



WORLD SCIENCE FESTIVAL BRISBANE 2016
PERFORMANCE
REPORT

The Australian cast of *Dear Albert*
with playwright Alan Alda.

**“It makes me deliriously
happy to see the World
Science Festival bring
art and science together
again: and for the World
Science Festival Brisbane
to bring this unique
blend to Australia”**

Alan Alda

Award-winning actor and esteemed science communicator



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WELCOME

FROM QUEENSLAND MUSEUM NETWORK CEO AND DIRECTOR PROFESSOR SUZANNE MILLER

As a scientist it has always been my dream for science, and the intertwined disciplines of technology, engineering and maths (STEM), to be loved and embraced by all – as a favourite subject, or a chosen career path, enmeshed in pop culture with the same ardour as sporting results and reality television.

Professor Suzanne Miller, CEO and Director,
Queensland Museum Network



Over the course of my career I have found that for many, science is a foreign language. This has both saddened and frustrated me, and I have made it my life's work as a geologist, lecturer, researcher, curator and now as CEO and Director of the Queensland Museum Network to shift public perception of science from enigma to everyday.

Why? Because science, and all the disciplines it encompasses, is inspirational. Science knows no boundaries. It encourages collaboration, and challenges us to question, innovate and reimagine. Science is everywhere.

As a publicly-funded scientific leader, the Queensland Museum Network has a responsibility to further STEM endeavours. Traditionally, we, alongside all other natural history museums throughout the world, have done this through taxonomic research, authentic experiences and credible resources and publications. But times are changing. The sustained, downward trend in science literacy across the globe indicates that we must do more to create a widespread understanding and appreciation of science that extends throughout life and across generations.

When I learned that the USA was to host an annual festival designed 'to cultivate a general public informed by science, inspired by its wonder, convinced of its value, and prepared to engage with its implications for the future' I was intrigued. I experienced the World Science Festival in its home-town of New York in 2014. I was enthralled. The use of music, theatre, design and other artistic mediums to contextualise otherwise difficult STEM concepts was equal parts genius and obvious. From the time of the Renaissance great thinkers have espoused that art and science are not mutually exclusive: Leonardo da Vinci believed that studying art made him a better scientist, and vice-versa. His uncanny ability to synthesise artistic expertise and an unquenchable scientific curiosity gave us the *Mona Lisa*, helicopters and scuba gear. da Vinci knew it in the 15th century, but for some reason, over the ensuing 600 years, we moved away from the intersection between art and science, instead establishing them as two disparate worlds. The success of the World Science Festival is that it completely dispels this misconception, and in doing so, breaks down preconceived barriers and provides a path for everyone – regardless of age or expertise – to meaningfully engage with STEM.

There was no doubt in my mind that the existing World Science Festival offered a unique and exciting avenue to engage audiences and foster a whole of life entanglement in STEM, in concert with the Queensland Museum Network's offerings. Bringing the World Science Festival to Australia took nine months of negotiation with the Science Festival Foundation,

who were, quite rightly, protective of their brand and intellectual property, both of which had been hard-won after eight years of sustained growth and creative and scientific excellence. With the licence secured, the steadfast support of the Queensland Government, assistance from many generous partners and affiliates and the expertise from New York behind us – expectations were high. We promised something big. We had to deliver.

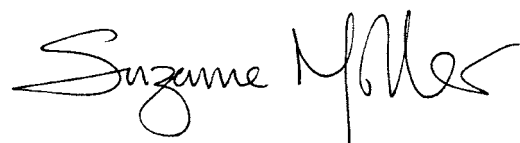
It gives me very great pleasure to say we did. The inaugural World Science Festival Brisbane was a phenomenal success. Across five nights and four days we presented 90 events 124 times, including Australian debuts of signature performances produced by the World Science Festival in New York. More than 240 'big thinkers' from around the globe, including Emmy Award winning actor Alan Alda of *M*A*S*H* fame, World Science Festival co-founder Brian Greene, Nobel Laureate Brian Schmidt and 'Her Deepness' Sylvia Earle, debated the latest discoveries and breakthroughs in topics ranging from deep space to deep oceans, the search for alien life, the link between madness and creativity, the ethics of sports science, engineering and design. Brisbane city lights dazzled red in honour of the World Science Festival brand, and science left the laboratories in favour of the regional streets in Chinchilla and Townsville.

In all, there were 120,367 attendances at the World Science Festival Brisbane – the equivalent of two sold-out grand final crowds at Suncorp Stadium, and eight standing-room-only concerts at the Brisbane Entertainment Centre. Press coverage was extraordinary, social media abuzz and Brisbane's Cultural Precinct literally crammed with people. Dream became reality, thanks to the spirit of generosity demonstrated by you – our partners, affiliates, participants, staff and volunteers.

These astonishing results emphasise the huge appetite Australia has for science – an appetite that the Queensland Museum Network is poised, ready to fulfil.

The World Science Festival Brisbane will be back next year, engaging audiences, creating memories and inspiring a love of science.

It's going to be fantastic. I hope you can join us.

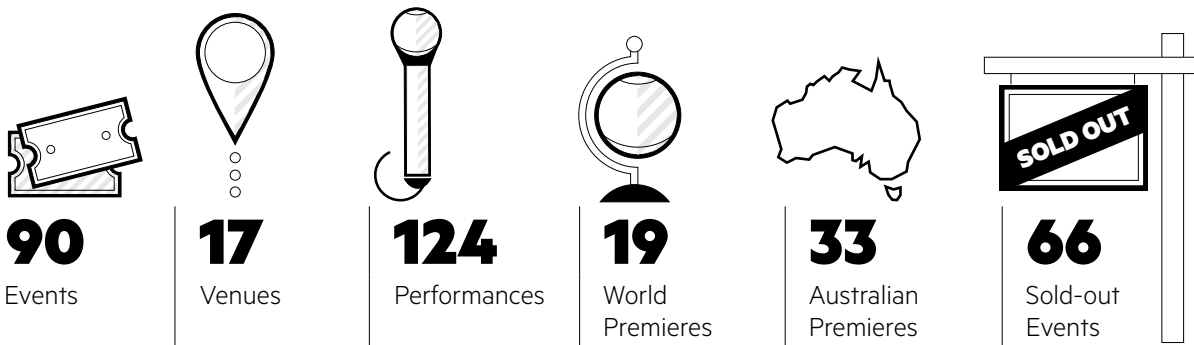


Professor Suzanne Miller
CEO and Director
Queensland Museum Network

RESULTS

THE NITTY GRITTY¹

EVENTS



PARTICIPANTS² AND EXHIBITORS



¹ Refer Appendix one for definitions of key terms.

² Refer Appendix two for a full Participant list.

ATTENDANCES

91,176⁴

Free events

17,432

Ticketed³ events

8,662

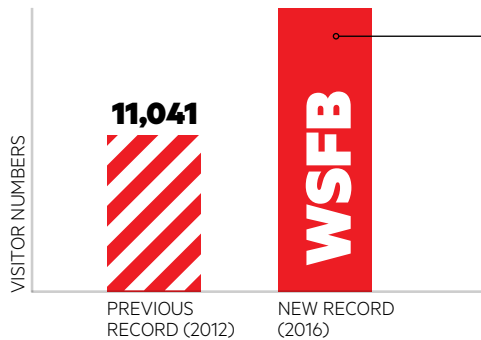
Complementary events

3,097

Regional events

120,367

Total attendances



20,427

people visited the Queensland Museum on Saturday – the highest daily visitation ever recorded by the Queensland Museum in its 154-year history. The previous record was 11,041 which occurred on Sunday 22 January 2012 – re-opening of the Queensland Museum after a 16-week closure, combined with our 150th birthday celebrations.

ECONOMIC IMPACT

35,420

event related visitor nights



\$5.1 MILLION

in direct and incremental spending across Queensland

³ Includes 89,475 *Street Science!* attendances.

⁴ Includes complimentary tickets issued to ticketed events.

MARKETING



INCLUDING TWEETS/RETWEETS FROM:

Alan Alda
17,800
FOLLOWERS

Sylvia Earle
65,600
FOLLOWERS

Brian Greene
68,800
FOLLOWERS

FEATURING THE OFFICIAL HASH TAG **#WSFBrisbane**

939,056

webpage views,
peaking at 84,142 on
Saturday 12 March

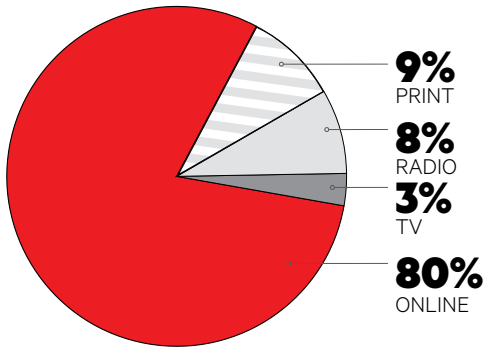
47,176

Facebook 'likes', reaching
a cumulative audience of
2,437,148 users

5.5 MILLION

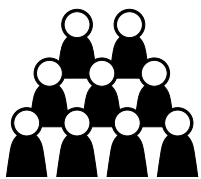
Digital campaign reach

MEDIA AND PR



"briangreenei"

The most valuable day was



1,439

stories, reaching a
cumulative audience of

28,641,975

\$10,071,911 Advertising
Space Rate

PARTNERSHIPS AND AFFILIATIONS

25 PARTNERS
CONTRIBUTED
\$3 MILLION
in cash and in-kind support

- Affiliations with 20 organisations
- Engagement of local, state, national and international government departments
- Demonstrated satisfaction with 100% of partners indicating their intention to re-partner

**‘A general public informed
by science, inspired by its
wonder, convinced of its
value, and prepared to
engage with its implications
for the future’**

World Science Festival Mission





PROFILE

QUEENSLAND MUSEUM NETWORK

A LITTLE BIT ABOUT US

An international collaboration.

The World Science Festival Brisbane is a partnership between the Queensland Museum and the Science Festival Foundation.

The Queensland Museum Network is custodian of the State Collection – more than 1.2 million objects and specimens, valued at more than \$479 million, and approximately 14 million unregistered non-State Collection items.

We bring these treasures to life through ground-breaking research and compelling visitor experiences at our seven public sites:

1. Queensland Museum: South Bank, Brisbane
2. The Workshops Rail Museum: Ipswich
3. Cobb+Co Museum: Toowoomba
4. Museum of Tropical Queensland: Townsville
5. Queensland Museum Research and Loans Centre: Hendra, Brisbane
6. Lands, Mapping and Surveying Museum: Woolloongabba, Brisbane
7. Earth Sciences Museum: University of Queensland, Brisbane

Since 1862 we have grown alongside Queensland, inspiring communities to celebrate and value our distinctive natural and cultural environment through trusted research, a virtual museum online, workshop and lecture programs, Australia's largest museum loans service, a best-selling publishing business and a professional outreach service.



Thousands flocked to the Queensland Museum for events and activities including live taxidermy demonstrations in the *On a Wing* display

QUEENSLAND MUSEUM

Queensland Museum is the flagship campus of the Queensland Museum Network, and the most visited museum in Australia⁵.

The *Sciencentre*, *Discovery Centre* and *Lost Creatures: Stories from Ancient Queensland* gallery are popular feature attractions at Queensland Museum where visitors can co-create experiences through access to real objects, specimens and scientific concepts. The museum also brings a vibrant calendar of temporary exhibitions including recent international exclusive blockbusters from British Museum such as *Medieval Power: Symbols and Splendour*, as well as home-grown favourites *Dinosaur Discovery* and *Deep Oceans*.

Behind the scenes, the Queensland Museum is the keeping place and storage centre for a significant proportion of the State Collection.

WORLD SCIENCE FESTIVAL

A general public informed by science, inspired by its wonder, convinced of its value, and prepared to engage with its implications for the future.

Such is the mission of the World Science Festival. The brainchild of renowned physicist Professor Brian Greene and Emmy-award winning journalist Tracy Day, the World Science Festival gathers great minds in science and the arts to produce live and digital content that allows a broad general audience to engage with scientific discoveries.

Since 2008, this annual, week-long festival has drawn more than a 1.5 million visitors to discussions, debates, theatrical works, interactive explorations, musical performances, intimate salons, and major outdoor experiences that activate the streets, parks, museums, galleries and premier performing arts venues of New York City.

⁵ 2013-14 and 2014-15 industry data.

BACKGROUND

MASTERING THE THIRD INDUSTRIAL REVOLUTION

Digital disruption is the collective noun for societal changes enabled by digital technology.

History is no stranger to disruptive technology, with the first and second industrial revolutions transforming the status quo via mechanisation and mass-production. Digital disruption – or the third industrial revolution – presents unprecedented commercial, academic and medical opportunities. Opportunities like social media, Uber, bio-printing, massive open online courses, human bionics, crowd funding, genetic engineering and robotics.

Central to embracing these opportunities is a diverse workforce possessing multidisciplinary expertise: technical ability, social and creative intelligence and critical thinking skills underpinned by a driving need to innovate. The STEM subjects – science, technology, engineering and maths – cultivate these essential skills, making STEM pivotal in the future of Australia's economy.

Despite this fact, literacy and engagement in STEM is declining across Australia. Over the course of two decades, productivity growth has halved and participation in STEM subjects at secondary and tertiary levels has either fallen or flattened⁶. We must take action to embrace digital disruption, future-proof our workforce and ensure that the expertise of existing STEM practitioners is sustained and complemented by widespread STEM literacy throughout our community.

Enter the World Science Festival: an annual event that celebrates the vital and dynamic influence science has on our lives, economies and our environment through gripping debates, original theatrical works, interactive experiments and explorations, musical performances and major outdoor experiences. More importantly, the World Science Festival provides a means of engaging audiences outside the formal education space to improve general STEM literacy and inspire a love of science that will extend to science-based study and careers for our next generation.

In 2014, the Queensland Museum secured exclusive licence to host the World Science Festival in the southern hemisphere.

The inaugural World Science Festival Brisbane was held from 9-13 March 2016. It included the flagship event in Brisbane and satellite events in regional areas Chinchilla and Townsville.

This report provides an overview of the 2016 World Science Festival Brisbane program, as well as results for audience, economic impact, marketing, media relations and partnerships.

⁶ PricewaterhouseCoopers. (2015). A Smart Move. Retrieved April 25, 2016 from www.pwc.com.au/stem.html

TIMELINE

2014

- MAY ———— ■ Talks commence
- JUN ————
- JUL ————
- AUG ————
- SEP ———— ■ World Science Festival Co-Founders visit Brisbane
- OCT ————
- NOV ———— ■ Brisbane hosts the G20 Summit
- DEC ————

2015

- JAN ———— ■ Licence granted
- FEB ————
- MAR ————
- APR ———— ■ Partnerships with Tourism and Events Queensland and QGC confirmed
- MAY ———— ■ Public announcement of World Science Festival Brisbane 2016 dates
- JUN ————
- JUL ———— ■ Innovation Partner confirmed
- AUG ———— ■ Academic Partners confirmed
- SEP ———— ■ Partnership with Brisbane Marketing confirmed
- OCT ———— ■ *Street Science!* and Precinct and Industry Partners confirmed
- NOV ———— ■ World Science Festival Brisbane website, including program and ticket sales, launched
■ Online and print advertising campaign commenced
- DEC ———— ■ Technology, Principal and Media Partners confirmed
■ Cinema and subscription television advertising campaign commenced

2016

- JAN ———— ■ Futures Partner confirmed
- FEB ———— ■ Official Suppliers confirmed
■ Free to air television advertising campaign and outdoor promotion commenced
- MAR ———— ■ Regional events in Chinchilla and Townsville held
■ Inaugural World Science Festival Brisbane



The Cultural Precinct dazzled red in celebration of the World Science Festival Brisbane



WHERE ELSE BUT BRISBANE

The capital city of Queensland, Brisbane is home to more than two million people.

With high quality of life, three award-winning universities, world-class infrastructure and an enviable sub-tropical climate Brisbane has all the capital city hallmarks, and yet, for years Queensland's capital was considered a provincial city, overlooked as the host of major events in favour of southern counterparts Sydney and Melbourne.

Over the past decade, spurred on by the success of thriving industry, major cultural and sporting events, entrepreneurial start-up culture and highly successful 2014 G20 Leaders Summit, Brisbane has come into its own, finding its confidence as a tourism, business and investment destination. Today, Brisbane is one of five emerging 'new world' cities, proudly standing shoulder to shoulder with Auckland, Barcelona, Toronto and Cape Town.

And Brisbane has something that Australia's other capital cities do not – world-class cultural institutions

co-located on a single site. The Cultural Precinct, as it is known, occupies a beautiful riverside stretch along Brisbane's South Bank adjacent to the city's CBD. Welcoming in excess of four million visitors each year, the Cultural Precinct is home to the Queensland Museum, Queensland Art Gallery/Gallery of Modern Art, Queensland Performing Arts Centre and State Library of Queensland. The Brisbane Convention and Exhibition Centre (the hub of the 2014 G20 Leaders Summit), South Bank Parklands (home of World Expo 1988), Queensland Conservatorium of Music and Queensland office of national broadcaster ABC are neighbours. This concentration of cultural, educational, media, retail and recreational facilities is internationally unparalleled, and provides the perfect counterpoint location to New York for a World Science Festival in the southern hemisphere.

The question is not why Brisbane.
It is where else BUT Brisbane.



2016 PROGRAM

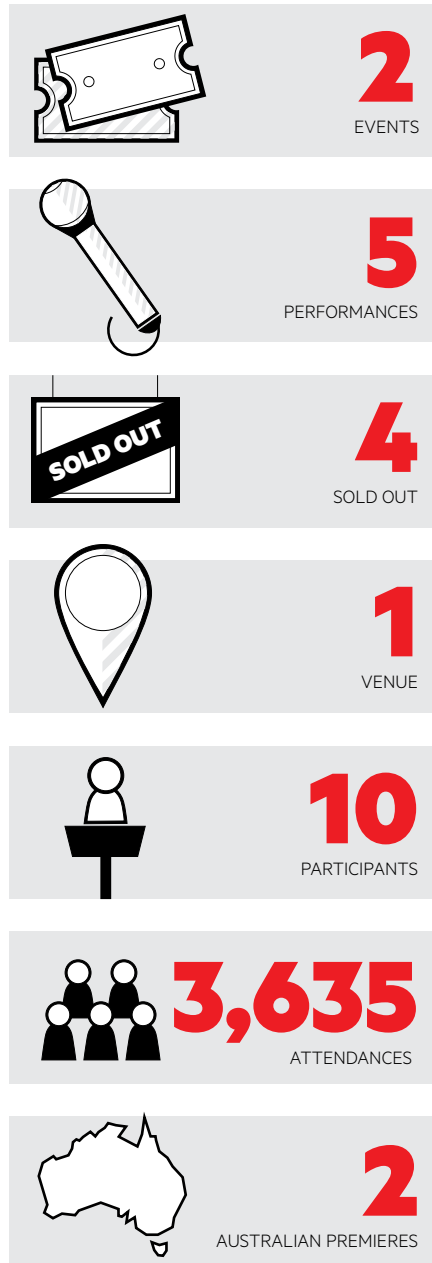
WHO, WHAT, WHEN AND WHERE

The inaugural World Science Festival Brisbane included show-stopping international exclusive events, enlightening conversations and fascinating demonstrations interspersed with intimate workshops and gatherings, all showcasing the creativity, careers, stories and ideals of some of the world's leading minds.

Endeavoring to cater to the widest possible audience, the World Science Festival Brisbane program offered events across a range of venues at varying ticket prices, including a multitude of free activities. Events were divided into eight categories: Theatre, Conversations, Salons, *Street Science!*, Evenings@the Festival Lab, Film+Documentary, Education and the Apprentice Program. These were supplemented by two official events, and two invitation-only activities – a Strategic Foresight Workshop and *Bucking the sySTEM* – and a range of complementary events. The following pages provide a summary of all World Science Festival Brisbane events by category.

Tubby the Robot delighted
Street Science! audiences





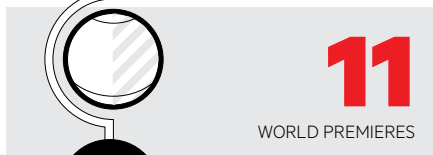
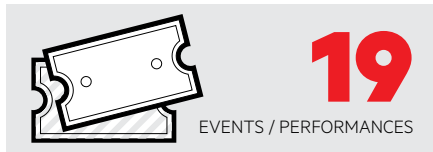
THEATRE

WEDNESDAY 9 – SATURDAY 12 MARCH 2016

The World Science Festival Brisbane honoured the 100th anniversary of Einstein's most profound discovery, with the Australian premieres of two signature performances from New York: *Light Falls: Space, Time and an Obsession of Einstein* and *Dear Albert*.

Light Falls traced Einstein's scientific journey towards the discovery and description of the General Theory of Relativity. The use of cutting-edge lighting, projection, an award-winning cast direct from New York and a stellar score by composer Jeff Beal, *Light Falls* described what is undoubtedly a dense, abstruse concept to a lay audience in a uniquely entertaining and compelling way.

Dear Albert cast an intimate and previously unexplored view of Einstein's life as a man, a scientist, a father and a husband. Written by Alan Alda, directed by Sean Mee and performed by an ensemble of current and ex-pat Brisbanites, this reading for the stage humanised Einstein's momentous scientific insights through first-hand accounts of his ground-breaking discoveries direct from his personal correspondence. Two of the three performances of *Dear Albert* were sold out. Audiences for the Friday matinee were surprised by a guest appearance from Alan Alda, while the Friday evening performance was followed by a discussion between Alan Alda and Brian Greene on the life and work of Albert Einstein.



CONVERSATIONS

THURSDAY 10 – SUNDAY 13 MARCH 2016

The provocative, fast-paced and beautifully curated Conversations saw international experts in traditional STEM fields on stage alongside philosophers, authors, playwrights and journalists discussing and debating cutting-edge science, ground breaking discoveries, technological innovation and our changing world. The Conversation line-up included six signature events straight from World Science Festival New York making their debut in the southern hemisphere alongside the Australian premiere of *Science and Story: Getting it Write* and a further 12 never-before seen events produced by the Queensland Museum Network exclusively for our inaugural year. In all, 19 Conversations – five to sell-out audiences – were performed at five venues across Brisbane's Cultural Precinct.

Our homage to the scientific legacy of Albert Einstein continued with *Reality Since Einstein* which examined Einstein's radical concepts in the field of physics, and *Breakfast with the Brians*, that saw celebrated modern physicists Brian Greene and Brian Schmidt discuss life, the universe and everything in-between with Australia's much-loved science broadcaster Robyn Williams. We journeyed to deep space with *To Infinity and Beyond: the Accelerating Universe* and *Alien Life: Will We Know It When We Find It?* which examined dark energy, also known as the biggest mystery of modern cosmology and how preconceived ideas may be impacting our quest for extra-terrestrials. *Chasing Down the Comet* provided a first-hand account of Rosetta – arguably the most complex space mission ever attempted inspiring a large audience of school students to look to the stars for their own futures.

Physics debates were complemented with discussions about biology, specifically the impact of changing weather patterns and the intricate and complex organ that is the brain. *Can We Save Our Precious Reefs in Time?* discussed ocean warming as a factor in the rapid decline of reefs across the world, and the revolutionary scientific measures that have been employed to respond to alarming trends. *Going With The Flow: The Changing Shape of Sea Ice* explored the paradoxical phenomenon and resulting implications of ice layers increasing in the Antarctic whilst decreasing in the Arctic. *Dawn Of The Human Age: Are We the Authors Of Our Own Destruction?* opened a dialogue about the emergence of a new geological epoch – the Anthropocene – and the everlasting impact humans have made on the very crust of our planet. In *Playing for Time: Music and Memory* participants explained how listening to and performing music is being used to successfully manage anxiety, aggression and improve quality of life for patients diagnosed with neurological disorders. *Madness Redefined: Creativity, Intelligence and the Dark Side of the Mind* saw global experts in psychiatry and neuroscience discuss the correlation between mental illness, creativity and genius. *Where World's Collide: Science, Values and Ethics* took a cerebral turn, traversing the greying

ALIEN LIFE

Will We Know It When We Find It?



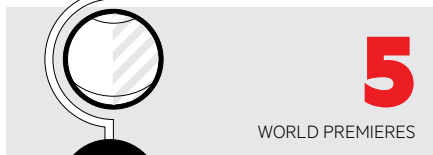
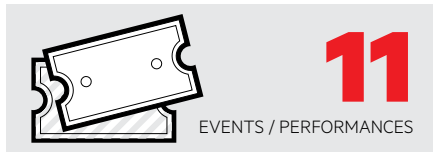
John Hockenberry, Pamela Conrad, Paul Davies, Charles Lineweaver, Matthew Bailes and Lisa Harvey-Smith discussed identifying life 'beyond' in *Alien Life: Will We Know It When We Find It?*

boundaries between 'can' and 'should' with regard to scientific advancements designed to improve quality of life and performance on the sporting arena, classroom and battle field.

All branches of natural science – biology, chemistry, physics and earth sciences were explored in *Great Moments in Science with Dr Karl*, with Australia's most well-known science communicator and populariser delighting a twilight audience with a series of bizarre and wonderful science facts. Other nocturnal gatherings included *Discovering the Deep*, which analysed the science of deep-ocean acoustics through the lens of hauntingly beautiful and musically complex songs of humpback whales. *Science and Story: Getting it Write*, delivered in conjunction with the State Library of Queensland and if:book Australia, saw writers and thinkers convene to discuss the science of story craft. *Under the Microscope* revealed – Moth style – the vulnerable side of some of our scientific greats, as they took to the stage under the guidance of ABC's great conversationalist Richard

Fidler to share personal stories of their paths to a STEM career. Brisbane's own Ian Fraser revealed his hitherto unknown storyteller side – unknown to himself as well!

On Thursday, we looked to the past. *Last Days of Mephisto: Forensic and Ballistic Science* took audiences on a virtual three-dimensional tour inside the infamous German tank Mephisto, unravelling the enigma of its final battle-cry through the science of ballistics. *The First Scientists: Aboriginal Science in Queensland* demonstrated how the applied scientific concepts of inquiry, experimentation and teaching underpin the rich and diverse cultural heritage of Australia's first people. On Sunday, we turned our mind to the future. *The Moral Math of Robots* considered the responsibilities of roboticists to establish moral frameworks and decision-making skills in our bionic companions, while the future of metropolis life was debated in *Catching Up with the Jetsons: Cities in 2050*.



SALON

THURSDAY 10 – SUNDAY 13 MARCH 2016

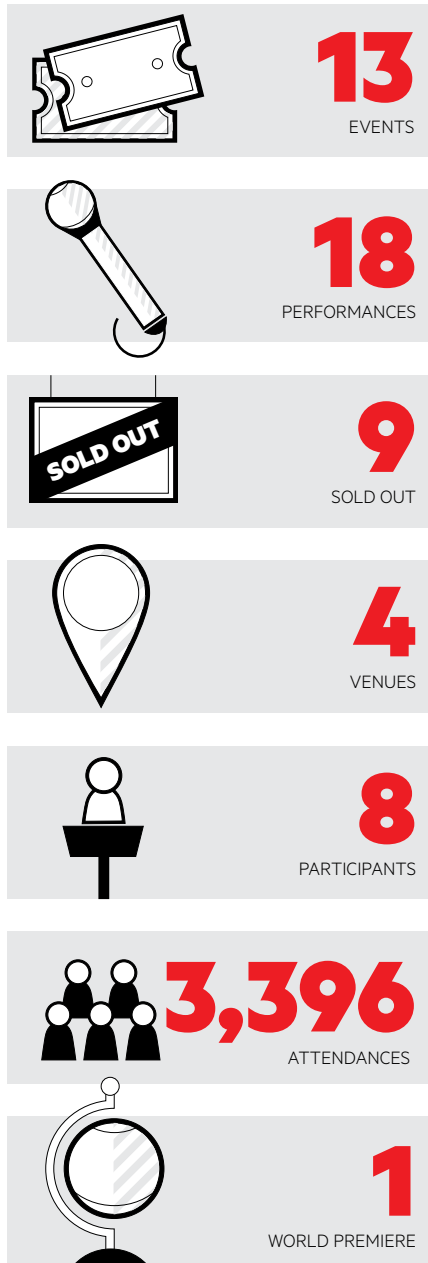
The World Science Festival Brisbane Salon program paid tribute to the 17th Century tradition of the intelligentsia gathering in drawing rooms and salons to debate the questions of the day. The intimate and content-rich Salons provided attendees the opportunity to drill down into the pure science of concepts touched upon in the Conversation program. A total of 11 Salons (five produced by World Science Festival New York and six by the Queensland Museum) were performed.

Physics was once again on the agenda. *Shining New Light on Dark Matter* dissected the nature and effect of dark matter and *Earth's Evolution: Lessons from the Cosmos* provided a comparative study between Earth, Mars and Venus and the lessons that can be learned from our planetary neighbours. *Rosetta Rendezvous* delved into the data that has been captured during the decade-long Rosetta space mission, and what this information has revealed about the solar system. *In Intelligent Alien Life: Little Green Men or Machines* scientists and philosophers alike pondered the idea that extra-terrestrials have evolved from biological life forms to mechanised intelligence.

On the subject of artificial intelligence, *Robots: the New Ecowarriors* and *Make Way for Warbots* examined the way robots, drones and autonomous vehicles can be adopted for environmental management, species conservation and precise autonomous weapons systems. *Wired for Genius: The Roots of Creativity in Artists and Machines* questioned whether the passion that fuels writers, artists and philosophers can be mimicked by machines, and if so, who bears ownership of the resulting intellectual property.

Biology and ecology – the converse of artificial intelligence – were also explored. *Alzheimer's: Don't Forget Your Genes* reviewed recent discoveries in the field of genetics and the fight against Alzheimer's, while *Winning Ways: The Use and Abuse of Performance Enhancing Technologies* appraised ethical considerations surrounding advancements in sports science and drug technology in elite sport. The implications of the UNFCCC's Paris Agreement, forged by 196 countries to limit global warming to less than two percent per year and eliminate greenhouse gas emissions by 2050, was discussed in *1.5 Degrees of Separation*.

From *Simplicity to Complexity: Complex Systems Across Science* tied the Salon program together, touching on the diverse but interrelated STEM topics of quantum physics and disease, robotics and climate change to demonstrate how researchers increasingly turn to complexity science to solve some of the world's most inscrutable systems.



FILM+DOCUMENTARY

WEDNESDAY 9–SUNDAY 13 MARCH 2016

From science fiction to science fact the World Science Festival Brisbane Film+Documentary program offered audiences a broad range of cinematic events.

The *Mind vs. Machine: What Makes Us Human* film program, delivered in conjunction with the Australian Cinémathèque, celebrated a rich subgenre of science fiction cinema that examines the intertwined relationship of humans and artificial intelligence. The films in this showcase – *ExMachina*, *ExistenZ*, *The Matrix*, *Her* and *Blade Runner* – investigated what it means to be human in counterpoint to humanoid technologies and the moral implications of artificial consciousness. The *Mind vs. Machine: What Makes Us Human* film program concluded with a free panel discussion that explored just how far we are prepared to surrender our form and function to machines.

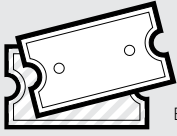
Science fiction was tempered with science fact through screenings of six award-winning documentaries traversing the topics of mathematics, space and the human mind and two science films: *Science and Islam* and *The Stanford Prison Experiment*. *Science and Islam* told the story of the great leap in scientific knowledge – specifically the origin of algebra, algorithms and alkali – that took place in the Islamic world over the course of 600 years between the 8th and 14th centuries, while *The Stanford Prison Experiment* is a cinematic enactment of the notorious real life events that occurred during Philip Zimbardo's 1971 psychological experiment on the motivations of good and evil.

On Friday and Saturday evenings the Cultural Forecourt was adorned with picnic blankets and deck chairs as crowds flocked to enjoy free outdoor cinema events including the animated children's classics *WALL-E* and *Fern Gully: The Last Rainforest* and, for the adults, *Racing Extinction* – the sequel to Louie Psihoyos's Oscar-winning documentary *The Cove*. On Sunday a packed Playhouse audience were given the rare opportunity to hear a NASA astrobiologist and a real-life astronaut dissect the scientific accuracy of gravity, dust-storms and space-suits as depicted in the award-winning box office smash *The Martian*, before seeing the film from a new – qualified – perspective.

Half of the events within the Film+Documentary program sold out, and additional screenings were added to the program to meet demand.

EVENINGS @ FESTIVAL LAB

WEDNESDAY 9 – SUNDAY 13 MARCH 2016



EVENTS / PERFORMANCES

5



SOLD OUT

3



VENUE

1



PARTICIPANTS

8



ATTENDANCES⁷

1,103

The Festival Lab was our huge red inflatable venue, located on the Cultural Forecourt for the duration of the World Science Festival Brisbane. Commissioned especially for our inaugural year, the Festival Lab served as a visual and geographic hub for attendees.

The Evenings@Festival Lab program commenced with the official launch cocktail function on Wednesday. More than 300 invited guests were welcomed by Premier and Minister for the Arts the Honourable Anastacia Palaszczuk, MP and international guest Pepper the humanoid robot.

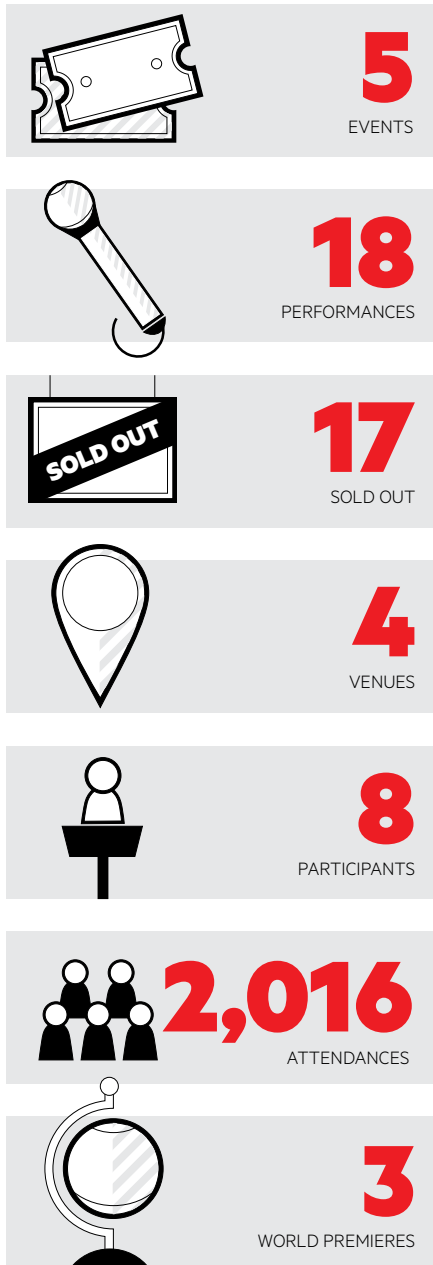
Cosmic Nomad saw hip young things enjoying fine beverages and entertainment from comedian, astronaut candidate and general troublemaker Josh Richards. On Friday ticket-holders channelled science, pop-culture and Olivia Newton-John with *Let's Get Quizzical* for an evening of scintillating science trivia with the ultimate quizmaster, Dr Karl Kruszelnicki. This was followed by a VIP after party for 200 extra-special guests to round-out their attendance at the special performance of *Dear Albert*. On Sunday afternoon, The Honourable Robert Hill AC delivered the seventh annual Thomas Conservation Oration.

The Festival Lab was programmed to include a range of evening events

⁷ Includes VIP attendances at *Light Falls* and *Dear Albert*.







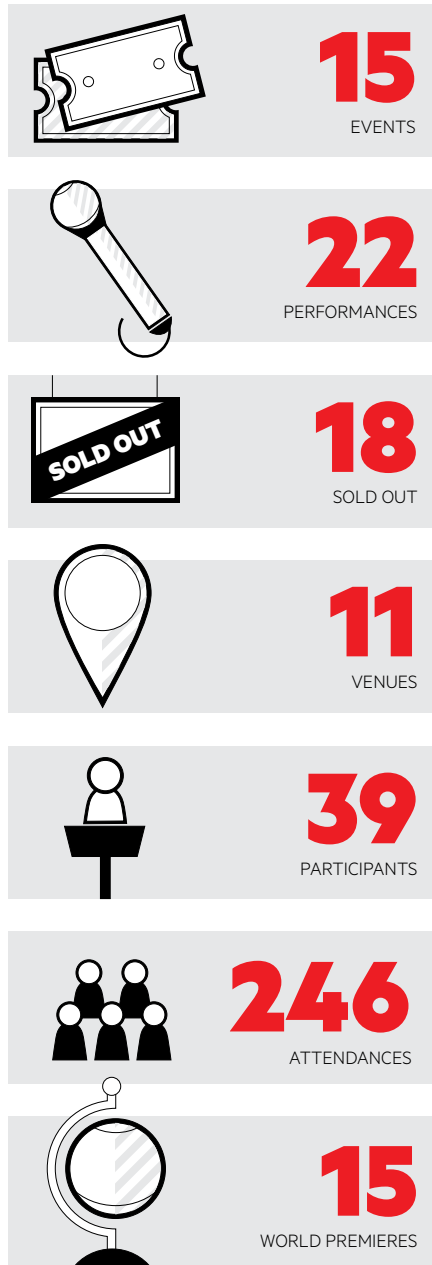
EDUCATION

THURSDAY 10 – SUNDAY 13 MARCH 2016

More than 2,000 students from Prep to Grade 12 attended the World Science Festival Brisbane Education Program. *Atomic Kids!* offered a chance for children (aged eight to 12 years) to learn atomic theory while *Mighty Makers* saw students (aged five to 12) apply design-school thinking to the problem of pollution in our oceans. In *Cool Jobs* two packed audiences had the chance to meet people with jobs that are the essence of cool, but not commonly associated with science. Hosted by children's television presenter Dr Rob Bell, students heard from a reptile handler, dinosaur hunter, comet chaser and homicide investigator. *Pioneers in Science* ensured that students unable to attend the World Science Festival Brisbane in person were given the chance to engage in a lively Q&A session with two of the 20th Century's most pioneering scientists – Sylvia Earle and Andy Thomas – via Google Hangout.

In addition to these dedicated education programs, students were offered discounted ticket rates to the *Can We Save our Precious Reefs in Time?* and *Chasing Down the Comet* Conversation events and the Friday matinee performance of *Dear Albert*. Schools were encouraged to complement their time at the World Science Festival Brisbane by visiting the free activities at the Queensland Museum (see page 25).

Thanks to a partnership with Google a delegation of Aboriginal and Torres Strait Islander students from Wadja Wadja High School in Woorabinda and Bwgcolman Community School in Palm Island journeyed to Brisbane for the World Science Festival Brisbane. Their whirlwind four-day experience included programmed events, a behind the scenes tour of the State Collection, and an invitation-only Google Cardboard workshop that allowed them to explore the majestic beauty of the Great Barrier Reef – without getting wet!



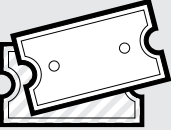
APPRENTICE PROGRAM

SATURDAY 12 MARCH 2016

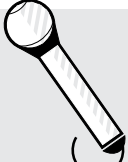
The Queensland Museum partnered with local universities and research institutions to deliver the Apprentice Program. This series of immersive, hands-on workshops in the fields of genetics, microbiology, bioengineering, robotics, ichthyology, palaeontology marine biology and zoology, quantum physics, fine-art conservation, game design, sports engineering, environmental science and cancer biology gave teens a once-in-a-lifetime opportunity to experience, first-hand, the wonder of STEM by working alongside people in STEM careers.

All 15 Apprentice events were Australian premieres. Some, like *The Robot Engineers Apprentice* – which allowed attendees to program Pepper the humanoid robot – were offered multiple times to meet demand. In all 22 Apprentice programs were performed, of which more than 80 per cent were sold out.

STREET SCIENCE! WEDNESDAY 9 – SUNDAY 13 MARCH 2016




1
EVENT



5
PERFORMANCES




2
VENUES



47
ACTIVITIES



49
EXHIBITORS



ATTENDANCES:
89,475

Science came out of the lab and into the streets with hands-on demonstrations during *Street Science!*





The World Science Festival Brisbane program included 47 free activities demonstrating the pure fun of science. Broadly classified as *Street Science!* this included activities at the Queensland Museum from Wednesday to Sunday and a weekend outdoor extravaganza presented by BHP Billiton. Crowds flocked to the Cultural Forecourt to make giant bubbles and slime, dig for fossils, hunt for spiders and explore the science behind human bionics and solar power. A full list of *Street Science!* activities is provided in table one, overleaf.

The Festival Lab was a hive of activity during *Street Science!* with a full program of free performances including *Dr Karl for Kids*, science-adventure storytelling, food science and chemistry demonstrations. Those who stayed for lunch were not disappointed, with some of Brisbane's best food trucks – The Bone Lorry, Juan More Taco, Authentic Turkish Gozleme, Ciao Bella Brisbane and Gluten Free Donuts – serving delicious cuisine at affordable prices.

Just a short stroll over the pedestrian bridge at the Queensland Museum, *Street Science!* continued with pop-up displays and free activities including intergenerational coding workshops, challenge of engineering prowess using LEGO®, Indigenous weaving, wildlife forensics demonstrations and an installation of bioluminescent bacteria. *Dinosaurs and Prehistory in Virtual Reality* provided a state-of-the-art virtual reality experience with scientifically accurate interactive three-dimensional models of Australian dinosaurs and prehistoric life. The popular *On a Wing* included a display of birds from the State Collection, live taxidermy demonstrations and a stunning exhibition of paintings by PhD candidate Emma Lindsay of extinct Australian bird species.

Queensland Museum's *Coral Coast* exhibition came to life with a live display of Flatback and Loggerhead turtle hatchlings. In the months leading up to the World Science Festival Brisbane scientists from the Queensland Museum and Department of Environment and Heritage Protection collected turtle eggs from the Queensland coastline. The eggs were then carefully incubated at the Queensland Museum, with the hatchlings perfectly timed to emerge during the World Science Festival Brisbane. Immediately after the World Science Festival Brisbane the infant Loggerheads were released off the coast of Mooloolaba hopefully embarking on a 16-year round-trip to Chile and Peru via New Zealand. The Flatback fledglings were entrusted to the expert care of SEA LIFE marine biologists. When they are large enough, the Flatbacks will be fitted with electronic transmitters and released off the Bundaberg coast. The transmitters will provide scientists with invaluable data on the life and movement of the juvenile turtles, assisting with habitat conservation and protection.

Street Science! provided a platform for credible science-based organisations to raise profile and showcase expertise. The opportunity to exhibit as part of *Street Science!* was by invitation only. There was no charge to exhibit, nor fee for service. The only condition was that exhibitors provide hands-on activities associated with STEM.

TABLE 1: STREET SCIENCE! ACTIVITIES (ORDERED ALPHABETICALLY)

ACTIVITY NAME	PRESENTER
A Letter to My Teenage Self ^{9,10}	National Youth Science Forum, Women In Technology
Alternative Energy Showcase	BVG Group
Astrophysics in the Kitchen ^{9,11}	QUT
Augmented Reality	Monash University
Augmented Reality Sandbox ⁸	Griffith University - RedZone
Australian Museum	Australian Museum, Australian Museum Research Institute
Big Bang Science ¹² / Science on the Go!	Griffith University
Biolumination	Siouxie Wiles
Bionic Me	Human Bionics Student Association
Bubbleology ¹⁰	Scale Free Network
Building Our Environment	Arup
Dinosaurs and Prehistory in Virtual Reality ⁸	Queensland Museum Network, Euclidean
Dr Karl for Kids ^{9,11}	Dr Karl
Earth, Water, Wind and Fire ^{10,11}	Young Scientists of Australia
Everybody Dance NAO! ¹¹	The Brainary
Evolution of the Vehicle	Clenergy TeamArrow, QUT Motorsport
Explosive Science! ¹²	Street Science
FIRST® Robotics Showcase	FIRST® Australia, Grace Lutheran College, The Southport School
Giant Racing Drone	Freedom Class
Google Expedition	Google
Indigenous Food Science	Dale Chapman
Infinity Swing	CSIRO
Intergenerational Coding	Google
Magic Mud	Young Scientists of Australia
Mosquitoes: Know Thine Enemy	Mosquito Control Laboratory, QIMR Berghofer Medical Research Institute
Natrasha ⁸	Healthy Waterways Network
On A Wing ⁸	Queensland Museum, Emma Lindsay
Photobooth – Which Science Job Will I Choose?	Young Scientists of Australia, National Youth Science Forum
Pop-Up Library Lab	State Library Queensland, Digital Careers
Reef Turtle HQ – Where Turtles Raine	Great Barrier Reef Foundation
River Listening Live ^{9,12}	The Australian Rivers Institute, Queensland Conservatorium, Griffith University
Robogals	Robogals
Science Demo Troupe	University of Queensland
Science Olympians	Australian Science Olympiads
Scientist in the Kitchen ^{10,12}	Dr Joel Gilmore
Spiders in the City	Queensland Museum Network
Star Gazing	Brisbane Astronomical Society Solar Observing
Stone and Brick Walking Tours	Department of Natural Resources and Mines
Strandbeest Racing	HSBNE
The Eyes and Ears Have It	Shanghai Science and Technology Museum
The Future is Hear: 3D Printing and Biofabrication	QUT Biofabrication and Tissue Morphology Research Group
The Future is NAO!	The Brainary, State Library Queensland
Tower of Strength!	LEGO Education
Turtle Hatching ⁸	Queensland Museum Network, Department of Environment and Heritage Protection, SEALIFE, Aqua One
Unearthed	Cobb+Co Museum
Weaving Solutions	Chantal Henley
Zobi and the Zoox ¹¹	Scale Free Network

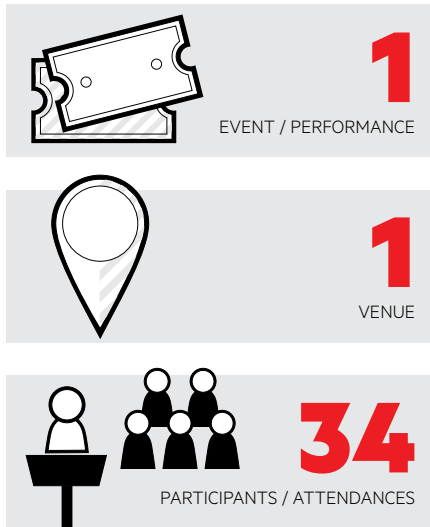
8 Wednesday 9–Sunday 13 March 2016 inclusive

9 Saturday 12 March only

10 Sunday 13 March only

11 Performance in Festival Lab only

12 Performance in Festival Lab and exhibitor stall



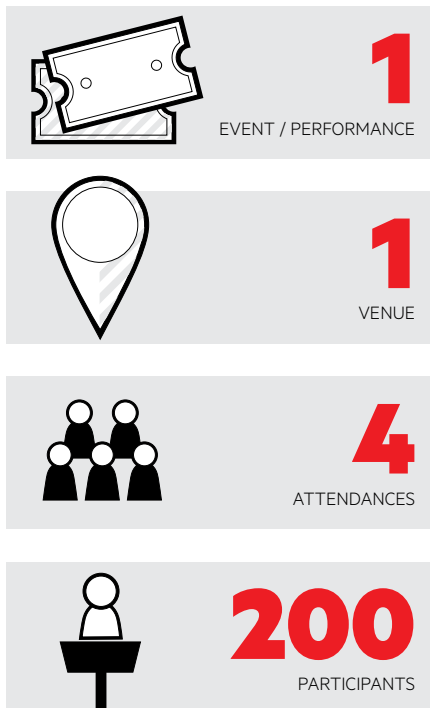
TRANSFORMING TRANSIT: A STRATEGIC FORESIGHT WORKSHOP

WEDNESDAY 9 MARCH 2016

Rapid urban densification is happening across the globe at rates previously unimagined.

The Queensland Museum harnessed the critical 'brain power' of visiting thought leaders as well as home-grown talent from government and industry to convene a strategic foresight workshop on the future of urban mobility on the first day of the World Science Festival Brisbane.

Delivered in collaboration with Arup and PwC, and moderated by Dr Chris Luebke, the full-day workshop applied strategic foresight theories to craft a narrative about the future. Foresight studies typically involve a blend of evidence, scenario planning, predictive modelling and consideration of disruptive technologies. The results from the workshop were presented in an audio visual package shown during *Catching Up with the Jetsons: Cities in 2050*. Workshop outcomes could also form the basis of new collaborations and research projects.



BUCKING THE sySTEM: THE MYTH OF MERIT

FRIDAY 11 MARCH 2016

Bucking the sySTEM: the Myth of Merit explored the challenges and strategies required for women to build a successful career in STEM industries. Supported by the Queensland's Office of Chief Scientist and Office for Women, this free, invitation-only event commenced with a moderated panel discussion that explored merit-based career progression and the factors influencing equality in senior STEM positions.

The 2016 Queensland Women in STEM Research Prize was established to encourage innovation and collaboration between women in STEM. More than 50 entries were received, and judged by an expert panel as well as online via 'people's choice'. The Honourable Leanne Enoch, Minister for Innovation, Science and the Digital Economy and The Honourable Shannon Fentimen, Minister for Communities awarded \$11,000 in prize money to three promising female researchers: Josephine Forbes *Sticky Toffee Causing Power 'Outages' in Diabetes*, Linda Pfeiffer *STEM Education and Engagement* and Shyuan Ngo *Saving the Ageing Brain*.

COMPLEMENTARY EVENTS

WEDNESDAY 9 – SUNDAY 13 MARCH 2016

Many World Science Festival Brisbane partners and Queensland Museum stakeholders hosted 16 complementary events to coincide with the official World Science Festival Brisbane program. A summary of complementary events is provided in table two, overleaf.

Complementary events kicked off on Wednesday evening with the Queensland heat of international science communication competition *Fame Lab* held at the Queensland Museum. On Thursday award-winning actor, science advocate and World Science Festival board member Alan Alda travelled to Canberra, addressing a sold-out crowd at the National Press Club on the subject of science belonging to everyone.

In addition to these single events, there were several programs that covered several days pre, during and post the full World Science Festival Brisbane. The Cooperative Research Centres (CRC) Association and Australian Science Communicators coincided their annual conferences with the World Science Festival Brisbane. Brisbane City Council activated city laneways with science-themed artwork and live musical performances.

Our Academic Partners enlivened Brisbane with diverse STEM themes. Griffith University's Augmented Reality Sandbox gave Queensland Museum visitors the chance to get messy with kinetic sand, handcrafting mountains and valleys to demonstrate geographic, geologic and hydrological concepts. QUT staged *Ars Electronica's Shared Space Bots*: an interactive robotics installation demonstrating the future of transport and *Dino Zoo Safari*: a digital display of scientifically accurate, life-sized dinosaurs, at their Garden's Point campus. The University of Queensland took over The Edge, with an alumni breakfast, pop-up science radio program, BrisScience and Global Leadership Series events and the seventh annual Steve Irwin Memorial Lecture.

Tomorrow's STEM leaders were not forgotten, with the inaugural STEM Girl Power Camp coinciding with the World Science Festival Brisbane. Developed by the Department of Education and Training, the camp gave 22 high-performing year ten students an unparalleled opportunity to participate in World Science Festival Brisbane events. Green Heart Schools (an initiative of Brisbane City Council) led the *Future BNE* event, which saw 400 year seven students descend upon King George Square for a challenge to solve our water future, the results of which were judged by Dr Karl Kruszelnicki and Lord Mayor Graham Quirk.



**TABLE 2: COMPLEMENTARY EVENTS**

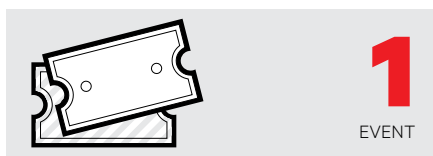
EVENT NAME	PRESENTED BY	ATTENDANCES
Alumni Breakfast	University of Queensland	300
ASC National Conference 2016	Australian Science Communicators	200
CRC Association Annual Conference 2016	CRCA	300
BrisScience Lecture: CSI	University of Queensland	300
Dino Zoo Safari	QUT	1,000
Fame Lab: Queensland Semi Final	British Council	100
Global Leadership Series: What Has Science Done for you Lately?	University of Queensland	160
Green Heart Schools	Brisbane City Council	400
Laneways Organic Data	Brisbane City Council	3,000
Pop-up Pocket Park	Brisbane City Council	1,000
Science Belongs to All of Us: Address by Alan Alda	National Press Club of Australia	280
Shared Space Bots	QUT	1,000
STEM Girl Power Camp	Department of Education and Training	22
Steve Irwin Memorial Lecture: Crocs and Conservation – Continuing Steve's Legacy	University of Queensland	300
UQ Science Radio	University of Queensland	300
	TOTAL	8,662

REGIONAL

ON THE ROAD WITH THE WORLD SCIENCE FESTIVAL BRISBANE

The 2016 World Science Festival Brisbane program included two regional events in Chinchilla and Townsville.

Students from Chinchilla State High School participated in a workshop during the regional event on 12 February.

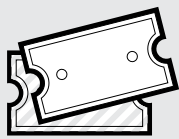


CHINCHILLA

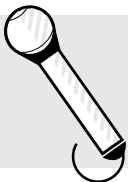
12-13 FEBRUARY 2016

On Friday 12 February 200 students from Chinchilla and Dalby State High Schools and Tara Shire State College had the unique opportunity to engage with scientists and researchers at the forefront of parasitology, geology, palaeontology, quantum mechanics and photography before participating in a hands-on workshop run by Engineers Without Borders.

The following day the Chinchilla Cultural Centre welcomed upward of 2,000 attendees who immersed themselves in hands-on activities and visual displays associated with ancient Queensland and the Great Barrier Reef. A series of Q&A sessions revealed the hidden beauty of parasites, the power of photography in scientific discovery, and the real science of asteroid theories – in contrast to those depicted by Hollywood (à la *Deep Impact* and *Armageddon*). ABC's Surfing Scientist Rueben Meerman shared the magic of quantum mechanics in an action-packed demonstration using balloons, liquid nitrogen and laser beams. The Chinchilla regional event was supported by QGC.

**1**

EVENT

**2**

PERFORMANCES

**8**

PARTICIPANTS

**907**

ATTENDANCES

TOWNSVILLE

19-20 FEBRUARY 2016

Townsville's Museum of Tropical Queensland was a hive of activity for the World Science Festival Brisbane Regional Program on 19-20 February 2016.

More than 120 students from Ingham, Bowen, Thuringowa and Townsville descended on Friday 19 February, for a series of workshops in robotics engineering, mathematics, taxonomic classification and climate change.

On Saturday activities included behind the scenes tours, robotics demonstrations and *Boom! Flash! Wow!*: an interactive science show revealing interesting facts about sound, light, air, pressure and energy. A series of talks revealed how tarantula venom is used in medical research, the way three-dimensional technology is revolutionising traditional paleontological practices and the impact of ocean acidification and climate change on lace corals. Attendees also heard personal stories about science careers from Queensland Museum Network CEO and Director Professor Suzanne Miller and Mars astronaut-in-training Josh Richards. The Townsville regional event was supported by Inspiring Australia.

AUDIENCES

WHO'S WHO



GOALS

- Achieve 60,000 attendances
- Attract a new, urban professional audience



RESULTS

- ✓ 120,367 attendances
- ✓ 26% of tickets purchased by urban professionals

The diverse nature of the World Science Festival Brisbane program ensured an equally diverse audience. In all, there were 120,367 attendances to the World Science Festival Brisbane, surpassing visitation targets by 100 per cent.

Attendances by city are provided in table three, below.

Traditional audiences for the Queensland Museum are curious adults, families with children and schools. The diverse nature of the World Science Festival Brisbane program provided an unparalleled opportunity for the Queensland Museum to continue to fulfil the needs and expectations of existing – and faithful – audiences while engaging new audiences, including urban professionals with an interest in STEM.

Audience information for the World Science Festival Brisbane was sought from ticket sales and survey data. Survey questions were devised to gauge satisfaction, determine the cultural segmentation of the audience and the impact of the World Science Festival Brisbane on Queensland tourism and economy. There was a definite audience split between free and ticketed events. Free events, specifically the *Street Science!* activities at Queensland Museum and on the Cultural Forecourt attracted traditional curious adults and families with children. The predominant audience groups for ticketed events were within the urban professional growth market, namely inner-city dwelling professionals (26 per cent), closely followed by suburban family households (24 per cent) and school groups (15 per cent). Only six per cent of all ticket purchases were made by those who had previously attended an event at the Queensland Museum.

From a geographic perspective, most events (free and ticketed) were attended by individuals living in the greater Brisbane area (refer table four, right). Attendees who travelled longer than two hours stayed overnight, either with family or friends or in paid accommodation, generating 35,420 direct visitor nights.

**TABLE 3:
TOTAL ATTENDANCE**

CITY	ATTENDANCES
Brisbane	117,270
Chinchilla	2,190
Townsville	907
TOTAL	120,367

**TABLE 4:
ATTENDEE GEOGRAPHIC ORIGIN
(BRISBANE)**

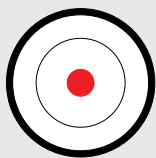
ORIGIN	BREAKDOWN
Brisbane	81%
Other Queensland	15%
Other Australia	3%
International	1%





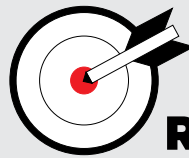
TICKET SALES

WHO BOUGHT WHAT



GOALS

- Achieve 70 per cent of available tickets
- Encourage purchases of more than one ticket
- Encourage attendees to purchase online



RESULTS

- ✓ 87% tickets issued
- ✓ 26% purchased two+ tickets
- ✓ 83% of tickets purchased online



The World Science Festival Brisbane program was launched on 13 November 2015 as part of Tourism and Events Queensland's *It's Live in Queensland 2016* campaign event. This launch included an initial release of tickets to the Theatre, Conversation and Education programs and some of the Film+Documentary events. Further ticketed events were released for sale in the ensuing months, and in some cases, second and third performances were offered to fulfil demand.

Ticket prices varied from \$9-89, as outlined in table five. In all, 19,839 tickets were issued for World Science Festival Brisbane events: 14,839 tickets were purchased and 2,395 tickets were provided on a complimentary basis to partners, stakeholders, participants and competition winners.

Daily ticket sales averaged between 50 and 100, until 19 February 2016 (three weeks prior to opening day) when they spiked at 388, in direct correlation with marketing and media relations activity. Ticket sales continued to gain momentum, with more than half sold in the two-week lead up to opening day. Thursday 10 March (day two) recorded the highest daily ticket sales at 945.

TABLE 5: TICKET PRICES

EVENT TYPE	ADULT	CONC.	MY MUSEUM ¹³	STUDENT
APPRENTICE PROGRAM	15.00	13.50		
CONVERSATION	30.00	25.00	27.00	10.00 ¹⁸
- Breakfast with Brians	55.00	50.00	50.00	
THEATRE				
- Dear Albert (Matinee)	35.00	30.00		28.00
- Dear Albert (Evening)	60.00	50.00		
- Light Falls	89.00	69.00		
EDUCATION ¹⁴			9.00	10.00
FESTIVAL LAB	25.00	20.00	22.50	
FILM & DOCUMENTARY	10.50	8.50	7.50	
- The Martian	30.00	25.00	27.00	
SALON	20.00	15.00	18.00	

Most (74 per cent) booked for one event and 26 per cent booked for two or more events. Online channels proved to be the most popular purchase platform, with 83 per cent purchasing online.

¹³ Queensland Museum Membership program

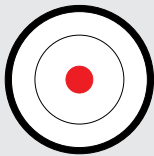
¹⁴ *Can We Save Our Precious Reefs in Time?* and *Chasing Down the Comet* only

On Friday and Saturday evening the Cultural Forecourt was adorned with picnic blankets and deck chairs for the outdoor cinema events.

Brisbane's iconic William Jolly Bridge featured Gary Cranitch's award-winning image of soft coral

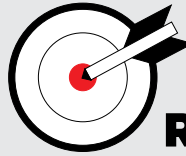
MARKETING

HOW WE CREATED AWARENESS AND INTEREST



GOALS

- Establish the World Science Festival Brisbane brand
- Generate online engagement and discussion
- Build momentum and excitement through activation



RESULTS

- ✓ Campaign reach of 5.5 million
- ✓ 47,176 Facebook 'likes' & 939,056 webpage views
- ✓ Extensive outdoor signage, lighting displays, Festival Lab and *Street Science!*

The World Science Festival Brisbane was supported by a comprehensive marketing and communication strategy, the bulk of which was dedicated to targeted activities designed to drive interstate and international visitation.

Traditional above the line activities (television, print and online) were used to establish the World Science Festival Brisbane brand and the 'explore something big' tagline to a broad consumer audience including local, interstate and international. More than 4,000 (15 and 30 second) commercials were broadcast on national subscription and free-to-air television channels during the 13 weeks from December 2015-March 2016. Full-page print advertisements were placed in targeted science magazines including *Cosmos*, *New Scientist* and *National Geographic*

magazine. Print advertisements promoting the Chinchilla regional program were run in *The Toowoomba Chronicle*, *Chinchilla News*, *Western Downs* and *Murilla Community*.

The largest advertising spend was allocated to social and digital channels. This was a deliberate decision to match the media consumption habits of target markets, particularly interstate audiences. Digital advertising commenced in November 2015 and included advertorial placements, targeted 'push' content and display ads on Facebook, Twitter and science-based websites.

A native digital content piece on Fairfax digital resulted in an average engagement time of four minutes, the highest ever recorded.



Citilights panel and postcard



The digital campaign reached over 5.5 million unique online users and generated 52,962 sessions to the official website www.worldsciencefestival.com.au. The website was established as the central hub for all World Science Festival Brisbane activities, events and news. Users were encouraged to subscribe for regular updates. The website was launched in November 2015 to coincide with the program/ticket sales launch. As outlined in table six, below, page visits grew steadily, peaking at 129,566 sessions from 89,275 unique users by the end of March 2016. The most visited pages (after the home page) were the Program Listing Menu and *Street Science!*

Below the line activity included postcards, posters and the World Science Festival Brisbane program which were distributed to coffee shops, libraries and other social hubs throughout south-east Queensland; citylights panels in Sydney, Melbourne and Brisbane; banners and flags in high traffic areas throughout the Brisbane city and South Bank; and a supersite billboard on Airport Drive, Brisbane.

TABLE 6: WEBSITE STATISTICS

MONTH	SESSIONS	USERS	PAGE VIEWS	NEW SESSIONS
November 2015	7,200	4,973	28,088	66%
December 2015	10,447	7,956	35,734	78%
January 2016	44,688	33,904	140,498	74%
February 2016	71,190	52,341	248,258	68%
March 2016	129,566	89,275	486,478	63%
TOTAL	263,091	188,449	939,056	



19-23 MARCH 2016

World
Science
Festival
Brisbane

worldsciencefestival.com.au

We painted the city red with lighting projections on some of Brisbane’s most iconic landmarks including QPAC, City Hall and the Sir Thomas Brisbane Planetarium, the Kurilpa, Victoria and Story bridges and Gateway Motorway, Treasury Casino and adjacent Reddacliff Place. Queensland Museum Network photographer Gary Cranitch’s award-winning image of soft coral was projected onto the William Jolly Bridge. South Bank’s Cultural Forecourt was activated with the Festival Lab and *Street Science!* while the lunchtime crowds at Queen Street Mall were treated to *Explosive Science* demonstrations on Thursday and Friday.

Marketing activity included banners, decals and flags in high traffic areas throughout Brisbane City and South Bank



Social media platforms Facebook, Twitter and Instagram were essential for interaction, conversations and awareness. Facebook and Twitter were used pre, during and post the World Science Festival Brisbane to profile events and encourage conversation with attendees, participants and partners while Instagram was used predominantly depict daily happenings. As demonstrated in tables seven and eight, below, Facebook likes and Twitter followers increased over time, peaking during the week of the World Science Festival Brisbane.

The World Science Festival Brisbane marketing and communication budget was supplemented by generous in-kind support from Strategic Partners Tourism and Events Queensland and Brisbane Marketing. This additional support included print coverage in the 2016 *It's Live in Queensland* calendar and associated event advertisements, television commercials and cinema advertising in interstate markets, competitions, outdoor and social listening.

TABLE 7: FACEBOOK RESULTS

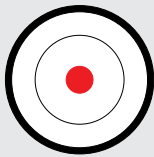
DATE	PAGE VISITS	TOTAL REACH	LIKES
1-7 February 2016	487	554,414	4,910
8-14 February 2016	441	255,965	5,284
15-21 February 2016	802	264,891	6,039
22-28 February 2016	948	247,436	6,559
29 February -6 March 2016	1,065	258,928	7,163
7 -13 March 2016	3,461	471,979	8,585
14-20 March 2016	287	383,535	8,636
TOTAL	7,491	2,437,148	47,176

TABLE 8: TWITTER ACTIVITY

DATE	FOLLOWERS	WEEKLY IMPRESSIONS	LIKES
1-7 February 2016	531	100,200	173
8-14 February 2016	575	105,600	210
15-21 February 2016	666	109,800	234
22-28 February 2016	750	116,400	222
29 February -6 March 2016	824	148,700	363
7 -13 March 2016	1,121	172,200	789
TOTAL		752,900	1,991

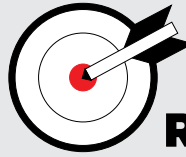
MEDIA

WHAT COVERAGE WE GOT



GOALS

- Achieve local, national and international media coverage
- Increase awareness of the World Science Festival Brisbane brand
- Profile Brisbane and Queensland as leading centre for innovation in the Asia-Pacific

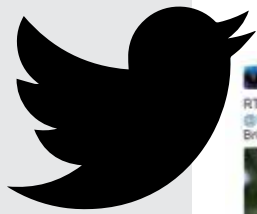


RESULTS

- ✓ \$10,071,911 ASR
- ✓ 1,439 stories reaching an audience of 28,641,975 people
- ✓ 100% of articles mentioned Brisbane and Queensland



ABC612 broadcast live from *Street Science!* on Saturday 12 March



The World Science Festival was launched 9 March 2016. At this event the Queensland Museum’s internationally renowned arachnologist Dr Robert Raven announced the discovery of a new species of spider, *Dolomedes briangreenei*, named in honour of Professor Brian Greene, co-founder of the World Science Festival. This announcement proved to be a media relations masterstroke – the story achieved \$1,397,331 in media coverage with known translations in French, Spanish, Italian, Turkish and Finnish.



Other highlights included: television appearances on *Charlie Pickering* and *The Project* by Alan Alda, feature spreads in *CANVAS* and *The Australian*, and the front page of the *Sun Herald*. *QWeekend* branded their 5-6 March 2016 issue ‘The Science Edition’ and included features on World Science Festival Brisbane participants and the turtle hatching project (see page 25). Fairfax Media live blogged the five days of the World Science Festival Brisbane and, thanks to support from Strategic Partner Tourism and Events Queensland, Channel 9 Breakfast program *Weekend Today* broadcast live weather crosses from *Street Science!* on Saturday.

ABC 612 and Radio National were the official media partners for the World Science Festival Brisbane providing invaluable in-kind support including community service announcements, promotional pointers, live mentions, interviews with participants and a four-hour live outside broadcast during *Street Science!* on Saturday.

Between 13 November 2015 and 31 March 2016 more than 1,400 stories mentioning the World Science Festival Brisbane appeared, reaching a cumulative audience of 28,641,975 people. As demonstrated in figure two, below, online was the most popular medium, followed by print, radio and television.

TABLE 9: MEDIA COVERAGE¹⁵ NOVEMBER 2015-MARCH 2016

OUTLET	NUMBER	REACH	ADVERTISING SPACE RATE
Online	1142	1,012,655	\$2,211,254
Print	133	10,487,420	\$1,427,618
Radio	116	3,940,900	\$1,826,295
Television	48	13,201,000	\$4,606,744
TOTAL	1,439	28,641,975	\$10,071,911

¹⁵ Conservative estimate, as it does not include international publications without licensing agreements.



VOLUNTEERS

AN INVALUABLE RESOURCE



- Recruit volunteers to assist with event delivery



- ☑ 240 volunteers recruited

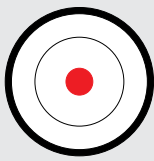
Volunteering opportunities were promoted on the World Science Festival Brisbane website and in an eNewsletter to Queensland Museum & Sciencentre subscribers in December 2015. Those interested were assessed, and where possible, volunteers were matched to strengths, specific areas of interest and availability.

Two weeks prior to the World Science Festival Brisbane volunteers were invited to attend one of four orientation sessions at the Queensland Museum. At orientation, volunteers received an overview of the World Science Festival Brisbane program, as well as general information on protocol and responsibilities and were issued the official World Science Festival Brisbane volunteer handbook and uniform.

A total of 240 volunteers were recruited including science advocates, retirees, professionals, university students and senior students from Brisbane State High School for the World Science Festival Brisbane, providing invaluable assistance with way-finding, greeting participants, administrative tasks and on audio visual and back stage tasks.

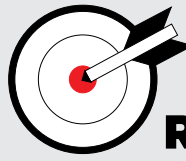
PARTNERSHIPS

OUR GENEROUS SUPPORTERS



GOALS

- Achieve \$2 million in partnership support
- Establish mutually beneficial relationships with a range of partners
- Engage stakeholders from all levels government



RESULTS

- ✓ More than \$3million pledged
- ✓ 25 partners secured, including 5 with no prior relationship with the Queensland Museum
- ✓ Support from 4 state government departments. 8 representatives from local, state and national government and 4 international officials in attendance at official events.

The World Science Festival Brisbane was generously supported by 25 partners, pledging \$3,104,888 cash and in-kind support for the inaugural year. Five of these partners had no prior relationship with the Queensland Museum Network, and a further five had never provided financial support for a specific Queensland Museum Network event.

Over the past 154 years the Queensland Government has remained the Queensland Museum's most staunch and generous supporter. This patronage extended to the World Science Festival Brisbane through the departments of Science, Information Technology and Innovation and Environment and Heritage Protection with encouragement and endorsement from Premier Anastacia Palaszczuk. Strategic Partners, Tourism and Events Queensland and Brisbane Marketing, quickly identified the social, educational and economic value of holding exclusive licence to host the only World Science Festival in the Asian-Pacific region. Their significant investment allowed the Queensland Museum to secure the license and then host and promote the 2016 World Science Festival Brisbane on an international scale. BHP Billiton, long-term friends of the Queensland Museum, presented the phenomenal success that was *Street Science!* (see

page 24), while Brisbane's three award-winning universities – Griffith, QUT and the University of Queensland – signed on as Academic Partners, providing financial support and unfettered access to their internationally renowned staff for our talent line-up (refer Appendix two for a full participant list).

While our Strategic, Academic and Principal partners supported the World Science Festival Brisbane 'at large', remaining partners invested in specific aspects. QGC and Inspiring Australia assisted with the delivery of satellite events to the people of Chinchilla and Townsville. Google sponsored a contingent of remote students who would otherwise have been unable to participate (see page 22). The Strategic Foresight Workshop was delivered thanks to the international expertise of Arup and PwC (see page 27). ABC 612 and Radio National were official Media Partners, providing extensive coverage and experienced moderators for our Conversation and Salon events (see pages 16, 18 and Appendix two for a full participant list). We collaborated with Precinct and Industry Partners QAGOMA, SLQ, if:Book Australia and the South Bank Parklands to curate and deliver the Film+Documentary Program, Science and Story and *Street Science!*, while QPAC generously shared their expertise and

provided exceptional support in the areas of ticketing, protocol, technical management and general festival development, including the secondment of our inaugural Executive Producer Deborah Murphy. Official Suppliers Accor, Singapore Airlines, Virgin Australia and Black and White Cabs transported and accommodated travelling World Science Festival Brisbane participants. Sirromet assisted with beverages for VIP events and Hitachi provided digital screens for way finding and promotion.

Partner benefits included acknowledgement, hospitality, behind the scenes tours, tickets to World Science Festival Brisbane events and opportunities to meet participants. Many partners leveraged their association with the World Science Festival Brisbane by organising stakeholder and complementary events (see page 28). All partners were represented at the official launch and VIP event, attending alongside Queensland Governor The Honourable Paul de Jersey AC, Premier and Minister for the Arts The Honourable Anastacia Palaszczuk, Lord Mayor Graham Quirk, six state and federal Ministers and Members of Parliament and international diplomats from China, Japan and the USA.



IT'S LIVE!
in Queensland

World Science Festival Brisbane



EXPLORE SOMETHING

BIG

From deep oceans to deep space, World Science Festival Brisbane is a supercharged celebration of science transforming Brisbane's Cultural Precinct

9 - 13 MARCH 2016



IT'S LIVE!
in Queensland

World Science Festival Brisbane



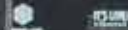
EXPLORE SOMETHING

BIG

From deep oceans to deep space, World Science Festival Brisbane is a supercharged celebration of science transforming Brisbane's Cultural Precinct

9 - 13 MARCH

world



IT'S LIVE!
in Queensland

World Science Festival Brisbane



EXPLORE SOMETHING

BIG

From deep oceans to deep space, World Science Festival Brisbane is a supercharged celebration of science transforming Brisbane's Cultural Precinct

9 - 13 MARCH

world



OUR PARTNERS

The Queensland Museum is grateful for the support of all partners and affiliates in our inaugural year.

STRATEGIC



ACADEMIC



STREET SCIENCE



PRINCIPAL



COMMUNITY



MEDIA



INNOVATION



TECHNOLOGY



FUTURES



PRECINCT AND INDUSTRY



OFFICIAL SUPPLIERS



AFFILIATES

Aqua One
CQ University
Kelvin Grove State College
QIMR Berghofer
Queensland Theatre Company
SEALIFE Mooloolaba
West End State School

Australian Science Media Centre
CSIRO
Mackay Regional Council
Queensland Academy Schools
Questacon
The Ocean Agency
Youth Science Australia

Brisbane State High School
Healthy Waterways
PwC
Queensland Brain Institute
Simmonds and Bristow
Translational Research Institute

ECONOMIC IMPACT

FOR THE BEAN COUNTERS



- Achieve 70 per cent of available tickets
- Offset expenses through cash and in-kind partnerships
- Boost the Queensland economy



- ✓ 87% tickets issued
- ✓ More than \$3 million pledged
- ✓ \$5.1 million in direct & indirect spending achieved

World Science Festival Brisbane income included ticket sales, cash support from partners and an investment from the Board of the Queensland Museum (see figure three).

Expenses fell into six categories, as outlined in figure four. Where possible, costs were economised: utilising the expertise of staff within the Queensland Museum Network through secondments and professional development opportunities maximised organisational capability whilst minimising appointment costs. The most significant outgoing was employee expenses (salaries, on-costs and appointment expenses) followed by production costs (audio visual, venue hire, technical staff), marketing and communications (including printed collateral, advertising, website development and signage). While Participants were not paid an appearance or performance fee, the World Science Festival Brisbane assumed flight, accommodation and ground transfer costs and provided a conservative per diem to offset away from home expenses. In-kind arrangements with our Official Suppliers and Precinct and Industry partners offset costs associated with venue hire, travel and accommodation.

The World Science Festival Brisbane generated \$5.1 million in direct and incremental spending across the state of Queensland, predominantly in the areas associated with travel (flights, accommodation, meals).

FIGURE 3: INCOME

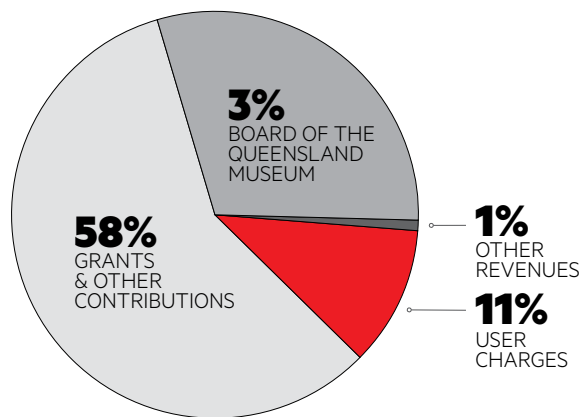
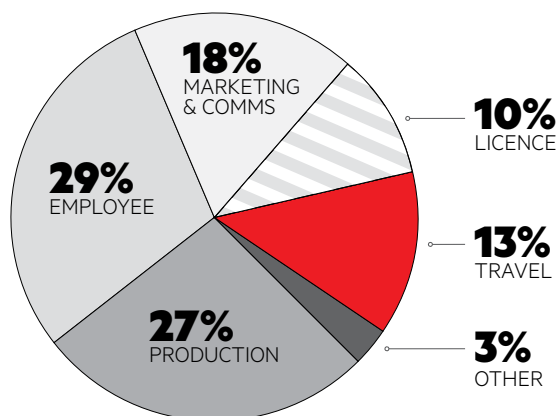


FIGURE 4: EXPENDITURE





Participants learned the traditional art of Indigenous weaving with live demonstrations during *Street Science!*

WHAT'S AHEAD

2017 AND BEYOND

In the spirit of Leonardo da Vinci, the World Science Festival Brisbane will pioneer a new era of scientific engagement in Australia, igniting new, challenging STEM discussions and establishing Brisbane and Queensland as the international hub for scientific excellence.

Looking to the future, we will:

- Attract the world's best and brightest cultural and scientific minds as participants and attendees
- Collaborate with our partners, participants and communities to deliver compelling, memorable experiences
- Remain mindful of our heritage by developing programs that showcase research and talent authentic to Queensland, including our vibrant Aboriginal and Torres Strait Islander cultures
- Break down economic and geographic barriers to attendance through cutting-edge technology and outreach programs
- Foster entrepreneurship and economic sustainability by actively pursuing commercial opportunities and developing mutually rewarding partnerships with universities, research institutions, public and private industry throughout the Asia-Pacific
- Promote direct and incremental spending in Queensland by encouraging participants and attendees to extend their visit with 'stay and see' tourism opportunities
- Take responsibility for environmental impact through sustainable practices.







Turtles were a recurring theme throughout the World Science Festival Brisbane, with the Great Barrier Reef Foundation highlighting their conservation work on Raine Island in their *Street Science!* exhibit.

APPENDICIES

**ALL THE
BORING
STUFF**

APPENDIX 1: NOMENCLATURE

ATTENDEE/ANCE	An individual who attended World Science Festival Brisbane events (official and complementary)
COMPLEMENTARY EVENT	Approved activities staged by third party organisations under the aegis of the World Science Festival Brisbane brand
EVENT	Individual activities that comprised the official World Science Festival Brisbane program – theatre, conversations, salon, film and documentary
EXHIBITOR	An individual or organisation who held a booth within <i>Street Science!</i>
FREE	An event where no bookings/tickets were required and no fees were applicable to take part
PARTICIPANT	An individual who took part in a World Science Festival Brisbane event, either as a speaker or performer (excluding exhibitors)
PERFORMANCES PROGRAM	The number of times an individual event was performed All official World Science Festival Brisbane events and performances
TICKETED	An event where attendees were required to make a booking and pay a fee to secure a ticket and take part.

APPENDIX 2: PARTICIPANTS LISTED ALPHABETICALLY BY SURNAME

Dr Daryl Adair (B)	New South Wales, Australia	
Mr Warwick Adeney (B)	Queensland, Australia	
Dr Robert Adlard (B)	Queensland, Australia	
Mr Ian Ainsworth (S)	Queensland, Australia	
Mr Alan Alda (B)	New York, USA	
Mr Ron Allum (B)	New South Wales, Australia	
Mr Jeremy Ameer-Beg (B)	Queensland, Australia	
Dr Nancy C. Andreasen (B)	Iowa, USA	
Dr Ronald C. Arkin (B)	Georgia, USA	
Professor Matthew Bailes (B)	Victoria, Australia	
Dr Ameer Baird (B)	Newcastle, Australia	
Mr Stephen Baker	Melbourne, Australia	
Dr Catherine Ball (B)	Brisbane, Australia	
Ms Kim Barrett (B)	Queensland, Australia	
Dr Guy Barry (B)	Queensland, Australia	
Dr Eva Baxter (B)	Queensland, Australia	
Dr Robert Bell (B)	Queensland, Australia	
Mr Andrew Bradley (S)	Queensland, Australia	
Mr James Bradley (B)	Victoria, Australia	
Professor Michael Breakspear (B)	Queensland, Australia	
Professor Andrew R. Brown (B)	Queensland, Australia	representing Griffith University
Professor Wendy Brown (S)	Queensland, Australia	representing University of Queensland
Ms Natasha Browne (S)	Queensland, Australia	
Ms Sue Bryant (S)	Victoria, Australia	
Professor Ashley Bush (B)	Victoria, Australia	
Dr Marcus Bussey (S)	Queensland, Australia	
Mr Tim Butler (B)	Queensland, Australia	
Mr John Byrne (S)	Queensland, Australia	representing QUT
Professor Sean Carroll (B)	Los Angeles, USA	
Ms Dale Chapman (B)	Queensland, Australia	
Mr Artur B. Chmielewski (B)	California, USA	
Mr Neil Cole (B)	Victoria, Australia	
Dr Pamela (Pan) Conrad (B)	Maryland, USA	
Mr David Conry (B)	Queensland, Australia	
Professor Peter Corke (S)	Queensland, Australia	representing QUT
Mr Gary Cranitch (C)	Queensland, Australia	
Dr Robyn Cumming (T)	Queensland, Australia	
Professor Graham Currie (S)	Victoria, Australia	
Mr Wilson da Silva (B)	New South Wales, Australia	
Ms Tracy Day (B)	New York, USA	
Dr Peter Davie (B)	Queensland, Australia	
Professor Paul Davies (B)	Arizona, USA	
Professor Tamara Davis (B)	Queensland, Australia	representing University of Queensland
Ms Ems Dels (B)	Queensland, Australia	
Ms Christy Dena (B)	Queensland, Australia	with thanks to QUT
Dr Cheryl Desha (B)	Queensland, Australia	representing QUT
Ms Joanne Devine (S)	Queensland, Australia	
Dr Jared Donovan (B)	Queensland, Australia	representing QUT
Dr Mike Doran (B)	Queensland, Australia	
Dr Dimity Dornan (B)	Queensland, Australia	

Mr Darren Draper (B)	Queensland, Australia	
Dr Matthew Dunbabin (B)	Queensland, Australia	representing QUT
Dr Sylvia A. Earle (B)	Washington, USA	with thanks to the Department of Environment and Heritage Protection
Professor Richard Easther (B)	Auckland, New Zealand	
Dr Merrick Ekins (B)	Queensland, Australia	
Dr Susannah Elliott (B)	South Australia, Australia	
Dr Hugo Espinosa (B)	Queensland, Australia	representing Griffith University
Mr Michael Esteban (B)	Queensland, Australia	
Mr Craig Fenton (S)	Queensland, Australia	
Dr Jayne Fenton-Keane (B)	Queensland, Australia	
Mr Richard Fidler (B)	Queensland, Australia	representing ABC Radio National
Ms Mibu Fischer (B)	Queensland, Australia	
Professor Marcus Foth (S)	Queensland, Australia	representing QUT
Professor Ian Frazer (B)	Queensland, Australia	representing University of Queensland
Dr Josh Frieman (B)	Illinois, USA	
Mr Antony Funnell (B)	Queensland, Australia	representing ABC Radio National
Professor Brian Gabrielli (B)	Queensland, Australia	
Dr Geoff Garrett (B)	Queensland, Australia	
Dr Ruth Gates (B)	Hawaii, USA	with thanks to the Department of Environment and Heritage Protection
Dr Craig Gibbons (S)	Queensland, Australia	
Mr Jim Gleeson (S)	Queensland, Australia	
Professor Jürgen Götz (B)	Queensland, Australia	representing University of Queensland
Professor Brain Greene (B)	New York, USA	
Mr Simon Groth (B)	Queensland, Australia	
Ms Tanya Ha (B)	Sydney, Australia	
Dr Stefan Hajkowicz (B)	Queensland, Australia	
Professor Wayne Hall (B)	Queensland, Australia	representing University of Queensland
Dr Grant Hamilton (B)	Queensland, Australia	representing QUT
Dr Lisa Harvey-Smith (B)	New South Wales, Australia	
Ms Ashley Hay (B)	Queensland, Australia	
Ms Rosie Hays (B)	Queensland, Australia	
Dr John Healy (B)	Queensland, Australia	
Ms Bernie Hobbs (B)	New South Wales, Australia	representing ABC Radio National
Mr John Hockenberry (B)	New York, USA	
Dr Scott Hocknull (C, T, B)	Queensland, Australia	
Dr Ove Hoegh-Guldberg (B)	Queensland, Australia	representing University of Queensland
Professor Sue Holliday (S)	New South Wales, Australia	
Dr John Hooper (B)	Queensland, Australia	
Mr Carl Graham Howell (B)	New York, USA	
Ms Jenna Huckenswager (B)	Queensland, Australia	
Mr Mark Huffam (B)	Sydney, Australia	
Professor Lesley Hughes (B)	New South Wales, Australia	
Professor Terry Hughes (B)	Queensland, Australia	
Dr Francesca Iacopi (S)	Queensland, Australia	representing Griffith University
Mr Richard Ings (B)	Canberra, Australia	
Mr Kris Isles (S)	Queensland, Australia	
Mr Alex Jacobs (B)	Queensland, Australia	
Ms Angela Janas (B)	New York, USA	
Ms Jacqueline Jarvis (B)	Queensland, Australia	
Mr Dennis Jarvis (B)	Queensland, Australia	
Mr Glen Javier (B)	Queensland, Australia	

Mr Jeffrey Johnson (B)	Queensland, Australia	
Ms Sarah Kachovich (B)	Queensland, Australia	representing University of Queensland
Ms Elizaveta Khripounova (S)	California, USA	
Mr Jason Klarwein (B)	Queensland, Australia	
Mr Matt Kluck (S)	Queensland, Australia	
Dr Karl Kruszelnicki (B)	New South Wales, Australia	
Dr Simon Kyaga (B)	Stockholm, Sweden	
Dr Rod Lamberts (B)	Canberra, Australia	
Mr Barry Lerner (S)	New South Wales, Australia	
Mr Steve Liddell (C)	Queensland, Australia	
Dr Charles H. Lineweaver (B)	Canberra, Australia	
Mr Chris Little (B)	Queensland, Australia	representing Griffith University
Dr Lyndon Llewellyn (B)	Queensland, Australia	
Mr John Locke (B)	Queensland, Australia	
Dr Chris Luebke (T, B)	California, USA	with thanks to Arup
Ms Anne Luk (B)	Queensland, Australia	
Dr Brendan Mackey (B)	Queensland, Australia	representing Griffith University
Ms Lynne Malcolm (B)	New South Wales, Australia	representing ABC Radio National
Professor Jenny Martin (B)	Queensland, Australia	representing Griffith University
Dr Rob Massom (B)	Tasmania, Australia	
Dr Samir D. Mathur (B)	Ohio, USA	
Ms Cat Matson (S)	Queensland, Australia	
Dr Mark McCaughrean (B)	Amsterdam, Netherlands	
Ms Anna McGahon (B)	New South Wales, Australia	
Dr Marissa McNamara (C)	Queensland, Australia	
Mr Sean Mee (B)	Queensland, Australia	
Dr Ruben Meerman (C)	Queensland, Australia	
Professor Kerrie Mengersen (B)	Queensland, Australia	
Dr Brian Miller (B)	Tasmania, Australia	
Professor Suzanne Miller (T)	Queensland, Australia	
Ms Natasha Mitchell (B)	New South Wales, Australia	
Ms Alicia Mitchell (B)	Queensland, Australia	
Ms Elena Moeller (B)	Queensland, Australia	
Mr Amin Mousavi (B)	Queensland, Australia	
Dr Paul Muir (C)	Queensland, Australia	
Mr George Musser (B)	New Jersey, USA	
Professor Priya Natarahan (B)	Connecticut, USA	
Ms Mouna Neelkanti (B)	Queensland, Australia	
Mr Peter Nimmo (S)	Queensland, Australia	
Ms Kylie Nixon (S)	Queensland, Australia	
Ms Christen O'Leary (B)	Queensland, Australia	
Ms Amanda Pagliarino (B)	Queensland, Australia	
The Hon. Anastacia Palaszczuk (B)	Queensland, Australia	
Mr Sameer Pandya (S)	Queensland, Australia	
Dr Graham Phillips (B)	New South Wales, Australia	
Professor Geoff Pryde (B)	Queensland, Australia	representing Griffith University
The Hon. Graham Quirk (B)	Queensland, Australia	
Dr Russell Reichelt (B)	Queensland, Australia	
Mr Josh Richards (T, B)	Adelaide, Australia	
Mr Jesse Richardson (S)	Queensland, Australia	
Dr Caroline Riot (B)	Queensland, Australia	representing Griffith University

Ms Jasmine Roberts (S)	Queensland, Australia	
Professor Jonathan Roberts (B)	Queensland, Australia	representing QUT
Professor Norna Robertson (B)	California, USA	
Dr Andrew Rozefelds (T)	Queensland, Australia	
Mr Renan Castro Santana (T)	Queensland, Australia	
Assoc Professor Rajesh Sarin (B)	Queensland, Australia	
Professor Matthias Scheutz (B)	Massachusetts, USA	
Professor Brian Schmidt (B)	Canberra, Australia	
Dr David Schoeman (B)	Queensland, Australia	
Dr Ronald Schroeter (S)	Queensland, Australia	representing QUT
Mr Scott Schultz (B)	Queensland, Australia	
Ms Lyn Scott-Cumming (T)	Queensland, Australia	
Dr Niamh Shaw (B)	Dublin, Ireland	
Mr Michael Shellenberger (B)	California, USA	
Professor Aaron CT Smith (B)	Victoria, Australia	
Mr Jamie Smith (S)	Queensland, Australia	
Professor Margaret Somerville (B)	Quebec, Canada	
Professor Robert Sparrow (B)	Victoria, Australia	
Dr Liam St Pierre (B)	Queensland, Australia	
Dr Will Steffen (B)	Canberra, Australia	
Ms Lindy Stephens (S)	Queensland, Australia	
Dr Andrew Stephenson (T)	Queensland, Australia	representing University of Queensland
Senior Sargent Donna Stewart (B)	Queensland, Australia	
Mr Gerfried Stocker (B)	Upper Austria, Austria	with thanks to QUT
Mr Greg Stone (S)	Queensland, Australia	
Dr Julienne Stroeve (B)	Colorado, USA	with thanks to the Department of Environment and Heritage Protection
Mr Ian Stuart (B)	Queensland, Australia	
Dr Jeanette Tamplin (B)	Victoria, Australia	
Mr Saujan Thapa (B)	Queensland, Australia	
Mr Bruce Tanner (S)	Queensland, Australia	
Dr Andrew (Andy) Thomas (B)	Texas, USA	
Mr Gary Thorpe OAM (B)	Queensland, Australia	
Professor Ian Tibbetts (B)	Queensland, Australia	representing University of Queensland
Ms Mary Tom (B)	Queensland, Australia	
Professor Michael Turner (B)	Illinois, USA	
Ms Jane Turner (Truna) (B)	Queensland, Australia	representing QUT
Mr Jim Walker (B)	Queensland, Australia	
Mr Chris Warnock (S)	Queensland, Australia	
Professor Janet Wiles (B)	Queensland, Australia	representing University of Queensland
Dr Guy D. Williams (B)	Tasmania, Australia	
Mr Robyn Williams (B)	New South Wales, Australia	representing ABC Radio National
Dr Zana Williams (C, B)	Queensland, Australia	
Ms Maxine Williamson (B)	Queensland, Australia	
Mr Ben Wilson (S)	Queensland, Australia	
Mr Michael Jorn Winther (B)	New York, USA	
Ms Beth Woods (S)	Queensland, Australia	

KEY

C	Chinchilla Program
T	Townsville Program
S	Strategic Foresight Workshop
B	Brisbane Program

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Participant Services	Kylie Atwell and Kellie-Anne Blissett
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AV Technician	Linda Campbell
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Marketing & Communication Coordinator	Libby Davis
Digital Producer – Media	David Klatt (New York)
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**WITH SPECIAL
THANKS TO**

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World Science Festival Brisbane exhibitors, participants and volunteers.

Staff of the Queensland Museum Network.

2016 World Science Festival Brisbane Performance Report
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World Science Festival Brisbane
C/-Queensland Museum & Sciencentre
Corner Grey and Melbourne Streets
South Brisbane BC Qld 4101

P: +61(7) 3842 9248

F: +61(7) 3846 1918

E: info@worldsciencefestival.com

W: worldsciencefestival.com.au

