Residence. (NSW). Her work has been exhibited in the United Kingdom, Japan and



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### Sauren, Dr Maia

MONDAY 11:15, AUDITORIUM, #M3

TUESDAY 9:45, ROOM B1, #T5

For someone who works in neither science nor communications, Maia rants an awful lot about complex concepts. Maia works for ThoughtWorks, a software consultancy, and moonlights as an ambassador for the Open Knowledge Foundation, a not for profit organisation dedicated to promoting open data and content. Her PhD in Why Mobile Phones Don't Give You Cancer was interspersed with coordinating the Australian Centre for Radiofrequency Bioeffect Research, writing scripts for science education videos, and getting really good at flourless baking. Maia recently organised HealthHack, a datahack for medical research problems. She also organises a weekly hacknight for OpenMRS, a free open source medical records system for the developing world. Her passion is bringing different communities together for fun and profit.



### Searle, Dr Suzette

TUESDAY 15:45, AUDITORIUM, #T21

Suzette Searle is a postdoctoral fellow with the Australian National Centre for the Public Awareness of Science (CPAS) at The Australian National University where she is focused on surveying public opinions about science-related topics. Suzette has studied and worked in science communication for the past 16 years. Before then, she was awarded two forestry degrees and worked as a scientist for 17 years with CSIRO, Australia's national research organization, where she specialized in the genetic variation and utilization of Australia's larger Acacia species.



### Shaw, David

WEDNESDAY 13:45, AUDITORIUM, #W14

David Shaw is a maths communicator and artist. David was the founding Editor of CSIRO's Maths by Email, and still writes and distributes the newsletter every fortnight.

David is a seasoned maths presenter, touring nationally with the Tenix Questacon Maths Squad, and presenting a keynote presentation at The Mathematical Association of Victoria Annual Conference in 2010. David is a founding member of Boho Interactive, an interactive theatre group that produces interactive theatre performances based on the sciences of Game Theory, Complex Systems science and Network Theory. David has presented work around Australia for the Asia-Pacific Complex Systems Science Conference, the Brisbane Festival Under The Radar, the ACT Street Theatre and the Manning Clark House Cultural Centre, as well as internationally at Battersea Arts Centre, the Dana Centre, and University College London.



### Schmidt, Dr Becky

WEDNESDAY 10:45, ROOM B1, #W8

Becky Schmidt is an Accredited Editor whose research and editing experience enables her to integrate complex scientific information from a wide range of disciplines.



### Schneyer, Christine

*Little Scientists Initiative Australia*

MONDAY 18:15, FOYER, #M16

TUESDAY 9:45, ROOM B2, #T6

Christine is the Project Manager for the Little Scientists Initiative in Australia. She was born in Germany, where she graduated with a Master of Business Administration. As a scholarship holder of the DAAD (German Academic Exchange Service) she completed part of her studies in the United States. After finishing her degree nine years ago Christine moved to Australia. During her professional career she has gained extensive experience in marketing and related areas in Australia, Germany and the United States, with a variety of well recognised companies across the manufacturing, service and retail sectors. Christine joined FROEBEL Australia, a not-for-profit provider of bilingual children's services, as Project Manager for the not-for-profit Little Scientists initiative at the beginning of 2013, to take on the exciting task of establishing the programme in Australia.



### Sieberttritt, Carly

*CSIRO Education/Inspiring Australia project officer*

TUESDAY 17:00, ROOM B1, #T25

Carly Sieberttritt is the Inspiring Australia project officer for Victoria, one of eight state and territory IA officers who support science communication and engagement projects, help them gain publicity and encourage local collaboration. She is based at CSIRO in Melbourne, and creates and supports science events and experiences for adults. She is also the current ASC Victorian Branch President.



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### Sizer, Renee

Scitech Discovery Centre

TUESDAY 11:00, ROOM B2, #T10

As a journalism graduate majoring in broadcast news and politics, Renee Sizer first found her interest in science after joining the ScienceNetwork WA team as a journalist in early 2011. Renee has since sharpened her skills in science communication and editing and enjoys the daily blend of words and science served up to her as an editor. She enjoys learning daily about the fantastic ideas, contributions and achievements of Western Australian researchers and looks forward to being involved in the sharing information, in whatever form, well into the future.



of Government, NGO's and the private sector. Projects he has worked on focus on behaviour and behaviour change in the areas of water, energy, waste, litter, pollution, climate change adaptation and wildlife conservation.

### Soderlund, Alexandra

University of New South Wales – School of Biological, Earth and Environmental Science

MONDAY 18:15, FOYER, #M16

Alex has just completed her BSc Honours, the concluding year of her Science/Arts degree in Genetics/Media, Culture and Technology.

She is a contributing editor to the Science Student Newsletter at UNSW. She is the Communications Coordinator for the NSW branch of the Australian Youth Climate Coalition. She has worked as an intern at the US Environmental Protection Agency, in the Communications Department of NCEA, and has been published on the EPA's blog. She has also published several creative pieces.



### Smith, Bridie

MONDAY 15:45, ROOM B2, #M14

Bridie Smith is The Age's science editor. Since starting at The Age as a trainee in 2003, Bridie has covered the general news, consumer affairs and education rounds. She is also a regular reviewer for the annual Good Food Guide and serves as a locum news editor on the newsdesk. In 2008 she moved to science – and a whole new world opened up. A Monash University arts graduate with honours in history, science had always seemed daunting. But the diverse nature of the field combined with the challenge of explaining sometimes complex concepts and the relevance to readers' lives has proved immensely satisfying. At five years and counting, this is the longest time she has been in a round.



Her contact details are: (03) 8667 2934 or bsmith@fairfaxmedia.com.au

You can follow her on Twitter: @BridieSmith

### Stanford, Dr Richard

Biotext

TUESDAY 12:00, ROOM B3, #T12

Richard Stanford has an undergraduate degree, graduate diploma and masters degree in visual arts, and a PhD in new media and cross-disciplinary studies between art and science. He has extensive experience in new media, design, illustration, science publishing and digital media and has over 15 years' experience in publication production. In 2003, Richard was awarded the HC Coombes Fellowship at the Australian National University. In 2010, he studied in residency at the Pearson Laboratory for Cognitive Neuroscience, UNSW to gain insights into aspects of vision and interaction. Richard combines key aspects of theoretical knowledge, practical experience, visual communication, collaborative partnerships and creative thinking to ensure important ideas reach their intended aims. In 2011, he joined science information consultancy Biotext as General Manager and Creative Director.



### Smith, Liam

TUESDAY 15:45, ROOM B1, #T22

Liam Smith is the Director of BehaviourWorks Australia at the Monash Sustainability Institute, Monash University. Liam helped establish BehaviourWorks and as Director, has overseen its significant growth since inception. Prior to taking up this role, he was Director of the Tourism Research Unit at Monash University. Liam's primary research interest is human behaviour and he has investigated several behavioural antecedents including emotion, attitudes, values, norms and values. He has published over 50 peer-reviewed journal articles, book chapters and reports on human behaviour and behaviour change. Almost all of Liam's research has been conducted in collaboration with industry, reflecting a strong end-user focus, and research partners include all levels



### Stephenson, Andrew

The University of Queensland

SUNDAY 15:00, AUDITORIUM, #S2

After studying astrophysics in his undergraduate and honours degrees, Dr Andrew Stephenson switched focus to studying superconducting plastics for his PhD. During his time as a student Andrew was very active in science outreach, winning several awards/competitions.



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Since 2010 Andrew has been working full time as Science Communicator for the School of Mathematics and Physics at The University of Queensland. In addition to organising BrisScience Andrew runs the Science Demo Toupe, and each year personally runs hundreds of science demonstration shows and workshops for thousands of students all over Queensland. Through his outreach, Andrew has shared science with kids in every corner of the state, and even took liquid nitrogen to the Simpson Desert.

### Stocklmayer, Professor Sue

MONDAY 14:15 AND 15:45, ROOM B1, #M10

TUESDAY 15:45, AUDITORIUM, #T21

Professor Sue Stocklmayer is the Director of the Australian National Centre for the Public Awareness of Science. Research at the Centre deals with the interface between science and the public across a broad range of issues. As part of the University's outreach programs, Sue has presented festival science shows, lectures and workshops on all five continents. Sue has a U. London science degree and worked on the Zambian copper mines as a chemist. She emigrated to Australia with her family after co-directing an extensive hands-on science program for rural village students in Zimbabwe. This experience opened Sue's eyes to the importance of hands-on, multicultural, relevant science. She gained her doctorate at Curtin University in Perth and joined the ANU in 1996. She was awarded an AM in 2004 for science communication initiatives. Sue thinks that science communication is the best possible mixture, combining science, theatre (a lifelong interest), multicultural and gender issues and a host of other things at the interface between science and the public.



### Stone, Alvin

WEDNESDAY 10:45, AUDITORIUM, #W7

Alvin worked as an editor with Fairfax Community News and then News Local for over a decade before moving across to media communications. As a media communicator he has worked for WWF-Australia as Western Australia Media Manager and as a Senior Consultant with Primary Communication, a boutique agency specialising in corporate clients in the energy, transport, IT and not-for-profit sectors. Currently, he is the Media and Communications Manager for the ARC Centre of Excellence for Climate System Science.



### Sturmer, Jake

MONDAY 15:45, ROOM B2, #M14

Jake Sturmer is the ABC News science and technology correspondent.

He was with the ABC previously in the Perth newsroom. He began as a cadet covering radio and TV news and then moved into television current affairs where he worked for several years. In his time working for Stateline and 7.30 he covered many science and technology stories. He also hosts the Technology Quarter on ABC News 24. In 2012 he was named the Walkley Young Australian Journalist of the Year for an investigation into child sexual abuse at a government run hostel in regional WA. You can follow him on Twitter: @thesoundofjs



### Sullivan, Miriam

Science Communication, The University of Western Australia

TUESDAY 17:00, ROOM B2, #T26

Miriam has recently completed her PhD, where she surveyed both people and goldfish about their opinions on the welfare of pet fish. Her research interests lie in communicating animal welfare, the role of media in science communication and evidence-based teaching. Miriam teaches presentation and media skills to students at the University of Western Australia.



### Terrill, Bronwyn

Garvan Institute of Medical Research

MONDAY 18:15, FOYER, #M16

WEDNESDAY 9:30, ROOM B2, #W5

Bronwyn is a science communicator, educator and writer at the Garvan Institute of Medical Research, where she is responsible for public and professional engagement with genomic medicine. For the past twenty years, Bronwyn has focused on engaging a diverse range of audiences with emerging technologies: particularly genetics, genomics and molecular biology. She has worked in Australia, the USA and the UK, curating museum and science centre exhibitions, producing online and broadcast media, and developing educational programs for school students, teachers, professionals and public audiences. Her most recent role in the UK was to establish and manage a multifaceted public engagement program for the largest genome centre in Europe, where she supported researchers in diverse collaborations with broadcasters, educators, artists, and producers.





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### Ting, Steve

TUESDAY 9:45, ROOM B2, #T6

Born and raised in the cosmopolitan metropolis known as Hamilton, New Zealand, Steve Ting is a former marine biologist who traded in his wetsuit and ruler for a camera and tripod. Now a passionate science communicator, Steve has explored the audio and visual mediums of science communication, and has even produced a live chemistry musical. Steve is sharing his skills as a Teaching Fellow at the Centre for Science Communication, University of Otago. He spends his free time playing the ukulele and watching far too much professional wrestling.



### Townsend, Ian

MONDAY 14:15, AUDITORIUM, #M9

Ian Townsend is a journalist with the ABC and produces radio documentaries for Radio National's Background Briefing program. He's the winner of four Australian Museum Eureka Prizes for science and medical journalism, as well as an Australian Human Rights Award for journalism. His first novel, *Affection*, describes the 1900 bubonic plague outbreak in Queensland. His second novel *The Devil's Eye*, based on cyclone Mahina that struck Cape York in 1899, was long-listed for the Miles Franklin Award. Ian is also a post graduate research student in history at the University of Queensland. He lives in Brisbane with his wife and their three daughters.



### Torok, Dr Simon

WEDNESDAY 10:45, AUDITORIUM, #W7

Dr Simon Torok works for CSIRO in communication at the Marine and Atmospheric Research division in Aspendale. This involves managing a team of communicators to raise awareness of the climate change research and other marine and atmospheric work of around 800 staff and others in the Division, and coordinating communication across the climate science, adaptation, and mitigation areas of CSIRO. Simon has a Graduate Diploma in Science Communication from the Australian National University, and completed a PhD in climate change science at the University of Melbourne's School of Earth Sciences, examining Australia's historical temperature record.

In Australia he has worked as editor of CSIRO's magazines, *The Helix* for 10-14 year-olds and *Sciencetriffic* for 7-10 year-olds, and performed with the Questacon Science Circus doing science shows for young people around Australia, and in England he has worked as a climate change communicator at the Tyndall Centre for Climate Change Research. Simon has had numerous appearances on television and radio, and has published many newspaper, magazine and scientific journal articles. He has co-authored with Paul Holper 13 popular books on science and climate change, published by ABC Books, CSIRO Publishing, and Pan Macmillan, several of which have been translated into Spanish, Portuguese, Chinese, Korean and Hungarian.



### Van Der Ploeg, Yvonne

Victorian Bioscience Education Centre

MONDAY 11:15, ROOM B2, #M5

Yvonne is the Director of BioLAB: The Victorian BioScience Education Centre BioLAB is a Victorian educational resource and aims to engage and inspire the next generation in science using innovative technologies and techniques. BioLAB's theme is human performance with programs showcasing science, technology, engineering and mathematics (STEM) career pathways, such as sport sciences, biotechnology, materials technology and biomechanics. Throughout her career Yvonne has built a solid foundation in education management and program development for schools, universities, government, private industry and the community. Many of her experiences focus on building programs which aim to increase awareness and engagement in scientific career pathways, cutting edge research and technologies.



### Walker, Dr Graham

Australian National Centre for Public Awareness of Science, ANU

MONDAY 11:15, ROOM B2, #M5

TUESDAY 11:00, ROOM B1, #T9

TUESDAY 19:00, BOULEVARD ROOM #T27

Dr Graham Walker's passion is informal science learning, in particular science shows a combination of exciting demonstrations, dramatic delivery and much fun. He gained his PhD in the area from the ANU, focusing on the motivational aspects of shows and their potential as tools for social change from inspiring science careers in youth to dealing with climate change and HIV AIDS. His research interests centre on the application of psychology and





## SPEAKER INDEX AND BIOGRAPHIES



formal education research to science shows and vice-versa, especially motivation, emotions, curiosity, relevance/value, interactivity, enthusiasm and immediacy. Graham regularly conducts shows, training and teacher workshops around the world.

### Walker, Kylie

TUESDAY 13:15, AUDITORIUM, #T13

TUESDAY 17:00, AUDITORIUM, #T24

WEDNESDAY 13:45, ROOM B2, #W16

Kylie Walker is a communications professional with more than 18 years' experience in strategy, media and advocacy. After leaving the federal Press Gallery in 2005, Kylie turned to communications, public affairs and advocacy with prominent national science and medical NGOs. Now as Director of Communications and Outreach at the Australian Academy of Science, Kylie is also Chair of the National Science Week ACT Coordinating Committee and the Academy's representative on the Inspiring Australia's Science Sector Group. Kylie is currently leading the communications campaign around immunisation for the Science Sector Group as well as the Academy App.



with scientists and communicators to promote climate literacy and ensure the conversation doesn't wander too far off into la-la land.

Hailing from Western Australia, Corey studied biology at Murdoch University and later convinced the University of Melbourne to award him a Master's in policy and the environmental history of wine. He has worked in environmental science and policy development, and spent eight years at the Australian Conservation Foundation, trying to figure out what sustainable agriculture means and then campaigning for it. He has spent a lot of time talking science in town halls, pubs, paddocks, boardrooms, and in the media. He lives in Melbourne, with two cats, a dog, and a long-suffering bay laurel tree.

### Waugh, Pia

MONDAY 11:15, AUDITORIUM, #M3

Pia Waugh is an open government and open data ninja, working within the machine to enable greater transparency, democratic engagement, citizen-centric design and real, pragmatic actual innovation in the public sector and beyond. She believes that tech culture has a huge role to play in achieving better policy planning, outcomes, public engagement and a better public service all round. She is also trying to do her part in establishing greater public benefit from publicly funded data, software and research. Pia is currently working as a Director of Coordination and Gov 2.0 for the Australian Government CTO looking at whole of government technology, services and procurement. This is in the Department of Finance & Deregulation, itself a central agency focused on whole of government operations. Prior to that she worked in the ACT Government as an Open Government Policy Advisor and on the dataACT open data platform, the first of its kind in Australia.



### Ward, Wesley

*Institute for Land, Water and Society, Charles Sturt University*

WEDNESDAY 14:45, ROOM B1, #W18

Wes Ward worked for over six years in the Pacific Islands and later in South East Asia on communication for agricultural and natural resource management projects in developing countries. Now as a part-time PhD student and communication researcher, he is investigating how agricultural scientists can better communicate and work together to improve outcomes from rural development projects, particularly through more appropriate use of technologically mediated communication. A former agriculture teacher, Wes is now a media officer with Charles Sturt University, based in Albury-Wodonga, as well as completing a PhD with CSU's Faculty of Science.



### Watts, Corey

WEDNESDAY 10:45, AUDITORIUM, #W7

Corey manages science and miscellaneous policy projects at the Climate Institute (TCI). Established in 2005, unencumbered by vested interests, TCI works to inform the policy debate with evidence-based analysis, solutions, and a better understanding of the risks. Corey works



### Wheeler, Pete

MONDAY 18:00, FOYER, #M16

After graduating from Leeds University in 2001 with a Bachelor of Science in Physics, Pete worked in London as a Test Engineer for a company called Electron Tubes. In late 2002 he migrated to Western Australia and began working for Scitech, Perth's Science Discovery Centre, as an Outreach Presenter.

After a series of roles involving the development of educational resources for WA teachers, managing Perth's first Planetarium and coordinating state-wide education and outreach initiatives, Pete now defines himself as a professional Science Communicator. Currently Pete is the Outreach and Education



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Manager for the International Centre for Radio Astronomy Research (ICRAR), a joint venture of Curtin University and The University of Western Australia.

### Wiles, Dr Siouxsie

*Department of Molecular Medicine and Pathology, University of Auckland, Auckland*

MONDAY 18:15, FOYER, #M16

TUESDAY 9:45, ROOM B1, #T5



Dr Siouxsie Wiles describes herself as a microbiologist and bioluminescence enthusiast but to others she is "the owner of the pinkest head of hair you'll ever see". Siouxsie heads the Bioluminescent Superbugs Lab at the University of Auckland where she combines her twin passions to understand and combat infectious diseases. In a nutshell, Siouxsie and her team make nasty bacteria glow in the dark. Keen for the world to share her enthusiasms, Siouxsie is a blogger and podcaster and collaborates with the graphic artist Luke Harris and his team to make short animations about the amazing creatures that glow in nature and the myriad uses of bioluminescence in science. In 2013 Siouxsie was awarded the Prime Minister's Science Media Communication Prize and the Royal Society of New Zealand's Callaghan Medal for science communication.

### Williams, Robyn

TUESDAY 19:00, BOULEVARD ROOM #T27

Science journalist and broadcaster Robyn Williams presents Radio National's The Science Show and Ockham's Razor.



Although he graduated with a Bachelor of Science (Honours) in England, Robyn admits to spending as much time acting as studying. Early in his career he made guest appearances in *The Goodies*, *Monty Python's Flying Circus* and *Doctor Who*, and stood in for Tom Jones for four months in his TV series.

He has conducted countless interviews with scientists on ABC TV on programs such as *Quantum* and *Catalyst*, narrated the *Nature of Australia* series and appeared in *World Safari* with David Attenborough.

Outside the ABC, Robyn has served in various capacities, including president of the Australian Museum Trust, chairman of the Commission for the Future, and president of the Australian Science Communicators. In 1987, he was proclaimed a National Living Treasure.

In 1993, Robyn was the first journalist elected as a Fellow Member of the Australian Academy of Science. He was appointed AM in the 1988 Australian Bicentenary honours list and in the same year received honorary doctorates in science

from the University of Sydney and Macquarie and Deakin Universities. The ANU awarded him a doctorate of law, and he is a visiting professor at the University of NSW and an adjunct professor at the University of Queensland.

A Reuters fellowship at Oxford University allowed him time to write his autobiography, *And Now for Something Completely Different*. He was a visiting fellow at Balliol College Oxford in 1995-96.

Robyn has written more than 10 books, the latest being a novel, *2007: a true story waiting to happen*.

### Willis, Dr Paul

MONDAY 15:45, AUDITORIUM, #M13

Dr Paul Willis is a former ABC TV science presenter on shows including *Quantum* and *Catalyst*. Paul is passionate about informing, educating and amusing people about science and was the joint recipient of the Eureka Prize for Science Communication in 2000. He has a solid research career in vertebrate palaeontology and has produced many academic papers, authored or co-authored seven books on dinosaurs, rocks and fossils, and written many popular science articles. Paul was resident palaeontologist on seven Antarctic expeditions and brings this enthusiasm and keen sense of adventure to his role as Director of RiAus.



### Wong, Dr David

MONDAY 18:15, FOYER, #M16

David Wong is an ecologist and freelance photographer and writer. He has worked on a number of initiatives that aim to connect people with the environment through photography including *Seeing Grasslands*, *PhotoEcology*, *Meet Your Neighbours* and *Backyard Naturalists*.



### Yardley, Christopher

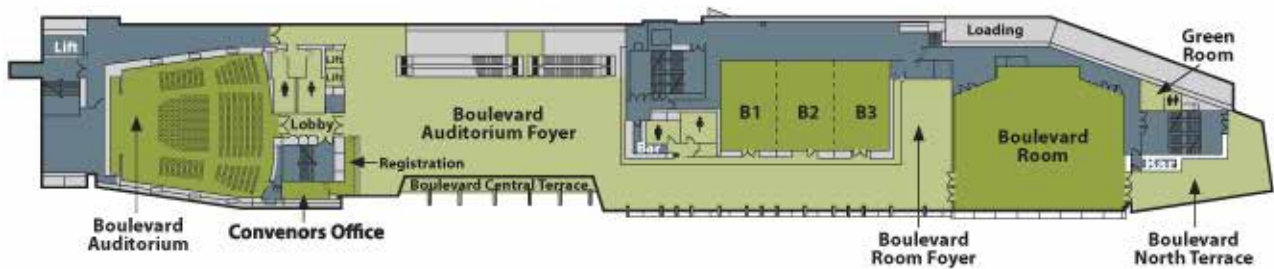
*The Australian National Centre for the Public Awareness of Science*

TUESDAY 14:15, ROOM B2, #T19

Chris Yardley had a career in the computer business of over 40 years during which he lived in five countries and worked in over thirty. He maintains that selling main-frame computers was real science communication especially when the lead-time to deliver the hardware was two years...and the software was not application specific. His PhD thesis undertaken at the Australian National University, (CPAS), has focused upon the representation of science and scientists on postage stamps.

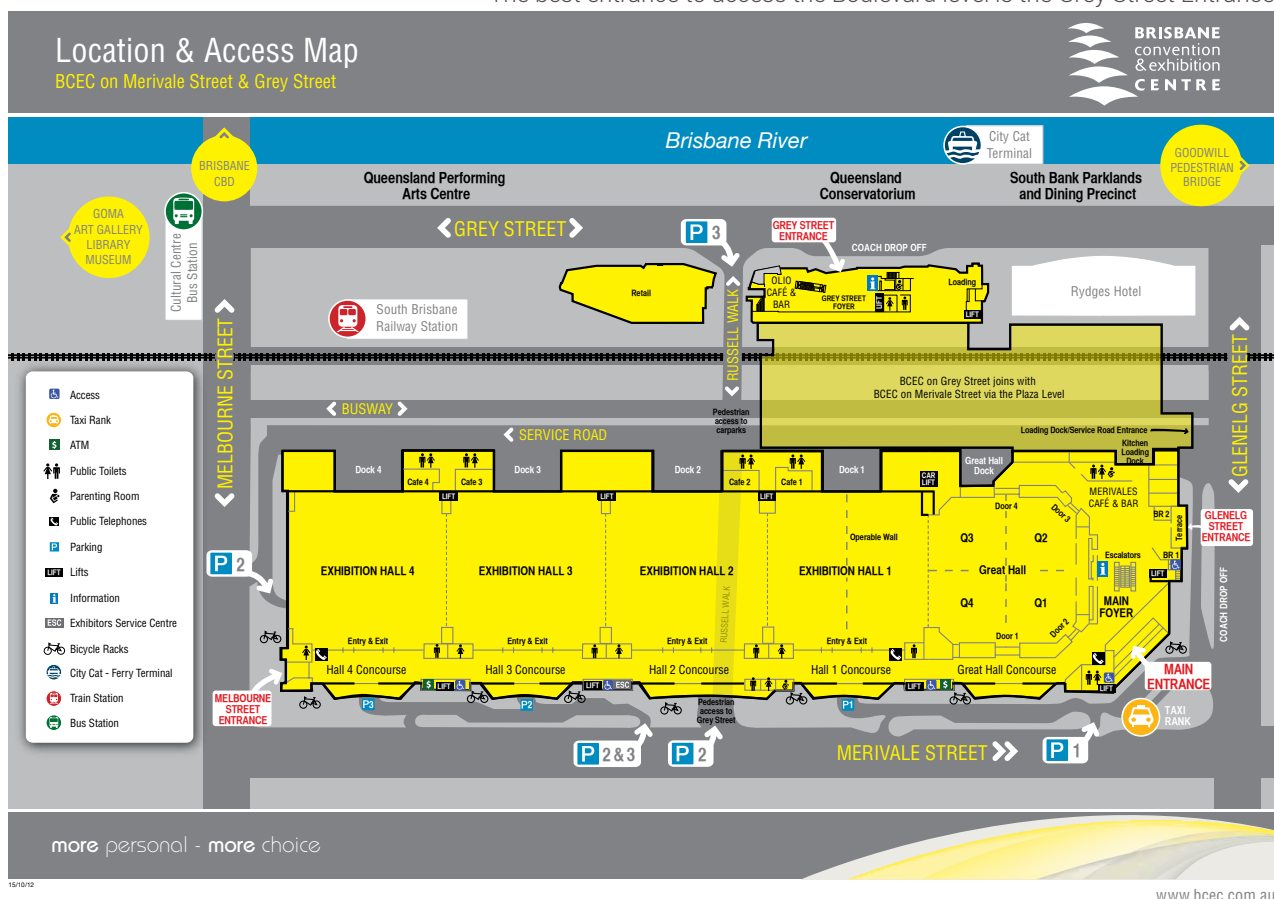


# BOULEVARD FLOOR MAP

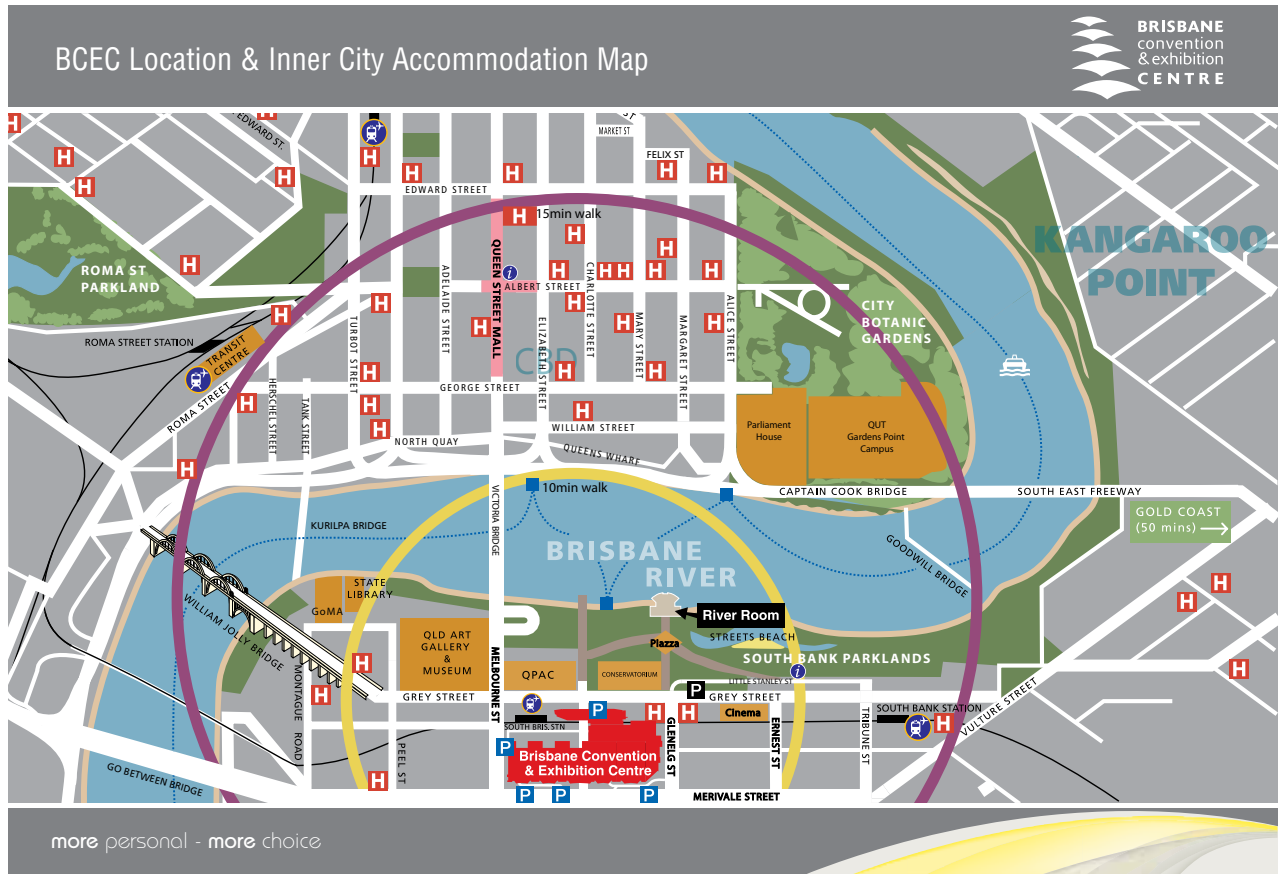


# VENUE MAP

The best entrance to access the Boulevard level is the Grey Street Entrance



## BRISBANE MAP



**NOTES**



**NOTES**

**NOTES**

Program design and  
layout by Kate Hodge

**hodgeenvironmental**  
*engaging science*

[www.hodgeenvironmental.com.au](http://www.hodgeenvironmental.com.au)



**[www.ascconference.info](http://www.ascconference.info)**



**Join the Australian  
Science Communicators**

The not-for-profit association representing  
those who make science accessible

[bit.ly/1kSHN4d](http://bit.ly/1kSHN4d)

# 8:30-9:45

## SESSION DETAILS

[bit.ly/1maNRR7](https://bit.ly/1maNRR7)

# MONDAY 3rd february

Opening Session

#M1

Auditorium

Welcome to Country

ASC welcome and Conference opening

**SPEAKER:**  
Joan Leach



**KEYNOTE: The evolving challenge of science communication**

When science was seen as a body of secure knowledge, given credibility by the scientific method and peer review, the task of the communicator was straightforward: understand the science well enough to explain it clearly and simply, then craft the explanation. We now understand science as a process of successive approximations to an understanding that will always have limitations and uncertainties: "islands of understanding in an endless sea of mystery". So communication demands a responsibility to distinguish between what is known with confidence, what is thought probable but uncertain, and what remains unknown.

A greater challenge is the backlash against science from those whose interests or ideology are threatened. Denial of global environmental problems like climate change, of "peak oil" and limits to growth generally, is now a serious issue. Those denying these inconvenient truths flood the blogosphere with personal abuse, unsubstantiated assertions, cherry-picking of data, misquoting of respectable scientists or distorting their views by quoting out of context, and claims that have been systematically refuted. Science communicators have a responsibility to counter this tsunami of misinformation and facilitate community understanding of these important issues.

**SPEAKER:**  
Ian Lowe



**THE IAN LOWE ADDRESS**

**On conflict, change and creativity - the role of 'Communication Cubed'**

**SPEAKER:**  
Geoff  
Garrett AO,  
Queensland  
Chief Scientist



**PRODUCERS:**  
Kali Madden



Claire Harris



MONDAY

Use the bitly links to go direct to the online information for each session

### Theme

Is  
Insight

Im  
Impact

In  
Innovation

Vi  
Visualisation

An  
Anniversary

Re  
Research

### Career audience

B  
Beginner

I  
Intermediate

A  
Advanced

### Type

Pr  
Produced session

St  
Series of talks

Pd  
Professional development



# 9:45-10:45

## SESSION DETAILS

[bit.ly/1fEXvxO](http://bit.ly/1fEXvxO)

# MONDAY 3rd february

### Plenary

#M2

Auditorium

Pr

#### ARC, NHMRC, CSIRO: The leaders give their perspective on science communication in 2014

We'll hear from the leaders of Australia's peak science agencies.

What are their communication goals and how are they changing?

What excites and frustrates them about the changing media landscape?

What are they doing to support and/or change science communication to suit their organisations' needs.

#### PRODUCER/ FACILITATOR:

Niall Byrne



#### SPEAKERS:

Warwick  
Anderson



Aidan Byrne



Oona Nielssen



MONDAY

Use the bitly links  
to go direct to the  
online information  
for each session

#### Theme

Is

Insight

Im

Impact

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Visualisation

An

Anniversary

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Research

#### Career audience

B

Beginner

I

Intermediate

A

Advanced

#### Type

Pr

Produced  
session

St

Series  
of talks

Pd

Professional  
development

# 11:15-12:15

## SESSION DETAILS

[bit.ly/1jaRAKx](https://bit.ly/1jaRAKx)

# MONDAY 3rd february

MONDAY

### Open or perish: Long live the new king

#M3

Auditorium

**Is** With new ARC and NHMRC guidelines, research in Australia is fast moving towards open publishing as the default. Initiatives like GovHack are finding new and innovative ways to analyse, visualise and distribute the newly publicly available government data. Researchers are publishing their work in progress and engaging with the public before, and often as an alternative to, established publication routes.

**Pr**

This session will discuss how the move to open research and open science is changing the way science is done and communicated.

**PRODUCER:**  
Maia Sauren



**SPEAKERS:**  
Clive Morris



Mark Hahnel



Richard Jefferson



Fabiana Kubke



Pia Waugh



### Business and industry, communities and controversy: what role does science communication play in public engagement

#M4

Room B1

**Is** Business and industry communicate about science and technology and conduct community engagement for many different reasons. Featuring a diverse panel of business, industry and engagement leaders, this session will explore:

- why and how business and industry gets involved with science communication and outreach activities
- the importance of connecting and engaging with audiences (in ways you wouldn't have imagined)
- building meaningful relationships through science engagement
- how business and industry think about impact and the value of communicating
- what works, what doesn't for building effective partnerships and why relationships are so important.

**Pr**

Those attending the session will hear from and be part of a discussion with the innovators working at the complex nexus between business and industry, communities, investors, government and science itself.

**PRODUCER:**  
Claire Harris



**PRODUCER/FACILITATOR:**  
Julia Martin



**SPEAKERS:**  
Kurt Heidecker



Geoff Brooke



Suzanne Miller



Jacqui McGill



Jason Prior



Use the bitly links to go direct to the online information for each session

#### Theme

**Is** Insight **Im** Impact **In** Innovation **Vi** Visualisation **An** Anniversary **Re** Research

#### Career audience

**B** Beginner **I** Intermediate **A** Advanced

#### Type

**Pr** Produced session **St** Series of talks **Pd** Professional development

# 11:15-12:15

## SESSION DETAILS

[bit.ly/1jaRAKx](http://bit.ly/1jaRAKx)

# MONDAY 3rd february

MONDAY

### Science interest through the 'difficult years': A panel discussion with the audience

#M5

Room B2

**Is** The "difficult years" are the years characterised by a decline in participation in formal science study as well as substantial competition for the time and energy towards science-related activities in general. These correspond with transitioning through "youth". Many organisations focus on young people in these years, and many struggle with them.

**Pr** This panel session will draw on the expertise of a number of people and their organisation's approaches to strategies and actions that have been undertaken or are planned to address this concern.

**PRODUCER:**  
Simon Carroll



**SPEAKERS:**  
Tom Gordon



Yvonne Van Der Ploeg



Graham Walker



Craig Cormick



Kelly Matthews



### Science Communication on the Internet: A Beginner's Guide

#M6

Room B3

**Im** The web is the future of science communication! ...unfortunately, it is also characterised by an ever-changing zeitgeist and geek-oriented tools. So what's a science communicator without their own IT department to do?

**Pd** Join Alex Jurkiewicz as he presents pragmatic advice and real-world examples showing the "what" and "how" of managing a science-oriented web presence. We'll go over the big decisions you'll want to make early on, survey the major services you'll want to consider joining and then dive into the technical nitty gritty of what, exactly, you need to do.

This presentation will cover recommended approaches, providers and more for managing technical resources, from domain names to websites to the multifarious social media services popular today. More general questions will also be answered, like, "when will a social media account add value to the business?", and "should we have individual accounts, or a single corporate one?".

Bring a laptop (or tablet) and your own questions!

**PRODUCER AND  
SPEAKER:**  
Alex Jurkiewicz



Use the bitly links to go direct to the online information for each session

#### Theme

**Is**  
Insight

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Impact

**In**  
Innovation

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Visualisation

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Anniversary

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Research

#### Career audience

**B**  
Beginner

**I**  
Intermediate

**A**  
Advanced

#### Type

**Pr**  
Produced session

**St**  
Series of talks

**Pd**  
Professional development

# 13:30-13:45

## SESSION DETAILS

[bit.ly/1b1ROWE](http://bit.ly/1b1ROWE)

# MONDAY 3rd february

MONDAY

Plenary

#M7

Auditorium

### The Inspiring Australia strategy and outcomes: New in 2014

The Inspiring Australia strategy was drawn together with input from a wide range of science communicators, educators, journalists and scientists in all states and territories. The strategy and related programs and activities have been valuable platforms for national coordination and leadership for science engagement across Australia. This session will share current Inspiring Australia progress, highlight key achievements, the latest tools and outline ideas for the future.

**SPEAKER:**

Simon France



**PRODUCER:**

Claire Harris



# 13:45-14:15

## SESSION DETAILS

[bit.ly/1eQj23z](http://bit.ly/1eQj23z)

Plenary

#M8

Auditorium

### Science and the Information Big Bang

We live in the midst of remarkable times. After years of build-up, the Australian media industry finally hit its tipping point in 2012, resulting in the loss of an estimated 1,500 journalists from outlets around the country and massive changes in the way news is reported. And the haemorrhaging hasn't stopped.

At the same time there has been a tidal wave of new media opportunities arising with "old media" adapting to the new world order and creating seemingly limitless channels of information. According to Rick Smolan, author of the Human Face of Big Data, most of us are now exposed to more information in one day than a person alive in the 1500s received in their entire lifetime. Through our mobile devices we have all become walking data sources and potential news reporters in our own right.

There are clearly amazing opportunities for science and science communication in this big bang of information. But there are also challenges. The sheer size of the information stream bombarding us each day means filtering is a necessity and depth can be one of the victims.

With more and more on offer and a filtering system that relies increasingly on friends, family and professional networks, might it in fact be getting harder to get important scientific messages out to the public? How can we link multiple channels to encourage the kind of deeper social dialogue needed to deal with the plethora of science-based issues that face us? And how can we ensure that the role of investigative journalists in making these linkages and providing depth and context is not lost in the push to get an ever increasing number of snippets out in the shortest possible timeframe?

**SPEAKER:**

Susannah Elliott



**PRODUCER:**

Claire Harris



Use the bitly links to go direct to the online information for each session

Theme

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Career audience

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Beginner

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Intermediate

A

Advanced

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Produced session

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Series of talks

Pd

Professional development

# 14:15-15:15

## SESSION DETAILS

[bit.ly/Lf4Hm7](http://bit.ly/Lf4Hm7)

# MONDAY 3rd february

MONDAY

### Science journalism under the microscope

#M9

Auditorium

**Pr** Journalism. Communications. Public relations. Advocacy. When it comes to presenting science in the public sphere, all have an important part to play.

But are boundaries becoming dangerously blurred? Science - like any human endeavour - is shaped by powerful vested interests and agendas. Is the vital role of science journalism as a source of independent, investigative analysis being lost? At what cost? As jobs dry up, many journalists need to take on science PR work. Scientist bloggers or communicators writing for clients see their output as journalistic too. In controversies over climate change and public health, some journalists have become advocates in their coverage - is that their role?

What's journalism, what's not and does it matter anyway? Is a hybrid future possible?

Our panel of seasoned journalists Graham Readfearn, Ian Townsend, Jenni Metcalfe and Leigh Dayton, chaired by Radio National's Natasha Mitchell, go head-to-head on the past, present and future of science journalism.

#### PRODUCERS:

Bianca Nogrady



Sarah Keenihan



#### CHAIR:

Natasha Mitchell



#### SPEAKERS:

Jenni Metcalfe



Ian Townsend



Graham Readfearn



Leigh Dayton



### Science communication and leadership (part 1): Learning from our journeys

#M10

Room B1

**An** An effective science communicator needs to be an effective leader - persuading, engaging, communicating a vision and delivering action. In part one of this session, hear some of Australia's most influential women in science and science communication as they share their leadership journeys and experiences influencing others.

**Pr** In part two, speak directly with these leaders in an interactive discussion on the themes from part one and workshop practical approaches to develop a culture that enables and values science communication.

**PRODUCERS:**  
Claire Harris



Sarah Lau



**SPEAKERS:**  
Léonie Rennie



Cathy Foley



Susannah Elliott



Misty Jenkins



Sue Stockmayer



Use the bitly links to go direct to the online information for each session

#### Theme

**Is**  
Insight

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Innovation

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Visualisation

**An**  
Anniversary

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Research

#### Career audience

**B**  
Beginner

**I**  
Intermediate

**A**  
Advanced

#### Type

**Pr**  
Produced session

**St**  
Series of talks

**Pd**  
Professional development



# 14:15-15:15

# MONDAY 3rd february

## SESSION DETAILS

[bit.ly/Lf4Hm7](http://bit.ly/Lf4Hm7)

### Learning from/Working with other disciplines

#M11

Room B2

**Is** Many problems facing society are complex—global climate change; managing natural resources such as water; obesity  
**Pr** and other public health issues—and cannot be fixed by good scientific research alone. Science communication practitioners are increasingly looking to other disciplines to inform and improve their practice. The speakers in this session will each present some insights from a different discipline that might support what you are already doing, or could be incorporated into your science communication practices.

**PRODUCER:**  
Corinna Lange



**SPEAKERS:**  
Gabriele Bammer



Lilly Lim-Camacho



Mel Kettle



MONDAY

### Storytelling for Leaders (part 1)

#M12

Room B3

**Im** Stories are how we make sense of the world. This session is about oral storytelling in a work setting. We all do it but most of us are unaware of our storytelling skills. And when we become  
**I** aware and build our skills we can increase our ability to influence, engage and inspire the people around us.

**Pd** In this session you will learn the following:

- how to spot oral stories. Amazingly we see people talking about stories but not actually telling stories. This is a fundamental skill because you don't get the benefits of storytelling unless you are telling stories
- how to find stories to tell and ways to manage your story collection
- how to use stories to make a connection and build a relationship with an audience or one-on-one
- the features of oral stories and what makes them so memorable, engaging and why they can inspire action.

**PRODUCER:**  
Claire Harris



**SPEAKER:**  
Shawn Callahan



And because storytelling is a skill there will be plenty of opportunity for the participants to try out the techniques. The major outcome from the session is that participants will return to work with the enthusiasm to find and tell stories, the confidence to give it a go and help others give it a go, and the knowledge that it's an effective way to communicate face to face.

This session is based on Anecdote's storytelling for leaders program

(<http://storytellingforleaders.com>).

Use the bitly links to go direct to the online information for each session

#### Theme

**Is**  
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#### Career audience

**B**  
Beginner

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Intermediate

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Advanced

#### Type

**Pr**  
Produced session

**St**  
Series of talks

**Pd**  
Professional development

# 15:45-16:45

# MONDAY 3rd february

## SESSION DETAILS

[bit.ly/1driiR7](http://bit.ly/1driiR7)

### The new science evangelism: Boon or bane for science communication?

#M13

Auditorium

Im

"We fear not your gods, our strength flows from science" anon

Pr

Traditional scientific communities in Australia are becoming more and more interested in the benefits of communicating with the community at large. This burgeoning communication-consciousness is leading to an encouraging upsurge in scientists' appeals for science communication. While it's brilliant that science communication is on more agendas,

there is also a troubling downside. Accompanying the increased interest in getting science 'out there' is a revival of old-school deficit approaches to science communication. We all know this litany:

1. the more science facts people know, the more they will support and accept science across the board
2. proclaiming the awesomeness of science will convert the unbelievers, and
3. the best public communicators of science are scientists themselves

What is it that science wants from science communication? If it is simply to make people like science, are we in danger of becoming the propaganda arm of the great revivalist church of science? Would that be a bad thing? Do we want to be the happy-clappers of science, or is there higher, more noble calling to which we should all aspire? Join our panel of wildly-experienced, ever-so-humble science communication and policy luminaries as they brawl over the pros and cons of science evangelism in the public domain.

*Repent ye, for the scientists are coming. And they want you for their own*

**SPEAKERS:**  
David Ritter



Rod Lamberts



Paul Willis



Anna-Maria Arabia



MONDAY

### Science communication and leadership (part 2): Shaping our culture

#M10

Room B1

An

An effective science communicator needs to be an effective leader – persuading, engaging, communicating a vision and delivering action.

Im

B

I

Pr

In this, the second part of the session, attendees will take on an active role, as a facilitated discussion translates the leadership lessons from the first section into initiatives and actions to help build a culture of science communication. With guidance from the leadership panel, attendees will discuss useful approaches to developing relationships, promoting successes, engaging others and enhancing impact.

**PRODUCERS:**  
Claire Harris



Sarah Lau



**SPEAKERS:**  
Léonie Rennie



Cathy Foley



Susannah Elliott



Misty Jenkins



Sue Stockmayer



Use the bitly links to go direct to the online information for each session

#### Theme

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#### Career audience

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Intermediate

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Advanced

#### Type

Pr

Produced session

St

Series of talks

Pd

Professional development

# 15:45-16:45

# MONDAY 3rd february

## SESSION DETAILS

[bit.ly/1driiR7](http://bit.ly/1driiR7)

### Science as news

#M14

Room B2

Im

Pr

Science news reporting is changing rapidly in Australia. There are fewer specialist reporters and those that are left are working in different ways. Their stories are more likely to be syndicated – used across multiple publications. And they're often filing across platforms: for print, radio, video, and social media.

But news is still news.

Our panel of journalists covering the science round will discuss what turns science into news for them and how their rounds are changing.

#### PRODUCER:

Niall Byrne



#### SPEAKERS:

Jake Sturmer



Lyndal Byford



Bridie Smith



MONDAY

### Storytelling for Leaders (part 2)

#M12

Room B3

Im

I

Pd

Stories are how we make sense of the world. This session is about oral storytelling in a work setting. We all do it but most of us are unaware of our storytelling skills. And when we become aware and build our skills we can increase our ability to influence, engage and inspire the people around us.

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- the features of oral stories and what makes them so memorable, engaging and why they can inspire action.

And because storytelling is a skill there will be plenty of opportunity for the participants to try out the techniques. The major outcome from the session is that participants will return to work with the enthusiasm to find and tell stories, the confidence to give it a go and help others give it a go, and the knowledge that it's an effective way to communicate face to face.

This session is based on Anecdote's storytelling for leaders program

(<http://storytellingforleaders.com>).

#### PRODUCER:

Claire Harris



#### SPEAKER:

Shawn Callahan



Use the bitly links to go direct to the online information for each session

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#### Career audience

B

Beginner

I

Intermediate

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Advanced

#### Type

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Produced session

St

Series of talks

Pd

Professional development

# 17:00-18:00

## SESSION DETAILS

[bit.ly/1eGEvty](https://bit.ly/1eGEvty)

# MONDAY 3rd february

Debate

#M15

Auditorium

Is

### Social media in science: hero or villain?

Pr

Facebook, Twitter, YouTube, Instagram - social media has landed in our lives, transforming the way we communicate and connect with new and larger audiences. But it's also a world occupied by anonymous trolls, aggressive flammers and short attention spans. Now everyone's got an opinion and a soap box to spruik it on. Is social media a hero for science communication - better allowing communicators to connect, share research, and promote open public dialogue and debate? Or is it a villain - tempting us to oversimplify, get distracted by flame wars, and lose sight of wider audiences? Six savvy science communicators will go tweet to tweet in a debate for our times!

This session is being recorded by ABC Radio National's Big Ideas.

#### PRODUCER:

Ian McDonald



#### SPEAKERS:

Natasha Mitchell



Damian Harris



Elizabeth Finkel



Jenni Metcalfe



Will Grant



Tamzin Byrne



Vanessa Hill



Rod Lamberts



Merryn McKinnon



MONDAY

Use the bitly links to go direct to the online information for each session

#### Theme

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#### Career audience

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Beginner

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Advanced

#### Type

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Produced session

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Series of talks

Pd  
Professional development

# 18:00-20:00

## SESSION DETAILS

[bit.ly/1aclxNb](https://bit.ly/1aclxNb)

# MONDAY 3rd february

MONDAY

### Official SPECTRUM Science-Art Exhibition opening

#M16

Foyer

- Vi** From artwork to illustration to diagrams, visuals play a significant role in science communication. They tell stories, emphasise points, and convey messages. They also engage you, inspire you and give pause for appreciation.
- Pr**

This year, in ASC's 20th year, we will be hosting yet another science art exhibition "SPECTRUM" to explore the range of art inspired by science, science communication enhanced by artists' tools and reflections of the sci comm community.

Artwork summaries are provided below.

**PRODUCER:**  
Kate Patterson



**SPEAKER:**  
Signe Cane



### Through a science lens

*Type of entry:*

Artwork inspired by science

*What we're doing*

We're exploring science through words and images. We take our prompt from the [Wordpress Photo Challenge](#). Every week, working independently, we take a photo in response to the week's Challenge. We write the story of our own photo, incorporating an element of science. And then we publish our work side by side on this blog!

*Who we are*

We're Paula Lourie (@paulalourie) and Meredith Ross (@meredithross), two scientists who met while writing for the [Science Learning Hub](#). We're in New Zealand - Hamilton, to be exact.

*How we started*

Through a Science Lens began as a structured way to help us both improve our digital photography. It still fulfils that purpose – but it has evolved into a broader project of exploration and connection-making with a science focus.

*What we're loving*

The weekly surprise of juxtaposition: between photo and text, and between our two voices. The licence to tell our own stories, and in the first person. The buzz of displaying our work on an interactive 'gallery wall'. The discipline of a shared weekly task. And the freedom not to seek perfection in every post, but instead enjoy the process of developing each one.

**AUTHORS:**  
Paula Lourie



Meredith Ross



Meredith Ross: *Through a Science Lens*

Use the bitly links to go direct to the online information for each session

#### Theme

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Research

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Beginner

**I**

Intermediate

**A**

Advanced

#### Type

**Pr**

Produced session

**St**

Series of talks

**Pd**

Professional development



# 18:00-20:00

## SESSION DETAILS

[bit.ly/1aclxNb](http://bit.ly/1aclxNb)

### Charismatic Cockatoos

'Charismatic Cockatoos' is one of 14 signs and associated web content created as part of the newly created Agora Interactive Bushwalk at Trinity, in Perth, Western Australia. The bushwalk aims to educate residents, visitors and local schoolchildren about the value and conservation of Banksia Woodland.

Each sign links to additional content on the Agora Bushwalk website. Information on the web may be accessed by scanning the QR code at the bottom left hand corner of the sign or by visiting [www.agorabushwalk.com](http://www.agorabushwalk.com).

To complement the signage, an education package is being developed for the area and will be launched shortly.

The design of 'Charismatic Cockatoos' includes elements of a feather and Banksia cone to integrate with the information and scientific illustration of Carnaby's Black-Cockatoos and Banksia trees displayed on the sign. The QR code links to sound and video of the Cockatoos, created for the project by a local filmmaker. The film may also be accessed by visiting [www.agorabushwalk.com/signs/cockatoos](http://www.agorabushwalk.com/signs/cockatoos).

# MONDAY

 3rd february

#### AUTHORS:

Mandy  
Bamford



Mike Bamford, Shannon  
Ducker, Simon Cherriman



Mandy Bamford: Charismatic Cockatoos

MONDAY

### Variety

This image was created as part of the Meet Your Neighbours initiative, an international project that aims to put the spotlight on the species all around us. Inspired by the out-to-white style made famous by Richard Avedon, the living subjects are photographed in situ on a bright white background using a "field studio". The aim is to move viewers to care about the subjects just as they may respond to a human portrait. This image is a composite of a number of images captured using this technique.

The image was part of a Meet Your Neighbours - Canberra exhibition that was shown in a local gallery in Canberra and as part of National Science week. Children participating in the activities at science week were encouraged to draw an ecosystem on a whiteboard next to the images.

More information on Meet Your Neighbours can be found at: <http://meetyourneighbours.net/>

#### AUTHORS:

David Wong



David Wong: Meet Your Neighbours/Variety

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[bit.ly/1aclxNb](https://bit.ly/1aclxNb)

# MONDAY 3rd february

### The Edge

This is a close up photograph of a crystalline salt at the edge of Lake Eyre, South Australia, taken in July, 2011 with a Nikon 2H camera, when the lake was filled with water after heavy rains. The photograph is part of a larger exhibition of photos, entitled The Edge, which is currently on display at Kurilpa Studio (where Econnect Communication works) in West End Brisbane.

#### Edge

A line, a door opening or closing, in a corner.

Sea thrusting into sand  
on a flooding tide.

A rainfall gradient  
in the desert, etching  
stripes in the sediment.

The pale horizon surrounds  
the broad, empty sea.

Riverbank reflections  
mirror and stretch  
towards each other.

They are all an edge  
of sorts.  
Not necessarily  
straight or well defined.  
Often a blur of transition  
between one place  
and another.

A gathering abundance  
of food for birds, fish  
insects and crustaceans.  
As life and death  
play out at the margins.

Lantana thickens the  
disturbed rainforest.  
A million pieces  
of plastic mingle  
with the pumice.  
Debris strewn across  
the collapsing sand.  
The earth hardens  
and cracks.  
As signs of human  
destruction shrink the  
edge inwards.

AUTHOR:

Jenni Metcalfe



Jenni Metcalfe: The Edge

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### Living Light

In 2013 I collaborated artist Rebecca Klee on an installation for the Auckland Art in the Dark festival. Our work was based on an animation I had made with graphic artist Luke Harris about the Hawaiian bobtail squid and its bioluminescent bacterial partner. The artwork featured 3D printed squid filled with glowing bacteria. We also blogged about the project as it developed and made a time-lapse movie of the bacteria growing and glowing on petri-dishes (<http://labtothepark.wordpress.com/>).

#### AUTHORS:

Siouxsie Wiles



Rebecca Klee



Siouxsie Wiles: *Living Light*

MONDAY

### DNA and Nucleosomes

DNA and Nucleosomes is a still image taken from an animation about how thousands of molecular mistakes can occur in cancer and that cancer is not one disease. Our DNA encodes the genetic information needed to make molecules such as proteins, which are the building blocks of our bodies. This image shows the DNA strand wrapped around proteins called histones, which creates a nucleosome. These structures are derived from crystallography information, imported from the protein databank to Molecular Maya, a 3D modelling and animation tool for biomedical animators. This animation is part of a larger project called VIZBIplus: Visualising the Future of Biomedicine'. VIZBIplus is funded by the Inspiring Australia government initiative, the Garvan Institute of Medical Research, the Walter & Eliza Hall Institute, and CSIRO. Its goal is to train three scientists to create scientifically accurate 3D animations that explain the latest biomedical research in a way that inspires and engages a general audience.

#### AUTHOR:

Kate Patterson



Kate Patterson: *DNA and Nucleosomes*

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### Seeing water through time

The Water Observations from Space image is a colour-scale of how many times water was detected from the Landsat 5 and 7 satellites over central Australia from 1998 to 2012. The area covered includes Lake Eyre (at left), Cooper Creek (right of centre) to the Paroo River (bottom right). A standard rainbow colour scheme (red-orange-yellow-green-blue) is used to show range, from a very low number of times water was detected (red) to a very high number of times (blue). This means that red areas are hardly ever wet while blue areas are more permanent water features such as lakes.

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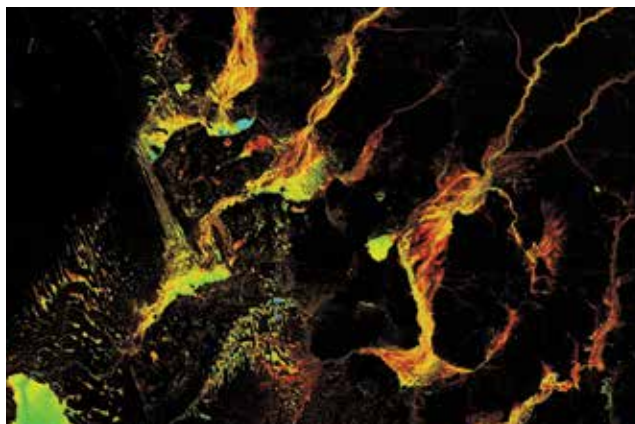
# MONDAY 3rd february

AUTHORS:

Bobby Cerini



Norman Mueller



Bobby Cerini: *Seeing water through time*

MONDAY

### Splendour and In the Mix

These works are part of the 'StellarScope' Project, a Science Art Commission by the Centenary of Canberra and residency with the CSIRO. The images are science influenced and are an investigation into wheat research over the 100 year in Australia.

AUTHOR:

Eleanor Gates-Stuart



Eleanor Gates-Stuart: *Splendour*



Eleanor Gates-Stuart: *In the Mix*

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### BugBox, BugDome, BugPrep, BugTxt

These images are science inspired artworks that were used as series of backdrop sketches for 3D Holograms. The images combine photographs of insects from the Australian National Insect Collection (ANIC), sketchbook notes and a reference to 3D modelling. The aim was to create a lively set of artworks to attract the viewer for a closer look at insects (directing them to ANIC & CSIRO) whilst creating an interesting artwork.

I work with scientific collections to produce artwork that embeds information and layering of artefacts as a process of 'collapsing time' in bringing new meaning. Artworks are drawn from various references including science, literature, technology and nature, for example, Bugs, have been gathered from the Australian National Insect Collection (ANIC) and reconstructed through 3D scanning and animation rendering.

**AUTHOR:**  
Eleanor Gates-  
Stuart



Eleanor Gates-Stuart: *Bugs*

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### SCINEMA Screening: Best use of visual in SCINEMA entries from the past few years

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A curated screening of some of the most outstanding SCINEMA films from the past few years. SCINEMA is an international science film festival that explores ways to enhance communication to raise public and stakeholder excitement and trust in science through the medium of film, while also celebrating the scientific advances in film technology itself. Feast your eyes (and thinking heads) on some visually stimulating SCINEMA samples while contemplating what makes a film a science film? What role should art play in a science film? How well do the SCINEMA clips communicate science / attract your interest / teach you something? How would YOUR science look on the big screen?

**PRODUCER:**  
Kate Patterson



**SPEAKER:**  
Damian Harris



MONDAY

### Poster Exhibition Session

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From visualising the world of insects to taking on climate change, our Aussie science communicators are doing amazing things. At this year's ASC poster exhibition you can meet others working in overlapping areas, look for inspiration (and ideas to borrow) and find out a little more about what's going on around the country. On Monday evening between 6pm and 8pm our poster speakers will be manning their creations and taking questions, so come and find out more the projects on display and the people behind them.

**PRODUCER:**  
Pete Wheeler



### StellrScope: Explorations through Science and Art

Over the last twelve months, a unique collaboration has occurred between CSIRO scientists and artist, in unifying their scientific and creative research interests. This poster, *StellrScope: Explorations through Science and Art*, will describe the process and challenges of my research in establishing StellrScope, Centenary of Canberra's Science Art Commission and its related works. This intersection of science and art, within the fields of computational informatics, food futures and entomology is truly a creative catalyst for imagination, ideas and innovation, particularly through the technical and aesthetic processes in which scientist and artist collaborate.

This poster highlights extracts relating to the production of the works, such as, the *StellrLumé Domes* and *In the Spotlight* that use Spatial Augmented Reality (SAR) techniques to bring computer graphics into the human-scale physical environment. The audience became active participants in order to experience the entire narrative of wheat experimentation and food crops, where as, the StellrScope holograms using 3D data as the foundational component of the hologram, entertained the audience by trying to grab the virtual seeds from the picture.

The 3D printed titanium insects, a result of researching the weevil insect as pest in wheat, provides another case study of this collaboration bringing together expertise across CSIRO, including the Australian National Insect Collection, Computational Informatics and Future Manufacturing.

**PRESENTER:**  
Eleanor Gates-Stuart



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### Celebrating 50 Years - Bringing together a School

Two households, both alike in dignity; the University of Sydney is where we lay our scene... The lovers were not exactly star cross'd but from the vantage of 50 years we could reflect on the joining of Botany and Zoology into the School of Biological Sciences. This anniversary, which occurred in 2012/2013, encouraged reflections on the past and musings on the future. It also provided a valuable communication exercise in bringing together a School that is physically quite separate.

Through a museum exhibition, public lecture series and 'birthday' party, the School of Biological Sciences was celebrated. The activities for this anniversary resulted in several positive outcomes, including connecting with alumni and promoting a sense of belonging to staff and students in the School.

From visualising the world of insects to taking on climate change, our Aussie science communicators are doing amazing things. At this year's ASC poster exhibition you can meet others working in overlapping areas, look for inspiration (and ideas to borrow) and find out a little more about what's going on around the country. On Monday evening between 6pm and 8pm our poster speakers will be manning their creations and taking questions, so come and find out more the projects on display and the people behind them.

#### PRODUCER:

Cecily Oakley



### Science and the media: the climate change debate in Australia

There is strong scientific evidence for anthropogenic climate change, but public opinion in Australia does not reflect this. We investigated the role of the media in communicating the science of anthropogenic climate change by comparing coverage across scientific journal papers, newspaper articles, television broadcasts, blog posts and Twitter. We sampled from 2003-2012, using multivariate statistics to examine three variables (Science View, Opinion Source and Frames) with respect to media type and year. Media types consistently and strongly differed across the three variables with surprisingly little temporal variation in these differences across the decade. Scientific papers differed notably from all other media, with a 95% acceptance of the science in scientific papers, compared to 50-60% or less for other media. Scientific papers relied on scientific sources at least three times more than any other medium, which were dominated by 'no source' of opinion. Patterns were less clear in regards to frames. All three variables were also significantly correlated, indicating that the science of anthropogenic climate change cannot be viewed or communicated in isolation. Communication of climate change must therefore use cultural and social values – not just the science per se - to effectively communicate the science of anthropogenic climate change.

#### PRESENTER:

Alexandra Soderlund



#### AUTHORS AND OTHER CONTRIBUTORS:

Alexandra Soderlund, Richard Kingsford, Collin Chua, Peter Steinberg and Ezequiel Marzinelli

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### Introducing Glowhub - where science and nature collide!

As a publicly funded scientist I am committed to engaging with the public to raise awareness of the relevance of science to society. In 2011 I collaborated with the graphic artist Luke Harris to produce a short animation explaining why fireflies glow and how I use their light in my research. Uploaded to YouTube in Dec 2011 ([http://youtu.be/kP\\_RaHo1Pmw](http://youtu.be/kP_RaHo1Pmw)) our video has had over 5,200 views to date. The sequel, about fireflies and NASA (<http://youtu.be/UUUytRoI-5g>) has had over 6,400 views, and was shown at the 6th Imagine Science Film Festival held in New York in October 2013 (<http://www.imaginesciencefilms.org/2013/09/20/from-fireflies-to-space-invaders/>). In 2012, I was awarded a Public Engagement grant from the UK Society for Applied Microbiology to tell the story of how bacteria communicate using quorum sensing. Uploaded to YouTube in March 2013, the quorum sensing animation, featuring the Hawaiian bobtail squid (<http://youtu.be/KCobcWsYOS8>), has had over 6,500 views to date and led to a collaboration with artist Rebecca Klee for Auckland's annual Art in the Dark festival in November 2013 (<http://artinthedark.co.nz/2013-artists/rebecca-klee-siouxie-wiles>).

As a result of winning the NZ Prime Minister's Prize for Science Media Communication, in 2013 I plan to make more animations and develop a dedicated website (GlowHub) to glowing nature-science animations alongside more information related to each creature and scientific application.

**PRESENTER:**  
Siouxie Wiles



MONDAY

### Little Scientists - Science, Technology and Mathematics for Preschool Children

'Little Scientists' is a not-for-profit initiative designed to facilitate children's curiosity for science, maths and technology through child-appropriate, fun and playful experiments already in their early years. Every education and care service, preschool and kindergarten in Australia that works with children from 3 to 6 years of age can join the programme and become an accredited "Little Scientists' House". Teachers and educators will be trained through the initiative and are encouraged to implement the programme together with the children in their care. The 'Little Scientists' programme is an excellent tool to meet a range of requirements of the National Quality Framework (NQF) and the Early Years Learning Framework (EYLF).

**PRESENTER:**  
Christine Schneyer



### Training PNG women in agriculture how to communicate science

This poster will outline a series of science communication training we conducted for women involved in agriculture (leading farmers, advisors, NGOs and scientists). In particular, it will look at:

- The purpose of the workshops
- The research we did prior to each workshop to find out participants specific experiences and needs
- The process of the workshops – what worked and what didn't
- The 'train the trainer' element of the workshops
- Workshop evaluation

**PRESENTER:**  
Jenni Metcalfe



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### iNature - developing a biodiversity strategy for Gold Coast City Council

We (Econnect Communication) were contracted by the Gold Coast City Council in 2012 to develop an urban biodiversity program.

Into Nature or iNature for short, is a new program that will engage Gold Coast's urban residents and visitors with the city's significant natural features by increasing support provided through existing Council conservation programs and developing new initiatives to fill current gaps.

We will present the concept and talk about the process we used to develop the strategy and implementation plan which included conducting a desktop review of similar programs around the world, listening to key partner groups within council and the community, work-shopping concepts and tactics that align with the overall objectives of the project.

**PRESENTER:**  
Robbie Mitchell



### The Impact of Science Communication to Drive the Promise of Stem Cells in Medicine

The turn of the century saw the derivation of pluripotent stem cells, capable of forming all cell types of the adult human body. The media attention that followed revealed the promise of new organs and body parts generating hope in patients with incurable disease.

Today, ethical controversies and strict regulatory challenges continue to stunt the progress of stem cell research, generating frustration in both researchers and patients actively pursuing the stem cell promise.

The NSW Stem Cell Network (Network) was formed following the initial debate in the Australian Senate in 2002 about the use of excess IVF embryos for pluripotent stem cell research. After much consideration, the Senate enabled this controversial research to go ahead. It was however clear that better communication between scientists, clinicians, patients, ethicists, patent attorneys, Government and the public would be required to reach the potential of stem cell therapy in Australia.

The Network has played a vital role in connecting a range of stem cell stakeholders in NSW as well as many national players. As a growing body of over 500 members, the Network organises regular Stem Cell Workshops and other programs, managed by a science communicator in consultation with an executive committee.

The Network has provided opportunities to advance in three key areas:

- Networking for Innovation
- Regulation
- Public Outreach

As stem cell clinical trials for a variety of disorders progress in Australia, the success of these trials will depend on support from groups like the NSW Stem Cell Network.

**PRESENTER:**  
Daniella Goldberg



### Farmers championing climate research: Innovation in communicating about adaptation

I would like to present a poster that outlines some of the strengths of the Climate Champion program, which is a very participatory and participant-driven way of disseminating relevant and local climate-related research to farmers through other farmers. This program also includes much contact with researchers at various stages of their research, to ground-truth and test research priorities or products. As we head into the second 3-year phase of this successful program (and I can present data from an independent assessment of the program), the format, strengths and challenges of such a program deserves attention for sci-comm practitioners looking to work with users to look at complex and, at times, controversial information.

**PRESENTER:**  
Sarah Cole



**AUTHORS AND CONTRIBUTORS:**  
Sarah Cole and Jenni Metcalfe

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### Biomass Producer - bioenergy information for Australia's primary producers

Australia lags behind many countries in using bioenergy (energy from plant material) as an alternative to fossil-fuel-based energy.

In 2012, on behalf of the Rural Industries R&D Corporation, we conducted research to help us understand what people in primary industry in Australia wanted to know about getting involved in bioenergy and how they liked to receive their information.

In response to the findings, in 2013 we were re-engaged to develop an online portal which directs people to useful and relevant information about producing biomass that can be converted to energy, getting into the bioenergy supply chain, and starting a bioenergy plant.

Our work included:

- managing the project
- engaging and briefing a graphic design company
- identifying the top tasks that the portal needs to support
- creating the information architecture
- sourcing content from credible sources
- selecting and liaising with a content approval panel
- selecting and liaising with a group of representative users to identify the top tasks, create the architecture and test the usability of the portal
- writing a short paragraph about each link approved for publishing
- developing four case studies (text, video, photos)
- publishing the content
- testing the portal.

[Biomass Producer](#) was launched at the Bioenergy Australia annual conference in November 2013.

This poster will showcase the portal and our approach to developing it, which was based on best practices for developing websites, adapted for a modest budget.

PRESENTER:

Mary  
O'Callaghan



MONDAY

### VIZBIplus - visualising the future of biomedicine

'VIZBIplus: Visualising the Future of Biomedicine' is a new project funded by the Inspiring Australia government initiative, the [Garvan Institute of Medical Research](#), the [Walter & Eliza Hall Institute](#), and [CSIRO](#). The project is being led jointly by Dr Kate Patterson at the Garvan Institute, Dr Sean O'Donoghue at CSIRO and Garvan, and molecular animator Mr Drew Berry at the Walter and Eliza Hall Institute.

The goal of VIZBIplus is to create awe-inspiring and scientifically accurate 3D animations that explain the latest medical research in a way that inspires and engages a general audience.

Animations are an effective way to communicate with various audiences. The complexities of science and biology can be easily communicated with visualisation by including the visual detail but avoiding the verbal scientific jargon that can be met with boredom and confusion. VIZBIplus biomedical animators use state of the art three-dimensional animation software, similar to that used by global animation studios such as Pixar, with dedicated software extensions that allow for raw scientific data to be imported directly. This means the structure of molecules such as DNA and proteins can be re-created exactly, according to the scientific data, which not only adds credibility to the animation but can also help inform new research questions.

PRESENTER:

Kate Patterson



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### Getting to know your genome: changing the face of genomic literacy in Australia

Background: The human genome contains an enormous amount of information about an individual, encoded within 3,000 million DNA letters or bases. There is information that can be used for identification, to delve into ancestry, to understand drug response, to predict the risk of complex disease (for the individual or their offspring) or resistance to infectious disease.

Motivation: As it becomes cheaper and quicker to sequence genomes, the world has seen a steadily increasing number of people seeking personal genomic information, to satisfy their own curiosity or to identify health risks. Some expect that genomic medicine – where clinicians use knowledge about an individual's genome to diagnose or inform treatment – will become a standard of care. If this medicine continues its shift into the clinic, there is a growing need for people to 'get to know the genome' and understand the potential and limitations of the information contained within (and our current knowledge).

Intent: Unlike the UK and USA, there has been no Australian body funded to develop a nationwide strategy for genetic/genomic education. As a specialist genetics and genomics communicator, I have been mapping the landscape of communicators, educators and agencies currently engaged in genetics or genomics education. I'm also developing (overlapping) networks of formal, informal and health sector communicators and educators who may be interested in discussing approaches and potential collaborations about public engagement with genetics and genomics.

**PRESENTER:**  
Bronwyn Terrill



### Information design for science and technical publications – it's more than just words and more than just design

Information design is about arranging the text and look of a document to make it as readable, attractive and effective as possible. This is often thought to be something for designers to worry about, but we have shown that the best results come from integrating writing, editing and design. This process starts at the earliest stages of document development and follows three stages:

- Large-scale analysis and organisation of the content ('the story'), so that information has structure, is engaging and flows logically. This assists readers to understand the main purpose of the information.
- Medium-scale mapping of the elements of the story, creating visual concepts and revising the text to help readers navigate and understand the content.
- Fine-scale styling and presenting the content, including text, fonts, colours, graphical elements, figures, tables, graphs and diagrams, in a way that will focus readers' attention on the details.

Preparing science and technical publications involve complex tasks at each level. In this poster we present case studies from Biotext's large portfolio of science and technical publications to illustrate how we integrate writing and editing with design work at each level to create effective information design.

**PRESENTER:**  
Janet Salisbury



**AUTHORS AND CONTRIBUTORS:**  
Janet Salisbury and Richard Stanford

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### EarthSci – A new tool for communicating earth sciences through 4D data visualisation.

EarthSci is a powerful new tool for visualising earth science datasets in four dimensions. This 'virtual Earth'-style web application was originally developed by Geoscience Australia to assist its researchers describe, understand and present their findings. As demand for accessible data visualisation has increased, the tool has been redeveloped to increase its stability, useability and flexibility as a presentation and promotional tool.

Importantly, EarthSci allows underground features such as groundwater, stratigraphy, mineral systems and faults to be visualised together with surface features such as topography, land cover and satellite data. Presenting them together in a single visualisation environment enables powerful stories about the history, evolution and geophysical construction of our continent to be told. This ability makes EarthSci stand out from other virtual globe environments.

The latest version of the tool is designed to be shared, with features that support the visualisation of many different data formats, an in-built animation function that enables fly-throughs to be generated from within the tool and a presentation mode that enables journeys through the virtual globe environment to be constructed.

Due to be launched in the first half of 2014, EarthSci is a fully customisable software package that is freely open to developers in any field. Geoscience Australia welcomes collaboration with all those who may be interested in extending its use as a scientific, communication and visualisation tool.

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**PRESENTER:**  
Bobby Cerini



### Future journalists learning to get science right

Is science fiction bending your view of reality?

What makes someone volunteer for a one-way ticket to the Red Planet?

Could your morning coffee be quietly killing you?

These are just a few of the questions posed in a summer science podcast series produced by journalism students from RMIT University with help from Science in Public.

The most important stories of this century are science-based and there's not enough understanding of science among journalists.

So, science communicator Tamzin Byrne and radio journalism lecturer Alex Wake worked with a class of third-year journalism students at RMIT University to produce a series of summer science podcasts on the theme of Inspiring Australia and communicating science.

The project was about giving smart young people an opportunity to find the science behind everything, training them to report science accurately and encouraging them to explore the role of science in society.

The first podcasts are already up at <http://inspiringaustralia.net.au/category/rmit/> and by the time the conference is on, the series will be nearly finished, with 20 podcasts ranging from the science of music to the art of making a baby with IVF, from drug-testing drinkware to the dangers of your morning coffee.

The project also involved working closely with students to produce the midday radio news bulletin for Melbourne community station 3RRR, teaching them to file quick and accurate reports on science news.

The poster will consider the successes and difficulties of this project and share examples of the students' work.

Supporting information:

- Podcast archive: <http://inspiringaustralia.net.au/category/rmit/>
- Full playlist of podcasts: <https://soundcloud.com/scienceinpublic/sets/inspiring-australia-rmit>
- Original brief to students: <http://www.scienceinpublic.com.au/rmit/science-journalism-project>

**PRESENTER:**  
Tamzin Byrne



MONDAY

Use the bitly links to go direct to the online information for each session

#### Theme

Is  
Insight

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#### Career audience

B  
Beginner

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Advanced

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Pr  
Produced session

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Pd  
Professional development

# 18:00-20:00

# MONDAY 3rd february

## SESSION DETAILS

[bit.ly/1aclxNb](http://bit.ly/1aclxNb)

### Pics and Flicks - communicating natural resource management to outback communities

Rangelands NRM WA is a not-for-profit, independent community-based organisation that works to coordinate projects throughout the rangelands of Western Australia that assist land managers to look after their natural resources, enhance land use and achieve good environmental outcomes. One of 54 Natural Resource Management Groups in Australia, Rangelands NRM covers the huge 'outback' region of WA which includes the Kimberley, Pilbara, Gascoyne, Murchison, Western Desert, Goldfields and Nullarbor.

Our audience is diverse, ranging from pastoralists, Aboriginal groups, state government departments, community groups and the general public.

Communicating to people living in the remote outback of Western Australia has its challenges. Given their diversity, the message and approach is important. As technology improves, more individuals living in the rangelands of Western Australia have access to the Internet and the benefits of social media including Facebook and YouTube.

Since 2011, Rangelands NRM has been running a photo competition with the five 'Schools of the Air' encouraging children, the future managers of the rangelands, to submit photos of 'their rangelands' and what it means to them to live in the remote outback. Parent and teacher support has been valuable with this project, with over 70 children submitting photos with a chance to win the first prize of an SRL camera with runner up prizes relating to science, environment and photography.

In 2013, we also started filming footage in the Western Desert, Pilbara and Kimberley, and speaking to individual land managers, community groups, and Aboriginal rangers about the work they undertake in weed control, monitoring of endangered species, fire management, sustainable land management and feral animal control. These short films are being posted on our YouTube channel ([www.youtube.com/rangelandsnrm](http://www.youtube.com/rangelandsnrm)).

**PRESENTER:**  
Teresa Belcher



MONDAY

### Communicating about climate change: How having design and audiovisual skills can improve your choice of words when producing case studies about climate change

This poster will outline how telling stories about climate change research can be less about the words and more about the visual and audio components. Earlier this year, Econnect Communication was asked to produce case studies on climate change research being done across islands in the Pacific and Southeast Asia region. The work involved producing content for brochures, fact sheets, posters and videos. Although the bulk of the research was over by the time we were contracted, and we had to rely on research reports for a lot of insight, we were able to travel to the research locations and capture images and interviews. During the development of the text content, it became evident that the text-based documenting of the work would change tact based on the strong imagery. We learnt that having the skills to both 'see' a story and 'design' the communication products in-house were invaluable for the outcomes of the project.

**PRESENTER:**  
Alison Binney



**AUTHOR AND CONTRIBUTORS:**  
Alison Binney and Robbie Mitchell

Use the bitly links to go direct to the online information for each session

#### Theme

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# 18:00-20:00

# MONDAY 3rd february

## SESSION DETAILS

[bit.ly/1aclxNb](http://bit.ly/1aclxNb)

### Contemporary New Zealand Innovation Stories

We are creating video stories of contemporary New Zealand innovations for the New Zealand Science Learning Hub ([www.sciencelearn.org.nz/innovation](http://www.sciencelearn.org.nz/innovation)).

Four Innovation stories have been published during 2013 - YikeBike, BioSpife, Zealong Tea and Revolution Fibres. These stories, focusing on science and technology innovations, form the core of our collection of online multimedia Innovation resources.

Each Innovation story features the innovator(s) telling the story of their innovation. Their stories reveal the value of having or developing a deep knowledge base in science or technology, as well as giving insight into the process of innovation and the development of their cutting-edge product or business. Supporting the stories are articles, activities and shorter video clips.

Designed for teachers and their students, these unique Innovation resources support young people in developing an ability to recognise how innovation happens, to understand the value it can bring and, in doing so, to develop skills, attitudes and values that better prepare them for contributing to our fast-changing world.

Innovation is part of the Science Learning Hub, funded by the New Zealand Ministry of Business, Innovation and Employment and managed by the University of Waikato.

**PRESENTER:**  
Paula Lourie



**AUTHOR AND CONTRIBUTORS:**  
Paula Lourie, Rachel Douglas and Jenny Mangan

### Fireballs in the Sky - reaching for Space with Citizen Science

Fireballs in the Sky (FITS) is an Inspiring Australia supported citizen science initiative that provides a way for the public to work alongside research scientists studying meteorites. The focus of the project is to improve the people's understandings of planetary science research and enhance their attitudes to science.

Here, an emphasis will be placed on the people being included in the research process, improving their scientific literacy. It is an innovative program because it involves the public in authentic science research activities and will engage Indigenous and non-Indigenous people in remote and regional areas of Western Australia and South Australia. The project is being delivered by Curtin University, but has the following partners: Kalgoorlie Boulder Visitors Centre; Ninti One; Science Teachers' Association of Western Australia (STAWA); Scitech; South Australian Museum; Western Australian Museum.

Underpinning the Fireballs in the Sky (FITS) project is the Meteorite Fireballs – Illuminating the Origins of the Solar System (MFIOSS) research program led by ARC Laureate Fellow, Professor Phil Bland of Curtin University. It uses cameras, the Desert Fireball Network, to capture images of incoming meteorites. In 2007, a meteorite was the first specimen to have its origin determined – a ground-breaking event in planetary science.

FITS is combining planetary science and citizen science with technology through its new smartphone app (available for android and iPhone). This is the first of its kind and the process of working with a software company, scientists and communicators was an interesting one. We'd like to share what we learnt with fellow communicators.

**PRESENTER:**  
Emma Donnelly



MONDAY

Use the bitly links to go direct to the online information for each session

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Professional development

# 18:00-20:00

# MONDAY 3rd february

## SESSION DETAILS

[bit.ly/1aclxNb](https://bit.ly/1aclxNb)

### Communication versus knowledge translation, what's the difference?

This poster will examine the intersection between science communication and knowledge translation (KT). Where do these specialty areas align? Where do they differ? Where is the line between what's considered KT versus communication, how do they work or don't they work together, and how can they be complimentary? This confusion can lead to unnecessary reactions and competition to the introduction of KT as its own science and speciality. The debate around the terminology and these two specialities is happening internationally and is sure to happen locally as Australia moves toward a greater emphasis on research translation and impact.

This poster will tease out the differences and similarities to create further debate and discussion around these closely aligned areas. An understanding of how these two specialities can work together to create impact from research is vital for the further development and expansion of both fields. If we continue to consider that communication is KT then we may be missing some valuable tools, methods and frameworks in the science impact pathway.

The poster will pull information from both peer reviewed and grey literature around these two specialities and the ongoing debate. It is hoped that by presenting this information, to an audience of communication specialists, a common understanding and appreciation for the value of both science communication and knowledge translation will occur for the betterment of research impact.

#### PRESENTER:

Tamika Heiden



### Making News out of Nothing at all - News at the World's largest fusion energy experiment.

Two years of producing a picture of the week and story from a slow moving science behemoth JET, aiming for innovative angles and images with varying degrees of success

#### PRESENTER:

Phil Dooley



### Charismatic Cockatoos

*A sign from the Agora Interactive Bushwalk at Trinity, in Western Australia. The design includes elements of a feather and Banksia cone to integrate with information and scientific illustration of Carnaby's Black-Cockatoos and Banksia trees. A QR code links to sound and video of the Cockatoos, created for the project by a local film-maker.*

This sign is from the newly created Agora Interactive Bushwalk at Trinity, in Western Australia. The design includes elements of a feather and Banksia cone to integrate with the information and scientific illustration of Carnaby's Black-Cockatoos and Banksia trees displayed on the sign. A QR code links to sound and video of the Cockatoos, created for the project by a local film-maker.

In all, there are twelve interpretative signs in the Agora Bushwalk series including 'Solar-Powered!', a sign about ectothermic reptiles and 'Down to Earth', a sign about the water-sensitive urban design.

Each sign links to web-based content. The information provided may be accessed by scanning the QR codes at the bottom left hand corner of the sign. Although local schools are the main target audience, the website may be accessed by anyone with an interest in conserving bushland.

Other features of the Bushwalk include a playground using natural materials, a seating node to encourage the public to sit and observe the bush and some innovative displayed items to enhance visitors' enjoyment and opportunities for learning as they undertake the walk.

An education package is being developed for the area and will be launched shortly.

#### PRESENTER:

Mandy Bamford



#### AUTHORS AND CONTRIBUTORS:

Mike Bamford, Shannon Ducker, Simon Cherriman

MONDAY

Use the bitly links to go direct to the online information for each session

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Pd

Professional development



# 18:00-20:00

# MONDAY 3rd february

## SESSION DETAILS

[bit.ly/1aclxNb](http://bit.ly/1aclxNb)

### I'm a Scientist: Get me Engaged

Summary: I'm a Scientist, Get Me Out of Here! is a two-week online program where students ask scientists questions through forums and live text-based chats. The students then vote for their favourite scientist, and the scientists are evicted one by one until there is a winner! The winning scientist receives \$1,000 to spend on further public outreach.

I'm a Scientist has been running in the UK for five years. Since 2011, Bridge8 has delivered five I'm a Scientist events across Australia, engaging 75 scientists and 4000 students from across 60 schools. The event is specifically designed to be student-led inquiry, to highlight general appreciation of science as well as STEM careers and to provide a platform for organisations and scientists to engage with schools. Feedback from participants indicates it also meets other objectives including improving communication skills, engaging disengaged students and building confidence. The online environment also allows engagement to be quantified.

This presentation, based on the submitted poster will demonstrate how I'm a Scientist, Get Me Out of Here! meets a diverse range of needs for students, teachers, scientists and institutions across multiple goals in STEM and public engagement.

**PRESENTER:**  
Dervise Halil



### The role of information seeking and geographical proximity to previous Hendra Virus cases in horse owner decision making around vaccination

With the emergence of Hendra Virus as a zoonotic disease risk for horses and their owners, examining the decision making process that horse owners undergo when deciding to adopt risk management strategies, or not, is of importance when considering how the risk is communicated. A three year project entitled 'Horse owners and Hendra Virus: A Longitudinal cohort study To Evaluate Risk' (HHALTER), is examining the attitudes and opinions of horse owners about Hendra Virus and changes in their uptake of recommended risk management strategies; i.e. vaccination of horses, safe practices around sick horses, and property management to keep horses away from flying foxes (the source of the virus). Some initial findings will be presented in this poster about early uptake of vaccination and horse owner intentions to vaccinate. This will be discussed in the context of sources of information sought by horse owners, and include exemplary comments made about their views on Hendra virus communication.

**PRESENTER:**  
Jennifer  
Manyweathers



**AUTHORS AND CONTRIBUTORS:**  
Melanie Taylor, Jennifer  
Manyweathers, Nicole  
Schembri, Kate Sawford,  
Jenny-Ann Toribio, Navneet  
Dhand, Nina Kung, Hume  
Field

### 'The Blood and the Bone': Representations and misrepresentations of frontier violence and anthropology in colonial Australia.

Museum holdings of Australian Indigenous skeletal remains have been the focus of intense debate in recent years, primarily over the ethics of their collection in colonial times and the propriety of ongoing study based on those remains (now largely repatriated). Two allegations are frequently raised: firstly, that colonial anthropologists, museums and collectors frequently abetted frontier violence, particularly that of the Native Mounted Police, and often obtained remains from this source, and secondly, that anthropology in the 19th and early 20th Centuries furnished a theoretical rationale for repressive violence towards Indigenous people Australia. To test the first of these allegations we conducted a quantitative analysis of a major Queensland assemblage of Indigenous skeletal remains, the Roth collection, to determine their origin, finding a surprisingly small contribution (2%) from victims of colonial violence. To test the second we scrutinised the documentary evidence advanced in Paul Turnbull's 2008 'Theft in the Name of Science', finding it an unreliable guide to the real views of 19th and 20th Century anthropologists, whose work mitigated, rather than facilitated, colonial violence. We finish with a brief discussion of why bioanthropological research is vulnerable to misrepresentation as a 'predatory' science and how its positive mission might be better communicated.

**PRESENTER:**  
Peter  
McAllister



MONDAY

Use the bitly links  
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# 19:00-20:00

## SESSION DETAILS

[bit.ly/1i5qgnw](https://bit.ly/1i5qgnw)

# MONDAY 3rd february

### Speed networking

#M17

Room B3

It can be hard work to get around and meet everyone at a conference. Join 79 other delegates at the BCEC for this coordinated speed networking session. You will have the chance to meet and chat with over half of the attendees as you shift between tables of 8 people.

Sponsored and hosted by: The University of Queensland and the South-East Queensland Branch of the Australian Science Communicators

#### PRODUCERS:

Joan Leach



Tom Dixon



Robbie Mitchell



MONDAY

Use the bitly links to go direct to the online information for each session

#### Theme

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# 7:00-8:30

## SESSION DETAILS

[bit.ly/1jaSb5C](https://bit.ly/1jaSb5C)

# TUESDAY 4th february

### SCANZ-ASC Breakfast Event

#T1 Rydges South Bank

#### An Evolution of science communication in Australia and New Zealand

Pr This session will offer insights to the development of science communication in New Zealand and Australia. It will link research, good practice and the reality of practice by including speakers with backgrounds in academia, journalism and science communication. Speakers will provide insights on the development of science communication as both art form and academic discipline, including a timeline to the emergence of modern science communication in both countries, with supporting infrastructure, funding, events, organisations and festivals. It will also be an opportunity to celebrate and reflect on where we've come from and where we are at.

PRODUCER:  
Christine Ross



FACILITATOR:  
Jenni Metcalfe



SPEAKERS:  
Ian Lowe



Toss  
Gascoigne



Jean Fleming



# 9:00-9:15

## SESSION DETAILS

[bit.ly/1eQk3sp](https://bit.ly/1eQk3sp)

### Visual fast forwards

#T2

Auditorium

#### A taster from Sci-Art SPECTRUM exhibition

The visual fast forward session is designed to give you a snapshot of works in the SPECTRUM Science-Art Exhibition. Selected entrants will be given the stage and the audience for one minute with only one slide to creatively share their work and to entice the audience to visit them at their exhibit to learn more.

Vote for your favourite!

PRODUCERS AND SPEAKERS:

Kate Patterson



Signe Cane



Use the bitly links to go direct to the online information for each session

#### Theme

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Produced session

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Series of talks

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Professional development

TUESDAY

# 9:15-9:45

# TUESDAY<sup>4th february</sup>

## SESSION DETAILS

[bit.ly/LpgDTc](https://bit.ly/LpgDTc)

Plenary

#T3

Auditorium

### Seeing is believing: Why showing the nitty-gritty details is key to public engagement and excitement

Biology reveals the complex choreography of cells and molecules, but much of this science is too small to be directly observed or takes place at dynamic rates beyond our normal perception of time. 3D visualisation of cells and molecules has become an increasingly important component of exploring and communicating biological mechanisms to the public, students and scientific peers. Dynamic visualisations, such as animations, are able to synthesize diverse structural, dynamic and locational data derived from a variety of research sources and data sets, and can thus act as a visual hypothesis for a particular molecular or cellular process. Beyond the bench, 3D visualisations are powerful tools that are being used in classrooms and in the mass media to educate and entertain.

**PRODUCER:**  
Kali Madden



**SPEAKER:**  
Drew Berry



TUESDAY

Use the bitly links to go direct to the online information for each session

#### Theme

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Series of talks

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Professional development

# 9:45-10:30

## SESSION DETAILS

[bit.ly/1czXN1c](https://bit.ly/1czXN1c)

# TUESDAY 4th february

### The value of visualisation in science communication

#T4

Auditorium

**Vi** What is the role of science-inspired art in science communication? ie. what is the cultural artistic value of science visualisation and how is this balanced with the monetary value and communicative value? Hear from the panel as they share their thoughts and experience on this, as well as how they approach balancing artistry and accuracy and, how to weave visualisation with words in practice and then quantifying value/ impact.

**Pr**

**PRODUCER:**  
Kate Patterson



**PANELLISTS:**  
Drew Berry



**PRODUCERS/  
FACILITATORS**  
Signe Cane



Shilo McClean



Tim Dean



Kate Patterson



Elizabeth Cerini



Mary Rosengren



TUESDAY

### Across the Tasman: Science communication in New Zealand

#T5

Room B1

**In** So what does happen in this not-so-far-away land? A great deal, it turns out. Science communication started in New Zealand over 20 years ago, and has changed considerably from the early days. From living as a scientist in the public eye, to teaching budding neuroscientists to communicate by engaging with everything from Wikipedia to parliamentary submissions, New Zealand science communicators are going from strength to strength.

**Pr**

**PRODUCER:**  
Maia Sauren



**CHAIR:**  
Christine Ross



**PANELLISTS:**  
Siouxie Wiles



Jean Fleming



Fabiana Kubke



Use the bitly links to go direct to the online information for each session

#### Theme

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Professional development



# 9:45-10:30

# TUESDAY 4th february

## SESSION DETAILS

[bit.ly/1czXN1c](http://bit.ly/1czXN1c)

**St Case studies and papers: Contributions of books to sci comm history, creative storytelling inspired by wrestling, igniting curiosity in pre-school children**

#T6

Room B2

### Im Little Scientists: Science, Technology and Mathematics for Preschool Children

In this session you will be introduced to the 'Little Scientists' initiative that was launched in Australia at the beginning of 2013.

'Little Scientists' is a not-for-profit initiative designed to facilitate children's curiosity for science, maths and technology through age-appropriate, fun and playful experiments already in their early years. Every education and care service that works with children from 3 to 6 years of age can join the programme and become an accredited "Little Scientists' House". Teachers and educators are trained through the initiative and encouraged to implement the programme together with the children in their care.

You will hear about the initiative's establishment in Germany in 2006, its success story by now and how the 'Little Scientists' offer a sustainable, long term solution to skill shortages in scientific, technological and mathematical professions.

This session will also give you information on how you can become a part of the initiative and help to make the programme available to all children across Australia.

'Little Scientists' is a not-for-profit initiative of FROEBEL Australia and the "Little Scientists' House Foundation" in Germany.

**SPEAKER:**  
Christine  
Schneyer



### Blood, Body Slams and Biceps: Why Scientists should put down the pipettes and watch professional wrestling

For many scientists, reaching out to the public world can be daunting, difficult and an often frustrating exercise. It is a world filled with irrational thought, conspiracy and denialism - cold hard facts just don't cut it.

Science needs to learn a few lessons in effective communication though unconventional means. Science needs to put its feet up and learn from of the most successful forms of storytelling on the planet: professional wrestling.

I will use my knowledge of professional wrestling and background in the television industry to introduce you to the fundamentals of creative storytelling. I will show you that a well executed piledriver is more effective in sharing your message than a just another factoid.

**SPEAKER:**  
Steve Ting



### Re A little-known contribution in the history of science communication: Little Blue Books

More than 500 million Little Blue Books with 2300 different titles were produced between 1919 and 1978 with the greater part of that production being prior to 1951. Little Blue Books covered a wide range of human interests but there were many Little Blue Books on science topics. These were not aimed at a technically competent audience, but rather at providing a general education to Americans at a very low price. This study will explain how Little Blue Books started, their scope generally, the areas of science covered, the quality of scientific information in Little Blue Books and some salient biographical background about the authors of Little Blue Books. Due to the enormous numbers of Little Blue Books printed, it is considered likely that they played a major role in the scientific education of American children and the scientific knowledge of adults between 1920 and 1950.

**SPEAKER:**  
Dr William  
Palmer



TUESDAY

Use the bitly links to go direct to the online information for each session

#### Theme

Is Insight Im Impact In Innovation Vi Visualisation An Anniversary Re Research

#### Career audience

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# 9:45-10:30

## SESSION DETAILS

[bit.ly/1czXN1c](https://bit.ly/1czXN1c)

# TUESDAY<sup>4th february</sup>

Working with scientists in developing countries to communication science

#T7

Room B3

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This session will use the experiences of the speakers and specific case studies from Africa, Asia and the Pacific to look at how scientists working in developing countries can create the most impact from their research. This is particularly important given the goals of such research to help with food security and alleviate poverty. The session will provide insights for participants about the specific needs and opportunities for communicating science in developing countries.

**PRODUCER:**

Jenni Metcalfe



**SPEAKERS:**

Cathy Reade



Michelle Kovacevic



Toss Gascoigne



TUESDAY

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# 11:00-12:00

## SESSION DETAILS

[bit.ly/1maOAlj](http://bit.ly/1maOAlj)

# TUESDAY 4th february

### Hitchhiker's Guide to the Digital Universe

#T8

Auditorium

Is

Pr

For some time now, science on television has been an endangered species, with traditional outlets for science documentary disappearing like the arctic ice. Yet the appetite for science has never been greater – witness the explosion of blogs and podcasts across the digital universe. Everyone can be a broadcaster in this brave new world and the new generation of science communicators is spreading the word that geek is cool and science is awesome. From the classics to the quirky, from the landmark series to the one off little gem, The Hitchhikers Guide brings you the good, the bad and not so ugly world of science broadcasting 2013-4.

**PRODUCER:**  
Alison Leigh



**SPEAKERS:**  
Jenni Metcalfe



Bernie Hobbs



### Communicating science through theatre: A new way to reach new audiences

#T9

Room B1

Im

Pr

If we argue that the public needs to be informed about science (e.g., Pedretti, 2002), then it is necessary to communicate science in an engaging and accessible manner. This can be achieved through the use of interactive theatre. Pedretti (2002) discussed the ability of drama to evoke emotional responses in audiences, arguing that emotional engagement creates a memorable experience.

In this session, we will:

- Discuss the theory underlying the use of theatre to communicate science, with a particular focus on engaging new audiences and arousing emotions;
- Present research on theatre featuring science demonstrations ('science shows') that aims to motivate and influence audience behaviour related to climate change and health (exciting demonstrations will be used to illustrate key points);
- Present a case study of "The Clock", an interactive theatre performance designed to engage regional Australian audiences with science in a way that is both accessible and entertaining;
- Discuss the evaluation of "The Clock" and its impact on audiences.

**PRODUCER:**  
Jo Elliott



**SPEAKER:**  
Jo Elliott



Graham Walker



Lisa Bailey



TUESDAY

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Professional development

# 11:00-12:00

## SESSION DETAILS

[bit.ly/1maOAlj](http://bit.ly/1maOAlj)

# TUESDAY 4th february

**St Case studies and papers: Use of online and print media channels by scientists and communicators, local to international engagement**

#T10

Room B2

**In Real Scientists: A case study of a rotational curation Twitter account to create engagement and access to science directly through social media**

Can social media play a role in maintaining and even increasing engagement with science, especially access to hard science, the kind of basic research carried out in laboratories? Taking a cue from successful, nation-based rotational curation accounts on Twitter, we created a rotational curation account for scientists, science communicators, writers and clinicians to tweet their work live. The aim of this account was to create a space for engagement in the real-time world of Twitter: to allow direct access to scientists, assist scientists in communicating their work to stakeholders and to display the breadth of careers available to science graduates.

After six months with over 26 scientists and communicators from five countries, the account has garnered over 5000 followers, has successfully translated live twitter engagement to engagement with primary schools, with media including regular interviews on radio and engagement with journalists, networking between scientists themselves and recruitment to other science communication platforms. We examine how the platform successfully increases engagement and reduces perceived inaccessibility of hard science through direct contact between the scientist and the lay public, and how the account functions as a resource for teachers, journalists and communicators. We consider how the project can be expanded and used to increase direct access to actual research performed by scientists.

**SPEAKERS:**

Upulie  
Divisekera



Sarah  
Keenihan



**AUTHORS AND CONTRIBUTORS:**

James Smith, Upulie  
Divisekera, Sarah Keenihan  
and Bernard Kealey

**Re What does the media mean to science? Expert use of media and media influence on public opinion in Australia**

We explored the interaction between science, public media channels and society in an evolving media landscape. We examined this interaction in three dimensions: scientists' personal use of public media channels to follow news and information about scientific issues; their assessment of the impact of scientific information in these channels on public opinion about science; and their assessment of the impact of such information on science-related decisions made by policymakers. We conducted an online survey with scientific researchers based at an Australian institution. Our results show that few Australian scientists source information about scientific issues from print media, differing from media use in the general Australian population. Australian scientists do not consume a lot of news and information about science in comparison to scientists surveyed in previous studies in the US and Germany. There was a difference in demographic consumption of media where those under 40 were more likely to use blogs and social networks. Scientists expected the general public and policymakers to use print, online and social media channels more often than they do, and they perceived these audiences to be susceptible to influence by media channels.

**SPEAKER:**  
Vanessa Hill



TUESDAY

Use the bitly links  
to go direct to the  
online information  
for each session

**Theme**

**Is** Insight **Im** Impact **In** Innovation **Vi** Visualisation **An** Anniversary **Re** Research

**Career audience**

**B** Beginner **I** Intermediate **A** Advanced

**Type**

**Pr** Produced session **St** Series of talks **Pd** Professional development

# 11:00-12:00

# TUESDAY 4th february

## SESSION DETAILS

[bit.ly/1ma0Alj](http://bit.ly/1ma0Alj)

**St Case studies and papers: Use of online and print media channels by scientists and communicators, local to international engagement**

#T10

Room B2

**Is The value of blogging for a developing science writer. A case study**

**SPEAKER:**  
Sarah  
Keenihan



Although science blogs are popular amongst scientists and non-scientists, their value for professional career development remains a source of conjecture. Here I present a case study of a year-long science blogging project entitled ScienceforLife.365. Each day for 365 days between Australia's National Science Week in 2012 and 2013, I published a post and accompanying image to a wordpress site ([scienceforlife365.wordpress.com](http://scienceforlife365.wordpress.com)) and a Facebook community ([facebook.com/scienceforlife365](https://facebook.com/scienceforlife365)) and shared through my personal twitter and Facebook accounts. Across the year, the blog had approximately 20,000 views across both platforms, with interest varying considerably between platforms and according to the subject of each post. Positive outcomes from the ScienceforLife.365 blogging project include:

- Developing a daily habit and discipline to write;
- Refining writing style and 'finding a voice';
- Seeing and working with nuances in audience preferences;
- Using social media to attract readership and market professional capabilities;
- Connecting with online writing and science communities;
- Demonstrating passion for subject matter and providing a portfolio for attracting paid work.

In summary, this case study shows that blogging can offer many benefits to the developing science writer.

**In Sharing science in local communities; a two pronged approach**

**SPEAKER:**  
Renee Sizer



The community wants to hear more science, learn more science and do more science. ScienceNetwork WA (SNWA) has used its capabilities to promote science at a very local level and across the globe through regional community science engagement.

In line with Inspiring Australia recommendation 13, "National Framework, Local Action", SNWA's online presentation of WA regional science, through local journalists and engaging regional community science groups has ensured science is being communicated from the ground up, while promoting its discussion and renewed focus within communities. We present the eight non-metropolitan areas of WA with locally specific science events, recounts of science activities on community pages and science information links in addition to our presentation of science news; covering a diverse range of topics from agriculture, environment, industry, social science and innovation.

Success in collaborating with regional newspaper editors to republish SNWA news stories in print has further encouraged science dialogue, while illustrating our ability to spark change in media processes. We recognise in remote and regional areas, community papers are widely read and central to the information sharing system. Delivery of science news and activity through both online and print avenues is working to compound science values in these communities and beyond.

TUESDAY

Use the bitly links to go direct to the online information for each session

### Theme

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# 11:00-12:00

# TUESDAY<sup>4th february</sup>

## SESSION DETAILS

[bit.ly/1maQAlj](https://bit.ly/1maQAlj)

**From concept to screen: Navigating the animation process and getting the best results**

#T11

Room B3

**Vi** This session offers a unique inside view of the animation production process, getting right down to the nitty-gritty details. No matter what your involvement with animation is, the principles and practices shared in this workshop will prove valuable.

**I** Visualising scientific concepts and stories has become increasingly important and popular. Animation offers one of the most effective and versatile mediums for achieving this.

**Pd** Understanding the process makes a huge difference to the resulting audience appreciation and how much fun you'll have making it.

In this workshop Adrian will unpack 15 years of running an animation business, selecting, employing, managing and directing teams of animators and visual-fx artists.

You will explore how to navigate the stages of animation production from initial concept all the way to the screen. You'll learn the ingredients to getting the job done on time, on budget and to everyone's satisfaction.

This session is for:

- Communicators wishing to use animation or visual effects to tell stories and convey messages
- Managers seeking to make efficient and effective use of the medium of animation.
- Professionals who need to work with animation companies or animators.
- Animators seeking to improve their project management skills.

**PRODUCER AND SPEAKER:**

Adrian King



TUESDAY

Use the bitly links to go direct to the online information for each session

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Intermediate

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### Type

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Produced session

**St**

Series of talks

**Pd**

Professional development

# 12:15-12:45

## SESSION DETAILS

[bit.ly/1i5r1gs](http://bit.ly/1i5r1gs)

# TUESDAY 4th february

### Australian science and technical style manual update –Biotext bites the bullet at last!

#T12

Room B3

Janet Salisbury, Rob Morrison and others have been promoting the idea of an Australian science style guide since the early 2000s. In 2007, this was discussed at a science editors 1-day workshop Janet ran as a satellite of the 2007 World Conference of Science Journalists in Melbourne. Various options were considered but never went ahead because of the enormous volunteer effort involved. Janet has also had similar discussions with the editing community – with the same enthusiastic response but no capacity for developing the manual.

Meanwhile, Biotext has been working at the coalface of science writing and editing and has developed its own inhouse science and technical style resources, which we are currently developing into a Australian science and technical style manual to bring to the market later in the year as a printed (book) and online resource.

It seems that this product requires a commercial basis (as evidenced by the fact that it has never go off the ground without it) and, after years of procrastinating, we are getting on with the job. However, to be a useful and respected Australian resource, we would like to engage with ASC and other science-based institutions, as we move through the final development stages.

At this very informal session, we will describe our concept and progress to date and discuss how ASC members can get involved in the next stages. It will also be a chance to air your pet likes and dislikes so as to ensure we include those in the manual.

#### SPEAKERS:

Janet  
Salisbury



Richard  
Stanford



Malini Devadas



# 12:30-13:00

## SESSION DETAILS

### SCERN Lunch meeting

Downstairs café

The Science Communication Research and Education Network (SCREN) will be meeting informally at the ASC Conference from 12.30pm to 1pm during lunch on Tuesday 4 February at the meeting space downstairs in the cafe. All SCREN members and anyone interested in SCREN are invited to attend. SCREN is a forum for science communication researchers and educators from tertiary institutions to share best practices. Website: <http://cpas.anu.edu.au/about-us/partnerships/science-communication-research-and-education-network-scren>

TUESDAY

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Produced session

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Pd

Professional development

# 13:15-14:00

# TUESDAY 4th february

## SESSION DETAILS

[bit.ly/1drkh7Y](https://bit.ly/1drkh7Y)

### The national engagement strategy, from Inspiring Australia to inspiring next door

#T13

Auditorium

Im

Pr

The Inspiring Australia Strategy is one of only a handful of national science engagement strategies in the world. Developed in consultation with a wide range of science communicators, educators, journalists and scientists in all states and territories, the strategy provides a platform for national coordination and leadership for science engagement across Australia. But how did the strategy get to where it is today, who is involved and what effect is it having?

Hear from Professor Allan Dale, Kylie Walker, and Keely Quinn in this interactive session which will be an opportunity to examine the strategy, to look at what has worked and what hasn't, as well thinking through how it could be improved.

Topics such as how the strategy came into place, how the national framework has been built, what online tools and training are being developed, how national grants are allocated, how the partnerships and infrastructure of the Inspiring Australia Programme were implemented, who is doing what under the programmes or what is evolving within the Science Sector Group are all up for discussion in this session. Bring your questions and ideas for this discussion with staff from the Inspiring Australia Programmes and communication and science representatives from other science agencies.

PRODUCERS:  
Simon France

Claire Harris



SPEAKERS:  
Allan Dale

Kylie Walker

Keely Quinn



TUESDAY

### Impact: Is the answer communication not commercialisation?

#T14

Room B1

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As science communicators, our purpose is making science accessible for wider audiences. More than any other sector of the science community, we understand modern science's audiences are both multiple and diverse in their nature, with motivations ranging from curiosity to profit, and the meaning of life to its immediate preservation. Indeed, we can be seen as the true front-line of science - its interface for translation, uptake, interest and support. It is remarkable, then, that we are often least heard on questions of science impact, perhaps the issue where communication of science's multi-faceted nature is most vital. Impact is a complicated measure, often made political by its links to public funding, and by its connotations to values and fundamental beliefs. The continued emergence of science communication could offer a way forward that transcends both the traditions of the scientific method with its strictures of peer review citations, and the minefield that is higher education policy. What is our role in advocating a more complete understanding of the meaning of "impact", and more importantly, what could it be? This facilitated forum is the culmination of an online conversation in the months up to the conference ignited by a number of short popular and academic readings.

PRODUCER AND SPEAKER:  
Fiona McNee



Use the bitly links to go direct to the online information for each session

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# 13:15-14:00

# TUESDAY 4th february

## SESSION DETAILS

[bit.ly/1drkh7Y](http://bit.ly/1drkh7Y)

### The emergence of modern science communication in Australia and New Zealand

#T15

Room B2

**An** How has modern science communication emerged in Australia in New Zealand? Thirty years  
**Is** science communicators were isolated, with few chances to discuss professional matters  
**Pr** with colleagues. Their roles varied, from editing newsletters and annual reports, to writing  
 media releases and organising displays and public tours. Their backgrounds reflected this:  
 communication staff had backgrounds including teaching, journalism, science, librarianship,  
 public relations...

There were no courses to train students in science communication, and little or no research in  
 the area. The closest thing to a science communication event, ANZAAS, was entering a near-  
 terminal decline. The notion of 'hands-on' was anathema to the science museums, which kept  
 their specimens safely locked away in glass cases.

Now there are national and international associations for science communicators. There are  
 journals and conferences. Four universities in Australia and New Zealand offer courses to  
 Masters and PhD level. Science communication is recognised profession, with some debate  
 whether it has moved from a legitimate field of study to a discipline.

So what changed? What were the crucial steps that have enabled the emergence of modern  
 science communication? What were the forerunners, and how does the media fit in? By  
 tracking the history, can we gain insights into a possible future?

**PRODUCER:**  
 Toss  
 Gascoigne



**MODERATOR:**  
 Jenni Metcalfe



**SPEAKERS:**  
 Jean Fleming



Ian Lowe



Toss  
 Gascoigne



TUESDAY

### Getting published in science

#T16

Room B3

**Im** This session is for anyone who wants to know more about successful science publishing. Having  
**Re** worked in science journals and books for five years and handled thousands of manuscripts  
**Pd** from submission to publication, I have picked up numerous hints and tips for would-be authors.  
 The session will cover: preparing your manuscript (i.e., what to put in each section and effective  
 use of figures and tables); choosing the right journal; and strategies for getting your paper past  
 the editor. There will also be time for questions and discussion of attendees' experiences with  
 publishing.

**PRODUCER AND SPEAKER:**  
 Hilary Hamnett



Use the bitly links  
 to go direct to the  
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#### Career audience

**B** Beginner **I** Intermediate **A** Advanced

#### Type

**Pr** Produced session **St** Series of talks **Pd** Professional development

# 14:15-15:15

## SESSION DETAILS

[bit.ly/1i5rhfq](https://bit.ly/1i5rhfq)

# TUESDAY<sup>4th february</sup>

**St** Case studies and papers: Communicating in the mix of hard data, perceptions, advocacy and emotions

#T17

Auditorium

### Campaigning the science: On the role of science in Greenpeace Australia Pacific

Greenpeace is a science-based campaigning organisation whose purpose is to stand up for the environment. We detect and understand the environmental problems we face through science, and depend on science and technology to provide solutions to environmental threats. Greenpeace is thus in the (not-for-profit) business of communicating science. In his presentation, CEO of Greenpeace Australia Pacific, David Ritter, will outline Greenpeace's approach to science communication, drawing out some of the tensions and overlap between public science and public campaigning.

**SPEAKER:**  
David Ritter



### SciComm

Science communication rests on the primacy of fact, yet facts are only part of what drives human affairs. We are still strongly influenced by the emotions and instincts hard-wired into us by evolution. Despite Enlightenment hopes of a more rational world, irrationality - in less pejorative terms, the triumph of emotion over fact - still exerts a huge influence over human societies.

That throws up some anomalies that would have dismayed Enlightenment thinkers. Climate change, a phenomenon whose existence is supported by record quantities of data, remains a fuzzy issue in the minds of many. That is not a fault of the science: there is a communication problem.

Marketers and politicians have long realised that "data dumps" are not effective at shifting perceptions. The most effective stories, whether they are told by advertisers, Hollywood or radio "shock jocks", engage emotions. So do the best science stories.

This presentation, more an enquiry than a lecture, looks at how perceptions are shaped, and looks at how short-form journalism might more deeply engage its audience through emotion.

**SPEAKER:**  
Matthew Cawood



TUESDAY

Use the bitly links to go direct to the online information for each session

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# 14:15-15:15

## SESSION DETAILS

[bit.ly/1i5rhfq](https://bit.ly/1i5rhfq)

# TUESDAY 4th february

**St Case studies and papers: Better understanding audiences**

#T18

Room B1

**Re What do the Australian public really, really think about science and technology?**

We know some people really, really like science and technology, and we know that some people really, really don't. But we do know enough about why? And as audiences and media continue to fragment, and people increasingly follow only those media that support their own personal values, how do we best align our messages with audiences?

CSIRO has just completed a major study into public attitudes towards science and technology that builds on previous major studies conducted by the ANU, Victorian Government and Innovation Department, to dig deeper into the values that drive different attitudes. The study provides great insights into the key values that define different segments of the community, as well as preferred information channels. The data allows science communicators to better understand what messages, via which media, work best with different people by aligning with their key values.

**SPEAKER:**

Craig Cormick



**Is Understanding community concerns about hydraulic fracturing**

Hydraulic fracturing has been the focal point of widespread and global public debate. While the resources sector typically sees hydraulic fracturing as a low-risk method for accessing the coal seam and shale gas reserves required to meet growing public demand for energy, some in the community perceive it as an unmanageable and unacceptable risk. Concerns about hydraulic fracturing and the coal seam gas (CSG) industry include the health impacts of chemicals used, contamination of water supplies from fugitive gas after hydraulic fracturing, equity of land and water access, long term impacts on groundwater, and the full life cycle emission of greenhouse gases from CSG compared to that of coal.

In Australia, there has been an increase in coal seam gas (CSG) production over the last five or so years and in some cases this has occurred in locations that previously had no gas or oil production. The rapid growth in the CSG industry coupled with the concerns around the use of hydraulic fracturing has lowered community trust in the industry and government. This presentation highlights the main psychological drivers behind some of these concerns and a possible approach to effectively address them.

**SPEAKER:**

Tsuey Cham



**AUTHORS AND CONTRIBUTORS:**

Tsuey Cham  
Peter Stone

**Re The role of listening in the reconceptualisation of climate communication**

Use the bitly links to go direct to the online information for each session

### Theme

**Is** Insight **Im** Impact **In** Innovation **Vi** Visualisation **An** Anniversary **Re** Research

### Career audience

**B** Beginner **I** Intermediate **A** Advanced

### Type

**Pr** Produced session **St** Series of talks **Pd** Professional development

TUESDAY

# 14:15-15:15

# TUESDAY 4th february

## SESSION DETAILS

[bit.ly/1i5rhfq](http://bit.ly/1i5rhfq)

### Case studies and papers: Better understanding audiences

#hashtag

Room B1

Despite sustained effort to communicate the reality of climate change (CC), public opinion in many developed countries remains unconvinced, uncertain and at worst skeptical and denialist. The implications of divided public opinion on effectively responding to CC have persisted and intensified overtime, with many scholars highlighting that action depends on widespread public recognition (Bain et al., 2012; Pidgeon, 2012; Pidgeon & Fischhoff, 2012).

Cook et al. (2013) recently reported the scientific consensus of CC (97.1%), and significantly that within the 2.9 percent of studies rejecting its human cause, opposition is waning. This sits at odds with recent research trends of falling public concern, increasing uncertainty, skepticism and denial in many countries, exemplifying the strain between climate science and society (Leiserwitz et al., 2011; Leviston et al., 2011; Tranter, 2011; Lowy Institute, 2013), and raising questions about the efficacy of CC communication.

Climate change is grounded in science but transformations of social practices are needed to enable mitigation and adaptation. With significant divides in public opinion and support for climate policies, greater understanding of associated social science and communication is fundamental to recognising the ambiguities, voids, and blind spots in our knowledge of social processes at play that may well exceed the complexities of CC itself (Hulme, 2010). Focus must shift from the current 'science first' paradigm to the cultural, psychological and political barriers and processes, listening is core to this, allowing insight into these factors that ultimately influence decisions.

Echoing Pidgeon's (2012) call for "a fundamental revision of our conceptualisation of what it is to do climate risk communication," this presentation will discuss the role of listening in this reconceptualisation.

**SPEAKER:**  
Luke Menzies



### Is **Insights Into audiences: An overview of how theories of human behaviour can improve the effectiveness of science communication**

The effectiveness of science communication strategies can be improved through better understanding of the audience (Stern, 2011). This is often difficult for those charged with communicating science due to a lack of time, resources or expertise, resulting in ad hoc, untargeted communication (Nisbet & Scheufele, 2009). However, greater collaboration with the social sciences can help science communicators draw from research in this area to understand how people interpret and act upon scientific information.

Social scientists use theories of human behaviour to understand factors that influence behaviour. We can apply these theories to investigate the factors contributing to the target audiences' motivation to engage with science – or not. The Theory of Planned Behaviour (Ajzen, 1991) is the most widely applied methodological framework which identifies the beliefs, attitudes and intentions that lead to behaviour. Many other fields have used this theory to conduct audience studies for the development of persuasive communication strategies, but so far very few applications of the theory exist in science communication. This paper discusses the application of the theory to science communication and how such in-depth audience research can be used to better understand psychological mechanisms that are important to communication processes. By embracing social research, science communicators will be in a better position to develop communication strategies which enhance engagement with their intended audiences.

**SPEAKER:**  
Vicki Martin



**AUTHORS AND CONTRIBUTORS:**  
Vicki Martin  
David Lloyd  
Les Christidis

TUESDAY

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# 14:15-15:15

# TUESDAY 4th february

## SESSION DETAILS

[bit.ly/1i5rhfq](http://bit.ly/1i5rhfq)

**St** Case studies and papers: online communities of practice, science represented on stamps, what impedes scientists communicating?

#T19

Room B2

**Im** @ASTA\_online: Engaging teachers of Science with online technologies

**SPEAKER:**  
Nigel Mitchell



Since April 2011 the Australian Science Teachers Association (ASTA) has been developing resources and working to equip teachers of Science throughout Australia to benefit from online technologies in their teaching and professional development. The project has included engagement through social media, webinars, and face to face workshops. ASTA has engaged with other organisations including DEEWR and Education Services Australia to develop and promote online resources and to host these online. A current major project is Science ASSIST, a helpline and FAQ service to assist teachers and school laboratory technicians which will be beta tested during early 2014 and officially launched in July. A portal website using Moodle has been developed as the keystone of the project, and all other elements are linked through the portal.

This paper will include a description and demonstration of the ASTA\_online project, as an example of science communication targeted to a particular and strategically significant group within society. The paper will include an outline of the strategies that have been found successful, some that have not, and future plans for the project through 2014 and beyond.

**In** An online community of practice around science communication: #onsci

**SPEAKER:**  
Heather Bray



#onsci is a twitter hashtag and monthly chat session originally created to continue and extend conversations 'on science' stemming from the Inspiring Australia conference of 2011 (see <http://bridge8.wordpress.com/2012/01/30/onsci/for-more-information>). Each month, participants are invited to join a hosted hour-long twitter conversation on topical matters relating to science communication, education, policy, research, marketing and more. Interested parties also use the #onsci tag to share relevant resources and conduct conversations outside of designated chat times.

With approximately 50 participants per session (mostly Australian but also some internationals) in 25 chats, #onsci has been highly successful in providing a forum for those interested in science communication to come together, share ideas and develop their personal and professional networks. #onsci has also contributed to the development of science policy via a submission to the McKeon Review, and teaching of science communication in Australia through informal associations with courses taught at Universities and online.

This presentation will consider effectiveness of #onsci as an online community of practice around science communication, and consider how future iterations might shape the practice of science communication in Australia.

**AUTHORS AND CONTRIBUTORS:**  
Heather Bray, Sarah Keenihan, James Huston and Kristin Alford

TUESDAY

Use the bitly links to go direct to the online information for each session

### Theme

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# 14:15-15:15

# TUESDAY 4th february

## SESSION DETAILS

[bit.ly/1i5rhfq](https://bit.ly/1i5rhfq)

### St Case studies and papers: online communities of practice, science represented on stamps, what impedes scientists communicating?

#T19

Room B2

#### Conversations with science giants

This study explored the views of eminent Western Australian scientists about science communication and provides insights into factors that motivate or deter them from communicating their science with society.

Semi-structured, face-to-face interviews were conducted with 17 winners and finalists of the Western Australian Scientist of the Year, Early Career Scientist of the Year Awards and eminent scientists who have been inducted into the WA Science Awards Hall of Fame. Most interviewees were current university academics. Interviews were audio recorded, transcribed in full and analysed.

All participants reported thinking that science communication is important and valuable to society. The most commonly reported constraint to their communication was lack of time:

*"Time is the biggest barrier...and everything else that is swallowing my time."*

Many interviewees also noted that the current academic structure discourages scientists from communicating with the general public as much as they would like to:

*"We're now getting more and more constrained to...bring in enough grants, publish enough papers...in the top ranked journals. There's nothing about communicating your science"*

We discuss respondents' views about the benefits of communicating with society and make a case for explicit reward for effective science communication by scientists in academic and other research workplaces.

#### SPEAKER:

Diana Jasudasen



#### AUTHORS AND CONTRIBUTORS:

Diana Jasudasen  
Nancy Longnecker

### Re The representation of science and scientists on postage stamps

No-one has studied science on postage stamps as a communication medium. Yet stamps incorporate a literate and a visual communication message that governments have used to elucidate ideological ideals and policies, for civic education, for nation building and to advise on matters of public health. Within every stamp image is a permanent record that preserves that message information from the date of issue through many generations.

I explore paths and into how and why a country visualises and publicises its place locally and to the outside world.

'Science' as represented on postage stamps defines the state of science and technology at a set point in time, the date of issue, and provides a commentary on society and a set of activities, functions or needs. Events and anniversaries are the prompts for many issues. Government's hand is shown when the message is political, is nation-building and often in advice of public health issues.

This study analyses how, through stamp issue, the current perspective of science is shown by the context in step with the movement understood as the public understanding of science evolving into the public awareness of science.

#### SPEAKER:

Christopher Yardley



TUESDAY

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# 14:15-15:15

## SESSION DETAILS

[bit.ly/1i5rhfq](https://bit.ly/1i5rhfq)

# TUESDAY<sup>4th february</sup>

### Editing scientific content (part 1)

#T20

Room B3

Is

All science communicators need editing skills to edit their own or other people's work. By the end of this three-hour workshop, you will understand the three stages of the editing process that professional editors use:

Pd

**Substantive editing** — In part one we will discuss methods to analyse the structure and substance of a piece of writing. We will look at individual paragraphs, explaining how to ensure that a paragraph contains one idea and that the sentences in the paragraph flow logically. We will also look at individual sentences and discuss tips for identifying common errors in writing.

(See Part Two and Three for more exciting content!)

#### PRODUCER AND SPEAKER:

Malini Devadas



TUESDAY

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# 15:45-16:45

# TUESDAY 4th february

## SESSION DETAILS

[bit.ly/LphS4C](http://bit.ly/LphS4C)

### Developing the evidence base: Inspiring Australia Supported Research

#T21

Auditorium

Im

St

This session will provide an update on the four projects that were undertaken with support from Inspiring Australia to develop the evidence base about science engagement in Australia:

- Project A: National Audit of Science Engagement Activity
- Project B: Collation of Science Engagement Data Across Australia;
- Project C: Understanding the Australian Evidence Base for Science Engagement and
- Project D: Determining impact of science engagement to help define and guide best practice.

In Project A, a snapshot national audit of science engagement activities around Australia was conducted in 2012. Data collected in the audit were analysed to compare the qualitative and quantitative data and discover the actual nature of the engagement taking place. Most Australian science engagement is still in either 'first order' (one-way communication from scientist to public) or 'second order' (dialogue between scientists and the public) modes of engagement. Options for increasing third order engagement of the public with science in Australia will be discussed.

Project B identified 140 peer reviewed articles about science engagement in Australia that were published between 1982 and 2011. Topics of climate change, biotechnology and health and medical issues dominate recent publications of science communication. 55 national studies have been identified that were between 1988 and 2013 and determine Australian public attitudes towards science and science-related issues.

Project C has encompassed a wide range of activities, including description of case studies to provide vignettes about the impact of public engagement activities, production and implementation of a national survey of Australians' attitudes and behaviour relating to engagement with the sciences, development of an interactive website that provides access to data collected and tools produced and collating national data on the role of media in science engagement.

Project D produced the Inspiring Australia Evaluation Resource Kit which includes a package of evaluation tools which allows collection of nationally comparable data as well as event-specific data. An overview of results of data collected at various events and selected case studies will be presented. Key measurables that can be used to provide evidence of effective science engagement will be discussed.

Using a combination of data collected in all the projects, Project C also involves exploring the gaps between theory and practice, identifying case studies that exemplify best practice and providing access to this information via an interactive website. The website is a work in progress and science communicators are invited to add information and provide feedback.

#### PRODUCER:

Nancy Longnecker



#### MODERATOR:

Léonie Rennie



#### AUTHORS/PRESENTERS:

Nancy Longnecker  
Jenni Metcalfe  
Sue Stocklmayer  
Suzette Searle  
Joan Leach  
Fabien Medvecky  
Jo Elliott  
Léonie Rennie

TUESDAY

Use the bitly links to go direct to the online information for each session

#### Theme

Is  
Insight

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Innovation

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Anniversary

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Research

#### Career audience

B  
Beginner

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Intermediate

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Advanced

#### Type

Pr  
Produced session

St  
Series of talks

Pd  
Professional development

# 15:45-16:45

# TUESDAY 4th february

## SESSION DETAILS

[bit.ly/LphS4C](https://bit.ly/LphS4C)

### Knowledge brokering in Australia: Influencing policy and practice

#T22

Room B1

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This session will bring together current and potential knowledge brokers, practitioners and researchers, for presentations from influential speakers, and a mini-write-shop on best-practice in influencing policy and practice. Researchers, practitioners and policy makers will be paired for lively presentations about their experiences — what works in the research-into-policy arena, research use or non-use and knowledge brokerage. Although knowledge brokerage is becoming recognised as a field of practice and an area ripe for academic study, knowledge brokers have tended to operate in isolation from each other, particularly in Australia. A network and community of practice to bring together knowledge brokers to discuss theory and practice is overdue. The potential for a national network will be explored in the second part of the session.

**PRODUCER:**  
Eve Merton



**SPEAKERS:**  
Stefan Kaufman



Jean Palutikof



Liam Smith



Suzanne Long



Dorean Erhart



TUESDAY

### Inspiring Australia's Digital Engagement sessions

#T23

Room B2

Is  
Pr

#### 1. Digital strategies

#### 2. Are you a digital optimist or pessimist?

Irrespective of whether you're a government organisation, from private industry or an individual the digital space is a key element of strategic and operational activity. The force of the digital impact on many facets of business operations, human resource management, corporate knowledge, web and social interactions etc, will need to be tightly bound to your major vision, objective and strategic statements. In the session we will review the elements of a good digital strategy highlighting the diverse impacts that it can have within an organisation.

Awareness, consideration, favourability and loyalty to your message are not just a matter of quality information. There are approximately 50 major concepts to consider in obtaining a quality digital product whether it is a website, blog or app. The top 15 of these will be reviewed in terms of evidence based reasoning rather than accepting hype and urban myths.

**PRODUCER:**  
Jayne Fenton  
Keane



**SPEAKER:**  
David Keane



### Editing scientific content (part 2)

#T20

Room B3

Is  
Pd

**Copyediting** (1 hour) — In part two we will look at how to create and follow an editorial style guide. We will discuss current trends in capitalisation, punctuation and spelling as well as issues unique to science writing.

(See Part Three for more exciting content)

**PRODUCER AND SPEAKER:**  
Malini Devadas



Use the bitly links to go direct to the online information for each session

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Professional development

# 17:00-18:00

# TUESDAY 4th february

## SESSION DETAILS

[bit.ly/1kGonzE](http://bit.ly/1kGonzE)

### Case studies: On-ground Inspiring Australia projects

#T24

Auditorium

Im

Pr

This session will feature short presentations highlighting detailed case studies by people involved in Inspiring Australia activities across the nation. A Q&A session will allow you to explore these and other aspects of Inspiring Australia in more detail.

Case studies from the impact of the Expert Working Groups, Unlocking Australia's Potential Grants and National Science Week, to the importance of building partnerships and relationships across states and territories.

**PRODUCERS:**  
Simon France

Claire Harris



**SPEAKERS:**  
Jackie Randles

Keely Quinn

Kylie Walker



### Case studies and papers : Science-art, engagement events

#T25

Room B1

Is

#### The Science of chocolate or the art of chocolate: what's in a word?

Inspiring Australia (IA) aims to engage all Australians with science. Many people in the Victorian community express an interest in science and technology but don't actively seek it out or search for information about science. The following is a case-study of an attempt to attract a science-disengaged audience to a science-art event.

We worked with the community group Laneway Learning which coordinates a series of evening 'classes' in a multitude of subjects. We ran two such identical classes, one titled 'The Science and Art of Chocolate' and one titled 'The Art of Delicious Chocolate.' Importantly, the content of each session was identical and each was advertised in the same way. Following the session short evaluation sheets, again identical, were filled in by event participants. In this presentation we will present the profile of the participants from each class and suggest that, in order to engage the science-disengaged, we need to consider the impact of the word 'science' when promoting events and engagement opportunities to attract a less engaged audience. Self-explanatory? Perhaps, but how often do we practise what we preach?

**SPEAKER:**  
Carly Siebentritt



**AUTHORS AND CONTRIBUTORS:**  
Carly Siebentritt  
Chris Krishna-Pillay

TUESDAY

Use the bitly links to go direct to the online information for each session

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Professional development

# 17:00-18:00

# TUESDAY 4th february

## SESSION DETAILS

[bit.ly/1kGonzE](http://bit.ly/1kGonzE)

Case studies and papers : Science-art, engagement events

#T25

Room B1

Is

### Insight Radical: Where science meets art

In 2012 the ARC Centre of Excellence for Free Radical Chemistry and Biotechnology initiated a project, called Insight Radical, to give the public an alternative way to approach the science of free radicals and encourage people to think about them with more freedom and creativity.

The main objective of Insight Radical is to create a dialogue about free radicals between scientists and artists, then tell this story to the community via a series of exhibitions and public workshops.

Six Australian artists - Tony Lloyd, Steve Lopes, Anna Madeleine, Natalie O'Connor, Peter Sharp, and Ruth Waller - were invited to complete residencies in the Free Radical Centre's laboratories in Melbourne, and respond by creating works for exhibition.

Insight Radical opened in August 2013 at the Griffin Gallery, London, and will begin its Australian tour at MCLEMOI Gallery in Sydney at the end of November 2013. Workshops have been held in Broken Hill, Cairns, Canberra and Newcastle with further planned for Alice Springs and South Australia.

SPEAKER:

Renee Beale



### I'm a Scientist: Get me Engaged

I'm a Scientist, Get Me Out of Here! is a two-week online program where students ask scientists questions through forums and live text-based chats. The students then vote for their favourite scientist, and the scientists are evicted one by one until there is a winner! The winning scientist receives \$1,000 to spend on further public outreach.

I'm a Scientist has been running in the UK for five years. Since 2011, Bridge8 has delivered five I'm a Scientist events across Australia, engaging 75 scientists and 4000 students from across 60 schools. The event is specifically designed to be student-led inquiry, to highlight general appreciation of science as well as STEM careers and to provide a platform for organisations and scientists to engage with schools. Feedback from participants indicates it also meets other objectives including improving communication skills, engaging disengaged students and building confidence. The online environment also allows engagement to be quantified.

This presentation, based on the submitted poster will demonstrate how I'm a Scientist, Get Me Out of Here! meets a diverse range of needs for students, teachers, scientists and institutions across multiple goals in STEM and public engagement.

SPEAKER:

Dervise Halil



CONTRIBUTORS:

Dervise Halil  
Kristin Alford  
James Huston

In

### Café Scientifique: A case study in innovative science talks

This session discusses the design, delivery and evaluation of the Café Scientifique Program rolled out through Queensland's Inspiring Australia Program. The session presents a case study that shares details of how and why the series was designed and delivered in its current format and the opportunities that emerge from it for science communicators. Those interested in transforming science talks into public events will be provided with insights into audience reception of the cafes to use for planning their events. Café Scientifique in Queensland is using an innovative approach to science engagement and building an evidence base for science talks held in partnership with Inspiring Australia.

SPEAKER:

Jayne Fenton  
Keane



Use the bitly links to go direct to the online information for each session

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Professional development

TUESDAY

# 17:00-18:00

# TUESDAY 4th february

## SESSION DETAILS

[bit.ly/1kGonzE](https://bit.ly/1kGonzE)

Case studies and papers: Films, theatre, YouTube, interactive digital learning

#T26

Room B2

### Vi Youth-produced films relating science and culture

Visualisation through the process of filmmaking can enable dialogue and deeper understanding of connections between science and culture. Our research explores the process and effect on young people of producing films that connect science and culture. Students from three schools, two in Western Australia and one in Malawi, Africa participated in this study. Participants were provided with filmmaking equipment and taught how to shoot and edit films. Working individually or in small groups students produced short films on their interpretation of the connection between science and culture. Films were shown during a community screening where family and friends were invited. Following the screening, students and teachers were interviewed. Analysis of interviews and the films students produced revealed that linking science to community, family and out of school activities empowered these students to see science as accessible and relevant to their everyday lives. Filmmaking on science and culture motivated and engaged students and enhanced relationships between families and schools. In future use of this activity, scaffolding and guidance should be provided to guide investigation of the connections between science and culture. In the context of multicultural Australia, students researching, documenting and sharing stories of science and culture, may promote meaningful intercultural understanding.

**SPEAKER:**  
Mzamose  
Gondwe



**AUTHORS AND CONTRIBUTORS:**  
Mzamose Gondwe  
Nancy Longnecker

### Is The Art of Science: The role of theatre and performance in getting the message across

In a multi-media presentation, that includes several excerpts from a number of recent performances, the role of music and theatre is explored in how it can illicit key emotional responses in its target audience. Music, in particular, has a key role to play in anchoring memories and engaging an audience in ways that no other art form can. Utilising music and theatre is consequently an extremely powerful tool in science communication. Through Heaps Good Productions, Michael Mills has developed a significant body of work in communicating scientific concepts and inspiring audiences to engage in science. This presentation will explore the role and kinds of performance, and how they can be used, as a part of science communication and citizen science programmes. It will include work Michael has been involved with in a range of scientific and cultural institutions, as well as recent work he's been engaged with as part of his new role as an Adjunct Research Associate at the Barbara Hardy Institute. With performances by several of Michael's most successful characters, including singing palaeontologist Professor Flint, this presentation will provide both a theoretical base for its central thesis, and a memorable theatrical experience for conference delegates. And as with all good theatre, will leave the audience wanting for more!

**SPEAKER:**  
Michael Mills



TUESDAY

Use the bitly links to go direct to the online information for each session

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Professional development



# 17:00-18:00

# TUESDAY 4th february

## SESSION DETAILS

[bit.ly/1kGonzE](https://bit.ly/1kGonzE)

Case studies and papers: Films, theatre, YouTube, interactive digital learning

#T26

Room B2

Im

### Can we change behaviour using YouTube?

Youtube videos are commonly used to communicate science to the general public. However, there is little evidence to show whether short, entertaining videos actually have any impact on viewer behaviour.

We conducted an innovative experiment to measure the impact of short Youtube clips on aquarium owners care of their pet fish. Two 50-second videos were created, one that was positively framed and one that was negatively framed.

Results showed that participants (n=197) who did not watch a video did not improve their aquarium care in the following month, even when they had intended to. Watching either one of the videos significantly improved aquarium care, but only if the viewer had a pre-existing intention to do so. There was no difference in behaviour between the positive and negatively framed videos, but participants who watched the positive video had increased recall and understanding of the key message.

Our research suggests that Youtube videos about pet care should be positively framed and target people who wish to change their behaviour but have not yet taken action on those intentions.

#### SPEAKER:

Miriam Sullivan



#### AUTHORS AND CONTRIBUTORS:

Miriam Sullivan  
Nancy Longnecker

Vi

### Creating an interactive Chemistry World- from concept to prototype

The Cube, at QUT's Garden Point campus, is one of the world's largest digital interactive learning and display spaces. Part science lab, part digital engagement, the Cube aims to be the hub of scientific exploration for high school students, the QUT community and the wider public.

The demand for authentic and useful learning experiences using digital technologies is increasing all the time. The introduction of the Australian Curriculum has presented the opportunity to develop new and innovative technologies to support education and learning in the classroom. As part of QUT's commitment to work with high schools and support the introduction of the new Australian Curriculum, the concept of a Chemistry World was proposed to provide an interactive learning tool for students and the community.

This presentation will take you on a journey of how a curriculum-linked digital, interactive chemistry application for The Cube has progressed from concept to project prototype. It will outline the consultation process, the range of stakeholders that have participated in the project so far, and share some of the difficulties and the challenges encountered to meet the needs and demands for education and entertainment.

The chemistry world prototype will be available for participants to engage with and participants will be given the opportunity to become "user testers" and provide feedback and input into the final development stage of the project.

#### SPEAKERS:

Anne Brant



Sherwin Huang



TUESDAY

Use the bitly links to go direct to the online information for each session

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Professional development

# 17:00-18:00

## SESSION DETAILS

[bit.ly/1kGonzE](http://bit.ly/1kGonzE)

# TUESDAY 4th february

### Editing Scientific Content (part 3)

#T20

Room B3

Is  
Pd

**Proofreading** – In part three we will discuss the proofreading process and practise hardcopy markup (including discussion of proofreading symbols).

**PRODUCER AND SPEAKER:**

Malini Devadas



# 19:00-21:00

## SESSION DETAILS

[bit.ly/KnfJFc](http://bit.ly/KnfJFc)

### ASC2014 Conference Dinner

#T27

Boulevard Room

Special guest speakers, the Unsung Hero of Australian Science Communication Award

**PRODUCERS:**  
Kali Madden



**MC:**  
Robyn Williams



PROUDLY SPONSORED BY:  
**COSMOS**  
THE SCIENCE OF EVERYTHING  
cosmosmagazine.com

Claire Harris



### Science Cabaret Entertainment

#### *Sci. com. gets emotional*

We've all felt interested, but what's actually going on in our head when we experience different emotions like interest, enjoyment, surprise and curiosity? And how can we use these emotions to create more engaging science communication? This fun and interactive cabaret act will bring these emotions to life using a series of astonishing demonstrations – from water that appears to defy gravity through to vacuum cleaner powered marshmallow bazookas! We'll also share insights into the theory and psychology that underpins these emotions, which was the presenter's PhD topic.

**PRODUCER:**  
Phil Dooley

**PERFORMERS:**  
Graham Walker



Grass should be Purple - A sciencey fairytale. The great story tellers of our culture, literature and religion are not constrained by facts or truth. Phil Dooley explores whether science needs to be, either, as he explores the wonderful colours of our world.

Phil Dooley



Get set to travel back to a time when dinosaurs ruled the Earth; when dinosaurs walked across this ancient land. Prepare to join an interactive musical adventure with Prof Flint and discover some of the the unique, prehistoric animals that are part of the Australian story.

Professor Flint  
(aka Michael Mills)



TUESDAY

Use the bitly links to go direct to the online information for each session

#### Theme

Is Insight Im Impact In Innovation Vi Visualisation An Anniversary Re Research

#### Career audience

B Beginner I Intermediate A Advanced

#### Type

Pr Produced session St Series of talks Pd Professional development

# 8:45-9:00

# WEDNESDAY 5th february

## SESSION DETAILS

[bit.ly/KnfQAE](http://bit.ly/KnfQAE)

### Sci-Art SPECTRUM exhibition summary and awards

#W1

Auditorium

The visual fast forward sessions are designed to give you a snapshot of works in the SPECTRUM Science-Art Exhibition. Selected entrants will be given the stage and the audience for one minute with only one slide to creatively share their work and to entice the audience to visit them at their exhibit to learn more. The winner will be announced in this session!

#### PRODUCERS AND SPEAKERS:

Kate Patterson



Signe Cane



# 9:00-9:30

## SESSION DETAILS

[bit.ly/1dBjmCR](http://bit.ly/1dBjmCR)

### Plenary

#W2

Auditorium

#### Tik and Bubbles: The evolution of an underwater superhero

Can a real-life underwater superhero make science, technology and innovation more accessible to the public? Lloyd Godson takes us through his journey from BioSUB Man to Tik and Bubbles. In his latest crowd-funded adventure, Lloyd and his team of young Australian innovators are creating the ultimate underwater superhero headquarters. Blending exploration and art, Lloyd will put their science to the test by living in the crazy creation when it's finished. This superhero might not be able to fly but he pushes the limits of science, technology and human endurance to inspire young people to pursue STEM studies and careers.

PRODUCER:  
Claire Harris



SPEAKER:  
Lloyd Godson



WEDNESDAY

Use the bitly links to go direct to the online information for each session

#### Theme

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#### Type

Pr

Produced session

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Series of talks

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Professional development

# 9:30-10:15

# WEDNESDAY 5th february

## SESSION DETAILS

[bit.ly/1dXkZHG](https://bit.ly/1dXkZHG)

### Making science accessible: Learning science outside of school

#W3

Auditorium

Is

We know that students spent more time outside of school than inside of it, and that most people have left school behind them. Where, outside of school, can people learn about science?

Pr

One source is science outreach; the science opportunities and activities that institutions or other groups interested in communicating science offer to the public, including families and their school-aged children. Outreach involves many things: travelling exhibits, with or without explainers, science theatre, science festivals, events related to science week, and so on. In this presentation, some outreach activities are described together with the kinds of evaluation activities that have endeavoured to determine what, if anything, participants have learned about science, and if not, what, if anything, we can do about it!

**PRODUCER:**  
Nancy Longnecker



**SPEAKER:**  
Léonie Rennie



### The Idiot, the Disengaged, The Counterpublic: Rethinking Audiences for Science Communication

#W4

Room B1

Re

Despite the move to 'third wave' science communication focusing on engagement, there is still substantial anxiety in policy discourses guiding funding for science communication and among science communication practitioners. This anxiety centres around those who are seen to be 'opting out' of science communication or engagement activities. This panel is a focused collection of some of the latest theory and research across disciplines (sociology, media and cultural studies, economics, social studies of science) that addresses this anxiety and offers new ways of thinking about audiences for science communication.

Pr

**PRODUCER:**  
Joan Leach



**SPEAKER:**  
Gay Hawkins



Fabien Medvecky



Maureen Burns



WEDNESDAY

Use the bitly links to go direct to the online information for each session

#### Theme

Is Insight Im Impact In Innovation Vi Visualisation An Anniversary Re Research

#### Career audience

B Beginner I Intermediate A Advanced

#### Type

Pr Produced session St Series of talks Pd Professional development

# 9:30-10:15

# WEDNESDAY 5th february

## SESSION DETAILS

[bit.ly/1dXkZHG](http://bit.ly/1dXkZHG)

### How we can learn from the science-based public debates of the past (and present) and use that knowledge to shape those of the future?

#W5

Room B2

**Is** Have you ever wondered how past science debates might have played out 'if only...' the right messages had hit home, the right people were engaged, and the right responses had been given at the right time? What could have been achieved if the first GM crops had consumer benefit, people knew what 'nanotechnology' meant, that report hadn't been leaked, or people other than activists had been engaged?

**Pr** Join our panelists – futurist Kristin Alford, communicator Craig Cormick, and researcher Will Grant – as they try to design the scientific debates of the future, using insight from the past and present. Help our 'judges' (TBC: it could be you!) to push the panellists' scenarios to the limit. Make your vote count for the Science Policy with the ASC2014 'X-factor'.

**PRODUCER:**  
Bronwyn Terrill



**SPEAKER:**  
Craig Cormick



Will Grant



### Do You Speak Commerce?

#W6

Room B3

**Is** After years of focus on your technical disciplines, however, the commercial world can seem like another planet – remote, avoidable and best left to others who are interested in dealing with it.

**Pd** But, like any foreign country, the commercial world has much to offer a traveller, whether you and your internal stakeholders are looking to run their own company, their own laboratory or their own research agenda.

Your Commercial Foundations provides innovators with an immersion course in the language and culture of the commercial world. YCF take a new approach to uptake skills that isn't solely driven by sales, but encompasses the broader outcomes of industry productivity and public good. Moreover, we've founded our modules on the unique and particular needs of our specialty audience – innovators and creators – in contrast to existing programs whose starting point is the content they can provide.

This workshop will provide attendees with an introduction to the basic concepts of Conversational Commerce - the language school equivalent to being able to find the right train station to the airport, with a cup of decent coffee to savour on the way. At its end, you'll have a new way of looking at your audiences, their motivations and your mutual interests - a new appreciation for what you do and how you do it.

You don't need to emigrate to get the benefits of a new horizon. Take the first step from tourist to traveller – dip your toes into Conversational Commerce.

**PRODUCER AND SPEAKER:**  
Fiona McNee



WEDNESDAY

Use the bitly links to go direct to the online information for each session

#### Theme

**Is** Insight **Im** Impact **In** Innovation **Vi** Visualisation **An** Anniversary **Re** Research

#### Career audience

**B** Beginner **I** Intermediate **A** Advanced

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**Pr** Produced session **St** Series of talks **Pd** Professional development



# 10:45-11:45

# WEDNESDAY 5th february

## SESSION DETAILS

[bit.ly/1i5sjYH](http://bit.ly/1i5sjYH)

**Hot air or hot action: How communication is part of responding to controversial debates such as climate change**

#W7

Auditorium

**In** The challenges of communicating climate change have been talked about for years, including at past ASC national conferences. For the last decade at least, sectors of the economy have been getting on and responding to climate change, energy demands, a carbon price and wider economic changes. How have organisations and individuals tracked the scientific and societal developments to implement climate mitigation and adaptation policy and practices?

**Pr**

This session will draw on perspectives from a diverse group of speakers with expertise ranging from psychology to media to government policy. This session will provide attendees with upbeat views of how to move forward with communicating in controversial arenas, using climate action as the catalyst for discussion. Participants will hear examples of moving from climate science to action, moving from traditional media to social and digital media, and moving from the deficit model of communication and conduit metaphor to more interactive dialogue. With this dynamic panel and in the lead up to the release of the IPCC's Working Group 2 (Impacts and Adaptation) report at the end of March 2014, we are expecting plenty of audience discussion.

**PRODUCERS:**  
Claire Harris



Simon Torok



**SPEAKERS:**  
Jaelle Bajada



Alvin Stone



Lyndal Byford



Corey Watts



John Gardner



**Delivering integrated reports from interdisciplinary projects**

#W8

Room B1

**In** How can over 100 authors produce a suite of integrated and consistent interdisciplinary reports that clearly communicate the outcomes of scientific research, adequately visualise these outcomes and address stakeholder needs? CSIRO has been delivering reports in such environments for years and has developed innovative and adaptive workflows to achieve this end. These workflows involve the skills of editors, mapmakers and data visualisation experts.

**B**

**I**

**Pr** These reporting experts need to work together to ensure the consistency and quality of the final product and do so using tools (such as reporting standards), collaborative software (such as Microsoft SharePoint) and diligent file versioning protocols.

The team will present a panel discussion, including a role-playing session and an open question and answer session. The role playing session will illustrate how a common reporting issue is raised and resolved including the flow-on implications that it has on every aspect of reporting. The panel will also cover issues regarding the needs of the report's authors, reviewers and audience and how they shape each specific report to ensure maximum clarity of communication.

**PRODUCER:**  
Maryam Ahmad



**SPEAKERS:**  
Becky Schmidt



Heinz Buettikofer



WEDNESDAY

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# 10:45-11:15

# WEDNESDAY 5th february

## SESSION DETAILS

[bit.ly/1i5sjYH](http://bit.ly/1i5sjYH)

**St Case studies and papers: Citizen Science**

#W9

Room B2

**In Developing principles for Citizen Science**

One of the outcomes of the Big Science Communication Summit held in early 2013 was to develop a draft guide for citizen science. Towards this the CSIRO has undertaken a stock-take of its citizen science projects and developed a set of principles to guide citizen science and to feed into a guide for citizen science.

The purpose of this session will be to share CSIRO's citizen science principles with a wider audience, through a structured conversation, seeking both input to the principles, and discussing how other people or organisations might use or adapt them.

**SPEAKER:**

Craig Cormick



**Not just a load of rubbish: Young peoples' participation in marine debris citizen science program**

Aims of a marine debris citizen science program were to inspire students with participatory fieldwork, increase understanding of the scientific process and increase awareness and knowledge of the impacts of marine debris. The program meets relevant key learning areas of the Australian Curriculum.

Schools participating in this citizen science program had two options: 1) a talk with scientists visiting the classroom or 2) the talk plus a beach excursion in which students do a beach walk to collect and classify debris and provide data to an online database.

The talk and beach walk was more effective than the talk alone in increasing students' knowledge and increasing their practice of pro-environmental behaviours. One favourite aspect of the program was participating in an authentic science experience.

My favourite part of the ... day was that I felt like a real scientist and that it felt like I participated in a global problem.

Student comments demonstrated that doing something positive doesn't have to be sexy to appeal. One favourite aspect of participation was collecting and sorting rubbish.

I liked doing the beach survey because it was making the environment healthy and I found it amazing seeing how much rubbish was in 50m only!

**SPEAKER:**

Jean Fletcher



**AUTHORS AND CONTRIBUTORS:**

Jean Fletcher  
Zarin Salter  
Nancy Longnecker

**Re Why do citizens donate to citizen science projects? Motivations of the SkyNet volunteers**

We investigated the motivations of volunteer citizen scientists from the astronomy based distributed computing project 'theSkyNet.'

Since its launch in 2011, theSkyNet has grown to approximately 19,000 members, who together donate between 20 and 35 TFlops of computing power to astronomy research (equivalent to a mid level supercomputer dedicated to astronomy data processing).

Understanding the motivations of citizen scientists can inform future projects and help recruit further volunteers, as well as retaining current donors. In this presentation we'll discuss the results of a survey conducted on theSkyNet's volunteers, asking why they joined theSkyNet and questions about their frequency and method of donation, as well as providing a brief history of theSkyNet.

**SPEAKER:**

Kirsten Gottschalk



**AUTHORS AND CONTRIBUTORS:**

Kirsten Gottschalk  
Will Grant  
Kevin Vinsen  
Alex Beckley

WEDNESDAY

Use the bitly links to go direct to the online information for each session

**Theme**

**Is**

Insight

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**Career audience**

**B**

Beginner

**I**

Intermediate

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Advanced

**Type**

**Pr**

Produced session

**St**

Series of talks

**Pd**

Professional development

# 10:45 -11:45

# WEDNESDAY 5th february

## SESSION DETAILS

[bit.ly/1i5sjYH](http://bit.ly/1i5sjYH)

### St Case studies and papers: Citizen Science

#W9

Room B2

#### The impacts of an ecological citizen science program on volunteer participants

Summary: Citizen science, a burgeoning field of research, involves the participation of the public in scientific projects. These projects require a bilateral exchange of information between scientists and the wider community. Scientists commence the exchange by providing educational information about the project and the taxa or phenomenon of interest. Data are then collected or analysed by the community and submitted to scientists. Once these data have been analysed or compiled by scientists, the results must be presented back to the community. Globally, there are hundreds of thousands of volunteer participants involved in citizen science projects. We describe the impacts on participants of an ecological citizen science program operating over six years in South Australia. Individual projects were focussed on local wildlife taxa, including bluetongue lizards, possums, Australian magpies, spiders and koalas. We have found that many participants have learnt about these species, including how to identify them. Many participants have also developed an increased interest in these wildlife and some have changed their behaviour as a result of being involved in our program. We discuss the importance of the bilateral exchange of information in generating the impact on participants. We also propose ways to increase the impact of projects, with a focus on innovative styles of data collection and methods of presenting results back to the community.

SPEAKER:

Philip Roetman



### Community Storytelling Series 2 (part 1): Art and practice of story capturing

#W10

Room B3

Pd Sharing stories is possibly one of the most important ways we have of communicating with each other. It is how we share our hopes and fears, dreams, and passions and what we believe and value as well as what we do not. We discover and make sense of our lives by telling the stories we live and we find out about other lives by listening to the stories they tell.

This workshop will cover all the essential elements to capturing a great story as well as a practical section to help you put storytelling into practice for your not-for-profit.

Join this workshop to discover:

#### Finding the story

- What makes a good story and why
- The most important thing of all when catching stories

#### Bringing the story out

- Interviewing technique
- The 6 steps to an awesome interview
- The best questions

#### Storyboard creation

- What is a storyboard
- How to make a storyboard

#### Video interviewing

- The 4 elements to a great video interview

#### Story capturing put into practice

- Practical section
- Practice makes perfect

PRODUCER:

Kali Madden



SPEAKER:

Susan  
Rooney-  
Harding



WEDNESDAY

Use the bitly links to go direct to the online information for each session

#### Theme

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#### Career audience

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Produced session

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Series of talks

Pd  
Professional development

12:00-12:45

WEDNESDAY 5th february

## SESSION DETAILS

[bit.ly/LpjjiB](http://bit.ly/LpjjiB)

St Case studies and papers: Evaluation, research, narrative, children's education #W11 Auditorium

## Re You say 'evaluation', I say 'research': Lessons from interviews with evaluation experts

Efforts aimed at determining "what activities work when" in science communication typically focus on evidence that is provided in evaluation reports to funders. However, this evidence is heavily influenced by the contexts in which these reports are written.

To examine these contexts, I conducted a series of interviews with science communication "evaluation experts" from Australia and the UK. These interviews represent a range of perspectives in science communication evaluation including policymakers, academics, consultants and funders (including government). Based on these interviews, I will discuss several assumptions about evaluation that influence how science communication evaluation is performed and interpreted. In particular, disagreement about what it means to "evaluate" and how or whether "evaluation" is different from "research", may have important implications for establishing an evidence base for science communication.

I will also introduce some of the differing perspectives offered in my interviews, and discuss some possible ways of overcoming these differences. These possible solutions centre around clarification and acknowledgment of multiple and potentially conflicting evaluative perspectives, improvement of evaluation through research on (as opposed to practice in) evaluation, and a change in evaluation models for science communication.

## Communicating science through narrative

Narrative is not widely used in formal science education. This may be because narrative communication is considered to lack objectivity due to use of elements such as character and storyline. Nevertheless, study of advantages of narrative in communicating scientific information is important and a theoretical background is being established.

We report quantitative measures of effectiveness of narrative by comparing student recall of scientific information delivered via a narrative or a list of facts. Students in a large first year university class (n=443) were provided the same information as either a story or as a list of facts. They answered an online quiz three times to test their recall of information over the short term (immediately and one week later) and medium term (after eight weeks).

Short term, students who received the information via the story had similar quiz scores to those who received the facts via the more traditional, didactic list. This indicates that reading the story did not 'distract' from the purpose of learning. After eight weeks, students who received information via the story had better quiz scores, supporting the claim that narrative can be a valid manner of communicating scientific information, even in a formal education setting.

## Is Lying to children: Defining the limits of science and education

Popular science writers Ian Cohen and Jack Stewart wrote, "A lie-to-children is a statement that is false, but which nevertheless leads the child's mind towards a more accurate explanation, one that the child will only be able to appreciate if it has been primed with the lie." Science education is full of examples of such 'lies-to-children', from Bohr's model of the atom to how genes lead to phenotypes.

By better understanding the history and philosophy of science, science educators can discuss their views on how to contribute to the community's efforts to educate people in science. This talk will present the changing focus between CSIRO Publishing's print magazines – Scientriffic (for children) and The Helix (for teens) – as a case study in how a philosophical structure informs decisions in how to communicate complex topics to a scientifically naive audience

SPEAKER:  
Melanie  
McKenzie



SPEAKER:  
Kohei Ishigami



AUTHORS AND CONTRIBUTORS:  
Kohei Ishigami  
Nancy Longnecker  
Mzamose Gondwe  
Tess Williams

SPEAKER:  
Jasmine  
Leong



WEDNESDAY

Use the bitly links to go direct to the online information for each session

## Theme

Is  
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Research

## Career audience

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BeginnerI  
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## Type

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Produced sessionSt  
Series of talksPd  
Professional development

# 12:00-12:45

# WEDNESDAY 5th february

## SESSION DETAILS

[bit.ly/LpjjiB](http://bit.ly/LpjjiB)

**St Case studies and papers: Agricultural audiences, apps, messaging and visualisation** #W12 Room B1

**Im Appy days: A case study of SoilMapp**

There are now 40 billions 'apps' downloaded to portable devices worldwide. Almost half (8.7 million) of adult Australians own a smart device, such as a tablet or mobile phone and during June 2012, 4.45 million adult smartphone users downloaded a mobile app.

The opportunities apps provide for greater, easier access and interaction with information and other people is undeniable. Many research and government agencies realise this and are supporting the development of apps for internal and external audiences. There are many factors that government agencies, like CSIRO, need to explore to develop and distribute apps.

This case study outlines the experience of the CSIRO team involved in the final development, release and promotion of SoilMapp, CSIRO's first official app. SoilMapp for iPad provides access to the best nationally consistent soil databases available in Australia.

This paper will provide an overview of: 1) the processes and inputs required for releasing SoilMapp (including from information technology, legal, business development and communication specialists), 2) the communication objectives, activities, and resources required, 3) challenges and learnings and what could or should have been done differently, 4) the impacts – both expected and unexpected – from the app, including for communication, research and project collaboration.

**SPEAKER:**  
Claire Harris



**AUTHORS AND CONTRIBUTORS:**  
Claire Harris  
Peter Wilson

**In Smarten down the message**

If you ever find yourself in the situation where you are catering for a group, and you are wondering how much food to prepare, the best thing to do is to prepare a little extra, just in case. The last thing you want to do is run out. Believe it or not, you've just read two sentences that describe exactly how some herbicide resistant crop weeds counterattack the commonly used herbicide, glyphosate. The focus of the Australian Herbicide Resistance Initiative (AHRI) is profitable farming, and to help growers achieve this we convert the high level science our researchers perform into simple, easy to understand messages. As we will demonstrate, we layer levels of information and "smarten down the message" using the SUCCESS principle (Simple Unexpected Concrete Credentialed Emotional Story). Layer one appeals to growers by fitting science into their world. Layer two adds more detail to the story, appealing to agronomists. The third layer targets the scientific community, or those who are after the full scientific detail in the form of a paper. In workshops and media, we follow the principle of growers talking to growers through our "key influencer" farmers. Essentially, we provide the story, not just the science.

**SPEAKER:**  
Brogran Micallef



**AUTHORS AND CONTRIBUTORS:**  
Brogran Micallef  
Peter Newman  
Lisa May

**Vi Visualising insects: An exploration through science and art**

Visualising the world of insects is at its most exciting and innovative stage of science exploration with resources and technology to envisage intricate and complex detail, explicitly from the miniscule extremes of internal and external microscopic examination. Over the last twelve months, a unique collaboration has occurred between CSIRO Scientist, and artist, in unifying their scientific and creative research interests of visualising insects from the Australian National Insect Collection. This intersection of science and art, within the fields of computational Informatics, material science and entomology is truly a creative catalyst for imagination, ideas and innovation, particularly through the technical and aesthetic processes in which scientist and artist collaborate. We discuss the results of this Science and Art partnership, including the challenges and benefits we have experienced both for a large interdisciplinary research organisation, (The Commonwealth Scientific and Industrial Research Organisation – CSIRO) and for National exhibited artworks.

**SPEAKER:**  
Eleanor Gates-Stuart



**AUTHORS AND CONTRIBUTORS:**  
Eleanor Gates-Stuart, Chuong Nguyen

Use the bitly links to go direct to the online information for each session

**Theme**

**Is** Insight **Im** Impact **In** Innovation **Vi** Visualisation **An** Anniversary **Re** Research

**Career audience**

**B** Beginner **I** Intermediate **A** Advanced

**Type**

**Pr** Produced session **St** Series of talks **Pd** Professional development

WEDNESDAY

# 12:00-12:45

# WEDNESDAY 5th february

## SESSION DETAILS

[bit.ly/LpjjiB](http://bit.ly/LpjjiB)

**St Case studies and papers: Climate change, adaptation and trust**

#W13

Room B2

**Is Climate change 'experts' on the internet soapbox: Democratising science and the media through blogs**

**SPEAKER:**  
Jenni Metcalfe



The rise of the blogosphere in the last decade has led to a proliferation of digital voices on politicised scientific issues such as climate change. However, this does not mean that the 'ordinary' person, as compared to mainstream media representatives or scientific experts, has more engagement or influence in such issues than before the emergence of Web 2.0 technologies. The followers of issues-based and increasingly politicised blogs have tended to follow the elites – educated, mostly male bloggers with a background in journalism or writing. My research is finding that the dominant voices in the blogosphere conversations appear to be deniers of anthropogenic climate change with strong links to vested media and commercial interests. These links to vested interests make it harder for ordinary people to participate with expert scientists in the digital debate about climate change science. Despite this, there are opportunities for climate scientists to participate more actively in the blogosphere by being prepared to provide quick clear information about the latest climate science. Ordinary people can also participate more effectively in the blogosphere to increase their impact and voice by developing interest groups of concern and by networking and linking with influential groups, including mainstream media.

**Is Research communication for immediate impact: Climate adaptation in Australia**

**SPEAKER:**  
Liese Coulter



More than 140 research final reports were published by the National Climate Change Adaptation Research Facility (NCCARF) in 2012-2013 across 9 thematic areas. With this federally funded research investment to support decision making in government, business and the community, a high value is placed on the amount and quality of stakeholder involvement in the research and how quickly findings are referenced in sector-specific communication and policy. To explicitly address research communication and application in the Adaptation Research Grants Program (ARGP), NCCARF required primary investigators to prepare an End-user Engagement and Communication Plan for each project. The authors use three ARGP research final reports to demonstrate stakeholder-specific patterns of access in different sectors, based primarily on analytics from a purpose-designed, freely-accessed web site and public media attention and reporting. Stakeholder involvement is traced through: the original engagement and communication plans; researcher and stakeholder activities to promote the research in business, government and the community, and feedback on early consideration of the research by decision makers. The cases demonstrate the divergent nature of use and access to research information to support climate adaptation in human health, emergency management and settlements and infrastructure.

**AUTHORS AND CONTRIBUTORS:**  
Liese Coulter  
David Rissik  
John Zhong

WEDNESDAY

Use the bitly links to go direct to the online information for each session

### Theme

**Is** Insight **Im** Impact **In** Innovation **Vi** Visualisation **An** Anniversary **Re** Research

### Career audience

**B** Beginner **I** Intermediate **A** Advanced

### Type

**Pr** Produced session **St** Series of talks **Pd** Professional development



12:00-12:45

WEDNESDAY 5th february

## SESSION DETAILS

[bit.ly/LpjjiB](https://bit.ly/LpjjiB)

## St Case studies and papers: Climate change, adaptation and trust

#W13

Room B2

## Is Using trust during peer to peer communication about a contentious issue: Climate change and farmers

SPEAKER:  
Sarah Cole

The issue of climate change can be contentious for Australian farmers. Adapting will likely require incremental and transformative change using knowledge from new research or innovative practices. Diffusing innovations, Rogers asserts (2003), is a complex communication process. Trusted face-to-face information sources who share similar attitudes and values can be a critical and accelerating factor when people are learning about something new. A strong body of evidence regarding technology transfer in forestry workers also supports this concept. An example of a program that relies on strong peer-to-peer learning is the Climate Champion program. The program aims to help farmers manage increasing climate risk in Australia through better on-farm decisions, and the 37 participants demonstrate real-life examples of these strategies. Chosen (in part) as good communicators in their regions and industries, they particularly communicate with other producers about these issues. This Masters research case study explores how trust in Climate Champion participants' communication contributes to the program's objectives, how Climate Champion participants create trust, and how trust can contribute to learning in those farmer networks. With added insights into how people convey climate risk knowledge, we may be able to identify people who will likely be trusted communicators in their networks.

## Community Storytelling Series 2 (part 2): Are and practice of story capturing

#W10

Room B3

Pd Sharing stories is possibly one of the most important ways we have of communicating with each other. It is how we share our hopes and fears, dreams, and passions and what we believe and value as well as what we do not. We discover and make sense of our lives by telling the stories we live and we find out about other lives by listening to the stories they tell.

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**Bringing the story out**

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- The 6 steps to an awesome interview
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**Storyboard creation**

- What is a storyboard
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**Video interviewing**

- The 4 elements to a great video interview

**Story capturing put into practice**

- Practical section
- Practice makes perfect

PRODUCER:  
Kali MaddenSPEAKER:  
Susan  
Rooney-  
Harding

WEDNESDAY

Use the bitly links to go direct to the online information for each session

## Theme

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## Type

Pr

Produced session

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Series of talks

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Professional development

13:45-14:30

WEDNESDAY 5th february

## SESSION DETAILS

[bit.ly/1cAOfEK](http://bit.ly/1cAOfEK)**St Case studies and papers: Engaging different audiences: Maths communication, events and entertainment**

#W14

Auditorium

**Is Maths and science: the original frenemies**

The Inspiring Australia strategy includes mathematics in its definition of science as 'a field of study in its own right, as well as an essential tool of the sciences'. However, science and mathematics are still often referred to as two distinct fields, such as in the Australian Curriculum.

CSIRO Publishing produces Science by Email and Maths and Stats by Email, which have similar target audiences: children aged 9 to 13, and their teachers, parents and the general public. Through these publications, CSIRO Publishing is in a unique position to investigate the public's perception of mathematics, science, and the relationship between the two.

Surveys of both newsletter audiences allow analysis of the differences between these science and mathematics groups, comparing how readers engage with the newsletters and the impact the newsletters have on them. Data from the mailing list software includes open rates and click rates as measures of reader engagement. The combined data gives insight into how these audiences overlap, and shows any key differences in how the readers interact with the newsletters. This helps us better understand the intersection of science and maths communication, and how to deliver greater impact for our publications.

**SPEAKER:**

David Shaw

**AUTHORS AND CONTRIBUTORS:**David Shaw  
Patrick Mahony**Is Building the 'Y' of science communication: insights into a collaborative strategic narrative**

Building a future we all want to live in is a key challenge for humanity and is framed by the constraints of sustainability. One of the enablers of sustainable societies is that they have adaptive capacity – the ability to identify challenges, consequences and opportunities, and be able to respond positively with an appetite for innovation and new ways of being.

The Hunter Valley Electric Vehicle Festival is a collaborative community engagement platform contributing to a strategic narrative of building dynamic and innovative sustainable societies. The Festival has a series of three events – the EV Policy Workshop, the EV Prize race day and the community EV Show, that target specific audiences around the narrative of sustainable transport and cleantech industry development in a resource intensive region. The targeted audiences are industry and government policy makers, current and future innovators as well as the broader community.

The approach of the Festival has been to immerse the target audiences in the challenges and co-creation of solutions. The success of the program has been as an interactive demonstrator for the 'process' of science where creativity and the development of new possibilities meets the reality of performance in the real world.

**SPEAKERS:**

Gary Ellem



Danielle Lloyd-Prichard

**Is On the plus side: What people love hearing about maths**

Dine with us on a light but informative smorgasbord of recent successes in communicating maths and what we as science communicators can learn from them. Take-aways encouraged!

This presentation offers an entertaining romp through maths communication, education and social media. Using 'how to count fish' (or 'fishery stock estimation') as a case study, we'll explore engaging ways to communicate mathematical concepts to a range of audiences.

We'll look at maths communication from the educational to the entertaining in a range of media including video, online newsletters, blogs, performance. We'll discuss why maths is important, why mathematicians do maths in the first place, why we think everyone should know a bit more about maths and what it does.

As we move around the buffet table, we'll touch on maths and The Simpsons, and explore why people go crazy on social media about dates like 5/8/13, 31/8/13 and 5/12/13. That just about sums it up really.

**SPEAKERS:**

Carrie Bengston



David Shaw



Use the bitly links to go direct to the online information for each session

**Theme****Is**

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Produced session

**St**

Series of talks

**Pd**

Professional development

WEDNESDAY

# 13:45-14:30

# WEDNESDAY 5th february

## SESSION DETAILS

[bit.ly/1cAOfEK](http://bit.ly/1cAOfEK)

### Evaluation workshop: Collecting evidence to determine if you have had an impact

#W15

Room B1

Im

In this workshop, you will consider evaluation tools developed by the presenters in a project supported by Inspiring Australia. This work contributes to the IA objective of developing the evidence base for science engagement.

Pd

The presenters will provide examples of different evaluation tools, show illustrations of results from their use and lead a discussion about choosing evaluation tools. Attendees will consider evaluation for the sometimes competing requirements of reporting and learning what is needed to improve activities as well as compatibility of different tools with available resources and audience constraints.

Opportunities will be explored to establish or build on collaborations that facilitate evaluation of different programs.

#### PRODUCERS AND PRESENTERS:

Jo Elliott



Nancy Longnecker



Mzamose Gondwe



St

### Case studies and papers: Communicating risk and tackling misinformation

#W16

Room B2

Im

#### Combating a two decade misinformation against the scientific consensus on climate change

The Skeptical Science website refutes climate misinformation with peer-reviewed science. We achieve this by embracing a diversity of message formats, delivered through social media and smartphone apps, delivered to hundreds of thousands of people each month. To cater to a diverse audience, myth rebuttals are available at advanced, intermediate and beginner levels, from detailed, technical treatments to tweetable one-liners. While social media has been an effective medium, we experimented with an alternative model in 2013, employing the strategic combination of open-access peer-review, mainstream media outreach and social media marketing. This strategy was adopted with the release of a paper quantifying the level of agreement on human-caused global warming in published climate papers, designed to reduce the influence of a two decade misinformation campaign manufacturing doubt about the scientific consensus. The campaign resulted in global mainstream media attention as well as acknowledgement from key public figures such as President Obama, Al Gore and the UK Minister for Energy Edward Davey. Another measure of impact was a strong backlash from opponents of climate action, with over 150 online articles attacking our research in the 100 days since publication. Our approach was informed by psychological research into both the importance of scientific consensus and how to reduce the influence of misconceptions. While multiple methods of delivery are important, equally important is the construction of the messages themselves. I will examine the science of crafting compelling messages and how combination with diverse message delivery can lead to impactful communication outcomes.

SPEAKER:  
John Cook



WEDNESDAY

Use the bitly links to go direct to the online information for each session

#### Theme

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Series of talks

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Professional development

13:45-14:30

WEDNESDAY 5th february

## SESSION DETAILS

[bit.ly/1cAOfEK](http://bit.ly/1cAOfEK)St **Case studies and papers: Communicating risk and tackling misinformation** #W16 Room B2Im **Immunisation: Informing the nation**

In 2011 the number of 'conscientious objectors' to immunisation was on the rise. The Australian Academy of Science identified a need for unbiased, easily understood and scientifically sound information on immunisation. Over 12 months a working group of the nation's top experts in the field put together the Science of Immunisation: Questions and Answers booklet, designed to assist Australian people to make an informed decision about immunisation. A carefully designed and executed launch and communication strategy yielded excellent results: widespread coverage across news, entertainment, features, and social media; endorsement and uptake by key leadership groups; booklet readership in the millions; consumer-driven immunisation information initiatives; and a national conversation which has led to legislative change.

In this presenting this science communication success story, I'll outline the communication strategy, implementation and results, including the longer-term impact on both quantity and quality of media coverage of the issue, and promising signs of behavioural change in Australian society.

SPEAKER:  
Kylie Walker

## Community Storytelling Series 2 (part 3): Art and practice of story capturing

#W10

Room B3

Pd Sharing stories is possibly one of the most important ways we have of communicating with each other. It is how we share our hopes and fears, dreams, and passions and what we believe and value as well as what we do not. We discover and make sense of our lives by telling the stories we live and we find out about other lives by listening to the stories they tell.

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- Practical section
- Practice makes perfect

PRODUCER:  
Kali MaddenSPEAKER:  
Susan  
Rooney-  
Harding

WEDNESDAY

Use the bitly links  
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for each session

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development

# 14:45-15:30

# WEDNESDAY 5th february

## SESSION DETAILS

[bit.ly/Lf8VKD](http://bit.ly/Lf8VKD)

**St Case studies and papers: Influencing enrolments and career choices, young people and students in high school and university**

#W17

Auditorium

**Im STEM Futures: An innovative approach to guiding career choices for high school students**

**SPEAKER:**

Maria Barrett



The recent position paper from the Office of the Chief Scientist has called for a strategic approach to science, technology, engineering and mathematics (STEM) in the national interest (Office of the Chief Scientist, 2013). To reverse the declining trends in STEM participation at all levels of education, the paper recommends students be guided in their study decisions by highlighting the need for an increasingly diverse and well qualified STEM workforce. Much has been written about the importance of using STEM professionals as role models to steer school students towards STEM careers (e.g. NFER 2013, Ware & Stein 2013). There is also a focus on presenting career options to senior secondary school students to guide their tertiary study choices. However, the declining numbers of students studying sciences and mathematics as senior subjects means that there is already a lower pool of students to make the progression to tertiary studies in STEM areas. The STEM Futures model has been developed by the Science and Engineering Faculty as part of the QUT Widening Participation program to build aspirations for tertiary STEM studies for students from disadvantaged backgrounds. The program works in conjunction with science and mathematics departments in target high schools to showcase STEM-based careers to students in year 10. By demystifying the tertiary study required for these professions through presentations by currently enrolled student ambassadors, the program endeavours to increase the number of students undertaking science and mathematics in senior school in preparation for their progression to university STEM studies. The premise of the program is based on a continuum of career decision making, particularly for those 'first in family' students, with the decision to undertake senior science and mathematics a requisite to successful transition to the tertiary studies associated with their desired STEM-based career. Results to date have been very positive, with targeted schools reporting an increased interest and level of enrolment in senior sciences and mathematics subjects. This program also has broader application, with requests to host STEM Future events from schools outside the Widening Participation network.

**Re Pop culture influences on tertiary physics enrolments**

**SPEAKER:**

Tom Gordon



Popular culture offers a variety of opportunities and avenues for potential tertiary students to become engaged in physics. These include programs such as "The Big Bang Theory", or "The Wonders of the Universe with Brian Cox", personalities such as "Karl", video games such as "Portal" and web comics such as "xkcd". These pop culture products are generally not aimed at boosting tertiary enrolment but at entertainment, while still conveying some strong physics concepts and processes. There is anecdotal evidence to suggest that some individuals have enrolled in tertiary science degrees because of pop culture influences, and some historical increases in science enrolments have been linked to popular culture (notably the boom in university forensic science courses in the early 2000s, precipitated by popular crime television programs). But the reach and strength of pop culture's influence on science enrolments has not been systematically studied, particularly with respect to physics.

**AUTHORS AND CONTRIBUTORS:**

Tom Gordon  
Chris Stewart  
Lindy Orthia  
Merryn McKinnon

The aim of this project was to examine the influence of popular culture on secondary students' ambitions to enrol in tertiary physics. We surveyed secondary school students in NSW about what influences their subject choices. The survey considered pop culture influences such as television programs, video games, web comics, and more. In this presentation we will share some preliminary results, and discuss the potential for capitalising on popular culture to encourage further enrolments in tertiary science.

Use the bitly links to go direct to the online information for each session

**Theme**

**Is**  
Insight

**Im**  
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Innovation

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Visualisation

**An**  
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Research

**Career audience**

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Intermediate

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Advanced

**Type**

**Pr**  
Produced session

**St**  
Series of talks

**Pd**  
Professional development

WEDNESDAY

# 14:45-15:30

# WEDNESDAY 5th february

## SESSION DETAILS

[bit.ly/Lf8VKD](https://bit.ly/Lf8VKD)

**St** Case studies and papers: Influencing enrolments and career choices, young people and students in high school and university

#W17

Auditorium

**Im** The SEEC (Science, Engineering, Education, Communication) cooperative

**SPEAKER:**  
Terry Burns



In general Australian science communication and outreach events tend to have a very short-term focus and an ad hoc approach. This is not to say that we don't do anything good; quite the opposite. We generally provide excellent freestanding programs and events but with several common pitfalls. For example, events/programs frequently:

- focus on "Isn't science fun" rather than "You could do this"
- are inadequately resourced
- are not ongoing
- work in competition with each other
- are often not focused on a specific (and therefore measurable) outcome
- provide very little scaffolding for participants. i.e. they often fail to show where participants fit in or how the event is relevant to them

The University of Newcastle has developed a platform known as the SEEC (Science, Engineering, Education, Communication) cooperative. SEEC provides an innovative and structured sequence of interactions with young people a numerous occasions through their schooling, as well as a context for them to continue to engage with STEM as they grow. SEEC relies on an active partnership between family, community, business and government.

The SEEC cooperative is proposed as a very practical way to increase STEM\* engagement, science communication, and young people's interest in science and engineering careers.

In the session the existing SEEC programs at the University will be briefly introduces and to opportunities for further growth and cooperation explored.

\*STEM is an acronym for Science, Technology, Engineering and Mathematics

WEDNESDAY

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# 14:45-15:30

# WEDNESDAY 5th february

## SESSION DETAILS

[bit.ly/Lf8VKD](http://bit.ly/Lf8VKD)

**St Case studies and papers: International agricultural research, collaboration and interaction and engaging with audiences online**

#W18

Room B1

**Is Communication between agricultural scientists in international teams for rural development**

This paper reports research findings on how agricultural scientists working on research and development projects in South East Asia communicate with each other. Successful communication between scientists was shown to be vital for building effective relationships and outcomes from scientific projects implemented in developed countries, particularly as it enhanced trust and respect between team members. However, this contention has not been tested for international research teams from developed and developing countries working on collaborative projects in developing countries.

Qualitative interviews were conducted with 30 agricultural project managers, research scientists and communication specialists from various disciplines in agriculture, livestock production, fisheries and forestry in Australia and in Lao People's Democratic Republic (PDR) in 2011 and 2012. Interviewees cited informal face-to-face communication via meetings, field trips and, to a lesser extent, email as the most important forms of communication. Stronger relationships developed between team members when communication modes used non-verbal cues and verbal message content, which led to more nuanced and 'richer' communication that improved professional relationships.

Formal communication through the production of co-authored referred journal and conference papers played a very minor role in communication between these scientists as the donor organisation and Lao institutions placed little importance on them. Therefore, the continued strategic use of face-to-face communication would enable and enhance effective management and outcomes from international collaborations for agricultural and rural development, while further research is required into the effectiveness and future uses of digitally mediated communication between scientists collaborating over geographic and temporal boundaries.

**SPEAKER:**

Wesley Ward



**AUTHOR AND CONTRIBUTOR:**

Lisa Given

**In Building a community of practice in food security research**

In 2013, a project between four Australian government agencies began. The Food Systems Innovation project aims to more effectively apply evidence-based approaches to agricultural development and food security policy and programs. Interestingly the project has a strong focus on learning, knowledge exchange, capacity building and communication.

The project team is working across agencies and many different disciplinary backgrounds: from biophysical and socio-economic science, to knowledge management and adult learning. This has presented a confronting yet fruitful environment for exploring what is, in the eyes of project supporters, critical to ensuring future impact of research for development.

This presentation will summarise some of the activities underway in the project centred around knowledge brokering and communication to improve the creating, sharing, and use of knowledge. Some of these activities include:

- understanding how people, with diverse backgrounds, for example scientists working in CSIRO and program staff working in AusAID, learn and apply knowledge
- developing a knowledge management system, building on the experiences of other projects around the world, as the basis of the online engagement within the Community of Practice
- establishing cross-organisation communication and engagement approaches and priorities.

**SPEAKERS:**

Joanna Hicks



**AUTHORS AND CONTRIBUTORS:**

Joanna Hicks  
Claire Harris  
Wolf Wanjura

WEDNESDAY

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# 14:45-15:30

# WEDNESDAY 5th february

## SESSION DETAILS

[bit.ly/Lf8VKD](http://bit.ly/Lf8VKD)

### St Case studies and papers: International agricultural research, collaboration and interaction and engaging with audiences online #W18 Room B1

#### MOOC (Massive Open Online Course)

Summary: MOOCs (Massive Open Online Courses) offer a brilliant opportunity for educators, science communicators and scientists to collaborate and interact with a large international audience of web users.

The Global Change Institute, University of Queensland is about to release 'Tropical Coastal Ecosystems', an online course that is expected to be one of the largest free courses ever run in Australia. Included in this course is a virtual fieldwork component: diving on the Great Barrier Reef via Google Maps.

What are the advantages of using MOOCs to access large international audiences? Can we use MOOCs for other science communication outcomes?

A review of our experiences with engaging, educating and collaborating using new media.

**SPEAKERS:**  
Pahia Cooper



### St Case studies and papers: Communicating risk and tackling misinformation in human and animal disease and biosecurity #W19 Room B2

#### Im Communicating biosecurity risks in New Zealand

The Ministry for Primary Industries (MPI) is the lead government agency that manages biosecurity responses in New Zealand. MPI operates in an environment where biosecurity risks and political pressures must be managed. Effective communication is crucial for all post-border responses. Scientific information guides decision making and helps determine risks associated with non-indigenous species. This presentation will describe a case study and provide insights into how science communication can affect the success of a response. In March 2013, MPI was notified of imported flyscreens with undeclared sand and soil as a ballast. The flyscreens were distributed across Australasia and although the laboratory confirmed they were low risk, MPI carried out a public recall. This case study illustrates that effective science communication can mitigate political and reputational pressures, and ensure appropriate outcomes.

**SPEAKER:**  
Oriana Brine



#### Is Ban the book or manage the risk? How to handle asbestos products in the home: a case study in risk communication

Because of the large number of homes in Australia that include some asbestos building materials, there is an ongoing issue for homeowners, hobby renovators and members of the public about how to safely handle asbestos products. In 2009, Biotext was appointed by the Australian Government Department of Health and Ageing on behalf of the Environmental Health Subcommittee (a committee made up of representatives of all states and territories) to write and design a booklet for homeowners about the risks of asbestos for householders and the general public.

Our brief for the booklet were twofold:

- To communicate the health risks associated with low levels of asbestos exposure, such as occur in a home environment.
- To provide guidance on how to safely handle asbestos products in the home.

**SPEAKER:**  
Janet Salisbury



WEDNESDAY

Use the bitly links to go direct to the online information for each session

#### Theme

Is Insight Im Impact In Innovation Vi Visualisation An Anniversary Re Research

#### Career audience

B Beginner I Intermediate A Advanced

#### Type

Pr Produced session St Series of talks Pd Professional development

# 14:45-15:30

# WEDNESDAY<sup>5th february</sup>

## SESSION DETAILS

[bit.ly/Lf8VKD](http://bit.ly/Lf8VKD)

The first aim of the booklet—risk communication—was a major challenge. As with many other environmental agents, there is no level of exposure that can be identified as 'no risk' and risk communication for this issue involved the difficult task of providing clear information to promote the necessary precaution without over- or understating the danger. To convey these difficult concepts, we developed simple text and infographics to illustrate different risk factors and levels of risk, and designed an overall theme for the booklet based on a visual concept of dandelion fluff.

The second aim of the booklet—guidance on safe handling—was also challenging because of the wide variety of asbestos products that have been used in buildings and the number of different situations when exposure can occur. To achieve this aim, we used simple text, infographics, photographs, hypothetical case studies and action-focused information.

After many drafts, committee haggling and approvals, focus group testing, and sign-off by state, territory and federal chief medical officers, the booklet was published in 2012. Its publication caused an immediate outcry from asbestos disease sufferers support groups leading to 'ban the book' demonstrations in Victoria in late 2012. This was followed by revision of the booklet and publication of a new edition in 2013.

This talk will explore what happened, including our role as science communicators in this highly contentious policy area.

### Re **Straight from the horse's mouth: The uptake of risk management strategies for Hendra virus by horse owners**

Hendra Virus is a fatal disease transmitted from bats to horses and then to humans. This zoonotic virus has a mortality rate of 54% in humans and over 80% in horses (McFarlane et al., 2011). With treatment options still experimental, risk minimization strategies aimed at infection prevention are the mainstay for disease management. A vaccine for horses released late in 2012 has become pivotal in controlling infection.

Because current risk management strategies rely on horse owners and trainers understanding and acting on preventative recommendations, it is vital to understand how these recommendations are received and acted upon by these stakeholders. Initial research suggests that there is a spectrum of horse owners' responses concerning strategies they could adopt to protect their horses and themselves against Hendra infections (Kung et al., 2013). These responses include taking action, knowing risk mitigation strategies and not adopting them, and finding the risk mitigation strategies impractical and irrelevant.

What factors drive those at risk of Hendra Virus infection to act on risk management strategies? What impediments are there to stakeholders taking action to protect themselves and their animals? This project is exploring factors involved in stakeholder decisions about risk management strategies: whether to act or not.

**SPEAKER:**  
Jennifer  
Manyweathers



**AUTHORS AND CONTRIBUTORS:**  
Jennifer Manyweathers  
Melanie Taylor  
Nancy Longnecker

WEDNESDAY

Use the bitly links to go direct to the online information for each session

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# WEDNESDAY 5th february

## SESSION DETAILS

[bit.ly/Lf8VKD](https://bit.ly/Lf8VKD)

Community Storytelling Series 2 (part 4): Art and practice of story capturing

#W10

Room B3

Pd

Sharing stories is possibly one of the most important ways we have of communicating with each other. It is how we share our hopes and fears, dreams, and passions and what we believe and value as well as what we do not. We discover and make sense of our lives by telling the stories we live and we find out about other lives by listening to the stories they tell.

This workshop will cover all the essential elements to capturing a great story as well as a practical section to help you put storytelling into practice for your not-for-profit.

Join this workshop to discover:

### Finding the story

- What makes a good story and why
- The most important thing of all when catching stories

### Bringing the story out

- Interviewing technique
- The 6 steps to an awesome interview
- The best questions

### Storyboard creation

- What is a storyboard
- How to make a storyboard

### Video interviewing

- The 4 elements to a great video interview

### Story capturing put into practice

- Practical section
- Practice makes perfect

PRODUCER:

Kali Madden



SPEAKER:

Susan  
Rooney-  
Harding



WEDNESDAY

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Professional development

# 16:00-16:30

## SESSION DETAILS

[bit.ly/1mg3YQb](http://bit.ly/1mg3YQb)

# WEDNESDAY<sup>5th february</sup>

### Formal conference wrap up

#W20

Auditorium

What has transpired at ASC2014? This session will highlight reflections from the diverse community attending ASC2014.

**PRODUCER:**  
Conference organising committee

# 16:30-17:00

## SESSION DETAILS

[bit.ly/1avhWWo](http://bit.ly/1avhWWo)

### Conference networking

#W21

Foyer

Here's your chance to catch up with those people you've been wanting to.

Will you tell them how much you loved their talk? Will you swap phone numbers or tell them that one thing you're going to do in the next week or month to keep the ASC2014 momentum happening?

**PRODUCER:**  
Conference organising committee

WEDNESDAY

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# Pre- and post-conference events

## SUNDAY 2nd february



10:00-13:00 **Community Storytelling Series (part 1)** #S1 Lab 2, The Edge, State Library

### [bit.ly/1maNEQf](http://bit.ly/1maNEQf) **Telling stories with images using smart phones and tablets**

A free 3 hour afternoon workshop for delegates facilitated by Susan Rooney-Harding and hosted by The Edge, State Library of Queensland

15:00 **The Storytelling of Science: A triple anniversary celebration** #S2 Edge Auditorium, The Edge State Library

[bit.ly/1i5oW3S](http://bit.ly/1i5oW3S) The ABC, the Australian Academy of Science, the Australian Science Communicators, and BrisScience are bringing Australia's top scientists and communicators together to explore the storytelling of science. See the best in the nation tell their own story of science, and drive their discussion on the stories behind cutting edge science. From the origin of the universe to the exciting technologies that will change our future, this event is one story you will want to hear.

#### FEATURING:

Prof Tim Flannery, Chair of the Climate Council  
Prof Jenny Graves, Australian Academy of Science Secretary for Education and Public Awareness  
Lynne Malcolm, ABC Science  
Dr Jesse Shore, Prismatic Sciences  
Prof Peter Adams, The University of Queensland  
Hosted by Dr Andrew Stephenson, BrisScience  
Produced by Kali Madden and Andrew Stephenson  
With guest bloggers from CitizenJ

## THURSDAY 6th february



9:30-17:30 **Community Storytelling Series (part 3)** #TH1 Lab 2, The Edge, State Library

### [bit.ly/1avyRuW](http://bit.ly/1avyRuW) **iPad/iPhone movie making using your iPads and iPhones**

Learn how to create a short video from your iPad/iPhone. You no longer need expensive cameras, editing suites and audio recorders! All you will need is an iPad or iPhone, a few cool apps and some inexpensive tools and you have yourself a one-stop media creation kit. In this day course you will learn how to use your iPad/iPhone to create a short video piece.

**COST:** \$150. Limited to the first 20 RSVPs

**NOTE:** "The art and practice of story capturing" on Wednesday is a pre-requisite for this course  
Hosted by The Edge, State Library of Queensland

Check out the other social events and special ASC2014 delegate invitations online: [bit.ly/1k5CLxE](http://bit.ly/1k5CLxE)

Add the session  
#hashtag and #ASC14 on  
all your tweets to join the  
conversation

To access the Conference wifi,  
please use the following details:  
**SSID: ASC2014**  
**password: csio111**



## MONDAY 3rd february



8:30-9:45 **Opening Session** #M1 Auditorium

[bit.ly/1maNBRZ](http://bit.ly/1maNBRZ) Welcome to Country  
ASC welcome and Conference opening **SPEAKER:** Joan Leach  
**KEYNOTE SPEAKER:** Ian Lowe The evolving challenge of science communication  
**THE IAN LOWE ADDRESS:** Geoff Garrett AO, Queensland Chief Scientist  
On conflict, change and creativity – the role of 'Communication Cubed'

9:45-10:45 **Plenary** #M2 Auditorium

[bit.ly/1fEXvXO](http://bit.ly/1fEXvXO) ARC, NHMRC, CSIRO: The leaders give their perspective on science communication in 2014

10:45-11:15 **Morning tea** - Interview booth available [bit.ly/1jhN8QT](http://bit.ly/1jhN8QT) Foyer

11:15-12:15 **Auditorium** #M3 **Room B1** #M4 **Room B2** #M5 **Room B3** #M6

[bit.ly/1jaBAkx](http://bit.ly/1jaBAkx) Open or perish: Long live the new king  
Business and industry, communities and controversy: What role does science communication play in public engagement?  
Science interest through the 'difficult years': A panel discussion with the audience  
Science Communication on the Internet: A Beginner's Guide

12:15-13:30 **Lunch** - Interview booth available [bit.ly/1jhN8QT](http://bit.ly/1jhN8QT) Foyer

13:30-13:45 **Plenary** #M7 Auditorium

[bit.ly/1b1R0WE](http://bit.ly/1b1R0WE) Simon France The Inspiring Australia strategy and outcomes: New in 2014

13:45-14:15 **Plenary** #M8 Auditorium

[bit.ly/1eQj23z](http://bit.ly/1eQj23z) Susannah Elliott Science and the information big bang

14:15-15:15 **Auditorium** #M9 **Room B1** #M10 **Room B2** #M11 **Room B3** #M12

[bit.ly/1f4Hm7](http://bit.ly/1f4Hm7) Science journalism under the microscope  
Science communication and leadership (part 1): Learning from our journeys  
Learning from/ Working with other disciplines  
Storytelling for Leaders (part 1)

15:15-15:45 **Afternoon tea** - Interview booth available [bit.ly/1jhN8QT](http://bit.ly/1jhN8QT) Foyer

15:45-16:45 **Auditorium** #M13 **Room B1** #M10 **Room B2** #M14 **Room B3** #M12

[bit.ly/1driiR7](http://bit.ly/1driiR7) The new science evangelism: Boon or bane for science communication?  
Science communication and leadership (part 2): Shaping our culture  
Science as News  
Storytelling for Leaders (part 2)

16:45-17:00 **Break**

17:00-18:00 **Debate** #M15 Auditorium

[bit.ly/1eGEvty](http://bit.ly/1eGEvty) Social media in science: hero or villain?

18:00-19:00 **Welcome event** #M16 Foyer

[bit.ly/1aclxNb](http://bit.ly/1aclxNb) Official SPECTRUM Science-Art Exhibition opening  
SCINEMA Screening: Best use of visual in SCINEMA entries from the past few years  
Poster Exhibition Session

19:00-20:00 **Speed networking** #M17 Room B3

[bit.ly/1i5qgnw](http://bit.ly/1i5qgnw)



# TUESDAY 4th february



7:00-8:30	<b>SCANZ-ASC Breakfast Event</b> #T1 Rydges South Bank	
<a href="http://bit.ly/1jaSb5C">bit.ly/1jaSb5C</a>	Evolution of science communication in New Zealand and Australia	
9:00-9:15	<b>Visual fast forwards</b> #T2 Auditorium	
<a href="http://bit.ly/1eQk3sp">bit.ly/1eQk3sp</a>	A taster from Sci-Art SPECTRUM exhibition.	
9:15-9:45	<b>Plenary</b> #T3 Auditorium	
<a href="http://bit.ly/LpgDTc">bit.ly/LpgDTc</a>	Drew Berry Seeing is believing: Why showing the nitty-gritty details is key to public engagement and excitement	
9:45-10:30	<b>Auditorium</b> #T4 <a href="http://bit.ly/1czXN1c">bit.ly/1czXN1c</a> The value of visualisation in science communication	<b>Room B1</b> #T5 Across the Tasman: Science communication in New Zealand  <b>Room B2</b> #T6 Case studies and papers: Contributions of books to sci comm history, creative storytelling inspired by wrestling, igniting curiosity in pre-school children  <b>Room B3</b> #T7 Working with scientists in developing countries to communicate science
10:30-11:00	<b>Morning tea</b> - Interview booth available <a href="http://bit.ly/1jhN8QT">bit.ly/1jhN8QT</a> Foyer	
11:00-12:00	<b>Auditorium</b> #T8 <a href="http://bit.ly/1maOAlj">bit.ly/1maOAlj</a> Hitchhiker's Guide to the Digital Universe	<b>Room B1</b> #T9 Communicating science through theatre: A new way to reach new audiences  <b>Room B2</b> #T10 Case studies and papers: Use of online and print media channels by scientists and communicators, local to international engagement  <b>Room B3</b> #T11 From concept to screen: Navigating the animation process and getting the best results
12:00-13:15	<b>Lunch</b> - Interview booth available <a href="http://bit.ly/1jhN8QT">bit.ly/1jhN8QT</a> Foyer	
12:15-12:45	Australian science and technical style manual update Biotext bites the bullet at last! #T12 Room B3	
13:15-14:00	<b>Auditorium</b> #T13 <a href="http://bit.ly/1drkh7Y">bit.ly/1drkh7Y</a> The national engagement strategy, from Inspiring Australia to inspiring next door	<b>Room B1</b> #T14 Impact: Is the Answer Communication not Commercialisation?  <b>Room B2</b> #T15 The emergence of modern science communication in Australia and New Zealand  <b>Room B3</b> #T16 Getting published in science
14:00-14:15	<b>Break</b>	
14:15-15:15	<b>Auditorium</b> #T17 <a href="http://bit.ly/1i5rhfq">bit.ly/1i5rhfq</a> Case studies and papers: Communicating in the mix of hard data, perceptions, advocacy and emotions	<b>Room B1</b> #T18 Case studies and papers: Better understanding audiences  <b>Room B2</b> #T19 Case studies and papers: online communities of practice, science represented on stamps, what impedes scientists communicating?  <b>Room B3</b> #T20 Editing scientific content (part 1)
15:15-15:45	<b>Afternoon tea</b> - Interview booth available <a href="http://bit.ly/1jhN8QT">bit.ly/1jhN8QT</a> Foyer	
15:45-16:45	<b>Auditorium</b> #T21 <a href="http://bit.ly/LphS4C">bit.ly/LphS4C</a> Developing the evidence base: Inspiring Australia supported research	<b>Room B1</b> #T22 Knowledge brokering in Australia: influencing policy and practice  <b>Room B2</b> #T23 Inspiring Australia's Digital Engagement sessions  <b>Room B3</b> #T20 Editing scientific content (part 2)
16:45-17:00	<b>Break</b>	
17:00-18:00	<b>Auditorium</b> #T24 <a href="http://bit.ly/1kGonzE">bit.ly/1kGonzE</a> Case studies: On-ground Inspiring Australia projects	<b>Room B1</b> #T25 Case studies and papers: Science-art, engagement events  <b>Room B2</b> #T26 Case studies and papers: Films, theatre, YouTube, interactive digital learning  <b>Room B3</b> #T20 Editing scientific content (part 3)
18:00-19:00	<b>Break</b>	
19:00-21:00	<b>ASC2014 Conference dinner</b> #T27 Boulevard Room	
<a href="http://bit.ly/KnfJFc">bit.ly/KnfJFc</a>	Special guest speakers, the Unsung Hero of Australian Science Communication Award presented by Robyn Williams, Science Cabaret Entertainment	

# WEDNESDAY 5th february



8:45-9:00	<b>Sci-Art SPECTRUM</b> #W1 Auditorium	
<a href="http://bit.ly/KnfQAE">bit.ly/KnfQAE</a>	Sci-Art SPECTRUM exhibition summary and awards	
9:00-9:30	<b>Plenary</b> #W2 Auditorium	
<a href="http://bit.ly/1dBjmCB">bit.ly/1dBjmCB</a>	Lloyd Godson Tik and Bubbles: The evolution of an underwater superhero	
9:30-10:15	<b>Auditorium</b> #W3 <a href="http://bit.ly/1dXkZHG">bit.ly/1dXkZHG</a> Making science accessible: Learning science outside of school	<b>Room B1</b> #W4 The Idiot, the Disengaged, The Counterpublic: Rethinking Audiences for Science Communication  <b>Room B2</b> #W5 How we can learn from the science-based public debates of the past (and present) and use that knowledge to shape those of the future?  <b>Room B3</b> #W6 Do you speak Commerce?
10:15-10:45	<b>Morning tea</b> - Interview booth available <a href="http://bit.ly/1jhN8QT">bit.ly/1jhN8QT</a> Foyer	
10:45-11:45	<b>Auditorium</b> #W7 <a href="http://bit.ly/1i5sjYH">bit.ly/1i5sjYH</a> Hot air or hot action: How communication is part of responding to controversial debates such as climate change	<b>Room B1</b> #W8 Delivering integrated reports from interdisciplinary projects  <b>Room B2</b> #W9 Case studies and papers: Citizen science  <b>Room B3</b> #W10 Community Storytelling Series 2 (part 1): Art and practice of story capturing
11:45-12:00	<b>Break</b>	
12:00-12:45	<b>Auditorium</b> #W11 <a href="http://bit.ly/LpjiJB">bit.ly/LpjiJB</a> Case studies and papers: Evaluation, research, narrative, children's education	<b>Room B1</b> #W12 Case studies and papers: Agricultural audiences, apps, messaging and visualisation  <b>Room B2</b> #W13 Case studies and papers: Climate change, adaptation and trust  <b>Room B3</b> #W10 Community Storytelling Series 2 (part 2): Art and practice of story capturing
12:45-13:45	<b>Lunch</b> - Interview booth available <a href="http://bit.ly/1jhN8QT">bit.ly/1jhN8QT</a> Foyer	
13:45-14:30	<b>Auditorium</b> #W14 <a href="http://bit.ly/1cA0fEK">bit.ly/1cA0fEK</a> Case studies and papers: Engaging different audiences: Maths communication, events and entertainment	<b>Room B1</b> #W15 Evaluation workshop: Collecting evidence to determine if you have had an impact  <b>Room B2</b> #W16 Case studies and papers: Communicating risk and tackling misinformation  <b>Room B3</b> #W10 Community Storytelling Series 2 (part 3): Art and practice of story capturing
14:30-14:45	<b>Break</b>	
14:45-15:30	<b>Auditorium</b> #W17 <a href="http://bit.ly/Lf8VKD">bit.ly/Lf8VKD</a> Case studies and papers: Influencing enrolments and career choices, young people and students in high school and university	<b>Room B1</b> #W18 Case studies and papers: International agricultural research, collaboration and interaction and engaging with audiences online  <b>Room B2</b> #W19 Case studies and papers: Communicating risk and tackling misinformation in human and animal disease and biosecurity  <b>Room B3</b> #W10 Community Storytelling Series 2 (part 4): Art and practice of story capturing
15:30-16:00	<b>Afternoon tea</b> - Interview booth available <a href="http://bit.ly/1jhN8QT">bit.ly/1jhN8QT</a> Foyer	
16:00-16:30	<b>Formal Conference wrap up</b> #W20 Auditorium	
<a href="http://bit.ly/1mg3YOb">bit.ly/1mg3YOb</a>	What has transpired at ASC2014? This session will highlight reflections from the diverse community attending ASC2014.	
16:30-17:00	<b>Conference networking</b> #W21 Foyer	
<a href="http://bit.ly/1avhWWo">bit.ly/1avhWWo</a>		