

National Science Week Victoria 2018 Summary Report

Event Data

A total of **435 events** were registered in Victoria for National Science Week 2018 (**figure 1**). This represented an increase of **109 events** compared with 2017 (total of 326 events) and an increase of 127 events compared with 2016 (total of 308 events). Overall across the state, 56% of events were public with the remainder private.

Nationally, 2100 events were registered in 2018 (of which 21% were Victorian), compared with 2157 events in 2017 (15% were Victorian), and 1810 events in 2016 (17% were Victorian).

Event location trends

Some postcode regions have been engaged for the first time in 2018, (for example: Bairnsdale, Camperdown, Chilton, Euroa, Kerang, Inverloch, and Ouyen), and others have been retained from 2017, (for example: Ararat, Leneva, Nhill, Portland, Morwell, and Yackandandah), or regained from 2016, (for example: Koroit, Maffra, Orbost, and Swan Hill) while some postcodes did not present events in 2018 compared with 2017 (for example: Corryong, Cobden, Moe, Penshurst, and Robinvale) (**figure 2**).

Most events were held in and around Melbourne and its suburbs. Large gains in event numbers have occurred in the Melbourne district (which includes Melbourne suburbs) in 2018 (more than an additional 90 events compared with 2017). Gains were also made in the Bairnsdale, Ballarat, Geelong, Seymour, Traralgon, Vic Country, Wangaratta, and Warrnambool regions in 2018 compared with previous years (**figure 3**).

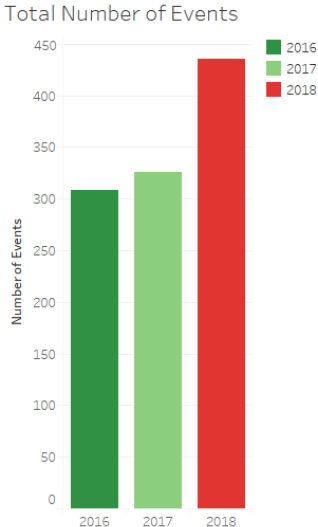
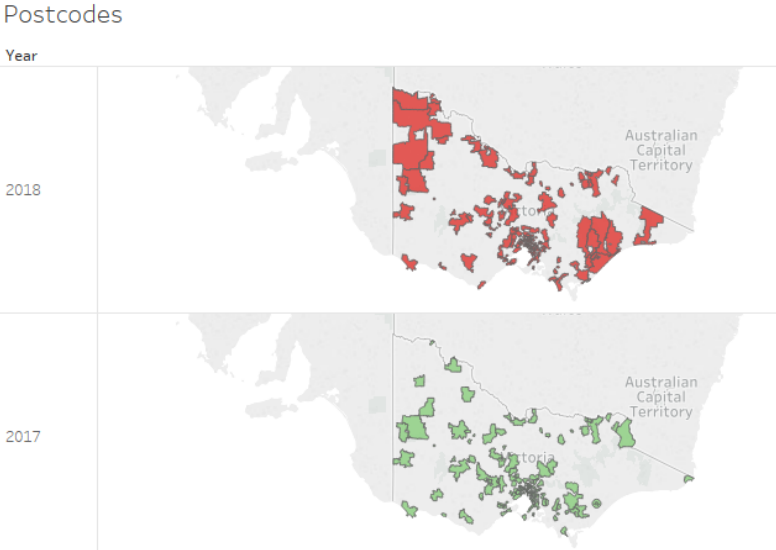


Figure 1: Total number of registered Science Week events held for 2016-18.



In 2018 events were gained in Horsham compared with 2017 levels but were still reduced compared with 2016. The Portland, Warrnambool, Seymour, and Bairnsdale communities returned ongoing low participation rates, while events were decreased in Bendigo in 2018 compared with 2017 levels.

Figure 2: Comparison of Science Week events held by postcode for 2018 and 2017.

Events per District



Figure 3: Three year comparison of the number of events held by district

Gains were also made in the University and ‘other community’ organisation sectors in 2018 (51 University events in 2018 compared with 35 in 2017, and 86 Other Community events in 2018 compared 63 in 2017).

Event by Type of Organisation

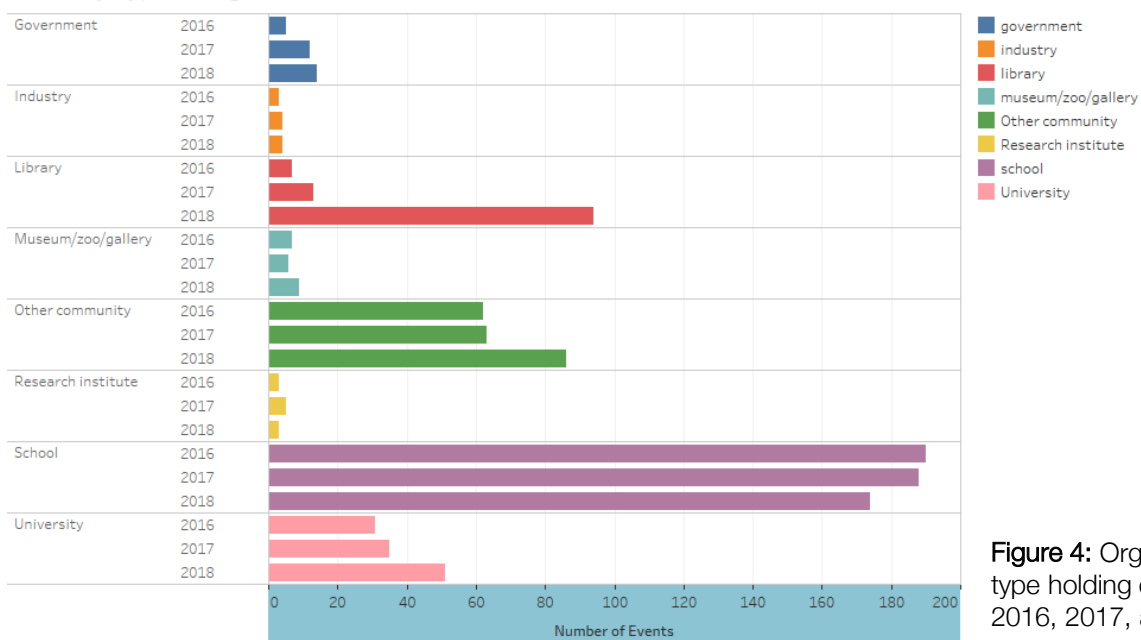


Figure 4: Organisation type holding events in 2016, 2017, and 2018.

Event Type trends

The majority of events held for Science Week 2018 were open to all ages, a trend continued from 2016, and 2017.

2018 saw significant gains in the number of libraries organising Science Week events (94 in 2018 compared with 13 in 2017, **figure 4**).

National data shows that 349 events were held in libraries for Science Week, with 102 of those being in Victoria (the highest number of all of the States). Victoria was followed by S.A with 65 events, and N.S.W with 62 events.

Media

Figure 5 shows a significant increase in total media audience/circulation number in Victoria in 2018 as compared with 2017 results. This year Victoria recorded the highest audience/circulation number (8,101,941) of all of the States.

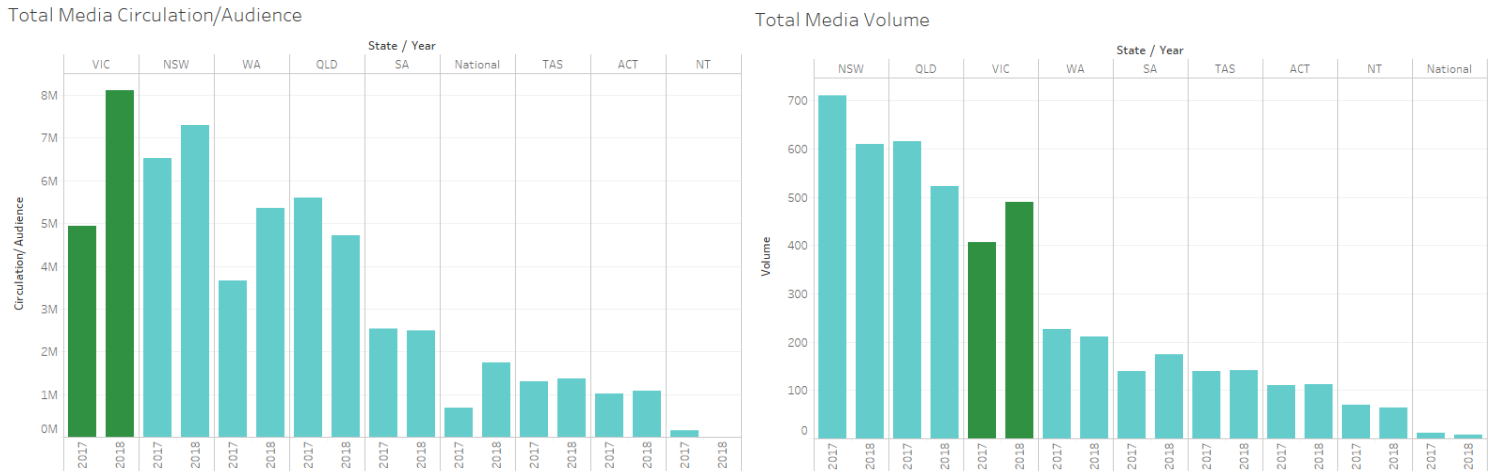


Figure 5: Total media audience and volume for each State in 2017 and 2018. Data provided by Isentia Media.

Total media volume in Victoria was also increased in 2018 compared with 2017 levels, although the increase was not as marked as the increase in audience (**figure 5**). Victoria sits in third behind NSW and QLD for total media volume.

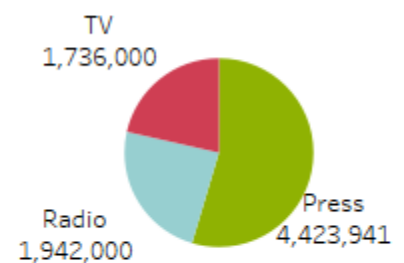


Figure 6: Proportion of total circulation/ audience per media type in 2018

Awareness and participation

In Victoria, **23%** of those surveyed by Omnipoll were aware of National Science Week in 2018. TV was the most common way (45%) for people to find out about Science Week, followed by online (28%), print media (24%), radio (22%), through a school (19%), then word of mouth (17%).

6% of people nationally live in a household where someone in the home visited a Science Week event – unchanged from 2017. In Victoria, 7% of people surveyed live in a household where someone visited a Science Week event. This was the equal highest rate in the nation, alongside WA.

Of the 326 people surveyed in Victoria, 27% reported being highly engaged with science and technology, 25% moderately engaged, 19% were passive, and 28% reported no interest.

Vic Seed Grant Recipients

20 Seed Grants of \$500 each were awarded by the Victorian Science Week Coordinating Committee for 2018 Science Week activities across the following communities: Ballarat,

Bannockburn, Beechworth and Chiltern, Berwick, Brimbank, Daylesford, Echuca, Geelong, Kangaroo Flat, Knox, Melbourne CBD, Mornington Peninsula, Whittlesea, Wodonga and Yaapeet.

Successful grant applicants were from libraries, community organisations, societies, schools, Universities, and local government. **70%** of the organisations who received grants were new to presenting Science Week events. **55%** of the Vic Seed grant supported events were fully booked. **40%** of the events held received media attention, and **75%** of grant recipients are considering running Science Week events in 2019.

Activities funded ranged from science shows, hands on science activities and workshops, exhibitions, competitions, public lectures and panel discussions, nature walks, building projections to live music performances. The topics presented represented a broad range of sciences from space science, chemistry, biology, parasitology, mathematics and coding, sustainability, and even acoustic ecology.

The total number of attendees at Vic Seed Grant supported events was **7106**.

2018 Event Holder Survey

A short survey was sent out to all 2018 Victorian Science Week event holders through Survey Monkey. As of 7 October 2018, 48 surveys had been submitted. **Figure 7** below shows the location of those who submitted surveys.

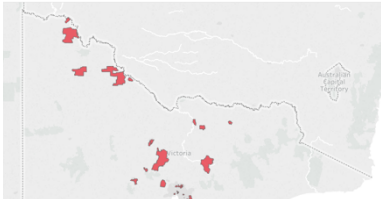


Figure 7: Location of event holders who submitted surveys

The total number of event attendees is estimated at **16,275** from event holders who submitted surveys. Pleasingly, adults (even young adults) are well represented in the attendance data.

Topics of Interest

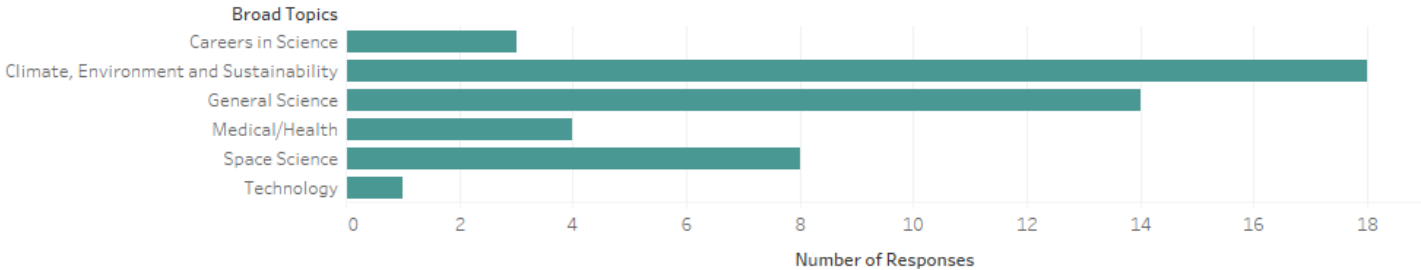


Figure 8: Topics of interest to local Victorian communities according to respondents

Survey respondents report mostly strong to mild interest in science within their community across all age groups, with climate change and environmental science followed by general science (STEM, all science) being the most commonly reported topics of interest for audiences in Victorian communities (**figure 8**). 75% of survey respondents reported that they were considering running a Science Week event in 2019.