# 8:30-9:45 **SESSION DETAILS**

### MONDAY3rd february

bit.lv/1maNRR7

**Opening Session** 

**Welcome to Country** 

**ASC** welcome and Conference opening

SPEAKER: Joan Leach

SPEAKER: Ian Lowe



#### 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.

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











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## 9:45-10:45 SESSION DETAILS

### MONDAY3rd february

bit.ly/1fEXvxO

organisations' needs.

Plenary

### PT 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 PRODUCER/ FACILITATOR: Niall Byrne



SPEAKERS: Warwick Anderson



Aidan Byrne



Oona Nielssen



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## 11:15-12:15 **SESSION DETAILS**

### MONDAY3rd february

#M3

bit.ly/1jaRAkx

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

With new ARC and NHMRC guidelines, research in Australia is fast moving towards open publishing as the default. Initiatives Pr 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.

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

Business and industry communicate about science and technology and conduct community engagement for many Pr 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.

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



Julia Martin

#M4



SPEAKERS: Kurt Heidecker



Geoff Brooke



Suzanne Miller



Jacqui McGill



Jason Prior





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### 11:15-12:15 **SESSION DETAILS**

### MONDAY3rd february

bit.ly/1jaRAkx

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



The "difficult years" are the years characterised by a decline in participation in formal science study as well as substantial Pr 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.

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.

Science Communication on the Internet: A Beginner's Guide





SPEAKERS: Tom Gordon



Yvonne Van Der Ploeg



Graham Walker



Craig Cormick



Kelly Matthews



#M6 Room B3



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 Pd their own IT department to do?

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!























## 13:30-13:45 **SESSION DETAILS**

### MONDAY3rd february

bit.lv/1b1ROWE

Plenary

#### 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/1eQi23z

### 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 Eliott



PRODUCER: Claire Harris



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## 14:15-15:15 SESSION DETAILS

### MONDAY3rd february

bit.ly/Lf4Hm7

### Science journalism under the microscope

#M9



Journalism. Communications. Public relations. Advocacy. When PRODUCERS: 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.





Sarah Keenihan



CHAIR: Natasha Mitchell

SPEAKERS:

Graham

Readfearn



Ian Townsend



Jenni Metcalfe



Leigh Dayton



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

#M10

Room B1











PRODUCERS: Claire Harris



Sarah Lau



SPEAKERS: Léonie Rennie



Cathy Foley



Susannah Eliott



Misty Jenkins



Sue Stocklmaver























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## 14:15-15:15 SESSION DETAILS

### MONDAY3rd february

bit.ly/Lf4Hm7

### Learning from/Working with other disciplines



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





#M12



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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.





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 oneon-one
- the features of oral stories and what makes them so memorable, engaging and why they

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).

























## 15:45-16:45 SESSION DETAILS

### MONDAY3rd february

bit.ly/1driiR7

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



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



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,



FACILITATOR:



Will Grant



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-sohumble 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

SPEAKERS: David Ritter

Paul Willis







Anna-Maria Arabia



their own

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





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



B 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 Pr build a culture of science communication. With guidance from

the leadership panel, attendees will discuss useful approaches to developing relationships, promoting successes, engaging

PRODUCERS: Claire Harris



Sarah Lau

#M10



SPEAKERS: Léonie Rennie



Cathy Foley



Susannah Eliott



Misty Jenkins



Sue Stocklmayer





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others and enhancing impact.











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## 15:45-16:45 SESSION DETAILS

### MONDAY3rd february

bit.ly/1driiR7

Science as news



Science news reporting is changing rapidly in Australia. There are fewer specialist reporters and those that are left are working Pr 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.

PRODUCER: Niall Byrne



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.

SPEAKERS: Jake Sturmer





Bridie Smith





### Storytelling for Leaders (part 2)

PRODUCER: Claire Harris

#M12

SPEAKER:

Callahan

Shawn



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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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- · 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 oneon-one
- the features of oral stories and what makes them so memorable, engaging and why they

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).



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### MONDAY3rd february

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Debate



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

Facebook, Twitter, YouTube, Instagram - social media has Pr 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 flamers 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





SPEAKERS: Natasha Mitchell



Damian Harris



Elizabeth Finkel



Jenni Metcalfe



Will Grant



Tamzin Byrne



Vanessa Hill



Rod Lamberts



Merryn McKinnon









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### MONDAY3rd february

bit.ly/1aclxNb

### Official SPECTRUM Science-Art Exhibition opening



 $V_1$  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 Pr and give pause for appreciation.

PRODUCER: Kate Patterson



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.

SPEAKER: Signe Cane



Artwork summaries are provided below.

### 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

















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#### **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.

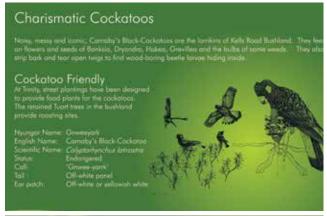
To complement the signage, an education package is being developed for the area and will be launched shortly.

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

AUTHORS: Mandy Bamford



Mike Bamford, Shannon Ducker, Simon Cherriman



Mandy Bamford: Charismatic Cockatoos

#### 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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### 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.







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 animation 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 move of the bacteria growing and glowing on petri-dishes (http://labtothepark.wordpress.com/).

AUTHORS: Siouxsie Wiles



Rebecca Klee



Siouxsie Wiles: Living Light

### **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

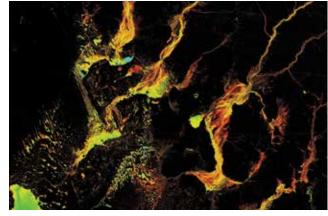
The Water Observations from Space image is a colour-scale of how many times water was detected from the Landsat 5 and 7 satellites over central Australia from 1998 to 2012. The area covered includes Lake Eyre (at left), Cooper Creek (right of centre) to the Paroo River (bottom right). A standard rainbow 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.

© Commonwealth of Australia (Geoscience Australia) 2014.

AUTHORS: Bobby Cerini



Norman Mueller



Bobby Cerini: Seeing water through time

### Splendour and In the Mix

These works are part of the 'StellrScope' 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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MONDAY3rd february

AUTHOR:

bit.ly/1aclxNb

#### 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.



Eleanor Gates-Stuart: Bugs

















### MONDAY3rd february

bit.ly/1aclxNb

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



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 Pr 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?





SPEAKER: Damian Harris



### Poster Exhibition Session



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.





#### 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





















### MONDAY3rd february

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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



















### MONDAY3rd february

bit.ly/1aclxNb

#### 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) our video has had over 5,200 views to date. The sequel, about fireflies and NASA (http://youtu.be/UUUvtRoI-5q) 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-spaceinvaders/). 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-siouxsie-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: Siouxzie Wiles



### 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
- The process of the workshops what worked and what didn't
- The 'train the trainer' element of the workshops
- · Workshop evaluation





















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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.

#### 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.

#### 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: Robbie Mitchell



PRESENTER: Daniella Goldberg



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.

#### 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: Mary O'Callaghan



PRESENTER Kate Patterson



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PRESENTER: Bronwyn Terrill

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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.



AUTHORS AND CONTRIBUTORS Janet Salisbury and Richard

Stanford

### 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

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.







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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. © Commonwealth of Australia (Geoscience Australia) 2014.

### 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: <a href="http://inspiringaustralia.net.au/category/rmit/">http://inspiringaustralia.net.au/category/rmit/</a>
- Full playlist of podcasts: https://soundcloud.com/scienceinpublic/sets/inspiring-australia-rmit
- Original brief to students: <a href="http://www.scienceinpublic.com.au/rmit/science-journalism-project">http://www.scienceinpublic.com.au/rmit/science-journalism-project</a>

PRESENTER: Bobby Cerini



PRESENTER: Tamzin Byrne















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#### 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).

### 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: Teresa Belcher



PRESENTER: Alison Binney



AUTHOR AND CONTRIBUTORS Alison Binney and Robbie Mitchell







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#### **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).

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







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#### 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.

### 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

#### **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 filmmaker.

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 watersensitive 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: Tamika Heiden



PRESENTER: Phil Dooley



PRESENTER: Mandy Bamford



AUTHORS AND CONTRIBUTORS: Mike Bamford, Shannon Ducker, Simon Cherriman

















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#### 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.

### 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.

### '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: Dervise Halil



PRESENTER: Jennifer Manyweathers



AUTHORS AND CONTRIBUTORS Melanie Taylor, Jennifer Manyweathers, Nicole Schembri, Kate Sawford, Jenny-Ann Toribio, Navneet Dhand, Nina Kung, Hume Field

PRESENTER: Peter McAllister





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Speed networking

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





















