2012 must surely go down in history as a tipping point for the Australian media. A long time in the making, the industry finally hit a difficult inflection point resulting in the redundancy of well over 1,000 journalists and massive structural changes within news rooms. The impact was felt strongly by the scientific community, with many excellent science, environment and health reporters with many years of experience leaving the industry.

One might think that this would mean declining media registrations at the Science Media Centre and perhaps less demand for the service. Instead, media registrations have continued to climb and it seems that resource stretched news rooms need the AusSMC now more than ever. Some newsrooms have no dedicated science reporter, with general reporters covering everything from crime and sport to the latest scientific breakthrough or difficult subjects like climate change and coal seam gas.

In response to these challenging times, the Science Media Centre has sought to help journalists adapt and explore new ways of working. In September we launched Scientists in Newsrooms, a pilot project supported by the Victorian Government that saw scientists placed with the Herald Sun, The Age and Crikey. Scientists spent 2-3 weeks with journalists, writing collaborative content and providing scientific advice on a variety of issues. The successful pilot led to a grant from Federal Government Inspiring Australia initiative for a national Scientists in Residence program in 2013-14.

In November, our new free online resource for scientists was launched by Robyn Williams and George Negus at an event in Canberra. ScienceMediaSavvy.org was created with support from CSIRO and provides scientists with information on the news cycle with a series of short videos on working with print/online, radio and television and with guidance from well-known journalists and scientists familiar with the media limelight.

The Centre also began work on a major online news portal, The Science Media Exchange. Funded by Inspiring Australia with support from the Myer Foundation and the New Zealand Science Media Centre, the portal will be a hub of science news, images and expertise in Australia and New Zealand and will be a significant new resource for journalists and the scientific community in Australia and NZ.

All this has been done whilst maintaining our traditional role, including reacting to 94 breaking stories, holding 30 national news briefings, taking 1,790 inquiries from journalists, floating 1,320 new science stories to the media and contributing to nearly 15,000 news stories in 2012-13.

None of this would have been possible without significant support from our Foundation and Gold sponsors including some of Australia’s leading media companies and research organisations, state governments and businesses. It also would not have happened without the tireless efforts of AusSMC staff. So we end the year with a note of thanks to the sponsors and staff that make AusSMC what it is.
SNAPSHOT

390 EXPERTS JOINED THE AusSMC DATABASE

OVER 3550 AUSTRALIAN EXPERTS ON THE SMC DATABASE

3710 UNIQUE VISITORS TO SCIENCE MEDIA SAVVY WEBSITE

1120 JOURNALISTS REGISTERED WITH THE SMC

OVER 270 NEW JOURNALIST REGISTRATIONS THIS YEAR

94 SETS OF EXPERT COMMENTS GATHERED & DISTRIBUTED AS RAPID REACTIONS OR ROUND-UPS

150 INDIVIDUAL JOURNALISTS TUNED INTO AT LEAST ONE OF OUR ONLINE BRIEFINGS
30 media briefings organised

Over 1790 enquiries received from the media

14,970 media clips tracked as directly associated with output from the SMC (excluding Heads-Up)

21% tracked as overseas coverage

1320 new science stories floated to the media via Heads-Up, 3% increase from last year

2,110

36,700 unique visitors to smc.org.au
LATEST DEVELOPMENTS

MEDIA

The AusSMC has continued to adapt its services to help cater for the dramatic changes in the media landscape this year. A large proportion of the journalists who use the AusSMC are now working for new online platforms or a combination of traditional and new media. With the downsizing of newsrooms and loss of specialist reporters, journalists now have even less time and resources to cover complex science stories and the AusSMC has been providing extra support.

Our twice-weekly Heads-up bulletin of upcoming research has remained one of our most popular services. We have also begun work on a collaborative project with UQ and Econnect to help general journalists with basic statistics and other aspects of science reporting.

In our *Getting your head around...* series of background briefings, we help journalists understand the fundamental science behind complex issues, including the Higgs boson, Alzheimer’s disease, electricity pricing, live animal exports, the Murray-Darling Basin plan and mental health diagnostic guidelines.

SCIENCE MEDIA SAVVY

We launched the CSIRO-sponsored media training website for scientists, ScienceMediaSavvy, in November. Featuring interviews with news journalists and editors, advice from researchers experienced in media and videos highlighting how to improve print and broadcast interview experiences, the online resource provides tips and advice for understanding and working with the news media. Further modules will be released soon for Affiliates of the Science-Media Collaboration. The site can be viewed at www.sciencemedia.savvy.org.

SCIENCE-MEDIA COLLABORATION

The Science-Media Collaboration continued to grow this year. This initiative provides resources for the SMC to work more closely with universities and research organisations, helping them engage more proactively with the media while also supporting the essential services provided by the Centre. More than 20 organisations have joined the collaboration in its first year, including all Go8 universities and a number of large government agencies.

The first of a series of online events that provide inside intelligence on the media was held in November 2012 with Paul Colgan, then News Director for News Limited’s Network News Desk, presenting his insights on the changing face of newsrooms. In April 2013, Marc Moncrief, Data Editor at The Age, discussed how data journalism is being used in newsrooms and how media teams can make the most of it.
GLOBAL SCIENCE MEDIA CENTRE NETWORK

The global science media centre network continued to develop during the past 12 months. An exploratory committee has been formed in the US and several centres are being considered in Europe, India and China while existing SMCs continued to collaborate.

CEO Susannah Elliott presented at the UK Science Media Centre’s Tenth Anniversary celebration in London in October, 2012 attended by over 500 people. The event also provided an occasion for science media centres across the globe to gather and discuss their progress and priorities.

Susannah spoke at the World Conference of Science Journalists in Helsinki, Finland, in June. Sessions on how science media centres affect science and journalism provided a valuable opportunity for the global science media centre network to reflect on our role in the science and media landscapes.

SCIENCE NEWS PORTAL FOR JOURNALISTS

This financial year the AusSMC received a substantial grant from the Federal Government’s Inspiring Australia initiative to develop an online news portal for Australian journalists.

Featuring research news, embargoed material, story ideas, multimedia, university updates and expert contacts for Australasia, the portal is being created in collaboration with the NZ Science Media Centre with extra support from the Myer Foundation. The project now has been contracted to a web design team and is undergoing scoping and development, with rollout expected in the first half of 2014.

TRAINING FOR JOURNALISTS

The SMC is helping to develop a series of professional development and training resources for journalists. As part of the Federal Government’s Inspiring Australia initiative, we are working with Econnect Communications, The University of Queensland and The University of Western Australia to develop modules that will help in day-to-day reporting and news gathering for all journalists and those working on the science round.
INFOGRAPHICS & ANIMATIONS

Obesity infographic October 2012

To help cater for the media’s enthusiasm for visuals and with support from the Myer Foundation, the SMC worked with freelance graphic artists to create infographics and animations on the Higgs boson, and obesity. The simple obesity animation was done in collaboration with The Conversation and Baker IDI and showed how the rate of obesity in each state has changed over the past 30 years with projected changes if the population consumes one less soft drink per day.

SCIENCE-MEDIA INTERNSHIPS

Children who suffer a head injury are much more likely to have long-term psychological and social issues, as well as problems at school, says Professor Vicki Anderson, from the Royal Children’s Hospital and Murdoch Children’s Research Institute.

According to Professor Anderson, children who have a brain injury often experience difficulties with interpersonal relationships, causing social isolation and decreased self-esteem. This can lead to psychological distress and a reduced quality of life. She says that the long-held belief has been that “children who suffer a significant head injury will often grow out of any initial problems, but our research has shown this is not the case”. Children who are hospitalised for even one or two nights are at risk of a range of difficulties in the months and years after their brain injury. Professor Anderson will present her findings at the Australian Psychological Society Clinical Neuropsychology Annual Conference in Launceston this weekend.

With support from the Victorian Government, the SMC piloted an internship program for bright young scientists in some of Victoria’s busiest newsrooms in November. Three scientists were embedded within the scrum of the newsroom to learn and work alongside prominent journalists to produce collaborative content, using their areas of expertise. Interns say they will use their experiences to continue contributing to the media throughout their careers. Next year, with funding from the Federal Government’s Inspiring Australia initiative, we will provide greater benefit to media outlets across the country by working with them to develop projects on topics of specific interest and placing experienced scientists in their newsrooms.

INTERNS IN 2012:


-Sarah Hellewell, PhD Candidate/ Traumatic brain injury/Herald Sun/ National Trauma Research Institute, The Alfred Hospital, Monash University.

-Tim Moss, Senior Research Fellow/Care of newborn babies/Crikey/ Monash Institute of Media Research, Monash University.
The following case studies show how the Australian Science Media Centre has been injecting evidence into some of the big issues facing Australia...

LIFESTYLE: Smoking, eating too much and moving too little all contribute to diseases like cancer, diabetes and heart disease. Lifestyle diseases, non-infectious, caused in part by lifestyle choices are fast becoming the biggest causes of poor health in Australia.

Helping to inform journalists on this issue that affects so many Australians, we ran multiple media briefings with nutritionists, clinicians and public health experts to keep journalists up-to-date on the latest research: we helped launch the National Health and Medical Research Council Dietary Guidelines, and invited experts to discuss whether unhealthy industries, such as the processed food and alcohol industries, can self-regulate and play a role in tackling lifestyle diseases.

We also provided journalists with expert comments to help decipher health studies published in scientific journals and presented at conferences.

“The speakers loved the briefing. They thought it was a fantastic way to provide more in depth information and really enjoyed the whole process. It also warmed them up for the later interviews. I think it also resulted in great quality and breadth of coverage. I’d definitely consider doing an SMC briefing as a priority element in any communications strategy with suitable material.”

Communications and Marketing Manager, Research Organisation

2 Media Briefings
4 research organisations collaborated on the briefings
14 sets of expert comments provided to journalists
1849 pieces of media coverage
48 experts provided comments
22 journalists attended the briefings in person or online
NATURAL HAZARDS: We have seen a range of extreme weather events across the globe over the past twelve months, and the Science Media Centre has been gathering comments from meteorologists, climate scientists and natural hazards experts on these issues.

AusSMC activities helped inform coverage of floods in Australia’s north, bushfires and heatwaves across the south, the Oklahoma tornado, Solomon Islands earthquake and tsunami, and Superstorm Sandy that caused devastation from Jamaica to the east coast of the US.

We have brought together experts to brief journalists on how human induced global warming played a role in our most recent hot summer and explained the bushfire threat for summer 2012/13. We provided much-needed background information to journalists by gathering scientists and engineers to explain how well the nation is preparing for more frequent flooding and whether disaster warning systems have been improving.

“I’m so grateful for the services of AusSMC. You guys do an amazing job.”

Editor, ABC TV
DISCOVERY: The latter half of 2012 saw a boon for physics worldwide with CERN (the European Organization for Nuclear Research) announcing that the long-sought Higgs boson had been found after experiments yielded results consistent with its existence. In collaboration with Science in Public, we brought together physicists from CERN, Fermilab and the ARC Centre of Excellence for Particle Physics at the Terascale to help journalists get their heads around the search for the so-called ‘god particle’ and prepare for the announcement. Following CERN’s announcement, we released comments from Australian physicists on the significance of the finding together with a simple animation.

October brought with it a time of excitement for astronomers with the opening of the Australian Square Kilometre Array Pathfinder – a step towards the world’s largest radio telescope, which will allow astronomers to investigate fundamental questions on dark matter, the nature of gravity and the origins of the first stars. We brought together the Minister for Science and the Director of the Square Kilometre Array from CSIRO to brief journalists on the progress and how the anticipated data will contribute to current knowledge.

“FYI I just wanted to send a note of appreciation for the work you people do at SMC. Your heads ups are well chosen, concise and sent in advance (i.e. newsworthy). In the time-pressed world of the ever diminishing pool of journalists, this is a Godsend. Other public affairs outfits could learn a hell of a lot from your model.”

Journalist, The Australian

CSIRO, Department of Industry, Innovation, Science Research and Tertiary Education, ARC Centre of Excellence for Particle Physics, CERN and Fermilab


6 experts provided comments

2 Media Briefings

1 infographic

5 research organisations collaborated on the briefings

1982 pieces of media coverage

50 journalists attended the briefings in person or online
OVERVIEW OF ISSUES COVERED

Below are highlights of some of the key collaborations, media briefings and expert analysis organised by the Australian Science Media Centre during the past 12 months.

**Potential male contraceptive pill - August 2012**
The SMC anticipated media attention when scientists reported on a compound that could offer the first effective and side effect-free birth control pill for men. We collected independent comments from two experts in the field from Monash University, Victoria, and put forth a third expert from Family Planning NSW for additional interviews. The Round-up generated a total of 420 media clips. Many of Australia’s daily newspapers picked up the comments, and the experts appeared on several news programs, including news on Channel 7, 9 and 10.

**Heatwave - January 2013**
As temperatures continued to climb across the nation in January, the SMC reacted quickly, collecting expert comments ranging from health, meteorology and climate change. Knowing both Australian and international media outlets were desperate for expert comment on the long stretches of extremely hot weather, the comments generated over 1400 media clips. Coverage included Washington Post, Irish Independent, ABC’s AM and PM, Channel Ten News Victoria, ABC1, SBS World News, The Project, Stock Journal, The Canberra Times, news.com.au, The Courier-Mail, The Age, WA Today, Yahoo!7 News and wires AAP, Reuters and Xinhua News Agency.

**IPCC climate change report - January 2013**
The SMC took the opportunity to provide a platform for leading scientists behind the next major global report by The Intergovernmental Panel on Climate Change (IPCC), to update journalists on its progress. Working with CSIRO and the IPCC, the AusSMC made the Hobart media briefing available online to journalists who couldn’t attend in person. Two international scientists co-chairing Working Group One presented at the briefing and four Australian lead authors were available to answer questions and provide an Australian context. Despite the final report not being released for another nine months, the briefing generated over 460 media clips, including spots on ABC and SBS TV news and in The Age, The Australian and Reuters.

**Fertiliser plant explosion - April 2013**
When news broke that a large explosion at a fertiliser plant in the US had injured more than 160 people and killed at least 15 in Texas, the SMC collected expert comments on the nature of the explosion and sent them to journalists. As the story broke during the night in London, the UK SMC sent our expert comments onto British journalists keen to cover the story as soon as possible. The Rapid Reaction generated a total of over 60 media clips, including articles in the Daily Telegraph, The Advertiser and interviews on ABC TV News Breakfast, The World Today and Radio National Breakfast.
The following is a full list of the media briefings, Round-ups and Rapid Reactions of expert comments by the Science Media Centre organised over the past year, divided into environment, health and science/energy/technology. The title in brackets shows the scientific journal publishing the study.

**JUN 2013**

- **Living in a smart world – people as sensors**
- Report – Where does Australia stand on STEM education?
- **Shale gas in Australia: Goldmine or environmental disaster?**

**The human factor in Australia’s angry summer** (*Geophysical Research Letters*)

- Obama’s climate plan

**Antarctic uncertainties: Ozone hole, sea rise and climate change**

- Coalition’s policy released to develop Australia’s north – expert responds

**State of the World’s Birds report – Where does Australia stand?** (*Run by SMC Canada*)

- Star based food labelling system approved
- US Supreme Court rules human genes cannot be patented
- UK Comments: New study on GM pig feed and stomach inflammation (*Journal of Organic Systems*)

**Legionnaires’ disease outbreak at Brisbane’s Wesley Hospital**

- Iron implicated in Parkinson’s disease (*PLOS Medicine*)

**APR 2013**

- **60 years of DNA on International DNA Day, Thursday April 25**
- Monitoring of emissions from coal seam gas production

**UK Comments: EU vote on pesticides and bees**

- Reconstruction of 2000 years of global temperatures (*Nature Geoscience*)
- Fertiliser plant explosion in the US

**Air pollution and heart disease** (*PLOS Medicine*)

- Kids’ flu jabs must be rigorously tested (*Medical Journal of Australia*)
- UK Comments: IVF Pioneer Professor Sir Robert Edwards has died
- Getting your life in order: How do you want to die?

**Heart disease and red meat** (*Nature Medicine*)

- Bird flu (H7N9) in China

**Growing up too fast: early puberty affects mental health**
MAR 2013

Australians suggest sustainable development goals for UN [Nature]
Living with floods – how ready is Australia?
Anthrax outbreak in NSW
Controversial link between carbon dioxide and temperature clarified [Science]

New genetic variants for breast, ovarian and prostate cancer identified
Tackling superbugs
How Tasmanian Devil Facial Tumour Disease evades the immune system [PNAS]
Aspirin may lower melanoma risk [CANCER]
UK Comments: Insomnia and heart failure [European Heart Journal]
BPA consumption and asthma risk [Journal of Allergy & Clinical Immunology]

FEB 2013

Solomon Islands earthquake and tsunami

Consumer chemical affects development of isolated neurons [PNAS]
Stilnox use by Australian swimmers
Launch of New Australian Dietary Guidelines and Infant Feeding Guidelines
Launch of New Australian Dietary Guidelines and Infant Feeding Guidelines
Gene patenting decision
Tackling lifestyle diseases – the role of unhealthy industries
Drugs in sports
Dietary fats and heart disease [BMJ]
Substance use common among mentally ill teens [BMJ Open]
Sun’s rays may protect against arthritis [Annals of Rheumatic Disease]

JAN 2013

Raise the alarm! Improving disaster warning systems

Floods, fires and storms
Towards the next landmark IPCC climate change report
Heatwave

Melamine bowls and hot foods don’t mix [JAMA Internal Medicine]
Getting stoned may not be making teens stupid [PNAS]

DEC 2012

Australian Science Media Centre’s top 10 science stories of 2012
Australian Science Media Centre’s top 10 weird and wonderful science stories of 2012

Bushfire threat 2012/13
Limiting climate change to 2°C getting harder to achieve [Nature Climate Change]

Global disease burden [The Lancet]
Epigenetics and homosexuality [Quarterly Review of Biology]

NOV 2012

High levels of methane detected around NSW and QLD coal seam gas

WMO Statement on the Status of the Global Climate for 2012
Murray Darling Basin Plan signed into law
Ticking time bombs – the disconnect between climate science and fossil fuel investment
Getting your head around...the Murray Darling Basin plan
Getting your head around...live animal exports

Traffic pollution linked to autism [Archives of General Psychiatry]
Moderate alcohol consumption during pregnancy [PLOS ONE]
SBS World News - EU vote on pesticides & bees

The Project, Ch 10 - DNA 60 year anniversary

SBS News - Star based food labelling system

PARTICLE FOUND

NBN Gold Coast - Higgs Boson

Drink bottles linked to reproductive risks

CLIMATE CHANGE

'Angry' summers to get hotter

Prolonged cannabis use leads to drop in IQ, study shows
UK Comments: Birth outcomes after induced abortion
Regular cannabis users show memory loss and drop in IQ (PNAS)
Potential contraceptive pill for men (Cell)
Dark chocolate and cocoa may reduce blood pressure (The Cochrane Library)
New virus will reveal Hendra's deadly secrets (PLoS Pathogens)
Young Australians consuming too much added sugar (Australia and New Zealand Obesity Society annual congress)
Release of latest Australian HIV figures
The drugs don’t work: Getting Your Head Around...Alzheimer’s
STI surge in young Australian men
UK Comments: Women more stressed by bad news (PLoS ONE)
World Mental Health Day focuses on depression
Stem cells used to make working eggs (Science Express)
BPA and reproductive biology in rhesus monkeys (PNAS)
Long term toxicity of GM maize (Food and Chemical Toxicology)
Bisphenol A (BPA) and obesity in children and teens (JAMA)
Results of dengue vaccine trial (The Lancet)
Potentially dangerous swine flu virus found in pigs (PNAS)
Marijuana use may increase risk of testicular cancer (CANCER)
Call to stop the rising liver cancer death toll
NZ Comments: Research confirms plain cigarette packaging reduces appeal of smoking
Link between chemical exposure and heart disease (Archives of Internal Medicine)
Are organic foods safer or healthier than conventional alternatives? (Annals of Internal Medicine)
Combat stress in soldiers changes brain circuitry (PNAS)
Super-trawler Margiris arrives in Australian waters
UK Comments: Lowest Arctic sea ice on record
New report card for Australia’s marine environment
Carbon sinks stronger than ever say researchers (Nature)
The economic benefits of mangroves (PNAS)
UK Comments: Birth outcomes after induced abortion
Regular cannabis users show memory loss and drop in IQ (PNAS)
Potential contraceptive pill for men (Cell)
Dark chocolate and cocoa may reduce blood pressure (The Cochrane Library)
New virus will reveal Hendra’s deadly secrets (PLoS Pathogens)
Higgs boson discovery announced
Higgs boson – what is it and why does it matter?
State of the climate 2011 (American Society of Meteorology)
Getting your head around sea level rise – the latest science
Vaccines combine to produce new virus strains (Science)
AusSMC STAFF - OUT & ABOUT

The SMC extended its staff this year to help cope with increasing demand. In August 2012, the media team was expanded with Dr Joseph Milton joining from the UK SMC as Senior Media Officer and Annika Dean was promoted from Media Assistant to Media Officer.

At June 2013, the AusSMC staff consisted of:

- **Dr Susannah Elliot** – CEO
- **Lyndal Byford** – Media Manager
- **Nigel Kerby** – Project Manager
- **Carol Atkinson** – Business Relations Manager
- **Marilyn Arnold** – Office Manager (part-time)
- **Dr Joseph Milton** – Senior Media Officer
- **Lucy Simmonds** – Media Officer
- **Annika Dean** – Media Officer

MEDIA INTERVIEWS OR ARTICLES

The SMC team was kept busy during the year giving presentations, running workshops and providing commentary on science in the media.


**Nov. 2012**: ABC Environment – ‘Peer pressure, peer review and coal seam gas’ [SE]

**Sep. 2012**: Crikey – ‘Science reporting banished to the fast-food news ghetto’ (LB)

The Science Show – ‘Embargo system abused by GM researchers’ (LB)

**Aug. 2012**: Chemistry in Australia editorial – quote and information [LB]
In February, Susannah and Joe were invited to be guests on ABC RN Drive hosted by Waleed Aly.

Waleed had started a regular segment on Wednesday evenings called Research Filter in which Susannah, Joe and several other science communicators discuss interesting science stories in the media that week.

AusSMC staff are on air about twice a month.


### TALKS & PRESENTATIONS

**Jun. 2013:** RiAus Contentious Science workshop – presenter (LB)
- RiAus’ Science Behind the Headlines – Genetic profiling (LS)
- World Conference of Science Journalists, Finland – ‘Science Media Centres: Good for science; not so good for journalism?’ (SE)
- Strategic Science in Antarctica conference, Hobart – ‘Working effectively with a changing media’ (LB)
- World Conference of Science Journalists – moderated ‘Breaking through government control of science’ (SE)
- World Conference of Science Journalists – moderated ‘What do you mean climate change?’ plenary session (SE)

**Mar. 2013:** RiAus’ Science Behind the Headlines – Drugs in Sport (AD)

**Feb. 2013:** RiAus Contentious Science workshop – presenter (SE)
- Wiley Executive Conference, Melbourne – ‘Making Research Relevant’ (JM)

**Nov. 2012:** Science Media Savvy launch, Canberra – presentation (SE)
- RiAus’ Science Behind the Headlines – Marine parks and no-take zones (JM)
- Australian Solar Institute – panel presentation to fellows (SE)

**Oct. 2012:** UK Science Media Centre Tenth Anniversary celebration, London – speech (SE)

**Sep. 2012:** Australian Marketing Institute Government Marketing Conference – ‘Communicating in a crisis’ (SE)
- RiAus’ Science Behind the Headlines – Is Australia’s food safe? (LB)
- AMREP ECR Retreat – workshop (LB and JM)

**Jul. 2012:** Flinders University Health Administration postgraduate students – lecture (SE)
- University of Adelaide postgraduate course – ‘Communicating Science’ (LB)

**LEGEND:** SE - Susannah Elliott / LB - Lyndal Byford / JM - Dr Joseph Milton / LS - Lucy Simmons / AD - Annika Dean
The AusSMC Board, chaired by Peter Yates AM, meets four times a year. Deputy chairs are Robyn Williams from the ABC and Dr Graham Mitchell, Chief Scientist of Victoria. Board members at 30 June 2013 were:

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

**Jim Carroll**
Executive Producer: World News Australia, SBS

**John Croll**
CEO, iSentia

**Oona Nielsen**
General Manager: Communication, CSIRO

**Michael Ellies**
Media consultant

**Fiona Fox**
Director, UK Science Media Centre

**Phil Gardner**
Former Editor in Chief, Herald Sun, News Ltd

**Dr Paul Willis**
Director, RiAus

**Merlin Crossley**
Dean of Science, The University of New South Wales

**Brad Hatch**
Manager of Communications, Fairfax Media

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

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

**Fiona McLeod**
External Affairs Manager, Australia Pacific LNG

**Dr Graham Mitchell**
(Deputy Chair)
Chief Scientist, State Government of Victoria

**Professor Rob Morrison**
Freelance science communicator

**Professor Rob Saint**
Dean of the Faculty of Science, The University of Melbourne

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

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

**Dr Alan Finkel AM**
Chancellor of Monash University
(Domestic)

**Baroness Professor Susan Greenfield CBE**
University of Oxford
(International)
SCIENCE ADVISORY PANEL

SAP members at 30 June 2013 were:

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 Bob Williamson AO
*University of Melbourne*

Dr Geoff Garrett AO
*Queensland Chief Scientist*

Professor Richard Head
*Director, Sansom Institute for Health Research*

Professor Robert Hill
*SA Museum and University of Adelaide*

Professor Marcia Langton AM
*University of Melbourne*

Emeritus Professor Ian Lowe AO
*Griffith University and President, ACF*

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 Sydney*

Professor Patricia Vickers-Rich
*Monash University*

Professor Caroline McMillen
*Vice-Chancellor, University of Newcastle*

Emeritus Professor Sir Gustav Nossal AC CBE
*University of Melbourne*

Professor John Simons
*President, Council for the Humanities, Arts and Social Sciences (CHASS)*

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*
## FINANCIALS

### INCOME

<table>
<thead>
<tr>
<th>Source</th>
<th>2013 ($)</th>
<th>2012 ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsorship Received</td>
<td>489,775.00</td>
<td>511,536.00</td>
</tr>
<tr>
<td>Affiliates Funding</td>
<td>78,500.00</td>
<td>40,000.00</td>
</tr>
<tr>
<td>Project Funds</td>
<td>170,807.00</td>
<td>117,941.00</td>
</tr>
<tr>
<td>Other Income</td>
<td>10,326.00</td>
<td>12,908.00</td>
</tr>
<tr>
<td></td>
<td>749,408.00</td>
<td>682,385.00</td>
</tr>
</tbody>
</table>

### OTHER INCOME

<table>
<thead>
<tr>
<th>Source</th>
<th>2013 ($)</th>
<th>2012 ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interest Received</td>
<td>14,715.00</td>
<td>27,985.00</td>
</tr>
</tbody>
</table>

### TOTAL INCOME

<table>
<thead>
<tr>
<th></th>
<th>2013 ($)</th>
<th>2012 ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>764,123.00</td>
<td>710,370.00</td>
</tr>
</tbody>
</table>

### EXPENDITURE

<table>
<thead>
<tr>
<th>Source</th>
<th>2013 ($)</th>
<th>2012 ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salaries and wages</td>
<td>603,871.00</td>
<td>570,128.00</td>
</tr>
<tr>
<td>Project expenses</td>
<td>97,179.00</td>
<td>78,409.00</td>
</tr>
<tr>
<td>Program expenses</td>
<td>6,386.00</td>
<td>1,591.00</td>
</tr>
<tr>
<td>Office expenses</td>
<td>47,723.00</td>
<td>67,018.00</td>
</tr>
<tr>
<td>Board meeting expenses</td>
<td>5,999.00</td>
<td>7,409.00</td>
</tr>
<tr>
<td>Depreciation</td>
<td>29,831.00</td>
<td>17,537.00</td>
</tr>
<tr>
<td>Travel expenses</td>
<td>8,866.00</td>
<td>8,752.00</td>
</tr>
<tr>
<td>Marketing and development costs</td>
<td>7,087.00</td>
<td>15,623.00</td>
</tr>
</tbody>
</table>

### TOTAL EXPENDITURE

<table>
<thead>
<tr>
<th></th>
<th>2013 ($)</th>
<th>2012 ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>806,942.00</td>
<td>766,467.00</td>
</tr>
</tbody>
</table>

### (Loss) Profit

<table>
<thead>
<tr>
<th></th>
<th>2013 ($)</th>
<th>2012 ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Loss) Profit</td>
<td>(42,819.00)</td>
<td>(56,097.00)</td>
</tr>
</tbody>
</table>

### (Loss) Profit for the year

<table>
<thead>
<tr>
<th></th>
<th>2013 ($)</th>
<th>2012 ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Loss) Profit for the year</td>
<td>(42,819.00)</td>
<td>(56,097.00)</td>
</tr>
</tbody>
</table>

### Retained surplus at the beginning of the financial year

<table>
<thead>
<tr>
<th></th>
<th>2013 ($)</th>
<th>2012 ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retained surplus at the beginning of the financial year</td>
<td>171,076.00</td>
<td>227,173.00</td>
</tr>
</tbody>
</table>

### Retained surplus at the end of the financial year

<table>
<thead>
<tr>
<th></th>
<th>2013 ($)</th>
<th>2012 ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retained surplus at the end of the financial year</td>
<td>128,257.00</td>
<td>171,076.00</td>
</tr>
</tbody>
</table>
SPONSORS & AFFILIATES

The AusSMC is grateful to the following supporters during 2012-2013:

FOUNDATION SPONSORS

ABC

CSIRO

Government of South Australia

Victoria

RiAus

Fairfax Media

UNSW Australia

News Limited

iSentiA

GOLD SPONSORS

skyNEWS

ARUP

University of Adelaide

SBS

CSL

AFFILIATES

Australian National University

Australia Museum

ACPFF

University of Western Australia

Australian Museum

Australian National University

The University of Sydney

University of Wollongong

Bond University

University of Canberra

University of South Australia

University of Newcastle

RMIT

Australian Academy of Science

The University of Queensland

Australian Government Department of Defence

Australian Government Bureau of Meteorology

SUPPORTERS

IBM

O'Loughlins

Johnson Winter & Slattery

Microsoft

AMTA

Australian Mobile Telecommunications Association
AFFILIATES OF THE SCIENCE-MEDIA COLLABORATION

The Science-Media Collaboration allows the Australian Science Media Centre to foster better relationships with Australian universities and research organisations. Twenty-two organisations were affiliates of the Science-Media Collaboration in 2012/13 and 11 site visits were done.

BRIEFINGS FOR AFFILIATES:

Nov. 2012: Online is the new king: Inside information on the changing face of newsrooms with Paul Colgan, News Director, News Limited’s Network News Desk

Apr. 2013: Getting the data right: The news on data journalism with Marc Moncrief, Data Editor, The Age

“I have found it to be a pleasure working with AusSMC. They are always considerate and appreciative.”

Expert Commentator

“There have been a number of stories where the impartial reputation of AusSMC has been important in promoting a public interest view.”

IVF Australia

“Providing a high quality and coordinated link between scientists and the media (and therefore the public/community) is vital, particularly with issues such as climate change.”

Senior Lecturer, Dept of Environment and Geography, Macquarie University

“As one of their providers of expert information on nuclear issues I have found it to be a pleasure working with AusSMC. They are always considerate and appreciative.”

Executive Producer, World News Australia, SBS TV

“Regular emails about issues and experts available for comment/interview are very useful, particularly for breaking news stories such as major weather events, earthquakes etc.”

Journalist

“A vital service for the Australian scientific community, the Australian media, and the Australian public. And amazing how much the AusSMC gets done with a relatively small number of staff. Keep up the great work!”

IVF Australia

“No one can be an expert on everything. AusSMC are the people to call to get the expert views.”

Journalist