

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 Lahm

Guy Labine President



Stephanie Deschenes Executive Director

CASC BOARD OF DIRECTORS

Guy Labine, President CEO, Science North

Steve Baker, Vice-President COO, TELUS World of Science Edmonton

Dolf Dejong, Secretary-Treasurer Vice-President, Conservation & Education, Vancouver Aquarium Marine Science Centre

Catherine Paisley, Past-President Vice-President, Science Education, Ontario Science Centre

Tracy Calogheros, Director CEO, The Exploration Place

Jennifer Martin, Director President & CEO, TELUS Spark

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

Delegates at the 2015 CASC

TELUS WORLD of SCIEN(

11

W MANUNANANA

Manun manur annonnonn

DOL

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

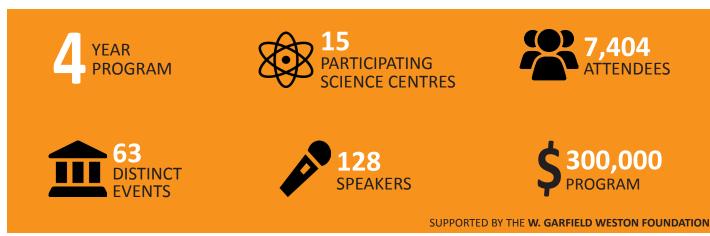
OUR IMPACT

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



"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

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

> Science Cafés by Science North



Arctic Marine Life Course (Pinnipeds)



523

16

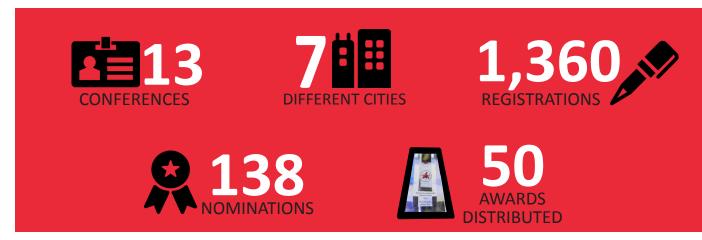
OUR IMPACT

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



FROM 2003 - 2015

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

AVERAGE NUMBER A MEMBER VISITS PER YEAR total active memberships among case members 98,710 representing 262,459

PFOPIF



DES SCIENCES DE MONTRÉAL Canada

VORLD OF SCIENCE "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 Lieff Salonius – Science East 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

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

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

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

Bill Peters Gaelene Lerat Guy Labine W. Garfield Weston Foundation

2015 ORGANIZING COMMITTEE

Steve Baker (Chair) -**TELUS World of Science Edmonton** Cathy Barton – **TELUS World of Science Edmonton** Iennifer 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

2015 CONFERENCE SPONSORS

NSERC TD Canada Trust Vantix Systems Inc. AtFocus Tessitura Network Sky-Skan IMAX Alberta Lottery Fund



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

