

**ScienceNetwork WA
Communications Plan
2006-2007 Calendar**

Background of ScienceNetwork WA

ScienceNetwork WA was developed through a partnership between Scitech and the Office of Science, Technology and Innovation in the Department of Industry and Resources. It was officially launched in October of 2004 and currently has 5,300 subscribers. Consisting of a website and monthly e-newsletter ScienceNetwork WA employs 6 freelance journalists and works with local science organisations, government, media and education institutes.

Target Audiences

Marketing research has shown that ScienceNetwork WA's subscribers are diverse.

1% Scitech Staff
5 % Government
8% Private Industry
10% University Students, Professors, and Researchers
35% Primary and Secondary School Teachers
26% Unknown

Communications Plan

Objective 1

To be a credible and reliable information source about the scientific research and development currently taking place throughout Western Australia.

Strategy – Provide up to date Western Australian science news on ScienceNetwork WA

Tactic 1 – Continue employing freelance and contract journalists to write science stories.

Tactic 2 – Build relationships with local research and development organisations (Lions Eye Institute, Western Australian Medical Research Institute, all Universities) to open the communication channel, making them aware of the opportunity ScienceNetwork WA provides them to share their research and company stories.

Objective 2

To raise community awareness of the importance of science and the scientific principles at work in every day life.

Strategy – Engage government officials and science organisations.

Tactic 1 – Face to face meetings with government science organisations.

Tactic 2 – Letter writing campaign to Western Australian politicians. This campaign will ensure that government officials, policy makers and politicians are aware of ScienceNetwork WA

Objective 3

To promote to the community the importance and relevance of science education and to encourage the uptake of science careers.

Strategy 1 – Support the Beyond the Beaker program

Tactic 1 – Use the Science Careers web page to promote Beyond the Beaker, in turn reaching more of our Education audience.

Strategy 2 – Create specialised *Careers in Science* newsletter.

Tactic 1 – This newsletter will be targeted to the teacher audience and will showcase a variety of science careers, careers programs, and university science programs available in Western Australia.

Strategy 2 – Target publications that reach teachers.

Tactic 1 - Run ScienceNetwork WA publicity in:
Science Teachers Association of Western Australia Magazine
Murdoch University Science Newsletter
University of Western Australia *Science Matters* newsletter
Department of Environment and Conservation newsletter

Strategy 3 – Attend and sponsor events targeting the education audience

Tactic 1 – Local Science Global Impact. Held during National Science Week this event targets high school students and serves to showcase the local science that has a global affect. Scientists speak to students at 2 separate events (one north of the river and one south of the river) about their careers and the interesting science they are taking part in. There is also an event that is geared toward an adult audience and held in the evening. It is open to the public.

Objective 4

To build a network of eminent scientists and science organisations to ensure an open dialogue about the direction of science in Western Australia.

Strategy 1 - Host special events for Ambassadors for Science

Tactic 1 – *Does this make me look fat?* A panel discussion about the obesity epidemic in Australia. This is a special event to be held in February. It will be open to the public, but pitched to the science community.

Tactic 2 – Ambassador's mixer event. Host a meet and greet with the Ambassadors to familiarise them with the ScienceNetwork WA outreach program and each other.

Tactic 3 – Ambassador's Media Workshop. Host a free media workshop for the Ambassadors that focuses on media training for science communicators.

Strategy 2 – Promote Premier's Science Awards

Tactic 1 – Promote the Premier's Science awards through ScienceNetwork WA. Encourage applications from the ScienceNetwork WA subscriber base.

Objective 5

To promote Western Australia as a hub of scientific excellence to ensure that it is regarded as an attractive prospect for future investment.

Strategy 1- Highlight WA innovation on ScienceNetwork WA

Tactic 1 – Form relationship with Innovation Centre, resulting in cross promotion of innovative ideas and inventions.

Tactic 2 – Promote WA Inventor of the Year series, partnering with the Department of Industry and Resources.

Strategy 2 – Raise awareness of ScienceNetwork WA with private industry and investment corporations.

Tactic 1 – Letter writing campaign to investment firms, patent attorneys, venture capitalists, and research and development agencies.

Tactic 2 – Face to Face meetings with private industry and investment corporations.

Tactic 3 – Innovation in WA e-newsletter.

Communications Planning Calendar

January 2007

Planning Meeting w/Journalists

Newsletter Theme – Technology Park Focus

Ambassadors Media Workshop

Event Details

Date: TBA

Venue: Scitech

Presenters: Catherine Madden, Freelance Science Journalist

Andrew Hannah, Scitech

Nancy Longnecker, Australian Science Communicators

Confirm Panel for *Does this make me look fat?*

February 2007

Special Event – Does this make me look fat? *A Panel Discussion about the Obesity Epidemic*

Event Details

Date: TBA

Sponsors: Co-sponsored by SNWA and Australian Science Communicators

Venue: Curtin University

Panel Speakers: MC – Susan Maushart

UWA – Sue Byrne

Others to be determined

Newsletter Theme – Health and Science

National Science Week Preparation

- Secure event locations for *Local Science Global Impact*
- Suggestions – ECU Joondalup, Murdoch, Curtin, UWA
- Organise schools for *Local Science Global Impact*

March 2007

Newsletter Theme – Science Careers

National Science Week Preparation

- Secure speakers for *Local Science Global Impact*
- Send invite to schools for *Local Science Global Impact*

April 2007

School holidays

Planning Meeting with Journalists

Newsletter Theme – Research in WA

May 2007

Newsletter Theme – Art and Science

Preparation for National Science Week:

- Secure speakers for *Local Science Global Impact*

June 2007

Newsletter Theme – Art and Science

National Science Week Preparation

- Confirm with *Local Science Global Impact* presenters, venues
- Send Confirmation letter to schools who have RSVP'd

July 2007

School Holidays

Newsletter Theme – Science Teacher Conference

National Science Week Preparation

- Prepare Daily Updates (to be sent out daily throughout the actual week to promote NSWk events)
- Support National Science Week activities as needed

August 2007

Planning Meeting w/Journalists

Newsletter Theme – National Science Week, *Local Science Global Impact*

National Science Week

- SNWA hosts *Local Science Global Impact*

September 2007

Newsletter Theme – TBD

Ambassadors Event (Exclusive)

Event Details

Date: TBD

Venue: TBD

Speaker: TBD

October 2007

School Holidays

Newsletter Theme – The Science of Spring

November 2007

Newsletter Theme – Annual Resource Edition

Premier's Science Awards

December 2007

School Holidays

Newsletter Theme – SNWA Year in Review