

# CNBP Key Messages

## Stakeholders and Key Messages

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The following stakeholder audiences and associated key messages have been identified for communications and outreach activity.

Overarching taglines, '*CNBP - The power of light to measure*' and '*CNBP - Creating Windows into the Body*' can be used in all situations.

Key messages can be further refined dependent on situation.

- **Australian Research Council** - Working with the ARC as a Centre of Excellence, maintaining the strong relationship already in place and ensuring ARC promotional opportunities are tied into communications planning

### Key Messages

- CNBP is successfully undertaking highly innovative and transformational biophotonic research - building Australian research strength and capability
- CNBP's interdisciplinary and collaborative approach is resulting in the highest levels of research excellence
- CNBP is providing high-quality postgraduate and postdoctoral training environments for the next generation of researchers

- **End users and enablers** - Reaching out to end user clinicians, health administrators and regulatory bodies

### Key Messages

- CNBP technology is safe
- CNBP technology will be industry ready
- CNBP technology will be disruptive, creating a new market and value network

- **Industry and 'big end of town'** - Working with industry to co-promote successful commercial collaborations. Working with the 'big end of town' to look at philanthropic opportunities

#### Key Messages

- CNBP is partnering with industry, nurturing entrepreneurship in emerging scientists and will create innovative technology platforms that add value to society
- CNBP is working closely with industry partners to realize real world commercialization outcomes
- CNBP is contributing to the 'smart economy'

- **General public** - Enthusing the general public about nano biophotonic research more generally, primarily through media and social media activity, public talks, open days, lectures and other activities

#### Key Messages

- CNBP is creating state of the art sensing tools that can measure the inner workings of cells, in the living body
- CNBP's new nanoscale lamps, nanoscale probes and advanced optical fibres are enabling this inner body exploration
- CNBP research will result in a paradigm shift in our understanding of health and disease - especially in Centre research areas of reproduction, chronic pain and heart disease
- CNBP research will translate into real world clinical outcomes for patients

- **Internal** - Facilitating communication across a multidisciplinary Centre where different scientific languages are spoken across a number of geographical sites

#### Key Messages

- CNBP is committed to its core principles of Academic Excellence, Commercial Impact, Quality Communication and a Nurturing Environment
- CNBP's core principles lie at the foundation of all of our actions and activities
- CNBP believes in a fully transparent, engaged and connected Centre

- **Media** - The building of journalist relationships and the development of newsworthy content to ensure positive and ongoing media coverage for the CNBP

#### Key Messages

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- **Partners and collaborators** - Working with partners to best leverage promotional and outreach opportunities for all parties. This including international partners

#### Key Messages

- CNBP is multidisciplinary in nature and brings together the best national and international expertise
- A collaborative approach best addresses the challenging and transformational biophotonic research that is taking place across CNBP
- Increased networking and engagement, nationally and internationally, strengthens CNBP research capability and outcomes for all partners

- **Politicians and Government officials (State and Federal)** - Continually developing relationships with the policy and decision makers responsible for research funding and favourable policy outcomes

#### Key Messages

- CNBP is multidisciplinary in nature and brings together the best national and international expertise
- CNBP research will lead to the jobs of tomorrow
- CNBP is working closely with industry partners to realize real world commercialization outcomes

- CNBP is attracting global research experts to Australia
- CNBP is contributing to the 'smart economy'

- **Research and science community (national and international)** - Facilitating and developing relationships with collaborators, colleagues, Chief Scientists and other institutions

#### Key Messages

- CNBP research will advance scientific knowledge immensely and will have enormous clinical impact
- CNBP research will translate into real world clinical outcomes for patients
- CNBP brings together the best national and international expertise in physics, material science, chemistry, biochemistry, neuroscience, embryology, cardiology and medicine
- CNBP is multidisciplinary in nature and has key research nodes at University of Adelaide, Macquarie University and RMIT, together with other national and international partners

- **School students and teaching staff** - Inspiring the young people and scientists of tomorrow, through school visits, laboratory visits, open days and talks

#### Key Messages

- CNBP research is focused on people and their health
- A science career can be fun and rewarding
- A STEM qualification opens doors to a wide range of careers
- The field of biophotonics offers exciting opportunities for future careers in research and medtech
- CNBP is committed to inspiring the young minds in Australia - helping to develop the scientists of tomorrow