

aus|SMC



Annual Report

1 JULY 2018 - 30 JUNE 2019

australian science media centre

Australian Science Media
Centre Inc.

Annual Review 1 July 2018 to
30 June 2019

Designed and produced by:
Australian Science Media Centre
and Hughes PR, with assistance
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The Year in Review



Entering its 13th year, the Australian Science Media Centre (AusSMC) continues to be a major driver of evidence-based science news in Australia's media. We have grown our list of registered journalists to almost 1,500 despite the downsizing of newsrooms and have a network of over 5,200 experts.

In 2018-19, AusSMC media briefings and Expert Reactions generated or informed over 25,500 news items in Australia and overseas, covering a wide range of topics from cystic fibrosis and honey fraud to genome editing and kangaroo evolution.

Our Scimex platform continues to help busy journalists report more science and find media savvy experts, receiving over half a million page views in 2018-19, which is an 18 percent increase on last year. More than 3,200 stories were published on Scimex during the year.

We were excited to reveal the Centre's new look after undergoing a brand refresh in early 2019, with a suite of visual designs representing the interplay between science and media for use on our [revamped website](#) brochures, letterheads and business cards etc.

Developing and refining the Centre's Three Year Strategic Plan was a major

undertaking during the year, allowing us to assess the AusSMC's role in the context of the dramatically changing media landscape.

The ultimate goal of this strategic plan is to ensure the Centre is adequately resourced into the future so that our most popular projects can grow, we can respond to and inform more important issues, and we are able to take up new and exciting opportunities as they present themselves.

A big thank you to Board members Michael Ellies and Jemimah Brennan for the time and energy they put into helping us with the plan.

Juggling a raft of projects with our core activities kept us extremely busy this year. Three experts took part in two successful rounds of our Scientists in Residence program, while our Science Journalism Fellowship saw journalist Elfy Scott produce new science content for BuzzFeed.

We are now able to run another round of the Indigenous Media Mentoring Program with NITV-SBS in 2019-20 thanks to a grant from long-time supporter, CSL.

Demand for the Centre's media and staff development training services grew significantly during the period. As well as our media, social media

and video training for supporters of the AusSMC, we also collaborated with Science and Technology Australia to select participants for an upcoming Superstars of STEM media training program.

In November 2018, Lyndal and Susannah travelled to London to meet with the Global SMC collective. This was an exciting opportunity to discuss current issues in science and the media, and explore potential collaborations between centres.

Special thanks to our long list of supporters, hard-working staff and Board, whose unwavering support has been pivotal during a huge year for the Centre, at a time when the demand for accurate, evidence-based, timely science and expertise is as strong as ever.

We also appreciate the support of the Royal Institution of Australia with whom we share the Science Exchange building in Adelaide.

Peter Yates AM
Chair

Susannah Elliott
CEO

By the Numbers

OVER

5200

EXPERTS ON THE AUSSMC DATABASE

OVER

25500

MEDIA CLIPS FROM AUSSMC BRIEFINGS AND REACTIONS

342

NEW EXPERTS ADDED IN 2018-19

3297

STORIES PUBLISHED ON SCIMEX

1477

ACTIVE JOURNALISTS REGISTERED WITH THE AUSSMC

534

REQUESTS FOR HELP FROM JOURNALISTS

343

NEW JOURNALIST REGISTRATIONS

116

SETS OF EXPERT REACTIONS PROVIDED TO JOURNALISTS INVOLVING 589 INDIVIDUAL EXPERT COMMENTS

22

NATIONAL MEDIA BRIEFINGS FOR JOURNALISTS INVOLVING 55 EXPERTS

505652

SCIMEX PAGE VIEWS (18% INCREASE ON PREVIOUS YEAR)

Latest Developments

Science Journalism Fellowship

In June 2018, BuzzFeed, The Australian National University and the AusSMC appointed Elfy Scott to the position of science journalist for the AusSMC/ ANU fellowship.

The fellowship was a 12-week placement with BuzzFeed jointly funded by the Centre for the Public Awareness of Science at the ANU and the AusSMC.

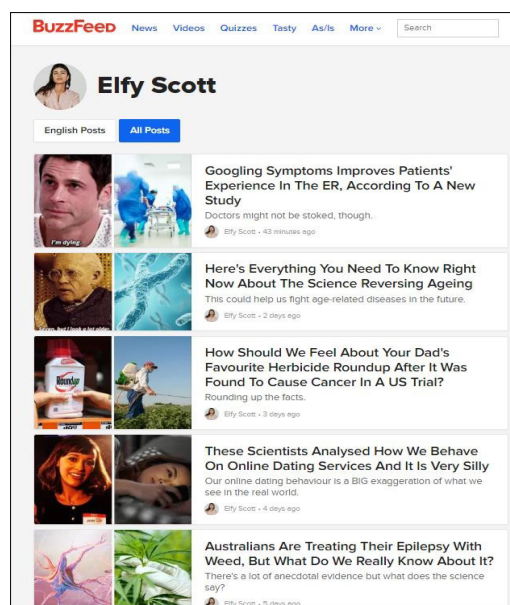
It was designed as a new way to support and encourage specialist science reporting. BuzzFeed committed half of the funding to extend Elfy's science journalism fellowship to the end of

2018, with the remaining half generously donated by the Peter and Susan Yates Foundation through the RiAus.

The AusSMC will continue to support the fellowship and we are currently looking for ways to develop the program in 2019-20. BuzzFeed news director Marni Scott told us:

"Elfy has expanded our news offering into new areas and helped demystify science topics for the average reader. Some of her most well-read stories were those that went behind the headlines of breaking science news to bring readers the real story."

Elfy has gone on to become a journalist at Junkee Media.



Women in STEM

A collaboration between the AusSMC, Science and Technology Australia (STA), the Superstars of STEM project continued in 2018-19.

Funded with a grant from the Department of Industry, the project aims to provide a competitively selected group of women with the opportunity to build their profile in media, industry and political circles.

STA is leading the project and the Centre's role is to provide media training for participants, find media opportunities for them and encourage them to sign up to Scimex (41 percent of Scimex profiles are female scientists).

In 2017 we trained 30 women and gave them an inside view of a newsroom thanks to Jim Carroll and SBS. This year we selected women for the second round.

Emerging Technologies

With support from the Academy of Technology and Engineering and Bright-r, the AusSMC launched a series of online briefings on emerging technologies to encourage debate and discussion in the mainstream media.

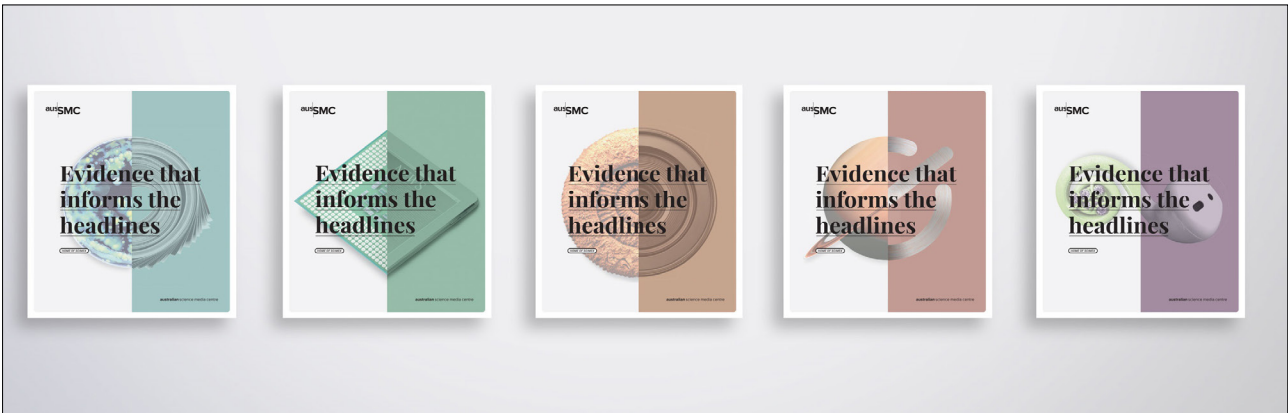
The first of three briefings to be held this year was held on June 5, which looked at the growth of hydrogen - an energy source that is moving in leaps and

bounds and yet few people are aware of it and what it could mean for Australia.

Journalists from News Corp, Nine Entertainment, ABC and Network Ten attended the briefing, along with representatives from several specialist publications.

The next two briefings will be on space technology and artificial intelligence.

Brand refresh



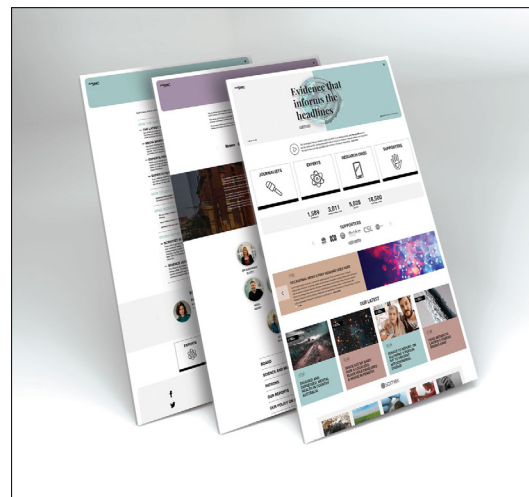
Toward the end of 2018, the AusSMC began working with Adelaide company Hughes PR to develop new visual branding for use across our revamped website and general collateral.

The aim was to modernise the look of the AusSMC, while ensuring the AusSMC and Scimex brands work well together and compliment each other, as there has been confusion in the past with people thinking they were two separate organisations.

A positioning statement,

‘Evidence that informs the headlines’ was developed to appear on core material, along with five key distinctive visuals portraying the intersection of science and the media, that the AusSMC facilitates.

A new colour suite was also developed to reflect the progressive nature of science and give the Centre greater flexibility and a larger palette to use across our channels. The logo colours were pared back to a flat black to contrast the new colour suite.



Global SMC meeting

In November 2018, Susannah and Lyndal attended a two-day Global SMC meeting at the Wellcome Trust in London hosted by the UK Science Media Centre. Six SMCs were represented, including Germany, Canada, New Zealand and the fledgling US Centre that goes by the name SciLine.

It was a chance to learn from each other and discuss potential collaboration. Discussion topics included:

- The development of a labeling system for press releases
- The issue of preprints and

concerns about the publishing of research online before it has gone through formal peer review.

The freedom of government scientists to speak to the media

The group decided to apply for funding from the Kavli Foundation to organise a meeting with interested parties to discuss the above issues. One potential outcome is the development of best practice guidelines on things like the release of government funded scientific reports and the release of preprint publications. We also discussed

the relationship between governments and scientists and, in particular, the release of scientific reports that have been commissioned by government departments.

The German SMC also shared information about their data analysis lab, which enables them to identify big topics before they hit the headlines using altmetrics (a tool that collates social and news media coverage of research papers), and find the best experts by matching scientists with their research papers, citations and social media mentions.

Scientists in Newsrooms

The Scientists in Newsrooms program continued to be very popular in 2018-19, though we haven't had the resources to cater to demand.

In December 2018, Professor Andy Lowe, a food scientist from the University of Adelaide, did his second placement, this time with the Australian Financial Review (AFR) in Sydney.

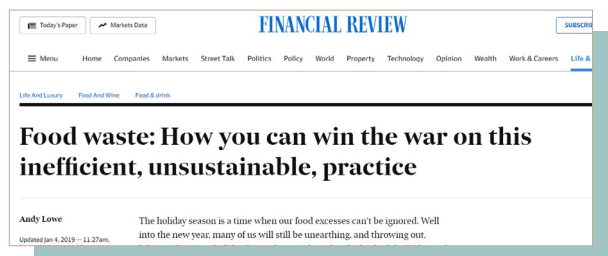
Andy's pieces have all been well received, particularly one about native food released on the Australia Day weekend.

As a result of this placement, Andy continues to work remotely with the AFR and has been approached by various organisations across Australia seeking more information and to discuss future collaborations.

In February 2019, Dr Josh Whittaker and Dr Katharine Haynes from the Bushfire and Natural Hazards CRC completed a residency with The Age, working alongside science reporter Liam Mannix.

Josh and Katharine each spent a week at The Age contributing knowledge and expertise on stories in the lead up to the ten-year anniversary of the Black Saturday bushfires, flood science, as well as broader science stories.

This placement went on to win the Judges Award at the 2019 EMPA Awards for Excellence in Emergency Communications.



Science and Media Advisory Panel (SMAP)

In September 2018, the AusSMC proposed a new science advisory panel consisting of both a science advisory and media advisory committee.

The new Science and Media Advisory Panel (SMAP)'s role is to advise the AusSMC on new developments in science and media and make recommendations to the Board.

The science committee will also be contacted for advice when

there is ever a question about the expertise or credibility of an expert we have used.

Current SMAP members are Peter Fray from the University of Technology Sydney, Tory Shepherd from News Corp Australia, Jonathan Webb from the ABC and Carolyn Varley from the Queensland Mental Health Commission.

The first official SMAP meeting was held in May 2019, where

the group discussed the feasibility of establishing a Science News Agency, as well as the issue of over-hyping in the media.

AusSMC Board member and science journalist, Liam Mannix, joined us for this meeting and we can already see how useful the panel will be in terms of guiding us and making sure we stay relevant in the future.

Media Snapshots

Expert Reactions and media briefings help provide context and independent commentary on breaking news and complex or controversial research. The AusSMC organised 22 media briefings and sent out 116 sets of Expert Reactions during the year. Below is a sample of the stories we launched or contributed to.

▶ Australia's largest clinical trial shows no benefit from aspirin in healthy elderly - September 2018

A major Australian trial involving more than 19,000 people showed taking a daily dose of aspirin does not lower the risk of death, disability or cardiovascular disease, but it does increase the risk of major bleeding problems. The largest clinical trial ever conducted in Australia led by Monash, Aspirin in Reducing Events in the Elderly, took place over five years and compared the effects of aspirin and a placebo in people over the age of 70 who did not have cardiovascular disease.

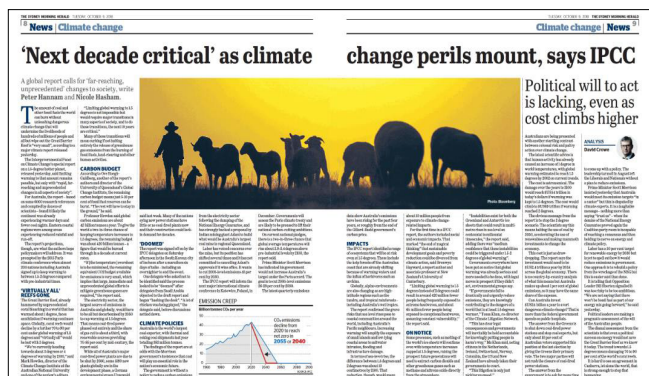
The trial found slightly higher rates of death in those taking aspirin, and no benefit on the rates of cardiovascular disease or disability-free survival. The AusSMC reaction, which included lead author John McNeil from Monash, were used in more than 1,800 news items across the globe, including the ABC, Courier Mail, Daily Telegraph, and The Daily Mirror (UK).



▶ IPCC Special Report Global Warming of 1.5°C - October 2018

A landmark report from the Intergovernmental Panel on Climate Change (IPCC) warned that the world's greenhouse gas emissions must drop to zero by 2050 if we are to limit global average temperature increases to 1.5°C above pre-industrial levels. The report, authored by more than 90 scientists and based on thousands of studies, showed we are currently on track to push temperatures up by 3-4°C by the end of this century. Experts warned that exceeding the 1.5°C threshold would likely kill off coral reefs, end summer Arctic sea ice, and expose hundreds of millions of us to deadly heat waves, food and water shortages, and extreme weather.

The AusSMC worked with the IPCC to develop a special embargoed briefing for journalists on the evening prior to the official release, which included four Australian authors and one from New Zealand. We also sought comments from nine experts. The briefing and Expert Reaction featured in a combined 1,770 media stories, including around 500 in overseas outlets.



▶ **Aussie telescope finds 20 new mysterious radio signals from deep space - October 2018**

Using a CSIRO telescope in Western Australia, Australian researchers detected 20 mysterious radio signals known as ‘fast radio bursts’ in a year - almost double the number of unique signals detected worldwide since they were discovered in 2007. However, scientists don’t know what causes these mysterious radio waves. One thing they do know is that fast radio bursts are coming from the other side of the universe. They also involve energy equivalent to the amount released by the Sun in 80 years. The AusSMC conducted a news briefing on the topic featuring three Australian researchers, which generated 871 media stories.



▶ **Reports of first genome edited baby - November 2018**

Chinese researcher He Jiankui claimed he helped make the world’s first genetically edited babies in November 2018. The reports led to an outpouring of concern, controversy and outrage from the scientific community. The twin girls – referred to as Lulu and Nana – were reportedly born with DNA edited to make the girls resistant to an HIV infection. Scientists from across the world labeled the research as ‘monstrous’, ‘irresponsible’ and ‘dangerous’. The AusSMC collected comments from 10 experts, who were quoted in 1,215 news stories (including more than 1,000 overseas outlets) such as The Sydney Morning Herald, Yahoo Japan and ABC AM.



▶ **State of the Climate 2018 - More heatwaves and extreme fire weather - December 2018**

The fifth installment of the joint Bureau of Meteorology and CSIRO State of the Climate report was released at an AusSMC briefing in December 2018. The report, released every two years, showed Australia is experiencing more frequent heat events, marine heatwaves and an increase in extreme fire weather.

Experts from both organisations briefed 16 journalists from media outlets such as Nine Entertainment Co, SBS, 3AW, ABC, Ballarat Courier, The Advertiser, Network 10, Kyodo News, Guardian Australia and The Australian.

The Scimex page with the report, briefing and media release was also accessed by 92 journalists, with the report generating a total of 1,351 pieces of coverage.



► **Report into the cause of the Murray-Darling Basin fish kills - February 2019**

Three mass fish kills in December 2018 and January 2019 resulted in more than a million dead fish in the Darling River.

The AusSMC worked with the Australian Academy of Science in February 2019 to launch their report on the fish deaths which was commissioned by then Opposition leader, Bill Shorten. The briefing featured four Australian experts, whose comments went on to generate close to 700 media hits, including stories in The Sydney Morning Herald, The Guardian, New Scientist and The Advertiser. The AusSMC also put together two Expert Reactions on the issue, featuring 11 expert comments.



► **Achoo! What's up with the flu? - May 2019**

With the 2019 flu season shaping up to be one of the worst on record, the AusSMC ran an online briefing with flu experts to discuss a range of issues including why the 2019 season looked so grim so early in the season, when is the best time to get the jab, as well as who is most at risk.

The briefing included four Australian experts and generated 600 news hits, including pieces by NT News, Sunrise, SBS News and 7 Late News.



Media Briefings and Expert Reactions

The following is a full list of the media briefings ([blue](#)) and Expert Reactions the Australian Science Media Centre organised over the past year. Collectively, they generated over 25,500 media hits in Australia and overseas.

June 2019

- Mum's workplace exposure to solvents may heighten child's autism risk
- [Mysterious one-off radio wave's deep space location pinpointed for the first time](#)
- Air pollution may effect female fertility
- Darwin city centre evacuated after 7.2 magnitude earthquake
- Labelling autistic kids as 'high functioning' may stop them from getting the help they need
- Vaccine mishap in Sydney
- Victorian euthanasia law
- [What will life be like for Aussies in 2060 - rosy future or slow decline?](#)
- Adani mine gets the final green light
- Epilepsy drugs linked to increased risk of suicidal behaviour, particularly in young people
- Stepping-up your red meat intake could be a step closer to the grave
- Departing PM Theresa May commits UK to net zero carbon emissions by 2050
- We consume over 74,000 microplastic particles a year
- [Hydrogen dream - how close are we?](#)
- First Australian cancer lawsuit over herbicide 'Roundup'

May 2019

- Adani endangered bird plan approved by Queensland Government
- Mysterious rise in CFC emissions tracked to China
- Anxiety meds during early pregnancy associated with increased risk of miscarriage
- Joint supplement may be good for your heart
- [Achoo! What's up with the flu?](#)
- Latest global biodiversity assessment highlights accelerating extinction rates
- Sunscreen chemicals may be leaching into our blood
- Are people to blame for drought?

▶ April 2019

- Potential blood test for chronic fatigue syndrome (PNAS)
 - [Astronomers catch swirling jets during black hole "feeding frenzy"](#)
 - Severe childhood infections may increase eating disorder risk in teen girls
 - Astronomers capture first ever image of a black hole
 - Federal Government report on the Murray Darling fish deaths
 - Federal Government grants Adani mine groundwater approvals
 - [Anxiety - why is it taking Australians so long to seek help and get treated?](#)
 - Federal Budget 2019-20
 - Labor's 2019 climate policy
-

▶ March 2019

- Global 'State of the Climate' report shows climate change impacts accelerating
 - Drinks sweetened with high fructose corn syrup boost gut tumor growth in mice
 - Christchurch mosque attacks
 - Call for moratorium on human genome editing
 - HIV remission observed in second-ever patient
 - Chocolate could reduce fatigue in people with MS
 - No vaccine and autism link - even in kids with risk factors for autism
 - Nicotine may harm embryos, even if you're not smoking it
-

▶ February 2019

- [Fake news, Russian bots and voting online - how cybersecure is Australia's next election?](#)
 - Federal Government climate policy
 - Federal Government independent interim assessment of Murray Darling fish deaths
 - [Report into the cause of the Murray-Darling Basin fish kills](#)
 - Childhood trigger of coeliac disease
 - Food related infection outbreak in Townsville
 - [Healthy diet may help fight depression](#)
 - Healthy diet may help fight depression
 - Ten years on from Black Saturday - what have we learnt?
 - Flood-related infection outbreak in Townsville
 - Statins reduce risk of major heart issues, even in over 75s
-

▶ January 2019

- Murray-Darling Basin Royal Commission
- Power load shedding in Victoria as heat strikes
- Pros and cons of MyHealthRecord as opt-out deadline looms
- Exercise helps prevent depression
- Chinese government report on rogue scientist behind GM babies
- Global food sustainability needed to avoid catastrophic damage to the planet
- Smoking dope just once as a teen could change your brain
- What killed a million Darling River fish?

December 2018

- [State of the Climate 2018 \(BOM/CSIRO\) - More heatwaves and extreme fire weather](#)
- MYEFO cuts to research
- [Shark numbers dive 92 per cent](#)
- More evidence that Alzheimer's like brain damage can be 'caught'
- Australia's Space Agency set to land in Adelaide
- Carbon Emissions to reach record levels in 2018
- [New Data - Fossil Fuel emissions to reach record high in 2018](#)

November 2018

- World Meteorological Organization's latest provisional statement on the state of the climate in 2018
- Extreme weather as fires and floods sweep across eastern Australia
- Reports of first genome edited baby
- NASA has Mars InSight
- Lead in drinking water from some plumbing products
- Traffic pollution exposure in pregnancy linked to autism
- Fertility techniques linked to higher risk of intellectual disability
- Rising carbon emissions and agriculture help boost plant growth
- [Shooting space junk with lasers](#)
- US Government agency finds mobile phone cancer link in rats
- Giant step forward for spinal cord injury recovery

October 2018

- Common household chemical linked to language delays in kids
- Moral decisions for driverless cars
- Organic foods linked to lower cancer risk
- Aussie trial offers new hope to cystic fibrosis patients
- Australia's proposed encryption laws
- Caesarean effects on brain development
- Male obsolescence approaches as mice with two mums are created in China
- Pregnancy warning labels on alcohol
- [Aussie telescope finds 20 new mysterious radio signals from deep space](#)
- Cancer Council calls for review of 'Round-up' herbicide
- IPCC Special Report Global Warming of 1.5°C
- [IPCC Special Report Global Warming of 1.5°C](#)
- [Aussie Drug Trends - young people shift to purer forms of stimulants, cocaine use highest recorded](#)
- [Kangaroos evolved in a big quick jump much later than we thought](#)
- Sulawesi quake and tsunami

September 2018

- Calculating Killer Whale Community Collapse
- Mosquitoes knocked out with gene drive
- Hayabusa 2 rover to touch down on asteroid Ryugu today
- Second shark attack in the Whitsundays in 24 hours
- [HIV diagnoses at 7 year low, but on the rise among heterosexuals](#)

- Cannabis for pain? It's still complicated
- Chlorine gas leak in Sydney hotel
- Australia's largest clinical trial shows no benefit from aspirin in the healthy elderly
- Hurricane Florence
- BPA replacements show similar hormone-mimicking issues in mice
- Could our immune system be causing schizophrenia
- Questions raised over benefits of statins for the elderly
- Honey fraud
- Blood pressure risks for IVF kids
- New superbugs are spreading through Aussie hospitals undetected

▶ August 2018

- Alcohol linked to 2.8 million deaths each year
- Irrigation efficiency doesn't mean more water for the environment
- Changes to the National Energy Guarantee
- Bee Health - new pesticides to worry about
- [Origins of the Mummy: Embalmed Mummy is older than the Pharaohs](#)
- Italian bridge collapse
- It's going to be abnormally warm till 2022
- National Energy Guarantee endorsed
- Moderate salt intake best for cardiovascular health
- Update to NSW Governments kangaroo culling guidelines
- Which drugs work best for ADHD?
- Australia's population to hit 25 million mark
- Does domestic violence have its roots in evolution
- Magnitude 6.9 earthquake hits Lombok
- Dust storm asthma warning for SA
- Lowering 'bad cholesterol' below current targets has heart benefits
- Aussie mathematician wins Fields medal - the 'Nobel prize for mathematics'

▶ July 2018

- Huge reservoir of liquid water found under Mars' south pole
- [Hype or hope: Should we have a labelling system for media releases?](#)
- Downsides to high meat consumption
- Are social media binges giving teens ADHD symptoms?
- Common plastic chemicals affect rat brain development
- My health record opt-out period opens, but privacy concerns remain
- First melanoma blood test to detect early-stage disease
- [First melanoma blood test to detect early-stage disease](#)
- Thai boys being freed from cave - possible infections
- New vaccine for HIV? One step at a time
- Aspirin could help clear Alzheimer's protein in mice
- Mumma mice popping prozac could lead to autism-like behaviours in pups
- [Cannabis for pain? It's complicated](#)
- Cannabis for pain? It's complicated

AusSMC Staff

The AusSMC team grew this financial year.

We said goodbye to Media Officer Anna Kosmyrina as she set off to travel the world and welcomed Olivia Henry in her place in July 2018. Joy Rathjen also joined the team on a casual basis to help facilitate the Indigenous Media Mentoring Program.

After working casually for the AusSMC at the start of 2018, Deb

Shaw signed on as a part-time team member in the new role of Data Integrity Officer during the second half of the year.

The AusSMC had 7.6 full-time equivalents during 2018-19.

Staff at the Centre during the year were:

- Dr Susannah Elliott, CEO
- Lyndal Byford, Director of News & Partnerships
- Dr Joseph Milton, Senior Media Officer
- Nigel Kerby, Project Manager
- Marilyn Arnold, Office Manager
- Deb Shaw, Data Integrity Officer
- Dr Joy Rathjen, Consultant
- Ben Kaldi, Science Information Officer
- Olivia Henry, Media Officer
- Steven Mew, Supporter Relations Officer



Dr Susannah Elliott
Chief Executive Officer



Lyndal Byford
Director of News & Partnerships



Dr Joseph Milton
Senior Media Officer



Nigel Kerby
Project Manager



Marilyn Arnold
Office Manager



Ben Kaldi
Science Information Officer



Steven Mew
Supporter Relations Officer



Olivia Henry
Media Officer



Deb Shaw
Data Integrity Officer



Dr Joy Rathjen
Consultant

Staff Activity

AusSMC staff were regularly in demand to discuss interesting science stories in the media. Joseph, Lyndal and Susannah continued their regular appearances on ABC Radio National's Drive programme and commercial Canberra radio station 2CC.

From November 2018, Joseph and Lyndal also appeared on a fortnightly science segment on ABC Radio Darwin, reaching an audience of over 100,000.

Media mentions of the AusSMC hit an estimated audience reach of 20 million during the year.

Media and professional development training for Affiliates and Sponsors was a major activity of the Centre in 2018-19. The team conducted 55 sessions covering mainstream media, social media, interview, pitching, and video training for organisations such as The University of Adelaide, The

University of New South Wales, CSIRO, Victorian Government and Bureau of Meteorology.

To keep up with the demand for AusSMC training without straining the Centre's resources, the team ran larger combined sessions for multiple Affiliate organisations from the start of 2019, and offered bespoke sessions to Foundation and Gold supporters. The first two combined sessions were held in Melbourne with great success, based on attendee feedback.

Once again in 2018, the AusSMC released the Top Ten Science stories and Top Ten Weirdest Science Stories, which continues to be popular with journalists and helps raise the Centre's profile. This year the lists generated a total of 16 interview requests including ABC News 24 Breakfast and had an audience reach of over 5 million, based on online coverage.

Susannah presented a discussion paper on government reports at the International Network for Government Science Advice workshop in April 2019. Around 100 academics and government science policy stakeholders attended the meeting, hosted by the Australian Academy of Science.

Susannah also participated in an Australian National University workshop on responsible innovation.

In May 2019, Susannah chaired a session at the CRC Association conference in Adelaide titled 'Communicating for Change'. The AusSMC also ran a media workshop session at this event.

In November 2018, Lyndal chaired a session at the Australian Science Communicators Conference called "Forget fake news - is PR hype the big problem in science and could a media release labelling system help?"

Dr Joseph Milton leads a media training workshop for scientists



AusSMC Board

The Board is chaired by Peter Yates AM and meets four times a year. Deputy chairs are Robyn Williams from the ABC and Professor Merlin Crossley from the University of New South Wales (UNSW). Board members include:

Peter Yates AM (Chair) Chairman, Business and Economics Board, Faculty of Business and Economics, The University of Melbourne

Dr Amanda Caples Lead Scientist, Victorian Government

Jim Carroll Director - News & Current Affairs, SBS

Professor Caroline McMillen Chief Scientist for South Australia

Professor Merlin Crossley Deputy Vice Chancellor, Academic, The University of New South Wales

Professor Karen Day Dean of Science, The University of Melbourne

Professor Graham Durant AM Director, Questacon

Harry Efthimiou Chief Integration Officer, AIA Australia

Dr Michael Ellies Business and Media Consultant

Liam Mannix Science Reporter, The Age and SMH, Nine Entertainment Co.

Professor Kieran Kirk Dean, ANU College of Science, The Australian National University

Melvin Mansell State Editorial Director, SA, WA, NT & TAS, News Corp Australia

Professor Melissa Brown Executive Dean, Faculty of Science, The University of Queensland

Gordon Radford Johnson Winter and Slattery

The Hon Steven Marshall Premier of South Australia

Professor Brian Yates Executive Dean, College of Sciences and Engineering, University of Tasmania

Professor Robert Saint Deputy Vice-Chancellor (Research), Flinders University

Professor Chris Moran Deputy Vice-Chancellor, Research, Curtin University

David Swinbanks Chairman, Springer Nature, Australia and New Zealand

Professor Peter Rathjen Vice Chancellor and President, The University of Adelaide

Professor Dianne Jolley Dean, Faculty of Science, University of Technology Sydney (UTS)

Robyn Williams Presenter, Science Show, ABC

Bradley Abraham Chief Executive Officer, RiAus

Tanya Bowes Director of Corporate Affairs, CSIRO



Michael Ellies, Graham Durant, Jim Carroll



Chairman Peter Yates AM

Sponsors and Affiliates

All support is capped at 10% of the AusSMC's budget to maintain the Centre's independence. The AusSMC is grateful to the following supporters during 2018-19:

FOUNDATION SPONSORS



Government of
South Australia



THE UNIVERSITY
OF QUEENSLAND
AUSTRALIA



THE UNIVERSITY
of ADELAIDE



News Corp
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Australian
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AUSTRALIA



SPRINGER NATURE



Flinders
UNIVERSITY



Curtin University



GOLD SPONSORS



JOHNSON
WINTER &
SLATTERY

Stream



AFFILIATES



OTHER SUPPORTERS AND PROJECT SPONSORS



Financials

Income	2019 (\$)	2018 (\$)
Sponsorship	743,731.00	806,351.00
Affiliation	167,725.00	171,120.00
Scimex	22,976.00	25,368.00
Subscriptions and uploads	12,230.00	10,690.00
Indigenous Media Mentoring Program	-	19,000.00
Cost recovery	19,871.00	19,310.00
Other income	14,346.00	-
Interest received	9,595.00	6,148.00
Total Income	2019 (\$)	2018(\$)
	990,474.00	1,057,987.00

Expenditure	2019 (\$)	2018 (\$)
Salaries and wages	673,790.00	693,504.00
Indigenous Media Mentoring Program	378.00	19,000.00
Science journalism fellowship (BuzzFeed)	5,000.00	10,000.00
Scimex	69,421.00	83,267.00
Media team/briefings	3,804.00	9,909.00
Office expenses	128,079.00	100,645.00
Board meeting expenses	7,872.00	5,135.00
Travel expenses	29,268.00	27,795.00
Website development	20,000.00	35,200.00
Marketing and development costs	11,898.00	8,443.00
Depreciation	3,940.00	4,104.00

Total Expenditure	2019 (\$)	2018 (\$)
	953,450.00	997,002.00

	2019 (\$)	2018 (\$)
Surplus	37,024.00	60,985.00
Other comprehensive income	-	-
Total comprehensive surplus for the year	37,024.00	60,985.00
Retained surplus at the beginning of the financial year	330,834.00	244,849.00
Transfer from reserves	20,000.00	45,000.00
Transfer to reserves	-	(20,000.00)
Retained surplus at the end of the financial year	387,858.00	330,834.00



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