

CORPORATE COMMUNICATION

The Bureau's corporate communication activities aim to:

- foster greater public understanding of weather and climate and to help the community use that information in their own and the national interest;
- inform the public and specific groups about the Bureau's role and the services it offers, and to help them use the services most effectively; and
- help improve communications and morale within the Bureau by making known various Bureau activities.

These activities are coordinated by the Corporate Communications Unit, which comprises Publications, Public Affairs and Media Liaison functions. The Unit's purpose is to make information about the Bureau and its broad range of activities more widely and easily available to the community, through the improved coordination, streamlining and enhanced focus of public education activities nationally. The Unit also contributes to improved internal communications.

Staffing of the Corporate Communications Unit was completed during 2006-07, with the engagement of a Corporate Communications Manager in February, and a Media Relations Adviser in April. The addition of specific communications skills and knowledge at an organisational level was reflected in an increased, more pro-active and better-coordinated response to media issues, and moves towards development of a nationally-coordinated approach to corporate communications.

PUBLICATIONS

- The 2007 Australian Weather Calendar, with the theme *Polar Meteorology: Understanding Global Impacts*, was again well received by the community and some 48,500 copies were distributed and sold.
- The World Meteorological Day booklet, address booklet and poster were produced on the theme *Polar Meteorology: Understanding Global Impacts*. The address booklet recorded the presentation by the Chief Executive Officer of the Antarctic Climate and Ecosystems Cooperative Research Centre, Professor Bruce Mapstone, on 'Climate Change and the Importance of Multidisciplinary Science in Antarctica'.
- Three issues of the Bureau's in-house journal *Weather News* were prepared and distributed, contributing to internal communication among Bureau staff, including those in the most remote areas, with information on Bureau people and events, services issues and developments across Australia.
- 300 digital images were added to the digital image library on the publicly accessible National Meteorological Library website, making a total of more than 2300 images now available. The donations of photographs provided by members of the community for possible inclusion in the Weather Calendar were particularly appreciated.

- Extensive image research was conducted for the publication of a history of the Bureau to commemorate its centenary.
- 100,000 Surviving Cyclones maps were produced for distribution to the general public throughout the cyclone-prone areas of Australia.
- The 2006-2011 Strategic Plan was produced as a brochure for use by both internal and external stakeholders.
- Support material was prepared for the August launch of the Water and the Land website, which provides meteorological information for primary industries and natural resource management.
- An exhibition highlighting and presenting the Bureau's services to the aviation industry was prepared for the Avalon Air Show during 20-25 March.

MEDIA LIAISON

- The Bureau liaised with the office of the Assistant Minister for the Environment and Water Resources regarding his involvement in Bureau events, such as commissioning of new infrastructure and facilities and the launch of new or revised services.
- Assistance was also provided to the National Climate Centre in relation to climate statements and issues management, with the aim of moving towards a more streamlined and coordinated approach, and the development of more media-friendly statements.
- More than 180 media releases were placed on the Bureau website on issues such as climate change, new weather radars, major field office upgrades, automatic weather stations and observing systems, forums involving the Bureau, new services and forecasting systems, the 50th anniversary of the Giles weather station, the drought and El Niño, and the extension of HF marine radio services.
- The Bureau's contribution to the work of the Intergovernmental Panel on Climate Change, most notably the work done by Working Group I on the science of climate change, and Working Group II on the impacts of climate change, was highlighted through media events featuring senior Bureau personnel including the Director of Meteorology.
- At the World Conference of Science Journalists, held in Melbourne during April, the breadth and depth of the Bureau's scientific activities and its contribution to climate research was highlighted throughout the five days of the conference to an influential group of science writers representing Australian and international media and public relations communicators resulting in follow-up media coverage of Bureau research.
- Other highlights in media management and coverage were the historic agreement between the Australian Bureau of Meteorology and the UK Met Office regarding the UK Unified Model, and the Cloud Seeding Research Symposium held at Head Office in May.



Helen Reid and Mike De Salis prepare the Bureau stand for the Science in the City Expo held in Sydney, during National Science Week in August.

VISITS, TALKS AND PUBLIC EDUCATION (INCLUDING ONLINE)

- The popular 'Touch Screen' kiosk, which for some years has provided meteorological information to the public via an interactive system in Bureau offices around Australia, was recast as an online educational project destined for the Bureau's public website, and was made available online.
- The 'Learn About Meteorology' section on the Bureau's public website continued to be a popular source of information for students, teachers and the general public seeking information about meteorology and related topics, with approximately two million hits recorded to the site during the year.
- World Meteorological Day was recognised on 23 March, with display panels prepared for Head Office and all Regional Offices on the theme *Polar Meteorology: Understanding Global Impacts*, and an address delivered by the Chief Executive Officer of the Antarctic Climate and Ecosystems Cooperative Research Centre, Professor Bruce Mapstone.
- Bureau staff, mainly from Regional Offices, participated in some 15 agricultural shows, field days and similar external functions.

- Regional staff gave more than 100 talks to community and special interest groups (mainly schools, boating organisations and community service clubs).
- Regional Offices hosted visits from about 50 groups, predominantly schools, and Field Offices received several hundred less formal visits (individuals or small groups) from interested locals and tourists.
- National Science Week was celebrated with an Open Day at the Bureau's Training Annexe in Broadmeadows, and participation in the Australian Science Festival in Canberra.
- Approximately 100 images from the Bureau's photographic collection and a range of printed information and advice were distributed to the media, staff, publishers, other government agencies, commercial organisations and the general public.



The public was treated to tours, talks and demonstrations by trainee weather observers at the Broadmeadows annexe of the Bureau training centre, during National Science Week in August.