

A decorative graphic on the left side of the slide consists of several thick white lines forming a complex, overlapping geometric pattern of triangles and quadrilaterals against the blue background.

Item 10

Communications Committee Report

Proposal: CAETS Communications Prize

Professor Hugh Bradlow

President, Australian Academy of Technological Sciences and
Engineering

COMMUNICATIONS COMMITTEE OBJECTIVES

- 1. Improve communications of technology policy to government and the public**
- 2. Inspire young people with the importance of engineering and technological sciences**
- 3. Improve understanding of the important benefits of technology amongst the general public**



COMMUNICATIONS PRIZE PROPOSAL

➤ Objective

- Inspire students with engineering success stories
- Show the general public how engineering changes their lives for the better

➤ Method

- Create a prestigious global award to encourage member Academies to develop inspiring video presentations
- Awards will be based on a short (preferably 5 minutes but maximum 15 minute) video



THE AWARDS

➤ **Engineering success story – proven impact**

- **Presented by a Fellow of a member Academy**
- **Outcomes of the work must be proven economically or in public service**

➤ **High potential innovation**

- **Presented by anyone who is introduced by a Fellow of a member Academy**
- **Work does not have to be fully proven but must present a convincing solution which can be proven with time**



THE PROCESS

- **Videos presented in English or with subtitles in English**
- **Each member Academy can submit a maximum of 2 videos per year**
 - Closing date 6 months prior to Annual CAETS meeting
- **Winners will be selected by an international Committee appointed by the CAETS Communications Committee**
- **Initially no prize money but we shall seek corporate sponsorship for future prizes**
- **Awards announced at Annual CAETS meeting**



JUDGING CRITERIA

- **How well the problem being solved is described (will it inspire the audience to recognise the importance)**
- **How innovative the solution is**
- **How well it is communicated to a general audience**
- **For category 1: proof of impact**
- **The publicity plan to be presented with the video**



PROPOSAL TO COUNCIL

- Approve the establishment of the 2 CAETS Communications Awards
- First awards to be made at the CAETS meeting in Buenos Aires on 19 September 2021
- Closing date for submissions on 1 April 2021

