

CORPORATE COMMUNICATION

The Bureau's corporate communication activities aim to:

- foster greater public understanding of weather and climate and 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 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 Communication Unit, which comprises Media Relations, Public Affairs and Publication 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 national coordination, streamlining and focus of corporate communications activities. The Unit also contributes to the improvement of internal communication.

CENTENARY OF THE BUREAU

The completion on the 1 January of '100 years of science and service' by the Bureau of Meteorology was recognised across Australia in a variety of ways during the first half of 2008.

Some of the notable events and activities are outlined below.

- Extensive media coverage at the start of the year alerted the community to this milestone reached by the Bureau.
- On 16 April the Bureau hosted a business lunch titled 'Australia's climate future' in conjunction with the Institute of Public Administration Australia (Victoria) in Melbourne. Speakers included the Minister for the Environment, Heritage and the Arts, the Hon. Peter Garrett AM MP, and Director of the Monash Sustainability Institute, Professor David Griggs.
- A 530-page history of the Bureau, *The Weather Watchers* by Dr David Day, was published in December by Melbourne University Publishing. In June more than 6,500 copies of the book, together with letters of appreciation from the Director of Meteorology, were mailed to volunteer and cooperative observers across Australia.
- A suite of nine one-page 'backgrounder' leaflets outlining stories from the Bureau's history was sent to over 500 newspapers, radio and TV stations across Australia in early May, generating considerable media interest and features, including a special on the Bureau's Centenary on the ABC's *The 7.30 Report*. The ABC's *Landline* program focused on the role of one of the remote observing stations at Giles, featuring the work of station Staff and neighbouring volunteer observers as part of a 15-minute story called 'Storm Boys' which was broadcast on 15 June. The booklet *A Century of Science and Service* was also published.



Regional Director (Victoria) Mark Williams, Lois Walker (former war-time meteorologist) and an ABC crew film the 7:30 Report segment on the Bureau's Centenary.

- Bureau offices across Australia used World Meteorological Day on 23 March or World Environment Day on 5 June as a focus for activities in celebration of the centenary:
 - In Melbourne on 12 March Dr David Day, the author of *The Weather Watchers*, addressed current and former staff in Head Office.
 - In Darwin on 7 March staff were addressed by two renowned international researchers - Professor Mike Montgomery from the Naval Postgraduate School in Monterey and Hurricane Research Division in Miami, and Professor Roger Smith from Munich University.
 - Celebrations in Brisbane on 19 March were shared with descendents of Bureau pioneers, including the daughter and niece of Queensland's first Divisional Meteorologist George Grant Bond (1903-1934), and a grandson of George Ainsworth, the scientist who led the Australasian Antarctic expedition party to Macquarie Island in 1911.
 - Sydney also celebrated on 19 March with current and former staff, and a 50-minute 'centenary bellringing' was held at St Mary's Cathedral on 30 March.
 - In Adelaide a publication, *The Weather Prophets*, containing recollections and anecdotes from past and present staff of the South Australia Region, was released on 26 March at celebrations with representatives of some of the Bureau's key stakeholders.
 - Hobart celebrated with current and former staff on 27 March and continued with a very successful 'Met Month' during May on ABC Radio.

- Perth held their celebrations in June, including a special weather balloon release at Perth Airport with ABC TV news weatherman and 720 Drive presenter, Russell Woolf, ABC interviews with Bureau staff throughout the state during the day and a special Centenary cake provided by the ABC.

VISITS, TALKS AND PUBLIC EDUCATION (INCLUDING ONLINE)

- National Science Week (18 - 26 August) was celebrated with:
 - open days at 18 Bureau offices, attended by about 7,000 people, that included presentations of experiments demonstrating the science of meteorology to school children, distribution of resource material for teachers, school-based competitions and at some events ABC Radio broadcasts;
 - about 20 to 30 weather and climate talks delivered at schools, libraries, museums and community venues, including at remote communities on Flinders and Cape Baron Islands, in Tasmania, with journalists accompanying some visits; and
 - the provision of speakers for a panel discussion on weather and climate in Canberra as part of the Australian Science Festival.
- The 'Learn About Meteorology' section of 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. The site received around two and a half million hits during the year.
- Bureau staff, mainly from Regional Offices, participated in approximately 50 agricultural shows, field days and similar external functions.
- Regional staff gave more than 300 talks to community and special interest groups (mainly schools, boating organisations, and community service clubs).
- Regional Offices hosted visits from about 200 groups, predominantly schools, and field offices received several hundred formal visits (individuals or small groups) from interested locals and tourists.
- About 200 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.

PUBLICATIONS

- The Bureau's publications group produced about 90 items during the year, ranging from forms and charts to brochures, booklets and displays. Key among these were:
 - the *2008 Australian Weather Calendar* with the theme 'A Century of Science and Service,' 48,500 copies of which were produced, distributed and sold;
 - three issues of the in-house journal *Weather News*;
 - a series of mini-guides and leaflets about marine weather services;



Children brave the cold to check out the bubbling dry-ice and Bureau's do-it-yourself tornado experiments inside the Bureau tent at AgFest, a major field day held in May near Launceston, Tasmania.

- an extensive range of material relating to tsunami warning services;
 - a range of leaflets, posters and postcards about the Water and the Land section of the Bureau's website;
 - a series of climate information fact sheets;
 - the report of the Review of the Bureau of Meteorology, *Creating an Australian Bureau of Meteorology for the 21st Century*; and
 - display material and leaflets about the Centre for Australian Weather and Climate Research.
- About 300 digital images were added to the publicly accessible National Meteorological Library website, making more than 2,300 images now available. Donations of photographs provided by members of the community for possible inclusion in the Weather Calendar were particularly appreciated.

MEDIA RELATIONS

- The Bureau liaised with the offices of the Ministers responsible for the Bureau of Meteorology, including the Minister for the Environment, Heritage and the Arts and the Minister for Climate Change and Water, regarding their involvement in Bureau events and policy-related matters.
- Media relations support was provided for the launch of the Centre for Australian Weather

and Climate in Canberra at the National Museum on 5 December, with presentations from CSIRO's Chief Executive Dr Geoff Garrett, Australia's Chief Scientist Dr Jim Peacock, and the Director of Meteorology Dr Geoff Love, as well as a panel discussion with CSIRO's Dr Greg Ayers, the Bureau's Dr Neville Smith and the Centre's Foundation Director, Dr Chris Mitchell.

- Significant support was provided for the release of the *Climate Change in Australia* report, co-authored by the Bureau and the CSIRO and published by the CSIRO, which was released at the Greenhouse 2007 conference in October, generating extensive media and community interest.
- Other events and activities which received media relations support during the year included:
 - the launch of Cummins, Merriwa and Beaudesert automatic weather stations;
 - the launch of new weather radars at Laverton, Gympie and Bairnsdale;
 - the launch of a new research radar in southeast Queensland;
 - National Science Week activities,
 - promotion of the importance of UV Sun Smart alerts in Victoria and South Australia;
 - assistance with streamlining climate centre media enquiries around significant climate events;
 - generation of significant media activity surrounding the Greenhouse 2007 conference including front page newspaper stories around the country and lead stories in the electronic media;
 - assistance with the implementation of new enhanced and severe weather warnings in South Australia and the Australian Capital Territory;
 - the launch of a suite of new ocean forecasts as part of the BLUElink initiative at Garden Island in Sydney; and
 - the launch of a new tsunami buoy in the Coral Sea.