

# FINAL REPORT

DAV00148

## Climate Dogs Go National (Managing Climate Variability)

### PROJECT DETAILS

**PROJECT CODE:** DAV00148

**PROJECT TITLE:** CLIMATE DOGS GO NATIONAL (MANAGING CLIMATE VARIABILITY)

**START DATE:** 01.10.2015

**END DATE:** 30.10.2016

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### Summary

The Department of Economic Development, Jobs, Transport and Resources (DEDJTR) Victoria (VIC) 'Climatedogs' animations are an awarded climate communication tool which frames and explains the key drivers of climate variability in an entertaining and informative way.

This project has updated the science and modified the VIC Climatedog animations and made them publicly accessible so they can now be used by climate extension networks across all of Australia to better communicate the key drivers behind seasonal variability.

These new animations will be relevant for all states, and extension and educators can now use the versions that best meet their needs and audiences.

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## Conclusions

This project has successfully created a new series of National Climatedogs animations which now incorporate the latest climate science and are applicable to all of Australia.

These communication and education tools will be utilised by climate extension and education networks over the next 5-10 years to promote the latest science on the drivers of climate variability and also promote the Managing Climate Variability (MCV) program.

## Recommendations

It is recommended that the new updated animations be promoted and used as climate communication tools for the next 5-10 years.

As new climate science and understanding emerges, it may be useful to update these animations in 5-10 years if there are significant new findings regarding any of the climate drivers.

The Climatedogs animations provide a powerful wider example of how complex science can be summarised and packaged into short, entertaining and highly watchable extension products. The same process could be used for many other complex issues which require improved public education.

## Outcomes

The new National Climatedog animations were released in the first week of October 2016.

Climate communicators and extension advisers from across Australia have previously called for the animations to be modified so that they can be used for audiences across all of Australia (rather than just a VIC focus).

To date the videos have received more than 1,500 views growing at approx. 300-400 views per week and are still being distributed throughout extension networks. <https://www.youtube.com/user/ClimateKelpie/videos>

As a result of this project, the new animations can now be used as climate education tools to explain the latest science behind key climate variability drivers. As a recent example of how these animations will be used, the new 'Ridgy' climatedog video was shown at the recent Albury Lambex Conference 2016 to more than 1,000 attendees and was well received.

Locating these animations on the MCV 'Climatekelpie' website has also increased visits to the site and will serve to promote

the MCV initiative and its role in supporting improved seasonal variability forecasting and use by Australian agriculture.

## Achievements/Benefits

The project has now completed the production and public release of the new National Climatedogs animations which involved:

- New scripts created with advice from the Bureau of Meteorology (BoM) climate scientists - ensures accurate latest science.
- New voiceovers and animations created by animator and approved by MCV partners.
- Creation of new webpage with links to MCV Climatekelpie website.
- Links to new animations from BoM website.
- Media release produced and public release occurred first week in October 2016.
- More than 1,500 video views in first month of release.
- 'Ridgy' animations shown at Albury Lambex 2016 to an audience of 1,050.
- Animations to be shown at the Western Australia Natural Resource Management (WA NRM) Conference early November 2016.
- Distribution of new links and animations via Twitter and email has occurred and is continuing so that extension and education networks, state agencies and climate communicators are aware of and can utilise these new animations in their outreach programs.
- Article to appear in November-December GRDC Ground Cover magazine.
- Recent feature of new animations: <http://ozewex.org/?p=1625>
- Recent article: <http://www.queenslandcountrylife.com.au/story/4205059/climate---dogs---off---the---leash---videos/?cs=4790>

The utilisation of these new climate animations is expected to continue over the next 5-10 years and will reach tens of thousands of people, improving knowledge of the latest science behind the drivers of Australia's climate variability, as well as promoting the existence of the MCV program and its efforts to improve management of climate variability.

## Other research

Sharing of the new animations to extension and education networks across Australia will continue, and it is expected that these new animations will be valuable tools for the next 5-10 years reaching tens of thousands of people and introducing new audiences to the latest climate science and the MCV program.

## Intellectual property summary

The Climatedogs concept was originated by DEDJTR VIC for the purpose of public education of climate science. These new animations have been adapted by the MCV program and acknowledge DEDJTR as the concept creator.

No intellectual property (IP) commercialisation issues are anticipated.