

IAF SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)
Calling Planet Earth - Space Outreach to the General Public (6)

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POP-UP PROMOTION: AUSTRALIAN SPACE AGENCY OUTREACH USING SMALL EXHIBITS

Abstract

With the establishment of the Australian Space Agency in 2018, four Strategic Space Pillars were identified as the means through which to transform and grow Australia's space industry. One of these four pillars was *Inspire*, focussed on utilising space education and public outreach to help build an Australian space sector that inspires industry, researchers, government and the Australian community to grow the next generation of the space workforce.

With the initial complexity of standing up an entirely new national space agency, the Inspire program has operated until recently on a very limited budget. This has therefore required innovative thinking to maximise the Agency's public outreach efforts across the country.

One small project commenced in 2022, as conditions began to normalise following the Covid pandemic, shows significant potential for providing a window into both the role and activities of the Australian Space Agency and the breadth of space careers available to young people as they complete high school and university studies in the coming years. This project involves the use of small exhibits placed within co-operating informal education institutions such as museums and science centres. Each exhibit consists of two large wall panels with associated audio-visual materials - one focussing on the Agency and its activities, the other on space careers - with QR-code accessible links to online digital careers materials and posters promoting public awareness of the importance of space in everyday life.

This paper will present an outline of the development of the first two exhibits in this program. It will cover the initial conception of the small exhibit program; the selection of exhibiting institutions and the development of exhibition content, maximising the use of existing promotional, inspiration and career educational materials. It will discuss the collaborative aspects of working with co-operating institutions in order for the small exhibits to work within their existing programs at minimal cost to both the Space Agency and exhibiting partner.

The desired outcomes from the program, as well as any available data in relation to the success (or otherwise) of the initial exhibit installations and future plans for the program will also be outlined.