

# Engagement & Communication Portfolio

Alan Duffy

CDM Annual Workshop, Thursday 26<sup>th</sup> 2020

# Engagement Portfolio



Deputy Portfolio Lead  
Dr Ben McAllister

Always keen to have  
more involved!



# Vision

Share the excitement and benefits of Australia's hunt for dark matter to inspire and train a new generation of innovative thinkers

# Mission

1. Role out initiatives targeted for Regional Australia first
2. Create programs to increase Women in STEM enrolment
3. Generate high-impact long-term engagements with schools
4. Leverage partnerships to reach broader audience
5. Provide community-based innovation practices

# Themes

Creative  
Community

Network  
Schools

Partner  
Schools

Applied  
Innovation

Citizen  
Science

# Education and Outreach Coordinator

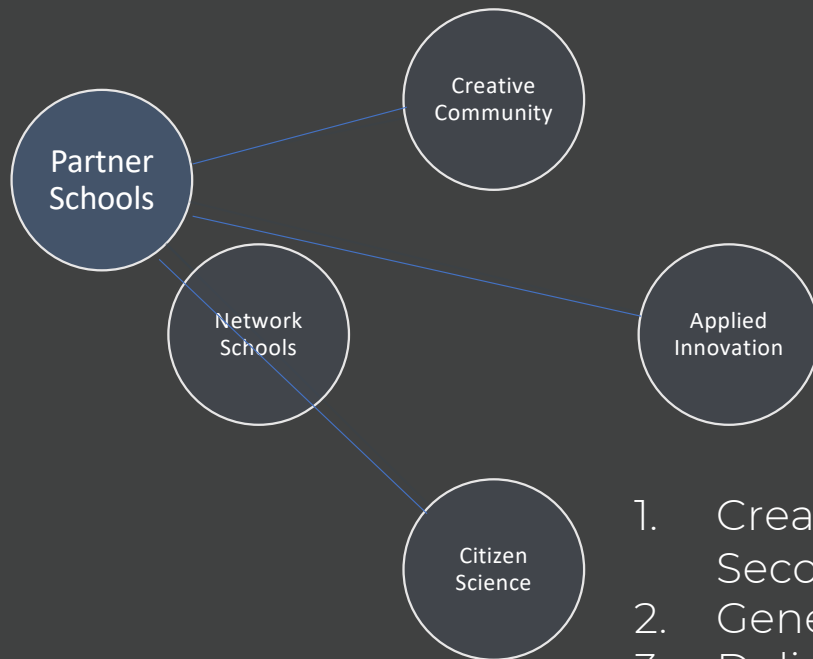
Creative  
Community



Applied  
Innovation

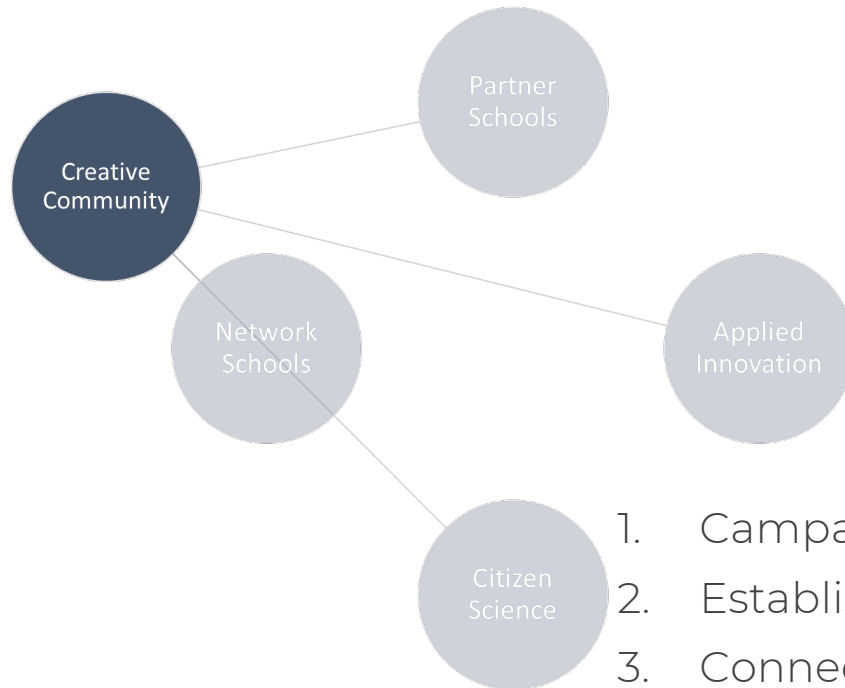
Jackie's role is to develop, pilot, and organise delivery of the schools engagement programs while outreach creating opportunities for centre members. These programs will inspire students and teachers, especially those from regional areas, to engage with the current science from the CDM with collaborative, hands-on, and in-depth lessons that align with the curriculum goals.

# Projects



1. Create multi-year school interaction program (Stawell Secondary College as first partner)
2. Generate curriculum-aligned Dark Matter content
3. Deliver physics/digital literacy Teacher PD workshops
4. Establish artist-in-residency program with Science Gallery
5. Real-world experiments and master-class / site tours
6. Support the entrepreneur / innovation Kreative Kits pilot

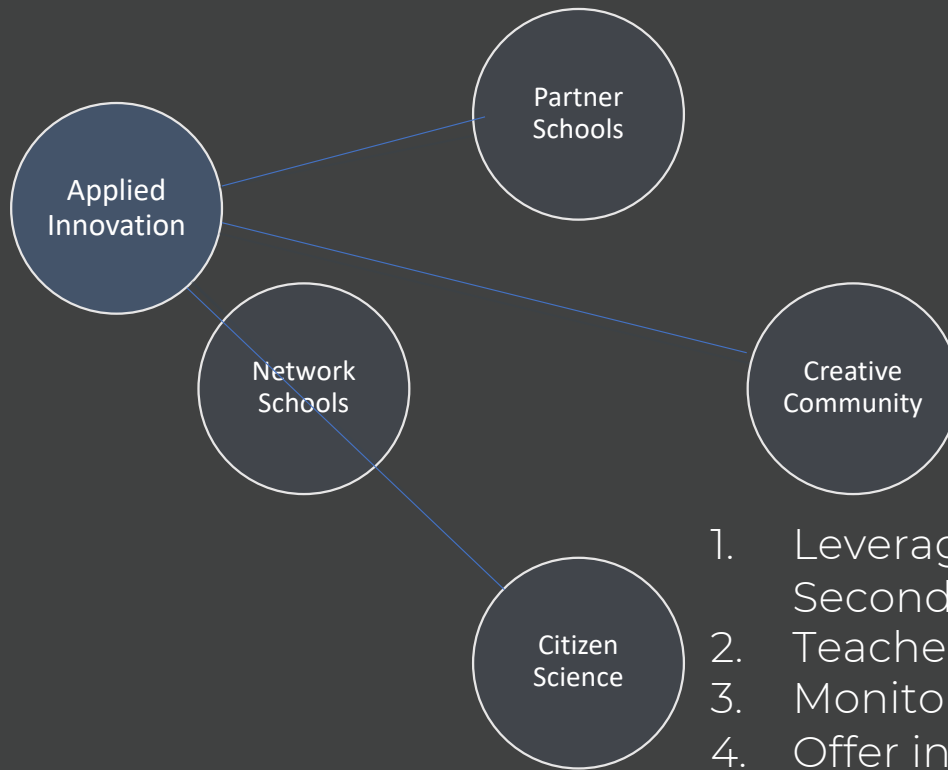
# Projects



1. Campaign to raise awareness of DM research in Stawell
2. Establish partnership with Indigenous community group
3. Connect local artist community network to Science Gallery
4. ANAT supported artist-in-residence program at CDM
5. Online and in person art-science exchange series
6. Dark Matter Wonder – Annual Modulation Regional Festival

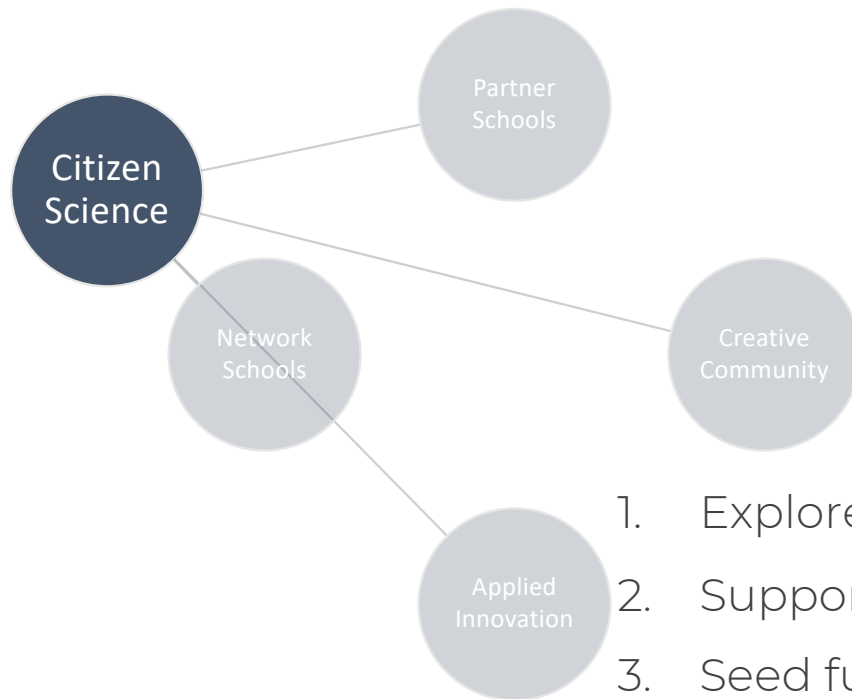


# Projects



1. Leverage DFM experience to develop Kreative Kits (Stawell Secondary College pilot)
2. Teacher PD in innovation/entrepreneur delivery
3. Monitor efficacy of Kits in longitudinal study (PhD)
4. Offer innovation program at Annual Centre Meetings
5. Centre seed grant funds for translation of ideas

# Projects



1. Explore existing science dataset with public (ANSTO)
2. Support national citizen science experiment (CREDO)
3. Seed funding for Centre staff/student to deliver events
4. Scientist talk series to Target Regions
5. Online AMA

# Communication Plan

- Discovery-led efforts with the press (tell your Node Lead and comm's office Fleur about your work in advance!)
- Strong visuals to help explain your work (created by our partners in SAP/OzGrav)
- Invest in fewer, better supported pitches, of our discoveries
- Train staff/students to ensure our Centre becomes the first for comment on other dark matter research
- Sharing of content across social media and website, use partners to amplify

# Communications and Media Officer



Fleur's role is to research, create, and share our stories that we want to tell to media. She will help support the university communication teams at each Node but will also drive our own communications in the public eye – helping you all share your discoveries, technical inventions and personal perspectives. She has experience in university comms at Fed Uni, as well as in journalism in both print as sub-editor for Fairfax Regional Media and radio as an ABC producer.

What more should we be doing?