



# Science | Creativity | Education Studio

*connecting people at the interface of science, art and innovation*



University of  
South Australia



**Why Sci|C|Ed? Why now?**

I'm unashamedly pro-science. I always have been. I'm fortunate that this love of science has never wavered and has led me on a personal and professional journey of discovery. Not everyone is so lucky. Nationally and internationally science, technology, engineering and mathematics are central to our economic and social prosperity - we need initiatives like Sci|C|Ed to inspire and ensure a next generation of science aware and science embracing young adults.

South Australia is a state committed to science and innovation. Sci|C|Ed will provide a locus for, and complement the state and the country's many scientific and creative endeavours. Its purpose resonates well with the State's objectives to create a smart economy based on science and innovation with a vibrant Adelaide at its heart.

The University of South Australia is a globally-focused, locally-engaged institution with a deserved reputation as a young, dynamic institution committed to innovative practical research and industry informed teaching and learning. Educating modern professionals, our aim is to develop graduates with the knowledge, skills and capabilities to contribute positively and creatively to the challenges of the future. Science and innovation and STEM outreach are central to the University's strategic mission as Australia's University of Enterprise.

Sci|C|Ed will be part of a dedicated research institute facility, with full access to the University's teaching and research resources and infrastructure. It will

be located at the intersection of the arts, museum, conference and cultural quarters of the city; part of an art and science boulevard with the South Australian Museum; the Art Gallery of South Australia; the Adelaide Convention Centre and Festival Theatre complex; the Samstag Museum; and the Jam Factory. The interface of science, innovation and creativity is immediately tangible from the very geography, content and context of Sci|C|Ed.

Sci|C|Ed will also play a significant role in urban renewal and regeneration - positioned at the heart of the largest health and biomedical research precinct in the Southern Hemisphere, Sci|C|Ed will bring to the city's western precinct fantastic spaces, creative people and outstanding connections nationally and internationally. It will support and showcase innovative research and community engagement. All that, and a cafe that will be second to none, at the heart of Australia's city of knowledge and science.

**David G. Lloyd**  
Vice Chancellor and President

**What's in a name?**

*Sci|C|Ed: get psyched about science. Looks weird, sounds wonderful.*

The **Science | Creativity | Education Studio** will be Australia's newest interactive public science and creativity space. It will be a tourist icon and an education hub for the nation's youth. It will inspire new interest and engagement in science connecting people at the interface of science, art and innovation.

**Science | Creativity | Education Studio**

**Our vision:**

To transform public perception of and participation in science, technology and innovation.

**Our mission:**

To engage nationally on science and science outreach, opening minds, informing debate, challenging convention and connecting people at the interface of science, art and innovation.

**Our commitment:**

To deliver a purpose-built public science facility – Science | Creativity | Education Studio – in the heart of the CBD of Adelaide, integrated within a working biomedical research institute of the university and at the intersection of the arts, museum, conference and cultural quarters of Adelaide.

**It's free**

*Sci|C|Ed is open to everyone - communicating and inspiring future generations of South Australian scientists.*



*'engage and ignite a passion for science, technology and innovation'*



**Above:** The University of South Australia's proposed new state-of-the-art biomedical teaching and research building, in which the Sci|C|Ed will be located, is on a key central CBD site a few metres from the River Torrens which runs through the city.

## Why we need Sci|C|Ed

At a time when the need for science in our lives is increasing both socially, as we make decisions about our world, our health and our environment, and economically as we move into an increasingly technology-based, innovation-dependent economy, globally we are witnessing a decline in the interests of students in studying STEM (Science, Technology, Engineering and Mathematics) or pursuing careers in science.

In response to this international trend and recognising the significant role of science and technology for the social and economic prosperity of the State and the nation, UniSA's science public outreach facility, **Science | Creativity | Education Studio (Sci|C|Ed)**, will engage with the community to build a greater understanding of the role of science in our lives and **inspire our young people** to undertake study in the STEM disciplines.

The initiative is also strongly **aligned to state and national policy** and a range of initiatives **to improve the teaching of STEM in schools**, to increase participation in STEM programs at university and to support STEM research to drive innovation and economic development.

*With a mission to open minds, inform debate, challenge convention and connect people at the interface of science, art and innovation, Sci|C|Ed will provide a locus for South Australia's many scientific and creative endeavours.*

## Our audience

**The Sci|C|Ed Studio will talk to 15-22 year olds**, a group that is all too often lost to STEM study and subsequent careers in science and engineering. This age group represents young people at key stages of their life regarding school subject choices, university programs and decisions relating to future careers. Sci|C|Ed will **engage and ignite a passion for science, technology and innovation** by highlighting the rich network of interconnections and collaborations that can and should exist between science, the arts and creative disciplines, business, and innovation.

Our **dynamic exhibitions, events, performances and installations**, will present science and technology in ways that go well beyond the displays of many modern museums, where no matter how hi-tech the displays, the visitor is still a passive consumer. At Sci|C|Ed, visitors will be engaged through student (bachelor through to PhD) interpreters in vibrant content and contemporary debates about the purpose and meaning of science in the context of highly engaging exhibitions that **cross the boundaries between science, creativity and design and education**.

*'By 2025 we should have reached a point where Australians will better understand and value the science they use in everyday life, and where the STEM enterprise will be widely accepted as a central and visible source of solutions to societal challenges.'*

*Chief Scientist, Professor Ian Chubb*



# showcase



Sci|C|Ed will be located on the ground floor of the University's new state-of-the-art biomedical teaching and research building, part of the City West Campus.

## The Sci|C|Ed Studio will provide:

A public interface for South Australia's research and innovation

### Showcasing research and innovation

Sci|C|Ed will provide a shop window for the university and the state's research and innovation activities. Through rolling exhibitions and events that showcase inspiring ideas our aim is to increase public awareness and understanding of the role of science in our lives. Sci|C|Ed provides a space for the general public, researchers, students and industry to come together, interact, learn and be inspired at the interface of science, art and innovation.

### Thought leadership

In collaboration with our sponsors and partners, Sci|C|Ed will provide a venue to bring together leaders of industry, community, government, academia and the cultural and design sector to actively encourage participation in science and innovation and the creation of new ideas.





**Sci|C|Ed will present 3- 4 major exhibitions  
attracting 150,000 visitors each year**

## spaces

### Exhibition space

Situated on the ground floor of our new Health and Biomedical Building, the Sci|C|Ed Studio will provide a multi-purpose set of spaces that can transform into gallery, studio, workshop or lecture space.

The Sci|C|Ed Studio will be a cutting-edge eclectic gallery presenting both Sci|C|Ed curated exhibitions and events and hosting travelling exhibitions in collaboration with national and international partners.

The Studio will also be a venue for other public, community or industry events around science, creativity and innovation. We anticipate Sci|C|Ed exhibitions, installations and performances will contribute to the Adelaide Festival of Arts, the Festival Fringe and the Festival of Ideas.

Because of its location and links to other social and cultural activities, we expect Sci|C|Ed will attract over 150,000 visitors per annum.

### Creativity hub

With innovation at its core, the Sci | C | Ed Studio will be hands-on and interactive. It will be a hub for creativity providing workshops and programs, designing and creating across the discipline boundaries to investigate and solve real world problems.







*'encourage participation in science and innovation and the creation of new ideas'*

## outreach

### **Outreach**

In collaboration with our partners SciC:Ed will provide a venue for a range of community and science outreach activities, not just bringing the public to SciC:Ed, but engaging with schools and students, inspiring participation and achievement in science, information and communications technologies, engineering and maths (STEM)

UniSA students will have a range of opportunities to interact with and benefit from SciC:Ed as:

- Interpreters to facilitate the visitor experience
- Mentors for science outreach
- Contributors to exhibition development and curation
- Participants in workshops and events

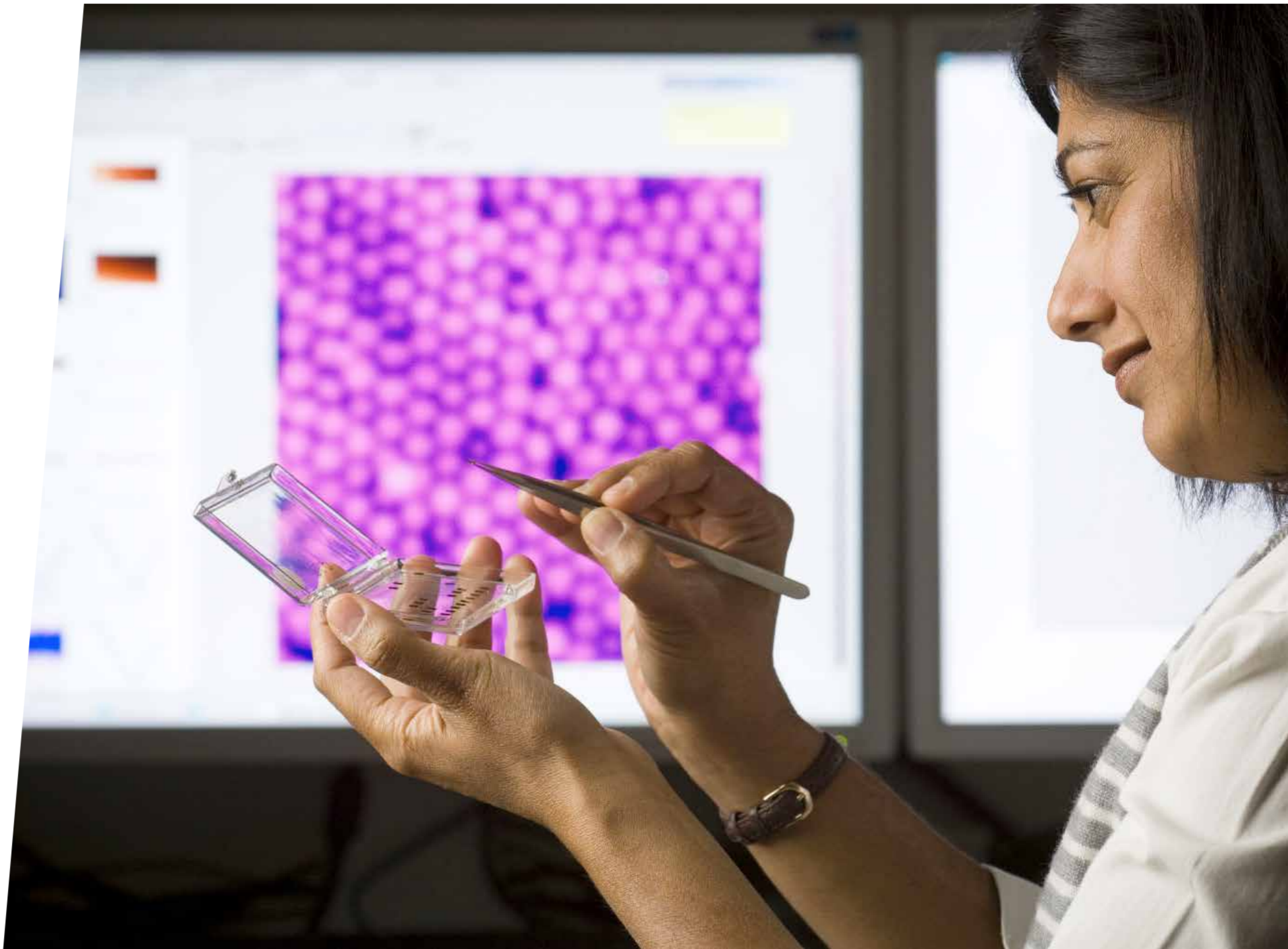




---

***'It's not all about white coats.  
Sci|C|Ed will be charged with providing  
an accessible human connection to  
science and research'***

---





## Sci|Ed Café and Shop

A key ingredient, the Sci|Ed Café will be the social hub of Sci|Ed. It will be a meeting place and a melting pot on the Precinct and will draw people not usually involved in science into the Studio and consequently through to the exhibitions and events.

The Science shop will be another drawcard and will provide an opportunity to permanently display and facilitate the sale of student and other creative work.





## The location

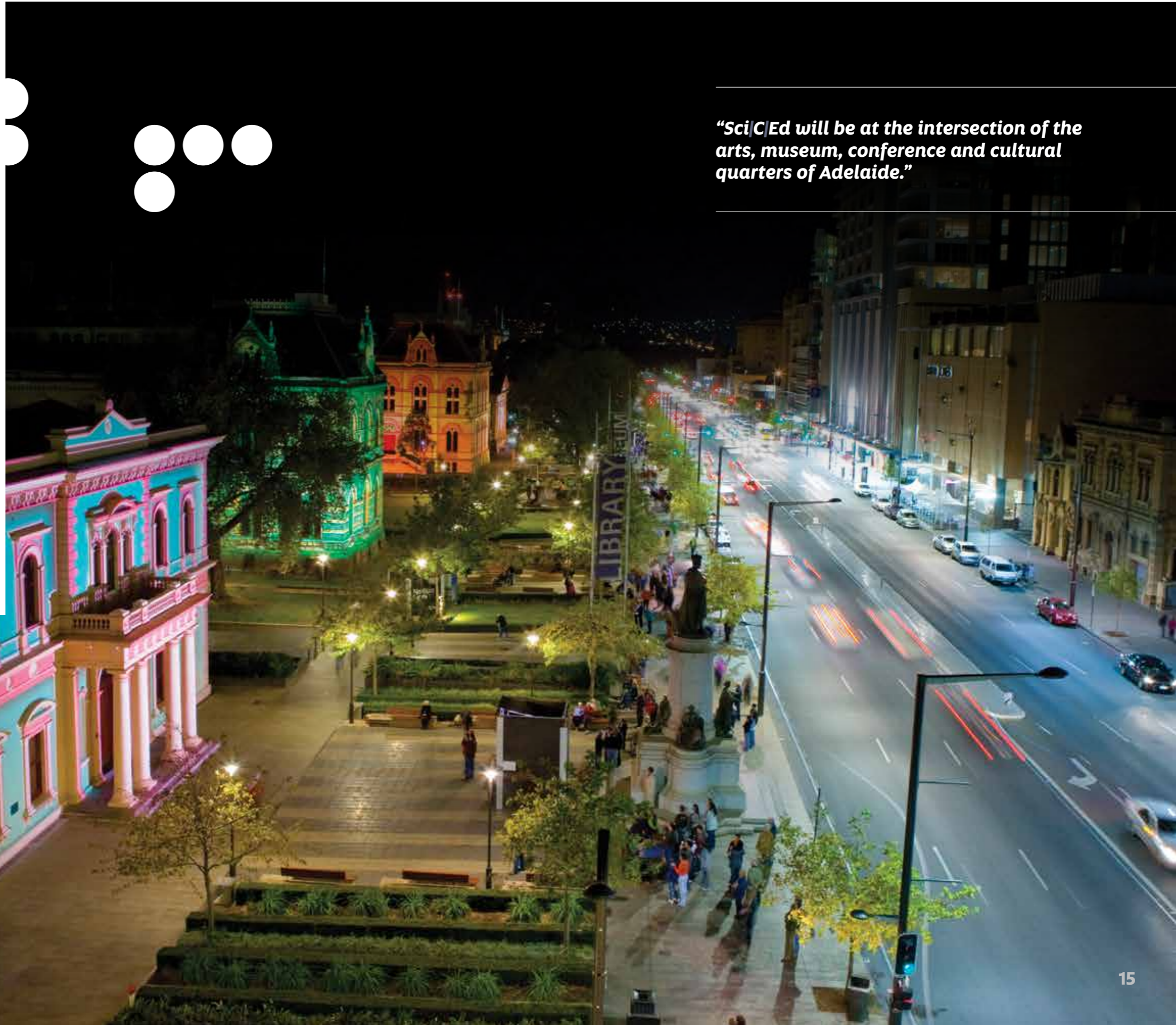
Sci|C|Ed will be located on the ground floor Plaza of the biomedical teaching and research building within the South Australian Health and Biomedical Precinct with approximately 1500m<sup>2</sup> of dedicated space including the Science Cafe.

Sci|C|Ed will be at the **intersection of the arts, museum, conference and cultural quarters of Adelaide.** In this location, Sci|C|Ed will be:

Anchored in a dedicated research institute facility, as **part of the University of South Australia**, with full access to its teaching and research resources and infrastructure;

- Part of the **South Australian Health and Biomedical Precinct** with high visibility associated with visitors to the precinct, particularly, to the new Royal Adelaide Hospital and to the expanded Adelaide Convention Centre;
- Part of the **North Terrace art and science boulevard** comprising the South Australian Museum; the Art Gallery of South Australia; the Adelaide Convention Centre and Festival Theatre complex; the Samstag Museum; and the Jam Factory, all within 5 to 10 minutes walking distance and already connected by free bus and tram services within the CBD and the Riverbank Linear Park.

Sci|C|Ed will be **accessible to tourists and the wider community** and at the same time complement the broader teaching and research themes of the building and Precinct in fostering collaboration, engagement, inquiry and innovation. It is particularly fitting that the proposed site for the Sci|C|Ed Studio re-vitalises a currently underutilised urban site and links directly to the origins of education in the history of South Australia, bounding as it does, **the original site of the first school in the city, which was opened in 1838.**



***“Sci|C|Ed will be at the intersection of the arts, museum, conference and cultural quarters of Adelaide.”***



## Our partners and friends

Creation of the SciC|Ed Studio, also provides an opportunity to create sustained partnerships with other local, national and international science and science outreach institutions and is currently negotiating with the following key partners and government:

- CSIRO Education
- RiAus
- Samstag Museum
- Questacon
- State Government
- South Australian Economic Development Board
- Adelaide City Council
- South Australian Museum

*The University is pleased to have a memorandum of understanding in place with Science Gallery International, paving the way for Sci | C | Ed to feature content from one of the world's leading science outreach and communication organisations.*

## Our Technology Foundation Partner



Through a partnership between UniSA and **Hewlett Packard**, HP will be opening a new Innovation and Collaboration Centre co-located with the SciC|Ed Studio and will be the Technology Foundation Partner for SciC|Ed.

The new HP Innovation and Collaboration Centre will provide a unique environment where students, graduates, commercialisation experts and industry have opportunities to explore new ideas for business and products. The Centre will act as an incubator for new small to medium enterprises and become a pipeline for the commercialisation of new innovations.

Showcasing the work of the HP Innovation and Collaboration Centre through SciC|Ed will bring ICT and innovation to the community and encourage participation in science, information and communications technologies, engineering and maths - all key in underpinning the next generation of entrepreneurs who can succeed on a global scale.

## Foundation Board and Director

A SciC|Ed Studio Foundation Board will be established by the University of South Australia Council to oversee implementation. The Foundation Board will comprise representatives of UniSA, key partners, State Government and Foundation Sponsors and will be chaired by a high profile external figure. The Foundation Board will be responsible for the recruitment of a Director for the SciC|Ed Studio.

The Foundation Board and Director will have responsibility for the development of a funding and sponsorship strategy and the realisation of that strategy in the lead up to the opening of SciC|Ed. The Foundation Board and Director will also have responsibility for the initial program of exhibitions and events. Once fully established the Foundation Board will be revised to establish the ongoing operational governance structure of the SciC|Ed Studio.

## Launch

Our first exhibitions will be opening in 2017. This coincides with other key dates across the Health and Biomedical Precinct, including the scheduled opening of the new Royal Adelaide Hospital and the opening of the Larry Oltmanns- designed expansion wing of the Adelaide Convention Centre.

Planning for SciC|Ed content is already underway.

## Get involved

Join us at the interface of science, art and innovation.

There are a range of opportunities to partner with us. We will also tailor our partnership/sponsorship opportunities to fit with the strategic objectives of each of our partners. If you would like to contribute to the success of Sci | C | Ed, please contact:

[sciced@unisa.edu.au](mailto:sciced@unisa.edu.au)

## Funding and sponsorship

A fundraising program through Membership, Foundation and Government Grants, Corporate Sponsorships and Major Gifts is under development. The sponsorship structure is summarised at right. More detailed information on sponsorship benefits can be found at the back of this brochure.

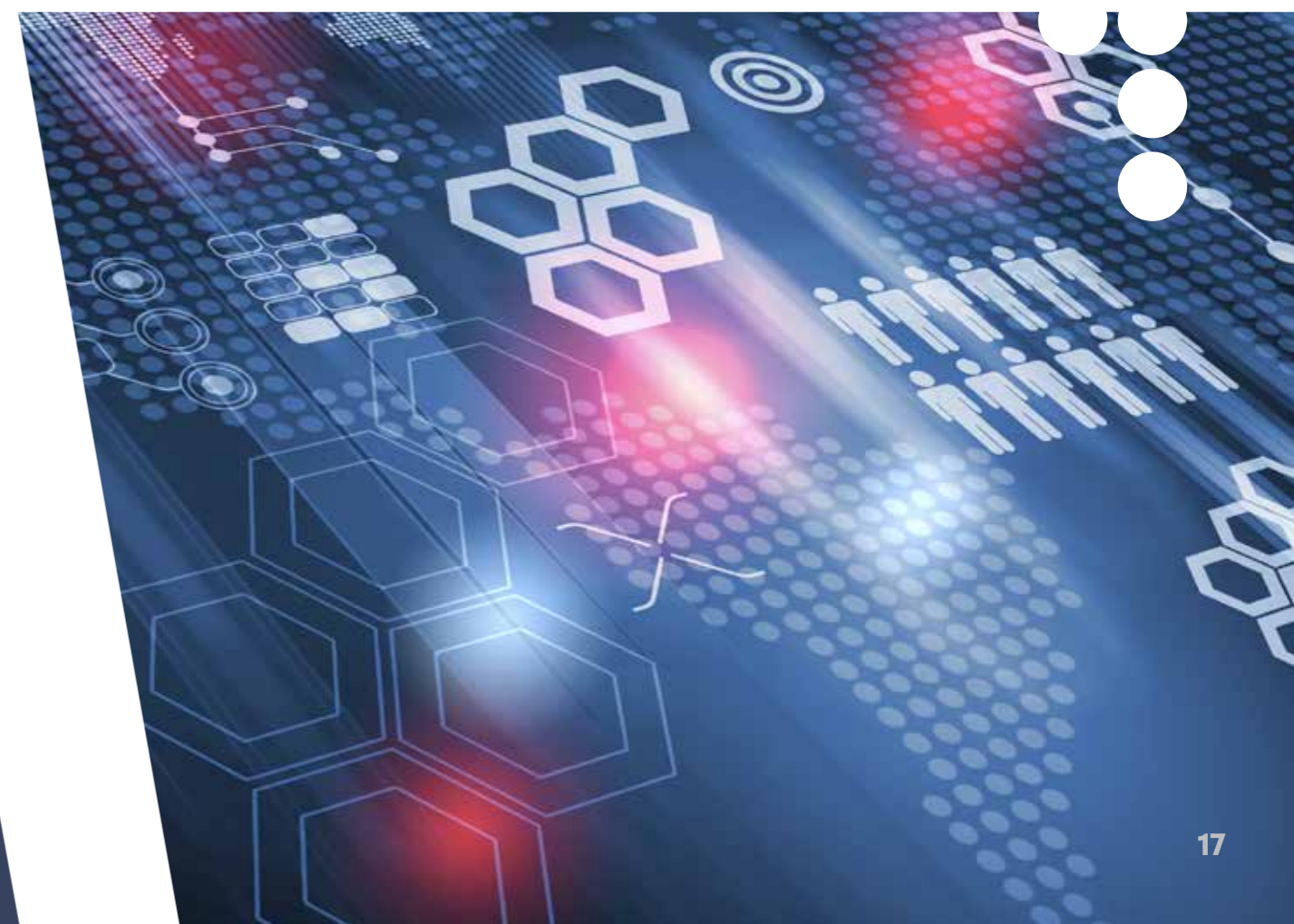
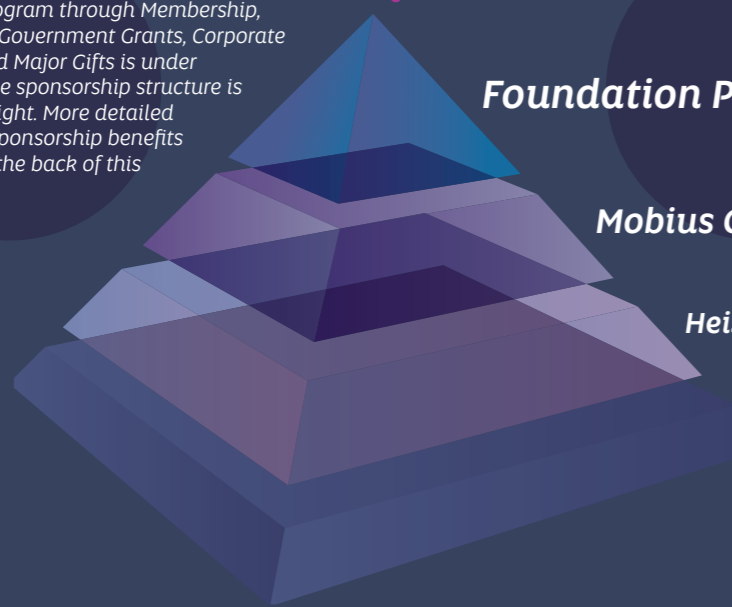


### Foundation Partners

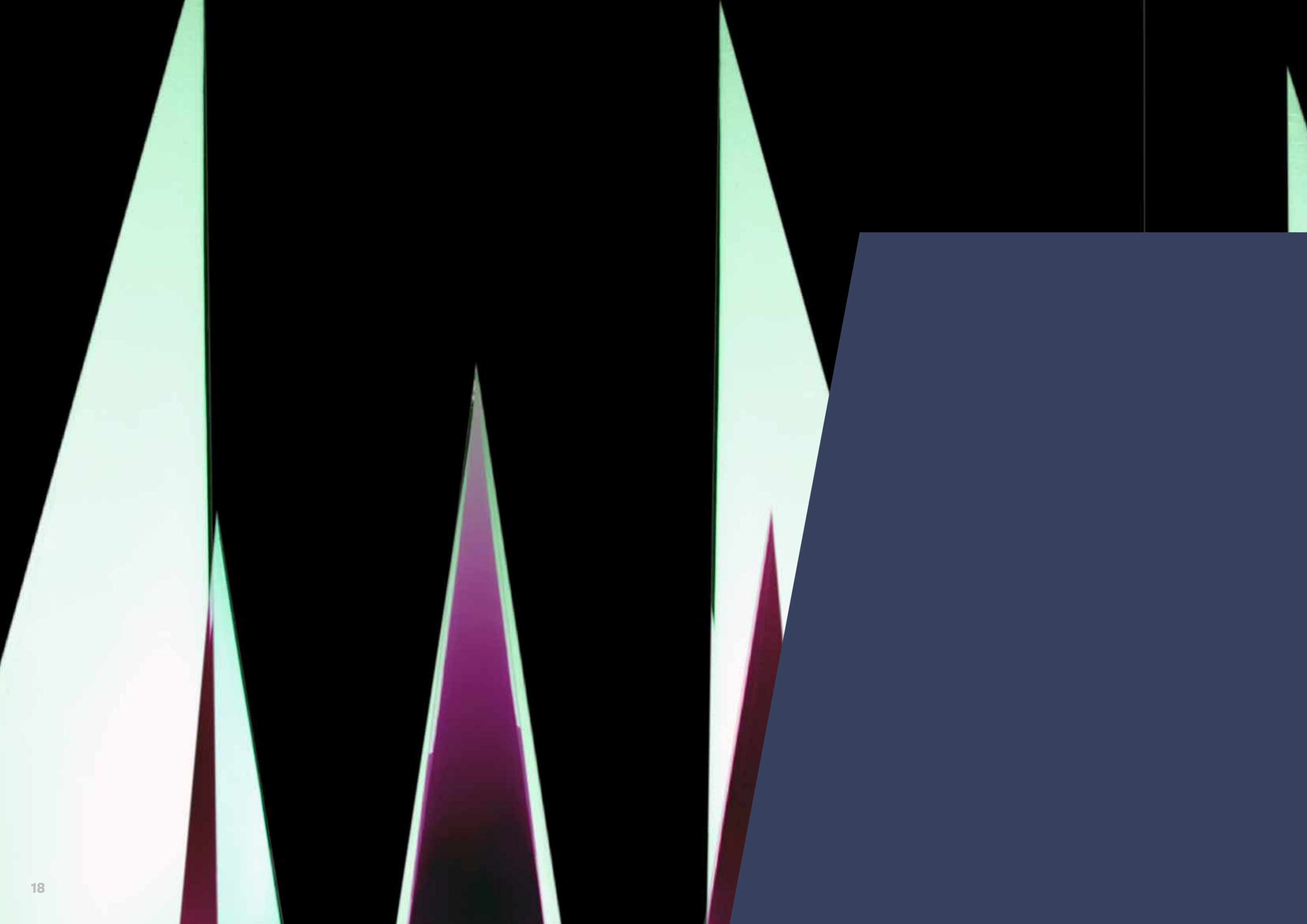
### Mobius Group Sponsors

### Heisenberg Group Sponsors

### Individual Exhibition Sponsors











---

***Get psyched  
about Science  
at Sci|C|Ed***

---

[unisa.edu.au/SciCEd](http://unisa.edu.au/SciCEd)  
[sciced@unisa.edu.au](mailto:sciced@unisa.edu.au)



**University of  
South Australia**

University of South Australia

GPO Box 2471  
Adelaide  
South Australia 5001  
Australia

Email: [enquiries@unisa.edu.au](mailto:enquiries@unisa.edu.au)  
Telephone: +61 8 8302 6611  
Facsimile: +61 8 8302 2466

[unisa.edu.au](http://unisa.edu.au)

CRICOS Provider Number: 00121B

March 2014