



MEDIA RELEASE

SENATOR KIM CARR

Minister for Innovation, Industry, Science and Research

Monday, 8 February 2010

AUSTRALIA'S FIRST NATIONAL SCIENCE COMMUNICATION REPORT LAUNCHED

Inspiring Australia: a national strategy for engagement with the sciences affirms the critical importance of a vigorous, high-quality national strategy for public engagement with the sciences for Australia's innovation agenda.

The report was launched today at the 2010 Australian Science Communicators National Conference by the Minister for Innovation, Industry, Science and Research, Senator Kim Carr.

"This report correctly calls for a national, coordinated strategy to catapult science into the classrooms, boardrooms and lounge rooms of Australia," Senator Carr said.

"The Rudd Labor Government is already answering this call through a broad range of science communication initiatives to increase the return on investment in research institutions, infrastructure and programs now and into the future.

"I welcome the report's recommendations to build on this base and ensure that Australian society is innovative with a technologically skilled workforce, a scientifically literate community and well-informed decision makers.

"Inspiration is too important to leave to chance.

"Igniting the imagination of the next generation of young scientists and researchers is absolutely critical to Australia's future prosperity.

"To fully realise the social, economic and environmental benefits of our significant investment in science and research, we must communicate and engage the wider community in the sciences.

"We must continue to value scientific endeavour and increase national and international interest in Australian science and scientists.

"At all levels of our society we need to critically engage with key scientific issues and encourage young people to pursue scientific studies and careers.

"This report will help us achieve those objectives and build on the excellent work currently undertaken by our science communicators by taking the complex language of science and turning it into a form readily enjoyed by general audiences."

The report is available online at www.innovation.gov.au/inspiringaustralia

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