





program details *

Thursday 19 April 2007

Sponsored breakfast briefing

TIME: 7.45am to 8.45am LOCATION: Lumina

Heart disease, the tea leaf paradox, better drugs for

Presented by Monash University, cooked breakfast

developing countries

Monash University scientists are leaders in biomedical and biotechnology research.

Recent advances in discovery-based biomedical research have opened up a new arsenal of technologies that can be applied to develop new drugs and devices to combat disease.

In this session Professor Harald Schmidt from the Centre for Vascular Health will speak about the novel technologies used in understanding, diagnosis and therapy of cardiovascular disease much earlier and how this will make prevention and cure of stroke and heart disease a realistic option.

Dr Leslie Yeo from the Micro/Nanophysics Research Laboratory will talk about how Einstein's 'tea leaf paradox' inspired his team to separate red blood cells from blood plasma in a discovery that could lead to pocket diagnostics such as a 'smart card' that performs on-the-spot blood tests.

Associate Professor Christopher Porter from Centre for Drug Candidate Optimisation will talk about the ways in which they are developing better, more effective pharmaceutical drugs such as new anti-malarial drugs to combat the existing drug resistance and provide effective therapies for poor, disease endemic countries.

Limited seats available.

Sign up at the registration desk or contact: Samantha Blair (0439) 013 951, samantha.blair@adm.monash.edu.au

Sponsored by



Sponsored breakfast briefing

TIME: 7.45am to 8.45am

LOCATION: Savoy 2

Global and Australian approaches to the management of the hepatitis C epidemic

Presented by Hepatitis Australia, cooked breakfast

Over a quarter of a million people in Australia have been exposed to the hepatitis C virus1., thousands more continue to be infected each year yet only 1% or 2,000 people are accessing treatment

On behalf of Hepatitis Australia, Associate Professor Margaret Hellard — Director of the Centre for Epidemiology and Population Health Research at the Burnet Institute, Melbourne — will discuss the range of factors currently fuelling the Hepatitis C epidemic globally and in Australia

President of Hepatitis Australia, Helen McNeill will also launch the 'Professor Geoff Farrell Medal', a major initiative of Hepatitis Australia to support responsible, accurate and timely reporting of Hepatitis C.

Limited seats available.

Sign up at the registration desk or contact: Jane Moloney, (02) 8424 8500, jmoloney@porternovelli.com.au

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Sponsored breakfast briefing

TIME: 7.45am to 8.45am

LOCATION: Savoy 3

Weather with your wheaties

Presented by the Australian Bureau of Meteorology, cooked breakfast

Find out about the science behind weather and climate prediction.

We will link the 'ologies'. Hydrology, meteorology, oceanography: how do they work together to help create the Bureau's best guess for today's weather, and tomorrow's climate change; everywhere from the Antarctic to the Equator and across land, sea and air.

And we'll present stories about tracking climate change, predicting bushfire weather, catching a nation's water data, predicting tsunamis and more.

Limited seats available.

Sign up at the registration desk or contact: Rob Morton, (0417) 508 051, r.morton@bom.gov.au



Thursday session

TIME: 9.00am to 10.15am

LOCATION: Savoy 1

Reporting science in emerging economies

PRODUCER: Julie Clayton,

SciDev.Net (UK)

CHAIR: TBA

SPEAKERS: Tata Padma,

science journalist (India)

Jia Hepeng, SciDev.Net (China) Nalaka Gunawardene, TVE Asia Pacific (Sri Lanka)

Christina Scott, science journalist (South Africa) Talent Ng'andwe, SciDev.Net (Zambia) Luisa Massarani,

science journalist (Brazil)

In this session we will discuss the opportunities and challenges facing science reporters in "middle-income" or emerging economies, and how these compare with circumstances in both poorer, and richer, countries.

We will touch upon differences in the type of scientific issues that journalists are likely to report, and how this is influenced by the way in which they gather information, investigate stories, and make use of information and communication technologies.

In particular, we aim to highlight potential solutions for overcoming some of the challenges raised.

Thursday session

TIME: 11.00am to 12.30pm

LOCATION: Savoy 1

Spreading science through societies by reaching women and children

PRODUCER: Cathy Reade,

ATSE Crawford Fund

CHAIR: Rosemary Okello-Orlale,

African Women and Child Feature Service (Kenya)

SPEAKERS: Annmaree O'Keeffe,

Australia's Special Representative for HIV/AIDS

Jacqueline Ashby, Rural Innovation Institute, International Center for Tropical Agriculture (Colombia)

Subbiah Arunachalam, MS Swaminathan Research Foundation (India)

This session is based around the idea that many of the results of science can best be transferred into communities via women. Such knowledge can often empower women to bring about change, particularly in the emerging economies.

The speakers will focus on three issues of development, and provide examples from different parts of the world. They will argue for greater efforts to communicate science to women in order to help implement science or research findings. The examples will be 'newsy' and relatively unreported to date.

Further opportunities, lessons learned and obstructions to success (in both the policy, governance, social and economic sense) will be highlighted. There will be a particular focus on issues of reporting projects and other matters relevant to journalists.

Annmaree O'Keeffe will look at women's role in spreading the scientific knowledge necessary to cope with HIV/AIDS in emerging economies; Jacqueline Ashby will discuss women and food security; and Subbiah Arunachalam will talk about empowering women in India through knowledge centres.

Thursday session

TIME: 11.00am to 12.30pm

LOCATION: Savoy 2

Who benefits from the science: the elephant in the room?

PRODUCER: Richard Jefferson,

CAMBIA BiOS Initiative

As science becomes increasingly wrapped in complex intellectual property – typically patents – who owns the results? How can we know who has the capability to use them? And how is this pattern of patenting and the gaming of the patents shaping who benefits from science?

Is the fetish for asserting ownership of the platforms and tools getting in the way of harnessing science to tackle major global issues for social good? Is making money from each piece of science getting in the way of creating social wealth from the totality of the science?

In this forum we will explore the lessons that the open source software movement may offer for science-based innovation.

Our panellists will discuss the extent of the IP problem and the challenges in getting beyond the limited rhetoric of 'Open Access' into the world where the use of the science by society, not just scientists' careers, is the ultimate metric.

program details continued

Thursday 19 April 2007

Thursday session

TIME: 11.00am to 12.30pm

LOCATION: Savoy 3

Strength in connections: indigenous knowledge in a 21st century world

PRODUCER: Linda Cooper
CHAIR: Leigh Dayton,
The Australian

Aboriginal art is often used as shorthand to symbolise all things Australian – representing us in marketing campaigns and symbolising unique tourism experiences. But these designs are more than pretty pictures. They are representations of a knowledge-base borne from and embedded in the land, and communicate multiple layers of meaning that reflect a deep understanding of natural processes and spiritual dimensions.

This knowledge is rich in connections; comprised, not by objective facts, but by ongoing negotiations with the environment and consideration of our place within it.

The accumulated wisdom remains largely untapped by the wider world, and (Australian) science has yet to unlock the potential of Aboriginal Australia in addressing some of the critical problems – eg, climate change, water scarcity and health – facing us in the 21st century.

Each of these crucial issues demands a profound holistic understanding – inherent to indigenous knowledge systems – of the complexity of our relationship to our environment.

Thus, in order to best tackle them we need to ensure that the future is one of partnerships and negotiated agreements, and that acknowledgement of and respect for indigenous knowledge is central to future research and application processes.

Join two leading women from the Northern Territory, as they share their perspectives on their accumulated wisdom and experience of indigenous knowledge; explore the question of what is 'indigenous science' and how it might relate to our scientific practises of today; and detail current collaborative research projects and models of best practice.

Thursday session

TIME: 11.00am to 12.30pm

LOCATION: Kensington

Stem cells and bioethics

PRODUCER: Chee Chee Leung,

The Age

CHAIR: TBA
SPEAKERS: Geoff C

ERS: Geoff Carr, The Economist (UK)

Mal Washer,

Member of the Australian

Parliament Janet Salisbury, Biotext

Peter Mountford, Stell Cell Sciences

It was only in December last year that the Australian Parliament overturned the ban on therapeutic cloning after a rare conscience vote. The move brings Australian laws in line with countries like India, Singapore, South Korea, the UK and parts of the US. While the emotive parliamentary debate has ended, for now at least, questions over the ethics of therapeutic cloning and other stem-cell research remain.

Is it ethical to conduct research on embryonic stem cells? Should embryos be created — and then destroyed — for stem-cell research? Could the development of therapeutic cloning technology lead to reproductive cloning? And how much of a risk is there that women might be coerced to donate eggs?

These and other issues are likely to re-emerge in the coming months as Victorian legislation is debated and the first Australian researchers apply for the right to carry out therapeutic cloning.

This session bring together researchers, politicians and journalists to take a look at the ethical questions that have confronted scientists, policymakers and the general public in recent years, both in Australia and across the world, and explore what lies ahead in this controversial debate.

Sponsored lunch

TIME: 12.30pm to 1.30pm

LOCATION: Lumina

L'Oréal for Women in Science luncheon

A two course sit-down lunch presented by L'Oréal

L'Oréal and UNESCO have partnered since 1998 to promote women in scientific research by creating the 'For Women in Science' partnership.

Join Robyn Williams for what promises to be an entertaining and informative session on the role of women in science, the opportunities, the challenges and the research.

Winner of the L'Oréal-UNESCO For Women in Science Award 2006, Professor Jennifer Graves from Australia will be our guest speaker, together with brief presentations from young Australian women scientists.

Details of the L'Oréal Australia For Women in Science Fellowships will also be announced.

The lunch will be hosted by Robyn Williams AM, Science Journalist and Broadcaster.

Limited seats available.

Sign up at the registration desk or contact: Megan Ryan, (0400) 641 737 mryan@au.loreal.com

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Sponsored lunch briefing

TIME: 12.45pm to 1.30pm

LOCATION: Savoy 3

Climate change and development – a UNDP perspective

Presented by the United Nations Development Programme: pick up your lunch and join us in Savoy 3

We will brief you on the potential impact of climate change on development and provide an overview of UNDP's climate change programme and strategy including:

- UNDP's climate change activity in emissions mitigation, adaptation and the international climate change negotiations.
- Mitigation and the UNDP's experience with the Clean Development Mechanism, efforts to engage developing countries in the carbon market. Has it delivered any development benefits
- The UNDPs new development focused on the carbon finance facility "MDG Carbon".
- Activities in renewable energy, energy efficiency and land rehabilitation and management, and their role in climate change mitigation.

We will highlight key issues with adaptation and development, including climate risk reduction, formulating national adaptation plans of action and financing adaptation initiatives (including the Adaptation Fund).

Other areas of interest will include promoting appropriate climate friendly policy frameworks in developing countries, issues with the international negotiation process and UNDP's climate change strategy.

Sign up at the registration desk or contact: Brian Dawson, brian.dawson@undp.org

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Thursday session

TIME: 2.00pm to 3.30pm

LOCATION: Savoy 1

Quantum quest: the rise of quantum information

PRODUCERS: John Matlock,

Perimeter Institute (Canada)

Kali Madden, Centre for Quantum Computer Technology

CHAIR: TBA

SPEAKERS: Gerard Milburn,

University of Queensland

Howard Burton,

Perimeter Institute (Canada)

Raymond Laflamme, Institute of Quantum Computing (Canada) Andrew White,

University of Queensland

This workshop provides access to the mysteries and potential of the quantum world in an understandable and entertaining way.

Nature's ability to compute, store and transport information at the atomic level is at the heart of new understanding about the world around us. You will gather big picture perspectives, deep insights and useful explanations from this exciting frontier in physics, including:

- How to describe the two weird, underlying scientific principals known as 'superposition' and 'entanglement';
- Why approaches to foundational issues, including a view that 'information is physical', are profound intellectual challenges;
- How experimentalists actually control and flip "qubits" (quantum bits) of information, just how fast, and powerful quantum computers may be, and how soon they may emerge;
- Why quantum-based codes can provide super secure methods of communication, which are already in use today; and
- How scientists have succeeded in teleporting information at the atomic level from one location to another

You'll hear about who to watch for, and what will make news in future.

Thursday session

TIME: 2.00pm to 3.30pm

LOCATION: Savoy 3

Building and maintaining science communication associations (Part 1)

PRODUCER: Jean-Marc Fleury,

World Federation of Science

Journalists (Canada)

CHAIR: Toss Gascoigne,

Council for the Humanities Arts & Social Sciences

PRESENTER: Barbie Drillsma,

Association of British Science Writers (UK)

PANEL: Kathryn O'Hara,

Canadian Science Writers' Association (Canada) Julie Martineau, Association des Communicateurs Scientifiques du Québec

(Canada)

Fida Aljundi, Arab Science Journalists Association (Egypt) Gervais Mbarga, SciLife (Cameroon)

Jenni Metcalfe, Australian Science Communicators

Barbie Drillsma will present the key steps in establishing an association of science journalists. Her presentation will use a booklet to be launched at the Conference; copies will be made available to participants in the session.

Barbie will cover the first meeting, the constitution, finances, running the office, and the sorts of activities in which the association can become involved, such as training workshops, internships, prizes and awards.

Kathryn O'Hara, vice-president of the Canadian Science Writers' Association, will describe her association's extensive awards program, while Mélanie Robitaille, from the Association des communicateurs scientifiques du Québec will describe an internship program.

Nadia El-Awady, president of the new Arab Science Journalists Association, and Gervais Mbarga, president of the recently created SciLife, Cameroon's association of science journalists, will relate their experience in setting up associations in the Middle East and Africa respectively.

Jenni Metcalfe will talk about the association model adopted by Australia, New Zealand and South Africa.

program details continued

Thursday 19 April 2007

Thursday session

TIME: 2.00pm to 3.30pm LOCATION: Kensington

Risky business – perceptions of risk

PRODUCER: Craig Cormick

CHAIR: TBA

SPEAKERS: Mark Burgman,

Australian Centre of Excellence for Risk Analysis

Lydia Buchtmann, Food Standards Australia

New Zealand Graeme O'Neill,

science writer or journalist

Rosemary Robbins, University of Melbourne

This session looks at public perceptions of risk, and how and why they can differ so markedly from actual risk. Using case studies including food safety, bushfires and avian flu, panellists will delve a little deeper into what drives the way we perceive risks, and what impact communications has on this.

Thursday session

TIME: 2.00pm to 3.30pm

LOCATION: Lumina

Working with scientists to improve their media skills A workshop presented by the ASC

PRESENTERS: Cathy Sage,

Sagewords

Don Alcock.

Keytext Communication

PANELLISTS: Phil Batterham,

University of Melbourne

Ward Rooney, Australian Bureau of Meteorology

and working journalists

This interactive workshop looks at overcoming individual and institutional barriers to help scientists improve their interactions with the media

A lively panel discussion of scientists and journalists will introduce the possibilities and problems related to communicating with the media on both the personal and organisational levels. Groups of participants will then discuss and report solutions to issues and make recommendations that can be shared online on the Australian Science Communicators website.

Thursday session

TIME: 2.00pm to 3.30pm LOCATION: Connaught

Writing plain English A workshop presented by the Australasian Medical Writers' Association

PRESENTER: Jill Nicholson,

technical writer

This is a technical writing 'workout' in which you'll learn to trim, tone and tweak! In the whirlwind of modern technology it is easy to lose sight of the most basic element of professional writing—the fact that it must communicate clearly.

If writing for the web and online applications has taught us anything, it is the value of brevity and simplicity. What a remarkable surprise it is to find that no one wants to read 40-word sentences on the web.

This light-hearted look at the writing process will give you a series of fixes guaranteed to make your writing better. If you are a writer, you'll become more aware of problems that contribute to foggy readability. If you are an editor and are asked for a quick fix—the techniques covered should help you.

The workshop is based on solutions to the most common problems found in technical writing, many of which also form part of the Plain English concept. This includes: word problems such as passive voice usage, weak verbs and weak nouns; and sentence problems associated with length and construction failures.

These, and other topics, are illustrated with examples and interactive exercises.

Thursday session

TIME: 4.00pm to 5.30pm

LOCATION: Savoy 1

Vaccines: politics vs science

PRODUCER: Rada Rouse, Medical Observer

CHAIR: Pallab Ghosh,

BBC (UK)

SPEAKERS: Gus Nossal,

consultant, WHO and the Bill and Melinda Gates

Foundation

lan Frazer,

UQ Director, Diamantina Institute for Cancer Immunology and Metabolic

Medicine

"Vaccines buy you a lot of health for a small amount of money," says renowned immunologist Sir Gustav Nossal. Trouble is, there are still not enough dollars devoted to vaccine research and development, let alone to delivering products to countries where they matter most to counter the global burden of disease.

And it's not just money or science that governs the place of vaccination in public health: emotion is a potent driver.

Public support for vaccination ebbs and flows. Fear that polio vaccine is being used as a genocidal weapon has plunged vaccination programs into chaos in Nigeria and the Indian sub-continent. Fear that vaccines were causing an epidemic of autism led millions in the USA and UK to reject vaccination of their children.

The production and distribution of vaccines can also become mired in public relations battles, patent wars and politics. This session will examine how science can be overwhelmed by other forces, and what may be in store in future.

Gus Nossal is a leading figure in immunology and has played a prominent international role in disease eradication through the World Health Organisation and the Bill and Melinda Gates Foundation.

lan Frazer is the co-inventor of the virus-like particles technology that underpins the world's first vaccine against the human papilloma virus which causes cervical cancer. Pallab Ghosh is science correspondent for BBC News and a member of the executive board of the World Federation of Science Journalists

Thursday session

TIME: 4.00pm to 5.30pm

LOCATION: Savoy 2

How to make a big story bigger

PRODUCER: Emma Young,

New Scientist

CHAIR: Bob McDonald,

Quirks & Quarks (Canada)

SPEAKERS: Fiona Fox,

Science Media Centre (UK)

Kim Griggs,

freelance science writer

(New Zealand) Amy Forbes, Monash University

Local stories, particularly in developing countries, can be of major importance or interest, but don't emerge on the world scene for lack of knowledge about how to approach or to market them. This practical session will look at some of the challenges involved in disseminating local stories, and also strategies for success.

Fiona Fox, director of the UK's Science Media Centre, will use the UK media as an example, looking at the sorts of international science stories that make it into mainstream British media and the scope for coverage of stories from other countries

Amy Forbes, lecturer in journalism at Monash University, will talk about her 15-year experience as a journalist in the Philippines in getting wider attention for important local stories. She will consider different ways to approach a story to improve the chances of wider pick-up, using examples of stories that did get international attention, and looking at some of the key journalistic factors involved in this.

Kim Griggs, a freelance journalist based in New Zealand, will talk about how to market a story overseas — giving practical information on everything from pitching a story to building a relationship with a foreign editor, and also offering some tips about organisations that might be able to provide some help.

Thursday session

TIME: 4.00pm to 5.30pm LOCATION: Connaught

Working with journalists to improve their science reporting skills

A workshop presented by the ASC

PRESENTER: Liz Tynan,

James Cook University

SPEAKERS: Simon Grose,

Canberra Times Justin Murphy,

ABC TV

Deborah Smith, Sydney Morning Herald

Journalists do not need have science training to report science news. In fact, some would argue that it is better if they don't. Ideally, however, they should have a knowledge base and an understanding of how science operates.

How can science communicators and publicists work with journalists to improve science reporting.

How do we avoid those stories that scientists hate — "revolutionary" cures for cancer; or contradictory stories that say tomatoes cure disease one week and cause it the next week; or stories that equate all nuclear physicists with weapons research or claim a device has been invented that creates energy?

How do journalists get reticent or non-media savvy scientists to talk? How can public relations officers build a relationship with journalists so they see you as an asset rather than as a roadblock preventing the flow of information rather than promoting it?

This session will start with a light-hearted scientific literacy quiz. After this, the panel members will each speak for a briefly to the issues.

We will finish up with a brief writing exercise based on difficult, obscure raw material. The challenge for the audience will be to extract a usable story from unpromising beginnings.

program détails continued

Thursday 19 April 2007

Thursday session

TIME: 4.00pm to 5.30pm

LOCATION: Savoy 3

Building and maintaining science communication associations (Part 2)

PRODUCER: Jean-Marc Fleury,

World Federation of Science

Journalists (Canada)

CHAIR: Toss Gascoigne,

Council for the Humanities Arts & Social Sciences

SPEAKERS: Deborah Blum,

University of Wisconsin (US)

Nadia El-Awady, Arab Science Journalists Association (Egypt) Gervais Mbarga,

SciLife (Cameroon)
Sophie Coisne,

L'Association des journalistes scientifiques de la presse d'information

(France)

The World Federation of Science Journalists is implementing a twinning program for associations of science journalists. The twinning pairs a young association (or a group planning to establish an association) with a long-established association of science journalists.

At a minimum, the twinning involves sharing ideas, suggestions, comments and drafts of constitutions through emails. The Federation hopes the twinning will rapidly evolve towards exchanges, internships and joint activities.

The twinning program is just starting but several pairs are already in place.

Deborah Blum and Nadia El-Awady will describe their experience in twinning the US National Association of Science Writers (NASW) with the Arab Science Journalists' Association (ASJA).

Gervais Mbarga and Sophie Coisne will present the twinning of Cameroon's SciLife with France's Association des journalistes scientifiques de la presse d'information (AJSPI).

Thursday session

TIME: 4.00pm to 5.30pm LOCATION: Kensington

The challenges of reporting suicide and mental health issues

(presented by the Australasian Medical Writers' Association)

PRODUCER/CHAIR: Jacinta Miller.

Australasian Medical Writers' Association

SPEAKERS: Jaelea Skehan.

Hunter Institute of Mental Health Jane Pirkis,

University of Melbourne

Steve Waldon, The Age

This session encourages an informed discussion among medical writers about the intricacies of reporting on mental illness and suicide, with a view to promoting balanced reporting and greater accuracy of the information circulated within the wider community. The discussion will include reporting of indigenous and culturally diverse communities, and the complexities raised by the euthanasia debate and recent critiques of the mental health system.

Jaelea Skehan will talk about the Australian Government's Mindframe National Media Initiative, which aims to promote responsible and accurate reporting of suicide and mental illness. She will provide an overview of the issues, controversies, and dilemmas pertinent to medical writers.

Jane Pirkis will present an overview of her research into how the media, in Australia and internationally, portrays suicide and mental illness.

Steve Waldon is a senior writer and has worked in various senior editing roles at The Age newspaper. He has written widely about depression and suicide and was twice awarded the Suicide Prevention Association (SPA) LiFE award. Steve will discuss the particular frame through which media sees mental illness, the internal workings that govern the way material is presented in the media, and the traps faced by both reporters and experts.

Presented jointly by Australasian Medical Writers Association and Mindframe

Social function

TIME: 5.30pm to 6.30pm LOCATION: Exhibition Area Grand Hyatt

Happy hour

Join us for happy hour drinks and finger food on the penultimate night of the conference.

Farewell friends old and new, cement relationships, and do a final swap of business cards and contact details.

Be there as we announce the host of the 6th World Conference of Science Journalists. This reception is included as a part of full registration.

Drinks will commence directly after the final session has concluded.

Buses will leave for the Farewell reception at 6.20pm and 6.40pm.

Social function

TIME: 6.00pm to 6.45pm LOCATION: BMW Edge Theatre

Federation Square
Corner Swanson Street
and Flinders Street

The stand-up mathematician and the sleek geek

Triple J's Dr Karl and Simon Pampena — the incredible Performing Mathematician — offer a unique perspective on science.

Join them for a free science comedy session at the BMW Edge Theatre at Federation Square from 6.00pm to 6.45pm.

Simon Pampena, Moosehead nominee and star of last year's hit The Mathematical Revolution, is back again to take maths kicking and screaming into the 21st Century. Maths is a gruelling sport and nobody knows this better than Simon who is ready to fire-up audiences with a preview of his Comedy Festival show/training program Little Mathletics.

Why is belly button lint blue? Dr Karl has the answers to this and other big questions.

Dr Karl Kruszelnicki used to be a "proper pukka scientist, engineer and doctor", but is currently an author and science commentator on radio and television and the Julius Sumner Miller Fellow at the University of Sydney.

His 23rd book, *Great Mythconceptions* — *Cellulite, Camel Humps and Chocolate Zits* was published recently.

Presented by the Australian Science Communicators and ABC Science





Social function

TIME: 6.30pm for 7.00pm LOCATION: Government House

Farewell reception at Government House

DRESS: Lounge suit

The Governor of Victoria Professor David de Kretser, and Mrs Jan de Kretser request the pleasure of your company at a Farewell Reception for the 5th World Conference of Science Journalists at Government House.

Buses will depart from the Hyatt at 6.20pm and 6.40pm.

Please note an entrée card is required for Government House — see registration desk for details

Hosted by the Governor of Victoria, David de Kretser and sponsored by

