KEYNOTE ADDRESS:

From science to inspiration: 10 tips to promote ecological literacy and successful conservation in our communities.

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Abstract

As evidenced by this conference, an enormous amount of great conservation science is being produced. Science and on-ground learning have never been more important. Nevertheless, good science is under attack by people with different values who want to achieve different outcomes. The pseudo-science of climate change denial, anti-vaccination and alpine grazing are prominent examples. These topics remind us that great science (like great management) is necessary but inadequate. We need to achieve more.

For a start, we need to communicate better. We need to re-package our work to create stories that entertain, engage and inform the world. We live at the best time to achieve this. We can no longer complain, “How do we get our messages out to the world?”, because thanks to the internet we have free access to the best (and worst) platforms the world has ever known. But so does everybody else.

For our messages to be visible, they have to be really, really good. We all have to learn new skills and, more importantly, we have to re-learn a really old skill: how to tell great stories. To get ahead, we need to use new media to tell great stories that engage readers and attract new audiences. In this presentation, Ian provides insights on how we can improve the way we get our messages out, beyond the converted, to engage the broader community, so we can promote ecological literacy and successful conservation.