

# Australian Science Communicators Annual General Meeting Agenda

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**DATE:** 27 November 2012                      **START TIME:** 6pm (EST)

**VENUE:** Ship Inn, cnr Stanley and Sidon Sts, Southbank Parklands  
Brisbane, Qld

## Items for Discussion

1. Confirmation of members attending, apologies
2. Notification of proxies
3. Minutes of 2011 AGM
4. President's report
5. Treasurer's report
  - a) presentation of statement of accounts
  - b) determination of annual membership fee
  - c) determination of capitation to be returned to branches
  - d) determination of honoraria
  - e) appointment of auditor
  - f) appointment of public officer
  - g) discussion of part-time General Manager's position
  - h) preview of 2012 budget
6. Election of 2012 ASC President
7. Motion to amend the Constitution
8. Discussion of draft Professional Code of Ethics
9. Announcement of Unsung Hero of Australian Science Communication
10. Any other business

# Australian Science Communicators Annual General Meeting Minutes 2012

DATE: 27 November 2012

TIME: 6.00pm local time

VENUE: Ship Inn, cnr Stanley and Sidon Sts,  
Southbank Parklands, Brisbane

*[Meeting opened at 6.15pm]*

## Items for Discussion

### 1. Confirmation of members attending, apologies

- 22 members attended (see attached list)
- 39 members offered apologies

### 2. Notification of proxies

32 members sent their proxies to member attendees (see attached list)

### 3. Minutes of 2011 AGM

- Correction to 2011 AGM Minutes: Minor corrections were made changing incorrect references to '2011' to '2012'.
- David Ellyard moved to accept minutes; Camille Thomson seconded → motion carried, minutes accepted

### 4. President's report

- (see attached report for details)
- Updates and highlights:
  - It has been a big year for ASC, starting with the National Conference in February in Sydney, with the Commonwealth Chief Scientist and all five state Chief Scientists attending
  - ASC's relationship with Inspiring Australia teams has developed, including an accord between IA and ASC to communicate IA messages through ASC channels
    - The funding for this will help build and expand the current ASC website
    - Funding is in place for two years and the ASC Communications Team will be paid to compose and release messages on IA programs and strategies
  - IA has funded a number of projects, including funding an evidence base for science communication in Australia – ASC has been working with members Jenni Metcalfe and Kirstin Alford to conduct a national audit of science engagement activities
    - JS and Kali Madden, ASC Executive Officer have been working on data visualisation, which will be released with the final report soon
  - Activity has been healthy at the branch level
  - Membership numbers are healthy, with 475 individuals, including those nominated by corporate memberships
    - We currently have 11 corporate memberships
  - There have been a number of member benefits
    - e.g. sciencere wired, coordinated by media140, offered ASC members substantial discount and free tickets
  - Planning for next national conference is underway in February 2014
    - The highly successful conference, led by Rod Lamberts made a substantial profit
  - JS is stepping down after three one-year terms as President
  - ASC is intending to appoint part-time general manager, to support the President
- Thanks and acknowledgement from President:
  - For the Executive members standing down: Tim Thwaites, Rob Morrison and David Ellyard
  - For the webmaster for three years: James Hutson
  - For the National Council, branch heads and Sally Miles

- For Robbie Mitchell for organising and hosting the AGM
- DE moved to accept President's Report; RL seconded → motion carried
- All attendees wish the minutes to record the gratitude of ASC for three years of outstanding leadership by JS – his diligence and energy has given ASC a much brighter future

## 5. Treasurer's report

- Accounts are prepared for the year ending 31 August 2012
  - Due to difficulties reconciling income from National Conference, the accounts have not yet been audited
- The meeting voted to authorise the National Council to approve and adopt audited papers
- Reading the attached financial activity and profit and loss statements:
  - Practice has been to divide core activities (e.g. memberships) and projects (significant external source funding)
  - Significant funds were received from IA
  - Just over \$39k expenditure
    - Major expenditure relates to administration of organisation, including personnel (Executive Officer) and software (YourMembership)
    - Travel expenses
    - Capitation – there have been two tranches; one lot of capitation from previous financial year has come into this financial year (cash basis rather than accrual accounting means this sometimes happens)
  - Less than \$2k shortfall in core activities
  - Profit and loss statement includes projects, conference (major costs – venue and professional conference management) and GST liability allowance
  - Assets held – deposits in two accounts (\$10k in regular cheque account and \$100k in savings account)
  - Liabilities – PCST monies held (\$5,500), owe GST of \$5,600
  - Net equity – nearly \$99k
- Overall, this is the best annual financial result Treasurer has been able to report in 11 years
  - The savings account holds advanced funds for IA activities (to be spent over the next two years)
  - There has been an increase in members funds/equity over the year
  - The profit from the National Conference was over \$24k – ASC has a history of our conferences returning profits in recent years
- Questions from members:
  - Jayne Keane: Why didn't the conference in 2004 return a profit?
    - DE: Accounting errors meant that the budget did not account for merchant fees and this was not picked up by the professional conference organiser (PCO), with a small loss of \$4k
    - JS: Waldron Smith ran the 2007 conference which was in conjunction with WCSJ, but there was no PCO in 2010 – huge workload
    - In 2012, Rod Lamberts voluntarily took on role of convenor and Waldron Smith was appointed by tender for management of conference
  - Jayne Keane: Some PCOs are not necessarily good at producing professional events and how does this Exec avoid this?
    - JS: Members with previous experience in this area are welcome to provide advice on good and bad PCOs
  - Camille Thomson: regarding the return of PCST funds: Will PCST receive their capital only, or will they receive the interest as well?
    - JS: PCST will receive their capital and interest
- John Smith moved to accept both audited reports; Nancy Longnecker seconded → motion carried

### a. presentation of statement of accounts

- Item deferred from AGM for approval and acceptance by the National Council

### b. determination of annual membership fee

- DE: Recommend that membership fee remain at current levels of \$80.00 for full membership
- David Ellyard moved that the full membership fee remains unchanged at \$88 inc GST; Jayne Keane seconded → motion carried

- Rod Lamberts: Why wouldn't we change it? Are there arguments not to adjust with CPI?
  - DE: Has been at the same rate for the past three years, and a CPI increase would suggest \$10.00 increase – The main issue is keeping membership attractive
  - Rod Lamberts: A low membership fee may alternatively look like the organisation does not value itself
- Adrian English: The current financial situation does not look as if it warrants an increase in membership fees
- Corinna Lange: How will this impact on forward projections and paying for additional roles?
  - DE: recent advice on contract positions indicates that there will be increased costs associated with part time positions, as ASC will need to pay on costs (e.g. superannuation)
- Corinna Lange: A significant increase in cost might not allow people to renew membership – not attractive or affordable
- Jesse Shore moved that the AGM empowers the National Council to take into consideration the increased costs associated with staff before setting the annual membership fee and deciding on an increase in fees; Corinna Lange seconded → motion carried
  - Camille Thomson: Will the General Manager be taking on IA projects?
    - JS: Yes, as the position is based on external projects
  - Jayne Keane: Will the GM be expected to raise revenue?
    - JS: Yes, there is a performance component to their employment agreement
  - Susan Kirk: Is there a membership administration component?
    - JS: That is an internal role and is performed by the Executive Officer
  - Jayne Keane: What does the GM role have to do with raising the conference profit? What is the extra value in bringing on the general manager?
    - JS: There is a performance aspect to the General Manager contract in attracting sponsorship.
    - RL: The original deal for the person appointed for raising the sponsorship for ASC2012 was to take a percentage of funds raised as a commission.
- JS: The GM will be entitled to a share of the net profits of income attracted
  - Corinna Lange: How would this work if it's a government grant which doesn't allow this?
    - JS: Grant wording has been open enough to allow this, and grant profits are not substantial
  - Corinna Lange: Is the position and remuneration attractive?
    - JS: There is a salary, equivalent to working one day a week, but not substantial

#### **c. determination of capitation to be returned to branches**

- DE moved that capitation remain at current levels – 10% is returned to branches, 10% goes into a fund for bidding by branches for activities intended to raise profile or membership
- David Ellyard moved that capitation arrangements remain unchanged for the ASC financial year; Jayne Keane seconded → motion carried

#### **d. determination of honoraria**

- David Ellyard noted that the following honoraria are payable, in recognition of those who take on these roles:
  - Honoraria of \$1000 payable to the President, Secretary and Treasurer
  - Honorarium of \$150 per issue to Scope Editor, Sarah Miles, for the publication of Scope
- Jayne Keane: The President does a lot of work, so if the President continues to do the level of work currently undertaken this honorarium should be indexed to CPI at the least – but how much should this workload be offset by the GM role?
  - JS: the President generally doesn't seek reimbursement from ASC for minor costs, but major costs and travel costs are expensed to ASC. The honorarium for the President was introduced at the 2009 AGM.
  - The GM should take up a considerable proportion of the current load for the President
- John Smith: Is the honoraria for the past year, or the coming year?
  - DE: For the coming year
- Camille Thomson: When will the General Manager be in this position?
  - DE: Unlikely to have someone in the role until March 2013

- Camille Thomson: Should be a note to assess this next year definitely given the change in roles and the fact we are already into this financial year
  - Jayne Keane: The President's role is critical to the ASC brand – can this decision be deferred to the Executive or National Council?
  - Nancy Longnecker: More appropriate for National Council to decide on this matter
  - Adrian English: The workload may well increase as the whole workload for ASC may increase
- It is agreed by all present that the next AGM consider a change in the honoraria arrangements as a standalone agenda item
- David Ellyard moved that honoraria arrangements are continued; Adrian English seconded → motion carried

#### **e. appointment of auditor**

- David Ellyard is standing down and recommends that this matter be held over, so that the new Treasurer may appoint an auditor with the approval of the National Council

#### **f. appointment of public officer**

- This matter will be decided at the National Council

#### **g. discussion of part-time General Manager's position**

- The ASC Executive is currently seeking legal advice on wording of contracts for General Manager and Executive Officer
- Camille Thomson: For the GM role – will this be someone working in the field in another job, or is this their main job, and will a conflict of interest arise?
  - JS: It is expected that the person will have other income as they want someone with good science communication background, or independent, but costed as one day a week. Any potential conflicts of interest would have to be declared and discussed with the Executive.

#### **h. preview of 2013 budget**

- Item held over to ASC National Council meeting

### **6. Election of 2013 ASC President**

- Two nominations were received: Rod Lamberts (nominated by Will Grant and seconded by Suzette Searle) and Nancy Longnecker (nominated by Jenni Metcalfe and seconded by Teresa Belcher).
- JS: Both candidates are present at the meeting; and we acknowledge and thank them for attending
- Nancy Longnecker:
  - Very passionate about ASC, member for many years
  - Current council and President have done an excellent job in recent years
  - Really strong organisation now and a vote of thanks to Jesse and those on the Executive and National Council, and a series of great events
  - Opportune time to be a science communicator – increased recognition of the skills we have, and this is a chance to consolidate that and gain recognition – simple communication is not done simply and requires a great deal of skill
  - ASC is a professional group and what we do is a result of many years of experience
  - Professionalisation of organisation and recognition of skills
- Rod Lamberts:
  - Feel strongly about professionalisation of organisation and recognition of skills
  - Consider membership and what that means
  - Personally have strong views on membership but want to hear from members
  - ASC needs to be more visible – needs to be a place that people go to and call on
  - Recognition that this vision will take time – start this process in the next 12 months
- A secret ballot was conducted and the winner of the ballot was Rob Lamberts → Rod Lamberts was formally voted for an annual term as ASC President

### **7. Motions to amend the Constitution**

- A motion was put amending the Constitution relating to corporate membership
  - Currently, members pay 6 times the individual membership rates and get 10 nominated representatives
  - One corporate member reached their 10 nominees and wanted to a few more people, but there is currently no mechanism without taking out another corporate membership.
  - This amendment allows corporate members to add nominated reps at a pro rata rate and makes administration easier
- JS moved the amendment of the Constitution as proposed, SL seconded → motion carried

## 8. Discussion of draft Professional Code of Ethics

- JS: There has been recent discussion on ASC list for adopting professional code of ethics
  - Julian Cribb compiled draft and requested consideration
- Due to limited time in the AGM, JS called for interest from members and moved to empower the National Council to continue discussion with membership on professional code of ethics
  - Interested members should speak with Susan Kirk
- Nancy Longnecker: Julian's focus is on Australia, but there are global responsibilities
- Joan Leach: There is a PCST-associated conference next year focussing on risk, science communication and ethical and responsible communication
- John Smith moved that the national council be empowered to carry the item forward, to be ratified at a special or annual general meeting; seconded by Rod Lamberts → motion carried

## 9. Announcement of Unsung Hero of Australian Science Communication

- This is the first ASC Unsung Hero of Australian Science Communication
  - The winner was chosen by judging panel from a number of excellent candidates
  - We are pleased to announce the ASC Unsung Hero of Australian Science Communication for 2012 is Guy Nolch from Australasian Science
- Guy Nolch was contacted via Skype
  - Guy Nolch: This is an anniversary for Australasian Science, as it is nearly 20 years ago I started Australasian Science
  - Thank you to the members and ASC for this award
- JS: Guy is an unsung success story as a private, entrepreneurial science communicator
- Announcement of the award will be published through ASC communications channels – the complete media release is included in these papers

## 10. Any other business

- No other business was tendered

*7.31pm meeting closed*

Australian Science Communicators  
Annual General Meeting  
Attendees

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<b>LAST</b>	<b>FIRST</b>	<b>MEMBER?</b>
Binney	Alison	1
Burchill	Susan	1
Cooper	Pahia	1
Ellyard	David	1
English	Adrian	1
Foelz	Colleen	1
Hardy	James	1
Ilsley	Jane	1
Keane	Jayne	1
Kirk	Susan	1
Lamberts	Rod	1
Lange	Corinna	1
Lau	Sarah	1
Leach	Joan	1
Longnecker	Nancy	1
Mitchell	Robbie	1
Newman	Stuart	1
O'Connor	Ruth	1
Rifkin	Will	1
Shore	Jesse	1
Smith	John	1
Thomson	Camille	1
<b>TOTALS:</b>		<b>22</b>

# Australian Science Communicators Annual General Meeting Proxies

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<b>LAST</b>	<b>FIRST</b>	<b>MEMBER?</b>	<b>PROXY TO</b>
Alford	Kristin	1	Sarah Lau
Belcher	Teresa	1	Sarah Lau
Cant	Brendon	1	Sarah Lau
Carr	Anna	1	Jesse Shore
Carroll	Simon	1	Sarah Lau
Castelli	Joanne	1	Sarah Lau
Cribb	Julian	1	Sarah Lau
Gill	Alan	1	Sarah Lau
Gillard	Anneliese	1	Sarah Lau
Gondwe	Muza	1	Sarah Lau
Gore	Mike	1	Rod Lamberts
Gottschalk	Kirsten	1	Sarah Lau
Grant	Will	1	Rod Lamberts
Harris	Claire	1	Sarah Lau
Hutson	James	1	Sarah Lau
Lum	Magdeline	1	Sarah Lau
McDonald	Ian	1	Jesse Shore
Miller	Tracy	1	Nancy Longnecker
Moon	Brenda	1	Rod Lamberts
Mullane	Brigid	1	Jesse Shore
Nisselle	Amy	1	Sarah Lau
Observatory	Gingin	1	Sarah Lau
Schaap	Karina	1	Sarah Lau
Searle	Suzette	1	Rod Lamberts
Selinger	Adam	1	Sarah Lau
Stanton	Barry	1	Sarah Lau
Stocklmayer	Sue	1	Rod Lamberts
Stutchbury	Robyn	1	David Ellyard
Sullivan	Miriam	1	Sarah Lau
Wheeler	Pete	1	Sarah Lau
Econnect Communication		1	Robbie Mitchell
Scitech		1	Sarah Lau
<b>TOTAL:</b>		<b>32</b>	



# Australian Science Communicators Annual General Meeting President's Report

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This has been a big and bright year for the ASC. We got off to a great start in February with a highly successful National Conference which featured the Commonwealth Chief Scientist and all five state Chief Scientists.

Our developing relationship with the Inspiring Australia (IA) team in the Department of Innovation, Industry, Science and Research is bearing fruit. We came to an accord with them to communicate updates about their activities through our communication channels and have been a key partner in the National Audit project.

Activity has been healthy at the branch level this year. Several branches have new presidents and committee members and are busy organising events. The National Audit project involved each branch in hosting focus groups around the country. Our Newcastle members even had their own session generously hosted by the Newcastle Regional Museum.

Membership numbers are remaining at a high level and we have more corporate members than ever. We continue to seek a range of benefits for members such as free attendance to branch events, discounted registration to our conference, discounts and free tickets to one-day events such as Sciencerewired, and improvements in our website and other communication channels. I'm pleased that our discussion list has been active through the year, and that each month our newsletter, Scope, has brimmed with newsy content. And we have reintroduced the Unsung Hero Award and refocused it to recognise a previously unheralded Australian Science Communicator.

During the year we started planning for our next national conference for February 2014 and have booked a premier venue in Brisbane. We aim to ASC2014 to build on the success of ASC2012.

We also planned for the changeover of officers on the national committees including me. I'm stepping down after three one-year terms as President and will take over from Tim Thwaites as the immediate Past-president on the National Council and Executive.

The announcement of our intention to appoint a part-time General Manager, to deal with the increasing workload of externally directed activities of the Association, has attracted constructive discussion. It also has made the position of National President more appealing as two highly qualified people have nominated to succeed me and we will have our first election in nearly 10 years.

The year ahead will be busy as we move into conference planning mode, present the results of the National Audit on our website, continue to upgrade features for members on the website, seek to work more closely with corporate members, and develop our relationships with IA and other external bodies.

We will build on the growing profile and ability of the ASC to encourage discussion about science communication issues of national and local importance. And we need to maintain our increasing influence in promoting the contribution that science communication makes to society. We are in good shape to grasp the opportunities to come.

Now to some of the many highlights of this year:

1. **Delivery of the ASC national conference, 27-29 February 2012, Sydney:**
  - 1.1 Rod Lamberts did a marvellous job as the conference convenor. He worked closely with his program committee of Toss Gascoigne and Kali Madden, the Executive and our professional conference organiser. The PCO managed the registration and other aspects of the conference, and was instrumental in providing the smooth and professional running over the three days of the conference.
  - 1.2 The conference had around 250 registered attendees. Their feedback was overwhelmingly positive and provided suggestions for making the 2014 conference even better.
  - 1.3 We made a sizeable profit!
2. **Inspiring Australia program:**
  - 2.1 The ASC, with Jenni Metcalfe of Econnect, and Kristin Alford of Bridge8, were awarded funding to carry out a national audit of science engagement activities. With the assistance of Kali Madden I have managed the development of data visualisations by Flink Labs for this project. Both Kali and I have been involved in several other aspects of the project and Kali is currently working to have the visualisations presented on our website. The ASC is funded to update the database and the visualisations up to June 2014.
  - 2.2 IA and the ASC came to an agreement for the ASC to post updates about IA activities through ASC communication channels from July 2012 through June 2014. The purpose of the postings is to promote discussion among ASC members and interested parties to raise awareness of and engagement with the IA program. ASC has editorial control of messages with the understanding the intent of the project is to portray the Inspiring Australia Strategy in a positive light. Funding for this project enables the ASC to further develop its website and communications channels, and to pay ASC members to write the introduction to each posting. The project is managed through the ASC Communications team. We have posted a small number of official messages to date and will be inviting members with demonstrated writing skills to join the Communications team to participate in this project.
  - 2.3 I have been invited to represent the ASC at several meetings to discuss the IA program. Other ASC members have attended in different capacities. In this way the ASC and its members are helping to shape and deliver the IA strategy.
3. **ASC branches:**
  - 3.1 Branches ran at least 42 events during 2012. This is similar to the number of events last year (also 42) and covers a broad variety of activities.
  - 3.2 Most branches organised at least one major event during the year. Highlights include: ACT's June - Clean Energy Future: Using market research to inform strategy, July - Communicating the "State of the environment", and September - Science Communicators: where would science be without them?; NSW's August - Make a science film with your iPhone; SE-QLD's March - ASC Speed mentoring; SA's July - Social Media in Science Communication; Vic's March - Building healthy community engagement about the impacts of climate change, June - Evaluating Science Communication activities, and November - What role for two-way communication and community engagement in the process of science?; and WA's July - WA Event – Communicating Space, and September - Social Media for Science .
  - 3.3 All branches received income for hosting the well-attended focus group sessions for the National Audit.
4. **Travel:**
  - 4.1 I met with the NSW branch committee and members of the SE-QLD branch. While in Brisbane I met with Jayne Keane, Qld Inspiring Australia officer

- 4.2 Met with Tony Peacock, CEO of CRCA, in Canberra, Suzanne Cory, President of AAS, John Curran, General Manager, Communications, CSIRO in Canberra
- 4.3 Facilitated focus groups in Sydney, Canberra and Newcastle for the National Audit project.
- 4.4 Inspiring Australia meetings - met twice with the Inspiring Australia Manager and staff at Questacon (ACT), and several times in Sydney.
- 5. **Networking:**
  - 5.1 ASC supported media140's Sciencerewired science communication forum in Adelaide
  - 5.2 I attended the Prime Minister's Prizes for Science Awards dinner in Canberra and the Eureka Prizes dinner in Sydney.
- 6. **Web site:**
  - 6.1 James Hutson, who stepped down as our webmaster in November 2012, has maintained and made many improvements to the website and our communication channels, assisted by Kali Madden. We thank James for his enormous contribution as our webmaster over several years.
  - 6.2 the ASC's communications team of James Hutson, Kali Madden, Sally Miles and me met regularly through the year and proved to be an effective means for troubleshooting and improving ASC's communication channels.
- 7. **Scope**
  - 7.1 Sally Miles, editor of Scope, has done an outstanding job of producing our members' newsletter. Sally and Kali are hoping to introduce a new improved look for Scope soon.

**Thanks and acknowledgements:**

- 1. I thank and acknowledge the members retiring from the National Executive; Tim Thwaites as Past-President, Rob Morrison as Vice-president, and David Ellyard as Treasurer. Tim, Rob and David have all made important contributions to the Executive over many years. Pete Wheeler takes over from David as our Treasurer and I replace Tim as Past-President. The National Council will have to select our new Vice-Presidents (we have to fill Rob's position and a second vacant position).
- 2. James Hutson has stepped down as our webmaster after more than four years of great work.

I have special thanks for the many people who contribute to ASC at a national level — and some of you are in attending this AGM:

- 1. All those on the National Council
- 2. Kali Madden, as Executive Officer, for her enthusiasm and hard work in contributing to the running of the Association, her valuable work for the conference and her input into numerous national committee meetings.
- 3. Sally Miles, for her editorial contribution to Scope.
- 4. To all the branch committees and their hard working presidents
- 5. Also thanks to Robbie Mitchell and the rest of the ASC SE-QLD team who organised this AGM.
- 6. Finally to the members of the National Executive, who all put in many hours on ASC-related business— Tim Thwaites, Rob Morrison, David Ellyard, Sarah Lau and Claire Harris. Pete Wheeler, as Assistant Treasurer, also contributed to several meetings.

Jesse Shore

27 November 2012

# Australian Science Communicators Annual General Meeting Treasurer's Report 2012

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I take pleasure in tabling the Annual Accounts for the association for the year ending 31 August 2012. I apologise that these accounts are not yet audited. Difficulties arose in the finalising of the accounts, particularly in the reconciling of income from the National Conference. I will therefore be asking that the meeting note and consider the statements and other aspects of this report and authorise the National Council to approve and adopt the accounts once the audit is complete.

For clarity, the accounts are divided into "core operations", funded most by subscriptions" and 'projects", with funding from external sources.

**Income:** As in previous years, regular income to the ASC came almost entirely from membership subscriptions, totalling more than \$37k in the year in question. Due to the substantial amount held in our savings account, we had a much greater income from bank interest than previously, but it still amounted to only some \$620.

We have received two major grants from the *Inspiring Australia* program, totalling nearly \$50k, with the bulk of the funds unspent as of the end of the financial year.

**Expenditure.** As in previous years, the major items of expenditure relate to the administration of the association, including \$18.8k for the employment of the Executive Officer, for training and office costs and \$5.9k for IT costs, most of which is the fee for access to the *MyMembership* software which has become the core of our membership management system. We paid out nearly \$1.5k for fees including annual returns, auditing and member of the World Federation of Science Journalists, and \$2k in honorariums. About \$1.5k was required to pay travel expenses in relation to the AGM in Perth. Two tranches of capitation to branches were paid during the year, totalling \$8k.

The total of these core expenses was \$39.8, indicating a loss on trading of less than \$2k. So we came close to "living within our means" for the year.

**Balance sheet:** Assets held by the ASC are the totals in our two bank accounts. Liabilities are \$5.5k held on behalf of PCST, and our accumulated GST debt of \$5.6k. The difference between these represented our net equity as of the end of the financial year, some \$98.8k. This indicates a sound financial position for the ASC, the best in the last decade.

However, it should be noted that the ASC currently holds (in the Savings Account) a sum of \$44k which represents the unspent portion of grants secured by the ASC under the under the *Inspiring Australia* Program. It is anticipated the bulk of these funds will be paid to other parties for services rendered with only a small proportion retained by the ASC to defray overheads.

**Conference:** the major non-routine activity of the year was the staging of our highly successful National Conference. Income from all sources was \$192k (\$134k from registrants), costs were \$165k (management \$54k, venue costs \$80k). Once allowance is made for GST owing, the profit from the event was just over \$24k. This continues the recent tradition conferences returning a profit, which is one of the major sources of our substantial accumulated reserves.

**David Ellyard**  
**Treasurer 2011-12**

DRAFT

# Australian Science Communicators Annual General Meeting Accounts

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## AUSTRALIAN SCIENCE COMMUNICATORS

### Balance sheet 31 August 2012

#### Assets

CBA Society Cheque Account	10025	
CBA Business OnLine Saver	99910	109935

#### Liabilities

PCST funds held	5500	
GST owed	5604	11104

**Net equity** **98831**

### Outcome of National Conference 2012

#### Income

Registrants	134394	
Exhibitors	13872	
Sponsorship	43600	191866

**Costs** 165399 Management \$54111, Venue \$80051

Apparent profit	26467
GST liability	2231
<b>Actual profit</b>	<b>24236</b>



# Australian Science Communicators Annual General Meeting Accounts

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## AUSTRALIAN SCIENCE COMMUNICATORS

### FINANCIAL YEAR 2012: PROFIT AND LOSS STATEMENT

#### Core operations

##### Income

Membership fees	37430		
Bank interest	624	38054	

##### Expenditure

Administration			
IT costs	5952		
Secretariat	18848		
Other administration	1198	25998	
Bank charges		162	
Capitation		8048	
Communications		689	
Fees		1486	
Honoraria		2000	
Travel		1469	39852
<b>Balance on core operations</b>			<b>-1798</b>

#### Projects

##### National Conference

Income	191866		
Costs	165399	26467	

##### IA National Audit

Income	24627		
Costs	5612	19015	

##### IA Communications

Income	25000	25000	70482	68684
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**Total balance on trading** **68684**

# Australian Science Communicators Annual General Meeting Nomination for President – Rod Lamberts

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Dr Rod Lamberts is nominated by Will Grant and seconded by Suzette Searle.

## **What I have in mind**

### *Professionalizing the ASC*

The public profile of science communication is the highest it's ever been, and this trend shows no sign of reversing. With the L'Aquila earthquake case in Italy and the re-emergence of ASC-list discussions about instigating a code of conduct/ practice/ ethics, it is clearly time to reflect on what the ASC is now, and how it should evolve.

To that end, a major goal I would have as president would be to initiate the discussions and negotiations that would lead to the ASC becoming a professionalized body. This would include instituting a code of practice/conduct/ethics (and all that entails) and re-visiting the idea of the ASC becoming an accrediting body for both practitioners and training (a discussion I believe Jenni Metcalfe kicked-off during her presidential years).

This process would also involve exploring the nature and perceived benefits of ASC membership among existing ASCers, and identifying how we might extend the appeal of ASC membership to broader audiences.

### *Profile, position, partnerships (and prestige!)*

Intimately entwined with professionalizing the ASC is raising the profile and prestige of the organization, and through that, the profile and prestige of its members. I believe that the ASC would benefit from increasing its public visibility as an organization, and also its strategic partnerships with relevant associations and institutions. Jesse Shore's successes in getting formal ASC involvement in Inspiring Australia projects has been a pivotal early step in doing this, and something I believe should be nurtured and expended.

I would also like to see the ASC making regular, public comment on matters that are pertinent to its goals and its members, and this in ways that raise the public profile of science communication still further. We need to start speaking-up as an association and not just rely on the efforts of individual members.

## **Could I do the job?**

- As the Chair/Convener of the 2012 ASC Conference, I have already demonstrated I can work successfully and effectively with the ASC council and executive.
- I have a 15 year history working specifically in science communication in Australia and the region. Two highlights of this are my current roles as:
  - Deputy director of the Australian National Centre for the Public Awareness of Science (CPAS) at the ANU
  - Consultant to UNESCO on science communication and science and public policy
- I've been delivering training in general communication or science communication for nearly 20 years and have been designing and convening university programs in science communication since 2000. I have also been conducting and supervising science communication research projects since 1998, a journey that began with my PhD research in science communication at the ANU.
- I have a solid and continuously growing public presence commenting and advising on science, science communication and science policy matters. Examples of these can be found on The Conversation, a number of ABC sites (e.g., The Drum, ABC science), and in numerous radio and newspaper interviews over the last few years.



- Finally, I have a large national and international network of well-established scientists, science communicators, government and policy professionals, and academics.

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# Australian Science Communicators Annual General Meeting Nomination for President – Nancy Longnecker

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Assoc. Prof. Nancy Longnecker is nominated by Jenni Metcalfe and seconded by Teresa Belcher.

I ask for your support in the opportunity and challenge of working as ASC President in 2013. This post describes my vision and what I would bring to the role.

It is an exciting time to be a science communicator. Science communication is receiving wider recognition as a profession and as an academic discipline both nationally and internationally. A window of opportunity exists to increase the professionalisation of our field. This will lead to greater respect for the skills and expertise that are necessary to communicate science well. Appropriate valuing of science communication as a suite of skilled activities will see science communicators participating more often in strategic development in all stages and at all levels of science and technology projects. Development of a code of ethics for ASC is timely as it will assist the definition and valuing of what we do.

I was a science communicator before I had heard the term, becoming an official science communication enthusiast after attending the inspiring international PCST conference in Melbourne in 1996. I have been an active member of ASC ever since, serving as President of the WA branch and branch representative with the national ASC Council from 2004 to 2007 and ASC-VP in 2005.

ASC represents professionals in many areas – in corporate communications, informal education, science media and more. This is a challenge for ASC as our members have diverse needs. But diverse membership is also one of the strengths of ASC and provides the chance for members to network and benefit from a range of expertise and multiple perspectives. My work experiences include volunteer, professional and academic science communication. I was a science communicator with one of the earliest CRCs (CLIMA, from 1994- 2002, known for its creative approaches to science communication) and Associate Professor of science communication (UWA, 2002 – present).

I currently coordinate UWA's academic science communication program and have been a driving force in it. Within a decade, the UWA program has grown to become one of the major academic programs in Australasia, providing postgraduate coursework and research and an undergraduate major in science communication.

Previous presidents and national councils have worked hard over many years to position ASC well. Science communication is being increasingly recognised as valuable activities that benefit science and society. We are in a good place to influence the field positively for ourselves and for future professionals.

# Australian Science Communicators Annual General Meeting Motions to change the ASC Constitution

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## Reason for proposed amendments:

### Summary:

The proposed amendments:

- remove the current limit of ten representatives a Corporate Member may nominate.
- enable organisations to gradually add staff to their Corporate Membership in excess of ten nominees without having to start a second Corporate Membership.
- specify how the Corporate Membership fee shall be calculated in excess of ten representatives.
- will still allow a Corporate Member to hold more than one Corporate Membership if they wish. CSIRO currently holds two Corporate Memberships covering different groups of staff.
- do not affect the current starting Corporate Membership fee which is set at six times the Ordinary member rate (6x\$88 = \$528) for up to 10 representatives.
- do not affect current voting rights. Each individual Corporate Membership is still entitled to one vote as stipulated by Clause 4.2.2, which is unaffected by the proposed amendments.

**Motion to change the Constitution** – Motion made by Jesse Shore and seconded by David Ellyard. We propose the constitution is amended as follows (note: proposed changes to wording in the current and revised clauses are underlined):

Section 4 of the constitution - 'MEMBERSHIP'

### Current wording:

- 4.1.2.1 Corporate Members are entitled to nominate up to ten (10) representatives to enjoy the privileges of Ordinary Membership, including attendance at Meetings at the Ordinary Members' rate of entrance fee according to Clause 5.1.2, but subject to the operation of Clause 4.2.2.
- 4.1.2.2 The membership fee for Corporate Members shall be at the rate as determined by the National Council but not less than 500% of the standard Annual Membership Fee. The rate may be changed once each year to come into effect at the annual membership renewal date or at the beginning of the ASC financial year.

### Proposed new wording (changed wording is underlined):

An additional entry to the list of definitions:

#### 2.0 DEFINITIONS

- 2.10 "base membership fee for Corporate Members" means the fee paid by Corporate Members to cover one (1) to ten (10) nominated representatives,
- 2.11 "pro rata rate" means the base membership fee divided by ten (10) and applies only to Corporate Memberships.

#### 4.0 MEMBERSHIP

- 4.1.2.1 Corporate Members are entitled to nominate representatives to enjoy the privileges of Ordinary Membership, including attendance at Meetings at the Ordinary Members' rate of entrance fee according to Clause 5.1.2, but subject to the operation of Clause 4.2.2. The National Council may set a maximum to the number of representatives a Corporate Member may nominate.
- 4.1.2.2 The base membership fee for Corporate Members, for one (1) to ten (10)

nominated representatives, shall be not less than 500% of the standard Annual Membership Fee. The fee for more than ten (10) nominated representatives shall be the pro rata rate multiplied by the total number of nominated representatives. The base membership fee for Corporate Members is determined by the National Council and may be changed once each year to come into effect at the annual membership renewal date or at the beginning of the ASC financial year.

4.1.2.3 A Corporate Member may nominate additional representatives during their membership period. Once they have exceeded the ten (10) representatives allotted under the base membership fee they shall pay the pro rata rate for each additional representative, or they may take out additional Corporate Memberships.

For information – other clauses referred to in proposed amendments and which will remain unchanged:

4.2.2 Representatives of Corporate Members who are not members of the National Council may participate in debates on matters of business at any General Meeting and one representative (or their proxy) nominated by the Corporate Member shall be entitled to vote.

5.1.2 The National Council or Committee shall discriminate in favour of members when charging admission to cover meeting costs.

**Background:**

Corporate Membership is a rapidly growing membership category of the ASC, increasing from two Corporate Members in 2010 to nine in 2012. This activity both reflects and enhances the ASC's growing profile. It may also indicate that organisations are placing a greater emphasis on communicating science.

We encourage our current Corporate Members to become more involved with the ASC. This includes inviting them to contribute articles about their science communication initiatives and issues and to being involved in branch events and the national conference. In return we seek to ensure that the changing needs of current Corporate Members are being met.

The current wording of Clause 4.1.2.1 limits the number of representatives nominated by a Corporate Member to ten. Clause 4.1.2.2 states how the membership fee for Corporate Members is determined and sets the minimum rate, which is the same whether they have one or the maximum of ten representatives.

The current membership rate for Corporate Members is 600% of the standard Annual Membership Fee. This works out at \$52.80 per member for ten representatives as opposed to \$88 for one Ordinary member.

**Changing need:**

One of our current Corporate Members, with ten nominated representatives, wants to nominate a few newly hired staff to its number of representatives and pay \$52.80 for each additional representative. The National Executive views this as a reasonable request but at present the only option is for the organisation to take out a second Corporate Membership to cover from eleven to twenty representatives. This is a costly option for one or two additional representatives and is a financial disincentive until at least seven people are nominated.

The proposed amendment provides the ASC with flexibility to deal with the needs of different Corporate Members. It enables a Corporate Member to choose to have more than ten representatives in a single Corporate Membership or to add multiple Corporate Memberships to cover staff from different divisions of its organisation.

The cost per representative becomes more economically attractive for mid-sized organisations and may encourage them to include a greater number of staff as representatives.

**Financial benefits to ASC of having Corporate Members:**

At present each Corporate Member may nominate up to ten representatives. So far nearly all their representatives are new people to the ASC but include a handful of former Ordinary Members. The net result is to increase both the total number of our members and our membership income.

We expect this welcome situation to continue and that it will be unaffected by removing the limit of ten representatives. If conditions change the amendment empowers the National Council to impose a limit on the number of representatives a Corporate Member may nominate.

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## Media Release

27 November 2012

Embargoed to 18.00 AEST, 27 November 2012

The Australian Science Communicators are proud to announce that the winner of the Australian Science Communicators Unsung Hero Award of Science Communication for 2012 is Mr Guy Nolch, editor and publisher of Australasian Science.

The judging panel selected Guy as the standout choice from a number of worthy nominees. The judges mentioned Guy's many notable achievements and attributes:

- his long period of distinguished science publishing (20 years publishing Australasian Science);
- training and mentoring science communicators;
- making scientists' work accessible to and understood by the public;
- dealing with controversial issues;
- his major contributions to the discussion of science policy and scientific issues in Australia;
- and for the fostering of good science journalism in Australia and for promotion of leading Australian scientists and their research.

The ASC created this award to honour a person or group who exemplify science communication, who have not yet received significant recognition for their contribution to science and its promotion, and for work done in Australia over a considerable or prolonged time.

This is the first time the ASC has made this national award. In the past we acknowledged unsung Australian scientists, but now feel that it is time to put into the spotlight those who communicate the science.

The announcement of this award will be made at the Australian Science Communicators' national Annual General Meeting, 6.00-7.15pm AEST, 27 November, at the Ship Inn in South Bank Parklands, Brisbane.

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