



# THE ROYAL INSTITUTION OF AUSTRALIA ANNUAL REPORT 2017



## FROM OUR CHAIRMAN Peter Yates AM

It has been another exciting year for The Royal Institution of Australia, as we completed the third year in our strategy to build Australia's Science Channel into one of the

largest trustworthy and credible publishing platform of science stories in the country.

We have now established Australia's Science Channel as the public-facing brand of The Royal Institution of Australia, and have seen significant growth in audience numbers, on both Australia's Science Channel and our social media platforms, as more and more people recognise the product we have and the credibility associated with it.

Our platform partners, Hostworks, completed their work on the development of Australia's Science Channel mid-way through the second half of the financial year. There is no doubt the complexity of the platform was a challenge, and I would like to thank Hostworks for their work in delivering the premium platform we have today. We have now taken full ownership of the platform and will continue to develop it in-house to ensure improved user experience.

With the strategic direction of the organisation presenting as a science media outlet, it was clear that we needed to restructure the operations to ensure we maximised our opportunities and positioned ourselves for ongoing success.

To this end, the Council undertook an operational review of the management structure to assess the skills and abilities required to meet our objectives against the personnel currently in place.

At the June Council meeting, a new structure was ratified to allow the organisation to continue to evolve based on the success of Australia's Science Channel. The Council was pleased to appoint Mr Bradley Abraham as the Chief Executive Officer and Director of the organisation. Having been with the organisation for over five and a half years, Bradley's appointment built on the existing strength that he brought to the role as a key driver in taking the organisation into the digital media space, and to the strategy and work he had put in place to grow Australia's Science Channel.

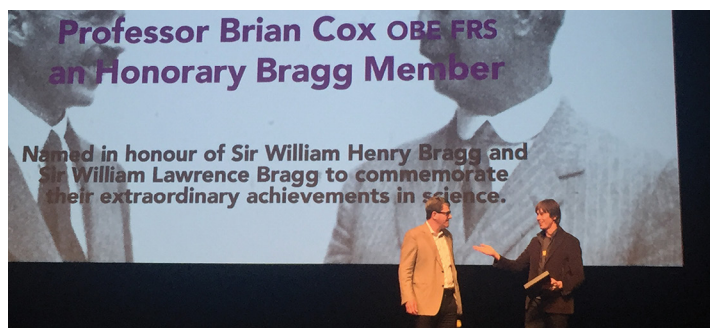
In addition, the Council also announced the recruitment of two new roles, those being Lead Scientist and Head of Publishing for the organisation. We have since filled both of these roles, and we welcome Associate Professor Alan Duffy as our new Lead Scientist, and Mr Bill Condie as our Head of Publishing. Whilst these were both post 30 June appointments, I thought it important to make note of these given the new structure was approved and commenced implementation in the 2016-17 year.

I would like to go on record to thank outgoing Director, Associate Professor Paul Willis for his work over his six years in the role. Paul brought a personality and presence to the organisation, which was needed – and his work in promoting and profiling the organisation was significant. We wish Paul all the very best for his future career endeavours.

We also made two changes to the Council during the previous years, with the appointment of Bragg Member, Professor Lyn Beazley AO, and Mr Tony Clark at the November 2016 Annual General Meeting.

Professor Beazley is an eminent scientist and former Chief Scientist of Western Australia. Mr Clark is the Founder and Managing Director of Rising Sun Pictures in Adelaide. Both have brought very different, but highly valuable and engaging contributions to the Council in the time since their appointment. I welcome both to the Council.

We were also honoured to appoint five new inductees into our Bragg Membership during the year. The inductions of Professor Brian Cox, Professor Michael Archer AM, Mr Peter Gago, Professor Terry Hughes, and Adjunct Professor Zee Upton were strong additions to a growing list of eminent scientists and science communicators. We can be proud of the role the Bragg Members play in the organisation, and this was highlighted in November when a number of them contributed to a very popular online publication we produced titled – In the World of Algorithms, What is the Importance of Being Human?



My thanks go to the Council and Staff for their ongoing work and commitment to this rapidly changing organisation. We are positioning ourselves well into being a major player in the online media space, and this is thanks to the bravery of those on this journey.

The next year will require us to further develop our business plan and achieve a range of targets towards our mission. The two most obvious ones are based around audience growth and revenue generation.

We are taking great strides in both of these areas, and the Council and I are very much looking forward to the coming twelve months as the organisation takes a rapid path towards success.





## FROM THE DIRECTOR Bradley Abraham

In establishing Australia's Science Channel, The Royal Institution of Australia has taken a well informed and highly strategic development into the world of digital online media.

The current information landscape has seen many (especially younger) people consume their media away from traditional outlets and seek information, through social media and other online platforms, often to the detriment of evidence-based information.

Presenting the best of Australian science, technology, engineering and maths to the world from trusted institutions has become more important than ever before. This is why the strategy to develop Australia's Science Channel as a credible source of facts and evidence-based information is essential. In this way The Royal Institution of Australia is meeting its critical mission.

This year we opened Australia's Science Channel to external publishers for the first time, allowing them to upload their STEM content direct to their own site within the platform – and held our inaugural Publishers Conference in March. We are aiming for every major scientific institution in Australia to be part of this platform over time.

## SUPPORTING THE FUTURE OF SCIENCE

As a national charity, The Royal Institution of Australia values and is very thankful for the ongoing generosity of the individuals and organisations that support us.

**Institutional Members** include Australian Academy of Technology and Engineering, Australian National University, Defence Science and Technology Group, Flinders University, La Trobe University, Queensland University of Technology, RMIT University, Swinburne University of Technology, The Australian Academy of Science, The University of Adelaide, University of Tasmania, University of South Australia, University of New South Wales, University of Queensland.

**Corporate Members** include Department of State Development (Government of South Australia), Life Sciences Queensland, APPEA, Brand South Australia.

**Foundation Members** include the Australian Government, Government of South Australia and Santos.

**Individual Members** are an integral part of The Royal Institution of Australia, whose support allows us to achieve our mission of promoting public awareness and understanding of science to a broader community.

We have seen significant growth in our audience throughout the year, both on Australia's Science Channel and our social media platforms, as we continue to build our brand within the community.

We have been fortunate to have worked with some great partners who have helped us achieve our goals. In particular, I would like to acknowledge and thank our Sub-Channel sponsors Australian Defence Force, ICRAR, GSK and BBC Earth for coming on early to support our vital work.

We are very proud to celebrate the incredible achievements of women working in STEM and have established a dedicated channel on Australia's Science Channel supported by The Department of Industry, Innovation and Science WISE Grant.



**AMY SHIRA TEITEL**  
**SPACEFLIGHT HISTORIAN**  
Spaceflight historian, YouTuber and popular science writer Amy Shira Teitel, hosted a special feature about the Boeing X-20 Dyna-Soar spaceplane on Australia's Science Channel.

Australia's Science Channel has also been the official media partner for a number of events including The British Council's FameLab. Our Team added significant value to FameLab, championing the 2017 entrants and following their journey from interstate semi-finals to the national final; achieving a combined reach in-excess of 200,000, and over 3,000 views of the live broadcast of the final event.

As the media partner for The Prime Minister's Prizes for Science, we created a wide range of content on the night and achieved a significant audience both overnight and the following day. Our social media wall displayed at the event captured Twitter conversation around the Prizes and was a great addition to the evening.

The 2017 SCINEMA International Science Film Festival saw finalists from 1200 entries curated into sold-out national screenings at Palace Cinemas during June. The total number of National Science Week community screenings increased with over 350 schools and community groups representing some of the 37,000



people who participated in the festival. Through a new partnership with ABC, we featured a range of SCINEMA films over a three-week period on ABC iView and received over 100,000 views.



Our free Ultimate Careers suite provides students with a wide array of STEM careers content to inspire them to consider the diversity of a STEM career. 85,000 copies of the Ultimate Careers magazine were distributed nationally, including a copy to every year 9 and 10 student in South Australia thanks to the support of South Australian Minister for Education, the Hon Susan Close.

The magazine is supported by a dedicated Sub-Channel on Australia's Science Channel and app developed with the support of the Thyne Reid Foundation. We are working hard to increase the distribution of the Ultimate Careers publication across Australia to meet our mission of restoring the value of STEM as a career path in the eyes of young Australians.

With the support of the South Australian Department of Education, we stepped up our commitment to STEM education with the launch of a new platform for free teacher resources, Australia's Science Channel – Education.

All resources are mapped to the Australian Curriculum using content from Australia's Science Channel, with a focus on developing student's understanding of science as it relates to the everyday world.

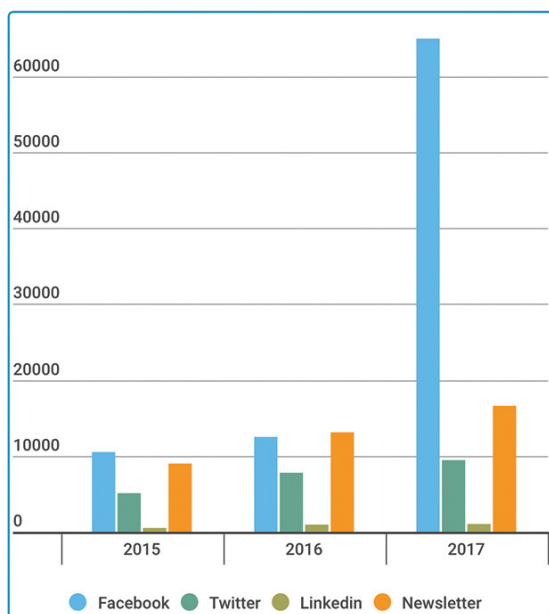
I would like to thank the Council and Team at The Royal Institution of Australia for their hard work and dedication in building this organisation and for the outstanding support they have provided me over the past six years, and since my appointment to the role of CEO and Director. To have the trust of such a passionate and talented group of people around me makes me immensely proud. Our former Director, Associate Professor Paul Willis has provided me with some great insights into the world of science that I never had previously – insights that will serve me well in life – and in my new role. I thank Paul for his service as Director and for his support in my appointment to this role.



There are many others around Australia who have contributed to the work of The Royal Institution of Australia - volunteers, partners, content contributors, subscribers and others who have supported our vision are far too many to list. We look forward to delivering the most trusted and credible source of Australian STEM content to the world on Australia's Science Channel.



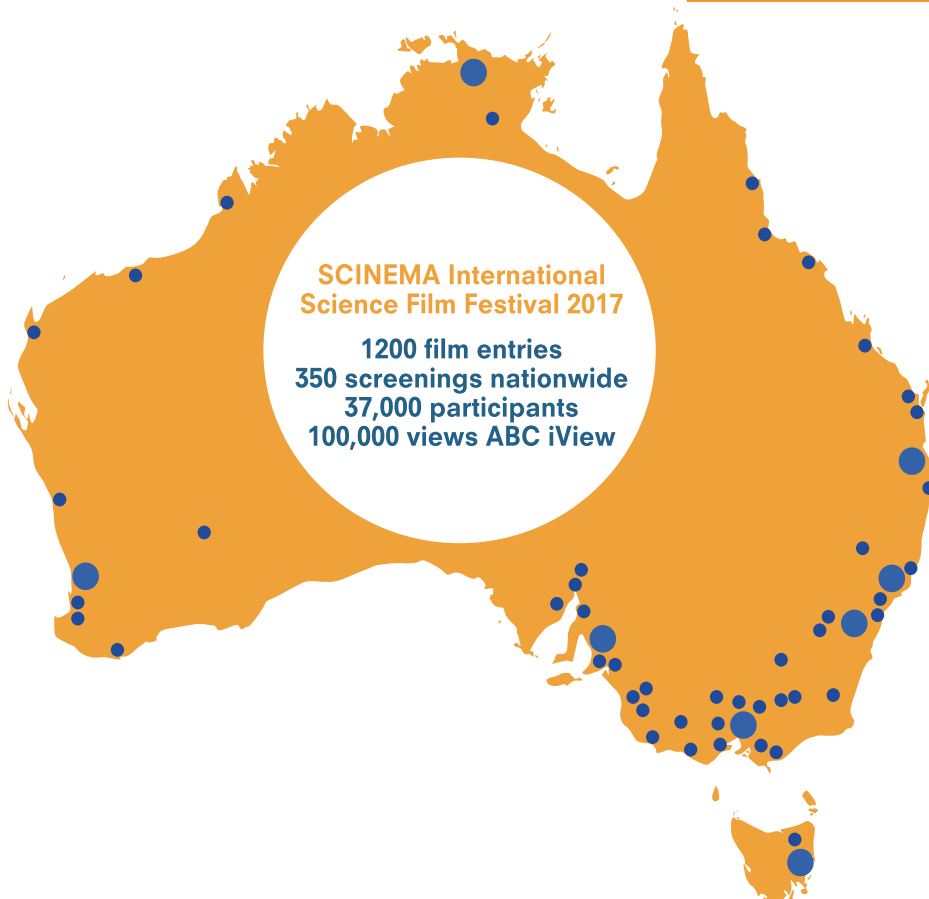
# OUR ONLINE COMMUNITY ENGAGEMENT



Income Statement	2017	2016
<b>Income</b>		
Donations	17,040	64,780
Funding/Grants	391,179	423,799
Fundraising	–	2,500
Publishing	157,640	75,730
Membership	95,950	105,423
Investment Income	627,923	779,517
Venue Hire	195,187	213,320
Other	64,077	86,326
<b>Total Income</b>	<b>1,548,996</b>	<b>1,751,394</b>

<b>Expenses</b>		
Programs	294,402	364,988
Management & Administration	2,043,790	2,159,392
Investment Costs	37,062	35,075
Venue Hire	15,843	24,266
IT & Website	111,738	123,158
Depreciation	408,362	406,752
Other	108,612	42,156
<b>Total Expenses</b>	<b>3,019,809</b>	<b>3,155,787</b>
<b>Net operating surplus/(deficit)</b>	<b>(1,470,813)</b>	<b>(1,404,393)</b>

Summary of Position	2017	2016
<b>Current Assets</b>		
Cash	402,834	1,910,738
Other Current Assets	413,981	278,940
<b>Non-Current Assets</b>		
Investments	7,744,185	7,054,161
Property, Plant & Equipment	1,051,923	1,475,215
Other non-current assets	3,148	3,148
<b>Total Assets</b>	<b>9,616,071</b>	<b>10,722,202</b>
Current Liabilities	264,901	281,082
Non-Current Liabilities	36,270	67,577
<b>Total Liabilities</b>	<b>301,171</b>	<b>348,659</b>
<b>Net Assets</b>	<b>9,314,900</b>	<b>10,373,543</b>
<b>Total Equity</b>	<b>9,314,900</b>	<b>10,373,543</b>



Media Partnership with the British Council for FameLab Australia 2017

3,200 online audience for the live final

## ULTIMATE CAREERS

has grown across many platforms and includes an annual print publication, app, digital reader and the Ultimate Careers channel on Australia's Science Channel

85,000 print  
8,000 digital  
150,000 readership



The Royal Institution of Australia recognises and is grateful for the financial and in-kind support of its partners:

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

**Australia's Science Channel:**

Development - Hostworks, Channel Sponsors - Australian Defence Force, BBC Earth, GlaxoSmithKline, The International Centre for Radio Astronomy Research.

**Partners:**

**SCINEMA:** Major Partners BBC Earth, Premiere Screening Partners University of New South Wales (Science) and the University of Queensland, Community Screening Partner National Science Week, ABC iView. **Early Career Researcher Network:** Flinders University, The University of Adelaide, University of South Australia. **Ultimate Careers 2017:** Australian Defence Force. **Australia's Science Channel – Education:** Department of Education and Child Development (South Australian Government). **On The Job:** The Australian Academy of Science. **Women in STEM:** Department of Industry, Innovation and Science. **Science Meets Business:** Science & Technology Australia.

**Media Partnerships:**

WOMAdelaide 2017, FameLab (British Council), Cuberider, Prime Minister's Prizes for Science (Department of Industry, Innovation and science), Science on the Screen (Department of State Development, Media Resource Centre).

**Event Partners:**

Lateral Events, National Science Week, Science Nation, Australian Radiation Protection Society, The Australian Academy of Science.



Australia's Science Channel was proud to support the British Council for FameLab Australia 2017. Image: Dr Nural Cokcetin and runner up, Andrew Katsis with the 2017 finalists at the WA Maritime Museum with Dr Alan Duffy who presided over the national final.

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Mr William Berryman  
Sir Rod Eddington AO  
Prof John Yovich AM  
Mr David Knox  
Prof Peter Andrews AO  
Dr Gregory Clark  
Baroness Prof Susan Greenfield CBE  
Mr Tony Clark  
Prof Lyn Beazley AO

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HRH The Duke of Kent, KG, GCMG, GCVO, ADC

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