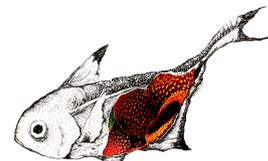


# Kate Cranney

Communicator, scientist, artist | [www.katecranney.com](http://www.katecranney.com) | [LinkedIn](#) | [Twitter](#)



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## Summary

As a subject matter expert in science communication and sustainability, I synthesise and communicate complex science, broker and maintain stakeholder relations, manage projects, and connect people, ideas and organisations for positive impact. I have a track record of successfully training technical professionals to communicate their work to diverse audiences. I have 15 years' experience across research, not-for-profits, government and academia, with a recent focus on industry partnerships with the energy sector.

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## Skills

### Exceptional skills in communicating complex scientific content

- Skilled in developing and implementing communications strategies, identifying key messages and target audiences, and pursuing high-impact opportunities to broadcast content across multiple platforms.
- Writer: Strong experience in, and knowledge of, both internal and external communications. At CSIRO I created engaging, accessible stories—including 60+ blogs—for 830 scientists working across diverse, often contentious topics, from bats to battery technology. Co-editor of CSIRO's sustainability hub, ECOS.
- Media liaison: Demonstrated success in pitching stories to journalists and building media networks. I wrote 30+ issues-rich CSIRO media releases, resulting in high pick-up. A 2020 CSIRO/ Microsoft/ Indigenous ranger announcement about AI and turtles led to stories seen by 6M people and won a Mumbrella Award.
- Trainer: I developed and delivered storytelling and media training to 300+ scientists, including senior management, travelling to regions to deliver in-person. I received highly positive feedback on this training.
- Public Speaker: Comfortable speaking to large crowds, with an engaging presentation style. This includes presenting to children. I received one of six national OEH/ESA Prizes for Outstanding Outreach in Science.
- Tech savvy: I can quickly and easily pick-up new communications techniques, tools, and technologies.

### Subject matter expert on the interface of science, industry, and philanthropy

- Post-graduate qualification in science, including ecology, law, and Indigenous natural resource management.
- Solid knowledge of both Commonwealth and state environmental law and policy. I studied law while working for the Queensland government's water planning team, where I applied and amended water law/regulations.
- Wide-ranging networks across the not-for-profit, government, and science fields, in Australia and abroad. For example, I brokered relationships between government funding bodies, Torres Strait Islander rangers, university researchers and private consultants, leading to the ranger program's continued expansion.
- Coached and mentored 30+ scientists on how to talk to the media. As an example, after coaching Michael Ambrose and promoting his work, he is now ABC TV and Radio's go-to expert on energy-efficient homes.
- In 2021, in recognition of 'exceptional efforts' and 'the valuable contribution made to the Corporate Affairs team' at CSIRO, I was the recipient of one of two annual Performance Cash Rewards.

### Demonstrated stakeholder liaison and people management skills

- Built positive relationships with 800+ scientists. In 2021, I received five extraordinary performance bonuses from internal clients, recognition of the flow-on impact of the work I had done to promote their science.
- Demonstrated ability to identify and engage with a wide range of stakeholder groups. For example, in my work with the NGO Bush Heritage, I showcased the work of farmers, philanthropists, shooters and scientists.

### Excellent project management skills

- Accustomed to handling multiple tasks and tight deadlines, and to prioritising with little supervision.
- Self-starter with strong organisation skills. For instance, I led CSIRO's five-month, multifaceted social media campaign for the Apollo 11's 50th anniversary. I was the roving reporter during the open weekend event at Parkes Observatory, where 19,500 visitors toured Murriyang / 'The Dish'. The social media posts I created were viewed 4.1M+ times by 2.7M+ people. I also helped to facilitate the 3400+ media stories.

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## Education and Training

- Master of Science with Distinction (Majors: Botany, Communication, Modelling), University of Melbourne
- Bachelor of Law (Honours) / Bachelor of Environmental Science, Griffith University

Additional training and awards:

- 2022: Received the 'Effective Communication of Science Award' (team) at CSIRO's Land and Water Awards
- 2021: Received the 'Excellence in Support Award' (individual) at CSIRO's Land and Water Awards
- 2021: Building Cultural Competence course through the Office of Indigenous Engagement, CSIRO
- 2018: Awarded one of five national fellowships, International Specialised Skills Institute/ GAF Foundation
- 2017: Awarded one of six national OEH/ ESA Prizes for Outstanding Outreach in Science
- 2017: Volunteer science teacher with CSIRO's STEM Professionals in Schools program, Melbourne
- 2017: Open Standards course in Healthy Country Planning, Cape Tribulation
- 2006, 2007, 2008, 2009, 2010: 'Griffith University Award of Academic Excellence' (GPA above 6)

## Employment

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### **FREELANCE COMMUNICATIONS CONSULTANT | 2022-ongoing**

I translate science for impact. My work focuses on high-impact communications strategy, content and coaching. I lead communications and media for remote science expeditions, I create content (written stories, short films, art), I support organisations and individuals to build their communications strategy, and I edit existing work.

### **CSIRO | 2018-2022**

#### **Communications Advisor for the Land and Water, and Energy divisions, Corporate Affairs**

I delivered communication campaigns for 830 scientists across two highly diverse CSIRO divisions: Energy, and Land and Water. I pitched stories to the media, wrote and edited articles, managed issues, and coordinated content-creation, including films and animations. I also ran media and storytelling training for CSIRO scientists.

### **INTERNATIONAL SPECIALISED SKILLS INSTITUTE | 2018-2018**

#### **International Fellow through the George Alexander Foundation**

Awarded one of five International Specialised Skills Institute fellowships. For 10 months I learned about best-practice science communications/ media from leading science organisations in Africa, Europe, Canada, and the USA. I brought that knowledge back to Australia to [foster more creativity in science communication](#).

### **THE NATURE CONSERVANCY | 2016-2018**

#### **Science Communicator for the Melanesia Program**

I created educational materials, reports, and films for Indigenous ranger groups in Papua New Guinea and Solomon Islands. I coordinated the week-long Nature's Leading Women workshop for 30 Indigenous women. I developed bespoke content for a high-net worth donor who funds all the women ranger work in the Pacific.

### **BUSH HERITAGE AUSTRALIA | 2015-2016**

#### **Science communicator / Science and Conservation Systems Officer**

I communicated BHA's science using engaging storytelling, film, and social media content. I was the 'reporter in the field', writing content and making films on expeditions to remote sites in the Simpson Desert and Tasmania. I reviewed monitoring reports, wrote reserve scorecards, and wrote stories for the website and magazine.

### **RMIT UNIVERSITY | 2015-2017**

#### **Research Assistant, Centre for Urban Research**

I worked as an entomologist on an insect ecology project between RMIT University and the City of Melbourne called 'Little Things That Run the City'. I also pitched, illustrated and co-wrote [a popular children's insect book](#).

### **TORRES STRAIT REGIONAL AUTHORITY | 2011-2013**

#### **Project officer, Land and Sea Management Unit on Thursday Island**

I managed the Indigenous Protected Area (IPA) and the traditional ecological knowledge (TEK) projects. I facilitated the TEK database expansion; helped finalise new IPAs, organised community meetings, liaised with 55 rangers, coordinated management trips to remote islands, and managed contracts, budgets and reporting.

### **QUEENSLAND DEPARTMENT OF NATURAL RESOURCES AND MINES | 2007-2012**

#### **Policy Officer, Water Allocation and Planning Division**

I wrote strategic policy and supporting documents for amendments to water legislation in Queensland.

## Referees

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Available on request.