CSL Salutes the Australian Science Media Centre

Melbourne, Australia – CSL congratulates the Australian Media Science Centre (AusSMC) on ten years of service to the Australian community.

At a celebratory function in Adelaide later today, scientists and journalists will come together to applaud the achievements of the AusSMC over the last decade.

CSL is proud to have supported the AusSMC since 2008 - an independent, not-for-profit service for the news media, dedicated to giving journalists direct access to evidence-based science and expertise.

From genetically modified salmon to nuclear waste dumps, from cell therapy to climate change, the AusSMC plays an important role helping the media to understand, interpret and then translate complex scientific concepts for a broad, public audience.

"Information and education are the keys to community understanding of science and innovation. As well as helping to disseminate and translate information, and sourcing expert commentators for every imaginable scientific endeavour, the Centre also helps train scientists be able to work more effectively with the news media" said Dr Andrew Cuthbertson, CSL Chief Scientific Officer.

In particular, the new "In-Residence" programs which places scientists in newsrooms, and journalists in laboratories takes cross cultivation to a whole new level and has been widely applauded as a hugely educative and beneficial experience for all participants.

"CSL has supported the AusSMC for many years. Since its inception, we believe there has been a noticeable improvement in way that evidence-based science is reported by the mainstream media. Accurate media reporting is a crucial element of public debate and it is important that we, the scientific community, continue to support initiatives like the AusSMC".

About CSL

CSL (ASX:CSL) is a leading global biotherapeutics company with a dynamic portfolio of life-saving innovations, including those that treat haemophilia and immune deficiencies, as well as vaccines to prevent influenza. Since our start in 1916, we have been driven by our promise to save lives using the latest technologies. Today, CSL — including our two businesses CSL Behring and Seqirus — operates in over 30 countries with more than 14,000 employees. Our unique combination of commercial strength, R&D focus and operational excellence enables us to identify, develop and deliver innovations so our patients can live life to the fullest.

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