

💡 national science week 2016

IMPACT REPORT

PERTH

💡 SCIENCE

FESTIVAL

13-14
AUGUST
2016





"If you're scientifically
literate the world looks
very different to you,
and that understanding
empowers you."
- Neil DeGrasse Tyson

THE PERTH SCIENCE FESTIVAL...

National Science Week is Australia's annual celebration of science and technology.



Official launch of Perth Science Festival and National Science Week 2016

Established in 1997, National Science Week provides an opportunity to acknowledge the contributions of Australian scientists and innovators to the world.

In 2016 **over 1,806** events were held across Australia, engaging **1.3 million Australians** (5% of the population). Of these, over **257 events** were held in Western Australia, and **39** online events and/or competitions.

The Perth Science Festival is the largest event on the WA National Science Week calendar and takes place over the first weekend of National Science Week at the Perth Cultural Centre.

In 2016 National Science Week was officially launched at the Perth Science Festival by Her Excellency, the Honourable Kerry Sanderson AC, Governor of Western Australia.

Cr Lily Chen of the City of Perth, representing the Lord Mayor, opened the 4th Annual Perth Science Festival.



Events like the Perth Science Festival help put Perth and Western Australian science achievements in the spotlight.

“The layout was really good with the opportunity to stroll easily between marquees and plenty of space for families to sit down and kids to play”

– PSF Exhibitor

...THE PREMIERE EVENT OF
NATIONAL SCIENCE WEEK IN
WESTERN AUSTRALIA

OVER 80 ACTIVITIES THROUGHOUT THE FESTIVAL! FROM ASTRONOMY TO ZOOLOGY, THERE WAS SOMETHING FOR EVERYONE...



"We enjoyed it a lot,
lots of different sciences
which was great!"
- PSF Attendee



The Perth Science Festival helps to engage people who may not already be engaged with science, or aware of its impact on their everyday lives.

92%

visitors who enjoyed the festival

76% 24% 92% 90%



87% are more likely to attend a science event in the future



80% OF VISITORS IDENTIFIED AS NOT WORKING IN A SCIENCE-RELATED OCCUPATION

86%

VISITORS FELT THEY LEARNED SOMETHING NEW



THE PERTH SCIENCE FESTIVAL WOULD NOT HAPPEN WITHOUT THE SUPPORT OF INVALUABLE PARTNER



RAC AND THE RAC E-ZONE

The RAC was a new partner in 2016, bringing a large 'E-zone' to the festival that highlighted electric vehicles, the RAC electric highway, and a beebot robotics challenge. Visitors also had the opportunity to learn more about the upcoming trials for self-driving buses coming to Perth in 2016.

The RAC also supported bus back ads that encouraged attendees to get to the Perth Science Festival using sustainable alternatives to driving cars such as biking, walking, or taking public transit.



"In 2016 RAC was proud to sponsor the Perth Science Festival as an opportunity to share with the West Australian community exciting developments in how transport will look in the future. Over the event weekend families engaged with our display and had the opportunity to experience some of this new technology hands on. The event organisers were very supportive and responsive and ensured that the event was not only delivered smoothly but was enjoyed by the community."

- RAC, PSF Partner 2016



CITY OF PERTH

The City of Perth has supported the Perth Science Festival since 2014, and has been involved in the official launch of the festival each year.

SCITECH AND THE WORLD BIOTECH TOUR

Scitech has coordinated the Perth Science Festival since its beginning in 2013.

In 2016 as a part of the World Biotech Tour, Scitech hosted a large marquee at the Perth Science Festival with over 12 different biotech-themed activities, featuring six organisations.

No science festival would be complete without a famous Scitech live science show.

"It was eye-opening to see all the avenues where science can take you." – PSF Exhibitor



The Perth Science Festival was only made possible thanks to the contributions by passionate people and organisations.

49 EXHIBITORS HOSTED ACTIVITIES AROUND THE CULTURAL CENTRE

- RAC
- Stanbridges Hobby Shop
- West Australian Reptile Park
- Kanyana Wildlife Rehabilitation Centre
- Cuddly Animal Farm
- Mindarie Regional Council
- The University of Western Australia's Oceans Institute
- West Australian Marine Science Institute
- CSIRO
- Einsteins Top Secret Science
- Chemcentre
- Curtin University
- E² Young Engineers Perth
- St George's Anglican Grammar School
- Bush Heritage Australia
- Southern Metropolitan Regional Council
- CoderDojo Western Australia
- International Centre for Radio Astronomy
- Department of Fisheries
- Perth Observatory Volunteers Group
- Women in Technology Western Australia
- International Space University
- Edith Cowan University School of Medical Science
- Department of Agriculture and Food, WA
- 350.org
- Sustainable Energy Now
- Australian Society for Medical Research
- Professionals Australia
- Astronomy Education Services
- Gravity Discovery Centre Observatory
- Murdoch University
- Robogals Perth
- Western Australian Museum
- Edith Cowan University School of Science
- University of Western Australia School of Plant Biology
- University of Western Australia School of Neuroscience
- Centre for Integrated Bee Research
- Water Corporation
- Department of Water
- North Metropolitan TAFE
- World Biotech Tour
- Scitech
- Hit 92.9FM
- Robo-Hero Showcase - National Science Week Youth Committee
- Wraith Outpost
- Curtin University Biomechanics
- Telethon Kids Institute
- ARC Centre of Excellence in Plant Energy Biology
- Genetics Services of WA

25 SCIENCE SHOWS AT FIVE DIFFERENT LOCATIONS

- Echelon Productions - *STEMania*
- Scitech - *Element of Surprise Show* and *The Bubble Show*
- Famelab WA - *A Bite of Science Shows*
Carl Blair - *Sounds of the Universe*
Danica-Lea Larcombe - *Apartment Therapy*
Abhishek Kumar Singh - *Ironing out the problem with Human Foi Gras*
Sofie de Myer - *The Power of Legumes* and
David Gozzard - *A Matter of Time.*
- Tall Poppies Candidate Danail Obreshkov - *Tell me why the stars do shine*
- The University of Western Australia School of Plant Biology - *You and the International Year of Pulses*
- Murdoch University *Live and Explosive*
- Ellen Jorgenson - *DIY DNA*
- *Food Theatre* with Chris Ferriera and Chef Richard
- The Australian Science Olympiad Competition - *Have you got what it takes to be a Science Olympian?*
- Eric McCrum - *Birdman*
- Ben Sparks - *The Musical Mathematician*
- Michael Cubbage of Caffissimo - *The Science of Coffee*
- Water Corporation - *Captain Waterwise Show!*
- John Bamberg of The University of Western Australia - *What has a rope trick got to do with algebra?*
- State Library of WA - *Storytime*
- Renae Sayers of Curtin University - *Fireballs in the Sky*
- Carrie Pitts of ChemCentre - *Zombies, Cars and Shoes: Case Studies in Physical Evidence*
- Richard Tonello - *A Tour of the Known Universe*
- Murdoch University - *Whales and dugongs - a birds eye view!*

FOUR INSTITUTIONS HOSTED EVENTS IN THE PERTH CULTURAL CENTRE

- Perth Institute of Contemporary Arts - Hosted science vs. art tours of their Radical Ecologies exhibition and a 'Remixed/Rewired' workshop with STELARC.
- WA Art Gallery - Hosted a RoboCup finalists and AGGIE the robot dance off and a Robo-Hero showcase across National Science Week.
- State Library - Hosted a green screen so people could 'insert themselves into science' themed book displays, hosted numerous speakers at their theatre and held a story time for kids at the Archimedes stage.
- North Metropolitan TAFE - Held mining tunnel tours over two days in the underground training facility.

VOLUNTEERS BROUGHT THE PERTH SCIENCE FESTIVAL TO LIFE



42 Perth Science Festival volunteers contributed over 160 volunteer hours over two days

“Our volunteers were shocked by how big the event was. Many are studying science at University and they loved the fact that there were so many people celebrating science in WA.

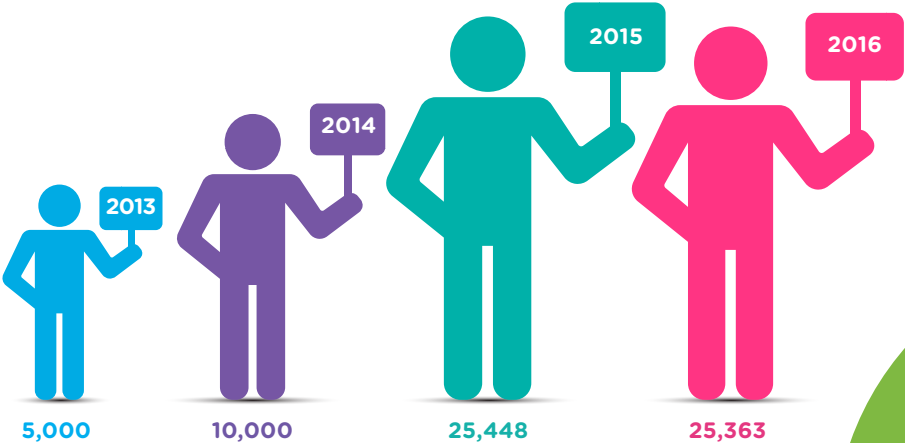
– Rhiannon Boseley,
PSF Volunteer Coordinator

“One of the things that really stood out to me were the amount of International students we had volunteering, a lot of them were very new to Perth so through the event they were able to meet new people who share similar interests or even study at the same university.”

“We also had a boy from year 11 volunteer, he spoke to me after the event and said he loved the fact he was able to talk to people (stallholders or other volunteers) about what areas they work or study in to help him when thinking about his future.”

– Rhiannon Boseley,
PSF Volunteer Coordinator

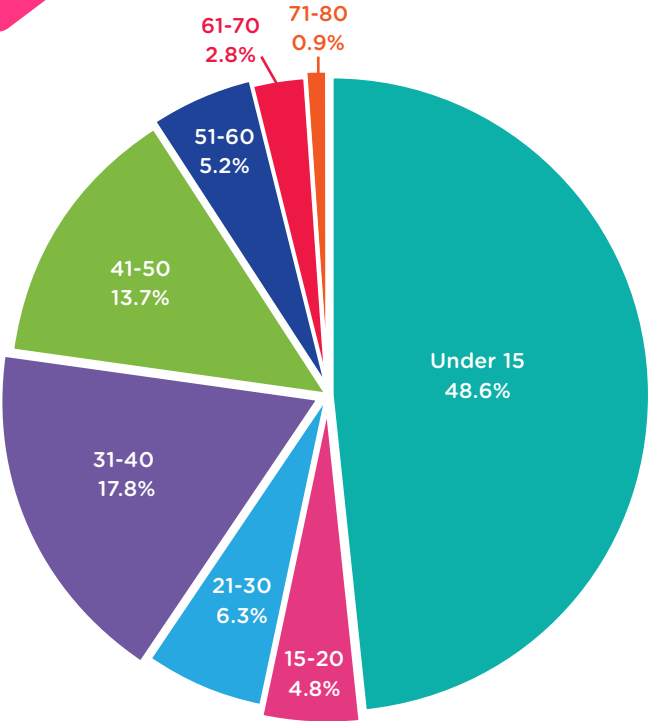
WHO ATTENDS THE PERTH SCIENCE FESTIVAL*...



“We had a huge range of ages stop by and everyone seemed so excited by the prospect of learning more about science.”
- PSF Exhibitor

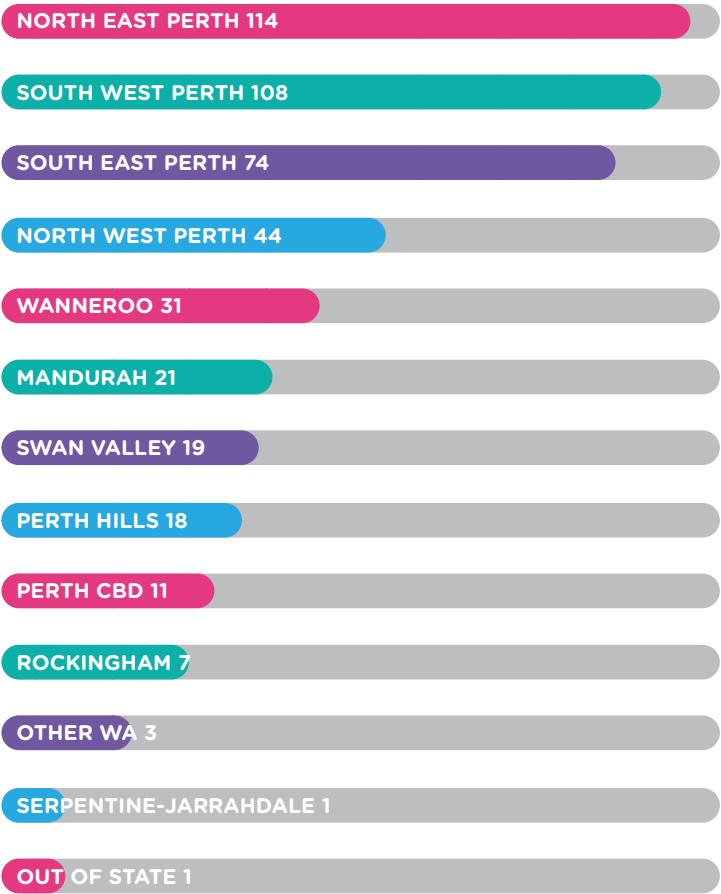
The Perth Science Festival saw a significant increase in participants from 2014 to 2015 after expanding to a two day event with an additional adult-targeted evening event ‘Gastronomical’. In 2016 this high level of engagement has been maintained with a similar number of visitors despite not having an additional evening event targeted at adult audiences this year.

The Perth Science Festival is marketed as a family friendly event, where everyone will find something to explore and enjoy. The primary participants are families and adults in groups.








*all evaluation data from voluntary feedback surveys completed by festival participants at the info booth over the weekend. Incentive was provided in the means of a draw prize for completed feedback forms. Both online and paper forms were available.

WHERE DO THEY LIVE?



Most people surveyed said they lived in suburbs located in North East Perth and South West Perth

HOW DID THEY GET THERE?

	%	Count
 Drove	55.1	254
 Public transport	36	166
 Walked	5.4	25
 Cycled	2.8	13
 Taxi	0.7	3
Total		461

Breakout of postal code data collected from voluntary festival attendee survey. 452 responses from 461 surveyed.

The Perth Science Festival brings together Western Australians and visitors to Perth in a fun community atmosphere that enhances the experience at the Perth Cultural Centre

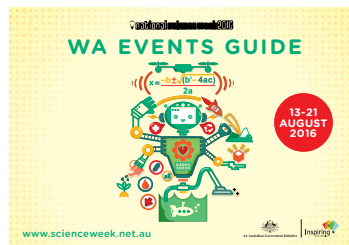
When asked to estimate how much money they spent during their day out at the Perth Science Festival surveyed attendees stated:

VALUE \$	PERCENT
0-10\$	39.1%
10-20\$	26.5%
20-30\$	16.6%
30-40\$	8.4%
More than 40\$	9.5%



The majority of visitors either drove or caught public transport to the event, contributing economically via parking fees and public transport tickets.

PROMOTIONAL ACTIVITIES



10,000 WA National Science Week booklets distributed throughout WA featuring the festival



3 different bus back ads featured on 55 buses in Perth for 6 weeks



3,000 posters distributed in Perth



1,000 table talkers and 50,000 coffee cups distributed in 42 Caffisimo coffee shops from Joondalup to Armadale



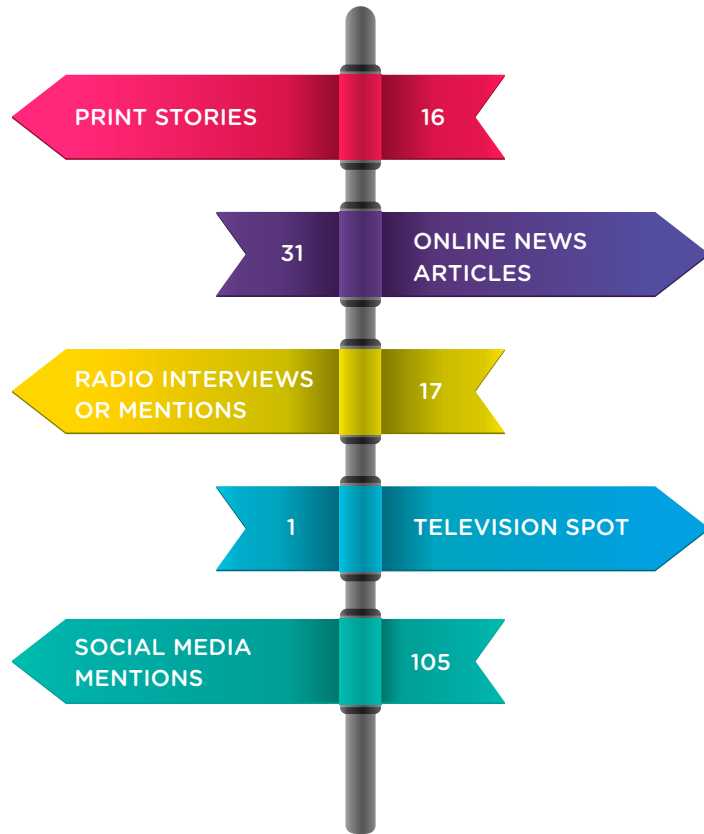
RADIO: 92.9FM Campaign resulted in:

- 50 x live/recorded credits the week leading up to PSF
- Facebook posts to promote event to their 512,000 followers
- Integrate science themed questions into one of hit92.9's most loved breakfast segments, Gone in 60 Seconds.
- Live feed from the Festival

Total reach: 97,043 people

MEDIA REACH...

PERTH SCIENCE FESTIVAL MENTIONS IN THE MEDIA



SOCIAL MEDIA REACH

-  Facebook.com/PerthSciFest
-  #perthsciencefestival
-  Instagram @perthscifest
-  Snapchat Geofilter

105 online mentions by members of the public using social media or other online sources



Over the Festival we reached **83,184** people on 

57,103 people reached on August 13

26,081 people reached on August 14

 **#FACEBOOK LIKES**

AUGUST 2015 - 1,694

JANUARY 2016 - 1,761

AUGUST 2016 - 4,379

HOW DID THEY HEAR ABOUT THE PERTH SCIENCE FESTIVAL

Social media and word of mouth were the most common ways people heard of the festival.

	PERCENT
Social media	37.7%
Word of mouth	31.2%
Other	16.5%
Newspaper advertising	10.0%
Posters, flyers, or the National Science Week Event Guide	8.9%
National Science Week website	7.8%
I was walking through the Perth Cultural Centre today	6.7%
Radio	5.2%
Advertising on the back of a Transperth Bus	3.7%

Top paid post on Facebook reach:
159,880 people reached
3,004 engaged with the post (video)
Majority audience were **women aged 35-44**



Coming in 2017:
WASTV promotional video
for Perth Science Festival
for online promotions





An Australian Government Initiative

WHAT WILL YOU BE DOING THIS NATIONAL SCIENCE WEEK?

12-20 AUGUST 2017

 national **science** week

www.scienceweek.net.au



@aus_scienceweek



nationalscienceweek

national science week 2016



An Australian Government Initiative



CITY of PERTH



For the better



Government of Western Australia
Department of the Premier and Cabinet
Office of Science



Government of Western Australia
North Metropolitan TAFE

