

Ri Aus

**ANNUAL
REPORT 2014**



With another year of hard work behind us, we can look back with satisfaction on the continued growth of our support networks and the influence we have had on science communication in Australia.

In its fifth year of operation, RiAus has taken one of its biggest steps since opening to create a national event of significance: The Science of Doctor Who. Working with this iconic international brand and the world's largest media organisation, BBC Worldwide, RiAus developed an event that reached out to audiences of all ages, across Australia, in a way that was new and fresh. Using humour, science and a wonderful crew of talented science communicators, the show was seen by nearly 6000 people across all mainland Capital cities.

RiAus has continued to show great leadership in working with a range of organisations in the education and corporate sectors, including its work with CEDA (Committee for Economic Development of Australia), ANSTO with the Ultimate Science Guide and with many universities and other government agencies such as Motor Accident Commission and State Departments of Education.

World Vasectomy Day was another groundbreaking event, staged in conjunction with the Adelaide Festival of Ideas and the Adelaide Film Festival. Fifteen men presented themselves for cutting-edge scalpel-free surgery, which led to discussion of the science behind family planning, men's health, human population growth and sustainability. Broadcast live to a global audience of over 2500 viewers, the event was staged over a whole day and saw over 100 media stories made visible to a massive television, print, radio and online audience.

Our focus on public engagement across education and careers sectors, to specialised audiences in the corporate sphere and to those less engaged in science, continues to provide the organisation with greater focus to deliver high quality activities.

The reach of A Week in Science has seen growth in subscriber numbers to the weekly vodcast exceeding 30% over the year. Working across a range of fronts, the increase resulted in a higher level of engagement in science and an evolution of the conversations around the widely varied science content.

Our financial situation has further consolidated during the year. Our operational loss reduced to its best ever level, to such a degree that our total assets reduced by only half a million dollars for the second year in a row. This is a great achievement with still more to be done to break even. We continue to rely on corporate members and sponsors to support us – an area of increasing difficulty in the corporate environment.

There was real growth in individual membership numbers, with 70 new members resulting from interest around the Science of Doctor Who event and over 500 new and renewing members. We have welcomed new corporate members during the year, including significant organisations such as Hostworks, APPEA (Australian Petroleum Production & Exploration Association) and Aurora Expeditions.

During the year we developed a very strong partnership with Hostworks in preparation to launch a major multi-platform content delivery system in November 2014. We have also partnered with SkyNews A-Pac Channel who via the Foxtel platform is delivering a wide range of our content to the pay TV market.

My thanks to the Council and all RiAus staff for their ongoing commitment and dedication to the work they undertake. I also thank our corporate and individual members, our sponsors, volunteers and others who have helped RiAus during this past year.

With a number of exciting developments next year, we are well positioned for the future. All at RiAus look forward to increasing our audience reach and raising awareness of the importance of science in the lives of all Australians.



FROM OUR DIRECTOR

Dr Paul Willis

RiAus is redefining science engagement. We're not content with just communicating the wonders of science; we're generating national conversations centred on science, technology, engineering and maths.

During 2013-14 operating year our outreach grew dramatically through our online interactions. This included our reach through social media, views of our online audio-visual content, blogs and our expanding list of educational material. We can account for a regular weekly audience of 30,000 of A Week in Science.

Our live audience interactions increased significantly, through our very successful The Science of Doctor Who national tour in collaboration with BBC Worldwide

Australia & New Zealand. There were some world-class events, such as World Vasectomy Day, relayed around the world by Reuters. The Science Inspiration delivered by Bragg Member, Professor Ian Frazer, attracted a large live audience and an even larger livestream audience.

We have also increased our audience reach through our relationships with the media, including regular radio segments across five states as well as several appearances on ABC News 24.

2014 saw the publication of the first RiAus Ultimate Science Guide and the Postgraduate Survival Guide, both gifted to RiAus by COSMOS Magazine. 55,000 were distributed in hardcopy across the nation as well as being available online as downloadable apps and files. There was also a release of excellent online resources including short videos focussed on a range of STEM careers and more inspiring PDplus events and packages.

Membership is gradually increasing with the growing interest and identity of RiAus, particularly Corporate Membership. More than 7500 people receive our weekly newsletter and over 11,000 people interact with RiAus on our social media platforms. This is increasing by the day.

None of this would have been possible without the wit, talents and drive of our hard-working staff – I thank them all for the vital contributions. I also thank the Council and our Chair, Peter Yates, for their wise and steady counsel on so many issues. RiAus is an organisation focussed on promoting public awareness and understanding of science, technology, engineering and maths. As 2013-14 has demonstrated, we are achieving this important role and will offer a lot more in the coming year to cement our position as Australia's science channel.

SUPPORTING THE FUTURE OF SCIENCE

As a national charity, RiAus relies on the generous financial and in-kind support of members, corporate partners and donors to allow us to continue to provide high quality resources and content. RiAus values, and is very thankful for the ongoing generosity of those individuals and organisations that work with us. We thank our Gold Corporate and Corporate Members who have demonstrated their commitment to building Australia's future through science.

Our **Gold Corporate Members** are The University of Adelaide; Hostworks; Flinders University; Defence Science and Technology Organisation (Australian Government – Department of Defence); University of South Australia; The Australian Petroleum Production & Exploration Association (APPEA); The University of Queensland; Simulation Australia; Queensland University of Technology (Institute for Future Environments); BP Australia.

Our **Corporate Members** are The University of Sydney; University of New South Wales – Science; BAE Systems Australia; CoEPP – ARC Centre of Excellence for Particle Physics at the Terascale; Department of Further Education, Employment, Science and Technology (South Australian Government); Novartis; Aurora Expeditions.

Individual Membership grew from 344 to 508 due to increased awareness of RiAus through the success of major events including World Vasectomy Day and The Science of Doctor Who. Our membership base now covers all Australian States and Territories, as well as the United Kingdom, Italy, USA and Canada.

Throughout the year, we have engaged our audiences with a diverse range of public programs.

In collaboration with BBC Worldwide Australia & New Zealand, RiAus ventured into the world of touring theatre with the live stage event **The Science of Doctor Who**. Hosted by comedian Rob Lloyd and a crew of scientists, this fun and interactive stage show was a resounding success. It explored the science behind the fiction, asking the big questions of time travel, regeneration, teleportation and why the TARDIS is bigger on the inside.



In a world first, RiAus played host to 15 vasectomy operations live on stage and broadcast worldwide, performed by Florida-based vasectomist Dr Doug Stein. In celebration of **World Vasectomy Day**, events were held during the day, exploring the myths, social stigma and fear surrounding vasectomies as well as discussing the big issues of family planning and the sustainability of world population growth.

To highlight World Day of Immunology, RiAus opened its inaugural **Vaccination Café**. For a minimal cost, visitors received their annual flu shot whilst chatting with research scientists and doctors about the importance of vaccination in eradicating deadly diseases throughout the world.

With over 30,000 weekly viewers, **A Week in Science** is our popular guide for fun, fascinating and often surprising science facts. This year the weekly program changed from a breaking news format to a one topic format, offering a greater range of information to engage with people's curiosity with the world around them.

Statistics and maths was the theme for our annual **Sci-Ku Competition** with record entries. 600 Sci-ku poems were received from Australia, Chile, Argentina, USA, India, Iraq, Turkey, Russia, France, Poland, UK and South Africa.

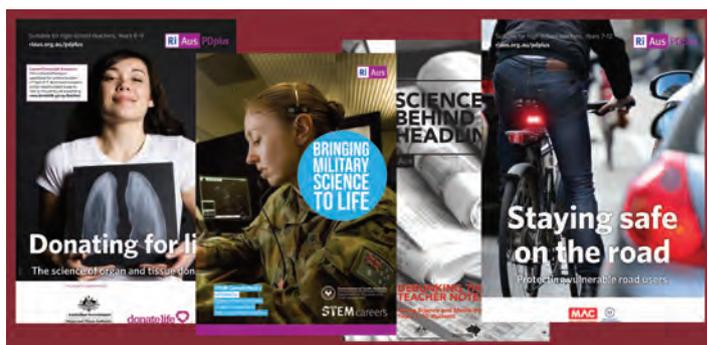
Our SALA exhibition this year was Think It Make It Share It; a collection of digitally fabricated works including 3D printed objects from Fab Lab Adelaide. Other exhibitions included MARart4: Transreal Topologies; Insight Radical: Where Science Meets Art; and Stem Cell Stories.



Hailed as the man who saved a million lives, Professor Ian Frazer AC was well placed to deliver **The Science Inspiration**, livestreamed to a national audience of over 1500 students. As the co-creator of the HPV vaccine for cervical cancer, Nobel Laureate and RiAus Bragg Member, Prof Frazer spoke of his distinguished career and determination to find a cure for one of the most common forms of cancer.

The **Ultimate Science Guide** and the **Postgraduate Science Guide** were published for the first time under the RiAus banner. These free publications provide information on career opportunities and courses, helping students, teachers and parents visualise careers in science. Over 55,000 hard copies were distributed nationwide with many thousands more downloaded.

In partnership with the South Australian Department for Education and Child Development, RiAus produced four **STEM careers** packs highlighting the mining, defence and engineering industries. With hundreds of downloads to date, these packs provided students and teachers with information on a wide variety of STEM careers and helped students understand the impact of science knowledge on society.

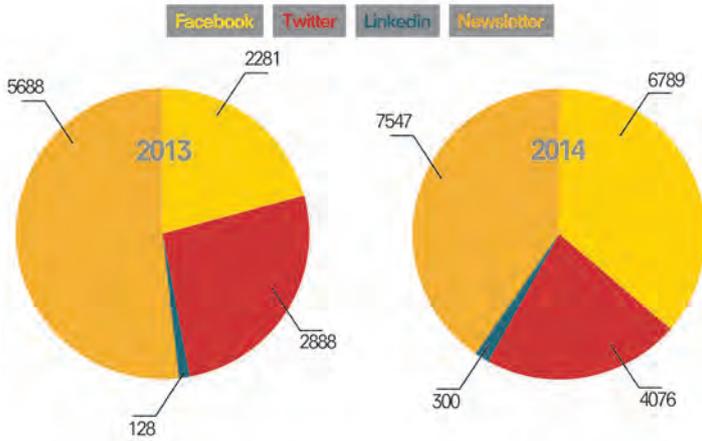


Tackling controversial and topical news stories our **Science Behind The Headlines** series investigated detox, depression, science policy and sporting injuries during the year. As well as popular live events, RiAus produced accompanying notes to help teachers take these topical issues into the classroom.

Our **PDplus** program, designed to provide professional development opportunities and classroom resources for teachers, proved successful. Two new packs were created this year in association with the Motor Accident Commission and the Organ and Tissue Authority.

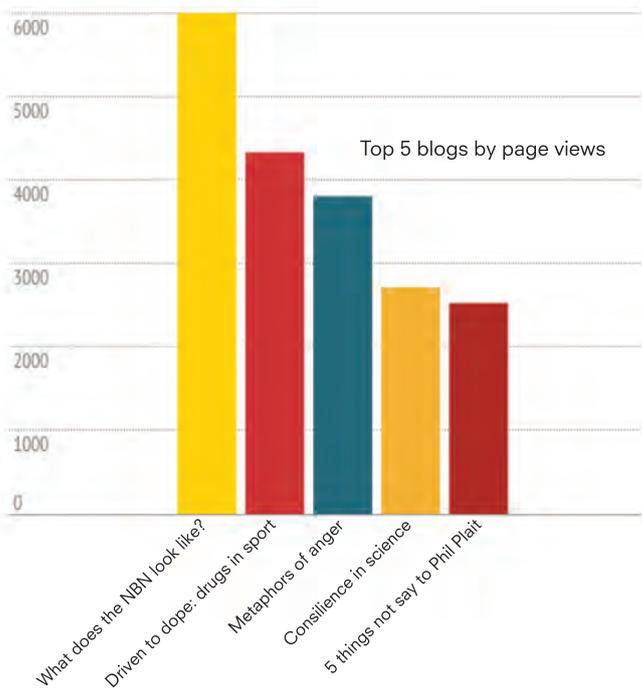
Volunteers are a crucial and valued part of our online and live operations. Over the last year, 13 live event and 39 online volunteers helped us deliver our events and programs. We thank them for their ongoing support.

Social media, video and website platforms are essential for RiAus **Online Communication** and engagement, as we reach out to our national audiences.



Expanding and redefining our social media platforms has resulted in substantial growth in online interaction. The success of A Week in Science and events like The Science of Doctor Who and World Vasectomy Day has led to a significant increase in subscriptions to our weekly newsletter.

In the last year, over 200,000 unique visitors viewed our website with The Science of Doctor Who, livestreaming, Sci-ku and World Vasectomy Day pages generating the largest number of views. RiAus blogs continued to be popular, with great interest in the NBN cable, drugs in sport, and the metaphors of anger.

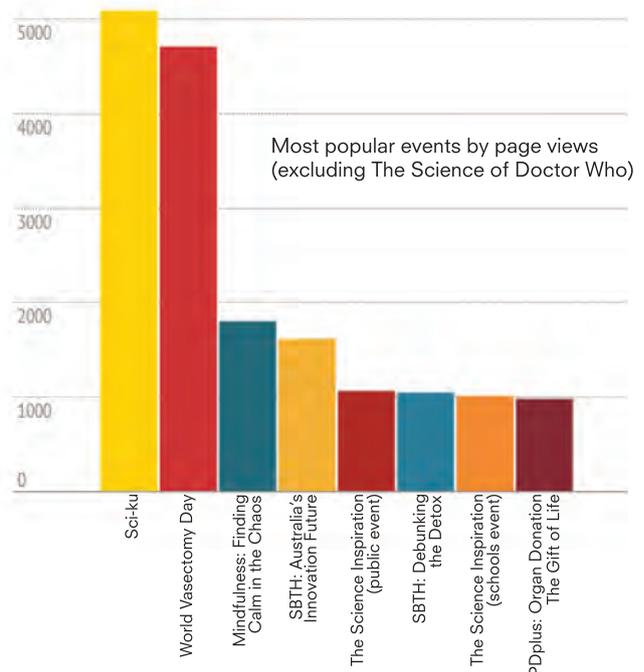


The Royal Institution of Australia Inc Abridged Financial Statements year ended 30 June 2014

Income Statement	2014	2013
Income		
Donations	55,009	88,428
Funding/Grants	553,824	775,052
Fundraising	4,773	8,469
Membership	66,123	45,957
Investment Income	849,342	413,898
Venue Hire	272,966	282,251
Other	375,145	105,671
Total Income	2,177,182	1,719,726

Expenses		
Programs	514,487	397,954
Management & Administration	2,239,530	2,206,406
Investment Costs	42,268	38,586
Venue Hire	23,895	23,200
IT & Website	83,212	89,692
Depreciation	299,424	322,388
Other	21,409	27,144
Total Expenses	3,224,225	3,105,370
Net operating surplus/(deficit)	(1,047,043)	(1,385,644)

Summary of Position	2014	2013
Current Assets		
Cash	4,911,144	5,963,594
Other Current Assets	363,070	544,567
Non-Current Assets		
Investments	6,920,998	6,036,859
Property, Plant & Equipment	1,822,694	2,102,259
Other non-current assets	2,925	2,925
Total Assets	14,020,831	14,650,204
Current Liabilities	518,336	661,324
Non-Current Liabilities	68,198	34,634
Net Assets	13,434,297	13,954,246
Total Equity	13,434,297	13,954,246





RiAus Council Members

Peter Yates AM, Chairman
 Prof Peter Andrews AO
 Dr Gregory Clark
 Sir Rod Eddington AO
 Baroness Prof Susan Greenfield CBE
 David Knox
 Javier Moll
 Martyn Myer AO
 The Hon Mike Rann CNZM
 Prof John Yovich AM

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RiAus recognises and is grateful for the financial support of its partners:

Foundation Partners: Australian Government, Government of South Australia and Santos Ltd.

Education Partner: Department of Education and Child Development (South Australian Government)

Project Partners:

The Science of Doctor Who: BBC Worldwide Australia & New Zealand; The University of Sydney; CoEPP.

Community outreach: Inspiring Australia, an initiative of the Australian Government. **PDplus:** Organ and Tissue Authority (Australian Government); Motor Accident Commission (South Australian Government). **SpiRit of Science:** Department for Education and Child Development and Department of Premier and Cabinet (South Australian Government).

Scinamations: DonateLife South Australia (Organ and Tissue Authority, Australian Government); Surveying and Spatial Sciences Institute's Hydrography Commission National Committee; Motor Accident Commission (South Australian Government); Santos. **Science Behind the Headlines:** Inspiring Australia and the Australian Science Media Centre (AusSMC).

Early Career Researcher Network: Flinders University; The University of Adelaide; University of South Australia. **Social Media Strategy and Planning Workshop:** IBM Corporate Citizenship. **2014 Ultimate Science Guide:** Australian Nuclear Science and Technology Organisation (ANSTO).

CEDA Science Future Series: Committee for Economic Development of Australia (CEDA); Office of the Chief Scientist of Australia; Department of Further Education, Employment, Science and Technology (South Australian Government).

Event Partners:

The Waite Research Institute (The University of Adelaide); SALA Festival 2013; Fab Lab Adelaide; Australian Network for Arts and Technology (ANAT); International Symposium on Mixed and Augmented Realities (ISMAR2013); Australian Museum; Smith&Nasht and Gabriel Films; Fringe Festival 2014; Windsor & Newton; ARC Centre of Excellence for Free Radical Chemistry & Biotechnology; The University of Adelaide; Australian Academy of Technological Sciences and Engineering (ATSE); Questacon; The National Science and Technology Centre; Australian Society for Stem Cell Research (ASSCR); National Science Week 2013; SCINEMA 2013; RAA Street Smart High 2014.

Photography courtesy Grant Nowell and Glenn Hunt.

The Royal Institution of Australia Inc (RiAus) is incorporated under the Associations Incorporation Act 1985 (SA). The Royal Institution of Australia Inc is a Charitable Institution and is a Deductible Gift Recipient (DGR). ABN 98 638 459 658.

Foundation Partners:

