

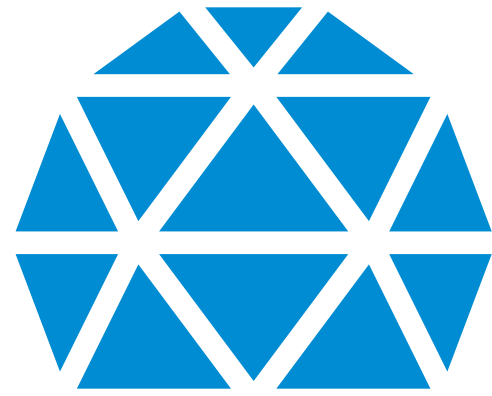


2015/16

ANNUAL REPORT

ASTC SCIENCE WORLD SOCIETY





812,952
Visitors

59,278
Spring Lab visitors

48,478
Members

40,142
Volunteer hours

34,000
Winter Lab visitors

327,373
YouTube video views

27,400
Scientists and Innovators
in the Schools students

21,000
On The Road students

1,095+
Super Science
Club students

SCIENCE WORLD INSIDE AND OUT

It has been a very exciting year of growth—both inside and out. Inside we have new exhibits, new events and new initiatives.

Outside, we are growing our programs, partnerships and ability to bring science literacy across BC.



CHAIR & CEO REPORT

This year, Science World grew, inside and out. Blockbuster feature exhibitions, spectacular events and amazing outreach—all combined to make 2015/16 a very memorable year.

In the spring, audiences were drawn to the feature exhibition, *Animation*. As spring turned to summer, thousands of visitors turned to our exhibition that took millions of years in the making—*Ultimate Dinosaurs*. In the fall, dinosaurs were replaced with animals that represented today's biodiversity. *BODY WORLDS: ANIMAL INSIDE OUT* captivated our community throughout its seven-month run.

Coinciding with the launch of the new school year, in September, were changes to the BC curriculum. Working with teachers across the province, the Science World team supported them in transitioning to inquiry-based learning. Also coinciding with the new school year was the relaunch of the *On The Road* program, which spread excitement for science learning across BC.

Following up on the 25th Anniversary Geodesic Ball, Science World initiated a new fundraising event in February—Science of Cocktails, which promises to be featured annually in the event calendar. Not only did guests have the opportunity to experience science at work in their favourite (and new favourite) beverages, but the event also raised funds for class field trips for underserved schools to TELUS World of Science.

Supporting these Science World activities throughout the year was the continued emphasis on partnerships and the BC Science Charter collaboration. Altogether, these initiatives emphasize the important contributions that science and technology will make to the future prosperity of British Columbia.

Science World's Mission is to inspire curiosity and creativity and to encourage an awareness of the importance of science and technology across British Columbia. A vast array of activity this year emphasized our commitment to this mandate.

We are particularly pleased with the enthusiastic feedback we have received to the revitalization of Science World's outreach programs. Outreach is critical in supporting our Mission. This has been possible because of the generous support of our Members, donors and partners in the community. I would particularly like to thank the members of the Science World Board of Directors, as well as the staff and volunteers, for their continuing commitment to the Science World Mission.

WALTER SEGSWORTH
CHAIR



What an incredible year!

This is my last year as President and CEO of Science World and I am pleased to leave on such a high note!

I have been extremely fortunate to work with such a passionate and inspiring team—staff, volunteers and members of the Board.

Science World's Members, donors and community partners have been instrumental to its success and their continuing support will be central to a rich and rewarding future.

BRYAN TISDALL
PRESIDENT & CEO



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Q & A WITH BRYAN TISDALL

What do you feel has been your greatest accomplishment as President and CEO of Science World?

A tough question to start off! I think what I'm most pleased with is Science World's confidence to take on new challenges as it pursues its Mission to excite British Columbians about science and technology. Similar to how a young child grows into a questioning teen and then into a more confident young adult, Science World has matured and is now poised to work with others across the province to inspire curiosity, creativity and innovation.

Where do you see Science World in 5-10 years?

The exhibits and programs at the False Creek facility will continue to attract and inspire visitors. However the greatest opportunity—and excitement—will come from activities away from the dome, into the communities where British Columbians live, to develop a widespread awareness and support for science and technology in everyday lives and inspire a passion to pursue rewarding careers that will propel British Columbia forward. Over the next decade and beyond, Science World will make its mark by partnering with local organizations that share a commitment to the importance of science for our future and by collaborating with other science promotion organizations in BC, who have come together to create the BC Science Charter, to provide an exciting foundation and heightened advocacy for science and technology.





What is your favourite moment(s) or memory?

There have been so many magical moments at Science World during the past 19 years, including: the development of the still travelling exhibition, *Grossology* (1999); the creation of *China! 7000 Years of Innovation* (2002)—a bold undertaking for our then modest organization, but pivotal in responding to the community; and the presentation of *BODY WORLDS* in 2007 (and again in 2011), that greatly expanded the appeal of Science World with teens and adults.

Throughout this period, we were engaged in *ReGeneration*—the complete revitalization of our exhibition galleries as well as Centre Stage and the Science Theatre, that culminated in the \$38 million restoration of the facility and the development of the Ken Spencer Science Park.

I was tremendously pleased when the provincial government provided Science World with a financial contribution, in 2005, to allow us to mount an extensive outreach program to families and children in communities across the province. BC PALS (BC Program for the Awareness and Learning of Science) allowed us to reach 1.4 million British Columbians, during the seven years it was supported.

What will you miss the most about Science World?

The buzz!! Every day (well, most every day) brought exciting and often unexpected adventures. The committed Science World team—staff and volunteers alike—along with the extensive collection of supporters from across the community, contribute unlimited enthusiasm to the organization. And the throngs of visitors to the False Creek facility, as well as the excited participants in programs across the province, continually reinforce the importance of Science World's activities. I will greatly miss you all!



FILMS

In 2015/2016, Science World presented a variety of films that engaged, entertained and informed our audiences.

OMNIMAX® THEATRE

America Wild:

National Parks Adventure
Beavers^{1,2}
Bugs! A Rainforest Adventure^{1,2}
*D-Day: Normandy 1944*¹
Dinosaurs Alive!
Extra-Large Shorts
*Flight of the Butterflies*²
Hidden Universe
*Hubble*²
*Human Body*²

Humpback Whales

Island of Lemurs: Madagascar
Journey to the South Pacific
*Mysteries of Egypt*²
*Pulse: A STOMP Odyssey*²
Rescue^{1,2}
Rocky Mountain Express
Santa vs. the Snowman
*The Living Sea*²
*To the Arctic*²
*Ultimate Wave Tahiti*²

¹ also shown in French

² Teacher's Choice/Private Event

SCIENCE THEATRE

Deconstructing Dinner—Honey

Discover Science:

A Salty Wedding Dress
Bring Light to Darkness
Ice on Fire
Solar Cooking
Giraffe: The Impossible Animal
Hotel Heliconia
Human Body:
Pushing the Limits—Strength
Life: Mammals
MicroWorlds

On the Edge of Destruction:

The Frank Slide Story
Space Racers:
Communications Breakdown
Follow the Water
Total Eclipse
Vulture's Statue

Toon Time:

Dinosaur Train
How Dinosaurs Learned to Fly
How Do Dinosaurs Say Goodnight?
I Am a Paleontologist
The Magic School Bus Holiday Special
Waiting for Wings
Vancouver Film School Animated Shorts
Young Voices for the Planet

Spring Break live programming:

Mind of a Snail—
live theatre presentation
Creating a Character—
cartoon drawing presentation
Keith Blackmore Vancouver Film School—
history of animation presentation

EXHIBITS

What's new inside and out? Science World is constantly improving the quality of the visitor experience. To do so requires research, collaboration and testing. It is a lot of hard work that pays off in the end when we have new educational and engaging exhibits.

Here are just a few of the new exhibits we added this year:

Ultra-Compact House—a 220 square foot home that addresses the issues around urban density in Vancouver and the rest of the world. Located in the Ken Spencer Science Park, visitors enjoy guided tours where they are amazed at the home's exceptionally efficient use of space, luxury and its living roof.

Cell Phone Disco—located in "dark" Eureka! this compelling exhibit illustrates the radio wave energy emitted from cell phones. This illuminating exhibit includes an interactive digital panel with information about electromagnetic radiation and how common it is in our daily lives.

Hydrogen Fuel Cell Car—located in Our World, and supported by Hyundai, visitors learn about hydrogen cell technology through an entertaining driving simulation game.

Halo—just one of 8 new interactive exhibits located in the Puzzles & Illusions Gallery. Created in collaboration with Vancouver's own Tangible Interaction, visitors are challenged to deduce whether or not the LED lights are actually moving as they manipulate this illuminated wall.

FEATURE EXHIBITIONS

*Animation*¹ continued to draw visitors into the world of science and math through the creation of cartoons. This highly interactive exhibition prompted visitors to explore both traditional and digital animation, from creating simple stop motion scenes to Matrix-like 360° sequences.

In May, Science World opened its very large doors and welcomed 14 prehistoric guests from the blockbuster exhibition, *Ultimate Dinosaurs—Meet a New Breed of Beast*². Visitors delighted in discovering dinosaurs from Africa, Madagascar, South America and Antarctica, while they interacted with giant skeletons, large video projections, digital media and augmented reality.

Continuing on the theme of animals, we hosted *BODY WORLDS: ANIMAL INSIDE OUT*. *ANIMAL INSIDE OUT* enabled visitors to understand how species have their own unique features that allow them to adapt to their environments. This exhibition will continue to amaze and inspire visitors into our next fiscal year.

SPECIAL EXHIBITS

The Red Bull Stratos exhibit highlighted the science and technology behind Felix Baumgartner's 39,000-metre, record-breaking free fall jump, including the actual capsule and space suit used in the jump. The exhibit highlighted many STEM topics including: engineering, space science and human physiology.

¹ Presented by Vancouver Film School

² Presented by White Spot



BODY WORLDS

**ANIMAL
INSIDE OUT**

A CLOSER LOOK AT BODY WORLDS: ANIMAL INSIDE OUT

When you combine a world-class exhibition with engaging programming and in-depth tours, you get an experience that delights and informs audiences of all ages.

The *BODY WORLDS: ANIMAL INSIDE OUT* exhibition explored the animal kingdom through full-body plastinates, cross-sections, skeletons, blood vessel configurations and organs.

This enabled visitors to understand how each animal species has its own unique features that are suited to its environment. The inclusion of human specimens allowed for the comparison of human anatomy to that of other animals in the exhibition, resulting in a new understanding of the similarities between animals and humans. Throughout its seven-month run, visitors were awestruck by the power of the exhibition and its messages about animal appreciation and endangered species.

Special programming added an extra layer of engagement that delighted thousands. Tours of the exhibition included translators for the Chinese community. Science World hosted two still-life drawing events, where visitors could enhance their drawing skills. The sessions were hosted by artist Bronwyn Schuster. Animal yoga had kids and parents alike bending and folding while gaining a better understanding of how animals (and humans) move. In December, Vancouver's beloved TheatreSports joined us for engaging and hilarious animal improv.



SPECIAL EVENTS

SCIENCE WORLD AFTER DARK

The word is out—hanging with friends at a Science World *SWAD* is fun (and you'll probably learn something too)! We hosted 5 of these popular adult events this year, each attended by well over 1,100 adults, with a record-breaking 1,543 guests in June! This *SWAD* featured the *Ultimate Dinosaurs* exhibition, with a special presentation by the special effects artists who worked on the CG dinosaurs for *Jurassic Park*. In August we continued this popular theme and brought in artists from Image Engine, who worked on the blockbuster movie, *Jurassic World*.

SCIENCE WORLD EXTRAVAGANT EVENINGS FOR TEENS

SWEET events are conceived, planned and delivered by our Teen Advisory Group (TAG) of youth ages 13 to 18. This year, over 1,120 teens enjoyed five events and participated in activities based on themes that included our annual sustainability showcase—Global Rewind—supported by Vancouver's Youth-4-Action, Zombie Apocalypse Mystery and a hugely popular astronomy night. Events were held in collaboration with a variety of community volunteers and organizations including Beyond Boarding, the Royal Astronomical Society of Canada and experts from UBC.

SPRING LAB 2015

Science World welcomed 59,278 visitors from March 7 to 29 during spring break. Inspired by our feature exhibition, *Animation*, Spring Lab included presentations and activities centered around the science of creating characters, sound effects and storytelling. Guests participated in hands-on cartooning workshops, puppetry and learned about the history of animation.

WINTER LAB 2015

This year's Winter Lab saw over 34,000 visitors participate in programming inspired by our feature exhibition *ANIMAL INSIDE OUT*. Guests were invited to make their own animal adaptations, explore creature camouflage and participate in a scavenger hunt. Special guests, Vancouver TheatreSports, presented funny, animal-inspired comedy and the Pacific Assistance Dogs Society (PADS) engaged visitors with the assistance dogs that they breed, raise, train and place in the community.

GREEN MONTH presented by Vancity

This year's Green Month was another great success, with a total of 46,762 visitors sharing our enthusiasm for greener living. For a third year, this initiative was made possible by Vancity, who also held a Member Day, where Vancity staff and partners share their sustainability activities at TELUS World of Science.

Green Month launched on Earth Day, with a live performance of DreamRider's *Zero Heroes: A Mission for Zero Waste*. For the entire month, *BC Green Games* submissions were showcased and many schools were able to visit TELUS World of Science in person to share their green projects and receive their awards. We highlighted the Ken Spencer Science Park and Our World Gallery and presented a new program on the effects of light pollution on astronomy. Other highlights included an EarthWork Day bike tune-up station, the Great Canadian Shoreline Cleanup, The Starfish Canada Top 25 Under 25 Celebration and our annual Global Rewind IV *SWEET* event co-presented with Metro Vancouver's Youth4action network, featuring a film and discussion with Beyond Boarding. The Mindil Beach band returned to close off the month with two live performances of The Jellyfish Project in the Science Theatre.

SCIENCE FESTIVAL presented by Genome British Columbia

This was the fourth year for this festival that focused on engaging the community in science and technology and encouraging visitors to consider STEM careers as exciting and viable options. The month-long science festival welcomed 55 partner organizations with over 300 of their staff and volunteers, who participated both in and outside of our building. Over 55,000 people attended this year's festival.

Highlights from the festival included: the Vancouver Community Science Celebration kick off weekend that was enjoyed by over 14,000 visitors; the opening of *BODY WORLDS: ANIMAL INSIDE OUT* with complementary public programming like whale origami and a Café Scientifique; and a Water Education day in collaboration with the BC Water & Waste Association. Over 110 first responders from the Vancouver Police Department, Vancouver Fire & Rescue Services and BC Ambulance Service engaged almost 5,000 visitors during our extremely popular First Responders Weekend. For the first time, we hosted events out in the community in partnership with EcoDairy in Abbotsford and with The Exploration Place in Prince George. We connected with a total of 152 community members outside of Vancouver.

COMMUNITY ART

Creative inspiration is at the heart of both science and art. Both involve investigation, ideas, theories and hypotheses that are tested in places where mind and hand come together.

Science World's wide array of permanent and temporary indoor and outdoor art installations blend these two disciplines in delightful and insightful ways. The curatorial team has established a regular program of community art that is showcased throughout the year.

This past year, we showcased *Planet Earth* by local artist Norah Borden, in addition to collective art works from UBC, Thompson Rivers University in Kamloops, Emily Carr, TRIUMF, Vancouver Film School and CPAWS. We also worked with the Tampobata Research Center in Peru to create an exhibition on Macaws and clay licks, and with Steve Axford in Australia, who has a thing for arachnids, which fits in well with the *ANIMAL INSIDE OUT* exhibition. We also hosted our annual display of the Nikon Small World Photomicrography Competition winners.

SUMMER SCIENCE CAMPS

Science World's Summer Science Camps greeted children, ages 4–12, for a week full of fun, engaging and educational experiences, during July and August. Our four concurrently-running, age-specific programs catered to preschoolers, primary, intermediate and middle school students. Ten children who could not afford the registration fees were able to join the excitement thanks to a TELUS Community Ambassador bursary donation. In 2015, we served the community during the extended summer school break, by running nine weeks of programs that engaged 655 registrants. Science World Members made up 50% of our enrollment.

KPU SPEAKER SERIES

Science World has been pleased to partner with Kwantlen Polytechnic University (KPU) to offer this series of talks intended to promote science literacy. Funded by an SSHRC Connection Grant, the six talks, that ran from June 2015 to April 2016, addressed a wide range of compelling and timely social issues. On June 15, we held the inaugural talk on Music and Science featuring the Borealis String Quartet. The 4 talks that followed were held in August (Sustainable Food Systems with Kent Mullinix), September (Being Scientific Without Being a Scientist with David Burns), November (The Psychology of Good and Evil with Rajiv Jhangiani) and February (The Quest For Meaning in an Age of Anxiety, Conspiracies and Superstitions with Farhad Dastur). The speakers and talks have been well received, with Rajiv Jhangiani's talk having the highest attendance at 167 people.



SCHOOL FIELD TRIPS

From mid-September to the end of June, our weekday program focus is on class field trips. For the 2014–2015 school year, we welcomed 32,711 students to TELUS World of Science. We had nearly 5,000 more field trip visitors than the previous year. In addition to general admission, 73% of classes also booked a facilitated program and 32% of classes booked an OMNIMAX film.

HIGH SCHOOL DAYS

In October 2015, Science World began reserving the 3rd Tuesday of each month exclusively for field trip visits from students in grades 8–12. This initiative was a direct result of teacher feedback from our School Support Project. High School Days feature special guests and activities that highlight senior curriculum connections in our galleries. Classes can also sign up for our Eyeball Optics Workshop. Guests have included Future Delta 2.0, the Royal Astronomical Society of Canada, the Animals in Science Policy Institute and the South Coast Conservation Program. As one teacher noted, “It allowed our older students to be kids again. It was great to see.” So far, High School Days have engaged 2,221 students from 28 different schools, from the Lower Mainland and beyond.

UNVEILING THE UNIVERSE LECTURE SERIES

In collaboration with TRIUMF, our fourth year of this free public series featured two lectures. On July 7, SNOLAB scientist, Dr Chris Jillings, presented The Search for Dark Matter or How to Know the Universe from a Hole in the Ground. SNOLAB, located deep in a working nickel mine in Sudbury, is the base for Canadian researchers to explore the field of astroparticle and related physics. On September 16, UBC Professor, Dr Paul Hickson presented In Search of the First Light: How the 30m Telescope Will Revolutionize Astronomy. This lecture was held in celebration of the 100th Anniversary of UBC and their Physics and Astronomy Department, as well as the UNESCO International Year of Light. Dr Hickson took us on an illuminating journey through the galaxies and explained how telescopes are revolutionizing astronomy. The two lectures were sold out with a total of 782 people in attendance.

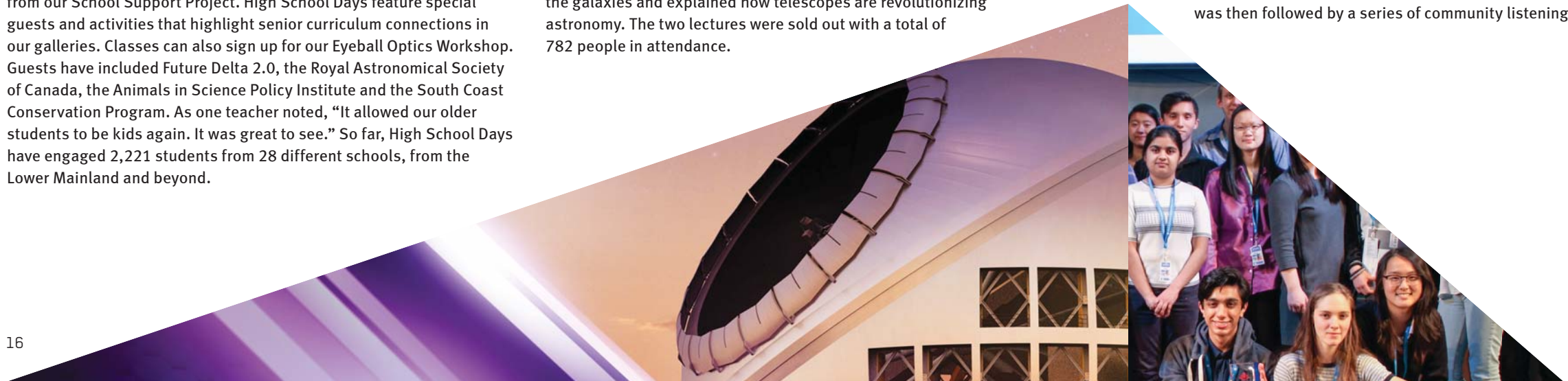
COMMUNITY ENGAGEMENT PROGRAMS

Science World’s Community Outreach team travelled locally and across BC during 2015/16, providing opportunities for students and teachers to discover the excitement of science.

This year face-to-face programming outside our Vancouver facility engaged 92,244 participants. With the BC Education Plan in place and with the support of our Board of Directors, Science World has re-energized its outreach offerings to support these important provincial priorities. Science World’s community consultation process began with a comprehensive teacher needs survey and was then followed by a series of community listening meetings.

Based on what we heard from our community, the new outreach offerings piloted this year have involved:

- showcasing the wonders of science and potential for careers in STEM
- increasing access for students geographically and economically underserved
- 21st century learning, with a focus on core competencies and skill development
- connecting organizations, passionate working professionals, teachers and students
- building capacity and connectivity between communities
- digital extensions, connections and contributions from across organizations
- regularized success story sharing through blog, social media and exhibit areas at TELUS World of Science that highlight inspirational teaching and learning from a variety of settings across BC
- key community stakeholders, through advisory committees, community champions, evaluations and consultations



FUTURE SCIENCE LEADERS

The *Future Science Leaders* program helps inspire and challenge the next generation of scientists and innovators. At weekly meetings, students participate in skill-building activities and innovative learning in subjects typically reserved for universities. The students interact with science and technology leaders and take advantage of opportunities to deeper explore scientific research, academic theory and industry applications.

Future Science Leaders is a three-year program. In the first year of the program, the Discover Year, 28 students explored different scientific themes. Fourteen students participated in the more intense Innovate Year (2nd year), where they could choose to focus their interests in either Research or Engineering. This year, the Research group presented at science fairs and the Engineering group presented their independent projects at Vancouver's Maker Faire.

In year three, 7 students researched a topic using methodology similar to that of an undergraduate thesis paper and then presented their findings to the Science World audience. All year two and year three original projects were collected in our new *Future Science Leaders* journal.

SCIENCE WORLD ON THE ROAD

Science World *On The Road* has returned in full force, reaching over 21,000 students in communities across BC.

Three new shows premiered this year:

- How₂Science—exploring the science process, for grades K–3
- Earth, Wind & Science—examining the science behind incredible weather events, for grades 4–7
- Fantastic Forces—exploring push, pull, lift and drag, for grades K–7

We also launched a very successful development workshop that gave teen audiences the skills to become science education leaders in their own communities.

On The Road was also very visible at public events around the province, reaching over 34,000 people at locations such as the Abbotsford Airshow, Italian Days on Commercial Drive and the Regional Energy Seminars around the province.

SUPER SCIENCE CLUB presented by HSBC Bank Canada

September 2015 marked the fifteenth year of *Super Science Club* programs that motivate inner-city youth to be more inquisitive about the world around them. This year, the programs reached over 1,095 children at eighteen different locations across Vancouver and the Fraser Valley.

In collaboration with the University of the Fraser Valley, the University of British Columbia and the Chilliwack and Mission School Districts, Science World provides the planning, curriculum, training and coaching necessary for university students to deliver this after-school program to at-risk children in the Fraser Valley and community centres in Vancouver.

In addition to continued work with the PAC Committee at École Anne Hébert, the *Super Science Club* now has affiliate programs that reach more than 300 students across seven locations.

EARLY LEARNING

Big Science for Little Hands offers hands-on, professional enrichment workshops for educators as well as resources and activities for parents and their preschool-aged children.

This year, workshops involved 309 early childhood educators and caregivers around the province. During two Ready Set Learn events in Vancouver and five Play to Learn family events in Burnaby, 345 children and adults met our *BSLH* team. There were also two *BSLH* events in the Vancouver General Hospital (VGH) preschool.

Over the year, the *BSLH* programming reached out to The BC Council of Families in promoting science activities for teenage parents.

BSLH continues to act as a mentor in the development and delivery of activity boxes based on *BSLH* resources, in Parksville, Abbotsford and Sechelt School districts. We have begun working with South Vancouver Neighbourhood House, Creekside and three preschool locations in Langley on similar projects.

This was the second year for Literacy Week programming at TELUS World of Science. In collaboration with Decoda Literacy Solutions and the Vancouver Public Library, we presented Saturday programming that focussed on the relationship between literacy and STEM topics.

This is the third year of research collaboration (Budding Scientists) with the CRECHE project at Simon Fraser University (SFU). Children participating in the research project also participate in specially designed literacy and science programs at TELUS World of Science. These programs generated research results that Science World staff co-presented at an international conference in Hawaii.

This year, over 131 children participated in *Preschool Curiosity Club*. This perennially popular program, attended by preschoolers with their special adults, has been expanded to include a toddler session for two year olds.



LIVING LAB

The *Living Lab* is now in its sixth year of operation at TELUS World of Science. It first started running studies in several temporary locations around the building, back in June 2010. The product of an exciting partnership between Science World and the Department of Psychology at the University of British Columbia, the *Living Lab* is funded by the Canada Foundation for Innovation and the Social Sciences and Humanities Research Council of Canada.

In the *Living Lab*, Science World visitors get to work directly with UBC researchers who are studying cognitive, language and social development. This year, the Lab tested over 1,800 children, who were 6 months to 2 years of age and over 7,500 children, who were 3 years of age or older. Researchers also tested close to 2,600 adult visitors. They spoke with another approximately 10,500 visitors about the research occurring in the *Living Lab*.

In the past year, several ground-breaking studies have been published in top-tier journals and many more studies are under review.

ADULT WORKSHOP PILOT PROJECT

This fall, Science World undertook a pilot project to investigate whether or not there was an interest in regularly scheduled, adult evening workshops. Community experts led these fun and educational programs that ran from September to November. All five workshops were sold out, with attendance capacity running from 20 to 60, depending on the workshop. The inaugural workshop themes were: The Chemistry of Beer, 3D Printing, Drawing *Animal Inside Out*, Debunking Myths About Mental Illness and Yoga and the Mind-Body Connection. Planned in conjunction with a MITACS Research Internship, each of the five workshops was comprehensively evaluated with extensive participant surveys and in-depth data analysis. Science World intends to use these findings to continue to grow and improve our offerings for adult audiences.

COMMUNITY SCIENTIST INITIATIVE

The *Community Scientist Initiative* program is designed to assist scientists, researchers and other science-based professionals in becoming science communicators and ambassadors. *CSI* has helped Science World foster stronger institutional relationships with local scientists, businesses and government agencies. More importantly, *CSI* has provided opportunities for our visitors to explore current science and research with local, passionate professionals.

This year, we provided professional enrichment for 47 local scientists. This support enabled 88 scientists to make a total of 390 visits to TELUS World of Science to engage 73,629 of our visitors with science and research happening in our community, through our Meet a Scientist and Café Scientifique events!

SCIENTISTS AND INNOVATORS IN THE SCHOOLS

For many children, it's the scientist who brings the concepts of science to life. The goal of *SIS* is to inspire students with exciting, in-school presentations by real scientists. The program is free and connects established scientists, engineers, technologists, technicians and tradespeople with students and teachers in British Columbia.

This year, *SIS* delivered presentations and hands-on workshops to over 27,400 K–12 students and 2,000 teachers across the province. Our focus was on reaching out to rural communities like Haida Gwaii, Ahousat and Fort St. James. The program was supported by 219 volunteer scientists. We hosted 11 workshops on science communication in Vancouver, Kelowna, Terrace, Prince George, Salt Spring Island and Nanaimo. We collaborated with other organizations like the University of Victoria, UNBC, BCIT, SFU and Sierra Club of BC Foundation, to reach out to more students in remote communities.



ONLINE RESOURCES

Not everyone in BC is able to visit TELUS World of Science in person. To enable educators across the province (and beyond) bring the joy and “a-ha” moments of science to their students, we have created a gallery of online resources, accessible at the click of a mouse.

There are over 400 free K–7 curriculum-connected lesson plans and activities on our website. The curriculum was designed by our award-winning *Super Science Club* and tested by teachers and students. On average, 4,000 visitors a week use our online resources. Visitors can search for activities by topic, type or keyword.

To help bring awareness to these resources and present educators with up-to-date opportunities, we distribute an e-newsletter to 1,500 teachers and principals along with an updated educators’ hub on the website that includes introductory videos to the resources, monthly featured activities and other news of interest to teachers.

BC GREEN GAMES presented by BC Hydro and Encorp Pacific—Return-It *BC Green Games* is a province-wide sustainability storytelling contest for students from kindergarten to grade 12. The contest inspires action, encourages sharing and also rewards and celebrates the sustainability efforts of BC schools.

Science World manages *BC Green Games* with help from community partners in the areas of youth, government, school district, university, science and environmental education. The contest receives Supporting Sponsorship from Electronic Products Recycling Association (EPRA) and Call2Recycle, with prize sponsorship from Sony Canada.

During year 7 (which ended April 2015), 77,000 votes were cast in the Viewer’s Choice awards and 150 community organizations were involved as sponsors, committee members, judges and promotional partners.

Moving into year eight, the program boasts 102 impressive entries, bringing the online gallery total to 925 inspirational projects! The winning schools across BC will receive \$24,000 in prize money, six Sony Canada digital media devices and \$3,000 in travel subsidies.

In 2015, we joined forces with science centres across the province to offer field trip opportunities that would not only be more local, but would also ensure that more schools had an opportunity to attend a *BC Green Games* celebration. We have partnered with Nanaimo Science and Sustainability Society in Nanaimo, The Exploration Place in Prince George, The Okanagan Science Centre in Vernon and the BIG Little Science Centre in Kamloops, to offer these field trips.

TEACHER PROFESSIONAL DEVELOPMENT
The Science World Supporting Schools Project identified a need for more in-service teacher support, especially in regards to the transformed curriculum. Science World launched its professional development program by collaborating with the Canada Science and Technology Museums Corporation, to offer a summer institute for teachers, in July. Since September, we have offered over 20 professional development workshops throughout the province and hosted three teachers’ nights at TELUS World of Science that reached a total of 1,374 teachers in BC.





DIGITAL COMMUNICATION

Fun stat: 14% of website visitors read a Science World Blog article

FIRST-ANNUAL #VANSCIENCESOCIAL
Science World’s Digital Team proudly hosted Vancouver’s first-ever science social. Twenty-five social influencers from across the Lower Mainland and from a variety of backgrounds were invited to participate in the “best science field trip ever.” It successfully created community partnerships, while reinforcing the idea that science literacy can be fun and accessible to anyone.

Check it out at: scienceworld.ca/vansciencesocial



SHARING SCIENCE THROUGH VIDEO
This year, we continued to create fun and engaging videos with content that sparked wonder and excitement for science in the city, in the classroom and at home. This year’s video series included:

TRAILS WITH DALE
Encouraging discovery and exploration of local parks and hiking trails.

SCIENCE WORLD RESOURCES
Bringing our free online resources to life with the help of enthusiastic science facilitators.

#SCIENCEWORLDTORIES
Sharing our stories of what it’s like to do outreach and promote science literacy across BC.
Check it out at: youtube.com/scienceworldtv

KEEPING UP WITH USER TRENDS
Last year, mobile users made up only 38% of our overall website traffic. This year, that statistic jumped to over 50%. Thanks to the efforts of our Digital Team, website design changes were implemented to adapt to the ever-changing technological landscape, ensuring that the web visitor experience matched the user expectation.

BUILDING EFFICIENCY

Realizing the Potential of Energy Reduction

Congratulations to the Building Engineering team, for another great year in reducing the amount of energy consumed at TELUS World of Science!

Over the last year, we have reduced our heat consumption by 14.6%.

In addition, the daily consumption of electrical energy was reduced over the last year by 7%.

The dramatic reduction in energy consumption can be best illustrated by comparing the 2012 figures to 2015.

Year	2012	2015
Heating Water (annual)	1,515 MWh	677 MWh
Electrical (annual)	2,452.8 MWh	2,008.8 MWh

SCIENCE CHARTER

On September 28, 2013, founding members of the Science Charter British Columbia declared their commitment to creating a vibrant province where the active pursuit of scientific knowledge and technological innovation enables a healthy, prosperous and sustainable society.

The purpose of the Charter is to foster coherence and collaboration amongst organizations involved in science promotion in British Columbia, by defining common understandings and purposes. Each of the signees shares a belief that science and technology are pivotal to our economy, environment, health and many other dimensions of our lives. Individual organizations believe that they can be more effective in science promotion through mutual attention and common direction.

On March 6, 2015, the Science Charter community came together for the second annual BC Science Outreach Workshop. This year's event brought together over 120 attendees representing 90+ organizations. The day was filled with vibrant panel discussions, interactive workshops and many opportunities for networking.

The Science Charter website has a new look! Over the summer, members of the Science Charter community worked together to build a new and improved Science Charter website. The website is home to a STEM directory, where you can find STEM expertise throughout BC, a listing of all Science Charter community events, along with the opportunity to join the Science Charter community. A big thank you to our partners at APEGBC, ASTTBC and Genome British Columbia for all their hard work and input into the new Science Charter website: sciencecharter.ca.

SCIENCE PROMOTION AGENCIES SIGNING THE SCIENCE CHARTER:

APEGBC	Geoscience BC
Applied Science Technologists and Technicians of BC	LifeSciences BC
BC Association of Institutes & Universities	Mitchell Odyssey Foundation
BC Colleges	Science Fair Foundation of British Columbia
BC Science Teachers' Association	Science World British Columbia
BC Technology Industry Association	Society for Canadian Women in Science and Technology
Genome British Columbia	TRIUMF

IN PARTNERSHIP

In 2015, Science World launched the In Partnership with Science World initiative.

The goal of this initiative is to strengthen the pursuit of Science World's Mission across the province, beyond what the organization could effectively accomplish independently. By establishing partnerships with local organizations across all regions of British Columbia, we will work to ensure that all British Columbians have access to science promotion activity.

Three exciting agreements were signed in 2015:

- Science World partnered with The Exploration Place in Prince George, to provide community-based science programming for children.
- Science World partnered with the EcoDairy in Abbotsford, to expand the scope of science programming in the Fraser Valley, with a focus on sustainable agriculture.
- A Memorandum of Understanding was signed between Science World and the Vancouver-based organization, Fresh Roots, to assist in elevating student and teacher engagement in schoolyard gardens.





SCIENCE OF COCKTAILS

On February 4, Science World held its inaugural Science of Cocktails fundraising event.

The event was a testament to Vancouver's fondness for science and world-class adult evenings. This elaborate soiree featured the city's most acclaimed bartenders and was one of Vancouver's largest cocktail-centred affairs on record.

A fundraising initiative, for Science World's Class Field Trips, the evening featured fun, hands-on activities and programming performed by our own Science World staff. Vancouver's top 25 Bartenders explored the physics, chemistry, biology and mixology of cocktails.

Each of the 25 bar stations was unique and spoke to the science of cocktail creation while guests enjoyed everything from a Mai Tai vapour to a whiskey sour topped with a vegan botanical foamer and bubbles of aromatized red wine. Throw in a series of fun shake off competitions and illuminated petri-dish coasters and you have an evening like no other.

Over 1,100 guests attended the inaugural Science of Cocktails event and helped raise over \$185,000 to provide underserved schools with class field trips to TELUS World of Science.

A warm thank you to everyone who supported and participated in this event.

SPONSORS

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Tesla Motors

SPECIAL THANKS TO OUR FRIENDS

Peter Carlone
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Ray Chan
Michelle Hondl
Talia Kleinplatz
DJ K-Tel
Kyle Rurak
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(Master of Ceremonies)
Geoffrey Wallang
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SCIENCE OF COCKTAILS COMMITTEE

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THANK YOU TO VANCOUVER'S AMAZING TOP BARTENDERS

Kylie Bartlett, Odd Society Spirits
Matthew Benevoli, The Butcher & Bullock
Alex Black, The Vancouver Club
Amber Bruce, The Keefer Bar
Cam Brown
Matt Cooke, Ancora Waterfront Dining & Patio
Aimee Corno, The Acorn Restaurant
Sabrine Dahliwal, Uva Wine & Cocktail Bar
Adam Domet, Supermarine
JS Dupuis, Charton-Hobbs
Shane Phillip Ely
Jason Frederick, The Curious Café
Philippe Grandbois, justcocktails.org
Robyn Gray, Prohibition
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Keenan Hood, The Keefer Bar
Nathan Jackman, Catch 122 Cafe Bistro
Giancarlo Quiroz Jesus, The Diamond
Gerry Jobe, Jack Daniel's, The Mackenzie Room
Jayce Kadyschukl, Clive's Classic Lounge

Matt Majid, The Bartenders Guild
Tarquin Melnyk, Bambudda
Lauren Mote, Uva Wine & Cocktail Bar
Thor Paulson, L'Abattoir
Stefano Righetti
Grant Sceney, Fairmont Pacific Rim
Mike Shum, Bacardi, Fairmont Pacific Rim
Dave Simps, The Bartenders Guild
Amelia Smoker, The Diamond
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Matt Toledo
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Dylan Williams, Bambudda
Loretta Wong, Uva Wine & Cocktail Bar
Arthur Wynne, The Mackenzie Room



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With remarkable support from the community, Science World completed its \$35 million Bridging the Gap Capital Campaign in 2012. We would like to recognize the many donors who contributed to this ambitious endeavour, up to the completion of our renovations and into 2015.

Dr Lindsay Machan
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James Vlasban
Rosemary & Bob Wakefield
Wavefront Wireless Innovation
Society of BC
Verona Wong



WONDER GALLERY

Science begins with Wonder. Creating a new gallery for our earliest learners requires community support. At our 25th Anniversary Geodesic Ball, we kicked off the \$2 million campaign to develop the Wonder Gallery. Since then, many supporters have donated to help us reach our goal of creating an interactive gallery focused on child cognitive development. Thank you to all who have supported the campaign to date.

Applied Science Technologists & Technicians of BC
Julie & Lee Blanchard
Barbara & Russell Brink
John & Wendy Cairns
John & Heather Carson
Amiee Chan
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Wawanesa Mutual Insurance Company
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Windsor Plywood on behalf of the Vancouver Foundation
Fei Wong
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INNOVATORS SPEAKER SERIES: STEM TALKS

A fundraising initiative of Science World's Chair's Council, this Series showcases science- and technology-minded, world-class leaders, with a focus on BC, in our iconic, world-class facility.

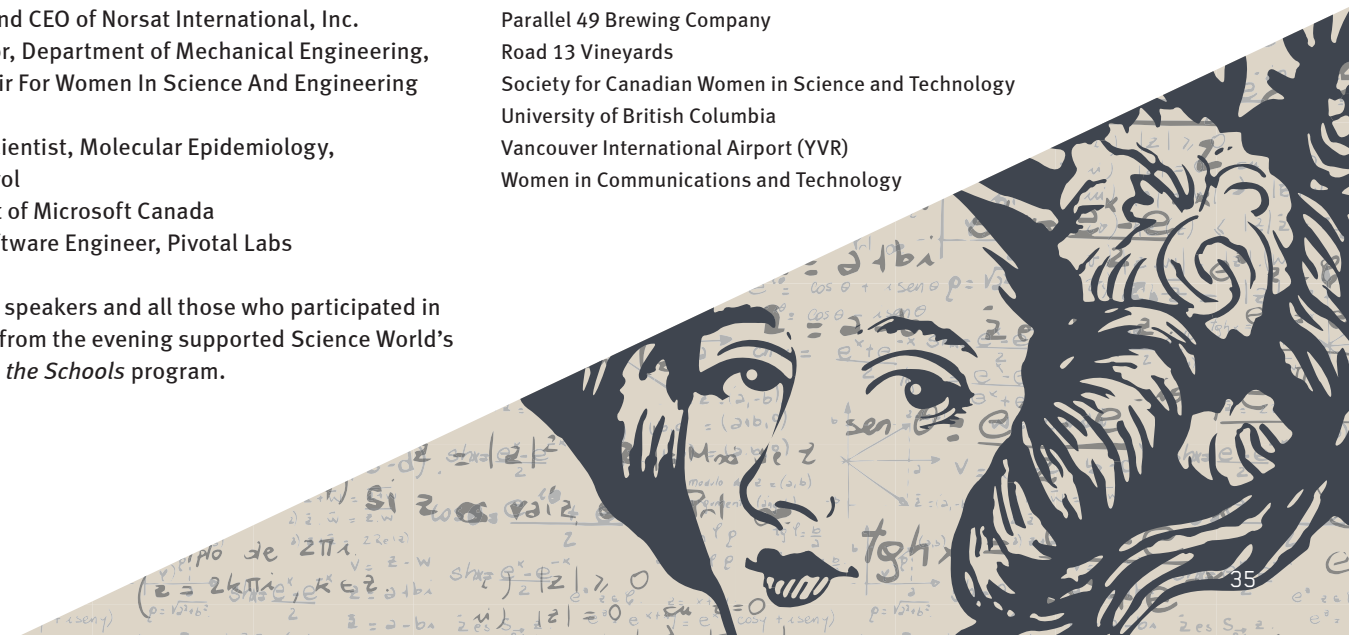
The second Innovators Speaker event celebrated women in science, technology, engineering and math careers. The event was presented by Microsoft Canada. STEM Talks was moderated by CBC Meteorologist, Johanna Wagstaffe and featured five distinguished speakers:

- Dr Amiee Chan, President and CEO of Norsat International, Inc.
- Dr Elizabeth Croft, Professor, Department of Mechanical Engineering, UBC and former NSERC Chair For Women In Science And Engineering (BC/Yukon)
- Dr Jennifer Gardy, Senior Scientist, Molecular Epidemiology, BC Centre for Disease Control
- Janet H. Kennedy, President of Microsoft Canada
- Genevieve L'Esperance, Software Engineer, Pivotal Labs

A heartfelt thank you to our speakers and all those who participated in this year's event. Proceeds from the evening supported Science World's *Scientists and Innovators in the Schools* program.

THANK YOU TO OUR GENEROUS SPONSORS AND SUPPORTERS

Association of Professional Engineers and Geoscientists of British Columbia
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Microsoft Canada
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Road 13 Vineyards
Society for Canadian Women in Science and Technology
University of British Columbia
Vancouver International Airport (YVR)
Women in Communications and Technology



CHAIR'S CLUB & PILLARS OF SUPPORT

This multi-year commitment ensures a strong financial foundation for Science World, allowing us to focus on what really matters—inspiring the next generation of science and technology leaders. The following group is composed of influential business leaders and families, who with their individual commitments of \$25,000 annually for three or four years, demonstrate their incredible dedication to science and technology in British Columbia.

Ross Beaty
Jim & Samantha Bosa
Ryan & Tonya Bosa
Norm & Pat Francis
Paul & Nicole Geyer
V. Paul Lee & Family
The Louis Family—Robin, Linda, Aron & Owen
Dr Lindsay Machan
John & Dana Montalbano
John Murphy & Leslie Lee
Bob Quartermain
Walter & Nancy Segsworth
Rich & Linda Simons
The Spencer Family—Keith, Sheryl, Bridget & Virginia
Dr Ken Spencer & Judy Gale
Deb & Jim Yeates

CHAMPIONS CIRCLE

This group of passionate community leaders is dedicated to helping Science World inspire young minds throughout the province, with their remarkable contributions of \$5,000 per year, for a three-year period.

Pankaj, Rita, Malika & Anushka Agarwal
Michael Cole
James Dean
Paul & Nicole Geyer
Jeff & Sonia Hobbs
Sherry & Alex Klopfer
Leslie D. Lee & John M. Murphy
Greg & Nicole Loeppky
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Launi Skinner
Cheryl Slusarchuk & Kevin Gulstene
Jeff Stibbard, JDS Energy & Mining

EQUITY GIVING PROGRAM

By supporting Science World through gifts of common shares, stock options or pledges of equity, BC companies and their investors share their successes with Science World, while investing in the innovators of tomorrow. We would like to thank the following companies and business leaders, who through the Equity Giving Program, pledged or donated private shares or stock options.

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ANNUAL EQUITY GIVING EVENT SPONSORS

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Parallel 49 Brewing Company
A very big thank you to
Stewart Butterfield from
Slack Technologies Inc.
for being our keynote speaker
and new donor.

In recognition of companies and individuals whose pledges were realized this year, we'd like to congratulate the following:
dPoint Technologies, James Dean
Scorpion Software, Dana Epp

GALLERIES

OUR WORLD: BMO SUSTAINABILITY GALLERY

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Peter and Joanne Brown Foundation

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FEATURE GALLERY AND EXHIBITS

We would like to thank our generous sponsors for their support of this year's feature exhibitions and exhibits.

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White Spot Restaurants

WONDROUS EXHIBIT

Willow Grove Foundation

SCIENCE WORLD ANNUAL FUND

Donations to Science World's Annual Fund are directed to areas of greatest need, allowing us keep the dome shining, exhibits humming and to bring engaging science programming to kids across BC. Thank you to everyone who help us for helping us do what we do best!

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We acknowledge the
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COMMUNITY OUTREACH

Science World delivers a variety of programming within our Vancouver facility and to communities and schools across the province. Community Outreach donors provide vital funding that allows Science World to inspire curiosity and learning in inner-city classrooms, support promising young scientists and encourage innovative thinking for a sustainable future.

BC GREEN GAMES

Presented by BC Hydro
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SCIENTISTS AND INNOVATORS IN THE SCHOOLS

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Chevron Canada Limited

Trudi Coblenz

Natural Sciences and Engineering
Research Council (NSERC)

Gilbert Tai

We acknowledge the
financial assistance of the
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TRIBUTE

Bernadette Chik, in memory of William Ho
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Caroline Yan Lau & Terrence Lau,
in memory of William Ho
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Karyn Leung, in memory of William Ho
Lynette Liew, in memory of William Ho
Bonny Mak Waterfall, in memory of William Ho
Ted McGrath, in honour of Bryan Tisdall's Retirement
Jane Mehai, in honour of Emrul Bari
Karen Rivera, in memory of William Ho
Lance & Molly Tam, in memory of William Ho
Cedric & Elizabeth Tetzl, in memory of Willie Ho
Adriana Wong, in memory of William Ho

LEAVE YOUR MARK

Valerie Duke
Judy Gale, in honour of Ken Spencer's birthday
Stuart Gilmour in honour of Quin Gilmour
Kevin and Patricia Huscroft
Interstyle Ceramic & Glass, for the glass tiles
Robin & Linda Louis, in honour of Aron & Sheila Louis
Katherine Ng

LIGHT THE WAY

We graciously acknowledge our Legacy Donors who made impactful gifts through their wills or estates, helping us to cultivate curiosity and inspire innovation.

Estate of Gordon Anderson Hall
Estate of Frieda Meyer
Estate of Louise Rossander

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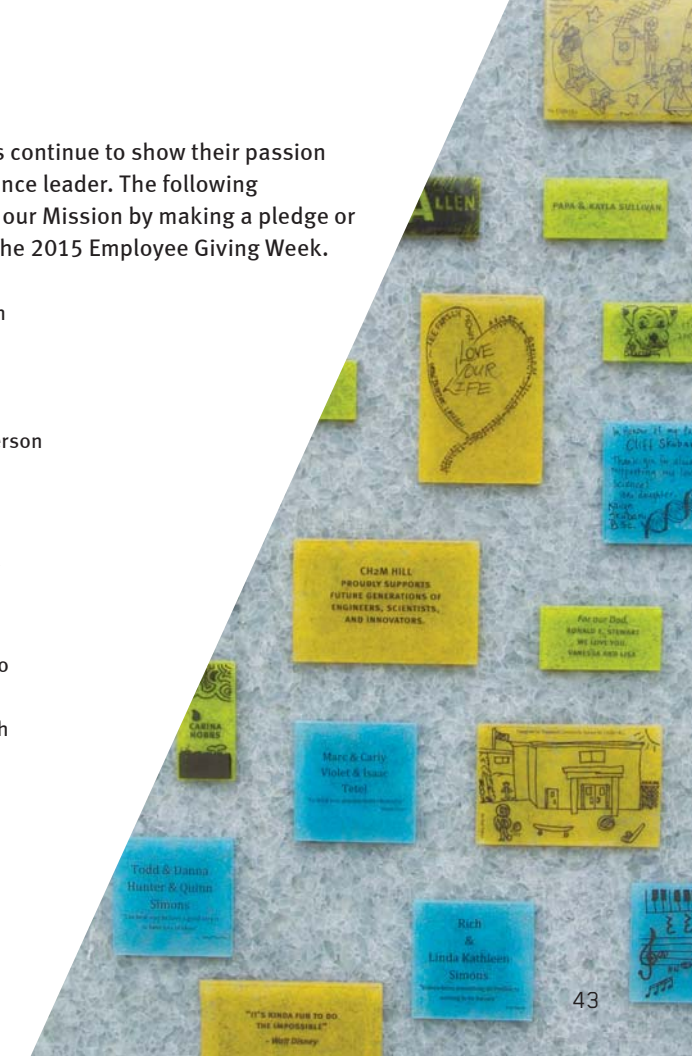
Science World would like to extend a huge thank you to the individuals and organizations who chose to support us through donations of goods and services—often with the added bonus of priceless expertise!

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Rethink Canada
Road 13 Vineyards
Siemens Canada Ltd., Nick Beretanos
Slack
Sony Canada
The Party Bazaar
Tinkerine 3D Print Systems Ltd.
Tradable Bits

EMPLOYEE & VOLUNTEER GIVING

Science World employees and volunteers continue to show their passion and dedication towards making us a science leader. The following individuals showed their commitment to our Mission by making a pledge or cash donation to Science World, during the 2015 Employee Giving Week.

Sarah Alshukhaiti	Tammy Matheson
Josh Andallo	Jacki Mayo
Jason Boshier	Louise McCall
Clare Charnley	Bronwyn McNeil
Trudi Coblenz	Catherine McPherson
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Rhoda Klein	Bryan Tisdall
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Karen Lee	Greg Weinrauch
Kristin Lee	





FRIEND OF SCIENCE WORLD (LIFETIME)

To be named a Friend of Science World is an honour bestowed by the Membership of Science World on an individual who personifies the goals and aspirations of the Society. The recipient is characterized by a love of science, a dedication to community service and a commitment to the evolution of British Columbia as an international centre of science and technology. Either through their activities on behalf of the Society and/or by the example they provide by their life's achievements, Friends have contributed significantly to the development of a science culture in our province.

- 2014 Gordon Campbell
- 2010 Dr Ken Spencer
- 2009 Stan Hagen
- 2006 John Pitts
- 1994 Dr Michael Smith
- 1992 Haig Farris
- 1991 Barbara Brink
- 1990 Cecil Green

PATRONS OF SCIENCE WORLD

To be named a Patron of Science World is an honour bestowed by the Members of the Science World Society on a volunteer or former employee, who has contributed in a significant way to the development of the Society.

The Society recognizes that a community facility like Science World can only thrive if it is the recipient of the collective contributions of energy, wisdom, time, financial resources and goodwill from the leaders of the community it serves. The Patrons of Science World are examples of this leadership.

- | | | | | | | | |
|------|----------------------|------|--------------------|------|---------------------|------|----------------------|
| 2015 | Dr Robin Louis | 2009 | Munro MacKenzie | 1999 | Fei Wong | 1993 | John Fraser |
| 2015 | Dr Lindsay Machan | 2009 | John Murphy | 1998 | George Battye | 1993 | Jane Hungerford |
| 2015 | Peter J. O'Callaghan | 2009 | Dr Ken Spencer | 1998 | Dr Sid Katz | 1993 | Alex Klopfer |
| 2015 | Jim Pickles | 2008 | Jeff Devins | 1998 | Kevin O'Neill | 1993 | Nurjehan Mawani |
| 2015 | Rich Simons | 2008 | Bob Wiens | 1997 | Anthony Barke | 1993 | Rudolph North |
| 2014 | Dr Bruce Beairsto | 2007 | Eileen Stewart | 1997 | Brian Canfield | 1993 | E. Lynn Patterson |
| 2014 | Paul Geyer | 2006 | Bill Bullis | 1997 | Robert Carlisle | 1993 | Don Risk |
| 2012 | Donna O'Neill | 2006 | Don Young | 1997 | Robert A. Dickinson | 1993 | Ron Stern |
| 2012 | Dr Andrew Wright | 2005 | Stuart Culbertson | 1997 | Danny Gaw | 1993 | Milton Wong |
| 2011 | Bruce Drake | 2005 | Chris Kelly | 1997 | Dr Colin Jones | 1993 | Dr John Wormsbecker |
| 2011 | Stewart Ladyman | 2005 | Dr Ron Marteniuk | 1997 | Dr Maria Klawe | 1992 | Dr Harold Copp |
| 2011 | Morgan Sturdy | 2005 | Anne Sutherland | 1996 | Dr Elmer Froese | 1992 | Don Graham |
| 2011 | Peggie Terry | 2004 | Eric Kong | 1996 | Nairn (Buz) Knott | 1992 | John Pitts |
| 2010 | Ross Mitchell | 2004 | Victoria Withers | 1996 | Ron Woznow | 1991 | Dr Erich Vogt |
| 2010 | Garry Rasmussen | 2003 | Dr Lorne Whitehead | 1995 | Michael Francis | 1988 | Hon David C. Lam |
| 2009 | Trudi Coblentz | 2001 | Dr Alan Pelman | 1995 | David Ingram | 1987 | Dr Gerhard Herzberg |
| 2009 | Caroline Jellinck | 2000 | Drinda Scott | 1995 | Lucille Pacey | 1987 | Dr John Polanyi |
| 2009 | Michael Lee | 1999 | Peter Lige | 1993 | Larry Bell | 1987 | Hon Robert G. Rogers |

FINANCIAL SUMMARY

This table summarizes revenues and expenses for the years ended February 29, 2016, February 28, 2015 and February 28, 2014 and is presented in thousands of dollars. It is an illustrative summary only and is not intended to replace the full audited financial statements of the Society.

The financial statements of A.S.T.C. Science World Society for the year ended February 29, 2016, have been audited by PricewaterhouseCoopers LLP, Chartered Accountants. These financial statements are available upon request.

	Year ended February 29, 2016	Year ended February 28, 2015	Year ended February 28, 2014
REVENUES			
Customer admission and membership	8,897	7,617	6,588
Customer retail revenue and contracted services	3,366	3,166	2,438
Donations and sponsorships	1,454	1,333	1,399
Grants	228	183	192
Interest	153	158	121
Miscellaneous	27	38	30
	14,125	12,495	10,768
EXPENSES			
Customer and donor services and facilities	3,631	3,444	3,085
Customer information, communication and sales	2,787	2,503	1,958
Exhibits, theatres and programs	2,879	2,290	2,115
Support services	2,106	1,789	1,596
Outreach programming	1,340	1,025	789
	12,743	11,051	9,543
EXCESS OF REVENUES OVER EXPENSES BEFORE AMORTIZATION	1,382	1,444	1,225
Amortization of exhibits and property and equipment	(2,395)	(2,752)	(2,784)
Amortization of deferred contributions related to exhibits and property and equipment	1,815	2,067	2,169
	(580)	(685)	(615)
EXCESS OF REVENUES OVER EXPENSES	802	759	610

REVENUES	
63.0%	Customer admission and membership
23.8%	Customer retail revenue and contracted services
10.3%	Donations and sponsorships
1.6%	Grants
1.1%	Interest
0.2%	Miscellaneous

EXPENSES	
28.5%	Customer and donor services and facilities
21.9%	Customer information, communication and sales
22.6%	Exhibits, theatres and programs
16.5%	Support services
10.5%	Outreach programming





ARE SMALLER, they can be a bit pushy, if you ask me.

WHAT DOES IT DO?

ECODAIRY FACT



and need to scratch—except we don't have to. We might rub against a tree or fence post. We've got all the tech stuff to help us scratch. We got an app. Oh, it's free.

FOR PIGS?

FEATHER BRUSH FOR CHICKENS
BACK MASSAGER FOR PIGS
REMOVES DIRT FROM HORSES

Mr. Pitts provided public and private manufacturing, Okanagan & Associates, the B.C. the Economic Council on.

of Governors of Mr. Pitts was a member of planning committees in Vancouver and Art BC Sugar, Canada York House School.

Barbara Brink Haig de B. Ferris Michael Smith John Pitts

Friends of Science World

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Science World British Columbia is a charitable organization that engages British Columbians in science and inspires future science and technology leadership throughout our province.