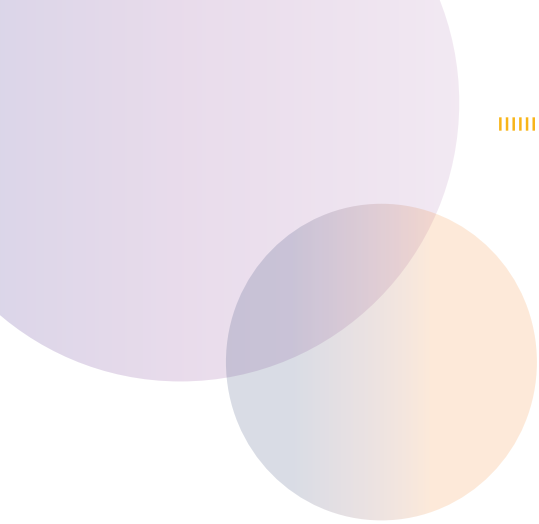




National Science Week Annual Report 2021



We acknowledge the Traditional Owners from all First Nations communities across Victoria.

We acknowledge the process of truth telling.

Our First Scientists, the knowledge keepers and Custodians of Country, to you we convey our deep respect.





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» The Inspiring Victoria Board and Science Week Coordinating Committee

In Victoria, a Coordinating Committee comprised of volunteers from various organisations, works with the national partners to coordinate and promote Victorian National Science Week activities. The Committee's commitment to communicating science enables National Science Week to be such a great success.

Kate Barnard – Chair, Scienceworks

Catriona Nguyen-Robertson – Royal Society of Victoria

Peter Skilton – Mornington Peninsula Astronomical Society

Nick Besley – Immediate Past Chair, Thin Green Line Foundation

Rena Singh – Manager, Inspiring Victoria, The Royal Society of Victoria

Mike Flattley – Deputy Chair, CEO, The Royal Society of Victoria

Claire Farrugia – 3CR Lost in Science presenter, Science Gallery Melbourne

Ann Pisarevsky – Science Teachers' Association of Victoria

Helen van de Pol – University of Melbourne

Malcolm Jenkins – Government sector

Thank you to the Office of Victoria's Lead Scientist for providing Board leadership and governance of Inspiring Victoria for the past three years. Next year Royal Society of Victoria will partner with a new state government advocate for delivery of the Inspiring Victoria program.

The
**Royal Society
OF VICTORIA**
Promoting science since 1854



Australian Government
Department of Industry, Science,
Energy and Resources



Inspiring Victoria Board

Dr Amanda Caples (Chair) - Lead Scientist, Department of Jobs, Precincts and Regions

Ms Tamara Niznik - Senior Manager, Questacon National Networks and Programs

Mr Mike Flattley - CEO, The Royal Society of Victoria

Ms Kate Barnard Chair, National Science Week Victoria Coordinating Committee

Mr Jonathan Shearer - General Manager, Scienceworks, Museum Victoria

Ms Daniel Arifn - Manager, Tech Schools, Department of Education and Training

Mr Kade Mills - Chair, Australian Citizen Science Association (Victoria Chapter), Victorian National Parks Association

Julia Page - CEO, VESKI

Ms Angela Savage - CEO, Public Libraries Victoria

Ms Rena Singh - Inspiring Australia Manager, Victoria, The Royal Society of Victoria

The Committee acts under delegation from the Inspiring Victoria Board and the Royal Society of Victoria, the accountable body for the management of Victoria's calendar of National Science Week events. The Committee meets monthly to deliver the National Science Week project. The major event 'ACCLIMATISE' was steered by the Committee to encompass activities, community input, participation and delivery across all of Victoria.



Victorian Science Week 2021

In a fresh beginning, 2021 has been a year of opportunity, collaboration and new partnerships for Inspiring Victoria and National Science Week in our state. Building upon our regional engagement through broadcast and online content in 2021, we have moved to a new model of partnership programming with our state's most loved and trusted cultural institutions and reputable organisations. These partners each have proven community engagement outcomes and unique audience following while sharing the values of National Science Week.

activities, conversations and workshops exploring the science of sustainability and adaptation.

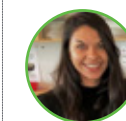
2021 also saw Inspiring Victoria again deliver a significant community grants program for science week with a small grant funding to 10 libraries and independent organisations, 37 schools and for the first time welcomed 20 Neighbourhood Houses to participate in self organising events and activities for their local communities. Overwhelmingly our State-wide survey

years we will continue to be advocating for an accessible digital and online delivery model to accompany our physical events for Science Week to keep broadening opportunities for diverse audience participation.

I would like to thank our team here at the Royal Society of Victoria (RSV) and our many volunteer Councillors and Committees, particularly the Victorian National Science Week Committee and Inspiring Victoria Board, for a fantastic effort to govern this year's National Science Week. A special thank you to Mike Flattley, Catriona Nguyen-Robertson and Meaghan Smith from RSV for assisting to deliver Science Week and this report. I wish to thank each of the cultural institutions and organisations who made the main event program possible - **Museums Victoria, Royal Botanical Gardens Victoria, Zoos Victoria, Public Libraries Victoria, Parliament of Victoria, State Library of Victoria, Philip Island Nature Reserve,**

Neighbourhood Houses Victoria and Royal Society of Victoria and the many volunteers and community groups who deliver their unique community focused events, activities and workshops across regional Victoria.

Our aim is to continue playing a catalyst role to build upon these partnerships, facilitate new connections and opportunities for them through the annual Inspiring Victoria program and support the building of a science literacy and engagement eco-system through strategic collaboration, ensuring we keep our commitment that 'Science is for everyone'. I hope you enjoy the Victorian National Science Week Report this year.

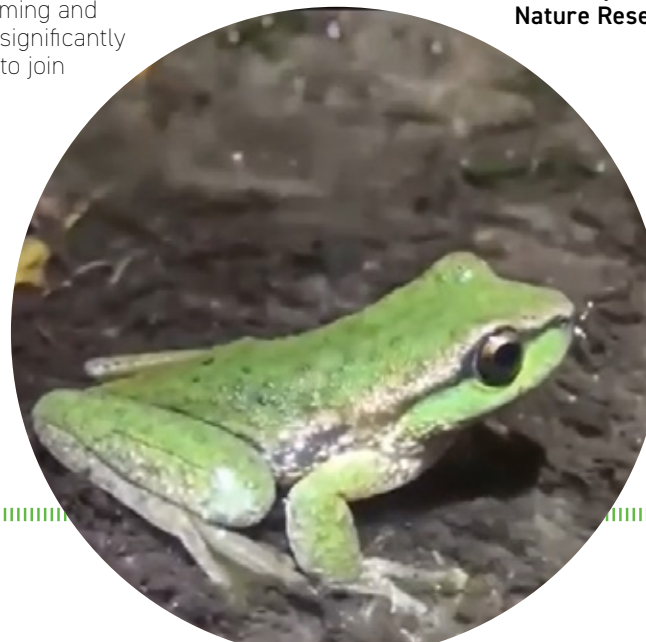


Rena Singh
MANAGER
INSPIRING VICTORIA

This collective effort culminated in a diverse program of free events, activities, conversations and workshops exploring the science of sustainability and adaptation.

Our program partnership model is flexible to meet the exemplary creative talents of producers within our partner organisations and for them to keep independence and agency in delivering high quality content to their audiences while inviting new audiences through co-broadcasting and collaboration around our collective theme. ACCLIMATISE – the science of sustainability and adaptation, was chosen as the Victorian theme to meet the strong desire in the community for important scientific literacy and knowledge sharing on this topic. This collective effort culminated in a diverse program of free events,

feedback told us that the digital and online delivery of programming and events this year enabled a significantly greater audience diversity to join in Science Week activities. The online platforms levelled access for rural, regional and metropolitan audiences, and we saw a far greater participation by regional audiences in particular; just one of the welcome results of trying something different out of sheer necessity in another unique year. In future



The full ACCLIMATISE program outlining events and speaker information can be found here.



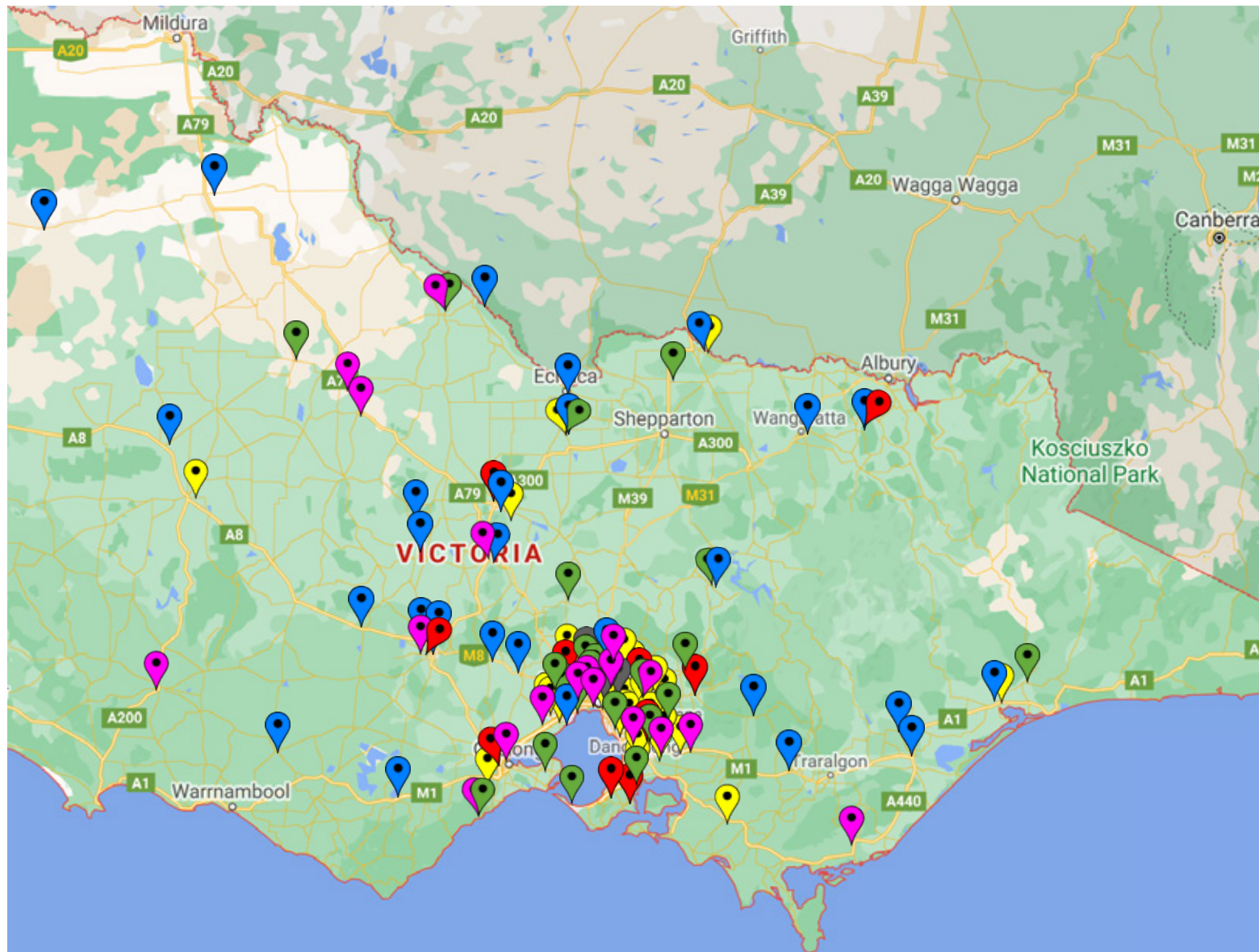
Inspiring Victoria 2021

Neighbourhood Houses Grants

The Royal Society of Victoria (RSV) and Inspiring Victoria, in partnership with Neighbourhood Houses Victoria, offered grant funding to 400 Neighbourhood and Community Houses and Centres (NCHCs) around Victoria to produce, advertise and deliver an event for National Science Week in August 2021. Among those that applied, 20 NCHCs were successful.

Legend

- Neighbourhood House Grant recipients
- Neighbourhood Houses x Thriving Futures
- Seed grant recipients
- School grant recipients
- Regional Science Champions (libraries)
- Inspiring Victoria-supported programs





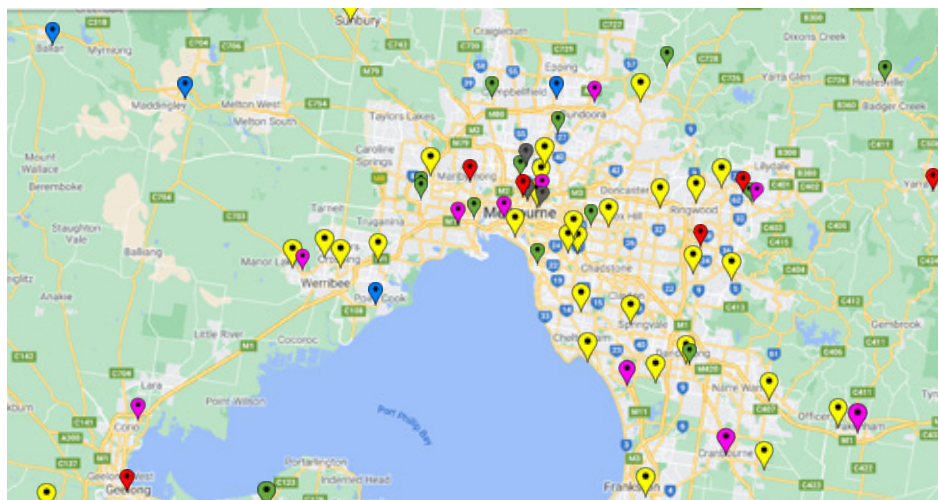
This was an opportunity for Neighbourhood and Community Houses and Centres (NCHCs) to be part of Inspiring Victoria's National Science Week theme, ACCLIMATISE by showcasing local initiatives or projects in any of the Sciences associated with sustainability. These activities also aligned with a number of the United National Sustainable Development Goals.

NCHCs across the state applied for either \$1,000 OR \$2,000 grants to run an event to showcase their activities in the area of sustainability. NCHCs were able to apply for the opportunity to deliver a range of different events from showcasing activities in biodiversity preservation,

Citizen Science activities or Sustainable living demonstration projects with the purpose of the event being to engage the local community in the science topic they were showcasing. Grant applications opened Monday the 22nd of February and closed on Wednesday the 31st of March. Applicants were notified of the outcome in April 2021 giving them several months to plan their activities.

Read about the showcase here

As this grant program was for all NCHCs throughout Victoria, we sought state-wide coverage across the total grant pool covering metro, regional and rural/ remote houses and centres, the winning recipients were:



Climate Action – Coming Together!

Anglesea Community House

This interactive session will include an expo of local groups engaged in climate action such as the Rubbish Rangers from Aireys Inlet who voluntarily collect rubbish around town, and ANGAIR, the Anglesea, Aireys Inlet Society for the Preservation of Flora and Fauna. It will also include an interactive art installation where participants create an art piece from non-organic waste that comes in to the Resale Shed.



Eco-dyeing 101 Using Neighbourhood Plants and Flowers

Alphington Community Centre

This workshop will teach community members how to dye natural materials such as wool, silk and cotton using plants and flowers from the immediate neighbourhood. It's fun, sustainable, responsible, has a low carbon footprint, and is a process jam packed with science. The workshop includes a neighbourhood walk to explore plants and flowers that could be good for future projects.



Legend

- Neighbourhood House Grant recipients
- Neighbourhood Houses x Thriving Futures
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- School grant recipients
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Science and Sustainability

Aspendale Gardens Community Services

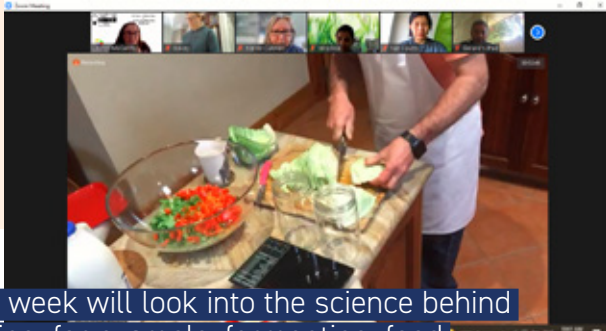
Aspendale will host workshops aimed at preschool and primary aged children on the topics of environmental awareness, nutrition and hygiene habits, and sessions on sustainable gardening and garden-to-kitchen cooking for older residents. They will also be supplying information on recycling, energy and sustainability and aim to provide collection points for items that are not able to be included in household recycling. They are also approaching Kingston Libraries to provide story time and craft workshops on the topic of sustainability.



Love Food, Hate Waste

Balla Balla Community Centre

Balla Balla are running a three week program commencing in National Science Week. The first week will focus on composting and recycling, the second week will focus on setting up and growing vegetables at home, and the third week will look into the science behind Cooking, for example, fermenting, food growing biodynamically, cheese and yoghurt making, kimchee, kombucha, sauerkraut.



Third week will look into the science behind Cooking, for example, fermenting, food growing biodynamically, cheese and yoghurt making, kimchee, kombucha, sauerkraut.



Charlton Next Gen Experience

Charlton Neighbourhood House

Charlton will create a week long walk in and try virtual reality and incorporate incursions of the technology at the local hospital aged care, preschool and schools. Charlton residents of all ages can enjoy this technology to travel the world, experience live events, view educational links, and so much more during the week and into the future through an affordable user pay system.

Permaculture Science and the Environment

Castlemaine Community House

Castlemaine's qualified Permaculture Design tutors will present on the science and environmental benefits of garden design using permaculture principals. The Castlemaine Community House Community Garden will be used to demonstrate some of these principals during this hands-on event. Morning and afternoon sessions will be delivered, with catering from the Murnong Mammis Aboriginal Catering Social Enterprise, using produce from the garden.

Charlton residents of all ages can enjoy this technology to travel the world, experience live events, view educational links





Play, Make, Sow Day

Greenhills Neighbourhood House

Greenhills will be running a play and make day, presenting practical and fun ways that families and the broader community can be involved in sustainability. Activities will include 'messy play' facilitated by the childcare staff which will include open ended nature play, recycled craft and simple gardening activities. There will be a series of workshops, aimed to encourage repair and reuse through visible mending, including sewing demonstrations by the local Boomerang bag group, as well as a workshop on harvesting winter vegetables and simple pest reduction techniques.



Activities will include 'messy play' facilitated by the childcare staff which will include open ended nature play, recycled craft and simple gardening activities



'Fungal Futures' - Partnering with 'Fungi' for Sustainable Communities and Healthy Landscapes

Haddon Community Learning Centre

Haddon's event will concentrate on citizen science, sustainable materials and conservation with a focus on fungi. There will be several activities including a talk on fungal conservation and the role citizen scientists play by Sapphire McMullan-Fisher from the National Herbarium of Victoria, a demonstration of using a portable DNA sequencer to find all the different fungi in samples collected from the local environment, the chance for people to view fungi

under microscopes, and a chance for people to do hands-on environmental DNA colour change tests (a LAMP test) to see if they have invasive or endangered fungi in their backyards.

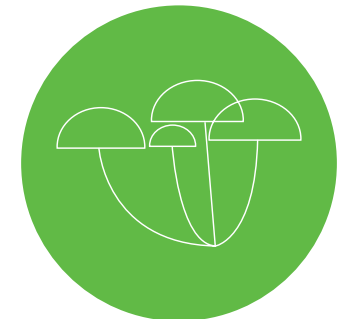


A demonstration of using a portable DNA sequencer to find all the different fungi in samples collected from the local environments

LAMP primers
A colour change test that can be used in the field

| The primers | Advantages |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> • Originally were going to use PCR primers • These really discriminate against any non-target fungal pathogen • Very sensitive and specific (have been tested against 8 other species, including a native Australian and related species) • Need to adapt for B&B only • Will likely be to be tweaked by citizen scientists | <ul style="list-style-type: none"> • Easy to use • Little lab equipment • Robust against PCR inhibition • Costing at designing and testing out a kit • More evidence is a lack of genetic data about Australian fungi |



Our Life in Science

Hamilton Community House

Hamilton will host four activity sessions, covering differing ways in which our daily lives and existence are intertwined with science. These include:



'Bee happy Bee kind' – a session on making beehouses, bee keeping and bee friendly gardens



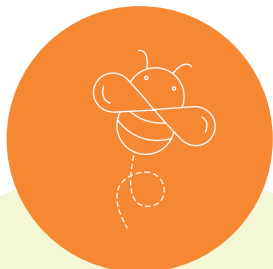
'Trees of life' – the value and vital role of trees and their function in aesthetics to climate and environments



'Indigenous ingenuity' – exploring the many local indigenous plants, creating food sources and visit local plantings at Hamilton Institute of Rural Learning



'Mix it, make it' – a hands on making of green cleaners, household and personal products from the pantry.



The Wonderful World of Bees

Iramoo Community Centre

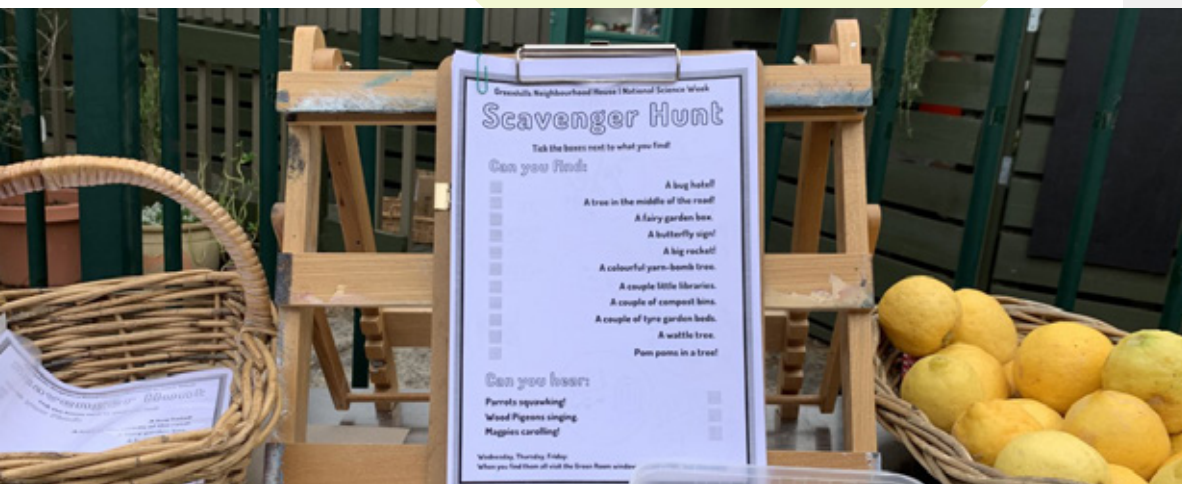
Iramoo will be learning about the Wonderful World of Bees, linking with CMG Honeybee, a local beekeeper and educator on all things bees. They will provide four workshops on bee wax, bee friendly plants and garden identification, from land to hand - all the things that bees collect and make and then what we collect and make, and floral varieties - honey uses, tasting and harvesting and honeycomb.

Busy Bees and their Role in our World

Japara Neighbourhood House

Japara will hold two events, firstly, a children's event with the local bee keeper who will explain the role of bees and how important they are for our environment. The children will be able to see a live working hive which will help them understand where their honey comes from. Secondly, the local bee keeper will set up a display and give a talk on the role of bees in the environment and the amazing process they undertake in their daily lives. A demonstration on the use of bee's wax will be given to also educate the community of the benefits of this natural product.

A demonstration on the use of bee's wax will be given to also educate the community of the benefits of this natural product.





Kerang will also develop a one page resource promoting all the locations in town that provide recycling options



Towards Zero Kerang

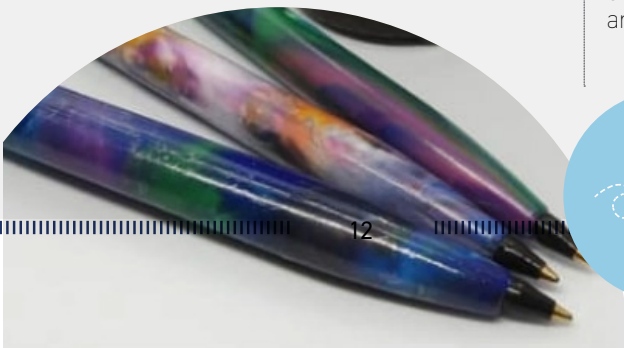
[Kerang Neighbourhood House](#)

A guest speaker from Zero Waste Swan Hill/Bendigo Sustainability Group will conduct a workshop on promoting waste reduction with a potential emphasis on the circular economy. Kerang will also develop a one page resource promoting all the locations in town that provide recycling options, in order to reduce waste, and will also draw together all the wonderful initiatives already on offer which are not widely known about. This will be achieved through partnerships with local business owners, local government and community groups including Kerang Traders and Kerang Landcare.

Who Helps our Gardens Grow? Discover the Recyclers, Pollinators and Other Wonderful Mini-beasts Hidden in our Gardens

[Living and Learning Pakenham](#)

Through a rotation of activities, children will discover and learn about the army of tiny decomposers, pollinators and other invertebrates that are an essential part of keeping us alive. Activities will include collecting samples of compost and/or soil and using magnifiers and microscopes they will get to have a close look at these invertebrates, learning how to build their own Pollinator Hotels for their own gardens using salvaged materials, and a bug hunt.



Go Green in Corio

[Rosewall Community Centre](#)

In partnership with Sustainability Geelong, these community permaculture education events will inspire locals in the Corio community to embrace practical opportunities for more sustainable living. Throughout the week, activities will include a fabric upcycling workshop to repurpose old clothing, repurposing broken crockery into mosaics, gardening lessons and assistance to older community members in online sustainable living research.



Activities will include a fabric upcycling workshop to repurpose old clothing, repurposing broken crockery into mosaics, gardening lessons and assistance to older community members in online sustainable living research.



Marvellous Minibeasts

[South Kingsville Community Centre](#)

These activities will teach children how living things grow and change, their features, adaptations and their role in food chains. The children will rotate through the Bugtopia Tent, where they handle and feed a selection of minibeasts including stick insects, butterflies, giant litter bugs, yabbies and more. When not in the bug tent, students continue their minibeast discovery at different stations. At these stations, students catch aquatic minibeasts, view bugs up close with microscopes and design their own version of bug features and adaptations through open-ended tasks



Composting, worm farms and reducing organic load in landfill



[The Centre: Connecting Community in North and West Melbourne](#)

The program will run three 45 minute sessions that demonstrate composting, worm farms and reasons why reducing bio-landfill is important to reduce greenhouse gas emissions. Two sessions will be offered to schools as part of their curriculum, with one (or possibly more sessions) to be presented as part of weekend activities, targeted to primary school aged children and their



Bee Friendly

[Whittlesea Community House](#)

This 'Bee Friendly' activity will educate community about the importance of caring for our environment and biodiversity, and will facilitate connections to the Whittlesea community garden. An experienced facilitator will deliver a presentation all about native bees, suitable habitats and gardening environments (including the use of pesticides and organic sprays), buzz pollination, selecting bee friendly plants, and working towards increasing native bee and insect populations locally. Participants will have the chance to build 'bee hotels', which will be installed in the community garden and their homes.



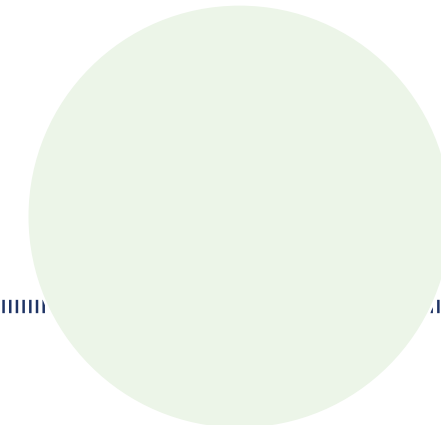
This 'Bee Friendly' activity will educate community about the importance of caring for our environment and biodiversity

Wycheproof Fruit Fly Eradication Project



[Wycheproof Community Resource Centre](#)

This garden hygiene and pruning workshop aims to help educate local residents on best practices with regard to the prevention of further spread of fruit fly in the home garden and wider community.



Yarram Community Garden Expo

[Yarram Neighbourhood House](#)

Yarram are going to hold a Community Garden Expo including sessions on setting up compost at home, winter vegies, a cooking with fresh food cooking demonstration, creating a bee hotel workshop for children, and a landcare guest speaker. **Dr Sally Sherwen,**

were delivered as planned while some metropolitan events were taken online during the lockdown. This fantastic new partnership with Neighbourhood Houses builds on our Inspiring Victoria partnership project Climate Change and Environment delivered by Museums Victoria, which has led to the establishment of an annual Climate Change award for Neighbourhood Houses doing exceptional local engagement towards scientific literacy and action.

Neighbourhood Houses all did a fantastic job to deliver their activities with all reporting a great patronage and community support.

Neighbourhood Houses all did a fantastic job to deliver their activities with all reporting a great patronage and community support. Regional activities



Library and Independent Seed Grants

Public Libraries Victoria again partnered with Inspiring Victoria to deliver up to 10 Seed Grants for Library and Independent recipients. All events were delivered with great participation reported and, in some cases, pivoted to virtual engagement to meet the changed Lockdown conditions. Thank you to all Libraries and independent organisations who participated.

[Read about all the recipients and activities here](#)

For a general overview of activities run by libraries during National Science Week,

[Read more here](#)



- **Yarra Junction Library** - How to build your own computer
- **Ballarat Libraries** - Foodology World Café
- **Goldfields Library** - Camera building
- **Eastern Regional Libraries** - Cheesemaking at home
- **Mornington Peninsula Astronomical Society** - Shooting Stars as part of the Natural Environment
- **Eastern Regional Libraries** - Robot Art
- **Indigo Shire Libraries** - The Power of Seed Saving
- **Mornington Peninsula Libraries** - Dolphin Research Institute Presentations
- **Geelong Regional Library** - Sara Phillips Best Australian Science Writing Author In-conversation
- **Mooroolbark Library** - Women in Science
- **Maribyrnong Library** -Terrific Scientific with Lizzy's Lizards
- **Cellular Agriculture Australia Ltd (NFP)** - How to save the planet, one burger at a time



Let's Torque Grand Final

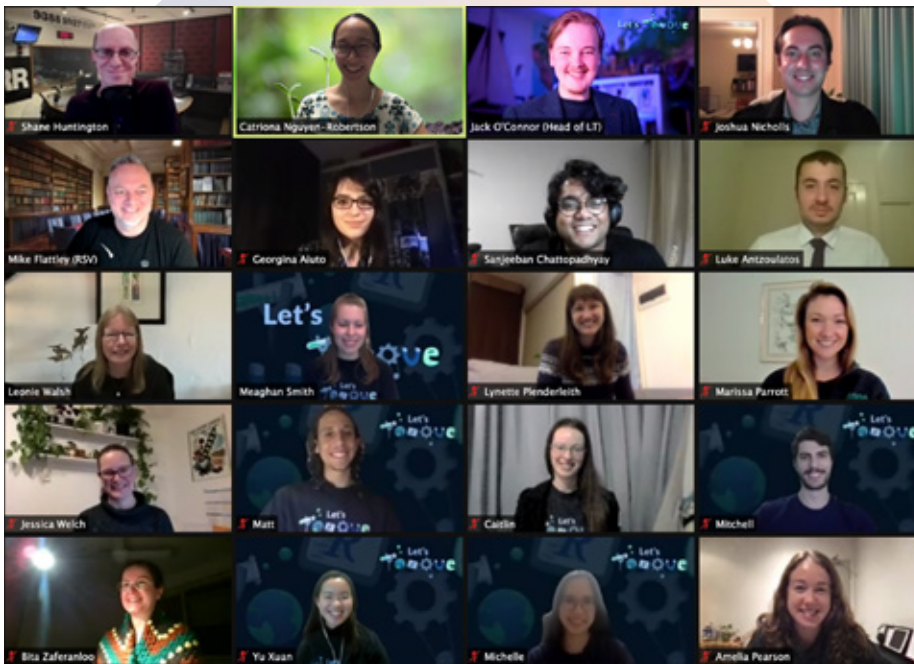
Effective communication of science is necessary to influence policy, health, the environment, and increasingly, tackle misinformation. Let's Torque is an organisation run by undergraduate students for undergraduate students to showcase the real-world potential of STEM solutions and foster communication skills. Following an inspirational keynote address delivered by Reproductive Biologist at Zoos Victoria, Dr Marissa Parrott, four undergraduate students presented STEM solutions to global challenges for the Let's Torque Grand Final. The event was broadcast live and, as of 19th September 2021, has been viewed by over 35,700 people.

GPS systems for accurate navigation and monitoring of animal populations following catastrophic bushfires, winning the people's choice award. Luke Antzoulatos (RMIT University) discussed potential materials with antibacterial properties for nanoparticles to fight stubborn aggregates of bacteria. Runner-up Sanjeeban Chattopadhyay (Swinburne University of Technology) introduced permeable pavements that mimics the natural filtration of water through the ground to avoid floods following heavy rain. Finally, overall winner Joshua Nicholls (Swinburne University of Technology) gazed into the future of visual prosthetics, specifically their benefits and how advances in

Let's Torque Grand Final. The event was broadcast live and, as of 19th September 2021, has been viewed by over 35,700 people.

Georgina Aiuto (Swinburne University of Technology) described the intricacies of the atomic clock that is used by

biomedical engineering will mean that vision can be restored with a bionic eye.



National Science Quiz

The annual National Science Quiz was held on Thursday 19th of August. Hosted by Charlie Pickering of the ABC's The Weekly Program, two teams of scientists and science communicators went head-to-head, answering a series of thought-provoking questions that delved into many scientific disciplines. The 14 questions were not merely science trivia, but rather, questions that encouraged participants to think logically, and the interdisciplinary nature of the teams highlighted the importance of bringing different sciences together to answer challenging problems. Panellists included comedian Alanta

As the two teams discussed answers during the livestream, 1,200 viewers around the country participated in the quiz themselves – and only one participant answered every question correctly. The National Science Quiz is an initiative of the ARC Centre of Excellence in Mathematical and Statistical Frontiers, and the organisers did an excellent job of shifting what should have been a live recording of the two teams at Federation Square to a virtual game show studio. Following the broadcast, the conversation continued on Twitter with a large number of people engaging with the

As the two teams discussed answers during the livestream, 1,200 viewers around the country participated in the quiz themselves

Colley, astrophysicist Professor Alan Duffy, immunologist Catriona Nguyen-Robertson, science communicator Dr Jen Martin, physicist Professor Jared Cole and mathematician Dr Norman Do.

hashtag #NationalScienceQuiz, a song was released to summarise the scientific concepts covered (released on Twitter, YouTube and Facebook), and the YouTube livestream has over 4,000 views to date.



Science in Government Podcast

The Science and Government podcast 2021 season was launched in conjunction with National Science Week by Victoria's Lead Scientist, Dr Amanda Caples and the Environmental Protection Authority (EPA) Victoria's Chief Environmental Scientist, Prof. Mark Taylor. The podcast profiles ten professionals in different fields who work with the Victorian Government, from a remote sensing scientist informing the agricultural industry

to people at the centre of Victoria's emergency response efforts. Over 200 people listened to the episodes released this year (and this Science Week saw a boost in listenership to nearly 650 since the podcast's original launch in 2020). The podcast series seeks to promote an understanding of STEM to the Victorian community, explaining the important role of rigour in the scientific method to inform scientific literacy and evidence-based decision making in our state.

ACCLIMATISE

The Victorian Science Week Coordinating Committee delivered ACCLIMATISE major event as a live and online program of activities, stories, and events, where audiences were invited to explore the frontiers of Climate science specifically in Victoria. With new partnerships delivering participatory activities and events, a series of stories and Q&As with Victorian science experts, and a strong traditional and social media campaign to support, the ACCLIMATISE program attracted strong audience numbers, media and partner engagement. All of the events and activities pivoted to their planned virtual format and had strong audience engagement. Unfortunately for the second year in a row, all our live in person events had to be cancelled.

Read about the program here

Presented in collaboration with Museums Victoria, Royal Botanical Gardens of Victoria, Zoos Victoria, Public Libraries Victoria, Parliament of Victoria, State Library of Victoria, Phillip Island Nature Reserve, Neighbourhood Houses Victoria and Royal Society of Victoria. Inspiring Victoria will partner with a selection of much-loved cultural institutions to deliver our main event program with specially curated content.

Earth's climate is incredibly complex and essential to sustaining all life on our planet. In just a few short centuries, the global land use and energy consumption practices of the human species have disrupted the balances in a system that



had remained stable and conducive to human activities for thousands of years. Confronted with the existential threat of a warming, drying climate system that could even prove inhospitable to life on Earth if left unchecked, our global civilization has embarked on a search for creative solutions through multidisciplinary fields of science.

Join us as we explore the science at the centre of this critical physical, intellectual, social and economic

movement, the Victorian researchers assessing and working to slow the threat of plant and animal extinction, and the scientists charting the impacts of bushfire, drought and sea level rise in our state and beyond.

Featuring scientists from Victoria's major public scientific and cultural institutions with a strong broadcast focus for our regional audiences, alongside local Victorian communities working towards solutions,

With events, a series of stories and Q&As with Victorian science experts, and a strong traditional and social media campaign to support, the ACCLIMATISE program attracted strong audience numbers, media and partner engagement.

frontier; the physics of weather, our First Nations people knowledge of Country, the citizen scientists measuring and managing local impacts, the foundation of the sustainability


ACCLIMATISE seeks to delve into the Sciences of Sustainability and Adaptation and the pathways they offer towards our future.



» Social Media

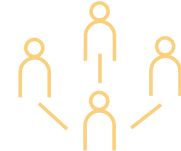
Promotional activity was delivered through RSV, National Science Week and partner social media accounts including Twitter, Facebook and Instagram accounts.

From July to August 2021, RSV accounts delivered National Science Week promotions and content to 48,960 subscribers with a total audience reach of 2,384,208.

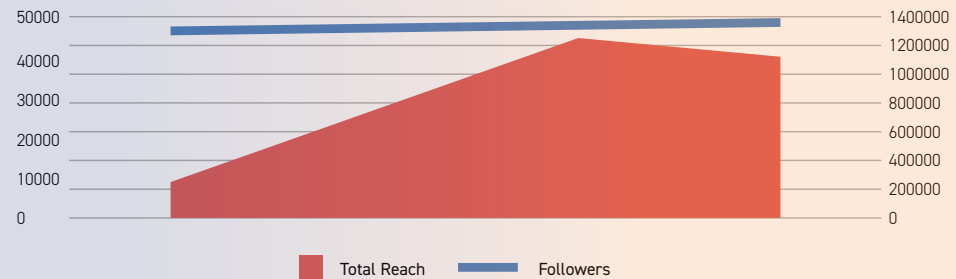


National Science Week promotions to
+48,960
 SUBSCRIBERS

2,384,208
 total audience reach



SCIENCE WEEK 2021 VICTORIAN SOCIAL MEDIA CAMPAIGN FOLLOWERS & AUDIENCE REACH



This is compared to 2020 number of 47,958 subscribers with a total audience reach of 2,889,384 over the same period.

Inspiring Victoria Website

The ACCLIMATISE major online event landing page was hosted on the Inspiring Victoria website.

- The event landing page received 617 visits between 1 July and 16 September 2021. The average time visitors spent on the page was 1 minute and 19 seconds.
- The ACCLIMATISE page bounce rate was 73.57%. This is in line with expectations, as the landing page included many external links for visitors to access events and activity information. Visitors who viewed the landing page and then clicked straight through an external link to access the activity would contribute to the drop off.
- 90.9% of traffic was from locations in Australia. The next highest source of interest was from the United States at 8.23%. Within Australia, Victoria accounted for 69.32% of traffic, NSW for 15.01%, Queensland for 7.22% and the remaining 7.45% across the remainder of the country. Victorians had the lowest bounce rate at 68.11% and the longest average session duration at 1 minute 24 seconds.

| Region | Acquisition | | | Behaviour | | |
|--------------------|-------------------------------------------------|-------------------------------------------------|-------------------------------------------------|-------------------------------------------------|-------------------------------------------|---------------------------------------------------|
| | Users ↓ | New Users | Sessions | Bounce Rate | Page Sessions | Average Session Duration |
| | 11,081 % of total: 84.54% (13,107) | 10,895 % of total: 84.10% (12,955) | 14,392 % of total: 86.29% (16,679) | 70.62% % of total: 72.93% (-3.17%) | 1.64 Avg for View: 1.58 (3.59%) | 00:01:13 Avg for View: 00:01:07 (9.44%) |
| Victoria | 7,729 (69.32%) | 7,544 (69.24%) | 10,478 (72.80%) | 68.11% | 1.70 | 00:01:24 |
| New South Wales | 1,673 (15.01%) | 1,641 (15.06%) | 1,896 (13.17%) | 77.95% | 1.48 | 00:00:48 |
| Queensland | 805 (7.22%) | 790 (7.25%) | 934 (6.49%) | 76.12% | 1.53 | 00:00:40 |
| South Australia | 312 (2.80%) | 303 (2.78%) | 368 (2.56%) | 79.35% | 1.43 | 00:00:47 |
| Western Australia | 274 (2.46%) | 271 (2.49%) | 310 (2.15%) | 75.16% | 1.42 | 00:00:36 |
| ACT | 256(2.30%) | 248 (2.28%) | 298 (2.01%) | 77.85% | 1.34 | 00:00:35 |
| Tasmania | 80 (0.72%) | 80 (0.73%) | 93 (0.65%) | 74.19% | 1.42 | 00:00:42 |
| Northern Territory | 18% (0.16%) | 17 (0.16%) | 22 (0.15%) | 81.82% | 1.27 | 00:00:49 |
| Not Set | 2 (0.02%) | 1 (0.01%) | 2 (0.01%) | 0.00% | 3.50% | 00:04:28 |

Inspiring Victoria Website: Australian engagement 1 July – 16 September 2021. Source: Google Analytics

- The Inspiring Victoria website as a whole received 26,375 views and 13,107 unique visitors between 1 July and 16 September 2021. The average time visitors spent on the site was 1 minute 7 seconds. The bounce rate was 72.93%

As a comparison – for the same period in 2020, the website received 30,796 views and 16,942 unique visitors, reflecting an overall loss in website engagement during the second year of COVID pandemic lockdowns in Victoria during National Science Week. Regardless, an historically high level of engagement was sustained, as demonstrated below.

Annual Trends – Inspiring Victoria Website

| 1 July – 16 Sept | Views | Unique Visitors | Average Time | Bounce Rate |
|------------------|--------|-----------------|--------------|-------------|
| 2021 | 26,375 | 13,107 | 1:07 | 72.93% |
| 2021 | 30,796 | 16,942 | 0:56 | 76.65% |
| 2019 | 9,105 | 3,838 | 1:09 | 72.00% |
| 2018 | N/A | N/A | N/A | N/A |

*Google Analytics were not collected in 2018.

The Victorian program and science content targeted all communities of interest regardless of demographic. Programming was widely targeted across all ages and backgrounds.

Statewide audience survey

An optional Statewide survey was presented to audiences for all events including ACCLIMATISE. Overwhelmingly our Statewide survey feedback told us that the digital and online delivery of science programming and events this year enabled a significantly greater audience diversity to join in Science Week activities. For the second time our regional audiences in Victoria were able to participate

equally, which was a delightful and much welcomed outcome to us - just one of the fantastic outcomes of trying something different out of necessity in this unique year. In future years we will be encouraging an accessible digital and online delivery model to accompany our physical events for Science Week to keep encouraging a widening of our audience participation.

» Data and Inforgraphics

This infographic provides an overview of all data captured by the Royal Society of Victoria (RSV) for National Science Week 2021. The information it contains is directly related to the events RSV hosted or co-hosted with other organisations

including: **Inspiring Victoria, Parliament of Victoria and Let's Torque.** For the full data breakdown of the individual events/series mentioned, go to the Event Data at the back of this report.

national science week VICTORIA 2021

National Science Week 2021 was a series of in-person and online events, virtual tours, DIY science and more, all across Australia, held from 14-22 August. This poster highlights the key takeaways and metrics from the Victorian-held events, organized by Inspiring Victoria

361 REGISTERED EVENTS

Consisting of private and public events, hosted by schools, community organisations, scientific/educational institutions and private individuals



49%
were public events

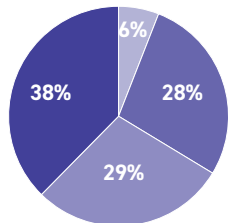


ACCLIMATISE

ACCLIMATISE was a series of live-streamed events presented in collaboration with Museums Victoria, Royal Botanical Gardens, Victoria, Zoos Victoria, Phillip Island Nature Reserve, Neighbourhood Houses Victoria and Royal Society of Victoria

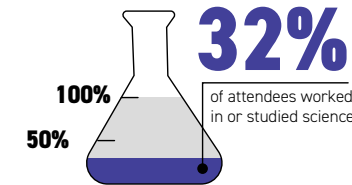
+30
ACCLIMATISE
EVENTS

78%
would
recommend
this series



DEMOGRAPHIC

- Over 50
- 36-50
- 18-35
- Under 18



3 out of 5
attendees **had never been** to a
National Science Week event before

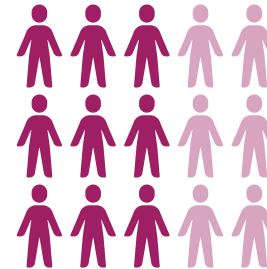
21% of attendees
were from
Regional Victoria

Data from three events hosted by RSV has been collected to demonstrate the reach and impact of National Science Week 2021. The events chosen were: **Young Scientist Research Prizes - 2021 Competition, Let's Torque Grand Final 2021 and Collecting Insights: Environmental Adaptation in Victoria.**

Because National Science Week 2021 was mostly virtual, anyone online was able to participate in the Victorian-held events, resulting in an Australian-wide audience!

133,300
PEOPLE REACHED

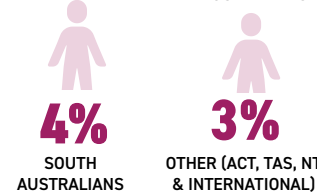
Out of every 20 audience members...



47% VICTORIANS
29% NEW SOUTH
WELSHMEN



11% QUEENSLANDERS
5% WESTERN
AUSTRALIANS



4% SOUTH
AUSTRALIANS
3% OTHER (ACT, TAS, NT
& INTERNATIONAL)



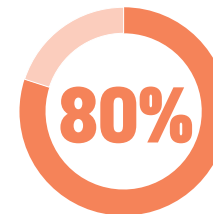
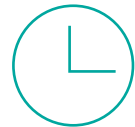
76%
ENGAGEMENT

out of total number of
people reached

TOTAL WATCHTIME OF

27.6 DAYS

from 6 hours of content



80% of total people reached
was through paid
social-media promotion!

\$0.07 PER VIEW

from \$1500 in paid promotion (funded by RSV)

» Thank you

Inspiring Victoria would like to thank our National Science Week program partners in 2021:

Neighbourhood Houses Victoria

Cameron McRae
Nicole Battle
Emily Harnett
Emma Wordsworth
Petro Tsalikis

Museums Victoria

Kate Barnard
Kate Philips
Bek Bates
Jono Shearer
Ken Walker
Bek Bates
Dermot Henry

Royal Botanical Gardens Victoria

Tim Entwisle
Emer Harrington
Kara Ward
Alastair Robinson
Christopher Jakobi
Robin Penty
Catherine Ashton

Zoos Victoria

Jenny Grey
Lian Wilson
Sally Sherwen
Laura Munns

State Library of Victoria

Rebecca Anthony
Ellie Michaelides
Philip Island Nature Reserve
Roland Pick
Ross Holmberg
MacIntosh Rebecca
Ewan MacLeod
Catherine Basterfield

Public Libraries Victoria

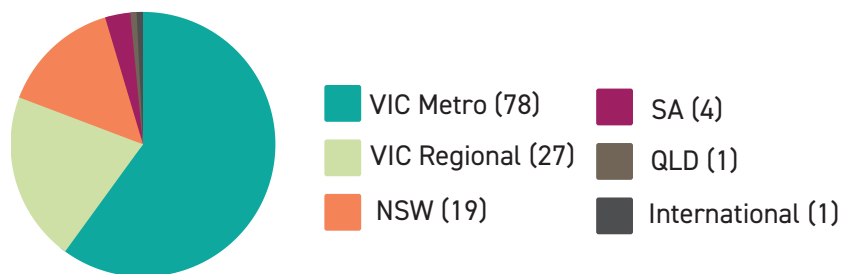
Chris Buckingham
Angela Savage

Parliament of Victoria - Community Engagement Team and Victorian Parliamentarians for STEM

Tien Kieu
Andres Lomp
Glenn Jeffrey
Tim Read
Anne Sargent
Robert McDonald
Matthew Smith
Bill Bainbridge
Carolyn Macvean
Paul Hamer
Fiona Patten
Ellen Sandell
James Newbury
Brad Roswell
Bruce Atkinson

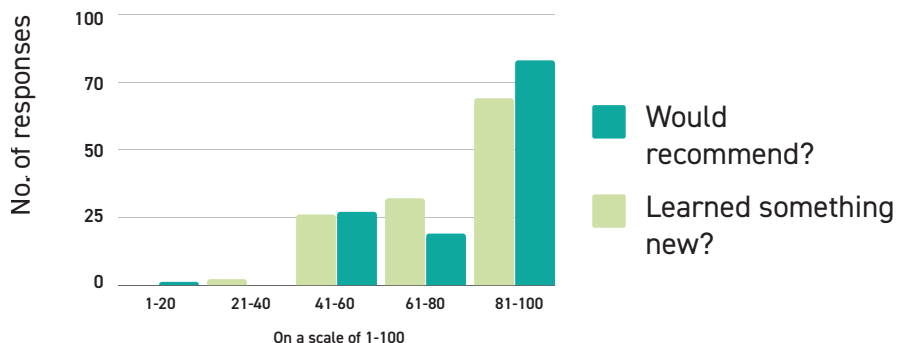
Event Data

ACCLIMATISE Respondents Locations Graph



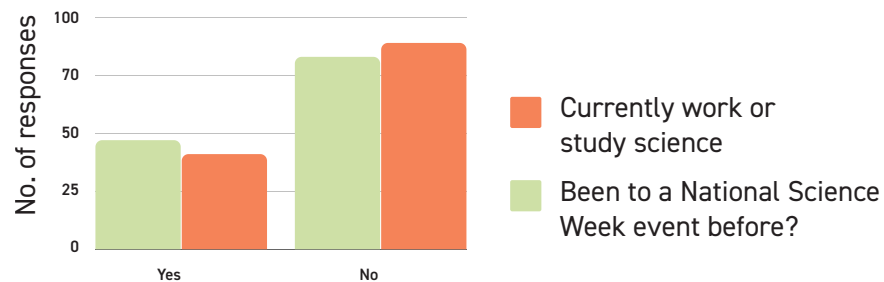
Location breakdown of the 130 ACCLIMATISE survey respondents

ACCLIMATISE Survey response



Respondents were asked "On a scale of 0 to 100: Did you learn something new during this activity?" and "On a scale of 0 to 100: Would you recommend this activity/ event to friends or family?". Out of 130 respondents, 102 scored "Would recommend..." as greater than 60, 83 of which were over 80. 101 scored "Learned something new..." as greater than 60, with 69 scoring over 80.

ACCLIMATISE Question Responses

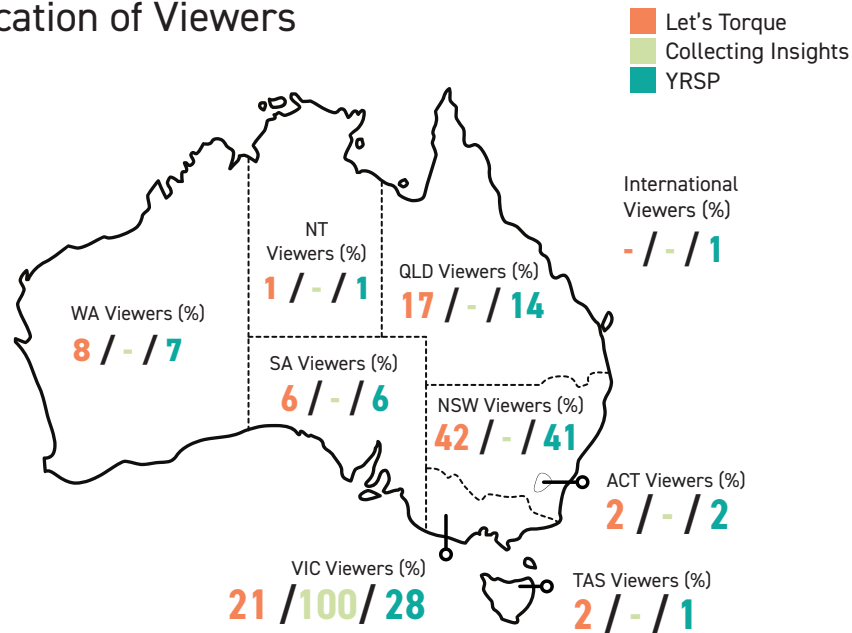


Respondents were asked to answer YES or NO to two questions: "Have you been to a National Science Week event before?" and "Do you currently work in or study Science?". Out of 130 respondents, 47 had attended a National Science Week event before, and 41 had a background in science.

Event Data

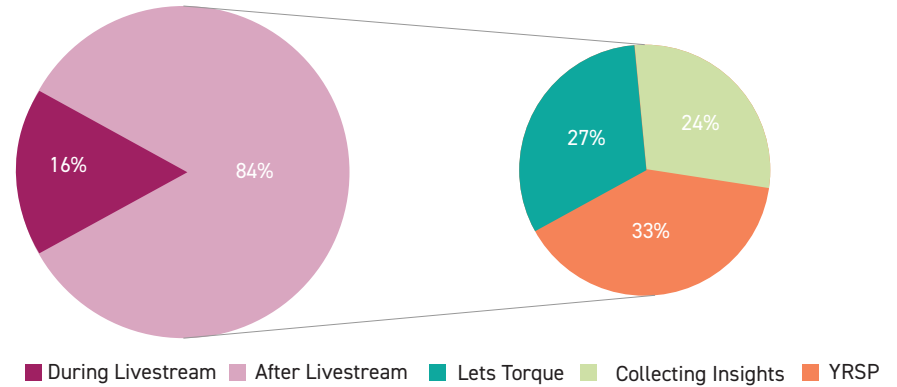
Between the day of each livestream event to 19 September 2021, Facebook metrics were tracked and recorded. **Collecting insights: Environmental adaptation in Victoria, Let's Torque Grand Final 2021 and Young Scientist Research Prizes - 2021 Competition** was held on the 22nd Aug, 21st Aug and 19th Aug respectively.

Location of Viewers



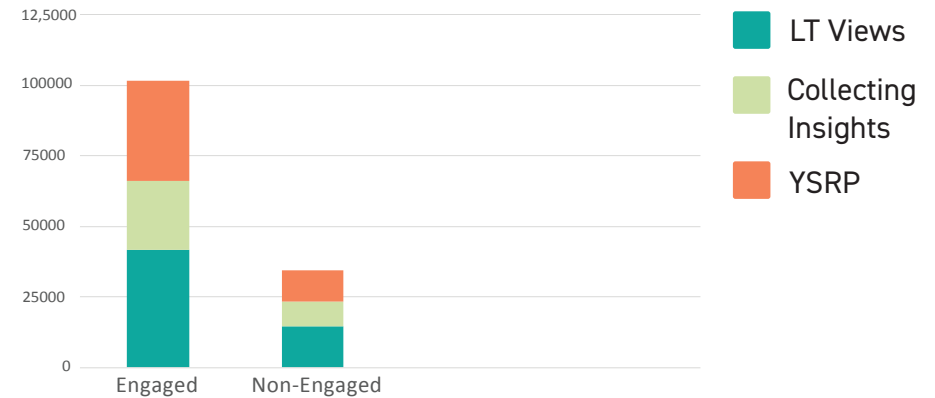
Viewer location breakdown (%) for each of the 3 events showcased in this data report. Let's Torque Grand Final 2021 and Young Scientist Research Prizes - 2021 Competition have a strong overlap in target audiences, whereas Collecting insights: Environmental adaptation in Victoria was almost exclusively viewed in Victoria.

Total Watchtime Graph



The combined recorded content from all 3 events was equal to 6.1 hours of video. Between the day of each livestream event till 19th September 2021, the equivalent of 27.6 days of video was watched between the 3 events. The majority of this watchtime was from views of the recordings of the events, at over 80% of the total watchtime.

Viewer Breakdown Graph



This shows that out of the 133,300 people the these events reached, 34,400 ignored the content. A non-engaged person is classed as someone who spent less than 3 seconds viewing the content.