2009/10 ANNUAL REPORT
Celebrating 20 YEARS of igniting minds under the dome.
ASTC Science World Society
In 2009/2010, Science World celebrated our 20th anniversary under the dome at the end of False Creek. With our typical flair, we marked our anniversary year with significant renovations, an expanded reach, inspiring events and an ever-growing suite of programs, resources and activities.

It was a year to celebrate, and celebrate we did.
I’ve really enjoyed my past three years as Chair and greatly appreciate the tremendous support from the Board and management team at Science World. Though this is my last year as Chair, I look forward to continuing my involvement in Science World in my new role as Past Chair.

Paul Geyer, Chair, Science World

The year kicked off with a bang as we celebrated our 20th anniversary under the dome at TELUS World of Science. It was an ideal opportunity for us to show our appreciation to everyone who has been involved with Science World over the years—our founders, staff, volunteers, donors, Members and the community. We were excited to include everyone in the party through a founder’s night, speaker presentations, an alumni night for staff and volunteers, and a free admission day for the whole community. We were excited to include everyone in the party through a founder’s night, speaker presentations, an alumni night for staff and volunteers, and a free admission day for the whole community.

Throughout the year, we received great support in TELUS World of Science and in our community. We’re grateful for our continuing relationship with TELUS which makes much of what we do possible every year. We’re also grateful to the Provincial Government through the Ministry of Education for their funding of the BC PALS program over the last five years, allowing us to take science to communities throughout BC. This is the last year of the initial commitment from the government for the program, but we hope to continue providing this outreach service into the future.

One of the most unusual highlights of 2009/2010 was the use of our building by Sochi 2014, the organizing committee for the next winter Olympics. The move allowed our building to play a central role in the excitement of the Olympic Games that swept our city and made a significant contribution for the future benefit of our visitors, Members and community. Though it was certainly not business as usual for us during this time, we used the opportunity to put an unprecedented focus on community engagement programs, sending teams to the Fraser Valley, the Kootenays, Vancouver Island and more.

As exciting as this past year was, we know that the facility restoration and Outdoor Science Experience projects that we’re embarking on will add even more excitement in the year ahead. So hang on, it’s going to be a wild ride!

Every year brings new excitement, challenges and opportunities for Science World and 2009/2010 was no exception.

I’d like to thank Paul, the Board and, in particular, the Science World team for their fantastic commitment during this most unusual year. It’s a great testament to what a group of passionate people can accomplish when they work together towards a common goal with spirit and commitment.

Bryan Tisdall, President & CEO, Science World

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There are 391 lights on Science World’s TELUS World of Science dome.
BOARD OF DIRECTORS

Officers
Chair Paul Geyer
Vice Chair Dr. Bruce Bealisto
Vice Chair Dr. Robin Louis
Treasurer Jim Pickles
Secretary Peter J. O’Callaghan
Past Chair Morgan J. Sturdy

Members
Abdul Ladha
Andrew Harries
Bruce Drake (until August 2009)
Bruce McLeod
Cidalia Correia
Donna LeClair
Donna O’Neill
Doug Kinsey (appointed February 2010)
Dr. John A. Cairns
Keith Spencer
Dr. Lindsay Machan
Nicole Stefenelli
Peggie Terry
Rich Simons
Stephanie Forsyth
Stephen Lewis
Stewart Ladyman
Walter Segsworth

FEATURE EXHIBITIONS

In 2009/2010, Science World offered feature exhibitions designed to appeal to a variety of demographics, ensuring that there was something for everyone to experience and enjoy.

Wheels, Wings and Waves— A LEGO® World of Transportation
This exciting exhibition showcased the history of ground, air and water transportation as seen through the eyes of LEGO builders. From the days of Viking ships to the days of spaceships, this was an innovative and interactive exploration of how changing technology has expanded our reach.

SCREAM! Featuring Goose Bumps! The Science of Fear
What scares you and why? Our summer exhibition explored the science of fear as visitors stuck their heads in our guillotine, faced their fears of falling and confronted creepy-crawlies sure to make them squirm. We even had a scream booth so visitors could challenge each other to see who had the loudest scream.

The GEEE! in GENOME
The GEEE! in Genome celebrated the science of genomics and the developments and knowledge it has provided to humanity. Visitors witnessed how the study of genomics is changing our lives and how genomics started and where it’s going. The exhibition was a particularly good fit for the high school curriculum and attracted teens and adults.

Beavers
was the first movie shown in the OMNIMAX Theatre when Science World opened under the dome.

The GEEE! in Genome is produced by the Canadian Museum of Nature and presented nationally by Genome Canada. Presented locally by Genome BC.

Cool Globes: Hot Ideas for a Cooler Planet
What’s the best way to encourage people to think about our Earth? Show it to them! That’s the idea behind Cool Globes. Cool Globes, a non-profit organization, is responsible for this widely-acclaimed exhibition. These one-tonne globes, designed by artists, community groups and children, are large and powerful symbols of how the choices we make affect the world around us.

SCREAM! Featuring Goose Bumps! The Science of Fear developed by the California Science Center and supported, in part, by the Informal Science Education program of the National Science Foundation under grant ESI-0515470. Opinions expressed are those of the authors and not necessarily those of the National Science Foundation.

Something for everyone to experience and enjoy.
May 2009 marked our 20th anniversary at our False Creek facility. To celebrate 20 years of igniting minds under the dome, we had a week of activities designed to include the entire community. At our Free Family Day, Presented by BC Hydro, families visited us in droves to enjoy free admission and kick off our exciting week. We had special receptions for our donors and for our founders—a great chance to show our appreciation for their contribution to Science World. In the evenings, we had great speakers including Magnus Alvarsson from Atos Origin, the company responsible for the technology systems needed to stage the Olympic Games; Anne-Marie Lefrançois, an RBC Olympian; and David Suzuki, world-famous environmentalist. Past and present Science World staff and volunteers reunited at our Alumni Evening that was part of a very special Science World After Dark and the week ended with Crazy Carnivale!, our annual family fundraising event. What a week!

Crazy Carnivale! Thanks to the hard work of Nicole Geyer and her team of volunteers, Science World’s third annual Crazy Carnivale! proved to be a great success again with an attendance of over 600 people. With a huge milestone to celebrate (our 20th anniversary), people came out in droves and helped us raise over $20,000 to refurbish the crowd-pleasing Tower of Bauble. Guests enjoyed live music by XLR8 and the fun and wacky theatrics of street entertainers. All delighted in fabulous food and we gave out the always-popular Crazy Carnivale! goody bags. We had face painting and a balloon artist and children made anniversary hats and took home family pictures.

Our shows, films and presentations wowed audiences all year long. To celebrate 20 years of igniting minds under the dome, we had a week of activities designed to include the entire community.
Discover The Geee! in Genome

High School Teacher Conference

Held on October 23, a province-wide professional development day, our Discover the Geee! in Genome High School Teacher Conference was presented in partnership with the BC Science Teachers Association and Genome British Columbia. The event attracted over 100 teachers, with 16 per cent traveling from outside of the Lower Mainland, including Kelowna, Kamloops and Port Hardy. The keynote speaker, Brett Finlay from Michael Smith Labs, was followed by an afternoon of hands-on workshops and exhibit exploration lead by Science World staff, Genome BC experts, teachers and scientists. Teachers even got to participate in CSI: Science World.

Science World After Dark

Science World at TELUS World of Science isn’t just for kids—adults want to have fun too. That’s the idea behind our always-popular Science World After Dark events, adult-only evenings of exploring, creating and discovering like kids again.

This year, we offered several evenings of adult-sized fun and zany explanations, featuring special presentations and entertainment. In addition to regular Science World After Dark evenings, we hosted theme nights including Fear Flicks, Grape Expectations and our 20th Anniversary.

Pyjama Parties

Kids and their parents were invited to wear their pyjamas, check out our exhibits and then snuggle in for a movie in the Science Theatre during our special pyjama parties this year. The evenings were wildly popular and a great way for families to spend their evenings discovering Science World at TELUS World of Science. This year, we offered a Monster PJ Party and a Polar PJ Party.

Teacher Orientation Evenings

This year, over 179 teachers, pre-service teachers and activity/program coordinators came to our Teacher Orientation Evening. The evening was a great chance to explain what we’ve got going on and how educators can get the most out of their field trips to Science World at TELUS World of Science.

Participants enjoyed a presentation on our current offerings, explored our exhibits and immersed themselves in an OMNIMAX film. As always, our staff was on hand to meet the guests and make sure no questions went unanswered.

Science World at TELUS World of Science isn’t just for kids—adults want to have fun too.
Sochi 2014
The 2010 Winter Olympic Games swept up the entire city of Vancouver in a wave of excitement. For Science World, the Olympics presented us with a unique opportunity: having our building used by Sochi 2014, the Organizing Committee for the 2014 Winter Olympic Games to be held in Sochi, Russia. The arrangements meant we closed our doors for a few weeks, but the benefits will continue to be realized for years to come. The closure allowed us to reach new areas of BC through increased community outreach programming. Our team travelled across the province, including extensive activity in the Fraser Valley, Invermere and Campbell River, in our quest to inspire as many children and families as possible. We also offered more frequent workshops and drop-in times at our Aberdeen Mall location and sent a riveting science team out to interact with the crowds at the Olympic venues. The use of our building also took our dome to TVs in living rooms across the world and gave us great exposure as people lined up for hours to catch a glimpse at the transformation of TELUS World of Science into Sochi World.

The contribution from the Olympic time period gave us significant revenue to be used for the future benefit of everyone involved with Science World. So, in total, both our Mission and financial sustainability were well-served for Science World by the 2010 Winter Olympic Games.

RENOWNATIONS

The Plan looks 30 years into Science World’s future to help us to better meet our immediate needs.

R.Buckminster Fuller (1895-1983) designed the geodesic dome shape of Science World’s building. The geodesic dome was patented on June 29, 1954.

RENOVATIONS

Master Plan
In the fall of 2009, Science World, working with architects Hotson Bakker Boniface Haden, completed a Master Plan. The Plan looks 30 years into Science World’s future to help us to better meet our immediate needs.

Projects
Science World saw some big changes to TELUS World of Science. After months of hard work, the redesigned Search: The Sara Stern Gallery opened in March. Other renovation projects included new carpet and updated seats in the Science Theatre, carpet in the hallways leading to the washrooms on the second floor, a new security alarm system and other smaller projects. In December 2009, Science World’s dome lit up with newly-installed, environmentally-friendly LED lights. This was accompanied by the installation of a new digital controller, giving added control over the lights and the ability to conserve energy by dimming. To focus on sustainable energy options, a new electricity exhibit also opened in Our World Gallery. The exhibit invites visitors to learn how to conserve electricity and to explore renewable electricity generation.

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COMMUNITY OUTREACH PROGRAMS

In 2009/2010, our mobile programs reached over 198,000 British Columbians. K–9 students accounted for over 67 per cent of our interactions. Thanks to sponsors, supporters, community partners and the continued multi-year support from the Province of British Columbia through the Ministry of Education for the BC Program for the Awareness and Learning of Science (BC PALS), geographic and financial barriers are significantly reduced, making it possible for us to provide equal access to all BC students.

Engaging Science
Elementary teachers jump-start their science units with engaging, hands-on activities. In partnership with the Vancouver Aquarium and the H. R. MacMillan Space Centre, this program matches all three content areas of BC’s science curriculum: Life Science, Physical Science and Earth & Space Science. This year, Engaging Science, through professional enrichment workshops, university credit courses, online games and resources, shared our Innovative, hands-on approach to teaching science with over 700 teachers and student teachers throughout the province.

Science World On the Road
K–7 students and teachers are inspired to do more science in their own school. Through Science World On the Road, students experience three amazing shows: Energy in Action, Sporty Science and It’s a Gas. The shows explore science topics such as forms of energy, the science of sport and the amazing properties of the air around us with fun and engaging demonstrations—all in a zany, creative way. In 2009/2010, On the Road travelled throughout the province delivering exciting, innovative and curriculum-relevant science workshops to over 47,000 K–9 students and teachers. From Kyuquot to Field, no community was too remote to be inspired by science.

Opening the Door
High school students network with Canada’s top scientists, engineers, technologists and technicians. Opening the Door career networking events provide a unique opportunity for high school students to learn more about career opportunities in science, technology, engineering and mathematics by connecting the students with locally established science leaders. In 2009/2010, over 1,000 students had the opportunity to network with 100 science professionals in seven events held throughout BC. Science World began the year with Health Science Dissected, a full day of health-focused programming. Senior high school students networked with leading medical research through talks by Gairdner Award winners Dr. Barry Marshall and Dr. Lucy Shapiro and then networked with local health professionals, ranging from a pediatrician to a speech language pathologist. This year also brought about the first partnership between Science World’s Opening the Door and the University of the Fraser Valley (UFV). High school students explored the post-secondary environment while also meeting scientists, including UFV science graduates, working on projects ranging from local engineering works to research for the Large Hadron Collider in Switzerland.

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To build communities that understand, value and celebrate the contribution of science and technology to our quality of life, Science World provides opportunities for children, teachers and families to be turned on to science at school, at home and in the community. Our Community Outreach programs travel throughout British Columbia to engage whole communities and accommodate diverse learners, cultures and family interactions.
Scientists and Innovators in the Schools
K–12 students are inspired by local science professionals in their own classrooms.
This free program connects established scientists, engineers, technologists, technicians and tradespeople with BC’s students and teachers to inspire students to continue studies in math and science. In 2009/2010, Scientists and Innovators in the Schools delivered presentations and hands-on workshops to over 68,000 K–12 students and teachers across the province.

Super Science Club
Inner-city youth are inspired to be more inquisitive about the world around them.
September 2009 marked the beginning of the ninth year of this fun-filled, after-school science enrichment program, inspiring over 690 at-risk children at nine different schools. The program takes science engagement beyond the after-school time period by including resources and professional enrichment activities for teachers, Discovery Notebooks for sharing at home and family memberships to Science World. Each term, students and their families look forward to the culminating Family Science Night events. These unique evening events, attended by over 800 annually, allow our Super Science Club participants to explore our galleries, experiment with hands-on activities, enjoy dinner and immerse themselves in an OMNIMAX film.

BC Green Games
Share, celebrate and reward green actions from BC’s students.
BC Green Games is a province-wide eco-action contest. The contest motivates action, enables sharing and rewards and celebrates the green efforts of schools in BC. Science World manages BC Green Games with input from government, school district, science and environmental education community partners. Presenting sponsors are BC Hydro and Terasen Gas. The first year of the contest ended in April 2009 with 8,942 votes cast in the Viewer’s Choice awards, representing a tremendous level of community engagement. Community support remained strong in year two with 102 community organizations involved in the contest as sponsors, advisory and steering committee members and promotional partnerships.

Big Science for Little Hands
Fostering curiosity, imagination and a positive attitude towards science in preschool-aged children is a priority for Science World.
In 2009/2010, we reached over 11,600 teens with a variety of programs, events and partnerships.

Teen Audience
Capture teen energy and interest to support and inspire positive attitudes towards science during critical career decision-making years.
For the underserved teen audience, a suite of activities and opportunities include:
• new hands-on school workshops, Fabulous Fluids and DNA Detectives
• career-awareness events like Opening the Door and unique opportunities at our facility like the Career Ladder and the Barbara Brink Internship
• partnerships and programs with like-minded organizations and high schools
• teen evening event pilots including a murder mystery, CSI: Science World, and Rock Band competitions
• teen Members club pilot Saturday mornings in Contraption Corner

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In 1982, The Arts, Sciences & Technology Centre (ASTC), the beginnings of Science World, opened at 600 Granville Street.
Science World is committed to promoting a science-friendly culture throughout the province by actively engaging the whole community—students, teachers and families—in the students’ learning. Through the British Columbia Program for the Awareness and Learning of Science (BC PALS), Science World is able to provide every K–7 class throughout the province with one complimentary Science World experience every year.

Science World is grateful for the support of our generous sponsors, donors and partners.

## Community Engagement

**British Columbia Program for the Awareness and Learning of Science (BC PALS)**

$1,000,000+
Province of BC through the Ministry of Education

**BC Green Games**

$150,000-$499,999
BC Hydro
Terasen Gas

**Community Engagement**

$0-$14,999

Community Science Celebrations
$15,000-$99,999
Imperial Oil Foundation

$0-$14,999
Encore Corporation

Opening the Door
$15,000-$99,999
Trevco Shipping (Canada) Ltd.

**On the Road**

$0-$14,999
Vancouver Foundation
Spectra Energy

**Super Science Club**

$15,000-$99,999
John Harde Mitchell Family Foundation
Jaspar Networks Foundation Fund, a corporate advised fund of the Silicon Valley Community Foundation
North Growth Foundation
RBC Foundation
Tula Community Fund, a donor advised fund of the Vancouver Foundation

**Science World visitors, employees and volunteers**

**Stewart Fund, a donor advised fund of the Vancouver Foundation**

**Science World is committed to promoting a science-friendly culture throughout the province by actively engaging the whole community—students, teachers and families—in the students’ learning. Through the British Columbia Program for the Awareness and Learning of Science (BC PALS), Science World is able to provide every K–7 class throughout the province with one complimentary Science World experience every year.**
Science World has embarked on a capital campaign to remain at the forefront of science education in British Columbia by creating an outstanding visitor experience, both in the dome and through a new major outdoor science experience.
The Chair’s Club
The Chair’s Club hopes to build a group of influential business leaders with the passion and capacity to pave the way for a truly world-class science centre that will inspire the young innovators of this province for years to come. Their outstanding commitment of $25,000 annually for three years is how we’ll start.

The Champions Circle
With a remarkable contribution of $5,000 per year for a three-year period, this group of passionate community leaders are dedicated to helping Science World inspire young minds throughout the province.

Greg Ascher
Brian and Mary-Louise Begert
Bret Conkin
Bart and Cindi Copeland
Jim Pickles
Paul and Nicole Geyer
Abdul and Hanifa Ladha
Robin and Linda Paltoglou
Dr. Andrew S. Wright and Dr. Helen Newton –Willow Grove Foundation

The original architect for the building when it was used for Expo 86 was Bruno Freschi. The architect for the additions made to transform the Expo Centre into Science World was Bob Alexander.

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Employee Giving Campaign
Science World employees and volunteers showed their dedication to our mission by raising money for our incredible exhibits and community engagement programs.

In-Kind Donations and Partnerships
Throughout the year, Science World receives donations of goods and services through partnerships with community members. Their support is an important part of helping us pursue our mission.

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The financial statements of ASTC Science World Society for the year ended February 28, 2010 have been audited by PricewaterhouseCoopers LLP, Chartered Accountants. These financial statements are available upon request.

This table shows revenues and expenses relative to fiscal years 2008/2009 and 2007/2008. They are an illustrative summary only and are not intended to replace the full audited financial statements.


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<td>Outreach programming</td>
<td>991</td>
<td>801</td>
<td>721</td>
</tr>
<tr>
<td></td>
<td>10,008</td>
<td>9,084</td>
<td>8,462</td>
</tr>
<tr>
<td>EXCESS OF REVENUES OVER EXPENSES BEFORE AMORTIZATION</td>
<td>2,390</td>
<td>1,337</td>
<td>1,251</td>
</tr>
<tr>
<td>Amortization of exhibits and property and equipment</td>
<td>(1,309)</td>
<td>(1,243)</td>
<td>(1,416)</td>
</tr>
<tr>
<td>Amortization of deferred contributions related to exhibits and property and equipment</td>
<td>919</td>
<td>919</td>
<td>1,154</td>
</tr>
<tr>
<td></td>
<td>(390)</td>
<td>(124)</td>
<td>(622)</td>
</tr>
<tr>
<td>EXCESS OF REVENUES OVER EXPENSES</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2,000</td>
<td>1,003</td>
<td>729</td>
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Science World British Columbia is a non-profit organization which engages British Columbians in science and inspires future science and technology leadership throughout our province.