

Healthy Development Adelaide

A Research & Innovation Cluster in South Australia

Invites you to a

HDA Career Development Event



Broaden your Communication Horizons

Tuesday 17 November 2009

9.45am – 1.00pm

Union House, level 4 Eclipse Room

University of Adelaide

Chair

Dr Anne Sharp

Head: Sustainable Marketing Group

Ehrenberg-Bass Institute for Marketing Science

University of South Australia

Join us for a HDA Career Development Event on the fast paced and changing world of science communication. Our expert speakers will showcase the categories of traditional media, virtual media, communication hubs, and engagement with communities. Speakers will offer advice on what they do and the value of their particular media niche. An ensuing panel discussion will focus on the questions and issues *you* wish to raise.

This is a FREE event, which should prove useful for postgraduate students and early career researchers. All welcome.

RSVP by Thursday 12 November (*EMAIL preferable*)

HDA Network & Communications Officer

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This event supported by



PROGRAM

- 9.45am** **Arrivals**
- 10.00** **Welcome and introduction**
Dr Anne Sharp
- 10.10** **Dr Rob Morrison OAM**
Freelance science communicator and broadcaster
Professorial Fellow, Flinders University
Your research in the media
- 10.25** **Professor Barry Brook**
Director of Climate Change Research
The Environment Institute, University of Adelaide
Using blogs to expand your audience and try out new research ideas
- 10.40** **Dr Denise Wood**
Teaching and Learning Portfolio Leader
School of Communication, International Studies and Languages
University of South Australia
Avatars, health and education in virtual worlds
- 10.55** **Dr Susannah Elliott**
CEO, Australian Science Media Centre
The science-media-policy triangle – how to make it work for you
- 11.10** **Ms Linda Cooper**
Project Director, Bragg Initiative / Ri Australia
Department of the Premier and Cabinet
Science and engaging communities
- 11.25** **Q&A Panel Discussion**
- 12.00** **Lunch & Networking**
- 1.00pm** **Close**

CHAIR



Dr Anne Sharp B.Com, M.Bus (Research), PhD AMSRS is a Senior Research Fellow at the Ehrenberg-Bass Institute for Marketing Science at the University of South Australia, where she heads the Sustainable Marketing Group. She has worked collaboratively with a wide range of industry partners including state and federal government, schools, city councils, regulatory bodies, educational groups and environmental groups. Much of her research has a focus on helping scientific messages to be meaningful and gain cut-through with the general public. Anne is involved extensively in running community engagement projects and has won

multiple awards for her work in this area. She is interested in the intersection between research and engagement. Anne has published over 40 refereed conference papers and journal articles, with her work appearing in top international journals such as the *European Journal of Marketing* and the *International Journal of Research in Marketing* (twice). Dr Sharp is a full member of the Australian Market and Social Research Society and teaches Market Research at both the undergraduate and postgraduate level.

SPEAKERS



Dr Rob Morrison OAM is a freelance science communicator and broadcaster, and holds the position of Professorial Fellow at Flinders University. Rob has written 34 books on science and natural history, and is co-author of 13 more, as well as dozens of articles. A science and environment broadcaster for forty years on television and radio, he co-hosted long-running national television program *Curiosity Show*, which screened in 14 countries. Rob was for ten years the environment and science correspondent for *Channel Ten TV News* and produced science segments on *NEXUS*, the television program of the Australia Network, Australia's Asia Pacific Service,

which screens in 43 countries. He is regular columnist for *Chemistry in Australia* and prepares talks and segments for *Ockham's Razor* and *Science Show* on ABC Radio National. He has won many national and international awards, including Michael Daley Award for Science Journalism, two Eureka Prizes, including Australian Government Eureka Prize for the Promotion of Science, and the inaugural SA Government award for Excellence in Science Communication. In 2004, he was awarded Order of Australia for Science Communication and Conservation. He was South Australian Senior Australian of the Year for 2008. For six years Rob was president and Chair of the Royal Zoological Society of SA, responsible for Adelaide and Monarto Zoos. He is currently Patron of National Science Week SA, Chair of *SciWorld*, South Australia's interactive science and environment centre, National Vice-President of Australian Science Communicators, member of the Board of the Australian Science Media Centre, and Chair or member of many Boards and Councils of environment and conservation organisations.



Professor Barry Brook holds the Foundation *Sir Hubert Wilkins Chair of Climate Change* and is Director of Climate Science at *The Environment Institute*, University of Adelaide. He has published two books and over 150 peer-reviewed scientific papers, and regularly writes opinion pieces and popular articles for the media. He has received a number of distinguished awards in recognition of his research excellence (including the Australian Academy of Science Fenner Medal) and was listed by *Cosmos* magazine as one of Australia's top 10 young scientists. His focus is on climate change, computational and statistical modelling, systems analysis for

sustainable energy, and the synergies between human impacts on Earth systems. He is currently writing a popular book on nuclear power as a sustainable energy source. Barry's blog, **bravenewclimate.com**, has been particularly effective in public outreach. In its first year, it has recorded more than 370,000 hits on 200 posts/pages with over 9,000 reader comments.



Dr Denise Wood is a Senior Lecturer in the Bachelor of Media Arts program at the University of South Australia. She is also the Teaching and Portfolio Leader of the School of Communication, International Studies and Languages, a member of the Division of Education, Arts and Social Sciences Teaching and Learning Committee as well as Co-Chair of the Division's Equity Committee and a member of the University's e-Research Champions Group. She has extensive experience in the multimedia industry as both a producer and educator. Denise was a founding member of the Information Policy Advisory Council established by the Communications Minister in 1996 and the Director of an organisation specialising in multimedia production and training for young people with disabilities, from 1994 to 1997. Denise has undertaken several research projects addressing the impact of technology in education and has published the findings from this research in various peer reviewed journal papers and book chapters. She is an Associate Editor of the Higher Education Research and Development journal, as well as a peer reviewer for a large number of journal and conference publications. Universal design is a focus of much of Denise's research and she has a particular interest in accessibility solutions for emerging Web 2.0 and 3D virtual world environments. She is a principal investigator in two nationally funded projects and a co-researcher in several other research projects relating to the use of technology and 3D virtual worlds for online learning and teaching. She is a member of the Standing Advisory Committee Disability Issues (SACDI), Australian Communications Consumer Advocacy Network and she can be heard on Radio 5RPH each month reporting on developments in assistive technologies designed for people with disabilities.



Dr Susannah Elliott is CEO of the Australian Science Media Centre, an independent not for profit organisation that works with 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, an international network of scientists studying global environmental change. In the 1990s Susannah managed Centre for Science Communication at University of Technology, Sydney (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 federal government on State of the Environment Report (1994), CRC for Cardiac Technology on their Education and Communications program (1993-95) and with UTS Journalism School on a specialist course for science reporters (1997). Susannah has a PhD in cell and developmental biology from Macquarie University, a Graduate Diploma in Journalism from UTS and more than 16 years of practical experience in science communication with the science-media nexus as her primary focus. She sits on various committees and panels including the Advisory Committee of the ANU Climate Change Institute, Advisory Board of the Ethics Centre of South Australia, and judging panels for the Banksia Environmental Awards, CRC Early Career Awards and SA Tall Poppy Awards (2008).



Ms Linda Cooper is a program director and producer for science education and content delivery. She has extensive experience in working with the private, public and not for profit sector and is presently collaborating with UK neuroscientist and Director of the Royal Institution of Great Britain, Baroness Professor Susan Greenfield as Project Director, Bragg Initiative within the South Australian Department of the Premier and Cabinet - an outcome of the Adelaide's 'Thinker in

Residence' Program. In this role since 2004, Linda has been responsible for the establishment of the Australian Science Media Centre, Science Outside the Square and The Royal Institution of Australia, a national centre for science engagement based in Adelaide. Linda was the Chair of the Australian Network for Art and Technology for four years, and was a member of the New Media Board of the Australia Council of the Arts and the Australia Council's Multicultural Arts Committee, 2000-2003. During this time, Linda catalysed Synapse, a national grant and residency program for science and art collaborations. Linda has a degree in chemistry and English literature, postgraduate qualifications in science communication and extensive experience in developing mainstream and Indigenous outreach programs for science museums and organisations internationally. She is also completing her PhD in Science Communication with the Australian National University.