



# program at a glance

Monday 16 April 2007

# Monday

		KENSINGTON	LUMINA	CONNAUGHT
9.30am to 4.30pm	UNESCO workshop on science journalism education and training – State Investment Centre, Level 46, 55 Collins Street			
9.30am to 4.00pm		CSIRO Communicators meeting (private meeting)		
2.00pm to 3.30pm			Editors workshop – Part 1	
3.00pm	Registration desk open			
4.00pm to 5.30pm			Editors workshop – Part 2	World Federation meeting – bid presentations for the 6th World Conference
6.00pm to 8.00pm	Welcome reception at the Hyatt – <i>Sponsored by the Australian Broadcasting Corporation (ABC)</i>			

# Tuesday 17 April 2007

# tuesday

8.00am to 6.00pm	Exhibition open in foyer					
	SAVOY 1	SAVOY 2	SAVOY 3	KENSINGTON	LUMINA	CONNAUGHT
7.45am to 8.45am		<b>SPONSORED BREAKFAST</b> Australian Centre for Plant Functional Genomics	<b>SPONSORED BREAKFAST</b> Ludwig Centre for Cancer Research		<b>SPONSORED BREAKFAST</b> Welcome and briefing for developing country journalists	
9.00am to 10.15am	<b>PLENARY</b> Biasing scientific information					
10.15am to 11.00am	Morning tea and press briefings					
11.00am to 12.30pm	Investigating scientific fraud	The reporting of nuclear power	Uncovering the hobbit, <i>Homo floresiensis</i>	New media: podcasting, Second Life and the future of the web		
12.30pm to 2.00pm	Lunch		<b>SPONSORED LUNCH BRIEFING</b> BHP Billiton		<b>SPONSORED LUNCH</b> CSIRO	<b>NETWORKING LUNCH</b> AMWA Networking
2.00pm to 3.30pm	A code of ethics for science journalists	A peer review of peer review	Wise up – the truth about TV science	Good for you: public health and public interest		Developing communication strategies (a workshop offered by the ASC)
3.30pm to 4.00pm	Afternoon tea					
4.00pm to 5.30pm	The role of scientific journals in breaking news	Purifying a poisoned planet		You are not your brain scan: critical reporting on the mind sciences		Creating clear science messages (a workshop offered by the ASC)
6.00pm to 7.00pm	Public forum <i>Future of Health</i> at BMW Edge Theatre, Federation Square					
6.30pm to 8.30pm	Evening reception at Melbourne Aquarium – <i>Sponsored by Canada</i>					

# program at a glance

## Wednesday 18 April 2007

# wednesday

8.00am to 6.00pm	Exhibition open in foyer					
	SAVOY 1	SAVOY 2	SAVOY 3	KENSINGTON	LUMINA	CONNAUGHT
7.45am to 8.45am		<b>SPONSORED BREAKFAST</b> Briefing on upcoming science communication events: ESOF and PCST	<b>SPONSORED BREAKFAST</b> New Zealand		<b>SPONSORED BREAKFAST</b> Presented by Malcolm Turnbull, Australian Minister for the Environment	
9.00am to 10.15am	<b>PLENARY</b> Reporting with climate change			<b>10.00am to 12.30pm</b> Australian Science Media Centre board meeting (private meeting)		
10.15am to 11.00am	Morning tea and press briefings					
11.00am to 12.30pm	Poles apart but together in science for International Polar Year	Wildfire: friend or foe? Lessons from a dry continent	Climate change and the spread of disease			Science versus business – a clash of cultures
12.30pm to 2.00pm	Lunch	<b>SPONSORED LUNCH BRIEFING</b> Macquarie University	<b>SPONSORED LUNCH BRIEFING</b> Medicines Australia		<b>SPONSORED LUNCH</b> Australian Science Media Centre and the South Australian Government	
2.00pm to 3.30pm	Coal: fuel of the future	Coral reefs: going, gone?	Life and death in 2020: how will science respond? (Part 1)	Evaluating clinical papers	Seducing gatekeepers: getting more science past your editor	Introduction to science editing (Part 1) (a workshop presented by the Society of Editors)
3.30pm to 4.00pm	Afternoon tea					
4.00pm to 5.30pm	Water wars	Using science to influence decision makers for action (a workshop presented by the ASC)	Life and death in 2020: how will science respond? (Part 2)	World Federation of Science Journalists General Assembly	Controversies in evidence-based medicine (a workshop presented by the Australasian Medical Writers' Association)	Introduction to science editing (Part 2) (a workshop presented by the Society of Editors)
6.30pm to 8.30pm	Evening reception at Bio21 Institute hosted by The University of Melbourne					
8.30pm to 10.30pm	An evening under the Australian stars hosted by The University of Melbourne					

# Thursday 19 April 2007

# Thursday

	SAVOY 1	SAVOY 2	SAVOY 3	KENSINGTON	LUMINA	CONNAUGHT
8.00am to 6.00pm	Exhibition open in foyer					
7.45am to 8.45am		<b>SPONSORED BREAKFAST</b> Hepatitis Australia	<b>SPONSORED BREAKFAST</b> Australian Bureau of Meteorology		<b>SPONSORED BREAKFAST</b> Monash University	
9.00am to 10.15am	<b>PLENARY</b> Reporting science in emerging economies					
10.15am to 11.00am	Morning tea and press briefings					
11.00am to 12.30pm	Spreading science through societies by reaching women and children	Who benefits from the science?	Strength in connections: indigenous knowledge in a 21st century world	Stem cells and bioethics	<b>10.30am</b> Research Australia board meeting	
12.30pm to 2.00pm	Lunch		<b>SPONSORED LUNCH BRIEFING</b> United Nations Development Policy Program		<b>SPONSORED LUNCH</b> L'Oréal	
2.00pm to 3.30pm	Quantum quest: the rise of quantum information		Building and maintaining science communication associations (Part 1)	Risky business – perceptions of risk	Working with scientists to improve their media skills (a workshop presented by the ASC)	Writing plain English (a workshop presented by the Australasian Medical Writers' Association)
3.30pm to 4.00pm	Afternoon tea					
4.00pm to 5.30pm	Vaccines: politics vs science	How to make a big story bigger	Building and maintaining science communication associations (Part 2)	The challenges of reporting suicide and mental health issues (presented by the Australasian Medical Writers' Association)	Working with journalists to improve their science reporting skills (a workshop presented by the ASC)	
5.30pm	Happy hour					
6.00pm to 6.45pm	Public forum – <i>The stand-up mathematician and the sleek geek</i> at BMW Edge Theatre, Federation Square					
6.30pm for 7.30pm	Farewell reception at Government House hosted by David de Kretser, Governor of Victoria (entrée card required)					



# program details

**Monday 16 April 2007**

**Satellite meeting**

TIME: 9.30am to 4.30pm  
LOCATION: Level 46,  
55 Collins Street,  
Melbourne

**UNESCO journalism  
education and training  
workshop**

PRESENTER: Jenni Metcalfe,  
Econnect Communication  
CHAIR: Toss Gascoigne,  
Council for the Humanities,  
Arts & Social Sciences  
(CHASS)

This UNESCO-sponsored workshop is being held to:

1. Discuss the training, mentoring and support needs of science journalists in developing countries
2. Review and discuss the initial results of a UNESCO project to develop a generic science journalism course for developing countries
3. Discuss current mentoring programs for developing country science journalists and future opportunities for collaboration – organisers of several of these programs will speak about their experiences
4. Share the experiences and learnings of teachers of science journalism around the world.

The workshop is open to all registered delegates.



United Nations  
Educational, Scientific and  
Cultural Organization

**Satellite meeting**

TIME: 2.00pm to 3.30pm and  
4.00pm to 5.30pm  
LOCATION: Lumina

**Editing workshop**

PRESENTER: Janet Salisbury,  
Biotext Science Information  
Consultants  
SPEAKERS: Linda Worland,  
technical editor and Principal  
of Oz-Brij Communication  
Kathie Stove,  
freelance editor and writer  
Daniel Park,  
science editor for Crop &  
Food Research

**Session 1: Editing versus rewriting:  
exploring different perspectives**

This session will include discussion about the fine dividing line between substantive editing and rewriting. Our panellist include an editor with a large research institute, and two freelance science editors, one of whom works mainly with authors who have English as their second language.

The discussion will cover the following topics and more: Is substantive editing/rewriting acceptable for journal articles? What should the editor do if they find serious flaws in logic/fact? Is it ethical to rewrite an author's work? What are the boundaries? How can editors develop good relationships with authors? What are issues for editing ESL authors and /or translating from another language? How can we measure how much editing really improves a manuscript?

**Session 2: Science editing in Australia:  
panel discussion**

We will explore two issues: (a) Do we need an Australasian Science Style Guide? And if so, what it should have in it, and how can we produce it. (b) Should we consider forming a science editors' chapter of ASC, or even an Australasian Science Editors Association?

The workshop is open to all registered delegates.

**Satellite meeting**

TIME: 4.00pm to 5.30pm  
LOCATION: Connaught

**Bid for 6th World Conference**

Countries will present their bids to host the 6th World Conference of Science Journalists to the board of the World Federation of Science Journalists. This meeting is open to all registered delegates.



**Social function**

TIME: 6.00pm to 8.00pm  
LOCATION: Savoy Ballroom  
Grand Hyatt

**Welcome reception**

Join us for the welcome reception and opening ceremony sponsored and presented by the Australian Broadcasting Corporation (ABC).

We'll have light food, Aussie wine and the ABC will introduce us to Australian indigenous culture, science and natural history. The welcome reception is included in the registration fee for all full delegates – day-registered delegates and students can buy tickets at the registration desk.

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# program details

## Tuesday 17 April 2007

### Sponsored breakfast briefing

TIME: 7.45am to 8.45am  
LOCATION: Lumina

#### Welcome breakfast for developing country journalists

International Development Research Centre Canada (IDRC), cooked breakfast

Developing and emerging country journalists are invited to this networking breakfast.

Meet your peers from around the world and discuss how you can make the best use of the conference.

You will also have the opportunity to hear briefly from IDRC's 2006 scholars.

Limited seats available.

Sign up at the registration desk or contact:  
Jennifer Pepall, International Development Research Centre, +1 (613) 796-8752, [jpepall@idrc.ca](mailto:jpepall@idrc.ca)

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### Sponsored breakfast briefing

TIME: 7.45am to 8.45am  
LOCATION: Savoy 2

#### The big Australian breakfast High in salt, low in water, but lots of fibre

Presented by the Australian Centre of Plant Functional Genomics, cooked breakfast

Thirty minutes, three scientists and our research recipe.

Start with high temperatures and low water and add a big pinch of salt and you have Australia's agricultural environment – not really ideal conditions for growing breakfast cereal crops like wheat and barley.

To combat this, our scientists are unzipping the genes of wheat and barley and looking for new solutions.

Can we produce varieties of wheat that yield 20% more under drought? Or could we develop plants with inbuilt salt pumps? Will crops with higher fibre be on the menu soon?

Dr Rachel Burton, Darren Plett and James Edwards will address these questions at the ACPFG biotech breakfast and take you on a culinary, intellectual and entertaining journey of science using new breeding technologies including genetic engineering and functional genomics.

Limited seats available.

Sign up at the registration desk or contact:  
Amanda Hudswell,  
[amanda.hudswell@acpfg.com.au](mailto:amanda.hudswell@acpfg.com.au)

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### Sponsored breakfast briefing

TIME: 7.45am to 8.45am  
LOCATION: Savoy 3

#### The cancer challenge

Presented by the Ludwig Centre for Cancer Research, cooked breakfast

Cancer now kills over seven million people each year worldwide.

Over the last 25 years scientists and clinicians have discovered why many cancer cells mutate abnormally. Consequently, new drugs which reverse the effects of these mutations are now possible.

The Ludwig Institute for Cancer Research is a global organisation at the forefront of translating laboratory discoveries into clinically useful anti-cancer agents.

Recently, the Institute's worldwide network has created opportunities for industry to collaborate on the testing of new antibodies and anti-cancer vaccines which target cancer receptors and growth factors.

This session will provide specific examples to demonstrate how the latest innovations in cancer research progress from the laboratory to patient trials.

Limited seats available.

Sign up at the registration desk or contact:  
Caroline Cody, (0430) 134 743,  
[caroline.cody@ludwig.edu.au](mailto:caroline.cody@ludwig.edu.au)

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Please note: These details are subject to change. There will be additional speakers in some sessions, for instance. Any alterations will be made available at registration. If a country is not listed the speaker is from Australia.

## Tuesday session

TIME: 9.00am to 10.15am  
LOCATION: Savoy 1

### Biasing scientific information

PRODUCERS: Tim Thwaites, freelance science writer  
Melissa Trudinger, freelance science writer  
CHAIR: Robyn Williams, The Science Show, ABC Radio  
INTRODUCTION: John Brumby, Minister for Innovation, Victoria  
SPEAKERS: Chris Mooney, Seed Magazine (US)  
Jia Hepeng, SciDev.Net (China)

Climate change denied or soft-pedalled, emerging diseases unreported, information on clinical trials selectively released, industrial accidents or pollution downgraded—there are increasing reports of corporations and governments of all persuasions interfering in the free flow of scientific information. But how should science and government and business interact? What rights and responsibilities do researchers, journalists, administrators and politicians have in reporting science?

Author and journalist Chris Mooney will detail the problem in the US, and suggest some solutions, while journalist Jia Hepeng will discuss the issues for China.

Chris Mooney's bestselling book *The Republican War on Science* was dubbed "a landmark in contemporary political reporting" by Salon.com and a "well-researched, closely argued and amply referenced indictment of the right wing's assault on science and scientists" by Scientific American. His next book, entitled *Storm World: Hurricanes, Politics, and the Battle Over Global Warming*, will be published in June.

While working as a reporter with China Daily in Beijing, Jia Hepeng traced coverage of the Severe Acquired Respiratory Syndrome (SARS) and bird flu outbreaks. He now suggests that a series of institutional factors, including propaganda-oriented journalism, political censorship, corporate bias and a closed management system have limited effective science communication in his country.

## Tuesday session

TIME: 11.00am to 12.30pm  
LOCATION: Savoy 1

### Investigating scientific fraud

PRODUCER: Elizabeth Finkel  
CHAIR: Norman Swan, The Health Report, ABC Radio  
PANEL: Kim Hee Won, Hankook Daily (South Korea)  
Jia Hepeng, SciDev.Net (China)  
Warwick Anderson, CEO, National Health and Medical Research Council  
Phil Campbell, editor in chief, Nature (UK)  
Phil Vardy, former researcher

It is a year since the exposure of Korea's 'Cloning King' Hwang Woo Suk riveted the world's attention on scientific fraud. Once rare, it seems like reports of scientific fraud now appear almost weekly. No country or field of research appears to be spared. In these dramas, investigative journalists end up being key actors as they chase down what may be the story of their career.

But what can a journalist expect to achieve in following up a fraud lead? It may depend on the country you live in. In Korea, the journalists' efforts ultimately forced the hand of justice. But Australia's record of dealing with scientific fraud is chequered. Prize-winning investigative journalist Norman Swan recently vowed he would never follow up another case of scientific fraud. Without robust mechanisms for dealing with fraud allegations, those who suffer most are often the "whistleblowers".

In this session we will hear the first hand experiences of journalists in fraud cases. The panel members—including an editor, a whistleblower and a science administrator—will also address the issues of which countries handle fraud best, the role of scientific journals, and the experience of whistleblowers.

## Tuesday session

TIME: 11.00am to 12.30pm  
LOCATION: Savoy 2

### Reporting nuclear power

PRODUCERS: Jesse Shore, Powerhouse Museum  
Tim Thwaites, freelance science writer  
CHAIR: Jonathan Holmes, ABC TV Four Corners  
SPEAKER: Ziggy Switkowski, chairman, Australian Nuclear Science and Technology Organisation  
PANEL: Harriet Öster, freelance journalist (Finland)  
Peter Calamai, Toronto Star (Canada)  
Jim Falk, University of Melbourne  
Hujun Li, Southern Weekly (China)  
Hanns Neubert, freelance journalist (Germany)

In the past year, there has been a resurgence of interest in nuclear power in Australia and many other parts of the world, mainly as a response to climate change. This session explores how the media from different countries with diverse governments, climates, economies and power industries approach the topic of nuclear power. What drives individual nations to embrace nuclear power or reject it?

While some countries are still discussing whether they will ever need nuclear power, others are planning their first plant, and still others are shutting down existing plants. Then there are questions of getting involved in or opting out of uranium enrichment and/or nuclear fuel reprocessing. And everyone is still grappling with how to deal with high-level nuclear waste.

Traditionally, the debate over nuclear power in Australia has revolved around issues of safety i.e. potential contamination and waste disposal. Following the release of a recent government inquiry, those issues have been joined by argument over the speed and cost of development of a nuclear energy industry, and whether pursuing the nuclear option would preclude alternative sources of power.

But the issues and concerns are different in other parts of the world, particularly where nuclear power has become part of the fabric of society. This session brings the chair of a recent Australian inquiry (and now of the Australia's nuclear research organisation) together with a long-term critic of nuclear power and a panel of non-Australian journalists to discuss how nuclear issues are viewed and reported around the world.



# program details continued

Tuesday 17 April 2007

## Tuesday session

TIME: 11.00am to 12.30pm  
LOCATION: Savoy 3

### Uncovering the hobbit, *Homo floresiensis*

PRODUCER/CHAIR: Paul Willis,  
ABC Science  
SPEAKERS: Deborah Smith,  
Sydney Morning Herald  
Chris Turney,  
University of Wollongong  
Bert Roberts,  
University of Wollongong

In 2004 the world's media was bombarded with news of a new species of human found on the remote Indonesian island of Flores. Standing barely a metre tall, the primitive-looking human became known as The Hobbit and promised to radically change our understanding of human evolution.

But, almost before the fossils were out of the ground, a controversy erupted within scientific circles. Were these really modern survivors of an ancient lineage or perhaps modern humans with an unusual deformity? And, just as soon as the scientific debate began, a rancorous battle of personalities, politics and prestige erupted between the two emerging camps which included accusations of improper conduct, the theft of specimens and irreparable damage to the fragile fossils.

This battle became the story, and the media followed every twist and turn. There was little serious analysis of the competing claims of the two camps and the science was lost in an orgy of sensationalism. At least, that is the way some commentators have seen it!

So what exactly happened, and how appropriate was the coverage of the Hobbit saga? We've brought together a journalist central to the development of the story, as well as scientists who were personally involved in the excavations and research, for a panel discussion to explore what went right and what went wrong in the presentation of an ancient relative to the modern world.

## Tuesday session

TIME: 11.00am to 12.30pm  
LOCATION: Kensington

### New media: podcasting, Second Life and the future of the web

PRODUCER: Abbie Thomas,  
ABC Science  
CHAIR: Bernie Hobbs,  
ABC Science  
SPEAKERS: Ian Allan,  
ABC Science Online  
Abigail E. Thomas,  
new media, ABC  
Chris Smith,  
the Naked Scientist,  
Cambridge University (UK)  
James Massola,  
Eureka Street

The days when we passively sat and read or listened to science are over. Today on the internet, we can download podcasts, watch video and even participate in whole virtual worlds. What do these trends offer the science journalist, and how can they be used to communicate science?

Chris Smith is an experienced radio broadcaster and regularly produces podcasts of his own radio program, the Naked Scientist.

Abigail Thomas is manager of new media project development at the ABC. She has a particular interest in Second Life (secondlife.com), a web-based virtual world where you can build your own three dimensional self, walk around, visit bars, parties, concerts and lectures, and interact with others. Science-based organisations, such as NASA, the US National Oceanic and Atmospheric Administration, and the Centers for Disease Control and Prevention have started to set up a presence on Second Life.

Ian Allan is executive producer of ABC Science Online (abc.net.au/science), which has won numerous awards for its innovative approach to science communication, audience forums and online competitions.

James Massola is assistant editor Eureka Street, a magazine of ideas which recently made the switch from print to totally online.

## Sponsored lunch

TIME: 12.30pm to 1.30pm  
LOCATION: Lumina

### Securing our water future

A two course sit-down lunch presented by CSIRO

Water is a critical resource challenge facing many countries around the world.

Climate change and increasing demand make it essential that we develop strategies to reduce consumption, increase efficiency and maintain reliable water quality and quantity.

The key to managing scarce water resources knowing how much water we have now and can expect to have in the future, who is entitled to use it, and under what conditions.

Find out how scientists are working across disciplines to develop the technologies and information systems needed to dramatically improve Australia's ability to measure, monitor and manage our water resources.

Presenter, Dr Tom Hatton, is the Director of the Water for a Healthy Country Flagship – one of six Flagships established by CSIRO to tackle Australia's major national challenges. He leads a team of more than 400 researchers with skills in hydrology, ecophysiology, sociology, information and communication technology, atmospheric research, environmental management, economics and biology.

The session will be introduced by CSIRO Chief Executive, Dr Geoff Garrett.

Limited seats available.

Sign up at the registration desk or contact:  
Patricia Chronis, (0407) 759 958,  
patricia.chronis@csiro.au

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### Sponsored lunch briefing

TIME: 12.45pm to 1.30pm  
LOCATION: Savoy 3

#### Technology and its role in the future of the mining industry

SPEAKER: Megan Clark,  
Vice President Technology  
BHP Billiton

#### Presented by BHP Billiton: pick up your lunch and join us in Savoy 3

Dr Clark manages BHP Billiton's Global Technology Group developing technologies that provide competitive advantage and growth options for BHP Billiton's global businesses. She was previously a Director with NM Rothschild and Sons (Australia) investing in private technology companies and worked with WMC Resources in mining, exploration and research.

Dr Clark is on the Advisory Board of the Ian Walk Research Institute. She has been a member of the Australian Research Council Collaborative Grants Committee in the areas of engineering and geoscience and is currently on the Working Group on Asia for the Prime Minister's Science Engineering and Innovation Council examining the opportunities and threats presented by the growth of India and China.

Sign up at the registration desk or contact:  
Carolyn Steere, (0414) 474 051,  
Carolyn.Steere@BHPBilliton.com

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### Networking lunch

TIME: 12.45pm to 2.00pm  
LOCATION: Connaught

#### Medical writers' networking lunch

The Australasian Medical Writers' Association [www.medicalwriters.org](http://www.medicalwriters.org) invites delegates involved in medical writing, publishing or research to get together over lunch. Please collect your conference lunch and take it to the Connaught room.

A great networking opportunity!

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### Tuesday session

TIME: 2.00pm to 3.30pm  
LOCATION: Savoy 1

#### A code of ethics for science journalists

PRODUCER: Joanne Finlay,  
NSW Department of  
Primary Industry

CHAIR: Véronique Morin,  
World Federation of  
Science Journalists (Canada)

SPEAKERS: Chris Warren,  
Media, Entertainment &  
Arts Alliance

Rob Morrison,  
Flinders University

Bob Williamson,  
University of Melbourne

Wolfgang Goede,  
P.M. Magazine (Germany)

Is a separate code of ethics needed for science journalists? If so, what elements should be included? And how should it differ from the ethics codes that journalists currently operate under? Discussion on these issues will be led by our expert panel.

# program details continued

## Tuesday 17 April 2007

### Tuesday session

TIME: 2.00pm to 3.30pm  
LOCATION: Savoy 2

#### A peer review of peer review

PRODUCER: Julie Egan,  
medical editor

CHAIR: TBA

SPEAKERS: Phil Campbell,  
editor in chief, Nature (UK)

Warwick Anderson,  
CEO, National Health &  
Medical Research Council

John Rennie,  
editor in chief,  
Scientific American (US)

PANELLIST: Carol Nader,  
The Age

A paper in a peer-reviewed journal is regarded as the 'gold standard' of scientific publication. But does the peer review process always guarantee scientific merit?

Opening the first congress on peer review in 1986, Drummond Rennie from the Journal of the American Medical Association said, "There seems to be no study too fragmented, no hypothesis too trivial, no literature too biased or too egotistical, no design too warped, no methodology too bungled, no presentation of results too inaccurate, too obscure, and too contradictory, no analysis too self-serving, no argument too circular, no conclusions too trifling or too unjustified, and no grammar and syntax too offensive for a paper to end up in print."

This session focuses on how journals can avoid giving the seal of approval, 'peer-reviewed', to work that is 'wrong'. How do journals manage the peer review process and ensure that reviewers are competent and unbiased? Do reviewers get enough guidance from journals on what to look for in a scientific paper? Why do reviewers disagree when confronted with the same set of results?

The current system of peer review relies on members of the scientific community providing free and anonymous advice to journal editors. Does this system need an overhaul? Is any other process likely to yield more reliable results? Hear the results of Nature's 2006 trial on open parallel review.

Join the panel of journal editors, researchers and journalists as they discuss how the process of peer review is coping with today's world of research bias, fraud and commercial gain.

### Tuesday session

TIME: 2.00pm to 3.30pm  
LOCATION: Savoy 3

#### Wise up – the truth about TV science

PRODUCER: Sonya Pemberton,  
independent documentary  
producer, formerly head of  
specialist factual ABC TV

CHAIR: Graham Phillips,  
ABC TV Science

SPEAKERS: Peter Rees,  
National Geographic TV (US)

Catherine Marciniak,  
*Life at 1*, freelance  
documentary creator  
& director

Nalaka Gunawardene,  
TVE Asia Pacific (Sri Lanka)

Sonya Pemberton,  
*CRUDE*, executive producer,  
ABC TV

Exploding breast implants, molecules as lead characters, science as soap opera... TV science is gaining bigger audiences than ever, but is it science? How reliable is the information? How much genuine consultation and research is undertaken? What happens to the unpalatable bits?

Could it be that, as TV science becomes increasingly interactive via websites, polls, forums, debates, games, it is actually doing science a favour? We ask the Australian creator of the world's most popular science television series, *Mythbusters*, and a team of distinguished television producers working in science programming.

### Tuesday session

TIME: 2.00pm to 3.30pm  
LOCATION: Kensington

#### Good for you: public health and public interest

PRODUCER/CHAIR: Gael Jennings,  
ABC TV

SPEAKERS: Simon Chapman,  
University of Sydney

Catriona Bonfiglioli,  
University of Sydney

Sophie Scott,  
ABC TV

Christina Scott,  
science journalist  
(South Africa)

This interactive session will allow you to join some of the world's top public health and media analysts in working through hypothetical scenarios about obesity, passive smoking, cancer, suicide, HRT and more.

You will learn to distinguish evidence from advocacy, science from spin, and deliver stories that neither promote nor muzzle public health, but simply present the facts.

### Tuesday session

TIME: 2.00pm to 3.30pm  
LOCATION: Connaught

## Developing communication strategies

### A workshop offered by the ASC

PRESENTERS: Marina Hurley,  
Writing Clear Science  
Cathy Sage,  
Sagewords  
Anne Leitch,  
CSIRO Sustainable  
Ecosystems

PANEL: Roger Edwards,  
Victoria University  
Tony St Clair,  
former Chief Executive  
Federated Farmers of  
New Zealand

This interactive workshop explores the key elements needed to develop a robust and effective science communication strategy.

Communication strategists will draw from case studies to outline what has worked for them and what has not. Then a panel of experts will develop a workable strategy using the hypothetical, "Introducing meat from cloned animals onto supermarket shelves". Finally, delegates will get the opportunity to work on a hypothetical of their own to hone their own strategic skills.

### Tuesday session

TIME: 4.00pm to 5.30pm  
LOCATION: Savoy 1

## The role of scientific journals in breaking news

PRODUCERS: Véronique Morin,  
science journalist (Canada)  
Alana Mitchell,  
medical writer

CHAIR: Kathryn O'Hara,  
Carleton University (Canada)

SPEAKERS: Pallab Ghosh,  
BBC (UK)  
Phil Campbell,  
editor in chief, Nature (UK)  
Geoff McFadden,  
University of Melbourne  
Leigh Dayton,  
The Australian

A form of co-dependency exists between science journals and the journalists who cover science. Journals are often the starting point for a breaking science news story. This can be a good thing, because it ensures that a research paper has been reviewed by peers, and that it has academic credibility.

But the relationship between journals and news is not without its problems. For one thing, it may require that journalists wait on the sidelines for embargos to be lifted, often at a time when vital information could be relayed to the public. Second, the decisions made by journal editors may exert undue influence on the type of news and topics that are put at the forefront and become 'newsworthy' as a result.

So, does this close relationship between the journals and the journalists make for the best coverage of science? While journals tend to be a reliable source of leads for journalists, do they also raise the potential for manipulation of both the messenger and the message? On the other side of the coin: How reliable are journalists when reporting the research findings sourced from journals?

Finally, should journalists have free access to the content of journals, given that in the majority of cases the research behind the papers was funded from the public purse?

### Tuesday session

TIME: 4.00pm to 5.30pm  
LOCATION: Savoy 2

## Purifying a poisoned planet

PRODUCER: Julian Cribb,  
Julian Cribb & Associates

CHAIR: Brad Collis,  
Coretext Communications

SPEAKERS: Jack Ng,  
University of Queensland  
Ravi Naidu,  
CRC (Cooperative Research  
Centre for) Contamination  
Assessment and  
Remediation of the  
Environment  
Stevan Green,  
CRC Sustainable Resource  
Processing

As we go about our daily lives, each of us carries a personal burden of toxic contamination – volatile chemicals, heavy metals and substances which are the legacy of 150 years of industrial development. Many scientists are concerned this cocktail of pollutants may be playing its part in the contemporary pandemic of cancers and chronic disease.

Some of these substances—such as persistent organic pollutants (POPs)—have spread from the equator to the poles and are found in people and wildlife far from industrial centres. They are all around us, in our soil, water and air. There may be as many as 10 million contaminated sites worldwide—a third of them in Asia and 100,000 of them in Australia.

Until recently, if a site of serious contamination were found, there were usually only three courses of action from which to choose: fence it off, seal it in or dig it up and move it somewhere else. Now, Australian researchers are helping to pioneer a new approach, risk-based management. This involves identifying the exact nature of the pollutants, how dangerous they are and the pathways by which they can reach us. This not only helps to target the really dangerous sites, but also to show that many sites thought dangerous are actually safe. The technique is opening up new ways to eliminate toxic waste and clean up industry and cities.

In this session, some of the researchers charting this new course will give their views about the threat of contamination, what can be done about it and society's road to 'zero waste'.

# program details continued

Tuesday 17 April 2007

## Tuesday session

TIME: 4.00pm to 5.30pm  
LOCATION: Kensington

### You are not your brain scan: critical reporting on the mind sciences

PRODUCER/CHAIR: Natasha Mitchell, ABC Radio  
SPEAKERS: Deborah Blum, University of Wisconsin (US)  
Jonica Newby, writer and broadcaster  
Fred Mendelsohn, Howard Florey Institute

The Brain. It's been called the final frontier of science. Colourful fMRI scans light up our TV screens, magazines and newspapers promising to reveal the secrets of the psyche.

From the search for the brain's God Spot, to the rapid rise of neuroeconomics, neuromarketing and neuroethics, the mind sciences make for sexy headlines.

But has the brain become the new 'gene' of science reporting?

Are journalists blinded by the lights and allure of the brain scan? Multi-award winning science journalists—Deborah Blum (print), Natasha Mitchell (radio) and Jonica Newby (TV) debate the challenges of covering mind/brain research critically.

## Tuesday session

TIME: 4.00pm to 5.30pm  
LOCATION: Connaught

### Creating clear science messages

A workshop offered by the ASC

PRESENTER: Michelle Riedlinger, Econnect  
SPEAKERS: Simon Torok, CSIRO Marine & Atmospheric Research  
Anne Leitch, CSIRO Sustainable Ecosystems  
Maria Taylor, Centre for the Public Awareness of Science  
Thomas Lowe, RMIT University

This practical workshop will look at common issues in conveying clear scientific messages to the media.

Using the example of climate change/climate variability we will explore how the media can misinterpret scientific information and what can be done to avoid such inaccuracies.

We will present a simple method for designing messages and give participants an opportunity to apply this method.

## Social function

TIME: 6.00pm to 7.00pm  
LOCATION: BMW Edge Theatre  
Federation Square  
Corner Swanson Street  
and Flinders Street

### Public forum: Our future health

Advances in health and medical research have dramatically extended our lifespan. Vaccines protect us from childhood diseases, we are much more likely to survive cancer and heart disease, and we can repair or replace damaged limbs and organs.

Will we master the diseases of ageing – Alzheimer's, Parkinson's and senility? Will the obesity epidemic mean that our children will live shorter lives blighted by diabetes and heart disease? Will our personal DNA profiles reveal our inner health secrets? What are the new treatments, not dreamed of until now, that will improve our lives?

Join: Phil Campbell – editor in chief, Nature – the international journal of science; and Warwick Anderson – CEO of Australia's National Health and Medical Research Council for a lively discussion chaired by Bernie Hobbs from ABC Science and Triple J.

This free public forum is open to all delegates and the general public. It is location 8 on the map on page 55.

*Presented by Melbourne Conversations and the Australian Science Communicators.*



Please note: These details are subject to change. There will be additional speakers in some sessions, for instance. Any alterations will be made available at registration. If a country is not listed the speaker is from Australia.

## Social function

TIME: 6.30pm to 8.30pm  
LOCATION: Melbourne Aquarium  
Corner Flinders Street  
and King Street

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## Evening reception

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Immerse yourself in good food, fine company and the wonders of the deep at the Melbourne Aquarium.

Sponsored by the Canada Foundation for Innovation and the Natural Sciences and Engineering Research Council of Canada, this reception will celebrate International Polar Year.

Brave the aquarium's virtual simulator ride; marvel at the myriad fish, octopi and sea jellies, stars and snakes; surround yourself with grey nurse sharks, eagle rays and marine turtles; and take in the view over the Yarra River at night.

This reception is included as a part of full registration.

Please refer to map on page 55 for Aquarium location (location 9 on Melbourne map).

The Aquarium is a six block walk from the conference venue or catch a tram along Flinders Street.

*Sponsored by*





# program details

**Wednesday 18 April 2007**

**Sponsored breakfast briefing**

TIME: 7.45am to 8.45am  
LOCATION: Lumina

**Australian climate change science**

PRESENTER: Malcolm Turnbull, the Australian Minister for the Environment

Important aspects of the Australian environment and economy will be affected by climate change. The Australian Government is investing heavily in scientific research on climate change to underpin its policy making. This briefing, by Australian Minister for the Environment, Malcolm Turnbull, will highlight recent research areas such as:

- understanding the impact of climate change on habitats like the Great Barrier Reef
- developing low emission technologies such as geothermal and solar power
- investigating geological storage of carbon dioxide
- adapting to climate change in the Australian context.

Limited seats available.

Sign up at the registration desk or contact:  
Jahda Swanborough, (0439) 645 454,  
Jahda.Swanborough@environment.gov.au

*Sponsored by*



Australian Government  
Department of the Environment and Water Resources  
Australian Greenhouse Office

**Sponsored breakfast briefing**

TIME: 7.45am to 8.45am  
LOCATION: Savoy 2

**Visit Europe in 2008 for ESOE and PCST**

Hosted by ESOE and PCST

Join the organisers of the:

- 2008 Public Communication of Science and Technology Conference in Malmö and Copenhagen in June;
- and the 2008 Euroscience Open Forum in Barcelona in July.

Find out about plans for these two exciting science communication events over breakfast with members of the organising committees of both events – including:

- Clive Cookson, science editor, Financial Times
- Philip Campbell, editor in chief, Nature
- Ruth Francis, press officer, Nature Publishing Group

Limited seats available.

Sign up at the registration desk.

*Hosted by*



**Sponsored breakfast briefing**

TIME: 7.45am to 8.45am  
LOCATION: Savoy 3

**New Zealand, new thinking**

Kiwifruit, biodegradable surfboards, bird-scaring grass, brain repair and more

Meet the New Zealand delegation over breakfast and learn about New Zealand's new thinking in science and technology.

Limited seats available.

Book at registration desk or contact:  
Deb Prior, New Zealand Trade and Enterprise,  
(0412) 129 855, Deborah.Prior@nzte.govt.nz



# program details continued

## Wednesday 18 April 2007

### Wednesday session

TIME: 9.00am to 10.15am  
LOCATION: Savoy 1

#### Reporting climate change

PRODUCER: Simon Torok,  
CSIRO Marine and  
Atmospheric Research

CHAIR: TBA

SPEAKERS: Kevin Hennessy,  
CSIRO and lead author,  
Australia and New Zealand  
chapter, IPCC Working  
Group II  
Geoff Love,  
Bureau of Meteorology and  
vice-chair, IPCC Working  
Group II  
Ian Lowe,  
president, Australian  
Conservation Foundation

PANEL: Chris Mooney,  
Seed Magazine (US)  
Simon Torok,  
CSIRO Marine and  
Atmosphere Research

Climate change has evolved as a media story over two decades, from a debate about whether the Earth really is warming, through an acceptance that climate is changing due to human influences, to today's discussion of how society should respond.

With the IPCC Fourth Assessment Report's first two Working Groups having released their key findings in February and earlier this month, how accurately has the climate change story been covered?

And with the Third Working Group soon to release its findings on responses to climate change, how should the story be framed? Join a panel of senior IPCC authors and of science commentators to discuss the reporting of climate change in an increasingly political environment.

### Wednesday session

TIME: 11.00am to 12.30pm  
LOCATION: Savoy 1

#### Poles apart but together in science for International Polar Year

PRODUCERS: Peter Calamai,  
Toronto Star (Canada)  
Sandra Zicus,  
Antarctic Climate &  
Ecosystems Cooperative  
Research Centre

CHAIR: Veronika Meduna,  
New Zealand Broadcasting  
Corporation (New Zealand)

SPEAKERS: Louis Fortier,  
Laval University (Canada)  
Kathy Conlan,  
Canadian Museum of Nature  
(Canada)  
David Hik,  
University of Alberta  
(Canada)  
Steve Rintoul,  
CSIRO Marine &  
Atmospheric Research  
Patti Virtue,  
Institute of Antarctic &  
Southern Ocean Studies  
Michael Stoddard,  
Australian Antarctic Division

Launch International Polar Year by visiting the coldest places on Earth with a panel of distinguished Canadian and Australian scientists. Explore the similarities and differences of the two hemispheres, and found out why the poles play such a significant role in global climate.

### Wednesday session

TIME: 11.00am to 12.30pm  
LOCATION: Savoy 2

#### Wildfire: friend or foe? Lessons from a dry continent

PRODUCER: Barbie McKaige,  
CSIRO Sustainable  
Ecosystems

CHAIR: TBA

SPEAKERS: Ross Bradstock,  
University of Wollongong  
Dick Williams,  
CSIRO Sustainable  
Ecosystems  
Kevin Hennessy,  
CSIRO Climate Impact Group  
Garry Cook,  
CSIRO Sustainable  
Ecosystems  
Peter Christophersen,  
CSIRO Sustainable  
Ecosystems  
John Schauble,  
Country Fire Authority,  
Victoria

PANEL: Kevin O'Loughlin,  
Bushfire Cooperative  
Research Centre

Australia is a dry and flammable continent and has been for millions of years; its wildlife is well-adapted to fire. Many other countries will face increased fire risk as climate change takes hold.

Few issues in Australia raise as much passion as wildfire. That's because most people live along the coast and in the sprawling cities of southern Australia. Some of the choicest real estate is on the fringes of suburbia where city meets the bush. Here, a lack of knowledge and understanding of fires can be fatal. Even in farming areas, hot dry winds fan furious blazes. It's the making of disasters that happen again and again. Climate change and more frequent droughts could make living in this fire prone landscape even more challenging.

Yet for most of the continent—the sparsely populated outback and north—fire is not an infrequent horror, but a natural part of the environment. Indeed conservation of Australia's biodiversity depends on wise fire management, and wildfire is now being examined for its role in greenhouse gas abatement.

Australian research on wildfire has resulted in a complete change in attitude to coping with bushfires, where people are encouraged to make their own decisions about managing their property — leave early or stay and defend a well prepared property. Join a group of researchers and fire-fighters and learn more about the Australian approach to living with wildfire.



Please note: These details are subject to change. There will be additional speakers in some sessions, for instance. Any alterations will be made available at registration. If a country is not listed the speaker is from Australia.

### Wednesday session

TIME: 11.00am to 12.30pm  
LOCATION: Savoy 3

## Climate change and the spread of disease

PRODUCER: Deborah Smith, Sydney Morning Herald  
CHAIR: TBA  
SPEAKERS: Tony McMichael, Australian National University  
Alistair Woodward, Auckland University (New Zealand)

Global warming poses an increasing risk to human health. Higher temperatures, altered rainfall patterns, sea level rises and more extreme weather events, will have a serious impact on the lives of many people.

The toll will be both physical and mental. Yet this threat, and its associated social and economic costs, has not received as much attention as many other aspects of the climate change debate. Already, human-induced climate change is claiming more than 150,000 lives each year, according to the World Health Organisation.

The spread of infectious diseases such as malaria, dengue fever and diarrhoea will be profoundly affected by climate change. And many of the poorest nations could be hardest hit.

Heatwaves have become more severe, a problem exacerbated by the heat island effect of living in large cities. As the thermometer continues to climb, the very young and very old, as well as those with cardiovascular disease or respiratory conditions, will be among the people most affected.

Floods, droughts and hurricanes bring death, destruction and displacement, and are likely to increase in intensity in a warmer world. Exposure to disasters has serious psychological consequences for many of those involved. Extreme weather events also interrupt the delivery of services and health care, and have an impact on food production and supply.

How best to address these new risks is one of the biggest practical and ethical challenges facing the world. In this session population health specialists will examine the latest research findings on health risks, possible responses, and the challenge of reporting on the uncertainties in this area.

### Wednesday session

TIME: 11.00am to 12.30pm  
LOCATION: Connaught

## Science versus business – a clash of cultures?

PRODUCER: Melissa Trudinger, freelance science writer  
CHAIR: TBA  
SPEAKERS: Rebecca Wilson, Buchan Communications  
Clive Cookson, Financial Times (UK)  
David Blake, Bioshares

In technology-based industries—such as biotechnology, medical devices and nanotechnology—an understanding of the science is integral to understanding the business.

But there is a divide between the reporting of science and of technology-based businesses. Stories from the health and medical sciences rarely mention the companies behind the development of innovative new drugs and treatments, while the business pages are overly concerned with the bottom line and ignore the science that may be at the heart of a company's success or failure.

Are the two mutually exclusive? What do science and medical journalists need to know about the business of biotechnology and other technology-driven industries? Should business reporters make sure they understand the science underpinning the industry they are reporting on? In this session, a panel of science and business journalists will discuss these issues with representatives of the biotechnology industry and the media relations advisors who work with them to get their messages to the media.

### Sponsored lunch

TIME: 12.30pm to 1.30pm  
LOCATION: Lumina

## Coming in from the cold: a call to action a scientifically literate society

A two course sit-down lunch presented by the Australian Science Media Centre and the South Australian Government

The challenges that face society at local and global scales make it abundantly clear that knowledge of science and technology is no longer a luxury. It is a necessity. How do we build a more proactive scientifically literate society? It's time for science to come in from the cold.

In this stimulating lunch dialogue, Professor Tim Flannery, Australian of the Year will address this challenge. He will be joined by the Hon. Paul Caica MP, Minister for Science and Information Economy, South Australia, who will outline a unique strategy based on the ideas from Baroness Professor Susan Greenfield's time as 'Adelaide Thinker in Residence'.

Board and Science Advisory Panel members from the first of these ideas, the Australian Science Media Centre, will join journalists for this event.

Chaired by the Director of the London-based Science Media Centre, Fiona Fox.

Limited seats available.

Sign up at the registration desk or contact: Marilyn Arnold, (0409) 909 580, marnold@aussmc.org

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Sponsored by  
**Government  
of South Australia**

# program details continued

Wednesday 18 April 2007

## Sponsored lunch briefing

TIME: 12.45pm to 1.30pm  
LOCATION: Savoy 2

### Pharmaceutical research down under

Presented by Medicines Australia:  
pick up your lunch and join us in Savoy 2

Medicines Australia represents the innovative research-based pharmaceutical companies who discover, develop and manufacture prescription medicines.

Join us for a briefing from a leading industry representative telling a global story about the pipeline of research, development and delivery of medicines. The pharmaceutical industry is a major driver, utiliser and deliverer of global science and there will be major companies on hand to talk about initiatives and projects being conducted within Australia.

Limited seats available.

Sign up at the registration desk or contact: Diana Terry, [diana.terry@medicinesaustralia.com.au](mailto:diana.terry@medicinesaustralia.com.au)

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## Sponsored lunch briefing

TIME: 12.45pm to 1.30pm  
LOCATION: Savoy 3

### Some secrets of breast milk revealed?

Presented by Macquarie University:  
pick up your lunch and join us in Savoy 3

Most mothers are aware that breast milk helps boost their baby's immune levels, but up to now it has been thought that it is mainly because of the mother's antibodies found in human milk.

New preliminary research suggests that complex protein/sugar structures within human breast milk may bind to harmful bacteria in a baby's gut, allowing it to then be flushed out. If this is the case, it may soon be possible to synthesise these structures and add them to cow's milk or formula so that mothers who are unable to breastfeed – due to malnourishment, for example - can ensure their babies are still well protected against disease.

Professor Nicki Packer of the Biomolecular Frontiers research group at Macquarie University believes this defence may have evolved in humans but not cows because of our different physiology – after all, cows have four stomachs and only eat grass!

Come along to hear Packer discuss her theory, and how glycoproteins can help us detect cancer and drug use by athletes.

Limited seats available.

Sign up at the registration desk or contact: Greg Welsh, (02) 9850 7383, [greg.welsh@mq.edu.au](mailto:greg.welsh@mq.edu.au)

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## Wednesday session

TIME: 2.00pm to 3.30pm  
LOCATION: Savoy 1

### Coal: fuel of the future

PRODUCER: Michelle Riedlinger, Econnect Communication  
CHAIR: Bernie Hobbs, ABC Science  
SPEAKERS: Peter Cook, CO2 Cooperative Research Centre  
Doug Holden, Australian Coal Association  
Ian Lowe, Australian Conservation Foundation  
Journalist (TBA)

We are yet to develop a viable substitute for petroleum as a transport fuel. And coal is still the cheapest, most readily available energy source for many large economies, including USA, China and India. So it is difficult to envisage a future without continuing reliance on fossil fuels for many decades to come.

On the one hand, researchers around the globe are developing carbon capture and storage systems and 'clean' fossil-fuel technologies; on the other, influential bodies such as the European Commission have called for 'a new industrial revolution', promoting renewable energy and nuclear power to replace fossil fuels and combat climate change.

Coal is one of Australia's most valuable exports, and a pillar of the economy. But Australians are increasingly purchasing Government-accredited GreenPower (from sun, wind, water and waste) in the belief that they are eliminating the emissions produced by coal-based generation of electricity.

With the cleaner coal-burning power stations at least 10 years away and critics of carbon offsets saying tree planting will never be enough and could even have damaging effects, should we be pursuing fossil fuels as an energy source into the future?

Can fossil fuels—coal, gas and petroleum—ever be carbon neutral? Do they need to be? And what will be the cost for the consumer?

Without massive reform of energy production, transport and planning, will those who are poor be forced to make harsh sacrifices while those with cash simply buy the right to wastefully pollute?

Explore these questions and concerns with fossil fuel supporters, critics and researchers.

Please note: These details are subject to change. There will be additional speakers in some sessions, for instance. Any alterations will be made available at registration. If a country is not listed the speaker is from Australia.

### Wednesday session

TIME: 2.00pm to 3.30pm  
LOCATION: Savoy 2

#### Coral reefs: going, going, gone?

PRODUCER: Louise Goggin, NSW Dept of Environment and Conservation  
CHAIR: TBA  
SPEAKERS: John (Charlie) Veron, coral reef scientist  
Daniel Gschwind, Queensland Tourism Industry Council  
Paul Marshall, Great Barrier Reef Marine Park Authority

Coral reefs cover less than one per cent of the earth's surface but are one of the most diverse and valuable ecosystems on our planet. It is estimated that they support at least a million species of animals and plants, and provide food for approximately one billion people in Asia alone. The Great Barrier Reef is a particularly special reef; it is the world's largest natural feature, stretching more than 2000 kilometres along the east coast of Australia.

Join us as we discover how climate change will affect these incredible ecosystems and the industries that depend on them.

We will also explore the role of the media in communicating the likely impacts.

John (Charlie) Veron is an international expert on coral reefs and will describe how our reefs will change as the world's climate shifts.

Daniel Gschwind will talk about how these changes will impact the industries that depend on coral reefs. And Paul Marshall will look at how we are managing the Great Barrier Reef to build up resilience, and how these strategies can be applied to reefs around the world.

### Wednesday session

TIME: 2.00pm to 3.30pm  
LOCATION: Savoy 3

#### Life and death in 2020: how will science respond? (Part 1)

PRODUCER: Susannah Elliott, Australian Science Media Centre  
CHAIR: Rob Morrison, Flinders University  
SPEAKERS: Abigail Thomas, ABC Science  
Caroline McMillen, University of South Australia  
Ashley Bush, University of Melbourne

What will be shaping our lives and health in 2020? Many challenges will be facing us as individuals and societies—an increasingly aged population, chronic ailments such as cancer, diabetes and dementia and, of course, external influences such as climate change and the next revolution in the way we communicate and receive information. How will they interplay and what role will science play?

In part 1 of this session, some of Australia's top experts will take us into the future, highlighting the opportunities, challenges and options.

In part II, a lively roundtable discussion chaired by "Scientific American" editor, John Rennie, will build on the keynote presentations in Part I with a panel of discussion catalysts and audience participation to debate the challenges for science in 2020.

### Wednesday session

TIME: 2.00pm to 3.30pm  
LOCATION: Kensington

#### Evaluating clinical papers

PRODUCER/CHAIR: Ruth Armstrong, Medical Journal of Australia  
SPEAKERS: David Vaux, La Trobe University  
David Henry, Media Doctor  
Martin Van Der Weyden, Medical Journal of Australia  
PANEL: Chris Del Mar, Bond University  
Julie Robotham, Sydney Morning Herald  
Ruth O'Halloran, Pfizer Australia

Doctors and researchers often complain that when the results of medical research reach the public via the media something is lost in the translation. Writers and journalists may well retort that this criticism fails to appreciate the impenetrable way in which some researchers report their results, and the differing agendas of the media and the scientific community.

This session aims to equip medical writers with some of the skills needed to evaluate medical research papers, and create a dialogue between some of the stakeholders.

Three short presentations will be followed by a discussion of your questions by an expert panel.

Martin Van Der Weyden is editor of the Medical Journal of Australia. He believes most research reflects knowledge evolution, rather than revolution.

David Vaux is the molecular biologist who first showed the significance of cell death (apoptosis). His mission is to improve the quality of data reported in scientific publications.

David Henry is head of clinical pharmacology at the University of Newcastle, and co-founder of Media Doctor, a website dedicated to improving the accuracy of news stories about new medical treatments.

# program details continued

## Wednesday 18 April 2007

### Wednesday session

TIME: 2.00pm to 3.30pm  
LOCATION: Lumina

#### Seducing gatekeepers: getting more science past your editor

PRODUCER: Tom Noble,  
NoblePR  
CHAIR: Peter Calamai,  
Toronto Star  
SPEAKERS: Deborah Smith,  
Sydney Morning Herald  
Garry Linnell,  
News Director,  
Nine Network

If you are an Australian journalist covering science, getting prominent coverage can be a problem.

Traditionally in Australia, science doesn't get a big run in the media. The reason usually given is that science is boring, dull or complicated, and the public is not really interested. It is often said that senior media executives – the gatekeepers of media organisations – remain unconvinced that science sells.

But there has been a good deal of research showing if science is presented in the right way people are fascinated. And science certainly seems to sell in many other countries.

So where is the roadblock? Why is science not more widely reported? Or does science get the coverage it deserves?

In this session we confront some key gatekeepers and ask them what it takes to get better coverage into the mainstream media. We'll ask what tempts the gatekeepers and why.

### Wednesday session

TIME: 2.00pm to 3.30pm  
LOCATION: Connaught

#### Introduction to science editing (Part 1)

A workshop presented by the  
Society of Editors

PRESENTERS: Janet Salisbury,  
Biotext  
Meg Heaslop,  
Biotext  
Eve Merton,  
Biotext

This interactive workshop will involve a mixture of presentations, group discussions and exercises.

The two sessions are aimed at those who prepare science publications, either for a technical or lay audience. They will cover:

- what editing involves and where it fits into the publication process;
- what is special about science editing — such as the kind of material science editors work on, the skills they need, and common issues;
- big picture editing — revising the substance and structure to achieve a logical flow;
- the basics of style editing — ensuring consistency of issues such as capitalisation, spelling, use of technical terms and units;
- tables and figures — the major pitfalls; and
- editing for clarity — the main challenges for science editors, such as saying what you did and what happened (instead of what was 'performed' or 'observed to have occurred'); activating weak verbs and nouns to make your writing clearer and more direct; and avoiding other pitfalls of scientific writing such as overuse of jargon and passive voice.

N.B. This session is in two parts at 2pm and 4pm. Participants are asked to sign up for both parts.

### Wednesday session

TIME: 4.00pm to 5.30pm  
LOCATION: Savoy 1

#### Water wars

PRODUCER/CHAIR: Jenni Metcalfe,  
Econnect  
SPEAKERS: Tim Flannery,  
Australian of the Year,  
Macquarie University  
Asa Wahlquist,  
The Australian  
Mike Young,  
CSIRO Land & Water  
Mike Rann,  
Premier of South Australia

After one of the hottest and driest summers on record, and with severe water restrictions in place in almost all the major cities, the world's driest continent, Australia, has to look seriously at its use of water. Join a panel of experts in the search for solutions for Australia and the world.

Please note: These details are subject to change. There will be additional speakers in some sessions, for instance. Any alterations will be made available at registration. If a country is not listed the speaker is from Australia.

### Wednesday session

TIME: 4.00pm to 5.30pm  
LOCATION: Savoy 2

## Using science to influence decision makers for action

A workshop presented by the ASC

PRESENTER: Toss Gascoigne,  
Council for the Humanities,  
Arts & Social Sciences

SPEAKERS: Michael Hartmann,  
Cooperative Research  
Centres Association

Fiona Poletti,  
former ministerial staffer

Kathy Williams,  
general manager of Bunker  
Freight Lines and deputy  
chair of the Collections  
Council of Australia

How do researchers influence Government decisions? What sort of advice and assistance do governments want from research bodies, and what is the best format in which to provide it? This dynamic workshop will look at practical solutions open to research organisations, and explore the merits of writing letters, seeking meetings, or chaining yourself to the doors of Parliament House.

### Wednesday session

TIME: 4.00pm to 5.30pm  
LOCATION: Savoy 3

## Life and death in 2020: How will science respond? (Part 2)

PRODUCER: Susannah Elliott,  
Australian Science  
Media Centre

CHAIR: John Rennie,  
editor in chief, Scientific  
American

SPEAKERS: Richard Head,  
CSIRO Preventative Health  
Flagship

Roger Short,  
University of Melbourne

Christina Scott,  
science journalist and  
broadcaster  
(South Africa)

In Part 2 of this session, a lively roundtable discussion chaired by Scientific American's John Rennie will build on the keynote presentations in Part 1 with a panel discussion and audience participation to debate the challenges for science in 2020.

The discussion catalysts include:

- Richard Head – Science has coped and will again!
- Roger Short – Forget demographics: will the human race survive climate change?
- Christina Scott – HIV and the shaping of Africa's future

### Wednesday session

TIME: 4.00pm to 5.30pm  
LOCATION: Kensington

## World Federation of Science Journalists General Assembly

The Federation will report on its achievements since Montreal, and will elect its committee and office holders for the next two years.

Each member association has one voting representative.

# program details continued

Wednesday 18 April 2007

## Wednesday session

TIME: 4.00pm to 5.30pm  
LOCATION: Lumina

### Controversies in evidence-based medicine

A workshop presented by the Australasian Medical Writers' Association

PRESENTER: Chris Del Mar,  
Bond University

Seemingly exciting research 'breakthroughs' are often far too preliminary to have direct influence on people's lives, whatever promise they hold. On the other hand much dull-sounding research may impact thousands of lives. Medical writers have a responsibility to understand this, and amplify or insert suitable dampeners in stories that they report.

More than that, a lot of research is simply unable to deliver what it promises—the quality has to be suboptimal simply because of the design of the study. Clearly, there is a minefield of irrelevant and badly-performed research to report.

Evidence-based medicine (EBM) is the process of putting research information into clinical practice. Understanding its principles is important for medical writers because it enables them to measure the relevance as well as the quality of news stories.

This workshop expounds the essence of EBM. The 4 steps are:

1. Asking (formulating the question being addressed by the research into its essential components);
2. Accessing (finding the research or related research in electronic databases);
3. Appraising (measuring the quality of the research found); and
4. Applying (seeing how the research will affect the lives of readers, or the public).

Each of these steps will be outlined.

The session will be interactive, with attendees having the ability to interject and provide examples from their own experience. There will be examples of how EBM works, showing how previously reported research has been not just incorrect, but completely wrong, and enabling writers to ask researchers penetrating questions.

## Wednesday session

TIME: 4.00pm to 5.30pm  
LOCATION: Connaught

### Introduction to science editing (Part 2)

See Part 1 for description

## Social function

TIME: 6.30pm to 8.30pm  
LOCATION: The Theatre of Science  
Bio21 Institute  
The University of Melbourne  
30 Flemington Road

### Evening reception

Science and theatre will creatively merge in the spectacular glass atrium of the Bio21 Institute.

A new Science magazine will be launched. Three talented journalists of the future will be honoured.

Drinks and canapés will be provided. Prepare for enjoyment.

Buses will leave from the Hyatt Hotel at 6.15pm and 6.20pm.

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Please note: These details are subject to change. There will be additional speakers in some sessions, for instance. Any alterations will be made available at registration. If a country is not listed the speaker is from Australia.

### Social function

TIME: 8.30pm to 10.30pm  
LOCATION: Observatory Café  
Royal Botanic Gardens  
Birdwood Avenue  
South Yarra  
(directly opposite the Shrine)

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### A night with the Southern Stars – cocktail function

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Be guided in your viewing of the southern stars by leading astronomers from the University of Melbourne.

Telescopes will be set up on the lawns at the historic Melbourne Observatory in the Royal Botanic Gardens, once a leading facility for mapping the stars.

Meet Professor Rachel Webster and share in the vision for a new telescope that will probe the origins of the Universe. Enjoy drinks, canapés and entertainment in the Observatory Café.

Transport will be provided from the Theatre of Science reception at Bio21.

*Sponsored by*





# 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 developing countries

Presented by Monash University, cooked breakfast

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

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### 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 virus<sup>1</sup>, 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



Australian Government  
Bureau of Meteorology



Please note: These details are subject to change. There will be additional speakers in some sessions, for instance. Any alterations will be made available at registration. If a country is not listed the speaker is from Australia.

### 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 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 UNDP's 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](mailto: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 principles 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

Ian 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.

Ian 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 details 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.

Please note: These details are subject to change. There will be additional speakers in some sessions, for instance. Any alterations will be made available at registration. If a country is not listed the speaker is from Australia.

### 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*



Friday 20 April 2007

# tour information



## Tour 1

### Science Down Under

#### DAIRY COOPERATIVE RESEARCH CENTRE

Witness a wallaby being milked and discover how milking these marsupials – as well as echidnas and seals – is assisting the Australian dairy industry. The Dairy CRC's research provides dairy farmers, processors and manufacturers with access to advanced technologies and products, helps make milk more competitive in the market place and expands the choice of health-giving milk products.

#### CSIRO CLAYTON HUB

Visit the largest site of Australia's national science agency where a diversity of research takes place. Play with plastic solar panels and a magnesium alloy car engine that weighs just 14kg. Find out about the latest developments in energy storage and how maths helped animate the Titanic. Discover the secret life of termites and how the mining industry is going back to future for sustainable steel production. Learn how petroleum scientists are applying their methods to understanding volcanic evolution and eruption.

#### AUSTRALIAN SYNCHROTRON

Opening this year, the Australian Synchrotron will help scientists make major breakthroughs across a wide range of scientific and industrial applications. Throughout the world, synchrotrons have been used in a diversity of areas, including making better, smoother chocolate and faster, more efficient jet engines; solving crimes; producing finely detailed x-ray images for medical and industrial purposes; and manufacturing tiny microcomponents. This is an opportunity to walk on the technical floor, meet key scientists and find out how the facility will assist researchers.

## Tour 2

### Australian flora and fauna

#### ROYAL BOTANIC GARDENS CRANBOURNE

Experience one of Victoria's most precious areas of native bushland, which is home to thriving animal life, including several rare and endangered species. Immerse yourself in the new Australia Garden – 2006 winner of the Australian Tourism Awards. Landscape design, native bush plants and art forms are used to celebrate the diversity of Australia – our land, our culture and our stories. Transformed from a former sand mine, the Australian garden, conserves and celebrates Australian flora in an innovative setting.

#### PHILLIP ISLAND NATURE PARK

Each night at sunset, the world's smallest penguins – the Little Penguins – emerge from the sea after a hard day's fishing and waddle ashore to their sand dune burrows. You will enjoy this natural spectacle from elevated boardwalks and viewing stands that allow you to enjoy all the action without disturbing the penguins or their burrow homes. Hear from a researcher about their world-leading penguin research programs and how they contribute to the management and ongoing survival of this and other precious species. Please note that admission to the Park is included in this tour, however participants must cover their own meal costs (about \$30 for dinner at the Park).

## Tour 3

### Healthy mind and healthy planet

#### ROYAL BOTANIC GARDENS MELBOURNE

Melbourne Royal Botanic Gardens is home to more than 10,000 species and 50,000 individual plants in the 38-hectare gardens, including some of great cultural value. Many of these plants are irreplaceable, endangered or even extinct in the wild. The Gardens have been a treasured icon of Melbourne life for the past 159 years. With their stunning vistas, tranquil lakes and diverse plant collections, the Gardens are a place of continual discovery. The Gardens also house the National Herbarium of Victoria.

#### HOWARD FLOREY INSTITUTE

Visit Australia's largest brain research institute and meet scientists working on a variety of brain disorders including Parkinson's disease, addiction, epilepsy, multiple sclerosis and Huntington's disease. Learn about the Florey's ambitious plans to become one of the world's top 10 neuroscience institutes.

#### CSIRO MARINE & ATMOSPHERIC RESEARCH

Visit the heart of the national research agency's expertise in modelling, monitoring and predicting changes in the atmospheric environment and climate system. Check out the unique Cape Grim air archive – which provides CSIRO and international researchers with priceless air samples dating back decades – the ice and gas analysis labs and the wind tunnel.





A range of tours in and around Melbourne are on offer to delegates for Friday 20 April. These tours are included in the registration fee. The tours will incorporate science and tourism sites and lunch (except the penguin tour). Tours will depart and return from the conference venue, the Grand Hyatt between 9.00am and 10.00am. Tours will vary in length. For bookings and further details, please visit the registration desk.

#### Tour 4

### From biocontainment to the beach

#### CSIRO AUSTRALIAN ANIMAL HEALTH LABORATORY (AAHL)

AAHL is a national centre of excellence in disease diagnosis, research and policy advice in animal health. AAHL plays a vital role in maintaining the health of Australia's livestock, aquaculture species and wildlife, while sustaining Australia's capability to quickly diagnose exotic (foreign) and emerging animal diseases.

Find out about AAHL's ongoing research programs to develop the most sensitive, accurate and timely diagnostic tests, which are critical to the success of any eradication campaign in the event of a disease outbreak.

#### SURF WORLD TORQUAY

Australia – land of sun and surf. Immerse yourself in the history of a favourite Aussie pastime at the largest surfing/beach culture museum in the world. Marvel at the surfboards on display, dating back to 1919 and chuckle at the swimming costumes, wetsuits and photographs from 1900 onwards. Check out the wave tank as it generates swell breaking on a beach, or test your skills at surfing a ball across the mechanical wave. Then feel the sand beneath your feet at the legendary Bells Beach.

#### Tour 5

### Fire and water

#### BUSHFIRE COOPERATIVE RESEARCH CENTRE

Visit Anakie and the Brisbane Ranges National Park, which were badly burnt by bushfire early in 2006. Walk amongst Australian bushland with scientists talking about research into prevention and suppression of bushfire, preparation of home owners and regeneration of the bushland post-fire. Climate change, drought, conservation priorities, land management, urban growth, community emergency education, animals and insects will also be discussed in relation to this.

#### MELBOURNE WATER'S WESTERN TREATMENT PLANT

Experience the innovative side of what can otherwise be a messy business. Melbourne Water uses biogas to generate electricity, produces Class A recycled water for the local agribusinesses and harnesses a lagoon system to treat 52% of Melbourne's sewage at the 11,000 hectare site in Werribee. This system includes Lake Borrie – part of a Ramsar Convention Wetland of International Importance – which hosts migratory birds from Alaska, Siberia, China and Japan; and is considered one of the top 10 birdwatching areas in Australia. With water storages across Australia at all-time lows during our record drought, Melbourne Water is developing ways to squeeze value out of every last drop.

#### Tour 6

### Culture, cures and creatures

#### NATIONAL GALLERY OF VICTORIA

The National Gallery of Victoria (NGV) is known internationally for its conservation work in paintings, textiles, objects, drawings, photographs, frames and furniture, exhibitions and other visual arts media. The work – often in partnership with CSIRO – involves such processes as x-radiography, infrared imaging and portable x-ray fluorescence non-destructive analysis, as well as light microscopy. Important discoveries have been made about many of the NGV's greatest works through application of various examination and analytical techniques. Conservators will discuss conservation examination, analysis, restoration and preservation at the NGV.

#### THE WALTER AND ELIZA HALL INSTITUTE OF MEDICAL RESEARCH

WEHI is one of the world's leading medical research centres. Its work covers cancer, genetics, malaria, autoimmune diseases, medicinal chemistry, drug discovery and translational research – taking scientific discoveries from the laboratory to the clinic.

#### HEALESVILLE SANCTUARY

Meet some of Australia's unique creatures – from the well-known koalas and kangaroos to the mysterious and misunderstood platypus. Come on a behind-the-scenes tour of the sanctuary's conservation breeding programs, including special opportunities to see Victoria's six most endangered species: orange-bellied parrot (Victoria's State Bird Emblem), helmeted honeyeater, brush-tailed rock wallaby, easter-barred bandicoot, mountain pygmy possum and spotted tree frog. Take a close-up look at the interactive veterinary hospital – the Australian Wildlife Health Centre – and our breeding program for Tasmanian devils.

The organising committee gratefully acknowledges the support provided by the following organisations.

# thank you

## Conference sponsors

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### Evening receptions

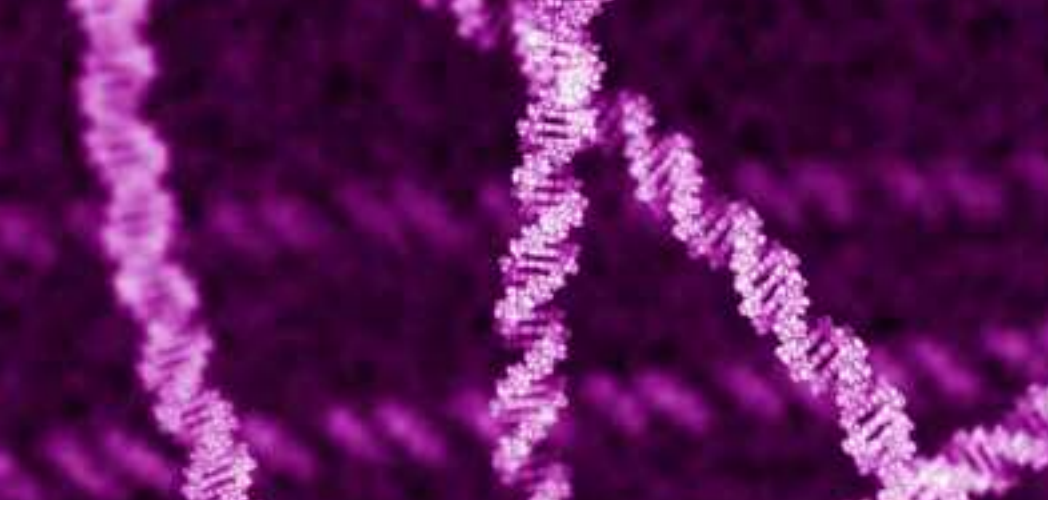


### Notepads



### Pens





# friends



## Friends of the Conference

To make this a truly international conference we needed representation from as many countries as practical. The Friends of the Conference are organisations who have kindly agreed to sponsor scholarships for developing and emerging country journalists. In return, the scholar is expected to meet with their sponsor. However the sponsor is under no obligation to report on the work of the sponsor. We greatly appreciate the support of the following Friends of the Conference.



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