

APECS Oceania Report of Activities Oct 2020 - Oct 2021

Membership

APECS Oceania's membership has grown from 208 to 245 in 12 months, with 169 Australian members and 76 New Zealand members currently.

The full membership statistics from current as of Oct 2021 are available in Appendix 1.

APECS Oceania 2021 Executive Committee and Council

President: Alyce Hancock (Southern Ocean Observing System - SOOS)

Secretary: Katie Marx (Institute for Marine and Antarctic Studies - IMAS)

Treasurer: vacant

National Representative: Natalia Ribeiro (Institute for Marine and Antarctic Studies - IMAS)

Senior Officers: Gabriela Roldan (Gateway Antarctica), Hanne Nielsen (University of Tasmania - UTAS), Jasmine Lee (Monash University) and Meagan Dewar (Federation University)

Social Media Managers and Council: Rebecca Duncan (UTS and UNIS)

Council: Svenja Halfter (IMAS), Nina Gallo (Independent), Helena Baird (Monash University), Rebecca Duncan (UTS and UNIS), Victoria Heinrich (UTAS)

Activities and Events

Due to COVID-19 many events that were originally planned for this term had to be cancelled or significantly modified to an online format. The pandemic also meant that the time availability of the APECS Oceania Executive Committee and Council was significantly reduced, therefore we focussed on a few events/activities (primarily, APECS Oceania Strategic Planning, APECS Oceania Seminar Series and establishment of an APECS Oceania Diversity, Equity and Diversity Group).

APECS Oceania Strategic Planning

APECS Oceania commenced the process of developing an APECS Oceania Strategic Plan in 2020 with the APECS Oceania 2021-2023 Strategic Plan being finalised in August 2021.

The [APECS Oceania 2021-20213 Strategic Plan](#) provides a strategic direction and focus for our National Committee to provide value to the APECS Oceania membership. The APECS Oceania Strategic Plan was developed to operate within the [APECS International Strategic Plan](#) and provide specific guidance for the Oceania National Committee and Oceania membership needs, challenges and wants.

APECS Oceania has identified five focal areas that will inform the strategy for 2021-2023:

1. Viable career paths for polar ECRs
2. Diversity and collaboration
3. Skill development
4. Strengthening relationships with the polar sector
5. Getting people involved

See here for the full [APECS Oceania 2021-2023 Strategic Plan](#) and the [APECS Oceania 2021-2023 Implementation Plan](#).

APECS Oceania Seminar Series

At the 2020 APECS Oceania AGM the APECS Oceania Seminar Series was launched and two successful seminars were run during 2021.

1. Polar Pathways

A Polar Pathways seminar and panel discussion was held on the 16th March, during March 2020 Polar Week. Three speakers shared their expert advice on exploring a variety of different polar career options; Dr Rebecca McWatters (environmental engineer at the Australian Antarctic Division), Stephen Curtain (cinematographer, director, producer, guide, educator, environmental ambassador), Dr Hanne Nielsen (Antarctic law and governance lecturer at the University of Tasmania). These presentations were followed by a panel discussion. The seminar was presented via Zoom and was attended by 25 people.

2. SciComm with Nina

APECS Oceania council member Nina Gallo, a communications consultant, writer and Antarctic guide, provided a seminar on Science Communication on the 23rd September, during September 2021 Polar Week. This seminar was presented online via Zoom and was attended by 33 people. A recording of the seminar is available via the APECS Vimeo channel [here](#).

APECS Oceania Diversity, Equity and Inclusion Group

The APECS Oceania 2021-2023 Strategic Plan identified one of the five focal areas for APECS Oceania activities as developing a community that connects and supports early career professionals (2. Diversity and collaboration). To achieve this, APECS Oceania initiated a Diversity, Equity and Inclusion Group to develop and implement a diversity and collaboration plan within APECS Oceania in consultation with our membership and key representative groups. This APECS Oceania Diversity, Equity and Inclusion Group met 8 times during 2021 and began the drafting of a diversity and collaboration plan for APECS Oceania.

Conference Presentations

During the 2021 New Zealand Antarctic Science Conference, APECS Oceania was represented by Gabriela Roldan, Rodrigo Gomez-Fell and Shinae Montie. The conference was held in Christchurch, from the 9-13 February 2021, and was attended by more than 300 participants. APECS Oceania had the opportunity to engage with conference attendees and ECRs based in New Zealand in different events. On Wednesday 10th of February APECS Oceania held a “Lunch breakaway”, an informal get together to meet and greet new ECRs and introduce them to APECS. APECS pins, pamphlets and pens were distributed to the 35 new ECRs. In addition, APECS Oceania was invited to organize a ‘Student and Early Career Event’ on the evening of 10th, a social gathering before the conference dinner attended by approximately 100 people. See [Conference programme here](#). At the event, APECS Oceania continued to liaise with ECRs and had the opportunity to speak to potential APECS mentors too. APECS Oceania contributed a poster to the conference poster session, “*What is APECS?*” as seen in the photo below.



APECS Oceania Communications

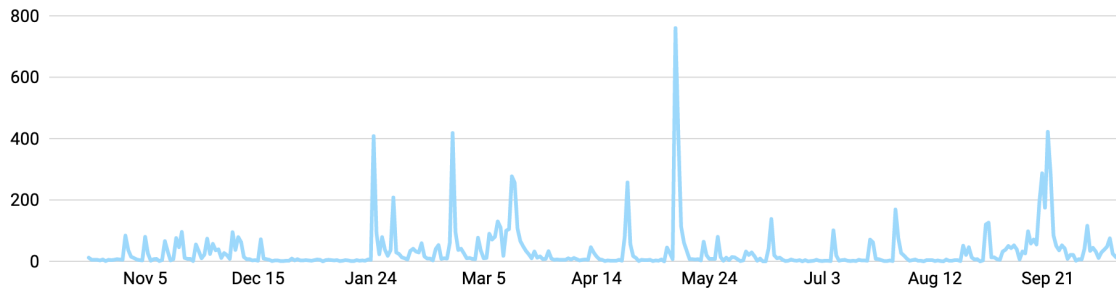
Facebook Analytics:

Total Page Likes:

Facebook likes are 855 (up 86 from October 2020), although the reach has dropped significantly (65.8%) since October 2020. This is likely due to trends away from Facebook and changes to Facebook’s algorithms meaning our content isn’t seen by our members as readily. As engagement with platforms change, we should consider shifting our social media efforts to other platforms, for example LinkedIn.


Facebook Page Reach ⓘ

4,469 ↓ 65.8%




Our most popular posts over the year were related to available PhD positions and the SciComm with Nina seminar, which provides some good insight into the sort of content our members are interested in.

📅 Oct 16, 2020 – Oct 16, 2021 ▾








Reach ⓘ
1.2K
Facebook Post



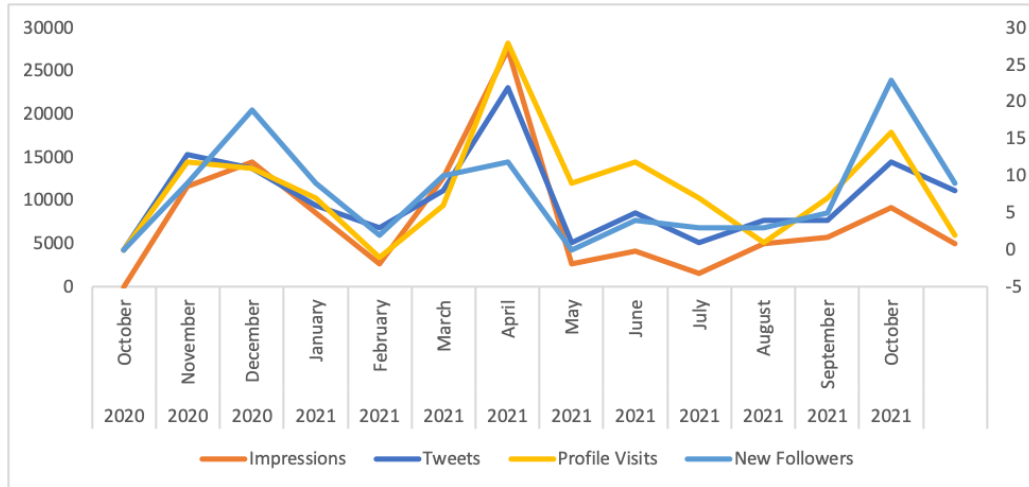
Reach ⓘ
170
Instagram Post

No ad in this date range.

Recent Content ↑↓	Type	↓ Reach	↑ Likes and Reactions	↑ Comments	↑ Shares	↑ Results	↑ Cost Per Result	↑ Link Clicks
 <p>Are you ... Wed May 12, 3:...</p>	Facebook Post	1.2K	20	0	5	--	--	27
 <p>Are you havi... Thu Sep 16, 6:0...</p>	Facebook Post	726	31	4	5	--	--	25
 <p>Want to wor... Mon Jan 25, 2:...</p>	Facebook Post	717	6	4	3	--	--	33
 <p>What will yo... Tue Sep 14, 4:0...</p>	Facebook Post	620	4	0	3	--	--	9
 <p>Cool Polar... Sun Feb 21, 10:...</p>	Facebook Post	584	3	4	2	--	--	38

Twitter Analytics:

Total Page Followers: 1174 (up 113 since October 2020)
Peak impressions around Polar Week/ our two seminars.

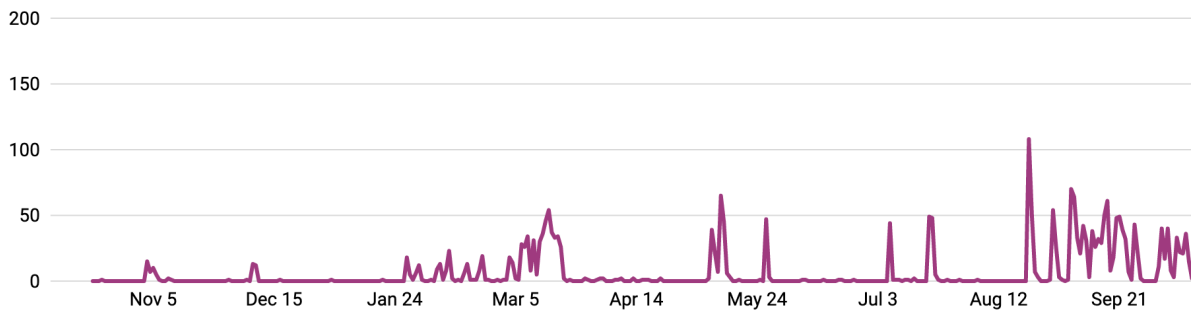


Instagram Analytics:

Total Page Followers: 352 (Up 229 since October 2020). Total reach is up 163.7%. We are building momentum on the APECS Oceania instagram and should consider focusing our efforts on this platform rather than Facebook. Given the time, it would be great to start using the stories function to boost engagement.

Instagram Reach ⓘ

393 ↑ 167.3%



Mailchimp/APECS Oceania Newsletters:

Total 13 APECS Oceania Newsletters and Announcements

Appendix 1 - APECS Oceania Membership Statistics for 2020

October 2021 Membership Statistics

Total Members in Australia 169
Total Members in New Zealand 76
Total 245

Australian institutions: University of Queensland, Edith Cowan University, University of Tasmania, University of Wollongong, Macquarie University, Integrated Marine Observing System, University of Adelaide, Antarctic Biological Research Initiative, Antarctic Climate and Ecosystems Cooperative Research Centre (ACE CRC), Federation University, Commonwealth Scientific and Industrial Research Organisation (CSIRO), Monash University, University of Sydney, Australian National University, Griffith University, Australian Antarctic Division, James Cook University, Southern Ocean Observing System, Tasmanian Parks and Wildlife Service, University of Melbourne, University of New South Wales, University of Newcastle, Department of Natural Resources, Mines and Energy (NSW), Australian War College, Sydney Institute of Marine Science (SIMS), University of Technology Sydney, Museums Victoria, Flinders University, Queensland University of Technology, University of Western Australia, Tonkin and Taylor, self-employed

New Zealand Institutions: Auckland University of Technology, University of Exeter, Gateway Antarctic (University of Canterbury), Victoria University of Wellington, Lincoln University, University of Waikato, University of Canterbury, National Institute for Water and Atmospheric Research (NIWA), University of Otago, MetOcean Solutions, University of Auckland, Antarctica New Zealand, GNS Science, Massey University, Southern Institute of Technology

Other: The University Centre in Svalbard, Renegade Capital

Gender Balance (%)

Male 31

Female 69

Career Stages (%)

Doctoral Students	43	
Postdoctoral Researchers		13
Master Students	18	
Research Scientists	4	
Faculty	2	
Undergraduate Student		10
Other	10	

Employment Sector (%)

College / University	60	
Research Institute	17	
Industry / Business	2	
Non-Profit Organisation		-
Education and Outreach	1	
Administration	1	
Primary or Secondary School	4	
Other	15	

Regional Focus of Members (%)

Antarctic	96	
Arctic	22	
Alpine	11	
Third pole / Himalaya		7
Other	6	

Regional Focus of Members (%)

Environmental sciences (51), ecology (44), marine and freshwater biology (36), oceanography (31), biodiversity (33), geosciences (24), modelling (24), remote sensing (22), sea-ice (21), cryology / glaciology (22), zoology (23), fisheries (11), microbiology (11), geology (13), meteorology + atmospheric sciences (12), social sciences (12), international relations (8), instruments + instrumentation (5), humanities (9), political sciences (9), plant sciences (6), engineering (4), soil sciences (4), agriculture (4), human and public health (4), toxicology (4), water resources (4), economics (3), law (4), anthropology (2), urban studies (2), hydrology (4), paleontology (2), medicine (1), energy / fuels (2), forestry (2), other (5)

Membership

