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# Getting traction with outreach for the Creative Industries



THE UNIVERSITY OF  
**AUCKLAND**  
Te Whare Wānanga o Tāmaki Makaurau  
NEW ZEALAND

*eResearch Australasia 2020*

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# Project drivers

- **TEC recommends more outreach**
- **Faculty outputs highly visual**
- **Majority of research output reporting methods are manual**

# The Plan

...Divide  
&  
Conquer...

Figshare group site can  
accommodate project  
drivers

Create a figshare group site  
for one school

Becomes exemplar

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# Benefits to researchers



**Open access, secure doi,  
storage, exposure**

**Data source for Symplectic  
Elements**

Image: <https://figshare.com>

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Photo by [Luca Bravo](#) on [Unsplash](#)



# Group site logistics

Copyright

2x Administrators

Name & URL

Images & logos



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# Thank you



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