



national science week 2017

National Science Week August 2017 – We need you to #IlluminatetheState

The Western Australia Coordinating Committee for National Science Week (WACC) have a bold plan to light up Western Australia in hues of orange and yellow for National Science Week and are looking for municipalities and institutions across WA to participate.

Established in 1997, National Science Week provides an opportunity to acknowledge the contributions of Australian scientists and innovators to the world. In 2016 over 1,806 events were held across Australia, engaging 1.3 million Australians (5% of the population). More than 250 of these events were held across WA, with 24 % of Western Australians reporting that they were aware of National Science Week in 2016*.

We will officially launch National Science Week in WA for 2017 on the 10th of August at the Harry Perkins Institute in Perth, ahead of National Science Week which officially runs from the 12 – 20th of August 2017. We are looking for your support in helping to light up local monuments, infrastructure and buildings from the 10th-20th of August to help promote awareness of the hundreds of National Science Week events that will be happening across the State. These light ups will coincide with regional and metro radio campaigns which will connect the light up efforts to state-wide marketing of National Science Week events across WA.

What we are asking of you



- To light up your building or infrastructure to reflect the National Science Week light bulb icon – this can be lighting up in hues of orange and yellow,
- And/or, allow us to use guerrilla marketing to project the National Science Week lightbulb and hashtag onto your building (see lightbulb logo)
- Use the social media hashtags #natsciwk and #illuminatestate to share your contributions across the country by posting pictures on social media

What we need from you

To participate in this year's light up efforts please email the following details to Carmen Smith at carmen.smith@scitech.org.au;

- Your name, name of your institution, details on the light up infrastructure you wish to include, and links to your social media accounts
- Details of your social media accounts will be used so we can tag you on the National and state-based National Science Week accounts in the lead up to, and across National Science Week.

We look forward to hearing from you in our bid to illuminate the state for National Science Week!

Yours sincerely,

Susan Kreemer Pickford - Chair, Western Australia Coordinating Committee

12-20 August 2017

www.scienceweek.net.au

* This figure came from a National Omni poll that was conducted across Australia following National Science Week in 2016. This poll indicated that 24 % of Western Australians were aware of National Science Week having happened. From this poll we estimate that more than 133,000 people attended an event in WA along (estimated 59,000 adults; 74,000 children).