



## NEWS UPDATE

ASIA PACIFIC NETWORK  
OF SCIENCE AND TECHNOLOGY  
CENTRES

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Information for ASPAC Members

January 2004

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### WELCOME TO OUR NEW YEAR EDITION

This ASPAC News Update contains  
information on:

- **Philippines to establish its first world-class science centre**
- **ASPAC President attends award ceremony to honour contributions to science centre development in China**
- **Workshop – Getting hands on with interactive exhibits: 2-4 February 2004**
- **4<sup>th</sup> Science Centre World Congress: Call for Papers**
- **National Science and Technology Museum in Taiwan celebrates its 6<sup>th</sup> Anniversary**
- **Questacon celebrates its 15<sup>th</sup> Birthday by launching *The Science of Success***
- **ASTEN Conference: 15-17 February 2004**

### PHILIPPINES TO ESTABLISH ITS FIRST WORLD-CLASS SCIENCE CENTRE

The Philippine Government has approved the establishment of a PhP 704 million (USD 12.8 million) infrastructure that will house the country's premier science centre-museum, the **Philippine Science Centrum**.

The government has proposed to cover PhP 600 million or 85.2 percent of the project cost using funding from the Japanese Government's Grant Aid program. The remaining amount of PhP 104 million, or 14.8 percent, will represent the local counterpart to

be sourced from the private sector. The Science Centre will be used for the development and conduct of non-formal and informal science and technology education programs. The new Philippine Science Centrum aims to boost community-based science and technology culture, literacy and awareness among Filipinos.

It will feature various galleries (such as general science gallery, technology gallery, industry gallery), seasonal exhibits, a science playground, an Ultra 70 theatre (a dome-like structure where science films and documentaries are shown in a 360-degree or panoramic vision screen, which shall also serve as a planetarium), and other interactive learning facilities. It will be built on three-hectare prime land within the Science and Technology Park of the University of the Philippines, Diliman, Quezon City – the country's premier educational institution.



*Photo: Perspective of the new Philippine Science Centrum, with state-of-the-art amenities and intelligent building features*

As the Philippines' first and leading science centre-museum, the Philippine Science Centrum has created a network of area-based science centres (a total of 12 all over

the archipelago) to which it has contributed its expertise in interactive exhibit development and fabrication. From the time it first opened its doors to the public in 1990, it has already served close to 5 million people through its various educational programs. The Philippine Science Centrum is managed by the Philippine Foundation for Science and Technology, the prime mover in science and technology popularisation and promotion in the Philippines.

### **ASPAC PRESIDENT ATTENDS AWARD CEREMONY TO HONOUR CONTRIBUTIONS TO SCIENCE CENTRE DEVELOPMENT IN CHINA**

The China Science and Technology Museum Development Fund, the Municipal Government of Xiamen, and the Fujian Science and Technology Association jointly organised the Fifth National Qiming and Chuangye Awards in Xiamen, China on 17 October 2003.



*Photo: YIP Chee-kuen, ASPAC President and Chief Curator of Hong Kong Science Museum, making a presentation at the Xiamen conference*

The Qiming (Enlightening) Awards were given to staff members and volunteers that contributed significantly to the development of

exhibits or educational activities of science centres. The Chuangye (Entrepreneur) Awards were given to those who have made remarkable contributions to the building and development of science and technology centres and museums. The Awards are given out once every two years.

According to the report of the Development Fund, there are over 300 science centres in China, about 30 of them are of the provincial level. However, the total number of science centres is still low compared to the country's vast population, averaging about 50 million people per science centre. This is in contrast to developed countries where the ratio is about 1,000,000 people per science centre. Therefore, China still has much room for future development.

The Development Fund was established in 1994 to promote the popularisation of science and the development of science centres in China. This Fund is sustained by government funding and sponsorship within China and from overseas.

The Vice-chairman of the Fund, Mr XU Shanyan, from the China Association for Science and Technology (CAST), reported that China had published a national "Construction Standard for Science and Technology Museums" in 2003.



science centre  
world congress  
rio de janeiro • brazil • 2005

**CALL FOR PAPERS**

**Deadline: 1 February 2004**

[www.museudavida.fiocruz.br/4scwc](http://www.museudavida.fiocruz.br/4scwc)

## GETTING HANDS ON WITH INTERACTIVE EXHIBITS: 2-4 FEBRUARY 2004

The Association of Science and Technology Centres (NZ) invites you to the workshop **Getting Hands On with Interactive Exhibits** to be held at Otago Museum, Dunedin, New Zealand, 2-4 February 2004. Supported by The British Council and the Otago Museum, the workshop features two keynote speakers from the UK who will present on the topic of designing and building great interactives with good science.



Harry White  
Concept Development Director  
Techniquist  
Cardiff



Steve Pizzey  
Founder and Director  
Science Projects  
London

This workshop is a great training opportunity and a great opportunity to visit the Otago Museum (one of ASPAC's newest members) and Dunedin, New Zealand! **Registration closes 21 January 2004.** To register, contact:

Clare Wilson  
Otago Museum  
PO Box 6202, Dunedin, New Zealand  
Tel +64 3 477 7983  
Fax +64 3 477 5993  
Email [clare.wilson@otagomuseum.govt.nz](mailto:clare.wilson@otagomuseum.govt.nz)

## 4<sup>TH</sup> SCIENCE CENTRE WORLD CONGRESS: CALL FOR PAPERS



The *Museu da Vida* (Museum of Life) will be hosting the 4<sup>th</sup> Science Centre World Congress, Rio de Janeiro, 10–14 April 2005. The theme is **Science Centres: Breaking Barriers, Engaging Citizens.**

**The deadline for submitting proposals is 1 February 2004.**

It would be great to have many submissions for the Congress from our region of the world. There are so many good ideas being developed in our region and they deserve to be shared on the world stage.

The last Science Centre World Congress recognised that one of the major challenges for the sustainability of science centres and museums is to reinforce the relevance and legitimacy of their action among local communities, while maintaining scientific integrity and high quality standards.

4SCWC will be held in conjunction with the 9<sup>th</sup> Red-POP Biennial Meeting (The Network for the Popularisation of Science and Technology in Latin America and the Caribbean) and the 3<sup>rd</sup> International Conference for Science Communicators. An Exhibitors Fair, is also being organised. The organising committee is working hard to produce an exciting, unforgettable event for all participants.

In addition to the plenary sessions regarding social inclusion, new challenges for museums and science centres, frontiers and controversies of science, local and consensual knowledge, a **Parallel Session Program** has been designed for participants to present their contributions. The parallel sessions will address a wide range of topics, such as:

- [Social Inclusion and Access to Science Centres and Museums](#)
- [Models and Perspectives for Science Centres](#)
- [Management and Sustainability](#)
- [Science Communication, Science and Society](#)
- [Audience Research in Science Centres and Museums](#)
- [Exhibitions, Communication Approaches, and Evaluation](#)
- [Museum Education and Formal and Informal Learning](#)
- [Virtual Technology](#)
- [Science and Art](#)

Contributions may be presented in the following session formats:

### **Panel**

Three or more presenters (from various regions of the world) give an individual presentation on a particular topic, facilitated by a session coordinator, followed by discussion.

### **Roundtable Discussion**

Three or more presenters (from various regions of the world) articulate with the other presenters a talk about the roundtable theme, facilitated by a session coordinator, followed by discussion.

### **Group Discussion**

Small group discussions are facilitated by convenor(s), followed by reports on a particular topic.

### **Workshop**

Workshop leaders actively involve participants in learning news skills and techniques.

### **Speakers' Corner**

Presenters give 10-minute presentations on topics of their own choice.

### **Science Show**

Presenters perform 20-minute live science shows.

### **Poster Presentation**

Poster session during which contributors are available to converse with other delegates about the topics presented in their posters (poster format 100 cm by 80 cm).

The official congress language is English. Simultaneous translation into Portuguese and Spanish will be provided.

For information about registration, accomodation and conference tours, please contact [4scwc@gauche-eventos.com.br](mailto:4scwc@gauche-eventos.com.br). Visit the Congress website for information at [www.museudavida.fiocruz.br/4scwc](http://www.museudavida.fiocruz.br/4scwc).

Note that, in Panel or Roundtable sessions, it is important to have presenters from various regions of the world. If you need help with suggesting presenters from other regions, please contact Brenton Honeyman.

Let's make sure that 4SCWC has many session proposals from our region ... **the deadline is 1 February 2004.**

**A session proposal form is attached to this ASPAC News Update.**

Brenton Honeyman  
ASPAC Representative to 4SCWC  
International Program Committee  
Email [bhoneyman@questacon.edu.au](mailto:bhoneyman@questacon.edu.au)

## NATIONAL SCIENCE AND TECHNOLOGY MUSEUM IN TAIWAN CELEBRATES ITS 6<sup>TH</sup> ANNIVERSARY

ASPAC congratulates Dr Hong-sen Yan, the Director, and all staff of the National Science and Technology Museum on their 6<sup>th</sup> Anniversary, celebrated on 7 November 2003.



*Photo: Dr Hong-sen Yan (centre in red jacket), Director of the National Science and Technology Museum, cuts the cake to celebrate NSTM's 6<sup>th</sup> Anniversary*

## QUESTACON CELEBRATES ITS 15<sup>TH</sup> BIRTHDAY BY LAUNCHING "THE SCIENCE OF SUCCESS"

Questacon marked its 15<sup>th</sup> Birthday as Australia's National Science and Technology Centre by inviting the Minister for Science, The Hon. Peter McGauran, to launch a new book – **The Science of Success**. This publication outlines the impact of the Shell Questacon Science Circus, Australia's largest travelling science program, covering

25 000 km and visiting 100 000 people each year in regional, rural and remote areas.



*Photo: The Shell Questacon Science Circus team in front of the semi-trailer which transports portable exhibits across Australia*

The Shell Questacon Science Circus team is made up of 16 science communication students who travel with a semi-trailer filled with 50 interactive exhibits, ready to be unpacked and set up in country schools and town halls. The team divides up into small groups to travel to schools in the surrounding area, giving science demonstrations in the classroom and professional development workshops for teachers.

When not gaining practical skills on the road, the Circus students attend the Australian National University (ANU) completing a Graduate Diploma in Scientific Communication, delivered through the Centre for Public Awareness of Science.

**The Science of Success** highlights how this program has influenced the graduates of the Science Circus program, now employed around the world in key roles in science communication and other disciplines.

### ASPAC Website

You can now visit the new ASPAC website. ASPAC News Updates are available on the website. Check out the site at:

[www.aspacnet.org](http://www.aspacnet.org)



THE AUSTRALIAN NATIONAL UNIVERSITY

## NEW FOR 2004!

### Graduate Certificate and Graduate Diploma Programs

specially designed  
for science centre staff

by Australia's National Centre for the Public  
Awareness of Science in cooperation with  
Questacon – The National Science and  
Technology Centre

The programs develop skills in a wide variety of areas important to science centres, including exhibit design, personal communication and presentation, understanding your public, and evaluation. It will bring you up to date with the latest research in science centres, and give you opportunities for practical hands-on experience at Australia's national science centre, Questacon. The program will be conducted at the National Centre for Public Awareness of Science, the only accredited UNESCO Centre for science communication. You do not need a science degree to be eligible for the Certificate or Diploma program, and fees for 2004 programs are being kept to a minimum.

For more information contact

[Sue.Stockmayer@anu.edu.au](mailto:Sue.Stockmayer@anu.edu.au)

Tel +61 2 6125 8157

Fax +61 2 6125 8991

## ASTEN CONFERENCE: 15-17 FEBRUARY 2004

The annual conference of the Australasian Science and Technology Exhibitors Network (ASTEN) will be hosted by the Imaginarium Science Centre in Devonport, Tasmania, Australia. The theme of this conference is **Sustainability: Working Together**. The program includes the following sessions:

- The product. The visitor experience. What are we about? Why are we here?
- Market awareness. Marketing & promotion. Product positioning. Market research. Who are our target audiences?
- Planning & priority setting. How do we prioritise to meet the needs of our potential markets?
- Financial sustainability. Maintaining numbers. Making it pay. Maintaining the momentum.
- Industry partnerships & support. Government support. Financial and project support. Garnett report.
- Opportunities & threats. Identifying opportunities and threats

In addition the program features a civic reception, conference dinner and half day tours. For more information, contact Anne-Maree Snell, Tel +61 3 6424 8476.

## ASPAC INFORMATION

Contact the ASPAC Secretary

**Mr Brenton Honeyman**

**Office of the Director**

**Questacon – The National Science and  
Technology Centre**

**King Edward Terrace**

**Canberra ACT 2600, Australia**

**Tel +61 2 6270 2811, Fax +61 2 6273 4346**

**Email: [bhoneyman@questacon.edu.au](mailto:bhoneyman@questacon.edu.au)**



## SESSION PROPOSAL FORM

Please complete and return a copy of this Session Proposal Form, together with the abstract, to [4scwc@gauche-eventos.com.br](mailto:4scwc@gauche-eventos.com.br) by 01 FEBRUARY 2004

**SESSION / PRESENTATION TITLE**

**SESSION PRESENTER / LEADER** (title, name, position, institution, e-mail address)

**SESSION FORMAT (please tick)**

- Panel
- Roundtable Discussion
- Group Discussion
- Workshop
- Speakers' Corner
- Science Show
- Poster Presentation

**OTHER PRESENTERS / AUTHORS** (title, name, position, institution, e-mail address)

**THEME AREA (please tick)**

- Social Inclusion and Access to Science Centres and Museums
- Models and Perspectives for Science Centres
- Management and Sustainability
- Science Communication, Science and Society
- Audience Research in Science Centres and Museums
- Exhibitions, Communications Approaches, and Evaluation
- Museum Education, Formal and Informal Learning
- Virtual Technology
- Science and Art

**SESSION ABSTRACT**

For presentations on Panels, Roundtable Discussions, Group Discussions, Speakers' Corner and Workshops, please send an Extended Abstract (1000 - 1500 words; font size 12; word for windows document) to [4scwc@gauche-eventos.com.br](mailto:4scwc@gauche-eventos.com.br).

Poster Presentations and Science Shows require only a 300-word abstract.