

World
Science
Festival
Brisbane

PRESENTED BY QUEENSLAND MUSEUM

WORLD SCIENCE FESTIVAL BRISBANE
2017: IN REVIEW





**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

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Cover image: Moon jellyfish

Inside cover: Loggerhead turtles were the undisputed stars of World Science Festival Brisbane 2017

HIGHLIGHTS¹

Events

128

PERFORMANCES

OF

95

INDIVIDUAL EVENTS

HELD ACROSS

21

VENUES IN BRISBANE,
GLADSTONE, TOOWOOMBA
AND CHINCHILLA

INCLUDING

49

WORLD PREMIERES

Participants + activity providers

60

ACTIVITY PROVIDERS

339

PARTICIPANTS FROM
AUSTRALIA, HUNGARY,
NEW ZEALAND, UK AND USA

Attendances

20,576

TICKETS ISSUED

90,304

VISITORS AT QUEENSLAND MUSEUM
21 - 26 MARCH

62,000

STREET SCIENCE!,
SOUTH BANK PARKLANDS
25 - 26 MARCH

6,380

REGIONAL EVENTS
(GLADSTONE, TOOWOOMBA
AND CHINCHILLA)

2,965

AFFILIATE EVENTS

182,225

TOTAL ATTENDANCES



¹ Refer Appendix one for definitions of key terms.

Media Relations

1,200

INDIVIDUAL MEDIA PITCHES MADE

84

ACCREDITED MEDIA PASSES ISSUED

944

STORIES

REACHING A CUMULATIVE AUDIENCE OF

20M

WITH AN ADVERTISING SPACE RATE OF

\$8.52M

Visitors to Queensland Museum were treated to hands-on displays of the arachnid kind.

Digital Marketing

1.6M

WEBPAGE VIEWS

AN INCREASE OF

77%

FROM 2016

PEAKING AT

116,855

ON 25 MARCH 2017

SOCIAL MEDIA AUDIENCES GREW BY MORE THAN 70%, REACHING

10.2M⁺

IMPRESSIONS

DIGITAL CAMPAIGN REACH OF

5.1M

UNIQUE USERS

569

TWEETS

1,207

RETWEETS FEATURING THE OFFICIAL HASHTAG **#WSFBRISBANE**

Partnerships

34

PARTNERS FROM GOVERNMENT, ACADEMIA AND PRIVATE INDUSTRY

CONTRIBUTING

\$3.5M

IN CASH AND IN-KIND SUPPORT

DEMONSTRATED SATISFACTION WITH

100%

OF PARTNERS INDICATING AN INTENTION TO RE-PARTNER

Economic Impact²

45,359

EVENT SPECIFIC VISITOR NIGHTS (AN INCREASE OF 28% ON 2016)

\$7.34M

IN DIRECT AND INCREMENTAL SPENDING ACROSS QUEENSLAND (AN INCREASE OF 44% ON 2016)



The city came alive with lighting projections. Brisbane's iconic William Jolly Bridge featured Queensland Museum Network Photographer Gary Cranitch's jellyfish image.





PROFILE

QUEENSLAND MUSEUM NETWORK

The Queensland Museum Network has been building collections of the cultural and natural heritage of Queensland, its surrounding waters and near neighbours since its inception as the Queensland Philosophical Society in 1862.

Valued at more than \$487 million, the State Collection comprises 1.2 million objects and specimens and approximately 14 million research 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 Collections Centre: Hendra, Brisbane
6. Lands, Mapping and Surveying Museum: Woolloongabba, Brisbane
7. Earth Sciences Museum: University of Queensland, Brisbane

We are a museum unconstrained by borders, engaging with communities and classrooms across the state, ensuring objects, specimens and stories are accessible through trusted research, a virtual museum online, workshop and lecture programs and a lending service.

Since 1862 we have grown alongside Queensland, inspiring generations to discover, celebrate and value our distinctive natural and cultural environment and our place in the world.

WORLD SCIENCE FESTIVAL BRISBANE

Hailed by *The New York Times* as a 'new cultural institution', the World Science Festival – founded by renowned physicist Brian Greene and Emmy award-winning journalist Tracy Day – has been held annually in New York since 2008.

The Queensland Museum Network has secured the exclusive licence to host the World Science Festival in the Asia Pacific 2016-21, the only global extension of this hugely popular initiative.

World Science Festival Brisbane explores and celebrates the entanglement of science and art through a curated program of thought-provoking conversations, inspiring theatrical and cinematic experiences, interactive workshops and engaging hands-on activities.

Presenting the Festival reinforces Queensland's position as a knowledge economy, and ignites new and challenging discussions about STEM so that more and more people experience the value, impacts and wonder of science.

World Science Festival Brisbane was held for the first time in 2016 to wide acclaim, attracting more than 247 participants and activity providers from 10 countries and 120,367 attendances – double the inaugural year target.

The second annual World Science Festival Brisbane was held in 2017 and included the Brisbane flagship event (22-26 March) and regional engagement in Gladstone (3-4 March), Toowoomba (17 March) and Chinchilla (31 March-1 April).

PROGRAM

World Science Festival Brisbane celebrates and explores the nexus between science and art through a stellar line-up of live performance, conversations, film, presentations, workshops and exhibitions.

PERFORMANCE

22 – 25 MARCH 2017

World Science Festival Brisbane 2017 performance program included the Queensland premiere of ***A Live Presentation of 2001: A Space Odyssey*** and ***Constellations*** by Nick Payne.

Stanley Kubrick's 1964 film *2001: A Space Odyssey* is a cinematic masterpiece. A beautiful blend of science, this futuristic cult classic explores existentialism, human evolution, technology, artificial intelligence and extraterrestrial life. With minimal dialogue, music is intrinsic to the film's plot – deployed to create an anticipatory and intensely mysterious, supernatural atmosphere.

A Live Presentation of 2001: A Space Odyssey turned a spotlight on the music by accompanying a film screening with a live orchestral and choral performance of the score by Queensland Symphony Orchestra and The Australian Voices under the baton of internationally acclaimed conductor Mark Taddei. The result was a mesmerising tour de force that delighted audiences. *A Live Presentation of 2001: A Space Odyssey* was presented by Queensland Museum, with the very generous support of QPAC in association with Warner Bros., Southbank Centre London and the British Film Institute.

Our second performance was also the result of collaboration, this time with Queensland Theatre. The company had serendipitously included *Constellations* – a non-traditional theatrical triumph that explores the concept of multiverse theory – as the March offering of their 2017 season.

Multiverse theory is the idea that our universe is one of many, and at any given moment several different outcomes can exist simultaneously. *Constellations* ingeniously puts this theory on stage, by presenting several variations of the protagonist's relationship – some happy, and others not so happy – to present a romance underpinned by the concepts of space, time, matter and energy.

Playwright Nick Payne was inspired to write *Constellations* after seeing a television documentary featuring World Science Festival co-founder Brian Greene speaking about multiverse theory. For two nights only, during World Science Festival Brisbane 2017 audiences enjoyed a performance of *Constellations* followed by an onstage conversation between Nick Payne and Brian Greene whereby playwright and muse delved into our current understanding of the multiverse and the mysteries that remain.

Audiences delighted in the opening-night performance *A Live Presentation of 2001: A Space Odyssey*





Marine Ecologists Emma Johnston and Gretta Pecl discussing the future of our oceans during *Ocean Action: Can Science Save this Precious Environment?*

CONVERSATION +SALON

22 – 26 MARCH 2017

World Science Festival Brisbane Conversations are provocative, fast-paced and broad-based discussions about cutting-edge science, technological innovation and our changing world, while our Salons provide focussed examination of a specific subject referenced in a Conversation.

In homage to *World Water Day* on Wednesday 22 March 2017, our Conversation program commenced with ***Water: It's Not a Privilege***, a discussion about the ways transformative technologies, data analytics and engineering innovations can democratise access to water. ***Ocean Action*** delved into the impact of the industrial revolution on our oceans and the remediation offered by science, and ***Microplastics: A Macro Problem*** focussed on the disruptive impact of degraded plastic on our oceans. Underpinning the water theme was the daily lunchtime series ***Water Talks***. Hosted by *The Age* science journalist Peter Spinks, *Water Talks* investigated water disease, engineering solutions to waste water, the possibility of extra-terrestrial water and the environmental impact of bottled water.

Casting our eyes from oceans to space and beyond, ***Earth 2.0: A Future Habitat for Humanity*** investigated how close humans are to colonising space. Direct from New York, World Science Festival co-founder Professor Brian Greene moderated ***Gravitational Waves: A New Era of Astronomy Begins*** – a discussion on the ground-breaking 2015 discovery that finally confirmed Albert Einstein's century-old prediction that there are 'ripples' in the fabric of space-time. ***First Astronomers: Indigenous Knowledge Systems*** provided extraordinary insight into the traditional ways Aboriginal and Torres Strait Island communities depend on the night sky to navigate survival.

Contemplations of the cosmos were complemented with discussions on technology, quantum computing and artificial intelligence. ***The New Normal: The Quantum Age of Computing*** examined the phenomenal promise and challenges posed by quantum technology while ***Staying Connected: A Privacy Crisis*** considered how technological advancement is challenging privacy expectations. ***Automated Autos: the Future of Driverless Driving and Drones*** weighed the opportunities and challenges posed by driverless technology. ***Frankenstein Anxiety: Robotics and the Replacement of***



Ourselves discussed the burgeoning market of robotic automation and contemplated human coexistence with robots.

The Paris Agreement and current global commentary relating to carbon emissions and energy security earned the subject a place in the Conversation+Salon program. ***Towards 2050: Renewing Energy Expectations*** contemplated the impacts associated with energy generation and the global behavioural changes necessary for a new energy economy, while ***On Or Off the Grid: Securing Australia's Energy Future*** focussed on issues of supply, alternatives and diversification on our home shores.

In keeping with the World Science Festival mission, the intersection between science and art was explored with four events making their world premiere. ***Science and Story: The Semantics of Science*** revealed how successful writers unpack the tech talk to make science accessible and sexy. In ***Science and Faith: A Comfortable Co-existence*** panellists explored how



the philosophies and practices of diverse religious faiths co-exist with the highly empirical world of science. ***When Science Meets Art: An Enduring Entanglement*** considered the historical pairing of science and art and whether both are equally valued, while ***Degas Revealed: The Science behind the Art*** demonstrated how technological advancements in high-definition scanning uncovered a hidden image beneath Edgar Degas' masterpiece *Portrait of a Woman*.

The Conversation+Salon program also traversed the multidisciplinary nature of scientific endeavour. ***We Don't Know What We Don't Know: Big Science, Big Rewards*** welcomed science luminaries Barry Barish, France A. Córdova, Alan Finkel, Anne Kelso and Adi Paterson together under the expert moderation of Robyn Williams to discuss the risks, rewards, discoveries and challenges of a long-term approach to science enterprise. ***The Future is in Good Hands*** provided a glimpse into the future of STEM innovation when four of the world's brightest teenage minds –

all under the age of 17 – conversed with Australia's Nobel Laureate Brian Schmidt about the important role science has to play in creating a happy, healthy and safe future for all. ***Under the Microscope: Pioneering Women in Science*** revealed the personal stories of how four contemporary women of science forged their way to the top of their professions. This Conversation was preceded by presentation of the ***Queensland Women in STEM Prize***. Presented by World Science Festival Brisbane, Queensland Office of the Chief Scientist and the Queensland Office for Women, the *Queensland Women in STEM Prize* highlights the dedication of Queensland's female scientists, as well as their contribution to inspiring, and engaging with, the broader community about Queensland science. Two prizes of \$5,000 were awarded. Nasim Amiralian was named Judges Choice for her entry *Spinifex Grass: Hidden Gold in the Australian Landscape*, while Jordan Debono was named People's Choice for her entry *Venoms to Drugs: Blood Medication*.

Visitors to Queensland Museum made their mark at the free mass colouring event *Colour our Coral*





QUEENSLAND MUSEUM

23 – 26 MARCH 2017

From Thursday to Sunday Queensland Museum came alive with displays and presentations showcasing the varied activities that take place behind the scenes.

This included reprisal of the hugely-popular live taxidermy demonstrations and *My Favourite Things* – a display showcasing the objects and specimens favoured by Queensland Museum’s curatorial staff.

Queensland Museum was the stage for the new **Let’s Talk** series, which featured topics from turtles to taxidermy, crocs to corals – highlighting the important role of taxonomic study in conserving our biodiversity. Conservation was also a key message in the interactive *REEForm* display. Presented by Microsoft, *REEForm* used motion technology and public access data to highlight the environmental factors influencing catchment run-off and the subsequent effect on the Great Barrier Reef.

On Saturday and Sunday visitors enjoyed engineering challenges and robot coding workshops using LEGO and Pepper the humanoid robot, hands-on spider study with Queensland Museum’s resident arachnologists and learned crocodile trapping techniques from the Australia Zoo Wildlife Warriors.

The undisputed stars of the World Science Festival Brisbane 2017 were the Loggerhead turtles, with more than 8,000 people visiting **The Hatchery**³ at Queensland Museum to see the fledgling reptiles emerge from their eggs. Presented in conjunction with the Department of Environment and Heritage Protection with help from Aquarium Industries, this year *The Hatchery* included an important conservation message: a mesmerising display of Moon jellyfish, juxtaposed with an identical tank filled with plastic bags demonstrating how similar both appear underwater, with fatal results. In April, after a slight delay due to ex-tropical cyclone Debbie the infant Loggerheads were released 20 kilometres off the coast of Mooloolaba, embarking on a 16-year round-trip via New Zealand, Chile and Peru.

STREET SCIENCE!

25 – 26 MARCH 2017

On Saturday and Sunday, 62,000 people converged on the Cultural Forecourt for two action-packed days of **Street Science!**

Presented in conjunction with BHP Billiton Foundation, *Street Science!* saw 30 activity providers demonstrate the pure fun of science through hands-on experiments and installations ranging from water quality testing, inventing with electronics, virtual reality oceans, medical microscopy, daytime star gazing, insect hunting and specifically for under-five’s, robotics and discovery play from early childhood specialists C&K.

Crowds flocked to the *Showcasing Science* stage for short, sharp science demonstrations in gravity, juggling and the brain, magnetic superconductors and cryogenics. Festival Lab was a hive of activity, with a full program that included criminal forensics, robotics, molecular gastronomy and chemistry demonstrations.

A true demonstration of community engagement and collaboration, *Street Science!* provides a powerful platform for credible organisations and member-based community groups to raise profile and showcase STEM expertise. There was no charge to participate as an activity provider, nor fee for service. Expressions of interest to participate in *Street Science!* were called in August 2016. All applications were assessed, and those fulfilling key criteria were invited to participate.

FESTIVAL LAB

22 – 26 MARCH 2017

Once again, Festival Lab took pride of place on the Cultural Forecourt, serving as a visual and geographic hub for attendees. The Festival Lab evening program offered scintillating science trivia as well as readings, performances and comedy featuring some of art and science’s most revered contemporaries.

Festival Lab was the venue for two brand-new World Science Festival Brisbane event series:

Brain Food Breakfast and **Science Gets Social**. These engaging 60-minute events focussed on the quirky, fun and unexpected faces of science, traversing the diverse topics of bio-fabrication, the links between colouring and cognitive neuroscience, maths in popular movies, brain training and the big bang.

In celebration of the 10th anniversary of *Earth Hour* on Saturday 25 March 2017, World Science Festival Brisbane went ‘off the grid’ and encouraged visitors to explore the natural luminosity of Brisbane’s beautiful night sky with the free **Stargazing** event.

³ *The Hatchery* received ethical approval from the Queensland Museum Animal Ethics Committee.

LIFELONG LEARNING

22 – 24 MARCH 2017

Great minds inspire greatness. The World Science Festival Brisbane *Lifelong Learning* program showcased the diversity and opportunities available within STEM disciplines and inspires students to participate in STEM subjects. The *Lifelong Learning* program was launched at a Teacher Preview evening on 17 November 2016. The program was subsequently promoted to the Queensland Museum *Lifelong Learning* database, comprised of subscribers from schools throughout Australia.

In 2017 more than 2,900 students and teachers attended ticketed World Science Festival Brisbane events. The sold-out **Flight Club** activities saw students in Years four to six explore how the animal kingdom has perfected the art of flying, soaring, parachuting and gliding to survive within diverse habitats. The ever-popular **Cool Jobs** returned, giving audiences the chance to hear personal stories from people with diverse, non-traditional STEM careers including an astronaut, biomedical illustrator, wildlife veterinarian, geologist and coral specialist. **Pioneers in Science** saw Queensland's very own pioneering immunologist Professor Ian Frazer take the stage to regale audiences of the personal trials and tribulations he encountered on the journey towards discovery and implementation of Gardasil cervical cancer vaccine. This address was followed by a lively Q&A session comprised of questions posed by Queensland students.

Together with Academic Partners Griffith University, QUT and The University of Queensland and Program Partners QIMR Berghofer and Translational Research Institute we delivered 12 different **Apprentice Programs**. These immersive, hands-on workshops in the fields of genetics, microbiology, bioengineering, robotics, palaeontology, quantum physics, environmental science and cancer biology gave senior students the once-in-a-lifetime opportunity to experience, first-hand, the wonder of STEM by working in laboratories alongside subject-matter experts.

In addition to these dedicated *Lifelong Learning* programs, schools and students were offered discounted ticket rates to the *Automated Autos: The Future of Driverless Driving and Drones* and *The New Normal* Conversation events, which were enhanced by curriculum-linked learning resources developed in conjunction with the Department of Education and Training. Schools were encouraged to complement their time at World Science Festival Brisbane by visiting the free activities at Queensland Museum.

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 travelled to Brisbane for the World Science Festival Brisbane. Their whirlwind experience included programmed events and a behind the scenes tour of Queensland Museum.

FILM

22 – 26 MARCH 2017

The **Science Frontiers** film program, delivered in conjunction with the QAGOMA's Australian Cinémathèque, chartered the development of science in popular cinema with a stellar line up of films. This included David Bowie in *The Man Who Fell to Earth* (1976), Ridley Scott's classic thriller *Alien* (1979) and James Cameron's *Aliens* (1986), Terrance Malik's documentary *Voyage of Time* (2016), family favourite *ET: The Extra Terrestrial*, international documentary *Sepideh* (2013), and Christopher Nolans' critically-acclaimed epic sci-fi *Interstellar* (2014).

On Saturday, a packed audience was treated to a very special event: screening of the highly acclaimed film *Hidden Figures* followed by an enlightening panel discussion about the extraordinary – but historically unknown and unacknowledged – contributions made by women to scientific endeavour.

FORESIGHT SERIES

22 MARCH 2017

The World Science Festival Brisbane **Foresight Series** returned in 2017. The *Foresight Series* harnesses the critical brain power of visiting thought leaders as well as home-grown talent from government and industry to convene a forum to ask big questions about the world we want to live in.

The 2017 focus was the future of energy. Facilitated by Arup's Global director of Foresight, Research and Innovation Chris Luebke, the full day workshop applied strategic foresight theories to develop a collaborative, achievable road map for significant carbon emissions reductions. The outcomes of the workshop will form the catalyst for projects to drive carbon emissions reduction.

Crowds flocked to *Street Science!* on Saturday and Sunday





REGIONAL

The World Science Festival Brisbane 2017 regional program included events in Gladstone, Toowoomba, Townsville and Chinchilla.

Community partner QGC generously supported events in Gladstone (3-4 March) and Chinchilla (31 March and 1 April). Both events were comprised of a Student Day on Friday and a Community Day on Saturday. The Student Days included a key note address from award-winning drone expert Dr Catherine Ball, 'speed chats' with scientists and researchers at the forefront of arachnology, parasitology and palaeontology and hands-on workshops in engineering and geosciences.

The Community Days included hands-on activities and visual displays associated with Queensland's unique biodiversity and the Great Barrier Reef. A series of Q&A sessions revealed the hidden beauty of parasites and the real science of dinosaurs theories – in contrast to those depicted by Hollywood (à la Jurassic Park), while children of all ages learned the magic behind string theory and quantum mechanics in action-packed demonstrations using balloons, liquid nitrogen and laser beams.

Events in Gladstone and Chinchilla spilled out into the streets, with coding and robotics workshops delivered at the Gladstone Library and *Seagrass Science through 3D Art* – a public art installation inspired by Gladstone's native seagrass meadows – displayed on Goondoon Street. In Gladstone two schools unable to attend the student day were treated to an in-school presentation from Biological and Chemical Engineer Paul Luckman as part of the *Flying Scientists: Engaging Rural Queenslanders in Science* initiative run by the Office of the Queensland Chief Scientist. In Chinchilla, the Library and Lapunyah Art Gallery delivered virtual reality and hands-on science-meets-art activities.

The Toowoomba event, ***The Farmer Wants a Science Life***, was held at Cobb+Co Museum on 17 March with support from Inspiring Australia. Based on Queensland Museum's hugely popular 'After Dark' format, this sold-out, 18+ evening event explored the ways science is changing agriculture through a series of panel discussions, demonstrations and Q&A sessions with engineering, pathology, farming and viticulture experts. Visitors also sampled local produce from The Barefoot Baker, Budgee Garlic and Herbs, Golden Ark Honey, Rosbrook Pastoral, Jalbirri Googum and Granite Belt Brewery.

Safety threats posed by Tropical Cyclone Debbie scotched original plans for World Science Festival Brisbane programming in Townsville on 26-27 March. The event has been re-scheduled for 13-14 August 2017 to coincide with National Science Week, and programming is well underway with partners Inspiring Australia, Energy Queensland and James Cook University.



Students from Gladstone State High attend the Student Day in Gladstone



AUDIENCES

The diverse nature of World Science Festival Brisbane attracts a varied audience.

ATTENDANCES

More than 182,000 attendances were recorded for World Science Festival Brisbane 2017. Attendances by geographic location are provided in table one.

Visitor profile and economic impact for the flagship event in Brisbane was obtained from ticket sales, postcode and survey data. Free events, specifically those offered at Queensland Museum as part of *Street Science!* attracted traditional Queensland Museum audiences of curious adults and families with children. The predominant audience groups for ticketed events were from the Mosaic groups *Independence and Careers*: apartment-dwelling young and maturing professionals and students in city central locations and *Knowledgeable Success*: well educated family and couple households in suburban areas. Most were aged 35 years or under and booked for one event only.

From a geographic perspective, most events were attended by individuals living in the greater Brisbane area (refer table two). Interstate and international visitation was bolstered by the familiarisation tours hosted by Brisbane Convention Bureau and Trade Investment Queensland and a delegation of 84 students and teachers from China. Attendees who travelled further than 200 kilometres stayed overnight, either with family or friends or in paid accommodation, generating 45,359 event specific visitor nights.

Hip young things discovered the multi-sensory delights of wine and music in Festival Lab

TABLE 1: ATTENDANCES BY EVENT LOCATION

Location	Attendances
Brisbane	175,845
Chinchilla	1,670
Gladstone	4,410
Toowoomba	300
TOTAL	182,225

TABLE 2: ATTENDANCES BY GEOGRAPHIC ORIGIN (BRISBANE EVENTS)

Origin	Event Type	
	Non-ticketed	Ticketed ⁴
Brisbane ⁵	70%	84%
Other Queensland	15%	11%
Interstate	7%	4%
International	8%	1%

⁴ Based on data collected at point of sale, and therefore only includes geographic data of the purchaser.

⁵ Includes postcodes 4000-4001, 4003, 9000-9015 (Brisbane CBD) and 4000-4207, 4300-4305, 4500-4519 (Brisbane Metro)



VOLUNTEERS

Volunteering opportunities were promoted on the World Science Festival Brisbane website from November 2016. All applicants were assessed by the Volunteer Coordinator, and where possible, matched to strengths, specific areas of interest and availability.

Two weeks prior to the World Science Festival Brisbane 2017 volunteers were invited to attend one of three orientation sessions at Queensland Museum. At orientation, volunteers received a verbal overview of the World Science Festival Brisbane 2017 program and general information on protocol and responsibilities. They were also issued the official World Science Festival Brisbane volunteer handbook and uniform.

A total of 186 volunteers were recruited for the World Science Festival Brisbane 2017, providing invaluable assistance with way-finding, queue management, greeting and accompanying participants, audio visual and back stage tasks.

PARTICIPANTS

The World Science Festival Brisbane brings some of the world's greatest thought leaders to Queensland and showcases the best and brightest local experts.

In 2017 the talent line-up included 60 activity providers, 245 participants from Australia, Hungary, New Zealand the United Kingdom and the United States of America and a 94-piece orchestra. We strive for an equal gender balance in our programming, and came close to this goal in 2017 with a split of 58 per cent male and 42 per cent female.

In 2017 we welcomed back World Science Festival Brisbane co-founder Brian Greene; science communicator Karl Kruszelnicki; science journalist extraordinaire Robyn Williams; Nobel Laureate Brian Schmidt; Australia's Chief Scientist Alan Finkel; and immunologist and former Australian of the Year Ian Frazer.

These notable participants joined the stage alongside international guests including philosopher and author AC Grayling; creator of the Laser Interferometer Gravitational-Wave Observatory (LIGO) Scientific Collaboration Barry Barish; Scientist in Charge at The Metropolitan Museum of Art (New York) Marco Leona; UNESCO's András Szöllösi-Nagy and Director of the National Science Foundation France A. Córdova. Closer to home, the depth of expertise championed by our *Academic* partners was demonstrated by participants in the fields of aquatic ecosystems, artificial intelligence, biomedical engineering, consumer behaviour, ecosystem resilience, environmental science, flavor chemistry, law and ethics, neuroscience, religion-and-science discourse, robotics, sustainable energy and wetland ecology. A full list of participants is provided at Appendix One.



MARKETING

World Science Festival Brisbane 2017 was supported by a comprehensive marketing strategy designed to build brand equity, increase awareness, drive ticket sales and encourage local, interstate and international attendance.

Outdoor, television and digital advertising were used to build on the brand equity created in 2016, complemented by printed promotional collateral, extensive social media and cooperative marketing from partners.

TELEVISION ADVERTISING

- More than 4,000 15-second commercials broadcast on national subscription channels and Channel 7 from December 2016-March 2017, including prime, targeted placements during *National News*, *Game of Thrones*, *Star Trek*, *Big Bang Theory*, and *My Kitchen Rules*.



Marketing collateral: postcards

COLLATERAL

- Print advertising in targeted publications including *Alive Major Events Calendar*, *Creative Brisbane* and *QPAC Story*.
- Promotional posters, postcards and a 16-page tabloid program, distributed to coffee shops, libraries and social hubs throughout south east Queensland.



Outdoor marketing collateral: Citilights



Marketing collateral included a 16-page tabloid program

DIGITAL

- Official website worldsciencefestival.com.au was the central hub for all World Science Festival Brisbane activities, events and news.
- Website traffic increased by 77 per cent generating 1,669,292 webpage views, peaking at 116,855 on Saturday 25 March 2017. After the homepage, the most visited page was the Program Listing, generating 343,128 page views, of which 28 per cent were unique.
- Digital campaign reached over 5.1 million unique online users, generating 67,638 sessions to the official website. The digital nature of the campaign allowed for recurrent data analysis to continually test and improve results.
- 10.2 million+ impressions across social media, including 569 tweets and 1,207 retweets featuring the official hashtag #WSFBrisbane, resulting in 70 per cent growth from 2016.
- 30 World Science Festival Brisbane specific eDMs distributed across six databases, with an average open rate of 37 per cent, above industry standard of 22 per cent.
- World Science Festival Brisbane eNews subscriber list more than tripled in the period May 2016-April 2017.

OUTDOOR

- 820 *Street Talk* and *City-lights* panels in Sydney, Melbourne and Brisbane, including almost \$400,000 worth of in-kind support from Brisbane Marketing and JC Decaux.
- 36 screens across universities in Canberra, New South Wales and Victoria during 'O' Week.
- 190 banners and flags within a 10 kilometre radius of Brisbane CBD, with a high concentration in South Bank.
- Supersite billboards on Airport Drive, extensive venue signage at Queensland Museum and digital billboard promotion at Queen Street Mall and QPAC, complemented by cooperative activity by Griffith University and The University of Queensland.
- Red 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 Reddcliff Place.
- 40 flags across central and highly visible areas throughout Gladstone and Chinchilla.

In *WHEN SCIENCE MEETS ART: An Enduring Entanglement* our experts debated whether the marriage between art and science can ever be equal.



MEDIA RELATIONS

Media Relations activity supported the Marketing campaign by creating excitement in the World Science Festival Brisbane program and Participants.

Media relations commenced in November 2016, coinciding with the World Science Festival Brisbane 2017 program launch, release of tickets to the *Lifelong Learning* program and select Conversation+Salon events. Media opportunities were pitched to a diverse range of platforms and geographic areas. These opportunities were supplemented by a comprehensive media kit including talent profiles for Participants, an image and video catalogue and Media Accreditation Program. During World Science Festival Brisbane 2017 accredited media received daily media bulletins, in-event media opportunities and access to a dedicated media hub.

World Science Festival Brisbane 2017 was officially launched on 22 March 2017 at a media call featuring speeches from special guests The Hon. Leeanne Enoch, Minister for Innovation, Science and the Digital Economy and Minister for Small Business; Cr Adrian Schinnerer Deputy Mayor of Brisbane City Council and World Science Festival Co-Founder Tracy Day. This resulted in coverage from Courier Mail, Brisbane Times, National Online, Fairfax, NewsCorp and APN Syndication, Yahoo News, Nine News, ABC Radio, 97.3FM, 4BC, ABC Online, Seven News (National) and Nine News, ABC News 24 (National) and Quest Newspapers.

Media Relations highlights include:

- More than 1,200 individual media pitches to local, national and international media outlets.
- 944 published stories, with an Advertising Space Rate of \$8.52 million, reaching a cumulative audience of more than 20 million. Coverage⁶ by media type is provided at table three.
- 88 individual interviews during the week of World Science Festival Brisbane (20-26 March 2017).

- 120 minutes of syndicated television programming on Channel 7 including bulletins and a weather cross on the National News and on a What's On feature during *Great Day Out*.
- Live broadcasts from *Street Science!* on Saturday 25 March 2017 by Channel 9 (Weekend Today) and ABC Radio Brisbane (Saturday Breakfast).
- Feature with Alan Alda in *Cosmos*, centre page spread on taxidermy in *Weekend Australian* magazine, double page feature in the Courier Mail's *Headstart* supplement and tourism features in *Qantas Magazine*, *Jetstar Magazine* and *Voyeur* (Virgin).
- Television and radio interviews with Participants including Tamara Davis, Brian Greene, Lisa Harvey-Smith, Hannah Herbst, Max Loughan, Karlie Noon, Taj Pabari, Tristan Pang, Andrew Thomas and Mary-Anne Williams, on *The Weekly* with Charlie Pickering, *The Feed* (SBS), ABC television and six ABC Radio shows, including *Conversations with Richard Fidler*.
- 100 per cent of media coverage mentioned Brisbane.

TABLE 3: MEDIA COVERAGE⁶ BY TYPE
1 JUNE 2016-31 MAY 2017

Outlet	Number	Audience Reach	ASR (\$)
Radio	122	3,039,700	4,260,985
Print	184	8,727,018	1,251,746
Online	590	354,955	1,538,944
Television	48	8,222,000	1,469,816
TOTAL	944	20,343,673	8,521,491

⁶ Conservative estimate, as this does not include publications without ISENTIA licencing agreements.

| PARTNERSHIPS

Prestigious, international events are impossible without support – from government, from academia and private industry.

World Science Festival Brisbane is no different. In 2017 we were generously supported by 34 partners, contributing \$3.5 million in cash and in-kind support. Leading the charge were our *Strategic* partners Tourism and Events Queensland and Brisbane Marketing, both of whom see World Science Festival Brisbane as an unrivalled edutourism opportunity and a means to promote Queensland and Brisbane as a global leader in STEM.

The Queensland Government is a generous supporter of Queensland Museum and by extension, World Science Festival Brisbane. Premier Annastacia Palaszczuk continues to be our greatest advocate, while Minister Kate Jones, Minister Leeanne Enoch and Minister Stephen Miles, whose portfolios include Education, Tourism, Major Events, Innovation, Science and the Environment and Great Barrier Reef – provided generous financial support of World Science Festival Brisbane 2017, specifically development of curriculum-linked learning resources, the *Queensland Women in STEM Research Prize* and *The Hatchery* respectively.

Brisbane's three award-winning universities – Griffith University, QUT and The University of Queensland – returned in 2017 as our valued *Academic* partners, providing generous financial support as well as access to their illustrious and internationally-renowned staff and alumni for our talent line-up for Conversation, Salon and Festival Lab Events, our *Apprentice Programs* and *Street Science!*. Arup's mastery in strategic foresight was instrumental in delivering the second *Foresight Series* workshop while ABC, Channel 7 and JC Decaux provided phenomenal media and promotional support, allowing us to build momentum and increase the power and reach of the World Science Festival Brisbane brand.

In 2017, BHP Billiton Foundation joined the fold, supporting the free extravaganza that was *Street Science!* We also welcomed the Department of Industry, Innovation and Science and Microsoft as our *Futures* partners, both of whom recognise the integral role of STEM in Australia's economic prosperity.

Community partner QGC, as part of the Future Makers relationship, generously supported the regional events

in Gladstone and Chinchilla. Long-term friends Energy Queensland and Inspiring Australia joined James Cook University to support regional events in Townsville. Google once again supported a contingent of remote students. This year, in recognition of the Queensland Museum's goal to engage with communities irrespective of geography, we piloted live streaming of two Conversation+Salon events and *Pioneers in Science* throughout Australia, thanks to the expertise of 5Stream.

QPAC was named our exclusive *Performance* partner providing invaluable support across the areas of ticketing, venue management, technical and audio visual expertise, specifically for the Queensland premiere of *A Live Presentation of 2001: A Space Odyssey*. This year our *Program* partners extended beyond Cultural Precinct neighbours QAGOMA, State Library of Queensland and South Bank Parklands to include ANSTO, C&K, Queensland Theatre, QIMR Berghofer Medical Research Institute, Queensland Symphony Orchestra, and Translational Research Institute. *Program* partners generously contributed time and expertise towards program development and delivery and many co-hosted World Science Festival Brisbane events in their venues.

The Mantra Group, Sci-Fleet Toyota, Black and White Cabs and Otto were official suppliers, accommodating, transporting and providing hospitality for participants travelling from five countries to participate in the World Science Festival Brisbane 2017.

Partner benefits included acknowledgement, stakeholder engagement, hospitality and tickets to World Science Festival Brisbane 2017 events. Many partners leveraged their association with the World Science Festival Brisbane through cooperative marketing activity and hosting affiliate events. After World Science Festival Brisbane 2017 concluded, partners were surveyed to measure satisfaction and identify areas for improvement. Results were overwhelmingly positive, with 100 per cent of survey respondents indicating their intention to re-partner for 2018 and beyond.

2017 PARTNERS

Queensland Museum Network is grateful for the generous support of our partners for World Science Festival Brisbane 2017.

STRATEGIC PARTNERS



ACADEMIC PARTNERS



STREET SCIENCE PARTNER



PRINCIPAL PARTNER



PERFORMANCE PARTNER



COMMUNITY PARTNERS



MEDIA PARTNERS



INNOVATION PARTNER



FUTURES PARTNERS

Department of Environment and Heritage Protection



PROGRAM PARTNERS



QUEENSLAND THEATRE



OFFICIAL SUPPLIERS



AFFILIATES

Backdrops Fantastic
Brisbane Festival
Department of Education and Training
Experience Oz

Felton Food Festival
Gladstone Entertainment and Convention Centre
National Youth Science Forum

Power of Engineering
Underwater World SEA LIFE Sunshine Coast
University of Southern Queensland

WHAT'S AHEAD

World Science Festival Brisbane will pioneer a new era of scientific engagement in Australia, igniting new, challenging STEM discussions and establishing Brisbane 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.
- Overcome 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.



| APPENDICIES

APPENDIX 1: NOMENCLATURE

Activity provider	an individual or organisation that provided programming at Queensland Museum, a Regional Event or as part of <i>Street Science!</i>
Attendee/ance	an individual who attended World Science Festival Brisbane events
Affiliate 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 – Performance, Conversation+Salon, <i>Street Science!</i> Film, <i>Lifelong Learning</i> etc.
Participant	an individual who took part in a World Science Festival Brisbane event, either as a speaker or performer (excluding activity providers)
Performances	the number of times an individual event was performed
Program	the collective noun for all individual events that comprise World Science Festival Brisbane
Ticketed	an event where attendees were required to make a booking to secure a ticket and take part.

APPENDIX 2: ACTIVITY PROVIDERS + PARTICIPANTS

ACTIVITY PROVIDERS

Name	Event	Geographic Origin
Abc Brisbane*	SS	Queensland, Australia
Amber	FL, SS	Queensland, Australia
Aquarium Industries	QM	Victoria, Australia
ARUP	SS	Queensland, Australia
Australasian Radiation Protection Society Inc. (Queensland Branch) ("Qarps")	SS	Queensland, Australia
Australia Zoo Wildlife Warriors	QM	Queensland, Australia
Australian Institute Of Marine Science (Aims)	SS	Queensland, Australia
Australian Museum	FL, SS	New South Wales, Australia
Australian Science Innovations	G, SS	Australian Capital Territory, Australia
Australian Science Olympiads	C	Australian Capital Territory, Australia
BHP Billiton Foundation	SS	Victoria, Australia
Brisbane Astronomical Society*	FL, SS	Queensland, Australia
Brisbane City Council*	SS	Queensland, Australia
Budgee Garlic And Herbs	T	Queensland, Australia
Building Block Studio	QM	Queensland, Australia
C&K	SS	Queensland, Australia
Celestron Telescopes*	SS	Victoria, Australia
CSIRO	SS	Australian Capital Territory, Australia
Department Of Environment And Heritage Protection (Office Of The Great Barrier Reef)	SS	Queensland, Australia
Department Of Science, Information Technology And Innovation	SS	Queensland, Australia
EcoTones	FL	Queensland, Australia
FIRST Australia	QM	Queensland, Australia
Fizzics Education	FL, SS	Queensland, Australia
Flying Fox Studios	SS	Queensland, Australia
Geological Society of Australia	SS	Queensland, Australia
Golden Ark Honey	T	Queensland, Australia
Grace Lutheran College	SS	Queensland, Australia
Granite Belt Brewery	T	Queensland, Australia
Great Barrier Reef Foundation	SS	Queensland, Australia
Griffith University	SS	Queensland, Australia
Healthy Waterways and Catchments*	SS	Queensland, Australia
HSBNE	SS	Queensland, Australia
It's Rocket Science School Incursions	SS	Queensland, Australia
Jalbirri Googaum	T	Queensland, Australia
Monash University	FL, SS	Victoria, Australia
National Youth Science Forum	QM	Australian Capital Territory, Australia
QIMR Berghofer Medical Research Institute	SS, C, G	Queensland, Australia
Queensland Conservatorium, Griffith University	SS	Queensland, Australia
QUT	SS	Queensland, Australia
Rosbrook Pastoral	T	Queensland, Australia
Royal Botanic Garden Sydney	SS	New South Wales, Australia
Scale Free Network	SS	New South Wales, Australia
Underwater World SEA LIFE Sunshine Coast	QM	Queensland, Australia

Name	Event	Geographic Origin
Soil Science Australia (Soils in Schools Program)	SS	South Australia, Australia
STEMPunks	SS	Queensland, Australia
Street Science Education	C, G, FL, SS	Queensland, Australia
The Barefoot Baker	T	Queensland, Australia
The Brainary	SS	Victoria, Australia
The Translational Research Institute	SS	Queensland, Australia
The University of Queensland	SS	Queensland, Australia
Young Engineers Brisbane	SS	Queensland, Australia
Young Scientists of Australia, Brisbane Chapter Inc.	SS	Queensland, Australia

LEGEND

- * One day only
- C Chinchilla
- T Toowoomba
- G Gladstone
- FL Festival Lab
- QM Queensland Museum
- SS Street Science!

PARTICIPANTS

Name	Event	Geographic Origin	Representing Partner Organisations
Dr Fernanda Adame	B	Queensland, Australia	Griffith University
Cr Krista Adams	B	Queensland, Australia	
Mr Warwick Adeney	P	Queensland, Australia	
Dr Robert Adlard	B	Queensland, Australia	Queensland Museum Network
Dr Thomas Aechtner	B	Queensland, Australia	The University of Queensland
Mr Ian Ainsworth	SF	Queensland, Australia	Arup
Ms Gail Aitken	P	Queensland, Australia	
Ms Iona Allan	P	Queensland, Australia	
Mr Thomas Allely	P	Queensland, Australia	
Mr Ghillar Michael Anderson	B	New South Wales, Australia	
Mr Timothy Anderson	SF	Queensland, Australia	
Mr Tyrone Anderson	C	Queensland, Australia	
Mr Michael Arens	SF	Queensland, Australia	
Dr Melissa Ashley	B	Queensland, Australia	The University of Queensland
Dr Peta Ashworth	F	Queensland, Australia	The University of Queensland
Ms Jillian Atkinson	P	Queensland, Australia	
The Hon. Mark Bailey	B	Queensland, Australia	
Ms Danika Bakalich	SF	Queensland, Australia	Brisbane Marketing
Dr Catherine Ball	B, C, G	Queensland, Australia	
Professor Barry Barish	B	California, USA	
Ms Geraldine Barlow	B	Queensland, Australia	
Dr Guy Barry	B	Queensland, Australia	QIMR Berghofer Medical Research Institute
Dr Joanna Batstone	B	Victoria, Australia	
Professor John Bell	B	Queensland, Australia	QUT
Dr Nicole Bell	SF	Victoria, Australia	
Professor Belinda Bennett	B	Queensland, Australia	QUT
Mr Drew Berry	B	Victoria, Australia	
Professor Martin Betts	B	Queensland, Australia	
Mr Joseph Bevitt	B	New South Wales, Australia	ANSTO
Mr Kobad Bhavnagri	B	New South Wales, Australia	
Professor David Blair	B	Western Australia, Australia	
Mr Alex Blauensteiner	SF	Queensland, Australia	Brisbane Marketing
Mr Justin Bliss	P	Queensland, Australia	
Dr Rosemary Booth	B	Queensland, Australia	
Ms Rose Boyd	SF	Queensland, Australia	Arup
Professor Hugh Bradlow	B	Victoria, Australia	
Mr Zach Brankovich	P	Queensland, Australia	
Mr Mark Bremner	P	Queensland, Australia	
Mr Wayne Brennan	P	Queensland, Australia	
Dr Tom Bridge	B	Queensland, Australia	Queensland Museum Network
Ms Vivienne Brooke	P	Queensland, Australia	
Dr Mark Browne	B	New South Wales, Australia	
Dr Mark Anthony Browne	B	New South Wales, Australia	

Name	Event	Geographic Origin	Representing Partner Organisations
Ms Natasha Browne	SF	Queensland, Australia	
Professor Peter Bruza	B	Queensland, Australia	QUT
Ms Anne Buchanan	B	Queensland, Australia	
Mr Justin Bullock	P	Queensland, Australia	
Professor Stuart Bunn	B	Queensland, Australia	Griffith University
Mr Todd Burke	P	Queensland, Australia	
Ms Jane Burroughs	P	Queensland, Australia	
Ms Joanna Burzynska	B	New South Wales, Australia	
Ms Sarah Butler	P	Queensland, Australia	
Professor Aidan Byrne	B	Queensland, Australia	The University of Queensland
Mr Tim Byrne	P	Queensland, Australia	
Ms Linda Capewell	T	Queensland, Australia	
Ms Linda Carello	P	Queensland, Australia	
Ms Kay Casson	SF	Queensland, Australia	Arup
Mr Brian Catchlove	P	Queensland, Australia	
Ms Kellie Charlesworth	SF	Queensland, Australia	Arup
Ms Christina Chiotakis	C	Queensland, Australia	Queensland Museum Network
Dr Jon Clarke	B	ACT, Australia	
Mr Paul Claydon	SF	Queensland, Australia	
Dr Harry Cliff	B	London, UK	
Ms Kathryn Close	P	Queensland, Australia	
Ms Lynn Cole	P	Queensland, Australia	
Ms Vivienne Collier-Vickers	P	Queensland, Australia	
Professor Rod Connolly	B	Queensland, Australia	Griffith University
Mr David Conry	B	Queensland, Australia	Queensland Museum
Dr France A. Córdova	B	Virginia, USA	
Professor Peter Corke	B	Queensland, Australia	QUT
Professor Marcello Costa	B	South Australia, Australia	
Ms Michelle Cottrell	SF	Queensland, Australia	Arup
Mr Tom Coyle	P	Queensland, Australia	
Mr David Craven	SF	Victoria, Australia	
Ms Sonia Croucher	P	Queensland, Australia	
Mr Naveen Dath	SF	Queensland, Australia	
Mr Cedric David	P	Queensland, Australia	
Professor Tamara Davis	B	Queensland, Australia	The University of Queensland
Ms Tracy Day	B	New York, USA	World Science Festival
Mr Gunther De Graeve	SF	Queensland, Australia	
Mr Jon Dee	B	New South Wales, Australia	
Professor Arnold Dekker	B	Queensland, Australia	The University of Queensland
Mr Josh DeMarchi	P	Queensland, Australia	
Professor Carol Dickenson	B	Queensland, Australia	QUT
Ms Sarah Dietz	P	Queensland, Australia	
Ms Faina Dobrenko	P	Queensland, Australia	

Name	Event	Geographic Origin	Representing Partner Organisations
Mr Simon Dobrenko	P	Queensland, Australia	
Dr Jared Donovan	B	Queensland, Australia	QUT
Ms Geraldine Doogue	B	New South Wales, Australia	ABC Radio National
Associate Professor Michael Doran	B	Queensland, Australia	The Translational Research Institute
Ms Alison Douglas	B	Queensland, Australia	Queensland Museum Network
Mr Rod Dowler	B	New South Wales, Australia	ANSTO
Dr Sulette Dreyfus	B	Victoria, Australia	
Professor Alan Duffy	B	Victoria, Australia	
Mr Andrew Duthoit	P	Queensland, Australia	
Mr Bob East	B	Queensland, Australia	Tourism and Events Queensland
The Hon. Leeanne Enoch, MP	B	Queensland, Australia	
Mrs Rita Excell	B	South Australia, Australia	
Mr Craig Fenton	SF	Queensland, Australia	
Mr Bruce Fernandes	SF	Queensland, Australia	Arup
Associate Professor Kelly Fielding	B	Queensland, Australia	The University of Queensland
Dr Alan Finkel	B	Australian Capital Territory, Australia	
Ms Emily Francis	P	Queensland, Australia	
Professor Ian Frazer	B	Queensland, Australia	
Professor Ken Freeman	B	Australian Capital Territory, Australia	
Dr Kathryn Futrega	B	Queensland, Australia	The Translational Research Institute
Professor Brian Gabrielli	B	Queensland, Australia	The Translational Research Institute
Professor Frank Gannon	B	Queensland, Australia	QIMR Berghofer Medical Research Institute
Mr Ian Richard Gardner	B, SF	London, UK	Ove Arup and Partners
Ms Sally Gardner	C	Queensland, Australia	QIMR Berghofer Medical Research Institute
Mr Phillip Gearing	P	Queensland, Australia	
Mr Craig Gibbons	SF	Queensland, Australia	Arup
Mr Andrew Gibbs	B	Queensland, Australia	
Dr Malcolm Gillies	C	Queensland, Australia	
Dr Joel Gilmore	B	Queensland, Australia	The University of Queensland
Mr Steve Gramenz	G	Queensland, Australia	Queensland Museum Network
Professor AC Grayling	B	London, UK	
Ms Vicki Green	T	Queensland, Australia	
Professor Brian Greene	B	New York, USA	World Science Festival
Dr Paul Greenfield	B	Queensland, Australia	
Dr Chris Greig	B	Queensland, Australia	The University of Queensland
Ms Robyn Grey-Gardner	B	Northern Territory, Australia	
Ms Tanya Ha	B	Victoria, Australia	
Mr Nathan Hall	P	Queensland, Australia	
Ms Penny Hall	SF	Queensland, Australia	Arup
Dr Duane W Hamacher	B	Victoria, Australia	
Mr Gordon Hamilton	P	Queensland, Australia	
Dr Britta Denise Hardesty	B	Tasmania, Australia	
Mr Nicholas Harmsen	P	Queensland, Australia	

Name	Event	Geographic Origin	Representing Partner Organisations
Dr Lisa Harvey-Smith	B	New South Wales, Australia	
Professor Gay Hawkins	B	New South Wales, Australia	
Ms Ashley Hay	B	Queensland, Australia	
Ms Samantha Hayes	SF	Queensland, Australia	Griffith University
Mr Alexander Hayward	B	Queensland, Australia	Queensland Museum Network
Dr Ashley Haywood	B	Queensland, Australia	
Ms Jessica Heinemann	B	New South Wales, Australia	ANSTO
Ms Kat Henry	B	Victoria, Australia	
Mr Chris Henschke	B	Queensland, Australia	
Miss Hannah Herbst	B	Florida, USA	
Mr Matthew Hesse	P	Queensland, Australia	
Ms Bernie Hobbs	B	New South Wales, Australia	ABC Radio National
Dr Scott Hocknull	C	Queensland, Australia	Queensland Museum Network
Mr Bernard Hoey	P	Queensland, Australia	
Professor Peter Høj	B	Queensland, Australia	
Ms Ann Holtzapfell	P	Queensland, Australia	
Ms Freya Hombergen	P	Queensland, Australia	
Dr John Hooper	B	Queensland, Australia	Queensland Museum Network
Associate Professor Jonti Horner	T	Queensland, Australia	
Mr Neil Horrocks	SF	Queensland, Australia	
Ms Kirsten Hulin-Bobart	P	Queensland, Australia	
Ms Trish Hyde	B	New South Wales, Australia	
Mr Luke Jaaniste	B	Queensland, Australia	
Dr Emma Jackson	G	Queensland, Australia	
Ms Linda Jaivin	B	New South Wales, Australia	
Dr Emma Johnston	B	New South Wales, Australia	
Mr Huw Jones	P	Queensland, Australia	
Ms Katie Jones	C,G	Queensland, Australia	
Mr Matthew Jones	P	Queensland, Australia	
Dr Lucas Joppa	B	Washington, USA	Microsoft
Ms Sarah Kachovich	B	Queensland, Australia	The University of Queensland
Ms Renee Kearney	SF	Western Australia, Australia	BHP
Mr Jann Keir-Haantera	P	Queensland, Australia	
Professor Anne Kelso	B	Australian Capital Territory, Australia	
Ms Ursula Kennedy	T	Queensland, Australia	
Ms Madeleine Kersting-Flynn	B,C,G	Queensland, Australia	QIMR Berghofer Medical Research Institute
Ms Zuleyha Keskin	B	Victoria, Australia	
Ms Delia Kinmont	P	Queensland, Australia	
Mr Matthew Kinmont	P	Queensland, Australia	
Mr Matt Kluck	SF	Queensland, Australia	
Ms Krissy Kneen	B	Queensland, Australia	
Ms Chantal Knowles	B	Queensland, Australia	Queensland Museum Network
Mr Andrew Knox	P	Queensland, Australia	

Name	Event	Geographic Origin	Representing Partner Organisations
Dr Rachael Kohn	B	New South Wales, Australia	ABC Radio National
Dr Anne Kovachevich	B	Queensland, Australia	Arup
Ms Magdalena Kozak	SF	Queensland, Australia	Arup
Dr Karl Kruszelnicki	B	New South Wales, Australia	
Ms Li-Ping Kuo	P	Queensland, Australia	
Mr David Lale	P	Queensland, Australia	
Mr Daniel Lambert	B	New South Wales, Australia	Arup
Ms Kate Lawson	P	Queensland, Australia	
Mr Andrew Leask	P	Queensland, Australia	
Ms Emma Lee	B	Tasmania, Australia	
Dr Marco Leona	B	New York, USA	
Dr Frederic Leusch	B	Queensland, Australia	Griffith University
Mr Evan Lewis	P	Queensland, Australia	
Mr Steve Liddell	B,C,G	Queensland, Australia	
Dr Col Limpus	B	Queensland, Australia	Department of Environment and Heritage Protection
Mr Stephen Loadman	SF	Queensland, Australia	
Ms Christy Lockhart	P	Queensland, Australia	
Master Maxwell Loughan	B	Nevada, USA	
Ms Kirsten Lovejoy	SF	Queensland, Australia	Department of Environment and Heritage Protection
Ms Natalie Low	P	Queensland, Australia	
Dr Chris Luebke	B	California, USA	Arup
Mr Peter Luff	P	Queensland, Australia	
Mr Richard Madden	P	Queensland, Australia	
Ms Joyanne Manning	SF	Queensland, Australia	Arup
Ms Lauren Manuel	P	Queensland, Australia	
Mr Tim Marchmont	P	Queensland, Australia	
Ms Jillian Marsh	B	Queensland, Australia	Queensland Museum Network
Professor Jennifer Martin	B	Queensland, Australia	
Dr Bish Marzook	B	New South Wales, Australia	
Ms Helen Maynard-Casey	B	New South Wales, Australia	ANSTO
Dr Alison McCarthy	T	Queensland, Australia	
Dr Carrie McCarthy	T	Queensland, Australia	
Mr Paul McCartney	B	Queensland, Australia	
Ms Bernadette McCormack	B	Queensland, Australia	Queensland Museum Network
Ms Vicki McDonald	B	Queensland, Australia	State Library of Queensland
Mr Ian McFarlane	B	Queensland, Australia	
Dr Judith McLean	B	Queensland, Australia	
Ms Julie McLellan	B	Queensland, Australia	
Dr Marissa McNamara	G	Queensland, Australia	Queensland Museum Network
Ms Sarah Meagher	P	Queensland, Australia	
Mr Ruben Meerman	B	New South Wales, Australia	ANSTO
Associate Professor Michael Milford	B	Queensland, Australia	QUT
Professor Suzanne Miller	B	Queensland, Australia	Queensland Museum Network

Name	Event	Geographic Origin	Representing Partner Organisations
Mr Toby Millyard	B	Queensland, Australia	
Mr David Mitchell	P	Queensland, Australia	
Professor Tanya Monro	B	South Australia, Australia	
Mr David Montgomery	P	Queensland, Australia	
Professor Andrea Morello	B	New South Wales, Australia	
Dr Gary Mortimer	B	Queensland, Australia	QUT
Ms Alexa Murray	P	Queensland, Australia	
Mr Samuel Nock	P	Queensland, Australia	
Ms Karlie Noon	B	New South Wales, Australia	
Mrs Cathie Norton	SF	Queensland, Australia	Arup
Mr Ian O'Brien	P	Queensland, Australia	
Mr Paul O'Brien	P	Queensland, Australia	
Mr Dylan Thomas O'Donnell	B	New South Wales, Australia	
Ms Yoko Okayasu	P	Queensland, Australia	
Dr Jason Olsen	SF	Queensland, Australia	Advance Queensland (Office of the Queensland Chief Scientist)
Mr Reid Ossington	SF	Queensland, Australia	
Master Taj Pabari	B	Queensland, Australia	
Dr Aaron Palke	G	Queensland, Australia	Queensland Museum Network
Mr Sameer Pandya	SF	Queensland, Australia	
Master Tristan Pang	B	Auckland, New Zealand	
Mr Charles Passi	B	Queensland, Australia	The University of Queensland
Dr Adi Paterson	B	New South Wales, Australia	ANSTO
Ms Rhianna Patrick	B	Queensland, Australia	ABC Brisbane
Ms Naomi Paxton	G	Queensland, Australia	QUT
Mr Nick Payne	B	London, UK	
Associate Professor Gretta Pecl	B	Tasmania, Australia	
Professor Andrew Peele	B	Victoria, Australia	
Mr James Peet	SF	Queensland, Australia	
Professor Vanessa Peterson	B	New South Wales, Australia	
Ms Vicky Petterson	SF	Queensland, Australia	
Dr Graham Phillips	B	Victoria, Australia	
Mr Greg Platz	T	Queensland, Australia	
Mr Ken Poggioli	P	Queensland, Australia	
Ms Christa Powell	P	Queensland, Australia	
Ms Marissa Powell	SF	Queensland, Australia	Arup
Mr Greg Pratt	C	Queensland, Australia	QIMR Berghofer Medical Research Institute
Mr Peter Price	SF	Queensland, Australia	Energy Queensland
Mr Simon Pritchard	SF	Queensland, Australia	BHP Billiton
Ms Priscilla Radice	SF	Queensland, Australia	Arup
Ms Hayley Radke	P	Queensland, Australia	
Ms Claire Ramuscak	P	Queensland, Australia	
Ms Tuuli Rantanen	P	Queensland, Australia	

Name	Event	Geographic Origin	Representing Partner Organisations
Mr Paul Rawson	p	Queensland, Australia	
Mr Jason Redman	P	Queensland, Australia	
Mr Allan Richards	T	Queensland, Australia	
Mr Aidan Roberts	SF	Queensland, Australia	Energy Queensland
Ms Jasmine Roberts	SF	Queensland, Australia	Arup
Professor Jonathan Roberts	B	Queensland, Australia	QUT
Mr Mark Roberts	SF	Queensland, Australia	
Mr Tony Roberts	B	Queensland, Australia	Department of Environment and Heritage Protection
Mr Brett Robinson	SF	Queensland, Australia	
Dr Stanley Rodski	B	Victoria, Australia	
Associate Professor Anne Roiko	B	Queensland, Australia	Griffith University
Ms Kirsten Rose	SF	Western Australia, Australia	BHP
Dr Andrew Rozefelds	G	Queensland, Australia	Queensland Museum Network
Professor Pankaj Sah	B	Queensland, Australia	The University of Queensland
Mr Chris Saines	B	Queensland, Australia	QAGOMA
Professor Brian Schmidt	B	Australian Capital Territory, Australia	
Ms Eliza Scott	P	Queensland, Australia	
Ms Rebecca Seymour	P	Queensland, Australia	
Professor Arun Sharma	B	Queensland, Australia	QUT
Dr Vikram Sharma	B	ACT, Australia	
Ms Joan Shih	P	Queensland, Australia	
Ms Irit Silver	P	Queensland, Australia	
Mr Graham Simpson	P	Queensland, Australia	
Mr Kabir Singh	SF	Queensland, Australia	Brisbane Marketing
Ms Elizabeth Sisson	SF	Queensland, Australia	
Ms Anna Skarbek	B	Victoria, Australia	
Ms Kaja Skorka	P	Queensland, Australia	
Mr Alan Smith	P	Queensland, Australia	
Mr Peter Smith	SF	Queensland, Australia	
Dr Heather Smyth	B	Queensland, Australia	The University of Queensland
Ms Alicia Sometimes	B	Carnegie	
Mr Mark Sowerby	B	Queensland, Australia	
Professor Robert Sparrow	B	Victoria, Australia	
Mr Peter Spinks	B	Victoria, Australia	
Ms Kirsten Spring	C	Queensland, Australia	Queensland Museum Network
Dr Liam St Pierre	B	Queensland, Australia	QIMR Berghofer Medical Research Institute
Mr Malcolm Stewart	P	Queensland, Australia	
Mr Lucas Stibbard	P	Queensland, Australia	
Mr Mike Straughton	SF	Queensland, Australia	Arup
Ms MinJin Sung	P	Queensland, Australia	
Dr András Szöllösi-Nagy	B	Budapest, Hungary	
Mr Mark Taddei	P	Auckland, New Zealand	
Ms Nicole Tait	P	Queensland, Australia	

Name	Event	Geographic Origin	Representing Partner Organisations
Associate Professor Poh-Ling Tan	B	Queensland, Australia	Griffith University
Mr Nicholas Thin	P	Queensland, Australia	
Dr Andrew Thomas	B	Tasmania, Australia	
Mr Alan Thomson	SF	Queensland, Australia	Arup
Mr Mark Thomson	SF	Queensland, Australia	
Mr Stephen Thomson	SF	Queensland, Australia	Arup
Mr Nicholas Tomkin	P	Queensland, Australia	
Mr Jason Tong	P	Queensland, Australia	
Mr Stephen Tooke	P	Queensland, Australia	
Ms Jessica Toovey	P	New South Wales, Australia	
Ms Helen Travers	P	Queensland, Australia	
Mr Kate Travers	P	Queensland, Australia	
Mr Dale Truscott	P	Queensland, Australia	
Dr David John Tuffley	B	Queensland, Australia	Griffith University
Ms Laura Tyler	B	Victoria, Australia	BHP
Mr Mathijs van Heumen	SF	Queensland, Australia	Arup
Mr Michael Varcoe-Cocks	B	Victoria, Australia	
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LEGEND

- B Brisbane
- C Chinchilla
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