

Canberra Women of Science & Art

**A case study of bringing
STEAM to life**



A National Science Week event supported by the ACT
Inspiring Australia Committee

The goal

Create a new National Science Week offering:

Canberra Women of Science & Art event showcasing leaders, sharing stories, and inspiring families with practical resources

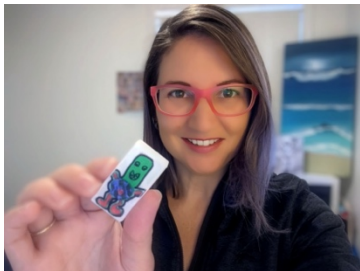
Innovate Communicate aimed to create engaging online events to share stories of inspiring and accessible Canberra women in STEAM to:

- engage and inspire people in Canberra and beyond
- challenge stereotypes around who can be involved with and work in STEAM
- show the beneficial connections between STEM and creativity/arts
- demonstrate alternative career pathways by helping reduce stigma around accessibility of science and the diverse careers available related to STEAM
- provide tangible next steps for people, e.g. competitions, resources people/mentors to connect with
- deliver events and activities for the target audience to enjoy.

About us

Innovate Communicate is a female-founded and led communication and marketing business, specialising in science, technology, engineering and maths.

We bring the brilliance of STEM and innovation to life for greater positive impact, helping clients effectively connect with stakeholders.



“Scientists aren’t expected to sit in ivory towers anymore and most don’t want to. For research to be most effective and to unlock true commercial potential and effective change, it needs to be designed with stakeholders right alongside.”

– Claire Harris

Founder Claire Harris created Innovate Communicate to support STEM organisations and innovators to better connect and engage with stakeholders so that STEM efforts matter and contribute to powerful shifts through innovation for good.

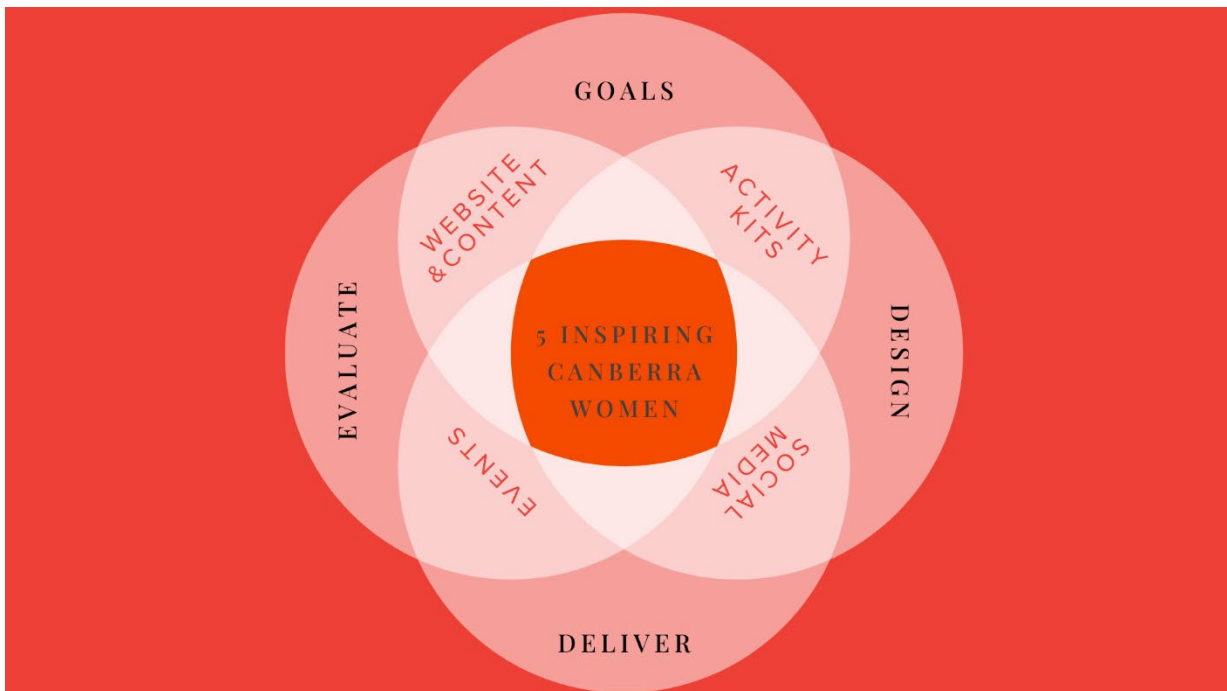
Our team knows how to:

- advise and deliver for organisations, science groups and universities who need to clarify their strategic goals and communicate and connect with key audiences and stakeholders
- produce a range of marketing and communication products tailored for the people they are designed for
- create and deliver innovative, engaging events and workshops for children, teens, families and local communities.

Innovate Communicate has its own proprietary marketing communication approach to enable STEM organisations and innovators to create greater positive impact. Claire has more than 20 years’ experience in science communication, producing rich and engaging events and digital projects that deliver real results.

Strategic approach

With decades of experience, the team created multi-layered communications for cost-effective delivery that moved people to action



“Australia’s prosperity is under threat because we don’t have diversity in STEM fields. As the Women in STEM Decadal Plan says, “role models count”. Canberra Women of Science & Art was created to show how STEM/STEAM is a viable and vibrant career option for females and to celebrate some of the diverse, bright, shining science-art stars in Canberra.”

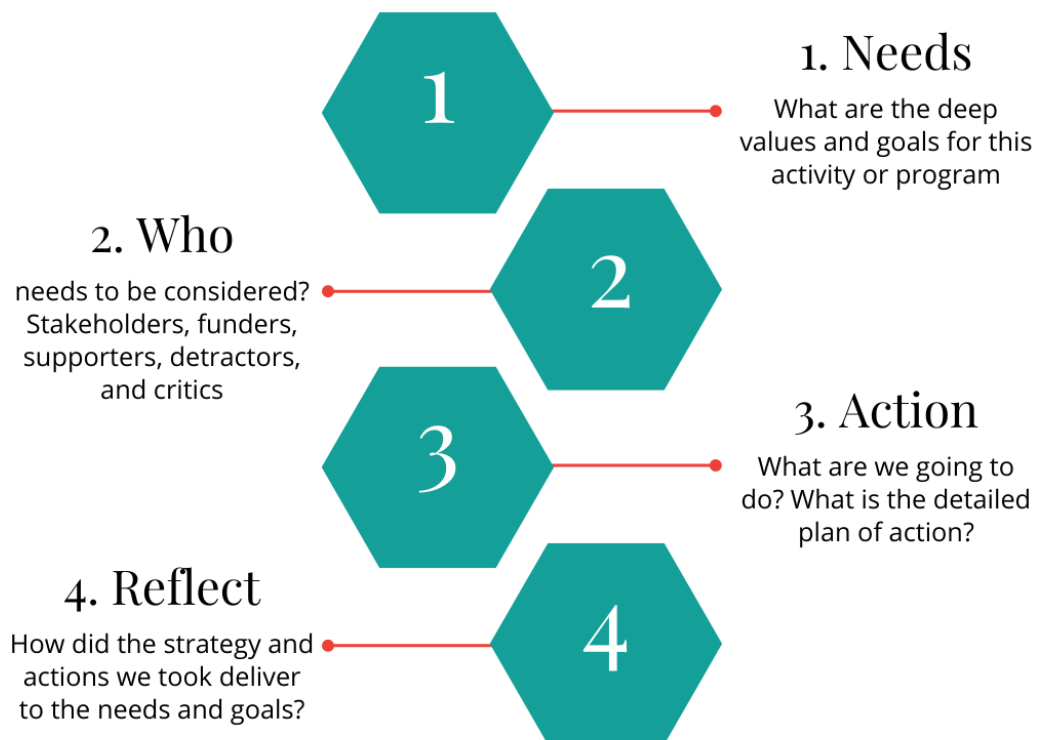
– Claire Harris

Focussed approach

Innovate Communicate crafts programs to bespoke outcomes to deliver on goals.

In this case, we wanted to engage, inspire, inform, and challenge stereotypes. The Canberra Women of Science & Art event was low budget but delivered big results using our unique approach:

Four-stage approach



Agile delivery

With a tiny budget and clear goals, Innovate Communicate devised an event and marketing program to inspire more people to consider an interest in STEM-related fields.



Innovate Communicate created a project that would inspire children, teens, and adults to see the beauty and wonder of science, technology, engineering, art and maths and feel that working in STEM or a related field is possible for all.

The campaign also particularly set out to challenge the stereotypes of who works in STEM to encourage younger people and parents to see potential career pathways. It included:

- two online events to showcase vibrant female speakers as role models for adults, teens, and children
- activity kits for people to read about the speakers, do activities and explore careers and resources
- a competition to submit art, stories, videos, animation, or comedy inspired by the event
- partnerships to amplify and engage
- social media planning to attract target audiences
- content and stories that could live on in the media, social media and on the website.

Audience deep dive

Innovate Communicate researched the audience to design a program to match campaign objectives.

The aim of this event was to engage and inspire people, providing tangible next steps for the audience to do activities, find resources or connect with mentors and organisations.

For this event, we took a quantitative and qualitative approach to the entire program, including:

- **Pre-event:** doing audience research as well as talking with speakers and project partners.
- **Webinar registration:** capture demographic information to ensure style, structure and approach to the event would match audience needs. We also captured email addresses to contact them before the event and enable participants to send questions prior to the event.
- **Digital analytics:** we evaluated all reach and analytics of marketing activity and reported it back.
- **Competition submission:** measured response rates and reported qualitative data about the entries.
- **Post-event survey:** questionnaire for attendees and speakers.

We used this research to inform choices of platforms, promotional ideas and strategic engagement opportunities and build an evaluation approach early in the work to unite the project management, creative approach, and campaign measurement.

Creative execution

With inspiring speakers headlining the event, Innovate Communicate curated two online events and supporting materials.

With a goal to inspire people and encourage them to consider a STEM career, Innovate Communicate sought out a quirky and appealing mix of speakers who also became ambassadors for the events and engaged their own communities to broaden its reach.

Event speakers

MADDIE DIAMOND
SOCIAL AND ENVIRONMENTAL ACTIVIST,
2020 ACT YOUNG AUSTRALIAN OF THE YEAR,
FOUNDER OF TRASH GATHER

MIKAELA JADE
INDIGENOUS ENTREPRENEUR,
FOUNDER AND CEO OF INDIGITAL

MEGAN GILMOUR
SOCIAL INNOVATOR,
CO-FOUNDER AND CEO OF ROBOTS4GOOD,
MISSING SCHOOL AND ART OF AGENCY

JULIA LANDFORD
FOUNDING DIRECTOR OF NATUREART LAB,
WILDLIFE AND BOTANICAL ARTIST,
ENVIRONMENTAL EDUCATOR,
QUALIFIED TEACHER

NICOLE GODWIN
AUTHOR,
SPEAKER AND FOUNDER
OF TUSK BOOKS

Amplify always

With a strong hook and speakers at the centre of the project, Innovate Communicate built real world and digital amplification activities to take the idea further.

The five phenomenal speakers were initially planned to participate in one event, but as we learned more about them and our audiences, we expanded into two webinars:

Webinar 1: Family focus

Webinar 2: Teenager focus.

We promoted the webinars through a mix of digital event listings and social media activation, including:

- National Science Week
- Humanitix
- Rise Canberra
- Community Switch
- Australian National University
- Facebook pages – Innovate Communicate, National Science Week and partner pages.

We create a central website destination, developed creative assets and had promotional posters and a downloadable activity kit.

We strategically targeted key partners, like Libraries ACT, Vinnies, Careers with STEM, Australian Science Communicators, Australian National University and YWCA, as well as local parenting groups and media, to help promote the event and generate interest.

Inclusivity matters

We partnered with youth leaders and stakeholders to reach even the most vulnerable audience targets.



The posters created had broad reach

With COVID-safe requirements demanding a mostly online approach, our team was keen to include a tangible participation element to generate a real-world impact.

We wanted participants to be inspired by any element of the program, encouraging them to send their own artistic interpretation of the link between science and art to win a prize.

We created an activity kit of colouring pages with speaker comics and used quotes from our speakers to engage and amplify the event online.

Vinnies helped us distribute hard copy versions of the kits as we realised that online-only distribution could exclude vulnerable or marginalised communities from participating in the real-world element.

We created posters and promotional material for libraries, garnering distribution through national libraries (via Legal Deposit) thus adding reach beyond Canberra.

Media & word of mouth

As skilled media practitioners, we helped garner radio and digital promotion of the event to a large audience. We also leveraged direct connections to secure word-of-mouth referrals.

Our team is skilled with PR and secured coverage to maximise engagement with the campaign.

Coverage in:

- Her Canberra (The article about Julia was promoted on Facebook reached over 4,600 people and attracted 56 reactions, comments or shares.)
- STEMWrap by Women's Agenda
- Community Radio
- Careers with STEM newsletters
- RISE Canberra
- Australian National University's Centre for Public Awareness of Science newsletter.

Word-of-mouth and direct promotion through leading organisations including:

- Jumbleads
- Community Switch
- 60 schools and preschools
- Key partners like ACT Libraries, Refraction Media, Vinnies, Questacon
- Speaker networks.

Innovate Communicate was also invited to speak at the CSIRO Future of Meetings Symposium.

STEAM success

Our events hit the spot with our target audience around key themes like careers, activism, environmental sustainability, technology, writing books, art and engaging with nature.

Post-event survey results were positive, with key highlights including:

- they found the speakers interesting
- the webinars were a highlight
- they loved the Activity and Resources Kit, calling it a 'great idea'
- they appreciated having the webinars available to re-visit or watch for the first time because they couldn't make the live events
- they learned about and were interested in augmented reality and robots
- they want to see the event run again next year.



“Thank you for running this informative and engaging webinar, it was a delight to relate to women in the science and art fields that I don’t know personally. I would highly recommend their webinars in future sessions.”

“A great event that was well organised and covered interesting material. Our daughter was engaged throughout the whole session and participated in the activities and competition.”

STEAM feedback

A prize was a session with Julia Landford from NatureArt Lab.



Science meets art for the better



POSTED ON 7 AUGUST, 2020

Like all events in 2020, National Science Week will look a little different this year thanks to COVID-19.

One event, **Canberra Women of Science and Art**, is capitalising on the completely virtual offering to bring stories of inspiring women to audiences of all ages.

“I want to get into the sciences in university and I enjoy seeing the speakers and hearing their stories/experiences.” - Imogen, female teenager

“Supporting my daughter to know that the sky is the limit.” - Deborah, parent to a teenage daughter

“We’re feminist home schoolers who are interested in science and art.” - Rachael, parent to child (9-12) and teenager (13-17)

“Both daughters love science and art and enjoyed the activities and webinars.” - Rachael, parent to two daughters (7 and 9)

“My daughter loves science and found the online sessions to be more easily accessible.” - Mark, parent to daughter (10)

“My daughter loves both of these areas and is quite talented, so it is inspirational for her to see women working in fields she had not thought of pursuing, particularly in Canberra.” - Cath, parent to teenage daughter

“We have a teenager very interested in science, so it seemed a good idea to see what some women have achieved.” - Johanna, parent to teenager

Metrics, insights, success measures

With a dedication to pre- & post-campaign evaluation, we provide detailed reporting.



115+

key posts, comics & videos created

15,000

Media & digital reach

350+

activity kit reach, digital

31,000

CWSA Facebook reach

130+

activity kit reach, printed & distributed

60+

Surveys evaluated

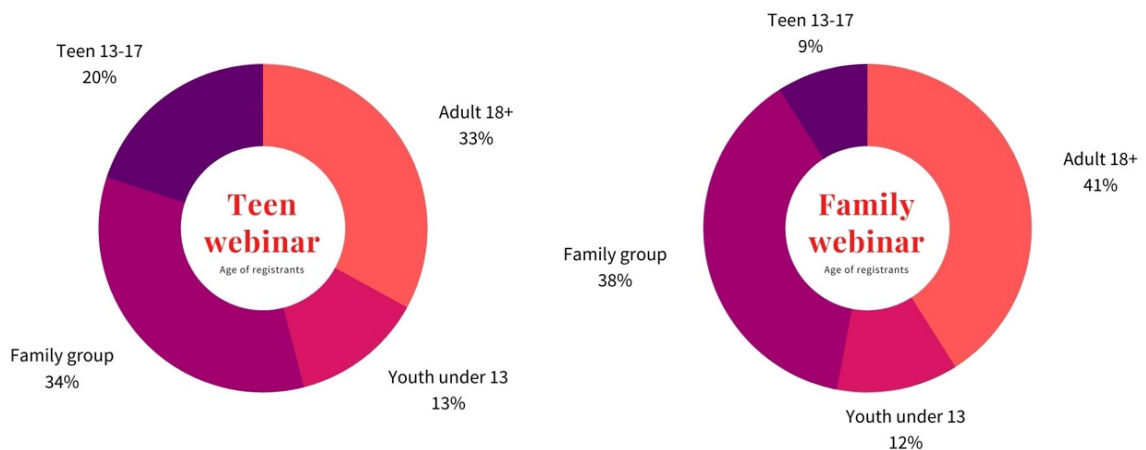
160+

attendees

To run a successful event to engage child and teen audiences, it's vital to:

- be interactive and interesting
- while we aimed at particular audiences of families and teens, the event attracted a wide range of ages
- facilitate engagement with participants regularly throughout online events and beyond via social media
- work with partners who can guide the development of the event and also promote/share on social media and through other channels
- use social media and provide offline options to access resources, such as our downloadable and printed Activity and Resources Kits
- use collaborative project management tools (e.g. Google Drive, Trello, Canva) easily-accessible to collaborators, volunteers, speakers
- keep an open mind to adapt things as needed.

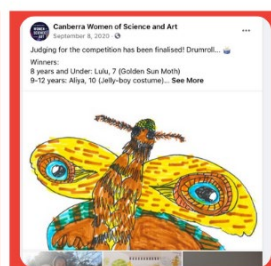
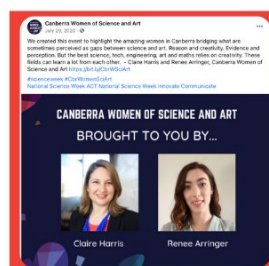
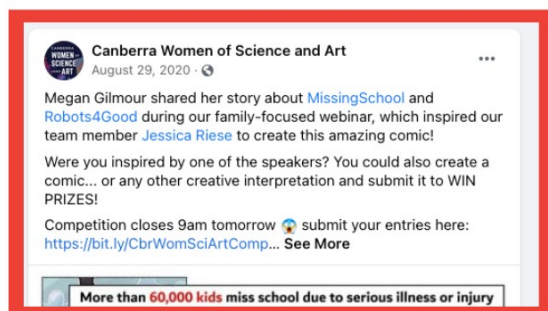
Webinar attendance



Social success

Our strategic messaging and marketing materials hit the right note on social media, resulting in above-expected audience reach.

Our creative quotes, posters, photos, and content led the target audience to engage with the program, attend the webinar and understand STEM/STEAM.



Check out all the details at: <https://www.innovatecommunicate.com/national-science-week-2020> and <https://www.innovatecommunicate.com/project/canberra-women-science-art>.

Connecting science & technology with the real world

Book your free call with Innovate Communicate to explore how we can bring your project, campaign, or marketing to life.



www.innovatecommunicate.com

We acknowledge the Ngunnawal people, the Traditional Owners of the land where Innovate Communicate is based. We respect their continuing culture.

This event was conceptualised, planned and delivered by Claire Harris and Renee Arringer.

We thank the volunteers for contributing their creativity, time, and expertise:

- Jessica Riese, for the beautiful, original artwork that is the feature image for this activity and the comics she created for the speakers, telling their stories.
- Rob Thomas for his marketing and communication contributions, including on social media.