

QUEENSLAND
MUSEUM
NETWORK

PRESENTS

World
Science
Festival
Brisbane



WORLD SCIENCE FESTIVAL BRISBANE
2022: 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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ACKNOWLEDGEMENT OF COUNTRY

In keeping with the spirit of reconciliation, and on behalf of the Queensland Museum Network, we acknowledge the First Peoples – the Traditional Owners of the lands where we live and work. We recognise their continuing connection to land, water and community. We pay respect to Elders – past and present – and acknowledge the important role Aboriginal Peoples and Torres Strait Islanders continue to play as part of World Science Festival Brisbane and within the Queensland Museum community.

OUR IMPACT 2022

Programming

83%

OF VIEWERS SPENT
A MINIMUM OF
ONE HOUR
EXPLORING VIRTUAL
PROGRAMMING



People

MORE THAN

18,300 PAGE VIEWS OF
DIGITAL CONTENT

(LIVESTREAM, PRE-RECORDS AND DIGITAL CONTENT) AND VIEWS FROM
OVER 30 COUNTRIES DURING WSFB, BETWEEN 9 AND 13 MARCH 2022



TOTAL WEB VISITORS FROM

61 COUNTRIES

BETWEEN 9 AND 13 MARCH 2022

Visitor Feedback

77.5%

OF RESPONDENTS FELT THAT ENGAGING
WITH WSFB MADE THEM MORE
**EXCITED
ABOUT
SCIENCE**



95%

OF RESPONDENTS SAID
THEY ARE LIKELY TO
ATTEND WSFB NEXT YEAR

Partnerships

24 PARTNERS
FROM GOVERNMENT, ACADEMIA
AND INDUSTRY

CONTRIBUTING

\$6M IN

CASH + IN-KIND
SUPPORT



PARTNERS **'STRONGLY AGREE'**
THAT WORLD SCIENCE FESTIVAL BRISBANE IS
AN IMPORTANT MECHANISM FOR
**STEM ENGAGEMENT
AND LEARNING**

Marketing + Media Relations

BETWEEN 1 MAY 2021 – 30 MARCH 2022,
220 MEDIA PITCHES TO LOCAL,
NATIONAL AND INTERNATIONAL MEDIA WITH OVER

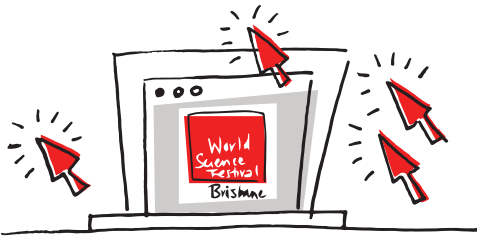
415 | **MEDIA STORIES
PUBLISHED**



REACHING A CUMULATIVE AUDIENCE OF

3 BILLION+

ACROSS ONLINE, RADIO, PRINT AND TELEVISION



270,338+ **UNIQUE VISITORS**

TO THE OFFICIAL WSFB WEBSITE,
RESULTING IN **330,846 PAGE VIEWS**
BETWEEN 28 JANUARY AND 13 MARCH 2022

5,497,520

**IMPRESSIONS AND
196,149 ENGAGEMENTS**

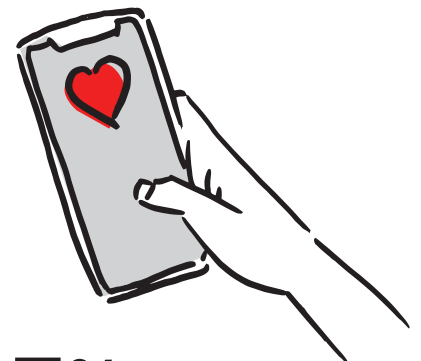
ON FACEBOOK, INSTAGRAM,
YOUTUBE AND TWITTER
BETWEEN 28 JANUARY AND 13 MARCH 2022



SOCIAL AUDIENCES GREW BY

5.9%

ACROSS FACEBOOK, INSTAGRAM,
TWITTER AND YOUTUBE
DURING THE CAMPAIGN PERIOD



85%

OF RESPONDENTS WOULD
RECOMMEND
WSFB TO OTHERS IN
SOCIAL MEDIA AUDIENCES

MESSAGE FROM THE CEO

A weather forecast may seem like an innocuous piece of news, but what an effect it can – and did – have on World Science Festival Brisbane (WSFB) 2022.

As we stepped into 2022, Queensland Museum Network (QMN) was geared to host 156 speakers, artists and presenters from across Australia and beyond, ready to entertain and inspire a potential audience of 150,000 over five days. The weather, however, had other plans and flooding rains impacted us severely.

With two weeks to redesign the entire Festival, the team moved swiftly to deliver a digital WSFB 2022 that was engaging and captivating. Sitting at home, engrossed in the live-streamed conversations and educational programs, I was impressed by, and proud of, the program we offered our audience under such difficult circumstances.

The reimagined Festival delivered 21 programs, viewed over 18,300 times between 9 and 13 March generating 328,375 page views online – and still counting.

The Curiosity Brisbane program, a fantastic addition to WSFB in 2022, was not cancelled but postponed and is now adding to Brisbane's colour and intrigue until 10 July. This extraordinary exhibition of large-scale artworks and installations stretches across South Brisbane. I encourage you to explore these unique and thought-provoking 'Curiocities' with us.

The support of our Partners cannot be overstated. This year they worked side by side with us to reimagine their participation and make the most of this challenging situation. Their understanding of our change in direction and continued excitement for WSFB

is deeply appreciated.

Once again this year, World Science Festival Queensland (WSFQ) is taking science to the regions - visiting five locations across the state. With Townsville and Gladstone now wrapped up, I look forward to seeing some of you in Chinchilla, Ipswich and Toowoomba.

After a trying couple of years, the regional events are already showing us that Queenslanders are ready to experience live events and are eager to engage in science. The Festival offers an opportunity for us all to come together and celebrate scientific and artistic contribution to the world around us. Making knowledge accessible and nurturing scientific and creative curiosity, we look forward the next few years of collaboration through WSFB.

Thank you to everyone who logged in and made WSFB 2022 a success. The genuine engagement and support of our partners allows us to design and share this unique event with Brisbane – positioning our city as the hub for science and knowledge.

I am excited to continue these conversations with you, building on our respective expertise to bring something wonderful again to Queensland in 2023.

Until then, follow your curiosity. Ask questions. Challenge perceptions.

Dr Jim Thompson
Chief Executive Officer





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| PROFILE

QUEENSLAND MUSEUM NETWORK

Queensland Museum Network has been discovering, documenting and celebrating Queensland's biological diversity, cultural heritage and geological treasures for over 160 years.

Today, Queensland Museum Network (QMN) is the keeping place for the State Collection, comprised of more than 1.2 million cultural heritage objects and natural history specimens and more than 14 million research items.

We harness support of industry, government and community to celebrate the story of Queensland and our place in the world through leading research and unique experiences across five key sites, including:

- Queensland Museum: South Bank, Brisbane
- The Workshops Rail Museum: Ipswich
- Cobb+Co Museum: Toowoomba
- Museum of Tropical Queensland: Townsville
- Queensland Museum Research and Loans Centre: Hendra, Brisbane

We are a museum without borders, engaging with communities across the state through a virtual museum and online resources, workshops, talks and lectures, school education kits, professional consultancy services, best-selling publications and major events including WSFB.

WORLD SCIENCE FESTIVAL BRISBANE

The brainchild of renowned physicist Professor Brian Greene and Emmy-award winning broadcast journalist Tracy Day, World Science Festival has been presented in New York since 2008. The annual live, week-long Festivals have collectively drawn over 3.2 million visitors worldwide, with millions more viewing the programs online.

WSFB is the only global extension of this immensely popular festival and has been presented by QMN since 2016.

Presenting the Asia-Pacific rendition of World Science Festival reinforces QMN's position as a leader in STEM engagement and enhances Queensland's profile as a knowledge economy and international hub for scientific thought leadership.

WSFB is held annually in March. Across five days and four nights, great minds from across the globe present a curated program of discussion, debate, theatre and interactive experiences onsite and, since 2021, a greatly expanded online offering.

Curiocity Brisbane is the creative expression of the WSFB mission. Running for 17 days, Curiocity presents installations, workshops and conversations.

This annual flagship event is complemented by regional engagement delivered throughout the year under the banner of World Science Festival Queensland (WSFQ). WSFQ allows all Queenslanders – regardless of where they live – the opportunity to explore the dynamic connection between science and our everyday world.

In the past seven years, WSFB has reached more than 1.8million people in person and online, and had an economic benefit of over \$36 million. The Festival is a major event in the state's tourism calendar, attracting inter- and intra- state visitors, as well as audiences from around the world to our ever-increasing online programs.

NAVIGATING UNCERTAIN TIMES

In 2020, the arrival of COVID-19 caused the cancellation of the WSFB for the first time in its history. In 2021, WSFB went ahead under strict public health guidelines, the backdrop of the continuing pandemic instilling a sharp resonance to many of the discussions as the Festival team prepared for every eventuality in the uncertain times. Despite this restricted context, the Brisbane event was incredibly successful, with over 113,000 attendances.

When it came to plan for the 2022 Festival, the team was more prepared than ever to tackle any challenge with contingencies built into the Festival framework.

The floods that affected South-East Queensland and Northern New South Wales in February and March 2022 were devastating. The Queensland Museum South Bank Campus was impacted as were the Festival venues – our neighbours across the Cultural Precinct and South Bank.

As the disaster was playing out in the news cycle, the WSFB team enacted continuity plans to ensure the Festival could go ahead.

Pre-recorded programs were published, conversations moved to live-streaming and our education programs moved to studios where they were streamed to students around the state.

For some school groups who had planned to travel to Brisbane, we were able to arrange unique experiences, such as a virtual meeting with Australia's Chief Scientist Dr Cathy Foley.

QMN is proud to host WSFB and as the challenges of recent times deepen our resolve, to persevere and deliver a program of science education to our whole community.





MUSEUM NETWORK

PRESENTED BY



WORLD SCIENCE FESTIVAL BRISBANE





PROGRAM

The seventh annual WSFB aimed to deliver a program of events for all ages and interests, covering topics of global importance while also showcasing our stunning biodiversity and (safely) blowing a few things up.

SPECIAL EVENTS

Opening night of WSFB is a very special and exciting night and 2022 was no exception. We were to be joined by World Science Festival co-founder Brian Greene, live from New York to host **EINSTEIN AND THE QUANTUM: ENTANGLEMENT AND EMERGENCE**. This intense discussion launched the Festival with a (metaphorical) bang as Professor Brian Greene joined leading researchers – Leonard Susskind, Ana Alonso-Serrano, and Mark Van Raamsdonk – on a journey to redefine the frontiers of Quantum Mechanics and Relativity. This virtual launch event was watched by over 600 people globally in real time with 18,000+ views since.

Our most popular program was to be **THE HATCHERY** live turtle experience. Tickets to these sessions were snatched up within days of release. During the floods the safety of the precious eggs was of primary concern for the Festival staff and in particular Patrick Couper, Senior Curator of Reptiles and Amphibians at QMN. The loggerhead turtle eggs were removed from their temporary home at Queensland Museum and safely transported to a suitable beach on the Sunshine Coast. The eggs were monitored and they hatched safely in their natural environment before making their way out to the ocean.

Another of our sell-out programs was **NIGHT OF THE NERDS**, an energetic trivia show starring Mark Humphries, Dr Karl Kruszelnicki, and a panel of comedians, academics and performers. Night of the Nerds sadly had to be postponed during the Festival, but we are delighted to be able to remount it on 2 July at Brisbane Powerhouse during the rescheduled Curiosity program.



CONVERSATIONS

At the core of every WSFB is our Conversations Program. The importance of discussion of knowledge and research between peers, and the questioning of 'what we know to be true' is a cornerstone of scientific advancement. Each year, the Festival aims to bring together STEM experts with citizen scientists and educators to discuss topics that affect us and fascinate us.

After the cancellation of the 2020 event due to COVID-19, we planned a multi-model Conversations Program of in-person and pre-recorded online events to ensure we reached the largest possible audience.

Planning paid off and we were fortunate in 2022 that while many of our in-person events needed to be cancelled, the Conversation Program, held in conjunction with our Academic Partners, was able to go ahead almost as planned, as live-streamed discussions.

The conversation **EVERYTHING YOU NEED TO KNOW ABOUT: WEATHER** was arguably most topical, broadcast from our livestreaming facility in Salisbury.

READING THE EARTH was an insightful discussion on the place of Indigenous knowledge in sciences, and the unique perspective First Nations peoples can bring to research. How do we learn from teachings tens of thousands of years old, and integrate this knowledge into our Eurocentric academic system?



Two very different discussions addressed our fascination with space.

SPACE RACE 2.0 delved into the politics of the modern space race. As satellites litter the skies and space tourism becomes a reality for the select few, this discussion addressed issues of sovereignty of the un-ownable, and lawlessness on the final frontier.

This was complimented with **WHAT ON EARTH IS SO GOOD ABOUT MARS?**, a conversation about our obsession with the red planet. As more countries and researchers send rovers to Mars, is the information they send back of any applicable use to us on Earth, and just what do we hope to find up there?

As part of our contingency planning, in 2022 we pre-recorded five Conversations to be made available online during and after the Festival.

All five of these conversations are available in full through the WSFB YouTube channel for anyone to view.

Participants joined us online from all over the world, including Professors David Sinclair, Madeleine van Oppen, Laura Niedernhofer, Ernest Foo, Katherine Freese and Queensland Chief Scientist Dr Hugh Possingham. They were joined by our own QMN scientists and researchers bringing their exceptional industry knowledge on topics such as **REMAKING THE CORAL TREE OF LIFE**, also **LIFESPAN EXPANDED: THE SCIENTIFIC QUEST FOR A FOUNTAIN OF YOUTH**, **CYBERCRIME REVOLUTION**, **THE ELUSIVE DARKNESS OF THE UNIVERSE** and **THE RIGHTS OF NATURE**.

| AUDIENCE FEEDBACK



“Wonderful! Brings joy to my life!
I love learning in this format.”

“Love it and hope you’ll get to do a full program
again in 2023!”

“So sorry that the Festival was impacted by
the floods. I was so grateful that there were at
least some livestream sessions, as the quality
is always good.”

“Thank you for the wonderful job, changes and
sacrifices you had to make due to the weather.”

“A remarkable job when you understand the
organisers converted from a physical to virtual
Festival in about two weeks and managed to
pull it all together.”

“Thank you for putting on some virtual events when the physical events were cancelled. The Einstein talk was phenomenal.”

“Keep up the good work. Happy to volunteer if possible.”

“Great organisation and variety of topics.”

“Awesome to see the scientists and the latest science.”





CURIOCITY BRISBANE

2022 was to be a watershed year for Curiosity Brisbane. This two week celebration of the intersection of science and art was included under the WSFB for the first time. Our Festival curatorial team worked closely with appointed Curiosity Brisbane Curator Jay Younger to deliver a holistic program.

Unfortunately, the program could not go ahead as planned due to the flooding of South Brisbane and South Bank. Fortunately, the nature of Curiosity as an artistic exhibition allowed it to be postponed rather than cancelled.

Curiosity Brisbane 2022 is running from Friday 24 June to Sunday 10 July.

The 20 large-scale installations (or 'Curiosities') are a perfect fit within the WSFB framework as artists are invited to speak directly to the science that is at the heart of our every day lives. The curated works are a mix of large scale, interactive, audio and digital. Among the creators are two First Nations makers and two of the installations speak to First Nations issues in STEM and our wider society.

We have also once again partnered with schools to deliver the Curiosity Schools Challenge. This competition, open to all primary and secondary schools across the state, invited classes to submit proposals for their very own 'Curiosity'. Four winning schools were paired with a professional maker or artist to bring their creative concept to life.

Students from Boonah State High School, Blackall Range Independent School, Dalby South State School and Isis District High School have travelled to the Museum to work with the artist to assist with installation and view their ideas in-situ.



EDUCATION PROGRAM

STEM education is a key focus for WSFB. Our Education Program is a 'must do' on the calendar of science teachers around Queensland and is a world class opportunity for students to interact with leading scientists and researchers.

Our inspiring, curriculum-linked education program demonstrates how STEM can be used to solve real-world problems. The goal is to engage with students from P – 12 and inspire them to look at science a little differently, to ask questions and even maybe consider science as a career option.

The 2022 education program was launched on 21 October 2021, to allow teachers time to plan and organise for school visits. COVID-19 hesitancy including a school excursion ban in early 2022, resulting in less immediate take up of booking than in previous years. However until 7 March 2022, schools had made 5,779 bookings to visit WSFB.

In the face of weather events, the Education Program went ahead in a newly imagined online format. The live streamed education sessions for primary and high school students were hosted by award winning science communicator Bernie Hobbs, watched by 115 classes in real time.



BIODIVERSITY AND THE INTERCONNECTEDNESS OF LIFE, THE CURIOUS WORLD OF PHYSICS AND IGNITING THE MAGIC OF CHEMISTRY covered the three central school science subjects. The schools program was live streamed for the first time, allowing classrooms around Queensland to be part of the event in real time. Thanks to support from BHP and BMA, the livestreams were free of charge for all schools and sessions were recorded for viewing on demand post event.

BHP and BMA's support also extended to 350 gift packs sent out to schools around Queensland, for students who had been selected to visit the Festival in person under this partnership.

For one particular group of students, the BHP Youth Advisory Council (YAC), their involvement in the Festival included discussion with some STEM stars. Connecting virtually from Moranbah, the YAC spoke with Dr Cathy Foley, Australian Chief Scientist and Chris Ferrie, physics academic and science communicator.

Schools are encouraged to visit Curiosity and the WSFQ offers a dedicated schools day at each location, connecting the Festival with education throughout the state.

SOCIAL IMPACT

Since 2019, QMN partnered with PwC Australia to measure the intangible benefit of WSFB, specifically, its impact on STEM engagement and learning across four key outcomes:

1. Inspire lifelong curiosity, development and involvement in STEM in formal and informal ways;
2. Encouraging greater STEM participation from under-represented groups (women and First Peoples);
3. Foster a society more comfortable with science and increase awareness of related social issues; and
4. Create an environment that fosters collaboration and engagement across different sectors of the STEM network.

As a full survey could not be undertaken of the revised 2022 WSFB against benchmarks set in 2019 and 2021, the impacts of our regional program – WSFQ – will be reported on. The results will be released at the end of the year.





| MARKETING

WSFB's marketing campaign brings science to audiences in South East Queensland and beyond.

The 2022 marketing campaign positioned WSFB as an enlightening and entertaining experience, welcoming audiences to a bigger, bolder and more diverse program than ever before.

Advertising was designed to appeal to a diverse audience, build on the Festival's brand awareness and drive ticket sales and online engagement for WSFB.

The promotional campaign included strategic digital, offline and out of home marketing tactics targeted towards key audiences. It included paid advertising via on-demand TV, radio, online and digital, outdoor advertising, targeted print advertising and a range of printed promotional collateral.

For the first time in 2022, Curiosity Brisbane, a world-class program of artistic installations supported by talks and events was to be included as a key pillar of WSFB. Local, intrastate and interstate audiences were key targets to participate in person, with international audiences encouraged to engage with the Festival online.

Advertising was supported through comprehensive social media activity and public relations. Partners boosted communications, with Tourism and Events Queensland (TEQ) providing retained marketing, Brisbane Economic Development Agency providing advertising and venue support, News Limited Queensland partnership for advertising support and bonus digital advertising through The Weekend Edition.

Although in-person events were cancelled due to the major flooding event in Brisbane in March 2022, the majority of the WSFB advertising campaign had been dispatched. Despite being paused at a critical point for ticket sales and pivoted to promote the re-imagined digital festival, the 2022 campaign performed well.

SCIENCE. PEOPLE. HEART

Featuring adaptable and playful iconography, the campaign theme creatively highlighted the curatorial underpinning of the Festival programming: Science at the Heart of Humanity (Science, People, Heart).

Beyond this, the icons also represent the key pillars of the Festival structure; the scientific conversations, the family friendly programming and the creative and artistic elements featured through Curiosity Brisbane.

IT'S LIVE!
in Queensland

WORLD SCIENCE FESTIVAL BRISBANE 9-13 MARCH 2022
CURIOCITY BRISBANE 9-20 MARCH 2022

QUEENSLAND
MUSEUM
NETWORK PRESENTS

World
Science
Festival
Brisbane

SCIENCE
PEOPLE
HEART

EXPLORE WHAT'S ON AT WORLDSCIENCEFESTIVAL.COM.AU

FEATURING
CURIOCITY BRISBANE | brisbane australia | BHP | Griffith UNIVERSITY | QUT | The UNIVERSITY OF QUEENSLAND

QUEENSLAND MUSEUM NETWORK | Queensland Government



PUBLICITY AND MEDIA RELATIONS

Media Relations and publicity activities continued to be an important part of the marketing and advertising campaign, supporting the excitement and anticipation of festival activities, and highlighting participants in the program.



Media activity during the Festival is designed to celebrate the intersection between science and the arts, communicating both the free and ticketed events and highlighting participants in thought-provoking conversations.

WSFB was destined to take over Brisbane and South Bank from 9-13 March 2022 for five super-charged days of science.

And for the first time, in 2022, Curiosity Brisbane became a key pillar of WSFB from 9-20 March, presented by QMN.

Regrettably, due to flooding and severe weather across South East Queensland during late February and March, in the lead up to the Festival, QMN made the difficult decision to cancel all in-person WSFB events.

The Cultural Precinct venues, South Bank Parklands and our partners were heavily impacted by the rain. Many of our incredible participants and our teams were directly and personally impacted by the floods, resulting in the cancellation of our in-person events for 2022.

The Festival was reimagined into a virtual program of conversations, debates and events, designed to inspire and entertain.

WSFQ was not affected by the cancellation and will be delivered throughout the year to communities including Townsville, Gladstone, Chinchilla, Toowoomba and Ipswich.

WSFB PROGRAM LAUNCH

The full WSFB 2022 program was launched on Friday 28 January 2022 at QM. The media call was attended by Minister for the Arts Leeanne Enoch, WSFB Executive Producer Cathy James, and emceed by Patrice Fogarty, Director Public Programs, QMN.

The launch was held in the Dino Garden on Level 0 of QM and attended by news crews from Channel 7, 9 and 10 and a photographer from the Courier Mail. The launch was colourful and provided plenty of movement and activity for media including explosive science experiments, rocket launches courtesy of festival participant, 'Its Rocket Science' and Luna the owl, from Birds of Prey, who flew in specially to launch the program. Following the launch media opportunities were pitched to a diverse range of platforms and geographic areas.

These opportunities were supplemented by a comprehensive media kit, a catalogue of talent profiles of participants, an image and video library and Media Accreditation Program.

CURIOSITY BRISBANE

With the 2022 addition of Curiosity Brisbane to the WSFB programming line-up, QM secured additional PR support to help identify and attract media opportunities nationally and with major publications in the interstate markets of Sydney, Melbourne, Adelaide and northern NSW.

Aruga PR were engaged in December 2021 to support delivery of Curiosity and to arrange a media famill with interstate journalists. Supported by TEQ, Aruga will work with QMN to generate visitor interest and share the excitement and wonder of the Brisbane based event with the nation.

Media pitching began immediately after the program launch in January and prior to festival cancellation, resulted in 7 media stories with an audience reach of 1.5 million.

Coverage by online, radio, print and television reached a potential audience of 12.6million with a value of \$4.3M.

| PARTNERSHIPS

WSFB 2022 was generously supported by 24 partners across government, academia and industry.

The Queensland Government is our most supportive partner, committing \$9 million to bring WSFB to life for 2022–2024.

Strategic Partners, Tourism and Events Queensland and Brisbane Economic Development Agency have bolstered the Festival from its beginning in 2016.

The generosity of their support has been critical in positioning the Festival as a world-class edu-tourism event, and in fostering the inclusion of Curiosity Brisbane.

Our Academic Partners Griffith University, Queensland University of Technology and The University of Queensland were willing to adapt swiftly when the central conversations program had to move to live-streaming.

Major Partner and supporter of QMN, BHP, provided exceptional support for our educational program, allowing us to reach out to hundreds of additional students and connect them with the fun of science.

WSFB's relationship with the ABC Radio National and ABC Brisbane continues to strengthen. Journalists and broadcasters were engaged as moderators and panelists for several of our programs and promotional support assisted with the exceptional media coverage pre-festival.

Media partners News Queensland, The Weekend Edition and GOA took our message to a wide audience across the state. Their coverage helped to drive the early take up of tickets.

Cultural Precinct neighbours Queensland Performing Arts Centre, Queensland Art Gallery | Gallery of Modern Art and State Library of Queensland returned as Education and Program Partners ready to host many events in their own spaces, including the WSFB film program at the Australian Cinémathèque at GOMA.

Further program partners Queensland Music Festival and QIMR Berghofer were eager to show support of the program through engaging events of their own development. Brisbane City Council were as ever key to WSFB reaching into the suburbs and making the Festival as accessible as possible.

While PwC Australia were unable to conduct the in-depth assessment of the Festival as planned, we look forward to sharing their insights into WSFQ.

Our Official Suppliers empower us to deliver a multifaceted event with numerous moving parts. AARNet delivered world-class streaming technology, Mantra South Bank accommodated our participants in style — effortlessly adjusting to last-minute flood cancellations and changes.

Venue partner South Bank Parklands profiled the event throughout their beautiful grounds and will partner with us to deliver Curiosity as planned.

As we activate programs in regional Queensland throughout 2022, we are grateful for the continued support of Shell's QGC Business.

QMN is committed to ensuring WSFB partnerships are premised on a shared vision, clearly articulated outcomes and measurable, mutually rewarding impacts in STEM. Partner benefits include program development, ticketing, stakeholder engagement, brand awareness and onsite activations. Many partners leveraged their association through cooperative marketing, networking and stakeholder engagement initiatives.

OUR PARTNERS

Queensland Museum Network is grateful for the generous contribution made by our partners to help realise WSFB 2022.

PRESENTED BY



WITH SUPPORT FROM

STRATEGIC PARTNERS



MAJOR PARTNER



ACADEMIC PARTNERS



COMMUNITY PARTNER



MEDIA PARTNERS



FUTURES PARTNER



EDUCATION PARTNER



VENUE PARTNER



PROGRAM PARTNERS



OFFICIAL SUPPLIERS



APPENDIX: PLANNED WSFB PARTICIPANTS AND CURIOSITY ARTISTS LIST

	Name	Position	Representing Partner Organisation
1	Rocío Aguilar	Postdoctoral Research Associate	Monash University / Museums Victoria
2	Ana Alonso-Serrano *	Postdoctoral Researcher	Max Planck Institute for Gravitational Physics
3	Andrew Amey	Collection Manager - Vertebrates	Queensland Museum Network
4	Brit Asmussen	Senior Curator - Archaeology	Queensland Museum Network
5	Tony Auden	Meteorologist and Weather Presenter	7NEWS
6	Aunty Bridget	Principal Consultant	Journey Ahead
7	Ruby Awburn	Assistant Conservator, Paintings	Queensland Art Gallery Gallery of Modern Art
8	Halina Baczkowski	Journalist and Host	Australian Broadcasting Corporation
9	Kirsten Banks *	PhD Candidate	The University of New South Wales
10	Nir Barzilai *	Founding Director	Institute for Aging Research
11	Nicole Bell *	Professor	The University of Melbourne
12	Lindsey Bignell *	Research Fellow	Australian National University
13	Nathan Boase	Senior Lecturer	Queensland University of Technology
14	Clare Bowditch	Musician	
15	Jen Boyce	Director	Ball Park Music
16	Bridget Boyle	Creative Director	debase productions
17	Tom Bridge *	Senior Curator - Corals	Queensland Museum Network
18	Marty Brown		
19	Ali Buchberger	Director, Industry Engagement (Science and Engineering)	Queensland University of Technology
20	Chris Burwell	Senior Curator - Entomology	Queensland Museum Network
21	Graziella Caprarelli	Adjunct Professor	University of Southern Queensland
22	Ben Carew	Reader	The University of Queensland
23	Guy Castley	Associate Professor	Griffith University
24	Jackson Church	Reader	The University of Queensland
25	Alice Clement *	Research Associate	Flinders University
26	Bryony Cole *	Producer and Founder	Future of Sex
27	Francis Collins *	Physician-Geneticist	
28	Peter Corke	Robotician	Queensland University of Technology
29	Patrick Couper	Curator - Vertebrates	Queensland Museum Network
30	Peter Cowman *	Senior Curator - Biosystematics	Queensland Museum Network
31	Jonathan Cramb	Information Officer	Queensland Museum Network
32	Hope D		
33	Stav Davidson	Host	HIT 105
34	Tamara Davis	Astrophysicist	The University of Queensland
35	Paulo de Souza	Head of School of Information and Communication Technology	Griffith University
36	Paul Dempsey	Musician	
37	Vicente M. Diaz *	Chair, Department of American Indian Studies	University of Minnesota
38	Lucy Dickson	Senior Executive Officer	Griffith University
39	Piper Dickson		Griffith University
40	DJ Mr Sheffield	DJ	

*Virtual participants

	Name	Position	Representing Partner Organisation
41	Ben Ely	Musician	
42	Elissa Epel *	Professor	University of California
43	Melissa Fanshawe	Senior Lecturer	University of Southern Queensland
44	Chris Ferrie	Associate Professor	University of Technology Sydney
45	Kimberly Finlayson	Research fellow	Australian Rivers Institute, Griffith University
46	David Flannery	Adjunct Professor	Queensland University of Technology
47	Chris Fleming	Professor of Economics and Dean (Research) Griffith Business School	Griffith University
48	Cathy Foley	Australia's Chief Scientist	Office of Chief Scientist
49	Ernest Foo *	Associate Professor	Griffith University
50	Andrew 'Twiggy' Forrest *	CEO	Fortescue Metals Group
51	Bronwyn Fredericks	Pro-Vice-Chancellor (Indigenous Engagement)	The University of Queensland
52	Katherine Freese *	Jeff and Gail Kodosky Endowed Chair in Physics	University of Texas
53	Adam Frew	ARC DECRA Fellow	University of Southern Queensland
54	Bethany Fuller *	Team Leader and Federal Agent	Australian Federal Police
55	Bridget Garay	Senior Producer	Queensland Music Festival
56	Cara Gately *	Character TD	Animal Logic
57	Anand Gautam	Executive Director and Emerging Science Lead	Pfizer Worldwide R&D (Asia & Asia-Pacific)
58	Dana Gehrman	Artist	
59	Amber Gillett	Wildlife Veterinarian and Research Coordinator	Australia Zoo Wildlife Hospital
60	Joel Gilmore	Science Communicator	
61	Adam Gilmour	CEO & Founder	Gilmour Space Technologies
62	Jacinda Ginges	Senior Lecturer	The University of Queensland
63	Alice Gorman	Associate Professor	Flinders University
64	Will Goulding	Information Officer	Queensland Museum Network
65	Donna Green	Associate Professor	Climate Change Research Centre, University of New South Wales
66	Brian Greene *	Founder	World Science Festival
67	Erika Gress	PhD Candidate	ARC Centre of Excellence for Coral Reef Studies, James Cook University
68	James Haig	A/Director Community Capability and Volunteerism	Queensland Fire and Emergency Services
69	Mark Hamann	Professor	James Cook University
70	Jonathan Harrison	Production Manager	La Boite Theatre Company
71	Linda Hassall	Senior Lecturer	Griffith University
72	John Healy	Curator - Mollusca	Queensland Museum Network
73	Sammy Herbert	Head of Developer Experience	SixPivot
74	Judith Hickson	Social History Curator	Queensland Museum Network
75	Bernie Hobbs	Science Communicator	
76	Scott Hocknull	Senior Curator - Geosciences	Queensland Museum Network
77	Kate Hofmeister	Conservation Officer	Sunshine Coast Council
78	Brendan Hokowhitu	Professor of Indigenous Research	The University of Queensland
79	Andy Howe	Research Fellow	Forest Industries Research Centre, University of the Sunshine Coast
80	Mark Humphries	Writer and Performer	

	Name	Position	Representing Partner Organisation
81	Dan Ilic	Host	A Rational Fear
82	Jeff Johnson	Senior Collection Manager - Ichthyology	Queensland Museum Network
83	Eriita Jones *	Research Fellow	Curtin University / University of South Australia
84	Sarah Kanowski	Co-presenter of Conversations	Australian Broadcasting Corporation
85	Rajiv Khanna	Senior Scientist	QIMR Berghofer Medical Research Institute
86	Glenn King	Venom Researcher	The University of Queensland
87	Karl Kruszelnicki	Julius Sumner Miller Fellow	The University of Sydney
88	Niraj Lal	Visiting Fellow	Australian National University
89	Christine Lambkin	Curator - Entomology	Queensland Museum Network
90	Michelle LaRue *	Associate Professor	University of Canterbury
91	Rochelle Lawrence	Research Assistant - Palaeontology	Queensland Museum Network
92	Brett Leavy	Director	Bilbie Virtual Labs
93	Michela Ledwidge	CEO and Co-founder	Mod
94	Richie LeStrange	Performer	
95	Lawrence Leung	Comedian and Writer	
96	Make&Meld		Make&Meld
97	Rangi Matamua *	Professor	Massey University
98	Maddy McAllister	Senior Curator - Maritime Archaeology	Queensland Museum Network / James Cook University
99	Carol McGregor	Program Director Contemporary Australian Indigenous Art	Queensland College of Art, Griffith University
100	Connie McIntosh *	Head of Security	Ericsson
101	Donna Miller	Digital Asset Management Systems (DAMS) Administrator	Queensland Museum Network
102	Lidia Morawska	Director, International Laboratory for Air Quality and Health (WHO CC for Air Quality and Health)	Queensland University of Technology
103	Aileen Moreton-Robinson	Dean of the Indigenous Research and Engagement Unit	Queensland University of Technology
104	Trent Munro	Professor	The University of Queensland
105	Anisa Nandaula	Team member	Voices of Colour
106	Jason Nelson		
107	Laura Niedernhofer *	Professor	University of Minnesota
108	Samantha Nixon	Postdoctoral Research Fellow	Institute for Molecular Bioscience, The University of Queensland
109	Francis Nona *	Lecturer	The University of Queensland
110	Karlie Noon	Indigenous Research Associate and PhD Candidate	Australian National University
111	Justin Noonan	Storm Chaser	
112	Oh Sh*t Shanai	Owner	Lil J's Vintage
113	Melanie Olsen *	ReefWorks Project Director	Australian Institute of Marine Science
114	Lizzie O'Shea	Chair	Digital Rights Watch
115	Chantelle Otten	Sexologist	Lovehoney
116	Rhianna Patrick	Head of Audio and Podcasts	IndigenousX
117	Elizabeth Pearce *	Assistant Manager SSA and PNT	Australian Space Agency
118	Michael Pfrunder	Post-Doctoral Research Fellow	Queensland University of Technology

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119	Graham Phillips	Science Journalist and Communicator	University of Melbourne / Australian Broadcasting Corporation
120	Anne Poelina *	Adjunct Senior Research Fellow	Nulungu Research Institute, The University of Notre Dame Australia
121	Hugh Possingham	Queensland Chief Scientist	Office of the Queensland Chief Scientist
122	Sasha Purcell	Human Rights lawyer	
123	Sarah Pye	Lecturer and tutor	University of the Sunshine Coast
124	David Pyle	Digital Initiatives Manager and Lecturer	Queensland Museum Network / Queensland University of Technology
125	Sana Qadar	Presenter, All in the Mind	Australian Broadcasting Corporation
126	Fleur Ramsay *	Special Counsel	Environmental Defenders Office
127	Raptor Vision	Owner	Raptor Vision
128	Red Rocket 3	Performer	Red Rocket 3
129	Guy Ritani	Creative Director	PermaQueer
130	Shannon Robinson	Librarian	Queensland Museum Network
131	Jacq Romero	Reader	The University of Queensland
132	Federica Sbordone	PhD Student	Queensland University of Technology
133	Owen Seeman	Collection Manager - Arachnids	Queensland Museum Network
134	Science On The Go		Griffith University
135	Margaret Sheil	Vice-Chancellor	Queensland University of Technology
136	Fran Sheldon	Professor	Griffith University
137	Samantha Shellard	Works on Paper Conservator	Queensland Art Gallery Gallery of Modern Art
138	David Sinclair *	Co-Director	Paul F. Glenn Center for Biology of Aging Research, Harvard Medical School
139	Stephanie Smith		
140	Squidgenini	DJ, Producer and Performer	Beats of No Nation/Pocketmoth
141	John Stanisic	Honorary Research Fellow	Queensland Museum Network
142	Tasha Stanton	Associate Professor of Clinical Pain Neuroscience	The University of South Australia
143	STEAM Circus		STEAM Circus
144	Yumi Stynes	Presenter, Podcaster and Author	
145	Leonard Susskind *	Felix Bloch Professor of Theoretical Physics	Stanford University
146	Norman Swan	Doctor, Journalist and Broadcaster	Australian Broadcasting Corporation
147	Tegan Taylor	Health Reporter	Australian Broadcasting Corporation
148	Cathy ter Bogt	Senior Conservator	Queensland Museum Network
149	Geoff Thompson	Collection Imager	Queensland Museum Network
150	Stacey Thomson	Presenter and Veterinarian	
151	Tjupurru	Musician	
152	Sandra Tuszyńska	Environmental Projects Officer	Woodfordia Inc.
153	Corey Tutt	CEO	DeadlyScience
154	Madeleine van Oppen *	ARC Laureate Professor	University of Melbourne / Australian Institute of Marine Science
155	Mark Van Raamsdonk *	Professor of Physics	University of British Columbia
156	Seja Vogel	Musician	
157	Neridah Waters	Associate Director	Common People Dance Project

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158	Jonathan Webb	Science Editor	Australian Broadcasting Corporation
159	Alison Wright	Postdoctoral Fellow	Clem Jones Center for Neurobiology and Stem Cell Research, Griffith University
160	Susan Wright	Collection Manager	Queensland Museum Network
161	Angharad Yeo	Host	Queens of the Drone Age
162	Yirinda	Musicians	
163	Jeannette Young *	Governor	State of Queensland
164	Craig Zonca	Journalist and Host	Australian Broadcasting Corporation



| World Science Festival Queensland 2022

TOWNSVILLE

13–14 MAY 2022

GLADSTONE

17–18 JUNE 2022

CHINCHILLA

22–23 JULY 2022

IPSWICH

9–10 SEPTEMBER 2022

TOOWOOMBA

9–10 OCTOBER 2022

| School holiday program

TOOWOOMBA

2 APRIL–18 APRIL

TOWNSVILLE

24 JUNE–10 JULY

IPSWICH

18 SEPTEMBER–2 OCTOBER



