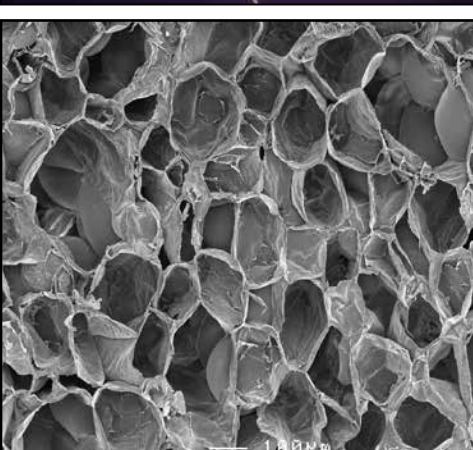
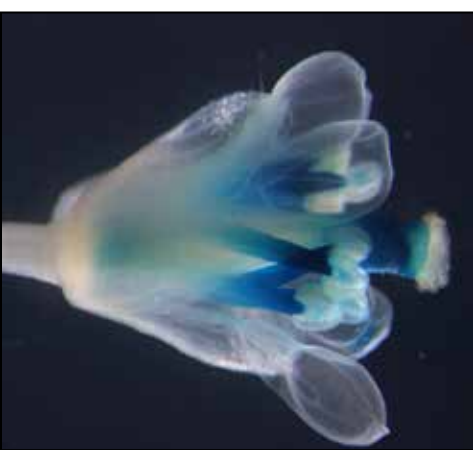




ausSMC
| **australian science media centre**

ANNUAL REVIEW
1 JULY 2015 TO 30 JUNE 2016

CONTENTS



3. The year in review

4. By the numbers

5. Latest developments

8. Media snapshot

10. Media briefings and expert reactions

13. Staff out and about

14. Board and Science Advisory Panel

16. Sponsors and Affiliates

17. Financials

Australian Science Media Centre Inc.
Annual Review 1 July 2015 to 30 June 2016

Produced by: The Australian Science Media Centre
Report design: AusSMC
Report compiled by: Emily Erickson

©This work is copyright. Apart from any use as permitted under the Copyright Act 1968, no part may be reproduced by any process without prior written permission from the AusSMC.

Cover and final page image: Public domain

Image credits from top: NASA, USDA, Eliza Tyrrell and ARC Centre of Excellence in Plant Energy Biology.

THE YEAR IN REVIEW

In November the AusSMC turned ten and it was a fantastic time to celebrate the achievements of the Centre over the past ten years and look to the future, undoubtedly a time of continuing change. When AusSMC opened its doors in 2005, Facebook was scarcely more than a year old, Twitter hadn't been thought of and online media was still just a fraction of the total news pool. We worked with a group of 80 specialist science, technology, health and environment reporters in newsrooms around the country and helped feed evidence-based science to a predominantly print, radio and television news stream. How times have changed!

Throughout this first decade, we have adapted to the upheavals in the media landscape, providing online news briefings for increasingly busy journalists, expert reactions to breaking news, and story alerts to help them find the important science stories amongst a sea of information. We also created a media training portal to help scientists engage with the media (ScienceMediaSavvy.org) and placed them directly into newsrooms to work alongside journalists (Scientists in Residence).

But by far our biggest innovation has been Scimex (the Science Media Exchange) that was created to help broker the relationship between researchers and the media during a period of extreme disruption. Launched in March 2015, Scimex is now a go-to place for science stories, multimedia and expertise and is used by over a thousand journalists from Australia, NZ and a variety of other countries.

Scimex has enormous potential as a hub of Australian and NZ research and a place where people go to find quality peer-reviewed information. The definition of a journalist is changing fast and we want to make sure that bloggers and others who create content on the internet have a good source of scientific expertise and information in an accessible format. The year ended with the exciting announcement of a new Inspiring Australia grant to take Scimex to the next level in 2016-17 with lots of improvements and the inclusion of video. So watch this space!

We've been overwhelmed by the good will and support of our supporters, now nearly 70 of them! We want to especially thank our Foundation sponsors and Board members who have devoted many hours as well as financial support. And of course the incredibly hard working staff at the AusSMC.

Peter Yates and Susannah Elliott



Mr Peter Yates AM, Chairman
and Dr Susannah Elliott, CEO



BY THE NUMBERS

Over 4,500
Australian
experts on the
SMC database

348 new
experts
joined up in
2015-16

1,420 active
journalists
registered with
the SMC

87 new
journalist
registrations

31 media
briefings
presented to
journalists

Over 17,100
media clips
tracked to SMC
output

(excluding SMC Picks)

Over 2,500
stories published
on Scimex

Involving
79
experts

618 enquiries
received from
the media

86 sets of
expert
comments
distributed
to journalists

Involving
393
expert
comments

301,489 Scimex
page views

64,648
Scimex
Users

5,965
twitter
followers

(as of 30 June 2016)

1,307
Facebook
likes

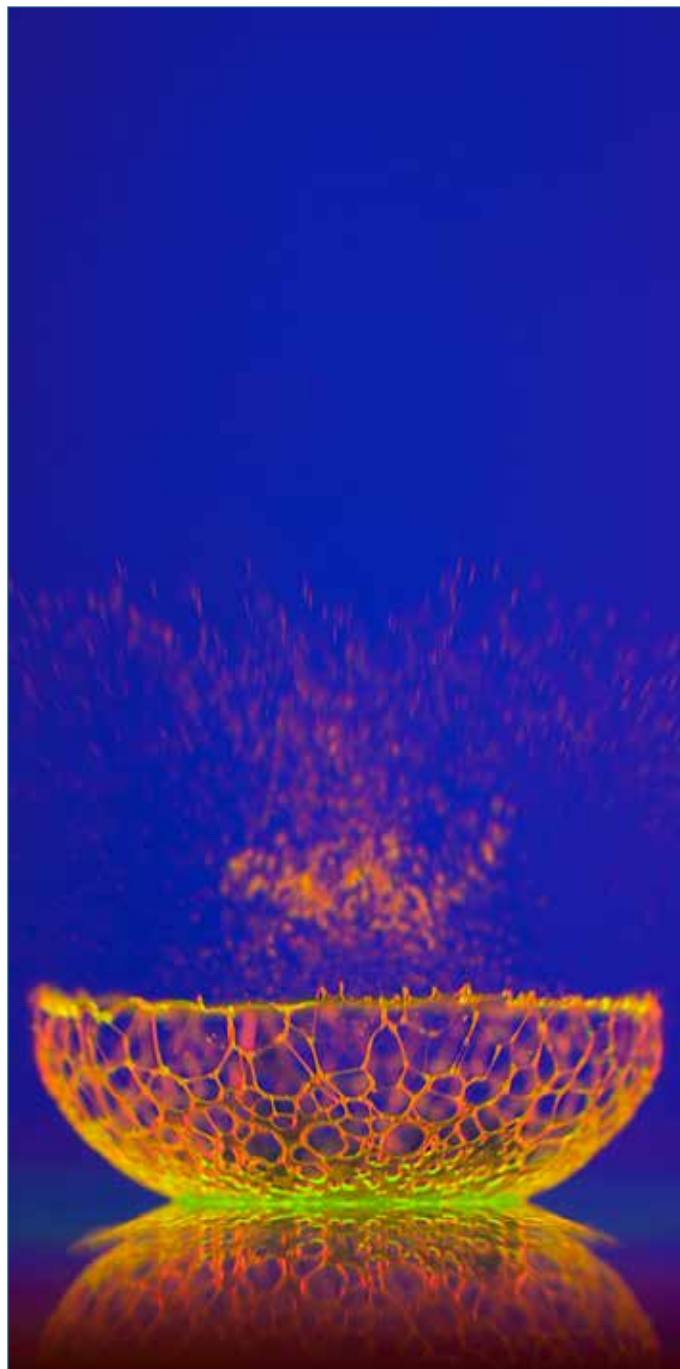
LATEST DEVELOPMENTS

SCIMEX

During 2015-16 our main focus was the continuing development of Scimex.org, the breaking science news portal for Australia and NZ that we launched officially in March 2015. The Scimex portal has already proven its worth and as at June 30 2016 had distributed more than 3,000 science stories to journalists in Australia and NZ. There are over 1,100 journalists using Scimex (68% from Australia, 27% from NZ and 5% from media outlets in other countries) and spending an average of 12 minutes on the site at each session. Nearly 80% of all journalists registered with the AusSMC now use Scimex to access stories, experts and multimedia, most of them returning multiple times.

In July we held a national multimedia competition to collate striking visual material from the scientific community and used the announcement of the winners to launch the Scimex Multimedia Hub. Online media is a very visual place and journalists need video, graphics, stills and animations to help get their science stories published. We plan to populate the hub over time and turn it into a go-to place for stunning science images and video.

In August we launched the Scimex Events Calendar, a handy planning guide for journalists and a place for institutions to highlight significant events. The Calendar kicked off with several hundred events during National Science Week and is now populated with events from all over Australia at all times of the year.



scimex
science media exchange

SPONSORSHIP AND THE SCIENCE-MEDIA COLLABORATION

Support for the Centre continued to grow as we gained a new foundation sponsor in Curtin University. University of South Australia, Data 61 and the Australian Government's Defence, Science and Technology Group also came on as gold sponsors. Our Science-Media Collaboration also expanded with the Garvan Institute of Medical Research, The Australian Plant Phenomics Facility, Queensland Museum and Westmead Institute of Medical Research joining as affiliates.

SCIENTISTS IN RESIDENCE

The Scientists in Residence program, funded by the Federal Government's Inspiring Australia initiative, finished in mid 2015. However we were able to keep the program running on a smaller scale and in August placed Prof Craig Simmons at the Advertiser. The aim of the program is

to encourage new collaborative content that is created by scientists working together with journalists.

Thanks to a South Australian Science Week grant, we placed Professor Andrew Groves, an Ice addiction expert from Deakin University and Flinders University with two regional newspapers in the South-East of SA during Science Week in August 2015. Andrew worked with journalists on several articles and met with a number of community groups in Naracoorte.

"I am pleased to say that it was very useful and will certainly lead to further collaborations/efforts in this space,... the main benefit was that it allowed

me to build networks and listen to key members of the community to really get a sense of what is happening on the ground in these areas. One of the highlights was being able to speak with the students and staff from the Independent Learning Centre in Naracoorte."

Dr Andrew Groves

"Andrew was great - the morning's discussion with three Country Health SA members seemed very worth the while for both parties. I think it was definitely worthwhile and good for continuing the "ice discussion" down here."

Emily Erickson, Coastal Leader journalist

Groundwater scientist Professor Craig Simmons from Flinders University was placed with the Advertiser in August 2015.

"The residency is amazing! I love it! I am learning so much and it is a thrill working in the newsroom. I am really enjoying it. Clare, Jamie and the Advertiser team have been wonderful hosts and mentors. I would heartily recommend a newsroom residency to others! "

Professor Craig Simmons



ENCOURAGING SCIENTISTS TO COMMUNICATE

AusSMC staff provided presentations and workshops for scientists at various stages of their careers to introduce them to the mind-set and workings of modern media operations, including how to make their own science more attractive for reporters, preparing for media interviews, working with institutional media teams and avoiding potential media pitfalls. CEO Susannah Elliott and members of the media team provided media training for The Defence Science and Technology Group (DSTG), UniSA, ARC Centre of Excellence for Nanoscale Biophotonics, Society for Reproduction, University of Adelaide, Australian Institute of Policy and Science, Geoscience Australia, Garvan Institute of Medical Research, ARC Centre of Excellence for Translational Photosynthesis, University of Canberra, Swinburne University of Technology, ARC Centre of Excellence for Convergent Bio-Nano Science and Technology, Florey Institute of Neuroscience and Mental Health, ARC Centre of Excellence for Engineered Quantum Systems, Southern Cross University, RiAus, Agilent, Australian Plant Phenomics Facility, NCI, ARC Centre of Excellence for Ultrahigh Bandwidth Devices for Optical Systems (CUDOS).

INDIGENOUS MEDIA MENTORING PROGRAM

Planning for the Indigenous Media Mentoring Program took off this year. In partnership with the Wollotuka Institute at the University of Newcastle and National Indigenous Television at SBS, and with the support of the National Australia Bank, the program will see a small group of early to mid-career Indigenous researchers trained in media and presentation skills and provided with the opportunity to talk about their work with a variety of media outlets.

Candidates will engage in a three-day media training program at the University of Newcastle's Sydney CBD campus in August/September 2016, with mentoring by experienced Indigenous academics and journalists. The primary role of the mentors is to encourage the early career participants and provide feedback on their media engagements. Mentors include:

Professor Peter Radoll – Dean of Aboriginal and Torres Strait Islander Leadership and Strategy, University of Canberra.

Dr Misty Jenkins – Walter and Eliza Hall Institute.

Professor John Maynard – Professor of Indigenous History, Wollotuka Institute.

Professor Lisa Jackson-Pulver – Pro-Vice Chancellor Engagement and Aboriginal and Torres Strait Islander Leadership, Western Sydney University.

Tanya Orman – Channel Manager, NITV.

Suzy Hutchins – RMIT.

Graduates from the program will receive ongoing mentoring by the AusSMC and media opportunities with outlets such as NITV, ABC RN, The Sydney Morning Herald and The Conversation.

MEDIA SNAPSHOT

We organised 30 media briefings and sent out 86 sets of expert comments throughout the year. Below is a small collection of the stories we launched or contributed to.

Australia captures first close-ups of Pluto - July 2015

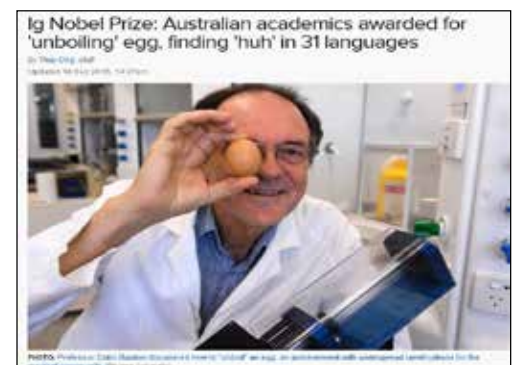
Australia made history in July, when the CSIRO's Canberra Deep Space Communication Complex (CDSCC) became the first tracking station in NASA's Deep Space Network to receive data from the New Horizon's spacecraft as it made its historical close encounter with Pluto. Coverage generated 861 media hits, including ABC News 24, The Sydney Morning Herald, The Today Show and Radio National.



The Today Show (CH. 9)

Australian wins Ig Nobel Prize for the 'unboil an egg machine' - Sept 2015

September saw the Ig Nobel prizes - a spoof of the prestigious Nobels acknowledging research that "makes people laugh, and then think"—awarded to two Australian researchers. The Centre held a briefing with Ig Nobel winner Flinders University Chemistry Professor Colin Raston live from Boston after he won the award for the creation of the "un-boil an egg machine". The device is a compact machine capable of unravelling proteins - the process that can turn the white of a boiled egg back into its uncooked form. The briefing generated 453 media hits including The Advertiser, The Sydney Morning Herald and ABC The World Today.



ABC News online

Do we need animals in research? - February 2016

Earlier in the year, a private members bill was introduced in federal parliament which called for a ban on the importation of primates for use in research. This led to an increase in media coverage on the oft-debated subject. In order to answer some of the questions surrounding the topic, and to give scientists an avenue to speak, we ran an online media briefing with three scientific experts to discuss if we still needed animal research and what its purpose was.



Huffington Post

Zika briefing at University of Sydney- February 2015

As media interest in the Zika virus grew, we realised a need to make Australian experts available to journalists. We suggested to the University of Sydney a simultaneous press conference (to be held at the university) and online briefing, allowing journalists to film the experts for TV but also listen online if they weren't based in Sydney. The combined media conference/briefing was very successful with five camera crews and 10 journalists attending in person and another 20 tuning in online.



ABC News 24

Water on Mars - September 2015

In late September, it was officially announced that NASA's Mars Reconnaissance Orbiter had identified evidence of water on Mars. Unlike many other NASA announcements this one was accompanied by a journal paper to be published in Nature Geoscience. Knowing the scale of the news, we collected a number of expert comments in space and astronomy and sent them to journalists prior to the embargo lifting on the Nature paper. The expert reaction generated 591 news hits including Channel 9, The Sydney Morning Herald and ABC News.



The Sydney Morning Herald

Red meat linked to cancer- October 2015

At the end of October, The International Agency for Research on Cancer classified the consumption of red meat as possibly carcinogenic to humans. In order to clarify the IARC classification system, and to make clear the known risks between meat and cancer, we released a collection of expert comments, including nutritionists and cancer experts, the day the IARC statement was released. The reaction generated 622 news hits including The Australian, ABC News and 2UE Sydney.



Daily Telegraph

Agreement reached at COP 21 in Paris - December 2015

In the middle of December world leaders and experts descended on Paris for the United Nations Framework Convention on Climate Change, Conference of the Parties (COP 21). As the convention drew to a close a number of announcements were made, including a historic agreement between 200 countries to limit global warming. We sent out a number of expert reactions during this time discussing the scope of the agreement and what it meant to Australia. The reaction generated 128 media hits including Sky News and The Guardian.



SBS World News

Gravitational waves discovered - February 2016

In what could well be the announcement of 2016, scientists revealed in February they had finally found gravitational waves. The revelation confirms a major prediction of Albert Einstein's 1915 general theory of relativity and opens an unprecedented new window into the cosmos. We worked closely with all the various Australian contributors from a number of states to coordinate media releases and expert commentary as well videos, images and animations. Over 1000 news hits were generated, including Channel 10, Triple J and The Australian.



The Project (Ch. 10)

LIST OF MEDIA BRIEFINGS AND EXPERT REACTIONS

The following is a full list of the media briefings (blue) and expert reactions the Science Media Centre organised over the past year. The title in brackets shows the scientific journal the study was published in. Collectively they generated over 17,000 media hits in Australia and overseas.

JULY 2015

Alzheimer's drugs announcements from the Alzheimer's Association International Conference (AAIC)
Australia dodges global increase in bushfires (Nature Communications)
Debate article on homeopathy criticises recent NHMRC report (The BMJ)
[Australia captures world first close-ups of Pluto](#)
[Death of Harry Messel](#)
New NZ emissions target announced
Agriculture White Paper
UNESCO reaches decision on Great Barrier Reef

AUG 2015

NSW flooding and Jerrara Dam evacuation
Vaccine for broad protection against influenza (Nature Medicine)
Government rejects adding Meningococcal B vaccine to PBS
Working long hours linked to higher risk of stroke (The Lancet)
Cut fat not carbs to lose body fat (Cell Metabolism)
[Are we alone? The \\$100m question](#)
Federal government announces carbon emission targets
[The whole Universe is slowly dying](#)
Blue Mountains winter bushfires – are they unusual?
Wireless radiation and cancer (Electromagnetic Biology and Medicine)

SEPT 2015

Water on Mars (Nature Geoscience)
Poor access to radiotherapy for cancer (The Lancet Oncology)
MERS and the Hajj stampede
UN Sustainable Development Goals
[Australian wins Ig Nobel Prize for the 'unboil an egg machine'](#)
Global links between air pollution and early deaths (Nature)
[Latest Kirby Institute stats - STIs still rising, but there's hope for killer hep C](#)
Can you 'catch' Alzheimer's from contaminated injections? (Nature)
Radiation therapy may undermine cancer treatment by suppressing the immune system (Nature Immunology)
[The last five years of assisted reproduction in Australia](#)
[Drugged and depressed: Mental health in country Australia](#)

OCT 2015

Low fat diets no magic bullet...but still better than nothing
Dr Alan Finkel officially announced as Australia's Chief Scientist
Red meat linked to cancer – WHO report
[Industrial waste and orange peel can safely scrub the oceans of mercury](#)
[The highs and lows of Aussie drug use](#)
[Chronic pain – the hidden health crisis](#)
Victoria set to legalise medical marijuana
High Court rules breast cancer genes can't be patented
Bushfire season begins early
Gene-edited micropigs to be sold as pets

NOV 2015

SA Bushfires
Federal Government's Mental Health Plan
Launch of the Australian Power Generation Technology Report
WMO release global temperature data – how is 2015 stacking up?
WMO release global temperature data – how is 2015 stacking up?
Genetically modified fruit fly to be trialled in WA
Genetically modified salmon approved by US FDA
COP out or global triumph - can the climate talks in Paris succeed?
WA Bushfires
Australian Nuclear waste sites shortlist released
Gene-edited cell therapy saves baby girl from leukaemia
Australia can prosper while protecting the environment (Nature)
I, Drive – On the road to driverless cars

DEC 2015

AusSMC's Top 10 Science Stories 2015 and Top 10 Weird Science Stories 2015
Agreement reached at COP 21 in Paris
Draft COP 21 Paris agreement released
Could a few drinks a day reduce Alzheimer's patients' risk of death?
Australian Federal Government's Innovation Statement
Carbon emissions fall – release of the Global Carbon Budget for 2015
C-section and asthma risk (JAMA)

JAN 2016

Zika virus outbreak
2015 Hottest Year on Record: NOAA
Contaminated Australian honey
Could ultra-high frequency sound be making us sick? (Proceedings of the Royal Society A)
Go with your gut: How yo-yo diets, poop pills and modern food are changing our insides
Food packaging chemicals - FSANZ total diet study
Risk of stillbirth twice as high for disadvantaged women (The Lancet)
Forget the ice age, this is the human age
Bureau releases Annual Climate Statement 2015

FEB 2016

Doing disaster better: Recovery from fires, floods and storms
2016: A space mining odyssey
ABC's Catalyst programme 'Wi-Fried' about EM radiation and health
Do we need to use animals in research?
Is a pesticide to blame for microcephaly, not Zika?
Nuclear Royal Commission report
Nuclear Royal Commission delivers first report
Zika in pregnant women in Australia
Open Letter on CSIRO job cuts
Gravitational waves discovered
Animals adrift, fish flustered and plants uprooted: how we're upending the natural world
Heatwaves, downpours and drought: what's behind all the weird weather?
CSIRO job cuts
Painkillers surge in Australia while most of the world misses out (The Lancet)
Covering caesarean babies with mum's microbes to boost immunity (Nature Medicine)
Zika briefing at University of Sydney

MARCH 2016

Sea level rise could be much worse than expected (Atmospheric Chemistry and Physics)
Vitamin D / MS link explained
Australia's stem cell revolution
UK's sugar tax - will it work, and would it work in Australia?
'Unboil-an-egg' machine set to cook up better solar panels, cancer drugs and gadgets
Coral bleaching on Great Barrier Reef
High time? Experts to brief polities on decriminalising drugs at National Drug Summit

APRIL 2016

Australian Antarctic Strategy and 20 Year Action Plan
CSIRO announces Climate Science Centre
Carbon dioxide driving massive increase in plant growth (Nature Climate Change)
Corals' inbuilt protection from bleaching is under threat
Exposure to chemicals in plastic alters bone (Endocrinology)
Second genetically modified human embryos created (Journal of Assisted Reproduction and Genetics*)
Hacking plants' solar power to 'turbocharge' crops
Models on climate extremes questioned (Nature)
Aussie stem cell repair system could help spinal injuries (PNAS)
We just keep on getting fatter (The Lancet)

MAY 2016

What's ahead for winter sniffles?
Mobile phone exposure linked to cancer in rats
Superbug resistant to all antibiotics found in the US (Antimicrobial Agents and Chemotherapy)
Alzheimer's culprit helps fight infections (Science Translational Medicine)
Swap the spuds, and chuck the chips to lower blood pressure
Proof Zika causes birth defects
Federal Budget 2016
Mixing CO2 and oceans – what do you get?

JUNE 2016

Experts warn against Europe adopting Australian asylum system
What will Brexit mean for Aussie science?
Who to kill? An ethical dilemma for driverless cars
Superbugs in Aussie pets and livestock
WHO finds drinking very hot drinks a likely cancer risk but no evidence of a link between coffee and cancer
Universe expanding too fast - is it dark radiation? (Astrophysical Journal)
FSANZ releases food nanotech safety reports



Professor Lyn Gilbert speaks at the Zika briefing held at the University of Sydney
ABC News 24, February 2

AUSSMC STAFF

The AusSMC went through a few changes between July 2015 and June 2016. Meg Duggan joined the team as Support Officer in July, 2015 and we welcomed back Media Manager Lyndal Byford who returned from maternity leave in August, 2015. We said goodbye to Media Officer Annika Dean in May, 2016, who was replaced by new team member Anna Kosmynina. Nigel Kerby left on long service leave in June to do a 12 month voluntary placement in Indonesia.

- Dr Susannah Elliott, CEO
- Nigel Kerby, Project Manager
- Dr Joseph Milton, Senior Media Officer
- Anna Kosmynina, Media Officer
- Dr Melanie Bagg, Business Development and Partnerships Manager
- Ben Kaldi, Science Information Officer
- Meg Duggan, Support Officer
- Marilyn Arnold, Office Manager
- Lyndal Byford, Media Manager
- Dr Megan Wright, Media Officer
- Emily Erickson, Project Assistant



AusSMC in the media

Along with a number of other media interviews the staff participated in, Susannah and Joe continued their involvement with the Research Filter segment on RN Drive, hosted by Patricia Karvelas. Melanie has also started a fortnightly 'medical science myth busting' slot for ABC 891 Mornings. All three are regular guest on 2CC radio in Canberra.

AusSMC staff are on air almost every week discussing interesting science stories that have been in the media recently.

Drive interviews can be found at <http://www.abc.net.au/radionational/programs/drive>.



BOARD MEMBERS

The AusSMC Board, chaired by Peter Yates AM, meets four times a year. Deputy chairs are Robyn Williams from the ABC and Merlin Crossley, Dean of Science at UNSW. Board members in 2015-16 were:

Peter Yates AM (Chair)
*Chair, RiAus and Chair,
Faculty of Business and
Economics, The University of
Melbourne*

Robyn Williams (Deputy Chair)
*Presenter, The Science Show,
ABC*

Professor Merlin Crossley
(Deputy Chair)
*Deputy Vice-Chancellor
(Education), The
University of New South
Wales*

Jim Carroll
*Director, News, Current Affairs
& Sport, SBS*

John Croll
CEO, iSentia

Professor Karen Day
*Dean of Science, University of
Melbourne*

Professor Graham Durant
*Director, Questacon - The
National Science and
Technology Centre*

Harry Efthimiou
*Chief Finance & Strategy
Officer, AIA Australia*

Dr Michael Ellies
Media consultant

Brad Hatch
*Manager of Communications,
Fairfax Media*

Gavin Jackman
*Executive Global Head,
Corporate Affairs and Social
Responsibility, Orica Limited*



Melvin Mansell
*State Editorial Director, SA,
WA & NT, News Ltd*

Sharon McHale
*Senior Director Public
Affairs, CSL Limited*

Fiona McLeod
*External Affairs Manager,
Australia Pacific LNG*



Anton Middleberg
*Pro-Vice Chancellor
(Research), University of
Queensland*

Oona Niessen
*General Manager:
Communication, CSIRO*

Professor Mary O'Kane
*NSW Chief Scientist and
Engineer*



Gordon Radford
*Partner, Johnson Winter &
Slattery*

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

Leonie Walsh
Lead Scientist for Victoria



The Hon Jay Weatherill
*Premier, Government of South
Australia*

Dr Paul Willis
Director, RiAus

PATRONS

Dr Alan Finkel AM
Chancellor of Monash University
(National)

Baroness Professor Susan Greenfield CBE
University of Oxford
(International)

SCIENCE ADVISORY PANEL

Professor Snow Barlow
University of Melbourne



Professor Alan Finkel AM
President, Australian Academy of Technological Sciences & Engineering (ATSE)

Professor Lyn Beazley AO
Chief Scientist of Western Australia

Emeritus Professor Max Brennan AO
Former Chief Scientist for South Australia

Professor Adrienne Clarke AC
Chancellor, La Trobe University

Professor Alan Cooper
University of Adelaide



Professor Marcello Costa
Flinders University

Professor Derek Denton AC
University of Melbourne

Professor Peter Doherty AC
University of Melbourne

Professor Tim Flannery
Climate Council

Professor Michael Holland
President, Science and Technology Australia

Professor Bryan Gaensler
University of Toronto

Professor Patricia Vickers-Rich
Monash University



Professor Bob Williamson AO
University of Melbourne

Dr Geoff Garrett AO
Queensland Chief Scientist

Professor Richard Head
University of South Australia

Professor Robert Hill
SA Museum and University of Adelaide

Professor Marcia Langton AM
University of Melbourne

Emeritus Professor Ian Lowe AO
Griffith University



Professor Caroline McMillen
Vice-Chancellor, University of Newcastle

Emeritus Professor Sir Gustav Nossal AC CBE
University of Melbourne

Professor John Simons
Macquarie University

Professor Michelle Simmons
University of New South Wales

Professor Fiona Stanley AC
Patron, Telethon Institute for Child Health Research

Professor Malcolm Walter
University of New South Wales



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 2015-16.


encouraging. engaging. empowering.

Our supporters

Foundation Sponsors
























Gold Sponsors










Affiliates






































Supporters







FINANCIALS

INCOME

	2016 (\$)	2015 (\$)
Sponsorship Received	782,343.00	680,389.00
Project funds	31,689.00	178,911.00
Affiliation Funds	153,551.00	134,573.00
Cost recovery	15,356.00	9,898.00
Other Income	<u>19,191.00</u>	<u>12,617.00</u>
	1,002,130.00	1,016,388.00

OTHER INCOME

Interest Received	11,675.00	22,411.00
-------------------------	-----------	-----------

TOTAL INCOME

1,013,805.00 1,038,799.00

EXPENDITURE

Salaries and wages	720,108.00	686,332.00
Project expenses	114,970.00	211,095.00
Program expenses	-	-
Briefings	13,103.00	9,728.00
Office expenses	80,997.00	42,542.00
Board meeting expenses	11,641.00	6,291.00
Depreciation	8,082.00	18,963.00
Travel expenses	30,102.00	22,837.00
Marketing and development costs	6,243.00	<u>9,440.00</u>

TOTAL EXPENDITURE

985,246.00 1,007,228.00

Surplus	28,559.00	31,571.00
Other comprehensive income	-----	-----
Total comprehensive surplus for the year	28,559.00	31,571.00
Retained surplus at the beginning of the financial year	<u>155,770.00</u>	<u>134,199.00</u>
Transfer to reserves	10,000.00	(10,000.00)
Retained surplus at the end of the financial year	194,329.00	155,770.00



The Australian Science Media Centre

The Science Exchange
55 Exchange Place
Adelaide SA 5000
Telephone 08 7120 8665
info@smc.org.au

PO Box 237
Rundle Mall SA 5000

smc.org.au