	Inspirational	Systemic	
School level	•Careers – other professions (space, tech, etc) •Festivals •Clubs	•MST curriculum •Inter-dept relations •Teacher/curriculum advisor training and development •Links to other subjects (phys, chem, maths, bio) •Produce textbooks/resources •Use online material	•Innovative content (with intl recognition •Science Centres •Stimulate pride •Use existing frameworks/strategies •Partners (SAIP, govt, facilities, universities, etc) •Activities •Resources
Public	•Communication plan (talks etc) •Community engagement •Politician/leaders training •Citizen Science •Tackle myths/beliefs •Non science benefits •Marketing themes e.g. Sky's the limit; astronomy in society	•Media training •Journalism curriculum •Researcher training	
	•Automatic feed from Research into public (e.g. paragraph for public) and education (e.g. school maths problems) •Engage community through white papers; general feedback; umbrella framework that everyone feels they fit into •Coordination needed in the form of a FTE within the sub agency •Monitoring and evaluation across all activities. Target such as double number of students able to do astronomy (KPIs in numbers and systemic indicators) •Possible regular reviews (e.g. annual measurement to monitor progress)		•Cross cutting across other panels

What are the strengths of Astronomy?

- Inspiring
- Accessible
- Cultural links
- Proudly SA
- One of few growing inspirational natural sciences
- Unsolved problems – motivates young scientists
- Multidisciplinary – leads to many jobs (tech, etc)
- Global community – open science (data freely accessible)
- Clean science - environmentally friendly
- Appeals to all age groups
- We have SKA!