

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 within the Bureau by promoting various Bureau activities.

These activities are coordinated by the Corporate Communication Unit. 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 public education activities. The Unit also contributes to internal communication.

Centenary of the Bureau of Meteorology

The Bureau's Centenary events continued during the second half of 2008. Some of the notable events and activities are outlined below.

- Functions associated with the presentation of commemorative plaques signed by the Minister for the Environment, Heritage and the Arts, the Hon Peter Garrett AM MP, were held in more than 20 offices across Australia, including Albany, Alice Springs, Broome, Cairns, Cape Grim, Ceduna, Cobar, Geraldton, Giles, Hobart Airport, Lord Howe Island, Mackay, Mt Gambier, Mt Isa, Norfolk Island, Port Hedland, Rockhampton, Wagga Wagga, Williamstown, Willis Island and Woomera. Local staff at many sites used the opportunity to invite the community to visit and learn more about Bureau activities and services, and there was positive media coverage through local television, radio (including onsite broadcasts) and newspapers. Many of the other Bureau offices such as Regional Maintenance Centres also celebrated this significant milestone.
- Events held for other purposes also incorporated recognition of the Bureau's Centenary, including those held in August during National Science Week and at the opening of upgraded or relocated Bureau offices including the Queensland Regional Office in Brisbane, the Queensland Regional Maintenance Centre and Broome Meteorological Office.
- The Antarctic bases at Macquarie Island, Casey, Davis and Mawson were linked via video to enable them to celebrate the Centenary together on 22 December.
- Staff members across the country were encouraged to contribute photographs to the 'A Week in the life of the Bureau' project, which aimed to compile a 'snapshot' of the Bureau's work. The resulting collection of more than 500 images expressed the wide variety of everyday work environments and diverse landscapes within which Bureau employees perform their tasks and Bureau operations are carried out, from bright, icy snow-scapes to lush coastal greenery, red dirt plains and city offices.

Events

Support was provided for a range of events during the year.

- The launch on 31 October of the Joint Australian Tsunami Warning Centre by the Minister for the Environment, Heritage and the Arts, the Hon Peter Garrett AM MP, at the Bureau's 700 Collins Street, Docklands office.
- The launch on 4 September of the Water Information Research and Development Alliance between the Bureau and CSIRO by the Minister for Climate Change and Water, Senator the Hon Penny Wong, at Parliament House in Canberra.
- The visit in May of Denmark's Minister for Climate and Energy, Ms Connie Hedegaard, who met with senior Bureau staff at 700 Collins Street, Docklands to discuss climate change issues, as part of a visit to Australia in preparation for Denmark's hosting of the Conference of the Parties to the United Nations Framework Convention on Climate Change in Copenhagen.
- Victoria's Smart Water Fund project awards on 28 April where Dr David Jones of the Bureau's National Climate Centre was the keynote speaker and successful project applicants were announced by Victorian Minister Tim Holding.
- A Public Hearing for the House of Representatives Standing Committee on Industry, Science and Innovation's Inquiry into Long-term Meteorological Forecasting in Australia on 18 May. Five Federal Members of Parliament attended and toured Bureau operational areas once the hearing concluded.



Ms Connie Hedegaard, Danish Minister for Climate and Energy, with Dr Michael Coughlan, head of the Bureau's National Climate Centre. Ms Hedegaard, host of the United Nations Climate Change Conference, visited the Bureau to discuss climate change issues in preparation for the December conference in Copenhagen.

- The celebration of World Meteorological Day in Melbourne:
 - externally through an event hosted by the Institute of Public Administration Australia involving three presentations focused on how public organisations incorporate climate forecasting, variability and change into their planning, featuring the National Electricity Market Management Company Limited (energy), the National Transport Commission (transport infrastructure and emissions) and VicHealth (heatwaves); and
 - internally with staff to present the Bureau Excellence Awards and Long Service Awards. The keynote address by Dr Kamal Puri and Mr Chris Ryan was on the topic of numerical weather prediction.
- The celebration of National Science Week (18 - 22 August) with:
 - approximately 30 weather and climate talks delivered at Bureau offices, schools, libraries, museums and clubs in capital cities, regional centres and remote communities such as King Island, Mt Isa and Lord Howe Island;
 - sessions run by Bureau staff included station tours with balloon releases, hands on experiments for school children and the local community, distribution of resource material and weather/climate presentations for adult community groups;
 - events promoted through the media via releases to local press, ABC Radio broadcasts and a media presence at some events; and
 - around 1,400 people attending or participating in the activities.
- The engagement with staff and stakeholders across Australia of the new Director of Meteorology, Dr Greg Ayers, following his commencement in the position in late May.

Media Relations

The Bureau liaised throughout the year with the offices of 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 announcements.

Other areas of media support during the year included activities associated with:

- the announcement of the 2009-10 Budget initiatives for the Next Generation Forecast and Warning System and the Strategic Radar Enhancement Project;
- conferences to which the Bureau contributed such as Greenhouse 2009 and the Outlook 09 conference run by the Australian Bureau of Agricultural and Resource Economics; and
- Parliamentary inquiries, including the House of Representatives Inquiry into Long-term Meteorological Forecasting in Australia.

Publications

- Around 100 publications were produced during the year, ranging from forms and charts to brochures, booklets and displays. Key among these were:
 - the design and production of a 128-page book *Climate of Australia* for release in 2009-10;
 - the production of materials on the history of numerical prediction as part of World Meteorological Day events, most notably a booklet titled *The Sums of the Atmosphere*;
 - design and production of *Stormy Weather*, a 32-page history of severe weather events in New South Wales;

- production of three editions of the quarterly, peer-reviewed, scientific publication Australian Meteorological Magazine;
 - the inaugural issue of the quarterly, peer-reviewed, scientific publication Australian Meteorological and Oceanographic Journal (successor to the Australian Meteorological Magazine) ;
 - the production, distribution and sale of 55,000 copies of the 2009 Australian Weather Calendar with the theme 'Weather Art';
 - meteorological reports and Centre for Australian Weather and Climate Research technical reports; and
 - educational materials such as leaflets, posters and booklets, and corporate materials such as operational plans and annual reports.
- About 300 digital images were added to the image library publicly accessible through the National Meteorological Library website, making more than 2,600 images now available. The donations of photographs by members of the community for possible inclusion in the Weather Calendar were particularly appreciated.



Bureau forecaster in the broadcast booth at the Melbourne Regional Forecasting Centre, presents the daily weather cross to ABC Ballarat.

Visits, Talks and Public Education (Including Online)

- 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, with about two and a half million hits to the site during the year.
- Bureau staff, mainly from Regional Offices, participated in 37 agricultural shows, field days and similar external functions.
- Regional staff gave around 350 talks to community and special interest groups (mainly schools, boating organisations and community service clubs).
- Regional and Field Offices hosted around 4,000 public visitors, predominantly schools and small groups including 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.



Deputy Director (Services) announces a new publication, *Stormy Weather*, at the Bureau's World Meteorological Day celebrations.