CITIZEN SCIENCE NETWORK AUSTRALIA INAUGURAL WORKSHOP

Communications Summary

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No. of working group members: 24
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Introduction

The Citizen Science Network Australia (CSNA) is a new national initiative to develop a community of practice in support of the burgeoning population of citizen science stakeholders within Australia. A variety of stakeholders met for the first time at Queensland Museum in Brisbane on the 6th of May, 2014 to support the formation of the CSNA. Since this inaugural workshop event, four working groups (entity & governance, mission & objectives, communication, funding) each led by a voluntary convener have been collaborating in a concerted effort to drive the network toward incorporation. Further information about the workshop and the CSNA's mission and objectives can be found at www.citizenscience.org.au

This summary outlines the key outcomes of the Inaugural Workshop and proposed method for moving forward with the CSNA's communications strategy as proposed by the *Communications Working Group.*

Workshop summary

Workshop members discussed the aspects of communication to be provided by the CSNA in breakout groups following presentations about CSNA entity from David McInnes and Stephanie Von Gavel. Each breakout group (comprising 8-10 people, 9 groups in total) was asked to identify and prioritize means of communication and report a summary of their group's discussion to the workshop audience.

A summary of breakout group input can be viewed in terms of transitional and longer term communications priorities:

- **Transitional**
  Internal communication: list-serv and website, social media

- **Longer Term**

  Internal Members:
  1. Internal communication/members: list-serv and website
  2. A conference to piggy-back on other conferences at end-2015/early-2016.
  3. External communication: website, database/directory, subscriber → Latest news.

  External Members
  1. Website
  2. Database/Directory
  3. Subscriber email → Latest news.

These priorities will be focussed on in the next stage of development.

CSNA Communications Working Group

Next steps

At the conclusion of the Inaugural Workshop, participants agreed to form a volunteer working group on communications to support the CSNA's initial communications outputs. The *Communications Working Group's* main objectives are to:

- Formulate an effective communications strategy for the CSNA
- Develop initial communications outputs for CSNA to engage all citizen science stakeholders and the wider public

Actions required

- Produce a communications strategy document

- Preliminary communications outputs to be developed:
  1. Logo/Letterhead creation
  2. Website maintenance
  3. E-newsletter
  4. Listserv use
  5. Blog posts
  6. Social media/networks profiles
  7. Partnership page added on website
  8. Citizen Science database

Further information

The CSNA *Communications Working Group* members meet once a month to progress tasks associated with this working group.

Further information can be requested from the Working Group Convener:

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