



# SYDNEY SCIENCE TRAIL (SST) PROGRAM LAUNCH PARTNER PACK

The Sydney Science Trail is about to announce their full virtual program on Tuesday, 4 August - which means you will be able to share all the details of your initiatives with your audiences!

In this updated toolkit, you will find further guidelines, assets and recommendations to help you promote your organisation's specific content featured in the Sydney Science Trail.

If you have any questions or need further information, please do not hesitate to reach out to the SST publicity team at Original Spin. Contact details can be found at the end of this document.

Kind regards,  
The SST Publicity Team (Original Spin)



## SYDNEY SCIENCE TRAIL

Starting this National Science Week, for one month (15 August – 15 September), the Australian Museum and the Royal Botanic Garden Sydney are inviting children around the country (5-15 years) and their adult friends and teachers to join the virtual quest, exploring essential areas of science - from earth, plants, and animals, to technology and space.

The Trail is bubbling over with immersive games, live-stream talks, explosive science shows and tours from world-class scientists and researchers. From teeny tiny adventures in the microverse, to a deep-dive into underwater robotics, to a scavenger hunt across Australia and live-panel discussions with some of the country's biggest names in science such as Dr Karl and Tim Flannery, Sydney Science Trail has an out-of-this-world virtual expedition for budding young scientists.

The Sydney Science Trail school program, created in partnership with the NSW Department of Education, explores the theme of adaptation through an immersive, curriculum-linked virtual classroom. Teachers and home-schooling parents can expand their horizons with professional development courses on topics such as incorporating Indigenous perspectives into lesson plans, harnessing outdoor learning activities and many more.

This initiative is supported by Inspiring Australia as part of National Science Week, an annual celebration that excites the inner scientists in all of us.

## EVENT OVERVIEW

### **SYDNEY SCIENCE TRAIL**

**Dates:** August 15 – September 15, 2020.

**Website Link:** [www.sydneysciencetrail.net.au](http://www.sydneysciencetrail.net.au)

**Hashtag:** #SydneyScienceTrail #australianmuseum #RBGSydney

### **Social Media Handle:**

- **Facebook:** @RBGSydney, @australianmuseum
- **Instagram:** @RBGSydney, @australianmuseum
- **Twitter:** @RBGSydney @austmus



## **NATIONAL SCIENCE WEEK**

**Dates:** August 15 – August 23, 2020.

**Website:** [www.scienceweek.net.au](http://www.scienceweek.net.au)

**Hashtag:** #scienceweek

**Social Media Handles:**

- **Facebook:** @nationalscienceweek
- **Instagram:** @nationalscienceweek
- **Twitter:** @Aus\_ScienceWeek

## **ANNOUNCEMENT TIMINGS & GUIDELINES**

Campaign key dates to be aware of:

1. Tuesday, 4 August, 6AM - **Full Program Announcement (media release)**
2. Thursday, 13 August (TBC) - **SST Program Launch Video released**

### ***Full Program Announcement: Tue August 4, 6am***

**\*\*\*Please do not reveal details of your content/programming until this time.**

We will officially announce the programming for Sydney Science Trail on **Tuesday, 4 August 2020, at 6:00am AEST.**

A joint press release will be issued by the Australian Museum and the Royal Botanic Garden Sydney nationally on 4 August, 2020 at 6:00am AEST.

After 6:00am on 4 August, we would love you to share news of your organisation's programs featured in Sydney Science Trail. Below, we have provided images and suggested social media copy for your organisation's channels. Feel free to also use your own, and use our Sydney Science Trail frame overlays (also linked below).

If you would like to also announce your program information through a separate media release, we have also provided a template for you to adapt and use below.



## SST ANNOUNCEMENT 1 MATERIALS

### 1. Press Release Template

- Media Release template, for you to insert your organisation's name and program information for your own announcement [HERE](#).
  - We recommend that you only change the body of the copy to include information on your program (highlighted in document), and do not change the introduction and conclusion.
  - NB: If distributing a media release, please ensure it is released **AFTER 6:00am AEST on Tuesday, 4 August**.

### 2. Social Media Copy

- Social Media Copy is highly adaptable towards your organisation's content, so please use the below as a basic guide for your general SST posts.

Suggested Social Copy – feel free to adapt the below!	
	<p> SYDNEY SCIENCE TRAIL ROCKETS KIDS 5-15 YEARS FROM PLANET EARTH TO THE STARS, ON A FREE VIRTUAL MISSION!</p> <p>Join [YOUR ORGANISATION] for a [PROGRAM INFO].</p> <p>From teeny tiny adventures in the microverse, to a deep-dive into underwater robotics, to a scavenger hunt across Australia and live-panel discussions with some of the country's biggest names in science such as Dr Karl and Tim Flannery, Sydney Science Trail has an out-of-this-world virtual expedition for budding young scientists.</p> <p>Starting this National Science Week, for one month (15 August – 15 September), the Australian Museum and the Royal Botanic Garden Sydney are inviting children around the country (5-15 years) and their adult friends and teachers to join the virtual quest, exploring essential areas of science - from earth, plants, and animals, to technology and space.  </p> <p>The Trail is bubbling over with immersive games, live-stream talks, explosive science shows and tours from world-class scientists and researchers.</p>

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	Embarking August 15 as part of @nationalscienceweek. Join the mission at <a href="http://sydneysciencetrail.net.au">sydneysciencetrail.net.au</a>
	<p><b>**For Instagram posts, please add the SST website (<a href="http://sydneysciencetrail.net.au">sydneysciencetrail.net.au</a>) to your Instagram bio and direct followers to visit the link in your bio.</b></p> <p>🚀 Sydney Science Trail lifts off on 15 August for a month-long mission from planet earth to the stars for kids 5-15 years and their adult friends! Join us via the link in our bio for [PROGRAM INFO]. All part of National Science Week 2020. 📌 📌</p> <p>#scienceweek #sydneysciencetrail #australianmuseum #RBGSydney</p>
	<p><b>**Twitter requires you to keep under 280 characters.</b></p> <p>🚀 #SydneyScienceTrail rockets kids 5-15 years from planet earth to the stars, on a free virtual mission! All a part of #scienceweek, featuring [YOUR ORGANISATION]'s [PROGRAM INFO]! Join us from August 15. Visit <a href="http://sydneysciencetrail.net.au">sydneysciencetrail.net.au</a> 📌</p>

### 3. Hashtags, Handles & Links

#### Official Hashtags

#SydneyScienceTrail  
 #scienceweek  
 #australianmuseum  
 #RBGSydney

#### Website Links

- Sydney Science Trail Website: [www.sydneysciencetrail.net.au](http://www.sydneysciencetrail.net.au)
- National Science Week Website: [www.scienceweek.net.au](http://www.scienceweek.net.au)

### 4. Images, Logos & Materials

#### Social Graphics and Images

- SST logo and images can be downloaded: [HERE](#).
- SST social media frames (& how-to) can be downloaded: [HERE](#).
- Long SST // ABC Sizzle Reel can be found: [HERE](#).
- Short SST // ABC Sizzle Reel can be found: [HERE](#).



## FAQs

### What is Sydney Science Trail?

Starting this National Science Week, for one month (15 August – 15 September), the Australian Museum and the Royal Botanic Garden Sydney are inviting children around the country (5-15 years) and their adult friends and teachers to join the virtual quest, exploring essential areas of science - from earth, plants, and animals, to technology and space. The Trail is bubbling over with immersive games, live-stream talks, explosive science shows and tours from world-class scientists and researchers.

The Sydney Science Trail school program, created in partnership with the NSW Department of Education, explores the theme of adaptation through an immersive, curriculum-linked virtual classroom. Teachers and home-schooling parents can expand their horizons with professional development courses on topics such as incorporating Indigenous perspectives into lesson plans, harnessing outdoor learning activities and many more.

### Do I have to pay to access Sydney Science Trail Activities?

Sydney Science Trail is free!

### Do I have to pre-book access to Sydney Science Trail activities?

Register for the Sydney Science Trail mission today at [www.sydneysciencetrail.net.au](http://www.sydneysciencetrail.net.au)

### What age group is Sydney Science Trail aimed towards?

Sydney Science Trail has something for children (5-15 years), and their adult friends and teachers.

### I live outside of Sydney, can I still access Sydney Science Trail activities?

Yes, Sydney Science Trail's virtual program can be accessed Australia-wide!

### Is Sydney Science Trail a schools-only program?

Sydney Science Trail is available for students, teachers, as well as the general public.

### Is Sydney Science Trail related to National Science Week?

Sydney Science Trail is part of National Science Week 2020. National Science Week, sponsored by Inspiring Australia, is an annual celebration that excites the inner-scientists in



all of us. This year, the program will delve into the underwater abyss with the theme: The Deep Blue – innovations for the future of our oceans.

**How can I find out more about Sydney Science Trail?**

Learn more about Sydney Science Trail at: [www.sydneysciencetrail.net.au](http://www.sydneysciencetrail.net.au)

**Will my child be safe using the Sydney Science Trail platform?**

Sydney Science Trail is hosted on the DART platform, a NSW Department of Education and Communities unit. It provides and co-ordinates video conferencing excursions for all schools and TAFEs. Learn more about the DART platform here:

<https://dartconnections.org.au/about-connections>

Sydney Science Trail team always recommends that parents and guardians use their discretion whenever their children are using the internet.



## SST PRODUCING ORGANISATIONS

- Australian Museum
- Royal Botanic Garden Sydney

## SST PARTNER ORGANISATIONS

- ANSTO
- University of Technology, Sydney (UTS)
- Macquarie University
- Inspiring Australia
- NSW Government (Department of Education – DART Connections)

## SST MEDIA PARTNERS

- ABC Radio Sydney

## SST PARTICIPATING PRODUCERS

- Australian National Maritime Museum
- Bush Blitz
- Centre of Excellence in Agricultural Education (NSW Government Department of Education)
- Creative Science
- Deadly Science
- Eaton Gorge Theatre Production
- Fizzics Education
- Frog and Tadpole Study Group NSW
- Inner West Library
- Jackson Eather
- Joint Academic Microbiology Seminars
- Sydney Observatory
- NSW Department of Industry, Planning and Environment
- NSW Department of Primary Industries
- Sydney Institute of Marine Science
- Taronga Zoo Sydney
- UNSW Centre for Ecosystem Science, School of Biological, Earth & Environmental Science





## SST PARTNER SOCIAL MEDIA HANDLES

Australian Museum	<ul style="list-style-type: none"> <li>● <b>Facebook:</b> @australianmuseum</li> <li>● <b>Instagram:</b> @australianmuseum</li> <li>● <b>Twitter:</b> @austmus</li> </ul>
Royal Botanic Gardens	<ul style="list-style-type: none"> <li>● <b>Facebook:</b> @RBGSydney</li> <li>● <b>Instagram:</b> @rbgsydney</li> <li>● <b>Twitter:</b> @RBGSydney</li> </ul>
ABC Radio Sydney	<ul style="list-style-type: none"> <li>● <b>Facebook:</b> @abcinsydney</li> <li>● <b>Instagram:</b> @abcinsydney</li> <li>● <b>Twitter:</b> @abcsydney</li> </ul>
ANSTO	<ul style="list-style-type: none"> <li>● <b>Facebook:</b> @DiscoverANSTO</li> <li>● <b>Instagram:</b> @discoveransto</li> <li>● <b>Twitter:</b> @ansto</li> </ul>
Campbelltown City Council	<ul style="list-style-type: none"> <li>● <b>Facebook:</b> @campbelltowncity</li> <li>● <b>Instagram:</b> @campbelltowncity</li> <li>● <b>Twitter:</b> @campbelltownnsw</li> </ul>
Centre for Ecosystem Science, School of Biological, Earth & Environmental Sciences, UNSW Sydney	<ul style="list-style-type: none"> <li>● <b>Facebook:</b> @unswscisoc</li> <li>● <b>Instagram:</b> @unswbees</li> <li>● <b>Twitter:</b> @CES_UNSW</li> </ul>
Centre of Excellence in Agricultural Education	<ul style="list-style-type: none"> <li>● <b>Facebook:</b> @CentreExcellenceAgEdRichmond</li> </ul>
Deadly Science	<ul style="list-style-type: none"> <li>● <b>Facebook:</b> @deadlyScience1</li> <li>● <b>Instagram:</b> @deadly_science_au</li> <li>● <b>Twitter:</b> @DeadlyScience</li> </ul>
Department of Planning and Environment	<ul style="list-style-type: none"> <li>● <b>Facebook:</b> @NSWDPIE</li> <li>● <b>Twitter:</b> @NSWDPIE</li> </ul>
Eaton Gorge Theatre Production	<ul style="list-style-type: none"> <li>● <b>Facebook:</b> @eatongorgetheatreco</li> </ul>
Fizzics Education	<ul style="list-style-type: none"> <li>● <b>Facebook:</b> @fizzicseducation</li> <li>● <b>Instagram:</b> @fizzicsed</li> <li>● <b>Twitter:</b> @FizzicsEd</li> </ul>
Inner West Council	<ul style="list-style-type: none"> <li>● <b>Facebook:</b> @innerwestcouncil</li> <li>● <b>Instagram:</b> @innerwestcouncil</li> <li>● <b>Twitter:</b> @IWCouncil</li> </ul>



Macquarie University	<ul style="list-style-type: none"> <li>● <b>Facebook:</b> @macquarieuni</li> <li>● <b>Instagram:</b> @macquarieuni</li> <li>● <b>Twitter:</b> @Macquarie_Uni</li> </ul>
Maritime Museum	<ul style="list-style-type: none"> <li>● <b>Facebook:</b> @sea.museum</li> <li>● <b>Instagram:</b> @sea.museum</li> <li>● <b>Twitter:</b> @seamuseum_</li> </ul>
Sydney Observatory	<ul style="list-style-type: none"> <li>● <b>Facebook:</b> @sydneyobservatory</li> <li>● <b>Twitter:</b> @sydneyobs</li> </ul>
Joint Academic Microbiology Seminars	<ul style="list-style-type: none"> <li>● <b>Twitter:</b> @jamsorgau</li> </ul>
Bush Blitz	<ul style="list-style-type: none"> <li>● <b>Facebook:</b> @BushBlitz</li> <li>● <b>Instagram:</b> @bushblitz</li> <li>● <b>Twitter:</b> @BushBlitz2</li> </ul>
Sydney Institute of Marine Science	<ul style="list-style-type: none"> <li>● <b>Facebook:</b> @sydneyinstituteofmarinescience</li> <li>● <b>Instagram:</b> @syd_marine_science</li> <li>● <b>Twitter:</b> @SydneyMarine</li> </ul>
Taronga Zoo	<ul style="list-style-type: none"> <li>● <b>Facebook:</b> @tarongazoo</li> <li>● <b>Instagram:</b> @tarongazoo</li> <li>● <b>Twitter:</b> @tarongazoo</li> </ul>
University of Technology Sydney (UTS)	<ul style="list-style-type: none"> <li>● <b>Facebook:</b> @UTSScience</li> <li>● <b>Instagram:</b> @utsscience</li> <li>● <b>Twitter:</b> @UTS_Science</li> </ul>

## SUPPORT CONTACTS

Please contact a member of the Sydney Science Trail comm's team at Original Spin for any questions:

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E: [amber@originalspin.com.au](mailto:amber@originalspin.com.au)