

# Space is Cool! Lessons for Geospatial Engagement

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**Key words:** Capacity building; CPD; Geoinformation/GI

## SUMMARY

2024 has been an unprecedented year for the promotion of all things space related in Australia. In addition to numerous short-term public events, Australia has many permanent exhibitions devoted to its role in space exploration. By contrast, the geospatial industry has only internally focussed events and constantly bemoans the lack of public awareness. After working at the very popular Carnarvon Space & Technology Museum and visiting many other space-industry sites, I will share some insights of why the public views space as cool and what the geospatial industry can learn and apply to increase recognition and participation.