

# ASPAC 2010 PROGRAMME

*This programme is subject to change; a final programme will be provided as part of conference packs on registration*

## FRIDAY 19 MARCH *Dunedin*

### PRE CONFERENCE WORKSHOPS

**9.30am-  
3.00pm**

#### **Pre-Conference Workshop *Exhibition Development***

VENUE: Kakapo Room

Facilitated by Clare Wilson, Otago Museum, New Zealand

Focusing on the tangibles, this workshop session will explore the best ways to get from idea to delivery. Be ready to share your experiences, and discuss what has and hasn't worked at your organisation. Within this workshop we will explore how we can use sustainable practices and resources in our exhibitons.

*This workshop includes contributions from the Otago Museum, Museum Victoria, Questacon and SciTech.*

**9.30am-  
3.00pm**

#### **Pre-Conference Workshop *Evaluation***

VENUE: Friends' Room

Facilitated by Daniel Loy, Petrosains, Malaysia

How do we find out what's working well, what isn't, and what our visitors are or aren't enjoying? This workshop will combine discussion, group work and sharing of tangible information. Frameworks and tools for 'jumpstarting' evaluation will be provided – within the context of shared stories and experience. Expect to be actively engaged and involved throughout this highly participative workshop!

*Along with workshop participants, Daniel will address questions from 'whose job is it to evaluate – and what if they don't know?' to 'are you asking the right questions?' Special areas of making sense of data and evaluating young children's experiences will also take the spotlight.*

# SATURDAY 20 MARCH

*Dunedin*

**9.30am-  
7.00pm**

## **PRE CONFERENCE TOURS**

### **PREMIER TOUR OF THE OTAGO PENINSULA ATTRACTIONS**

Three time NZ Tourism Award winner, Monarch Wildlife Cruises and Tours can show you the best of the Otago Peninsula and its wildlife. Unrivalled viewing of Northern Royal Albatross, Seals, Penguins and up to 20 species of bird and marine life in its natural and otherwise inaccessible environment. Begin the day with a guided tour of Larnach Castle, NZ's only castle. Enjoy a scenic bus tour of spectacular Otago Peninsula, see wading bird wetlands, experience guided tours of the Royal Albatross Colony and Yellow Eyed Penguin Reserve, cruise the beautiful Otago Harbour and enjoy the wildlife of Taiaroa Head. Your fully guided tour includes informative commentaries, fact sheets, binoculars, jackets and refreshments. Lunch can be purchased at Café. Complimentary pick up and drop off from accommodation or Otago Museum.

**OR**  
**10.00am-  
12.00pm**

### **UNIVERSITY OF OTAGO GREAT SCIENCE TOUR**

Science is not just an academic exercise at the top Research University in New Zealand. We know that science can explain the past and help shape the future. From Antarctic snowmelt to Artificial intelligence; microbes to monasaurs and virtual environments to environments of virtue, come join us for a peek at cutting edge research few have the opportunity to see.

# SUNDAY 21 MARCH *Dunedin*

<b>9.00am- 5.00pm</b>	<b>ASPAC EXECUTIVE COUNCIL MEETING</b> VENUE: Board Room <i>For members of the ASPAC Executive Council</i>
<b>12.00pm- 7.00pm</b>	<b>CONFERENCE REGISTRATION AND COFFEE</b> VENUE: ASPAC 2010 Hub
<b>11.00am- 5.00pm</b>	<b>IMMERSIVE COMMUNITY ENGAGEMENT</b> <b>Otago Community Concert ('The Big Get Together') and Science Communicators Demo Day</b> VENUE: Museum Reserve  ASPAC Science Communicators giving Science Shows as part of the Demo Day: <ul style="list-style-type: none"><li>• Nelson Cheng-Chih Chin, National Science and Technology Museum, Taiwan</li><li>• Andrew Beale, The Roadshow, New Zealand</li><li>• Fozi Wazir, Petrosains, Malaysia</li><li>• Ray Mayes, Waikato Museum, New Zealand</li><li>• Cassandra SW Thang, Creative Science International, Singapore</li><li>• Amadeo Enriquez Ballesterro, Otago Museum, New Zealand</li><li>• Derek Williamson, Powerhouse Museum, Australia</li></ul>
<b>4.00pm- 4.30pm</b>	<b>FACILITATOR GET TOGETHER</b> VENUE: Barclay Theatre <i>A time for all those who are facilitating sessions for ASPAC 2010 to get together</i>
<b>4.00pm- 5.00pm</b>	<b>VISITOR EXPERIENCE FORUM – Science Communicators</b> VENUE: Kakapo Room Facilitated by Amos Mann, Otago Museum <i>Designed for the Science Communicators who have presented as part of the Science Communicators Demo Day</i>
<b>5.30pm- 6.30pm</b>	<b>ASPAC PRESIDENT'S RECEPTION FOR DIRECTORS OF MEMBER INSTITUTIONS</b> VENUE: Southern Land, Southern People Gallery <i>By invitation only</i>

# MONDAY 22 MARCH *Dunedin*

<b>8.30am- 10.30am</b>	<b>CONFERENCE REGISTRATION AND COFFEE</b> VENUE: ASPAC 2010 Hub
<b>10.30am- 11.00am</b>	<b>WELCOME ADDRESS</b> VENUE: Hutton Theatre Preceded by a Māori welcome by Dr Jim Williams, representative of the Otago Museum Māori Advisory Committee  Facilitated by Mr Shimrath Paul, Otago Museum Chief Executive Speakers: <ul style="list-style-type: none"><li>• His Worship Peter Chin, Mayor of Dunedin</li><li>• Dr Mamoru Mohri, ASPAC President</li><li>• Mrs Margaret Collins, Chairperson, Otago Museum Trust Board</li></ul>
<b>11.00am- 11.30am</b>	<b>CONFERENCE PHOTO</b> Directions will be given at the end of the keynote address.
<b>11.30am- 12.30pm</b>	<b>KEYNOTE ADDRESS</b> VENUE: Hutton Theatre SPEAKER: Dr Goéry Delacôte, Chief Executive of At-Bristol, UK Chaired by Dr Mamoru Mohri, ASPAC President  <b><i>The 3 Es of Science Centres: Empower, Educate, Entertain!</i></b> How can we, the Science Centre community, inspire the world? Can we improve our present way of working for and with our audiences? What does it take to develop a shared culture of learning? This keynote address will review some recent advances in the domain.  Time will be available for questions.
<b>12.30pm- 1.30pm</b>	<b>LUNCH</b> VENUE: ASPAC 2010 Hub Shared food for self service will be provided onto tables in the ASPAC 2010 Hub.
<b>1.30pm- 3.00pm</b>	<b>PARALLEL SESSIONS</b> <ol style="list-style-type: none"><li>1. VISITOR EXPERIENCE Hutton Theatre</li><li>2. EXHIBITION DEVELOPMENT Barclay Theatre</li></ol> <i>Details and abstracts below</i>

<p>1.30pm-3.00pm Option 1 VISITOR EXPERIENCE</p>	<p><b>VISITOR EXPERIENCE Parallel Session</b> <i>Know your visitor</i> VENUE: Hutton Theatre Facilitated by Genevieve Fahey, Scienceworks, Australia</p>
	<p><b>What we know, how we found out, why you should too</b> Daniel Loy, Petrosains, Malaysia</p> <p>In an economic environment of increasingly finite resources, science centres as largely not-for-profit informal learning institutions are challenged to demonstrate continuous relevance and the achievement of a positive impact on the community. This often requires a more concerted approach to visitor studies, particularly impact evaluation that funders appreciate as testament of a tangible return on investment. In Petrosains, this commitment extends to the formation of an in-house team of evaluators that has, in the past three years, rigorously gathered data on our visitors both methodically and consistently. The availability of this data has been useful for our funders as well as shaping the progressive development of exhibits and programming. Petrosains has taken a big first step but many more steps are necessary. Undertaking committed visitor studies is a challenging prospect. We hope that by learning about the Petrosains experience, other science centres can kick-start their own evaluative efforts with better preparedness.</p>
	<p><b>Measuring visitors' learning outcomes in the National Science and Technology Museum, Taiwan</b> Chi-Hsiang Wang, National Science and Technology Museum, Taiwan</p> <p>This paper reports part of a three-year (2007-2010) research project funded by the National Science Council of Taiwan, that investigates visitors' learning from National Science and Technology Museum (NSTM). The design and implementation of the research were based on the Generic Learning Outcomes (GLOs) framework developed by the Museum Libraries and Archives Council (MLA) in the UK (Hooper-Greenhill, 2004). GLOs are a set of measures for assessing the learning impact of museums on their visitors. The framework enables institutions to understand more about the effectiveness of learning and learning impacts (Hooper-Greenhill, 2002). Face-to-face and in-depth interviews with visitors to NSTM were employed to figure out visitors' learning from the museum based on five GLO categories. Interview questions in this project were selected and revised from the question bank developed by MLA. A total of 147 visitors, consisting of primary and secondary students, teachers, and the general public, were asked a series of open-ended questions after their visits. The results not only analyse the distribution of visitors' learning among GLO categories, but also compare the learning outcomes with various-background visitors.</p>
	<p><b>Realising the audience of science centres</b> Yuqiong Hou, Guangdong Science Center, P.R. China</p> <p>In this paper, the necessity of visitor studies in science and technology museums is highlighted, and the current status of audience research in domestic science and technology museums is analysed. Also including the Guangdong Science Centre experience, a summary of research methods in visitor studies and experiences was carried out. To improve the audience research methods currently used in domestic science and technology museums, some suggestions are made, summarised as follows: 1 - develop new audience survey methods; 2 - make the evaluation of exhibition items and services a full participation project in science and technology museums; 3 - establish a long-term evaluation system to assess educational activities; 4 - seek out potential audiences through audience surveys.</p>

**Dialogue as a means of providing influential museum experiences**  
 Tomoko Yuzuriha, National Museum of Emerging Science and Innovation, Japan

Talking with others in an exhibition space is a very important element of the exhibition experience, not only to increase visitors' understanding but also to discover something new from their responses in conversation. Science communicators provide such dialogues, each of which has unique value.

In my talk, I give some actual examples from Miraikan: in particular, dialogues that we took part in and changes to visitors' demonstrated understanding in a special exhibition, *Fear Research: Science in the "Haunted House"* as well as in a permanent exhibition on the earth's environment.

**Getting to know your visitors and their needs through the museum's activities**  
 Pimonpan Chantarapimon, National Science Museum, Thailand

Actions can speak louder than words when we evaluate the visitor experience. We can learn a lot about our visitors through the way they interact with our activities. The data obtained from visitors after they participate in each activity can be used as a very good guideline for the improvement of activity development. With such information, the Information Technology Museum of the National Science Museum, Thailand can develop more than 30 activities a year to serve our visitors. Activities have become our museum's main strength while the main galleries are still under construction. This session reveals the process of our activity development based on what we learn from visitors through their interaction with our activities.

**1.30pm-3.00pm  
 Option 2  
 EXHIBITION  
 DEVELOPMENT**

**EXHIBITION DEVELOPMENT Parallel Session**  
***The road from big idea to big success***  
 VENUE: Barclay Theatre  
 Facilitated by Tit Meng Lim, Science Centre Singapore

**Creating new revenue streams**  
 Vicki Carman-Brown, Imaginarium Science Centre, Australia; and Karl Meyer, Exhibition Studios, Australia

The Imaginarium Science Centre in Devonport, Tasmania, is an example of a small science centre which has struggled to maintain consistent and reliable funding streams. However, corporate sponsorship from local industries with an interest in innovative science and technology communication is a hitherto untapped resource.

To look at creative new ways of tailoring exhibit design, resources and approaches to sponsorship success, in February 2010 Imaginarium's Manager, Vicki Carman-Brown, will have spent a week at Exhibition Studios in Adelaide as part of an ASTEN funded fellowship. This will include exploration of possible exhibit and exhibition ideas that would attract corporate sponsorship while maintaining the integrity and value of Imaginarium's visitor experiences.

Outcomes of this workshop will include strategies for the re-direction of the Imaginarium Science Centre, challenging potential preconceptions and extending funding streams beyond local government sources.

The ASPAC 2010 presentation will be an opportunity to share the outcomes of this workshop and subsequent work-in-progress.

**Socially networking visitors with current science**

Tengku Nasariah Ibrahim, Petrosains, Malaysia

The ubiquity of online social networks is a testament to the high demand and engagement value of up-to-date information. In Petrosains, our very new exhibition initiative, *HOT SCIENCE*, inspires visitors to discover, discuss and debate contemporary issues in Science and Technology through involving and immersive approaches such as news tickers, voting and opinion stations, and interactive platforms. Modelled after similar initiatives in other science centres such as in London and Ontario, *HOT SCIENCE* at Petrosains takes this a step further by providing access to this experience in our lobby itself, allowing easy access to the estimated 58 million visitors that come to shopping mall at the PETRONAS Twin Towers, expanding our reach many times over. Furthermore, content will also be relayed live to our satellite centres as well as to our website, strengthening our nationwide reach and bridging our visitors from around the country into a singular social network.

**Outdoor Solar-Power-Wind-Energy interactive demo**

Zhi Qiang Li, Guangdong Science Centre, China

Guangdong Science Centre (GDSC) was opened in September 2008, with an exhibition area of 80,000m<sup>2</sup> indoor and 400,000m<sup>2</sup> outdoor, with over 400 exhibits. The landmark exhibition, *Outdoor Solar-Power-Wind-Energy* also called *Solar Sail* dynamically demonstrates the operation mode of power transmission networks and the real-time switching process of electric power. It presents an intensive reflection of solar energy and wind energy, two key renewable energies, to give the public a profound experience of the importance of new energy sources for the future sustainable development of the society. The exhibition currently can generate about 30,000 KWH of power a year, equal to reduced emissions of more than 45 tons of carbon dioxide. The clean power is supplied to the whole of the GDSC including fountain devices and the air conditioning system. This case study shows the process from conceptual design to the materialisation of the exhibition, ultimately achieving great success and a practical application.

**Dark science for new audiences**

Derek Williamson, Powerhouse Museum, Australia

As one part of the Ultimo Science Festival in 2009 the Powerhouse Museum took the risk to use suspension artists and tattooists to attract an audience to talk about fear and pain. This presentation will highlight the difficulties and positive outcomes from this programme.

**The science centre of 2025 - still relevant?**

Robert 'Mac' West, Informal Learning Experiences, USA

We know science centre history - from the Exploratorium and the Ontario Science Centre to the international proliferation of centres today. We also know that the world within which science centers operate is changing rapidly - improved communications, the internet, easy travel, etc. How will science centres stay relevant in 2025? This presentation looks at 1) content - what can they present about modern science? 2) communications and conversations - how do they communicate contemporary science to an audience that is more diverse with access to rapidly-expanding communications systems, necessitating serious conversations between the centre and its audiences? and 3) community - where does the science centre of 2025 fit into its community, altering its traditional role as a site-based place of learning to meet the community's expectations for it as both a virtual resource and a place for various community activities and events? These are huge challenges.

<b>3.00pm- 3.30pm</b>	<b>AFTERNOON TEA</b> VENUE: ASPAC 2010 Hub
<b>3.30pm- 5.00pm</b>	<b>PARALLEL SESSIONS</b> <ol style="list-style-type: none"> <li>1. EXHIBITION DEVELOPMENT <small>Barclay Theatre</small></li> <li>2. VISITOR EXPERIENCE <small>Hutton Theatre</small></li> </ol> <p><i>Details and abstracts below</i></p>
<b>3.30pm- 5.00pm</b> <b>Option 1</b> <b>EXHIBITION</b> <b>DEVELOPMENT</b>	<b>EXHIBITION DEVELOPMENT Parallel Session</b> <b><i>Design and communication</i></b> VENUE: Barclay Theatre Facilitated by Chee-kuen Yip, Macao Science Center
	<b>Bringing Colour to Science Research</b> Christine Cansfield-Smith, CSIRO, Australia <p>CSIRO Discovery, located in Canberra, is a unique public centre attached to CSIRO, Australia's largest research organisation. This presentation will be an opportunity to demonstrate how exhibition design has been a major component in the CSIRO Discovery centre for effectively communicating the research being undertaken by CSIRO. CSIRO Discovery is another style of science centre in that its exhibition is not designed along the lines of traditional science centre exhibits. Discovery is charged with designing exhibits that showcase current research from CSIRO and with communicating the benefits of this science to society. This provides obvious challenges. The topics dealt with in exhibition form cannot be presented as vehicles for fun and entertainment. Rather, as the public face for the organisation, Discovery's exhibition has to be designed in an interesting, colourful and easily understood way while still doing justice to CSIRO and its research on behalf of Australia.</p>
	<b>Flutter</b> Tim Nixon, Natural History New Zealand, New Zealand <p>Flutter is a new Facebook game with the unique differentiator that its content is inspired by incredible real-world phenomena. Telling the story of butterflies in the deep rainforest, developer Runaway is working with Otago Museum's <i>Tropical Forest</i> to refine a solid factual base for this online entertainment experience. The game is also exploring new ways to link virtual and physical experiences through cross-promotion between the game and exhibit.</p>
	<b>Development of Bird Flu awareness exhibition</b> Finarya Legoh, Pusat Peragaan Iptek - Science & Technology Centre, Indonesia <p>The Avian Flu (AI) outbreak gave PP-IPTEK (Science &amp; Technology Centre) new initiative to emphasise its role as a communication hub, especially for public awareness and education, by developing a cluster of Bird Flu awareness exhibits in the gallery as well as supporting programs (games, training, etc). The target audience is children and teenagers who could easily be affected by the virus. We aimed to encourage them to adopt healthy behaviours, specifically those preventing them from contracting the AI virus. The cluster also provides information on safe products for urban consumers and home consumption, and</p>

	<p>introduces new knowledge and practices. As well as the exhibits, PP-IPTEK prepares materials for outreach activities in schools and rural communities, helping effectively disseminate information and awareness. PP-IPTEK will act as a change agent for societal behaviour, global issues, and is on the cutting edge of informal science.</p>
	<p><b>The Mind Museum: From zero to one</b> Maribel Garcia, The Mind Museum, Philippines</p> <p>When some science museums in the world are a hundred years old or more, how do you go about designing the first one in your country? How do you locally design and communicate for a universal culture like science? The Mind Museum is the first science museum of its scale in the Philippines and is now poised to finally begin construction after three years of planning. Maribel Garcia, the Mind Museum's curator will share their unique experience in making use of local talents and resources to complete the dream.</p>
	<p><b>Building Smart: exhibitions through collaboration</b> Sarah Bugg, Scitech, Australia</p> <p>Scitech has partnered with a number of science centres over the years to design, build and construct travelling exhibitions. These collaborations have taken a number of different forms and each method has its own strengths and weaknesses. Discover what partnerships in exhibition construction can do for your science centre or museum.</p>
<p><b>3.30pm-5.00pm</b> <i>Option 2</i> <b>VISITOR EXPERIENCE</b></p>	<p><b>VISITOR EXPERIENCE Forum</b> <b><i>Communicating science face to face</i></b> VENUE: Hutton Theatre Facilitated by Shimrath Paul, Otago Museum, New Zealand</p>
	<p><b>Successful educational activities</b> Thitipat Poonpun, Science Centre for Education, Thailand</p> <p>We are confident that our Science Centre supports the development of the skills needed for effective problem solving, creativity, innovation, critical thinking and decision-making. This means that the visitor experience should be of key concern during the planning of any exhibitions, programs or events. In my presentation I will focus on two impressive educational activities: 1) The experimental programs which we provide for students aged 10-12 years, showing how we deliver them and what the outcomes are; and 2) the holistic science camp, targeted at high-school students. I will present on the camp, from program development to student evaluation.</p>
	<p><b>Enhancing student on-floor exhibit experience</b> Andrew Beale, The Roadshow, New Zealand</p> <p>"Extra for Experts" and "Big Questions" are two of the novel techniques we use on the floor to focus students on the learning experiences. They also give students new opportunities to share their knowledge. An unexpected and valuable outcome is the enthusiasm shown by accompanying teachers and parents to the role they take on.</p>

### **Outreach programmes - a pre-visitor experience**

Cassie Dong, Science Centre Singapore

Visitor experiences at the Science Centre Singapore start way before visitors physically enter the Science Centre premises, through our extensive outreach programmes. *Science on the Go* is our school outreach programme that takes science shows to schools. It aims to excite students with spectacular science demonstrations before they are attracted to visit the Science Centre for more intensive follow-up enrichment classes and to visit our science exhibits. Our quality science shows have made positive first impressions of our other programmes at the Science Centre. Through these outreach programmes, teachers also gain greater awareness of the other extensive and unique science enrichment programmes that the Science Centre offers. They then send their students to the Science Centre to gain the extra benefits of an actual visit. Furthermore, our incentive scheme - *Science Centre Learning Passport* - encourages teachers to bring more students to the Science Centre by rewarding them with a free *Science on the Go* trip to their schools for every 1000-student cohort they bring to the Science Centre.

### **Outreach through satellite centres and programmes**

Fozi Wazir, Petrosains, Malaysia

Petrosains' diligence in reaching out to the community beyond its immediate area has included the setting up of three satellite centres throughout the country. These centres, known as *PlaySmart*, are located at PETRONAS petrol stations as well as in a public library. They have been successful in widening Petrosains' reach to the public through creative programming and exhibits. Outreach efforts also include the SAHABAT Petrosains initiative. "Sahabat" means friendship in the local vernacular. The programme adopts a camp-in model and is aimed at the indigenous groups of Malaysia, usually located in hard-to-reach areas. Using the Petrosains approach of engaging hands-on activities, SAHABAT Petrosains aims to promote interest and awareness in Science, Technology, Engineering, and Mathematics (STEM) among indigenous young people.

### **Science centres as agents of change**

Genevieve Fahey, Scienceworks, Australia

The global issue of Climate Change has been used as an example of a 'Hot Topic' for an international study that looks at what role museums and science centres have in the dialogue around controversial global issues. The study, 'Hot Science, Global Citizens', commenced more than two years ago and is continuing. The participants are museums and science centres in Australia and a science centre in the US. This paper will discuss some of the findings from the project and their implications for science centres.

### **Developing science workshops with a Nobel Prize laureate**

Tamami Yamaguchi, National Museum of Emerging Science and Innovation (Miraikan), Japan

This presentation will set out some of the 'know-how' of our science workshop program. The most distinctive point of difference of this program is our collaboration with Nobel Prize laureate, Dr. Hideki Shirakawa who won the Nobel Prize in chemistry in 2000. Our program introduces his achievement, conducting polymer. The presentation is in three parts. First, you will see a transparent film speaker made of conducting polymer. Next, I will introduce the aim, strategy and achievements of the workshop. This will include discussion of the advantages and the challenges of collaborating with a Nobel Prize laureate. Finally, our knowledge of developing science workshops will be shared. I hope participants will join in discussion on how to deliver innovative science workshops.

<b>7.00pm onwards</b>	<p><b>WELCOME DINNER</b></p> <p>VENUE: Museum Atrium</p> <p>Dinner Keynote: The Honourable Bill English, Deputy Prime Minister of New Zealand</p> <p><i>Dinner entertainment will include a Māori cultural performance – and more!</i></p>
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## TUESDAY 23 MARCH *Dunedin*

<b>8.30am- 9.30am</b>	<p><b>ASTEN Meeting</b></p> <p>VENUE: Kakapo Room</p>
<b>9.30am- 10.50am</b>	<p><b>KEYNOTE ADDRESS</b></p> <p>VENUE: Hutton Theatre</p> <p>SPEAKER: Peter Hayden, Supervising Producer and former Head of Development for Natural History New Zealand</p> <p>Chaired by Shimrath Paul, Chief Executive, Otago Museum</p> <p><b><i>Science on screen: finding an audience</i></b></p> <p>NHNZ is the largest documentary production company in the Southern Hemisphere and one of the biggest and longest running producers of science and nature documentary production in the world. by 20<sup>th</sup> Century Fox TV, NHNZ's home base is Dunedin, and they are a fine illustration of world leadership being possible from unexpected places! Over the last decade, NHNZ have expanded internationally and they now have offices in China, Singapore in South Africa, and work with partners, co-producers and broadcasters throughout the world. NHNZ are a very special Dunedin success story. They have received around 200 international awards, including an Emmy Award, recognising outstanding filmmaking and captivating story telling.</p> <p>In this keynote presentation, Peter Hayden, Supervising Producer and former Head of Development for NHNZ, draws on his considerable experience as a filmmaker to explore ways in which film can be a successful medium for making science meaningful for audiences. Peter will explore synergies between science communication on television and in Science Centres and consider the potential for audiovisual material to complement exhibitions and support the overall achievement of the public understanding of science in every day life.</p>
<b>10.50am- 11.00am</b>	<p><b>CHINA SCIENCE AND TECHNOLOGY MUSEUM: NEW DEVELOPMENTS</b></p> <p>VENUE: Hutton Theatre</p> <p>Professor Huang Timao, Deputy Director General, China Science and Technology Museum, China</p> <p><i>Due to travel arrangements, this presentation is given in advance of the plenary session</i></p> <p><i>ASPAC: a region of innovation and new developments on Thursday 25 March</i></p>
<b>11.00- 11.30am</b>	<p><b>MORNING TEA</b></p> <p>VENUE: ASPAC 2010 Hub</p>

<p><b>11.30am-1.00pm</b></p>	<p><b>PARALLEL SESSIONS</b></p> <ol style="list-style-type: none"> <li><b>1. GROWING OUR PEOPLE</b> Hutton Theatre</li> <li><b>2. EXHIBITION DEVELOPMENT (<i>Marketplace</i>)</b> Barclay Theatre</li> <li><b>3. ASPAC/ASTEN FELLOWS</b> Kakapo Room</li> </ol> <p><i>Details and abstracts below</i></p>
<p><b>11.30am-1.00pm</b> <i>Option 1</i> <b>GROWING OUR PEOPLE</b></p>	<p><b>GROWING OUR PEOPLE Parallel Session</b> <b><i>Managing and developing</i></b> VENUE: Hutton Theatre Facilitated by Alan Brien, Scitech, Australia</p>
	<p><b>Leading in uncertainty</b> Aphiya Hathayatham, National Science Museum, Thailand</p> <p>Managing and developing staff is one of the most challenging jobs in the museum business, especially when the museum is facing an uncertain situation and development, in progress for seven years, is not complete. Leading and encouraging a group of people with different backgrounds and experiences to walk over a swinging bridge by convincing them that the bridge is very secure seems to be a very good practice for all museum managers. Team building is a key word for the success of this mission. Lessons learned from experience in the development of the Information Technology Museum of the National Science Museum, Thailand, in terms of management and development from top to bottom will be presented, shared, and discussed in this session.</p>
	<p><b>Forging new paths through positive partnerships</b> Alistair Regan, Otago Polytechnic, New Zealand</p> <p>Otago Polytechnic and Otago Museum have recently established a joint venture which sees the combination of Museum knowledge and experience with the analytical, technical and practical skills located within several disciplines across Otago Polytechnic. Through this combination, aimed at real and saleable outcomes, the Polytechnic is underway with the creation of a centre of speciality for communication through exhibits within its Applied Design Research Centre. This partnership sees students, both within their degrees, and supplementary to them through paid employment, being given the opportunity to train within the context of practical, real-life projects involving many departments from the early stages of their study. Such involvement can be inspirational in further study and career choices. Over time, the Museum and Polytechnic partnership will establish Dunedin as a leading provider of science centre exhibitions in the future.</p>
	<p><b>Succession planning in a mature organisation</b> Lorraine Neish, Questacon, Australia</p> <p>Organisations evolve from energetic youngsters to mature leaders, in many cases driven by exceptional individuals with specialist skills, knowledge and attributes. How do we retain these people and what happens when these leading lights are looking for alternative challenges or retirement? A critical consideration is that the reliance on these individuals does not create an unacceptable business risk for the organisation. The perfect balance is to retain the specialists with their wealth of experience and creativity and corporate knowledge while developing a pipeline of new talent that can take up the reins when needed. Science centres face some unique hurdles in this area, nevertheless they have</p>

	<p>opportunities that do not exist in other sectors. Job enrichment, job enlargement, rotation, exchange, partnerships and many other forms of individually tailored development can be considered. As an organisation ages, skill requirements change and it is vital that the organisation enables people at all levels to evolve and even revolve. This may apply not only to staff and executive management, but also to board and committee members. Organisational agility is essential. This session will tease out these issues with reference to Questacon, an organisation reaching maturity at 30 years old in 2010.</p>
<p><b>11.30am-1.00pm</b> <b>Option 2</b> <b>EXHIBITION DEVELOPMENT (Marketplace)</b></p>	<p><b>EXHIBITION DEVELOPMENT Parallel Session</b> <b><i>Exhibition Marketplace</i></b>  <b>VENUE:</b> Barclay Theatre  <b>Facilitated by</b> Nahoko Ando, National Museum of Emerging Science and Innovation (Miraikan), Japan</p> <p>Marketplace is a forum for selling exhibitions and products to your colleagues.</p> <ul style="list-style-type: none"> <li>• Karl Meyer, Exhibition Studios, Australia</li> <li>• Nahoko Ando, National Museum of Emerging Science and Innovation (Miraikan), Japan</li> <li>• Rebecca McMaster, Otago Museum, New Zealand</li> <li>• Maria Perkovic, Questacon, Australia</li> <li>• Clarence Sirisena, Science Centre Singapore, Singapore</li> <li>• Li Wei, Shanghai Science and Technology Museum, China</li> <li>• Gary Foxton, Scitech, Australia</li> <li>• Lucinda Blackley, Te Papa, New Zealand</li> <li>• Caroline Cook, Natural History New Zealand</li> <li>• George Forster, Boost Education, UK</li> </ul>
<p><b>11.30am-1.00pm</b> <b>Option 3</b> <b>ASPAC/ASTEN FELLOWS</b></p>	<p><b>ASPAC/ASTEN FELLOWS Parallel Session</b>  <b>VENUE:</b> Kakapo Room  <b>Facilitated by</b> Ganigar Chen, National Science Museum, Thailand</p>
	<p><b>Organising a science activity with fun and creativity</b>  Nelson Cheng-Chih Chen, National Science and Technology Museum, Taiwan  2010 ASPAC Fellow</p> <p>Many science education offerings in science museums are informal. The audiences come from various areas and are not familiar with each other. However, it is still important to create a warm and friendly environment for them, so they can be seated together to learn or to observe. Collaboration between audience members may increase the value of their science learning. Science activities in the form of team competitions can stimulate team members to cooperate closely, which we hope will lead to lots of creative ideas - and fun!</p>

	<p>For my workshops, I like to prepare educational kits, props and material packs for the audience. I'll also share my own experience of how to make up a team by having the leader creeping on the ground, and of how to provide several hands-on science activities for the team to work on together, then my experience of evaluating the results of the activities.</p>
	<p><b>Facility and exhibit rehabilitation after Typhoon Ondoy - the Philippine Science Centrum experience</b>  Florencio Gando, Jr., Philippine Science Centrum, Philippine Foundation for Science and Technology, Philippines  2010 ASPAC Fellow</p> <p>In 2009, the Philippines was hit by 19 typhoons. The strongest, typhoon Ondoy (Ketsana internationally) flooded Manila, the country's capital with a month's worth of rain that fell in just six hours. This resulted in the worst flooding in more than 42 years. The Philippine Science Centrum was no exception to the tremendous devastation of the typhoon. The Philippine Science Centrum's interactive exhibits on display went under three meters or 10 feet of muddy flood waters. Most of the exhibits were severely damaged, some beyond repair. Also, during the typhoon, we had five dedicated staff members who were trapped inside the center for 15 hours. While we were challenged by this crisis, it was also a learning experience that made us realise the tremendous opportunities arising from our difficulties. The paper will focus on the Philippine Science Centrum's experience in dealing with typhoon Ondoy with specific discussion on: 1) the rehabilitation process - why Science Centrum has recovered faster than expected - after one month and two weeks it was already partially operating and after three months it was back to "service as usual mode" and to date we are 85% complete; 2) advantages of the Science Centrum set-up - having in-house fabrication and maintenance facilities, stand-alone exhibits, technically equipped designers and engineers and the availability of portable traveling exhibits for temporary use while area-based exhibits were under rehabilitation.</p>
	<p><b>Avian influenza awareness</b>  Sri Wahyu Cahyaningsih, Pusat Peragaan Iptek - Science &amp; Technology Centre Indonesia, Indonesia  2010 ASPAC Fellow</p> <p>A recent critical issue has been the epidemic of Avian Influenza (bird flu). Based on data published by the World Health Organisation Communicable Disease Surveillance &amp; Response (CSR) on 30 March 2009, Indonesia suffered the highest number of bird flu cases and deaths for the last six years, despite AI H5N1 being identified in Indonesia during 2005. Poultry such as chicken and ducks are part of the daily life of the Indonesian community in some areas, and children have the highest potential to be infected by this disease. PP-IPTEK co-operated with GTZ BAPS to try to reduce the risk of the bird flu spreading by increasing awareness in the Indonesian community through exhibits, posters, interactive software and games.</p>
	<p><b>Adults can be engaged too: attempts to attract new audiences to science centres</b>  Craig Bloxsome, Scitech, Australia  2010 ASTEN Fellow</p> <p>This paper covers some of the successful events we have been running for new audiences which include our <i>Toddlerfest</i> (0-4 years) and <i>Scitech After Dark</i> (18 plus) evenings. The young adult market is an area in which we have struggled to attract visitation, and the <i>After Dark</i> evenings have proved to be very successful. <i>Toddlerfest</i> is in its third year and has turned February from one of our quietest months into our busiest non-holiday period. We are also starting to develop two new programmes to encourage more visitation from seniors and disability carers. I will discuss what we are aiming to achieve with these new markets and am keen to receive ideas from others who have been successful in these areas.</p>

	<p><b>Participatory programs: Giving visitors a voice</b>  Janson Hews, Powerhouse Museum, Australia  2010 ASTEN Fellow</p> <p>'An Important Woman' was a project between the Powerhouse Museum and Glebe Public School, as part of the Indigenous Literacy Project. Students visited the exhibition <i>Yinalung yenu: women's journey</i> to learn about the important role of women in Indigenous Australian society. Students were invited to write and illustrate a personal narrative about a woman who has been important in their own lives and what she has in common with the women in the exhibition. Their creative literacy achievements formed a display, which sits alongside the exhibition, providing a platform for participation, which other visitors in the Museum can similarly explore. This presentation will highlight the development of and motivation behind this participatory project and how the level of visitor participation was integrated across other programs.</p>
	<p><b>On the path of re-Discovery: redefining relationships with our visitors, staff and volunteers</b>  Angie Carter, Discovery Science and Technology Centre, Bendigo, Australia  2010 ASTEN Fellow</p> <p>Discovery Science and Technology Centre in Bendigo is celebrating its 15th year in 2010. The first Australian science centre outside of a major city, Discovery needs especially strong community ties to deliver high quality programs. After some hard times Discovery has refocussed and rebuilt and is now revitalised in the eyes of its staff and membership, the local community and City Council, and in demand by schools across the state.</p>
<p><b>1.00pm- 2.00pm</b></p>	<p><b>LUNCH</b>  <b>VENUE: ASPAC 2010 Hub</b>  Shared food for self service will be provided onto tables in the ASPAC 2010 Hub.</p>
<p><b>2.00pm- 3.30pm</b></p>	<p><b>PARALLEL SESSIONS</b></p> <ol style="list-style-type: none"> <li>1. <b>VISITOR EXPERIENCE</b> Hutton Theatre</li> <li>2. <b>GROWING OUR PEOPLE</b> Barclay Theatre</li> <li>3. <b>ASPACEX</b> Kakapo Room</li> </ol> <p><i>Details and abstracts below</i></p>
<p><b>2.00pm- 3.30pm</b>  <b>Option 1</b>  <b>VISITOR</b>  <b>EXPERIENCE</b></p>	<p><b>VISITOR EXPERIENCE Parallel Session</b>  <b><i>Making every interaction count</i></b>  <b>VENUE: Hutton Theatre</b>  Facilitated by Pichai Sonchaeng, National Science Museum, Thailand</p>
	<p><b>The octopus, the organisation and the online visit</b>  David Methven and Kate Chmiel, Museum Victoria, Australia</p> <p>The 15 December 2009 edition of the journal <i>Current Biology</i> contained a correspondence titled "Defensive tool use in a coconut-carrying octopus". Associated with this piece was a 2.34 minute video showing an octopus carrying a coconut shell across the sea floor before using it as a portable shelter. As two of the authors, Julian Finn and Mark Norman, were from Museum Victoria, we also placed the video on our website, along with a news item explaining the significance of the first documented case of tool use - sophisticated</p>

	<p>behaviour generally limited to mammals and birds - in an invertebrate. The story, and particularly the online video, went crazy. At Museum Victoria, we quickly realised we had not organised sufficient resources to manage the flood of web interest in accessing the video and so we placed the video on YouTube. Within two days, the YouTube video had over three hundred thousand views and within a month the number of views had passed one million. Further, the video found its way to over 500 different websites including, but not limited to, media outlets. While the volume of interest in the story is a considerable achievement, it also raises provocative questions about how museums manage the release of information to make the visitor experience most effective. Are hundreds of thousands of online visitors to a short video, with little scientific context, less valuable than tens of visitors with the appropriate scientific information? This example also raises considerable challenges with regard to control. In order to "make every interaction count", should museums maintain a firm hold over data, including multimedia, or is our role to release data to the broadest possible audience? This paper will share the lessons we learnt, and the challenges we face, as we strive to produce amazing online experiences.</p>
	<p><b>Putting the visitor first: making it count from beginning to end – and beyond!</b> Helen Horner, Otago Museum, New Zealand</p> <p>The Otago Museum’s vision is to be an inspirational museum of which the people of Otago and New Zealand are proud – to provide a whole experience that not only meets but exceeds the expectations of our visitors, of our community and of society at large.</p> <p>To achieve this vision we need to make sure that every opportunity to engage with the visitor in a meaningful way is seized! It is our aim to make every visitor leave the Otago Museum feeling good about every part of their interaction from beginning to end - and beyond. This presentation will offer some of the examples of how we do this at the Otago Museum.</p>
	<p><b>Journey towards service excellence</b> Susan Chang, Science Centre Singapore</p> <p>‘Service’ can be defined as the experience for the customer, and the performance for the server. It is intangible and both customer and server are part of the transaction. Science Centre Singapore's approach to delivering service is structured as follows:</p> <p>Customer Requirements - who are our customers and what are their requirements? Customer Relationship - how we build relationships with our customers; how we provide easy access for customers to do business, seek assistance and information, and to provide feedback. Customer Satisfaction - how we determine customer satisfaction and how we use this information to improve operations.</p>
	<p><b>Making every interaction count - the little detail</b> Andrew Hannah, Scitech, Australia</p> <p>The impact of a visit to a science centre can be significantly different each time a visitor attends. Most centres have a number of strategies to ensure a wide variety of interactions occur on any given trip, including changing exhibitions and shows, but what about some of the finer points of the visitor experience? At Scitech we have decided that there are great science opportunities in the detail, including quirky household gadgets at our ticket desk, novel ways to move around the centre, and surprising information in the toilets, all of which give our visitors unexpected opportunities to engage in conversations about science.</p>

<p>2.00pm- 3.30pm <i>Option 2</i> GROWING OUR PEOPLE</p>	<p><b>GROWING OUR PEOPLE Parallel Session</b> <i>Training and inspiring</i> VENUE: Barclay Theatre</p>
	<p><b>Training for service excellence - science or art?</b> Lee-Li Ng, The Tourism Academy @ Sentosa/Temasek Polytechnic, Singapore</p> <p>Service excellence is a goal for many science centres. However, crafting the elements of service training for excellence can become a challenge if there are several dimensions to focus on. To achieve excellence through service training, the focus should be on the body, mind and heart. An understanding of how different types of training can be applied to achieve different results in all three dimensions will be shared.</p>
	<p><b>Training new science communicators at Otago</b> Jean Fleming, University of Otago, New Zealand</p> <p>The University of Otago's MSciComm degree has been up and running for two years in the Centre for Science Communication (<a href="http://www.sciencecommunication.info">www.sciencecommunication.info</a>). The MSciComm endorsed in Popularising Science is a course designed for those who want to communicate science using exhibitions, teaching resources, science shows or digital media (including websites, blogs and podcasts). A wide range of students, from all over the world, choose this option and work on subjects as diverse as sustainability, oceanography and geology. This paper will outline how we guide the students through the two year course, teaching them elements of interview technique, writing for the public, image design, research using surveys and podcast and blog construction, along with the production of an academic thesis. For many students, the most important outcome is the development of the confidence to present their ideas in public.</p>
	<p><b>Shell Questacon Science Circus: 25 years of training science communicators and inspiring the world</b> Graham Durant, Questacon, Australia</p> <p>The Shell Questacon Science Circus (SQSC) is one of the world's longest running and best known science centre outreach programs. A 25-year partnership between Questacon, the Australian National University (ANU) and the Shell Companies in Australia, the SQSC has delivered outreach programs to communities in regional and remote areas of Australia as well as training over 350 science communicators through the ANU post-graduate diploma course. Former SQSC scholars have gone on to a wide range of interesting careers and are applying lessons learned in many interesting ways around the world. The ultra-portable SQSC hands-on exhibits have influenced the development of many travelling exhibition and outreach programs.</p>
<p>2.00pm- 3.30pm ASPACEX</p>	<p><b>ASPACEX</b> VENUE: Kakapo Room Chaired by Clarence Sirisena, Science Centre Singapore and Gary Foxton, Scitech, Australia</p> <p><i>Full members of ASPAC are welcome to attend this session for a group discussion on matters relating to exhibitions.</i></p>
<p>3.30pm- 4.00pm</p>	<p><b>AFTERNOON TEA</b> VENUE: ASPAC 2010 Hub</p>

4.00pm-  
5.30pm

## PARALLEL SESSIONS

1. VISITOR EXPERIENCE FORUM Hutton Theatre
2. EXHIBITION DEVELOPMENT Barclay Theatre

*Details and abstracts below*

4.00-  
5.30pm  
*Option 1*  
VISITOR  
EXPERIENCE  
FORUM

### VISITOR EXPERIENCE Forum

#### *New ideas and innovations in visitor experience*

VENUE: Hutton Theatre

Facilitated by Vicki Carman-Brown, Imaginarium Science Centre, Australia

#### **Space science and visitor engagement**

Ganigar Chen, National Science Museum, Thailand

Space sciences such as astronomy and space technology are always topics of interest. However, we often tend to think that these topics can be effectively introduced only in special settings, such as with a telescope or a 3D presentation. What if we don't have such sophisticated equipment or a modern planetarium in our centre? Are there other effective ways to engage our visitors with space science content? In the International Year of Astronomy, various creative ideas for activities and exhibitions at the Thailand National Science and Technology Fair as well as at the National Science Museum's venue were presented. This session will introduce some examples of how public awareness of astronomy and space technology can be promoted, how special exhibitions can be organised to enhance visitor engagement and how partnerships with relevant organisations which can support such space science activities can be made.

#### **"MAP-ASK" - A portable guide for volunteers at Science Centre Singapore**

Grace Goh, Science Centre Singapore

Science Centre Singapore (SCS) currently welcomes one million visitors per year. Visitors have become increasingly discerning about the quality of experience provided in attractions and institutions. Personal interaction with visitors is a key factor in enhancing their experience, a role of vital importance that Science Centre staff and volunteers on the floor play.

The Science Centre recognises the impact of having volunteers (and staff) in the exhibition galleries to interact with visitors. They can facilitate visitors' experiences by explaining scientific principles in exciting and interesting ways.

One major concern volunteers and floor staff have in visitor interaction is being able to have access to information that visitors ask for but that is not available in the galleries. Sometimes more visual aids are required to help visitor understanding of science content.

The Science Centre, as part of its innovation framework, encourages strategies to enhance the visitor experience. One strategy that is being introduced and tested is a portable hand-held device to be used on the gallery floor by volunteers and staff. Using these devices, explainers can easily go online and search for any additional information which can help them to provide more details or clearer explanations to visitors.

**Creating Community Programmes at the Otago Museum**

Emma Burns, Otago Museum, New Zealand

Many events and programmes in the Otago Museum are created for the visitors by liaising with groups within the wider local community. This is done wherever possible and allows us to remain a current and approachable organisation in the eyes of our community – a place where ideas, developments and opportunities can be shared with a wider forum. Liaising with community groups also enables us to seek contributors to visitor experience from the community – and offer quality opportunities like The Big Get Together Community Concert to showcase local skills and expertise.

**Empowering people to give as much as they receive**

Daniel Loy, Petrosains, Malaysia

In Petrosains, we are increasingly empowering our program participants to give as much as they receive. In many of our longer-term programs, participants play a role as facilitators on the floor running programs, and doing science demonstrations on their own for our visiting public. We currently have three programs that employ this model, the Petrosains Science Scouts, the Science Action Team, and the Science Communication Program with age groups ranging from Primary school-going (7-12), Secondary (13-17), and Tertiary (18+) respectively.

**Science around us**

George Forster, Boost Education, UK

Taking science to people in public spaces is a novel way of raising awareness of science topics and issues. We want explore, how to achieve impact, how to engage people, what topics lend themselves to this approach. Some examples are: science poems on the underground (London, UK) science busking (Singapore and Manchester, UK, at least), the scaled Solar System in Singapore.

The session will be supported by Clarence Sirisena, Deputy Chief Executive, Singapore Science Centre and Richard Houghton, Houghton Kneale Design.

**“What’s new is old, old is new”: a couple of exhibition / visitor experience ideas from the Waikato Museum**

Ray Mayes, Waikato Museum, New Zealand

The old is new: a look at two display features present in Waikato Museum’s ‘Never a Dull Moment’ exhibition. In ‘the Talking Portraits’, four wall pictures of people from Hamilton’s past appear to come to life; talking first to the visitor and then to each other as they discuss the relative merits of their four eras in Hamilton’s history, while in Dr MacDonald’s Fantastic Hamilton Machine, a quaint ‘old style’ (but user friendly) touchscreen interface allows visitors the ability to observe additional historic information (photographs, maps and silent films) from Hamilton’s past.

The new is old: a look at two concept ideas being planned for Waikato Museum’s ‘Ecotrons’ exhibition. In Ecotron’s Sustainable Yard, a glimpse into in a utopian future backyard in Hamilton is planned. The backyard will be a place where food is produced on site organically, and where native and introduced species thrive in a truly balanced way. In Ecotron’s Sustainable Home, a glimpse into in a utopian future home in Hamilton is planned. Both the building itself and the lifestyle choices of its inhabitants will reflect an ongoing commitment to live in harmony with the world’s capacity to replenish itself on a global scale. In reality, both ‘new’ ideas simply reflect a need to return to an earlier time in human history when self sufficiency and caring for the environment was the norm – not the exception!

<p><b>4.00-5.30pm</b> <b>Option 2</b> <b>EXHIBITION DEVELOPMENT</b></p>	<p><b>EXHIBITION DEVELOPMENT Parallel Session</b> <b><i>What makes a good interactive exhibit?</i></b> VENUE: Barclay Theatre Facilitated by Tengku Nasariah Ibrahim, Petrosains, Malaysia</p>
	<p><b>Interactive - what's that??</b> Peter Millward, Tasman Bays Heritage Trust, New Zealand</p> <p>A very large number of interactives fail because they do not deliver on the promise of interactivity. There are some very simple ways of improving interactivity and the chance of success without spending a huge amount of additional money. A few practical examples will be demonstrated.</p>
	<p><b>Basic principles of outdoor exhibitions</b> Selina Yang, Guangdong Science Centre, P.R. China</p> <p>Thematic exhibitions are usually an indoors feature of science museums. Guangdong Science Centre, however, took the initiative to create an outdoor playground for visitors. As an important thematic exhibition area in Guangdong Science Centre, the outdoor exhibition transforms some basic science exhibits into outdoor exhibits, displayed among diversified South China plants. In the beautiful outdoor landscape, visitors can experience science as recreation. On the basis of extending the contemporary scope of science and technology museums, this paper uses the outdoor exhibition area of Guangdong Science Center as an example with which to analyse the design principles of outdoor exhibitions, i.e.: audience first; science education; interactive play; and safety principles. To summarise, the author analyses the outdoor exhibition in Guangdong Science Center in terms of innovation, education, exhibition content and function.</p>
	<p><b>What makes a good interactive exhibit?</b> Tony Mander, Interactive Science Exhibits and Neville Petrie, Science Alive!, both New Zealand</p> <p>This paper is in two parts: firstly, a checklist of features of a good interactive exhibit (and features to avoid), illustrated by slides of some of the features. The second section concerns information panels: most visitors don't read them (and many aren't worth reading!), so how can we improve them? Some suggestions are given, including having a 2D barcode on each exhibit so that visitors with cameras and Wi-Fi enabled hand-held devices can immediately display the appropriate page about an exhibit from the institution's intranet.</p>
	<p><b>Unusual interactive exhibits – do they have a place in the science centre?</b> Lim Ping, Science Centre Singapore</p> <p>Through the years, Science Centres have been among the key Institutions in initiating and designing hands-on interactive exhibits. From the early days of creating self –reset, repeatable science experiments to current high-tech multimedia interactive kiosks; Science Centres have often lead the forefront in coming up with new ways to bring across the understanding and appreciation of Science in our lives. While the traditional hands-on science experiment will always remain the essential core and fundamental exhibits in Science Centre, is there a place for new-fangled technological or art- science based exhibits? In this short presentation, we would like to present 10 exhibits and exhibit ideas that have fascinated the visitors at our Science Centre for a discussion as to whether they should be in a Science Centre and if so what role should they play?</p>

	<p><b>Successful interactivity: the transformative experience</b> Amos Mann, Otago Museum, New Zealand</p> <p>What does the interactive experience communicate? How can we judge an interactive exhibit to be a success? Why choose to communicate through interactive exhibits? What 'meaning' is created through interactivity? The nature of interactive exhibits as 'performance events' is explored. Focus will be given to approaches in development of the interactive exhibition <i>Survival Factor</i>.</p>
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<p><b>6.00pm-7.00pm</b></p>	<p><b>ASTC(NZ) MEETING</b> VENUE: Kakapo Room</p>
<p><b>6.00pm-7.00pm OR 7.00pm-8.00pm</b></p>	<p><b>TOUR: 'Behind the Scenes at the Otago Museum'</b> VENUE: Meet in the Museum Café</p>

<p><b>WEDNESDAY 24 MARCH</b> <i>Dunedin-Queenstown</i></p>	
<p><b>8.30am-7.00pm</b></p>	<p><b>GUIDED EXCURSION TO QUEENSTOWN</b> MEET: Dunedin Railway Station <i>It is very important to arrive at the Dunedin Railway Station between 8.30am and 9am, to ensure that your bags are all checked in and you are on the train in time!</i></p>
<p><b>7.30pm</b></p>	<p><b>FAREWELL DINNER</b> VENUE: Heritage Hotel, Queenstown</p>

# THURSDAY 25 MARCH

## Queenstown

9.30am-  
10.30am

### PLENARY SESSION

#### *ASPAC: a region of innovation and new developments*

VENUE: Icon Conference Centre, Heritage Hotel

Chaired by Brenton Honeyman, ASPAC Executive Director

In this session, science centre leaders share about new and innovative developments in the ASPAC region, showcasing the latest thinking in building design, exhibition development, program delivery and roles in inspiring their communities.

#### *Presenters:*

##### **Macao Science Center: A new landmark**

Chee-kuen Yip, Chief Curator, Macao Science Center, Macao

On 19 December 2009, three years after construction commenced, Chinese President Hu Jintao officially opened the Macao Science Center. This 5,800 square metre facility provides Macao with a new and unique landmark.

##### **Science centres play a critical role in a billion dollar science project**

Alan Brien, Chief Executive Officer, Scitech, Australia

“The Square Kilometre Array” radio telescope will revolutionise our understanding of the Universe, capturing the world’s imagination and playing a critical role in a century of global adversity and challenge. Focusing on the opportunities and risks associated with a science project of such magnitude, the presenter will outline the role of two Australian science centres in creating public awareness and educational engagement for indigenous populations and the global school market.

##### **Guangdong Science Center: New developments**

Wang Kewei, President, Guangdong Science Center, China

A common issue that all science and technology museums in China face is how to sustain development after a science and technology museum is built. With a view to offering new thoughts on the development of science and technology museums, this presentation explores two solutions including extending service functions of science and technology museums according to social needs and hosting general science education activities by closely following hot issues of society.

##### **Singapore’s new museum in a world class entertainment complex**

Tom Zaller, Imagine Exhibitions Inc., Singapore

Singapore’s new cultural institution, the Museum at Marina Bay Sands, is under construction. Its lotus-inspired building is a feature of the new Marina Bay Sands resort on Singapore’s waterfront, and will advance the exploration of the arts and the sciences, and the connections between them.

	<p><b>Science centre leadership role in developing a national science communication strategy</b> Graham Durant, Director, Questacon, Australia</p> <p>In 2009, the Australian Government asked Questacon to facilitate the development of a national science communication strategy, leading to the release of the Inspiring Australia report and, for the first time in Australia, a cohesive strategy to coordinate the work of science communication organisations in engaging the general public in the sciences.</p> <p><i>Huang Timao, Deputy Director General, China Science and Technology Museum, China, will give an early contribution to this session at 10.50am on Tuesday 23 March.</i></p>
<p><b>10.30am- 11.00am</b></p>	<p><b>MORNING TEA</b> VENUE: Icon Conference Centre, Heritage Hotel</p>
<p><b>11.00am- 12.00pm</b></p>	<p><b>ROUNDTABLE DISCUSSION SESSION</b> Facilitated by Brenton Honeyman, ASPAC Executive Director VENUE: Icon Conference Centre, Heritage Hotel</p>
<p><b>12.00pm- 1.00pm</b></p>	<p><b>CLOSING CEREMONY AND PRESENTATION BY 2011 CONFERENCE HOST</b> VENUE: Icon Conference Centre, Heritage Hotel</p>
<p><b>1.00pm- 2.30pm</b></p>	<p><b>INFORMAL KIWI COOK-YOUR-OWN BARBECUE GET-TOGETHER</b> VENUE: Villa, Heritage Hotel</p>
	<p><b>CONFERENCE ENDS</b> Own arrangements from Queenstown</p>