



CASC
ANNUAL REPORT
2015-2016

MESSAGE FROM THE PRESIDENT & EXECUTIVE DIRECTOR

In 2015, the Canadian Association of Science Centres (CASC) launched an ambitious three-year Strategic Plan to raise our member profiles and value to the community and to develop an enhanced network of learning and sharing. One year into the plan, we are proud of the goals we have achieved to date.

One of our highest priorities is to develop a plan to fund a nation-wide celebration of Canadian Innovation as part of the Canada 150 program. CASC successfully applied to the Canada 150 Signature Initiatives funding program through the Ministry of Canadian Heritage and is partnering with the Perimeter Institute, the Institute for Quantum Computing, Actua and the Canada Science and Technology Museum to deliver Innovation 150, a cross-Canada Innovation celebration, with CASC Members throughout 2017.

Last year, CASC invested in improving our communications by launching a new website and working with our member Science Centres to deliver professional development opportunities that meet the needs of our members. We also implemented a member-wide benchmark study that we expect will provide a great deal of useful information for our members.

As we look to the future, we expect to achieve all of the goals outlined in the 2015-2018 Strategic Plan, including the implementation of Innovation 150, further assessing the International Science Centre Impact Study as it relates to a Canadian context, continuing to engage with the report on Science Culture in Canada and the association's role in advancing solutions to deal with some of the key findings, and developing

the Canadian Science Centres Benchmark Report by summer 2016.

In the coming two years, CASC will focus on working with partners and governments to raise the awareness on the role Science Centres have in engaging the Canadian population with science literacy, awareness and engagement. There is a growing interest and visibility for this agenda and we are confident that we can continue to grow the impact of our association for the benefit of our members.



Guy Labine

Guy Labine
President



Stephanie Deschenes

Stephanie Deschenes
Executive Director

CASC BOARD OF DIRECTORS

Guy Labine, President
CEO, Science North

Steve Baker, Vice-President
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Dolf Dejong, Secretary-Treasurer
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Director of Education, Science East

Jeff McCarron, Director
Manager of Exhibits, Discovery Centre

Bryan Tisdall, Director
President & CEO, Science World BC

Alex Benay, Director
President & CEO, Canada Science and
Technology Museums Corporation

OUR MEMBERS

FULL

Armand Frappier Museum, Biosciences Interpretation Centre
ASTROLab du Mont Mégantic
Canada Science and Technology Museums Corporation
Canada South Science City
Centre d'interprétation de l'eau
Churchill Northern Studies Centre
Discovery Centre
Doran Planetarium
Entomica
Fortune Head Geology Centre
H.R. MacMillan Space Centre
Johnson GEO CENTRE
Leduc #1 Energy Discovery Centre
Lloydminster Cultural and Science Centre
London Regional Children's Museum
Manitoba Children's Museum
Manuels River Interpretation Centre
Montréal Science Centre
Musée minéralogique et minier de Thetford Mines
Okanagan Science Centre
Ontario Science Centre
Petty Harbour Mini Aquarium
Rio Tinto Alcan Planetarium
Ripley's Aquarium of Canada
Saskatchewan Science Centre
Science Adventures, Yukon Research Centre - Yukon College
Science East
Science North
Science World British Columbia
Sherbrooke Museum of Nature and Science
Telephone Historical Centre
TELUS Spark, the new Science Centre
TELUS World of Science Edmonton

THEMUSEUM

The Exploration Place
The Manitoba Museum
Vancouver Aquarium Marine Science Centre

DEVELOPING

BIG Little Science Centre Society
Nunavut Research Institute
Science Timmins

AFFILIATES

AldrichPears Associates
Canadian Telescopes Inc.
Evans + Sutherland
IMAX
Kubik Inc.
Minotaur Mazes
NGX Interactive
NSERC
Premier Exhibitions
Realisations Inc Montreal
Reich + Petch
Roundhouse Productions Inc.
Seiler Instrument and Mfg. Co. Inc.
Spongelab Interactive
Tessitura Network
Youth Science Canada

HONOURARY

Anne Charpentier	Katherine Ziff
Anya Moodie-Foster	Lesley Lewis
Bill Peters	Linda Bissett
Carol Pauzé	Dr. Marie MacBeath
Dr. Chantal Barriault	Nicola Focht
Dr. David Desjardins	Phil Aldrich
David Pantalony	Ron Pears
Eric Chisholm	Sally Camus
Ian McLennan	
Jim Marchbank	
John Chu	

Delegates at
the 2015 CASC
Conference



OUR MISSION

**“ To build capacity for
our members to inspire a
creative and prosperous
Canada through
science and technology
engagement ”**

To achieve our
mission, CASC
has established
two strategic
priorities:

1.
**Raise our member
profiles and value to the
community**

2.
**Develop an enhanced
learning and sharing
network**

OUR IMPACT

SCIENCE IN CANADA'S NORTH

Through the generous support of The W. Garfield Weston Foundation, we were able to coordinate a nation-wide program to provide a forum for public engagement on research activities and science in Canada's North.

A peer-reviewed competitive funding process allowed our members to apply for project funding to host events like science cafés, Arctic festivals, school programs, family festivals, teacher workshops and online talk shows to bring to the forefront the current research happening by Canadian researchers in the far north. Thousands of Canadians of all ages were able to connect directly with Arctic scientists in very meaningful ways that showcased research on beluga whales, polar bears, science and Arctic societies, climate change and so on. This program not only raised the profiles and values of our members, but also connected the general public with critical research taking place in the larger science community.

TOTAL NUMBERS

4 YEAR
PROGRAM

 **15**
PARTICIPATING
SCIENCE CENTRES

 **7,404**
ATTENDEES

 **63**
DISTINCT
EVENTS

 **128**
SPEAKERS

 **\$300,000**
PROGRAM

SUPPORTED BY THE W. GARFIELD WESTON FOUNDATION



Meeting between
scientists and teachers
- Networking Event
organized by Science
Adventures, Yukon
Research Centre, Yukon
College

*“Through the CASC network,
science centres can reach
more Canadians with accurate
scientific content, thus helping
the public better understand the
important issues facing Canada
and the world today.”*

– Jonathan Hultquist



Science Cafés by
Science North



Arctic Marine Life Course (Pinnipeds)



Share More

Oct 28, 2015

OUR IMPACT

ANNUAL CASC CONFERENCE

The collective workforce of our members includes more than 2,000 science communication and support professionals as well as an estimated 10,000 volunteers. One of our top priorities is to provide professional development and networking opportunities to this varied workforce. Annually in the spring, CASC and a host Science Centre stage a three-day conference featuring keynote speakers, concurrent sessions delivered by peers and opportunities to share best practices in science communication and program delivery.

Our 13th annual conference, held May 28th–30th, 2015 in Edmonton, Alberta was hosted by TELUS World of Science Edmonton. The CASC conference had more than 100 delegates from 42 organizations and successfully raised the profile of science learning and science centres on the national stage. Participants shared and learned in 22 sessions and 10 tradeshow exhibits, providing a valuable forum for professional development within Canada's science centre community.

TOTAL NUMBERS

 **13**
CONFERENCES

7 
DIFFERENT CITIES

1,360 
REGISTRATIONS

 **138**
NOMINATIONS

 **50**
AWARDS
DISTRIBUTED

FROM 2003 - 2015

A photograph of a man with glasses, Scott Young, speaking into a microphone at a conference. He is standing on the right side of the frame, wearing a dark shirt. In front of him, a group of people are seated at tables, listening. The setting appears to be a restaurant or a casual meeting space with large windows in the background. A red circular callout in the top left corner contains the text "Scott Young speaking at CASC2015". Another red circular callout in the bottom right corner contains a quote from Michael Edwards.

Scott Young
speaking at
CASC2015

*"CASC is the
glue that holds
Canada's science
centres together."*

– Michael Edwards

OUR IMPACT

RECIPROCAL ADMISSIONS AGREEMENT

Every year, CASC members participate in the Reciprocal Admissions Program designed to enhance the benefits available to their annual members (i.e. families and individuals) by providing free or reduced price admission access to other CASC facilities. To ensure our members benefit, participants are able to apply restrictions to admission at their sites and the consumer must live more than 150km from the centre they wish to visit.

In 2015, a total of 31 member science centres participated in the program developing a network of centres working together to inspire a creative and prosperous Canada through science and technology engagement. The CASC Reciprocal Admissions Program is an added value to CASC members' annual membership that increases attendance, drives new memberships, and expands geographical reach.

TOTAL NUMBERS

76%

CASC MEMBERS
OFFERING MEMBERSHIPS

4 AVERAGE
NUMBER A MEMBER
VISITS PER YEAR

TOTAL ACTIVE MEMBERSHIPS
AMONG CASC MEMBERS

98,710

REPRESENTING

262,459

PEOPLE



"Our members love the reciprocal admission agreement. It is definitely an added value to our institutional CASC membership."

— Tracy Calogheros



OUR SUPPORT

The Canadian Association of Science Centres gratefully acknowledges contributions between January, 1 2015 to December 31, 2015.

VOLUNTEERS

ADVOCACY AND FUNDRAISING COMMITTEE

Guy Labine (Chair) – Science North
Jennifer Martin – TELUS Spark
Dov Bercovici – Discovery Centre
Lief Salenius – Science East
Stephanie Deschenes – CASC

CANADA 150 STEERING COMMITTEE

Bryan Tisdall (Chair) –
Science World British Columbia
Scott Young – The Manitoba Museum
Guylaine Archambault –
Musée Armand Frappier
Marcello Pavan – TRIUMF
Cassidy McAuliffe – CASC
Stephanie Deschenes – CASC

GOVERNANCE COMMITTEE

Steve Baker (Chair) –
TELUS World of Science Edmonton
Jeff McCarron – Discovery Centre
Catherine Paisley – Ontario Science Centre
Stephanie Deschenes – CASC

2015 PROGRAM DEVELOPMENT COMMITTEE

Karen Matheson (Chair) – Science East
Jo-Ann Coggan –
Science World British Columbia
Lisa McIntosh –
H.R. MacMillan Space Centre
Tina Leduc – CASC

RESEARCH COMMITTEE

Jeff McCarron (Chair) – Discovery Centre
Julie Fisowich – Saskatchewan Science Centre
Donna Francis – Ontario Science Centre
Ruth Munro – Discovery Centre
Cassidy McAuliffe – CASC

2015 AWARDS COMMITTEE

Dolf DeJong (Chair) –
Vancouver Aquarium Marine Centre
Dov Bercovici – Discovery Centre
Jo-Ann Coggan –
Science World British Columbia
Michael Edwards – Science East

2015 PROGRAM COMMITTEE

Jennifer Bawden (Chair) –
TELUS World of Science Edmonton
Brian Anderson –
Science World British Columbia
Sandra Corbeil –
Canada Science and Technology Museums
Corporation
Stephanie Deschenes – CASC
Julie Fisowich – Saskatchewan Science Centre
Nancy Somers – Science North
Shaena Winkelaar –
TELUS World of Science Edmonton
Laura Zrymiak – Ontario Science Centre

2015 ORGANIZING COMMITTEE

Steve Baker (Chair) –
TELUS World of Science Edmonton
Cathy Barton –
TELUS World of Science Edmonton
Jennifer Bawden –
TELUS World of Science Edmonton
Darren Chivers –
TELUS World of Science Edmonton
Karin Dowling –
TELUS World of Science Edmonton
Ardith Edwards –
TELUS World of Science Edmonton
Mike Steger –
TELUS World of Science Edmonton
Jonathan Hultquist –
Vancouver Aquarium Marine Centre
Catherine Paisley – Ontario Science Centre
Stephanie Deschenes – CASC
Tina Leduc – CASC

SCIENCE IN CANADA'S NORTH COMMITTEE

David Desjardins (Chair) – Science East
Sandra Corbeil –
Canada Science and Technology Museums
Corporation
Scott Young – The Manitoba Museum
Donna Francis – Ontario Science Centre

DONORS

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THANK YOU

Canadian Association of Science Centres

100 chemin Ramsey Lake Road

Sudbury, ON P3E 5S9

p: 705-522-6825

f: 705-522-1677

www.canadiansciencecentres.ca

