

**QUEENSLAND  
MUSEUM**

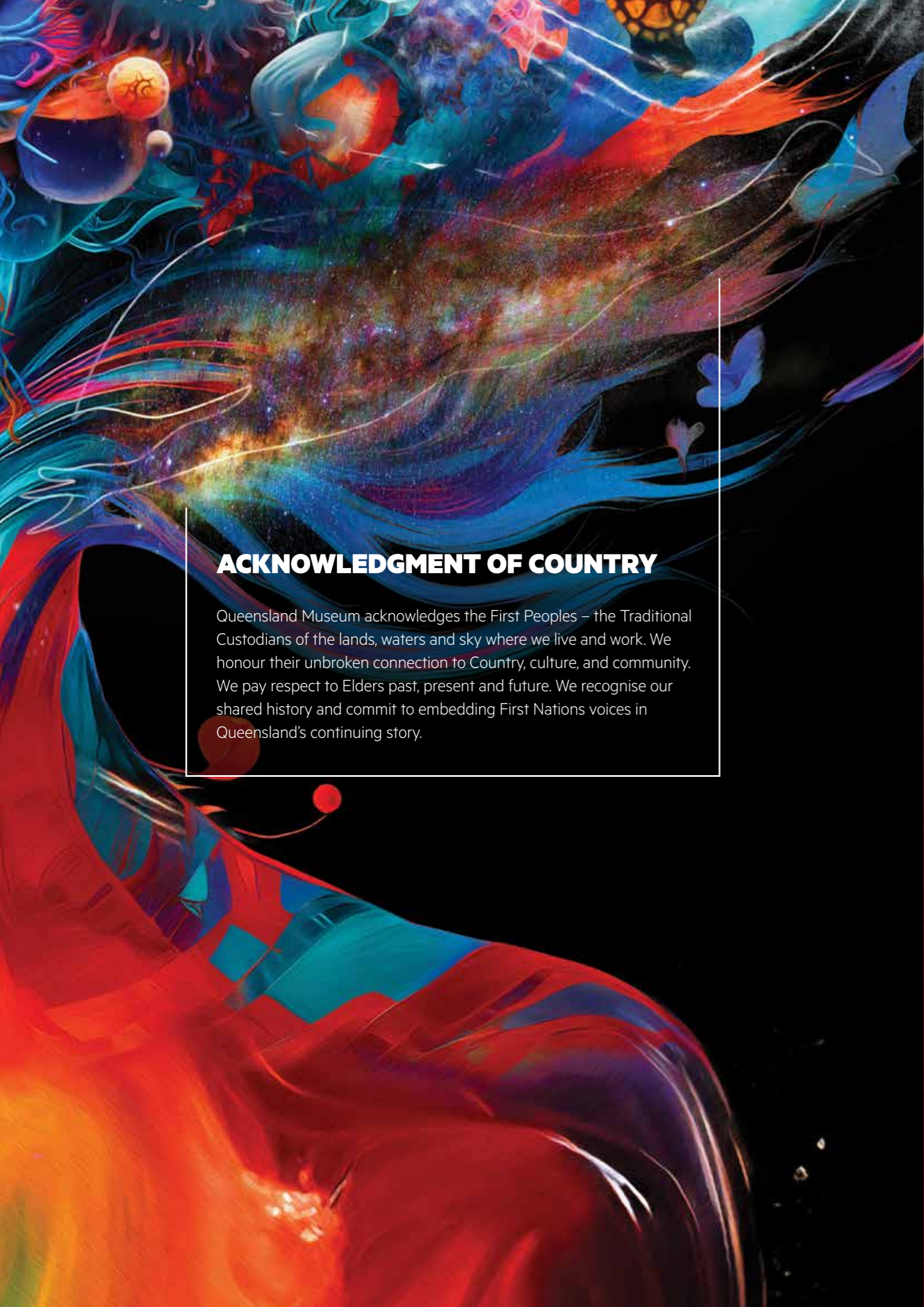
World  
Science  
Festival  
Brisbane

**FOR THINKERS  
AND DREAMERS.**

**2024 IN REVIEW**

15–24 March 2024 [worldsciencefestival.com.au](https://worldsciencefestival.com.au)





## ACKNOWLEDGMENT OF COUNTRY

Queensland Museum acknowledges the First Peoples – the Traditional Custodians of the lands, waters and sky where we live and work. We honour their unbroken connection to Country, culture, and community. We pay respect to Elders past, present and future. We recognise our shared history and commit to embedding First Nations voices in Queensland's continuing story.



**To create 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

# WSFB 2016- 2024

World Science  
Festival Brisbane's  
impact since  
launching in 2016  
(2016-2024):

OVER  
**1.85M**  
ATTENDANCES

**1,500+**  
PARTICIPANTS

**760+**  
EVENTS

**8,500**  
MEDIA STORIES

LARGEST  
STEM OUTREACH  
EVENT  
IN THE SOUTHERN HEMISPHERE

## 2024 AT A GLANCE

### Programming

**290** PERFORMANCES

**80** EVENTS

**1** AUSTRALIAN  
PREMIERE

**36.6%**  
OF EVENTS WERE FREE

**2** WORLD  
PREMIERES

**42**  
LOCATIONS

**66**  
SOLD-OUT  
PERFORMANCES

### People

**160** PARTICIPANTS  
FROM 8 COUNTRIES

MORE THAN  
**30** FIRST NATIONS  
ARTISTS,  
SPEAKERS AND  
SUPPLIERS

### Attendances

**262,000+**

ATTENDANCES  
OF WHICH **62%** WERE  
ATTENDING FOR THE FIRST TIME

**90%**

OF ATTENDEES DEFINITELY  
AGREE THAT LOCAL  
RESIDENTS SHOULD FEEL  
PROUD OF THE FESTIVAL



**92%**

OF ATTENDEES INDICATED  
THEY WILL ATTEND AGAIN

### Partnerships

**29** PARTNERS



**\$5.9M+**  
CASH + IN-KIND  
SUPPORT

### Economic Impact

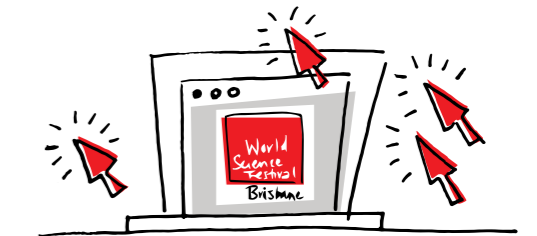
**9463**

EVENT SPECIFIC VISITOR NIGHTS\*

**\$1.49M**

IN DIRECT AND INCREMENTAL SPENDING ACROSS QUEENSLAND\*

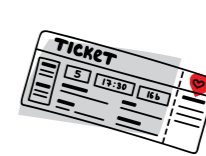
### Marketing + Media Relations



REACHING A CUMULATIVE AUDIENCE OF

**38.3M+**

WITH AN ADVERTISING SPACE RATE (ASR)  
**\$8.6M+**



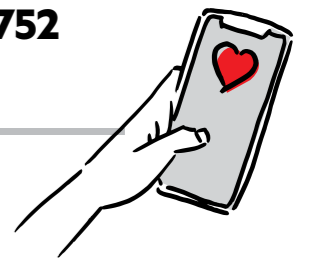
**82.4%**

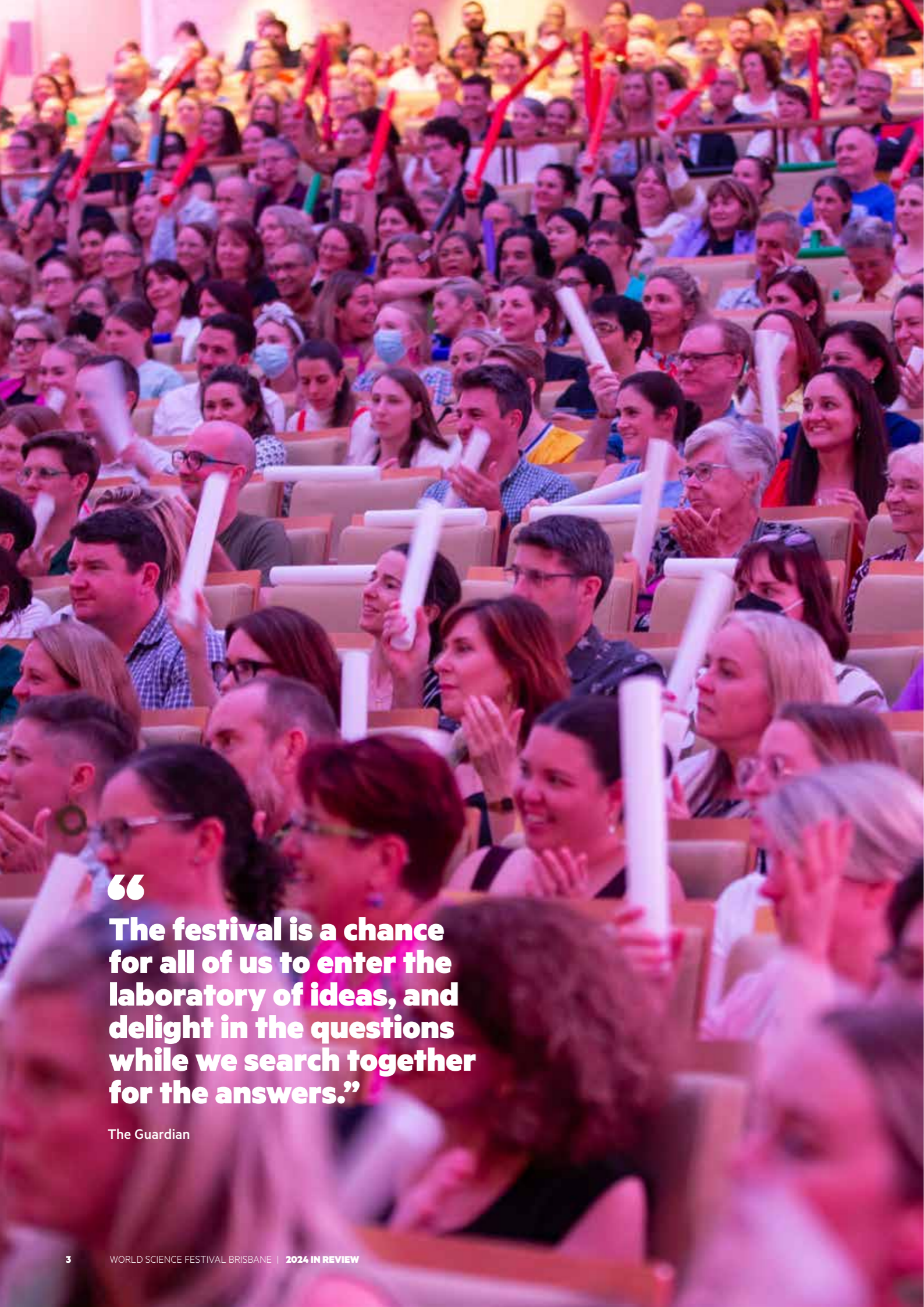
OF ALL AVAILABLE  
TICKETS WERE SOLD

**657**  
MEDIA  
STORIES



**339** ORGANIC SOCIAL  
MEDIA POSTS  
WITH AN ORGANIC REACH OF  
**367,752**





**“The festival is a chance for all of us to enter the laboratory of ideas, and delight in the questions while we search together for the answers.”**

The Guardian

**QUEENSLAND MUSEUM**

World Science Festival  
Brisbane



**World Science Festival Brisbane (WSFB)—presented by Queensland Museum (QM)—is the largest science festival in Australia, and 2024 was another blockbuster.**

Brisbane hosted an inspirational lineup of impressive scientific pedigree who tackled the most urgent, challenging, and often intractable, contemporary scientific conundrums. This symphony of researchers, engineers, science communicators, academics, artists, musicians and comedians demonstrated how fun, fascinating, and fearless science is.

The program engaged the imaginations and intellects of visitors from around Australia and spanned Brisbane’s Cultural Precinct, South Bank, the CBD, Sir Thomas Brisbane Planetarium and the suburbs, drawing a receptive crowd of science enthusiasts, industry leaders, students, and families.

From free and ticketed activities, shows and tours to workshops, conversations and films, the diverse 2024 program, was brimming with opportunities to explore.

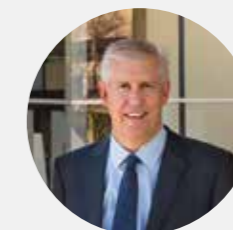
Brisbane came alive with 290 performances of 80 events delivered by 160 participants and 24 activity providers across 42 Brisbane locations, attracting more than 262,000 attendances. Our 2024 numbers demonstrate how much our audience wants to see, hear, learn, and experience the multi-dimensional joys of science.

WSFB would not happen without the continued support of the Queensland Government, Tourism and Events Queensland and Brisbane Economic Development Agency, alongside our many dedicated partners who are equally committed to bringing this important program to life. Their steadfast support not only ensures the realisation of WSFB but also elevates it in ways we could not alone.

We are incredibly proud of what we have achieved, overwhelmed by the positive feedback, and humbled by the generosity of spirit shown by our partners, participants, staff and volunteers.

Looking ahead, we will now present World Science Festival Queensland, visiting Toowoomba, Chinchilla, Gladstone, Townsville, and Ipswich, to inspire and be inspired in each region.

We look forward to welcoming you back for an even greater 2025!



**Dr Jim Thompson PSM**  
Chief Executive Officer  
Queensland Museum



**Over the past nine years, WSFB has attracted over 1.89M attendances, firmly establishing its place as a major event in Brisbane.**

# PROFILE

## QUEENSLAND MUSEUM

Queensland Museum has been discovering, documenting, and celebrating Queensland's biological and cultural heritage for over 160 years. Today, it is custodian of the State Collection, comprising more than 15.2 million objects and specimens, engages in community outreach and events and conducts cutting-edge research that underpins policy, conservation and collecting practices across the state. Queensland Museum also provides education loan kits, professional consultancy services, best-selling publications and major events including WSFB.

## + WORLD SCIENCE FESTIVAL

Co-founded by renowned physicist Professor Brian Greene and Emmy award-winning journalist Tracy Day in New York in 2008, World Science Festival brings together great minds in science and the arts to produce content that presents the wonders of scientific discovery.

## + WORLD SCIENCE FESTIVAL BRISBANE

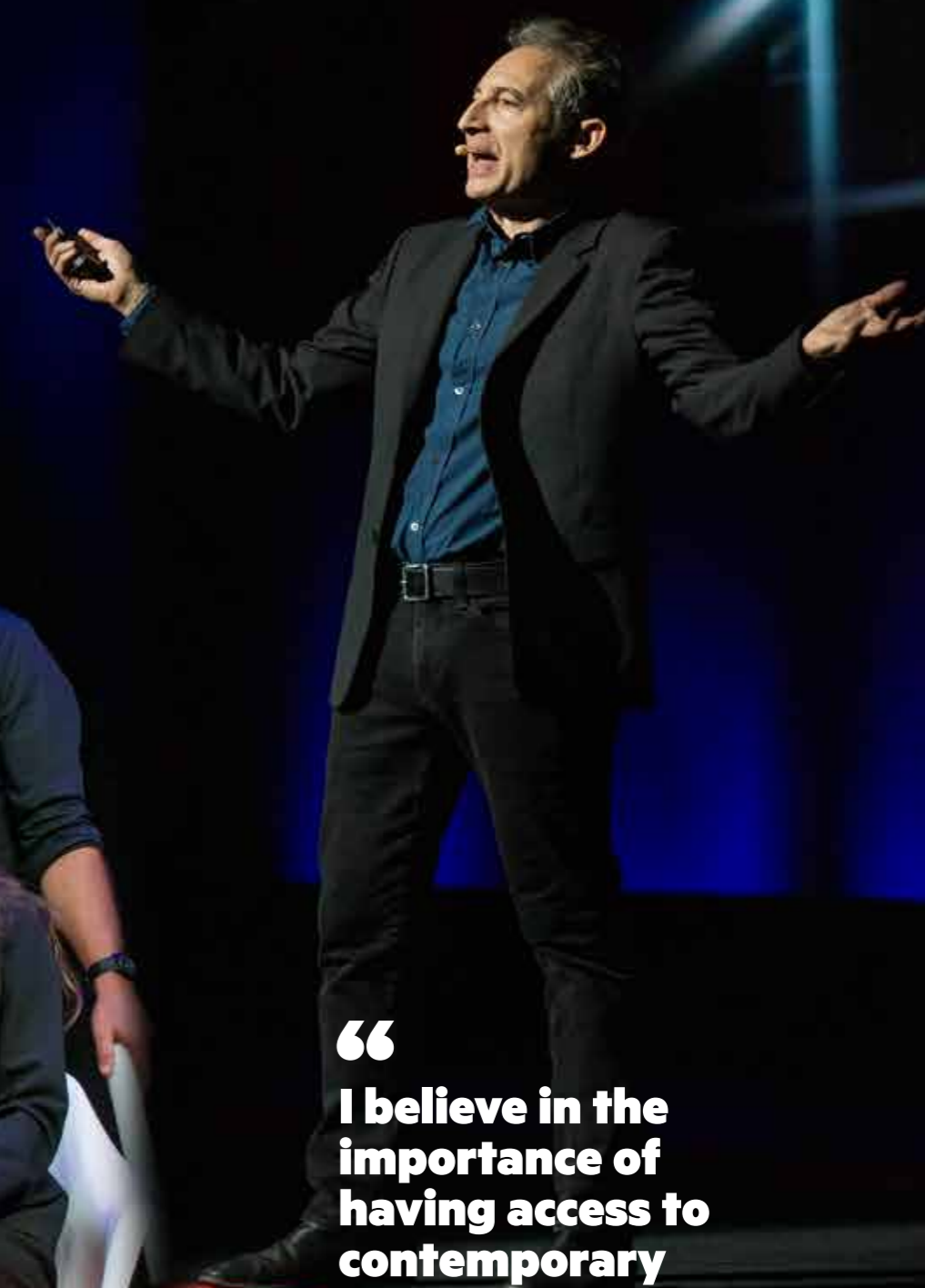
Presenting World Science Festival Brisbane reinforces Queensland Museum's position as a leader in science, technology, engineering and maths engagement and enhances Queensland's profile as a knowledge economy and international hub for scientific thought leadership. World Science Festival Queensland allows all Queenslanders – regardless of where they live – the opportunity to explore the dynamic connection between science and our everyday world.

# PROGRAMMING

## SPECIAL EVENTS

BRIAN GREENE delivered sell out shows.

Leigh Sales AM And Annabel Crabb debuted **AN AFTERNOON OF SCIENCE**, to celebrate scientific discovery with NASA astronaut Warren "Woody" Hoburg, Dr Christina Zdenek, and Professor John Fraser.



**“**I believe in the importance of having access to contemporary Science knowledge, that informs both my own and my family’s actions and impact.”

2024 Festival Attendee

# PROGRAMMING

## FESTIVAL HIGHLIGHTS

A new festival concept, **LABS UNLOCKED** invited audiences to step inside Brisbane's labs, research facilities, robotics and engineering plants. Not usually publicly available, these tours allowed the science-curious to discover world-class STEM innovations happening all around the city.

**“An amazing experience of real world learning. A picture (or an excursion) is worth a thousand words! So much was learnt last week with the Labs Unlocked initiative. Such life changing experiences that has sparked my passion for science.**

2024 Festival Attendee

**“With rich technical design, surprising gameplay and unexpected gestures of the surreal, this is a unique experience for audiences of all ages.”**

Must Do Brisbane



**“...WSF Brisbane is an event that not only enriches the city, but gives value to humanity as a whole; the event is an absolute gem that should be nurtured and appreciated for what it is.”**

2024 Festival Attendee



# BLACK SUMMER THE RETURN OF COUNTRY



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# CONVERSATIONS

With 19 conversations this year, World Science Festival Brisbane delivered engaging discussions on a wide range of scientific topics, from cutting-edge discoveries to pressing societal issues. Renowned local and international scientists, thinkers and innovators shared their expertise, offering unique insights and perspectives. These conversations sparked curiosity, fostered understanding, and inspired action towards a better future.

# 23 CONVERSATIONS

**DECODING THOUGHT:**  
AI'S BREAKTHROUGHS AND BOUNDARIES

**SPACE ROCKS TO MOON ROCKS:** PATHS  
TO LIFE IN THE SOLAR SYSTEM

**BRIAN GREENE:**  
BEYOND THE STARS

**NIGHT OF THE NERDS**

**LEIGH SALES AM AND ANNABEL CRABB:**  
AN AFTERNOON OF SCIENCE

**BLACK SUMMER:**  
THE RETURN OF COUNTRY

**ALL IN THE MIND:**  
ANIMAL CONSCIOUSNESS

**LIFE ON MARS**

**DREAM ON:**  
THE WASTE AND CLIMATE WAR

**MYSTERIES FROM THE MUSEUM**

**DR KARL:** GREAT MOMENTS IN SCIENCE

**THE DEEP DARK OCEAN:**  
EXPLORING THE ABYSS

**BIOTECH:**  
TRANSFORMING THE FUTURE OF  
MEDICINE

**EVERYTHING YOU NEED TO KNOW  
ABOUT:** PARASITES | SHIPWRECKS |  
INSECT SUPERPOWERS | VOLCANOES

**CULTIVATING THE FUTURE OF FOOD**

**ART + ACTIVISM:**  
CARING FOR COUNTRY

**MEET YOUR DIGITAL DOPPELGANGER**

**ART AND AGENCY IN SYSTEMS  
OF SCIENCE**

**TECTONIC RESONANCE:**  
CONVERSATION

**OUT CONNECTIONS:**  
A FORUM FOR BOLD IDEAS

# EDUCATION PROGRAM

Our curriculum-linked education program was curated to provide STEM inspiration outside the classroom, and the program got students excited about tackling all things STEM.

**6147  
STUDENTS**

FROM BRISBANE, IPSWICH, BOONAH,  
TOOWOOMBA, ALICE SPRINGS,  
AND AS FAR AS CHINA.

**182  
SCHOOL  
GROUPS**

**3  
DAYS**

**79  
SESSIONS**

**19  
PROGRAMS**



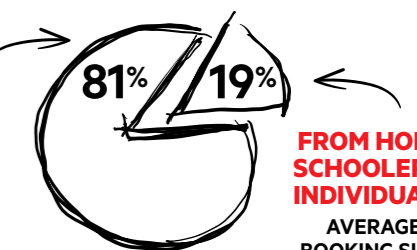
**“**

**Thank you for  
inspiring my child.”**

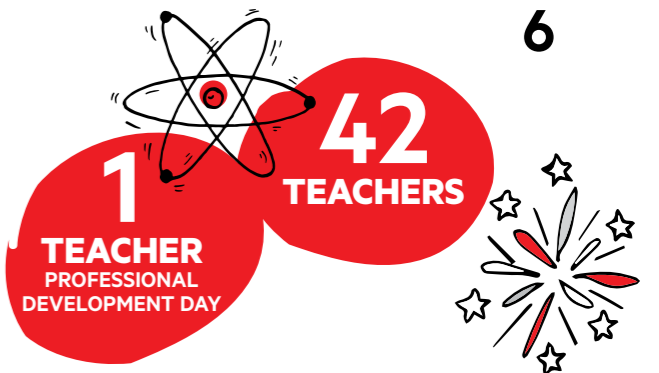
2024 Festival Attendee

## BOOKINGS

**FROM  
SCHOOLS**  
AVERAGE  
BOOKING  
SIZE:  
**39**



**FROM HOME  
SCHOOLERS/  
INDIVIDUALS**  
AVERAGE  
BOOKING SIZE:  
**6**



# ART/SCIENCE PROGRAM

This year's artistic centrepiece was an awe-inspiring installation, proudly positioned in the Cultural Forecourt. The Australian Premiere **ADA** by **Karina Smigla-Bobinski (Europe)** invited audiences to pull, push and play with the sculpture.

Supported by 5 other installations, the Art/Science program celebrated the synergies of science, art, and technology.

“

**As an art teacher the STEAM program was invaluable to me. Our current students unit Art as Knowledge follows an Art vs Science pathway. I designed this program with the Science festival in mind knowing they partnered with artists.”**

2024 Festival Attendee

“

**The collaborative methodology of the Art/Science Program reminds us that knowledge is an act of creation and that enquiring minds are creative minds.”**

The Guardian



Artists from the world-renowned **PORMPURAAW** Art and Culture Centre utilised abandoned fishing nets and recycled wire and cables to depict culturally significant Totems.



**DRAWING ON COMPLEXITY: EXPERIMENT 9** was an immersive installation that evolved over the festival, by Briony Barr (Brisbane, Australia).



**SIMULATED SELVES** a meta exploration of self, artificial intelligence (AI) and creativity, by Svenja Kratz and Bill Hart (Tasmania, Australia).



**TECTONIC RESONANCE** explored parallels between ancient geological formations and new modes of fabrication, by Roland Snooks, Laura Harper and Philip Samartzis (Melbourne, Australia).

# ATTENDANCES

World Science Festival Brisbane 2024 attracted more than 262,000 attendances – onsite and online.

**TABLE 1: Total attendances (by event type)**

TYPE	2016	2017	2018	2019	2020 <sup>1</sup>	2021	2022 <sup>2</sup>	2023 <sup>3</sup>	2024 <sup>3</sup>
City of Science	20,000	60,000	92,000	96,447		59,236	-	71,226	23,900
Queensland Museum	69,475	90,304	68,811	69,019		40,228	-	56,230	81,899
Ticketed attendance	17,423	20,576	21,608	22,712		7,896	1,413	22,597	26,911
Non-ticketed attendance (Brisbane)	1,710	2,000	2,848	2,000			256,027	163,393	128,945
Regional Events (non ticketed)	3,097	6,380	10,284	12,330	3,370	7,747	29,033	32,660	
Regional Events (ticketed)						11,883	4,166	2,478	
Affiliate Events	8,662	2,965	5,188	2,721		485	-		
Digital <sup>4</sup>						5,424	138,994		1,237
<b>Total Attendances<sup>5</sup></b>	<b>120,367</b>	<b>182,225</b>	<b>200,739</b>	<b>205,229</b>	<b>3,370</b>	<b>132,899</b>	<b>429,633</b>	<b>348,584</b>	<b>262,892</b>

**TABLE 2: Attendances by geographic origin<sup>9</sup> (Brisbane)**

VISITOR ORIGINS	2016	2017	2018	2019	2020 <sup>1</sup>	2021	2022 <sup>7</sup>	2023 <sup>8</sup>	2024 <sup>9</sup>
Brisbane	81%	78%	79%	80%	0%	98%	59%	72%	76%
Intrastate	15%	18%	17%	17%	0%	TBA	21%	22%	9%
Interstate	3%	3%	3%	3%	0%	2%	15%	4%	9%
International	1%	1%	1%	1%	0%	0%	4%	3%	6%

<sup>1</sup> World Science Festival Brisbane 2020 was cancelled due to COVID-19.

<sup>2</sup> Event moved online due to flood impact.

<sup>3</sup> City of Science includes free, non-ticketed outdoor events. Non-ticketed events (Brisbane) includes Curiosity Brisbane.

<sup>4</sup> Digital figures not counted in attendance total for 2023.

<sup>5</sup> Total attendances excluding regional.

<sup>6</sup> Sourced from Economic Impact Statement commissioned by Tourism and Events Queensland.

<sup>7</sup> Onsite attendances by geographic origin for Curiosity Brisbane event postponed to 24 June to 10 July 2022.

<sup>8</sup> The data in 2023 includes WSFB and Curiosity attendance combined.

<sup>9</sup> The data in 2024 includes WSFB and the Art/Science program attendance combined.

# PARTNERSHIPS

WSFB 2024 was generously supported by 29 partners across government, academia, and industry.

The Queensland Government provides unwavering commitment to science in Queensland and has contributed \$18 million to bring World Science Festival Brisbane to life since 2016.



**PRESENTED BY**



**STRATEGIC PARTNERS**



**ACADEMIC PARTNERS**



**COMMUNITY PARTNER**

**city of science PARTNER**



**PROGRAM PARTNERS**



**MEDIA PARTNERS**



**EDUCATION PARTNER**

**venue PARTNER**



**official suppliers**





## VOLUNTEERS

World Science Festival Brisbane 2024 was again made possible by our dedicated team of loyal and generous volunteers over the 10 days and 11 nights of the event.

**173**  
GENEROUS  
VOLUNTEERS

**1841**  
VOLUNTEER  
HOURS

**491**  
SHIFTS

**40%**  
RETURNING  
VOLUNTEERS  
OF WHICH **60%** WERE  
NEW VOLUNTEERS



## MARKETING

The 2024 WSFB campaign launched on 21 November 2023 to build festival awareness and early media interest. Bolstered by the announcement of sell-out shows, the targeted four-month campaign drove awareness, interest and sales.

The campaign delivered a multi-channel approach, implement advertising across digital, outdoor and on-demand services, as well as activating WSFB and Queensland Museum's own digital channels, such as social media, on-site signage and direct digital marketing.



**26,995,532**

TOTAL POTENTIAL REACH  
FOR PAID ADVERTISING

**339**

PIECES OF  
ORGANIC  
SOCIAL MEDIA



ACHIEVING  
**367,752**  
IMPRESSIONS

**16**  
EDMs SENT



REACHING  
**484,400**  
IMPRESSIONS

“

**We loved it so much! Thank you for putting the festival on and especially for the inclusion of free, accessible events. We cannot wait for next year.”**

2024 Festival Attendee

## SUSTAINABILITY

WSFB is committed to valuing our natural environment and protecting our world for generations to come. In 2024 we undertook an initial Greenhouse Gas to assist us in prioritising emissions reduction activities. We have big goals for the future – and are committed to taking steps each year to make sure we reach our sustainability targets.

## INCLUSION AND ACCESSIBILITY AND EQUITY

A phased Access and Inclusion Plan was developed for the 2024 festival. Areas of focus for 2024 included:

- Access information profiled on the WSFB website for each venue and performance.
- Improvements to volunteer recruitment and support, activating employment opportunities for participants with disabilities in the festival programming.
- Social stories linked on the website via event pages.
- Program outlined how to access accessibility information and confirm Auslan interpretation.
- Auslan interpreters at all in-theatre events at QPAC.
- Maps, wayfinding collateral and didactics including clear, symbol-focused and intentional way to ensure inclusive and accessibility of communications.

## PUBLICITY AND MEDIA RELATIONS

The publicity campaign launched on 21 November 2023, with the core activity rolling out from 1 February 2024, when the full program went on sale.

METRIC	RESULT*
Published Stories	657
Advertising Space Rate (ASR)	\$8,636,201
Potential cumulative audience	<b>28,297,476 Viewers</b>

\*Reporting Period: 1 May 2023 and 30 April 2024

**There was a 14.5% increase in television media from 2023, achieving the highest figure in the history of World Science Festival Brisbane with 79 television clips.**

A strong campaign focusing on top-tier television media, highlights including national TV coverage on Q&A ABC TV, News Breakfast ABC featuring in studio appearances from Prof Brian Greene, national TV coverage featuring astronaut Meganne Christen, Channel 7 Sunrise weather cross and multiple interviews on ABC Radio, print coverage including The Australian and The Guardian.





# WORLD SCIENCE FESTIVAL QUEENSLAND 2024

## **TOOWOOMBA**

17-18 May

## **CHINCHILLA**

7-8 June

## **GLADSTONE**

21-22 June

## **IPSWICH**

19-20 July

## **TOWNSVILLE**

1-2 August

**QUEENSLAND  
MUSEUM**



Queensland  
Government