



ANNUAL REPORT
ASTC SCIENCE WORLD SOCIETY

2013/14

Leadership in science is not linear, but rather circular.

A good leader educates and inspires. A leader also serves the community.

Science World is a leader in informal science education. In turn,
we support and inspire tomorrow's science and technology leaders.

IF YOUR ACTIONS INSPIRE OTHERS TO DREAM MORE, LEARN MORE,
DO MORE AND BECOME MORE, YOU ARE A LEADER.
—JOHN QUINCY ADAMS



45,294 Members

39,997 Volunteer hours

442 Volunteers

20,529 Attended Free Weekend

571,343 Visitors (Including 43,272 community participants)

19,084 Facebook likes

7,823 Twitter Followers

CEO & CHAIR REPORT

In 2013/14, Science World turned up the volume in our exhibitions, programming and commitment to science education. The past year was full of engaging events!

MUSICALLY, WE STARTED ON A HIGH NOTE IN MAY, by participating in a very special Music Monday at TELUS World of Science. The event featured a nation-wide singalong with Commander Chris Hadfield, who was commanding the International Space Station, while Maestro Bramwell Tovey of the Vancouver Symphony Orchestra conducted the singalong on site.

During the summer, Science World hosted the compelling feature exhibition, *The Science of Sexuality*. This exhibition was a forthright presentation of an intriguing topic and appealed to the increasingly important teen

and adult audiences. Science World simultaneously showcased the *Creativity in Motion* feature exhibition for the traditional family audience. In the fall, thanks to amazing community support and involvement, Science World was able to rock the dome with *AMPED*, the feature exhibition that engaged visitors with music technology. This grassroots exhibition allowed visitors to experiment with creating music and explore careers within this high-tech industry.

A special initiative saw Science World convene a number of science promotion agencies

to address our common objective—to raise awareness of and support for science and technology across British Columbia. This task force developed the Science Charter for British Columbia as a way to promote science to the public, emphasizing how a healthy, prosperous and sustainable society is reliant on scientific discovery and technological innovation. These activities, and many others outlined in the Annual Report, provide a firm foundation for further excitement in the year ahead. Science World is committed to promoting science and technology for the future prosperity of British Columbia.

As a mining engineer, I understand the value and importance of natural resources to the economy and way of life here in BC. And therefore, I also understand how important it is for our society to have highly trained earth scientists and people trained in multiple technical fields, to support those industries. As Chair of the Science World Board of Directors, I know that the greatest resource in this province is our future science and technology leaders. I am very pleased with the innovations and programming that I have seen during my first year as Chair, to help support these future leaders.

Community support is key to Science World’s successes. I want to thank the fundraising committees and all the Science World staff and volunteers who engaged the community and got them excited about science and technology. But most importantly, I want to thank the community for supporting Science World, to help ensure a future of science resources and leadership in BC.

WALTER SEGSWORTH,
CHAIR



2013/14 has been a most rewarding year for Science World. The recently renewed TELUS World of Science facility has provided an effective foundation for a rich array of exhibitions, programs and special events.

I would like to extend a heart-felt thanks to all our Members, visitors and donors who support us so enthusiastically. Your participation in Science World activities lays a foundation for continued growth and the promotion of the importance of science and technology to BC’s future health and prosperity.

BRYAN TISDALL,
PRESIDENT & CEO



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FEATURE EXHIBITIONS

WE BEGAN 2013 WITH TWO DISTINCT FEATURE EXHIBITIONS at TELUS World of Science: *Creativity in Motion: Springs, Sprockets and Pulleys* brought visitors into an imaginary world of kinetic sculptures made out of simple machines and found objects; *Travesía¹: Journey of the Grey Whale* revealed the amazing world of the grey whale, the longest animal migration on Earth and the influence that these majestic creatures have on art and culture.

While *Creativity in Motion* carried on entertaining visitors throughout the summer, the whales left and we embarked on a whole new world of discovery. *The Science of Sexuality* featuring *Sex: A Tell-all Exhibition²* was developed with the help of youth, parents, teaching professionals, medical doctors, sexologists and health specialists. It answered young people's most common questions

about sexuality in frank but tactful language and educated them through animated videos, interactive games, personal accounts and explanatory text.

Completely created at home, our fall exhibition struck a chord with all the visitors who came to experience it. *AMPED³* was more than an exhibition, it was more than programming—it was a complete, immersive music experience showing the connections between music, science, technology and creativity.

We ended the year on a high note with *LEGO[®] Travel Adventure⁴*, sponsored by YVR. Visitors came and imagined themselves as pilots, sailors and racecar drivers travelling to exotic destinations. This exhibition that sparked their imaginations will continue into our next fiscal year.

CREATIVITY IN MOTION



AMPED

FILMS

In 2013/14, Science World presented a variety of films that engaged, entertained and informed our audiences.

OMNIMAX[®] THEATRE

Beavers^{1,2}
Bugs! A Rainforest Adventure^{1,2}
Flight of the Butterflies
Hubble²
Human Body²
Mysteries of Egypt²
Pulse: A STOMP Odyssey
Rescue
Rocky Mountain Express
Santa vs. the Snowman
The Living Sea
To The Arctic
Ultimate Wave Tahiti²

¹ also shown in French

² Teacher's Choice/private event

SCIENCE THEATRE

Bear Snores On
Bear Witness
Cosmic Vistas: Galactic Visions
Cosmic Vistas: Shooting Gallery
Cuckoo, Mr Edgar
Dinosaur Revolution: Watering Hole
Discover Science: Human Power Generation
Discover Science: Lemon Car
Discover Science: Let's See the Speed of Sound
Discover Science: Sound is Mighty
Discover Science: The Apple Doesn't Wanna Move!?
Discover Science: The Camel Stands on Eggs
End of the Line
Engine 371
Extreme Nature of Bats
Little Armadillos
Ludovic: A Crocodile in my Garden
Ludovic: The Snow Gift
One Six Right
On the Edge of Destruction: The Frank Slide Story
Operation Cuckoo
Project X: Flight
Project X: Invasive Species
Project X: What's to Eat?
Railroaders
Razzberry, Jazzberry, Jam: 3 episodes
Runaway
Science Please!: Sound is Vibration

Science Please!: The Internal Combustion Engine
Stars, Stars, Stars
Stories of BC Species at Risk
Tchou-Tchou
The Art of Making Music
The Magic School Bus in the Rainforest
The Railroad
The Romance of Transportation in Canada
Tick Talk
Truck Farm
Waiting For Wings
Walking With Dinosaurs: Giant of the Skies
Weird Connections: The Roachmobile
Wondrous: the Forest and Sea of the Great Bear

SPECIAL EVENTS

COMMUNITY ART

Art and science parallel each other in many ways—both can be a source of subject matter as well as a source of inspiration. Art is frequently used to illuminate scientific concepts, enhancing the content and increasing the understanding. Art can also illustrate the inherent beauty in science and nature. Many artists and scientists consider themselves to be both and this is an important and growing area of science communication.

Science World works with local artists interested in and inspired by science. We host an annual display of the Nikon Small World Photomicrography Competition winners. This past year, we featured works by Michael Hall, Chris Waind and TRIUMF-inspired Emily Carr students. Our final exhibit of the year, *Wondrous*, showcased the Great Bear Rainforest—one of the most productive and most spectacular ecosystems on Earth.

SPRING BREAK 2013

This year, we celebrated many marvelous machines during our Machines and Me, spring break themed programs and events. Over 39,000 visitors experienced engaging programs and events that included the fascinating world of model trains with the Vancouver TrainGang. Visitors also made their own roller coasters, constructed bridges and checked out how machines, like looms and 3D printers, work.

WINTER BREAK 2013

TELUS World of Science was alive with the sound of music over the winter break, with almost 28,000 visitors joining in on the festivities. The theme for winter break was Holiday Harmonics and visitors created music using the latest technology in *AMPED* and enjoyed many different performances and music workshops such as the Drum Cafe. Visitors also made their own instruments such as maracas, harmonicas and bullroarers, using everyday materials. Activities in the Decibel Den invited our visitors to experiment with tubing, string, coat hangers and even water to explore the science of sound.



GREEN MONTH

With a variety of activities, events and community collaborations, this year's Green Month was an overwhelming success. A total of 37,533 visitors shared our enthusiasm for greener living. The success of this initiative was made possible by presenting sponsor, Vancity, who not only supported the programming, but enriched it with Vancity Partner Weekends, where community partners came to TELUS World of Science to share their sustainability activities.

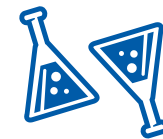
Green Month showcased the green stories of many community partners and included the following events: *BC Green Games* participants shared their projects and received their awards at TELUS World of Science; the Global Rewind II, *SWEET* evening for teens co-presented with Metro Vancouver's Youth4Action network; *The Meet a Scientist, Be a Scientist weekend*; *Saving the Lifekeepers* film screening; Simon Jackson's The Power of One talk for school groups and the general public; as well as the showcasing of our own galleries, including the exhibits in Our World and city farming explorations in the Ken Spencer Science Park.



AROUND THE DOME IN 30 DAYS

This was the second year for this festival that focussed on exciting the community about science and encouraging visitors to consider science and technology as career options. The month-long science festival was made possible by Genome BC and BC Hydro and was a huge success with 23 community partners and over 47,000 people in attendance.

Highlights from the festival included: our first ever flashmob; the official opening of the TD Environmental Trail; our Community Science Celebration free weekend that was enjoyed by over 20,000 visitors; over 600 kids participated in the Global Cardboard Challenge that spanned 43 countries; over 50 first responders engaged over 3,100 visitors during our inaugural First Responders Weekend; and 486 teachers enjoyed our Teachers' Night Out event.



SCIENCE WORLD AFTER DARK

Adults deserve to have fun just like kids, so we designed adult-only evenings to invoke the kid in us all. Science World hosted eight adult evenings at TELUS World of Science this year, including two sold-out murder mysteries and one music-themed *SWAD* to go along with *AMPED*, our feature exhibition that explored music and technology. Our most popular *SWAD* for the year was our Bricks and Drinks Mixer—an evening that gave over 1,550 adults the chance to check out *LEGO® Travel Adventure* and compete in LEGO building challenges for fun and prizes!

SCIENCE WORLD EXTRAVAGANT EVENINGS FOR TEENS (SWEET)

SWEET events are conceived, planned and delivered by our Teen Advisory Group (TAG) of youth ages 13 to 18. This year, over 600 teens enjoyed nine events and participated in activities based on themes that included Chaos Games, Global Rewind, Block Bash and Teen Band Nights.



SUMMER SCIENCE CAMP

Preschoolers as well as students from kindergarten to grade eight took part in summer science learning in our camp programs. This summer, we piloted summer offerings for preschoolers as well as robotics for middle school students. This year, 425 participants enrolled in twenty-two different sessions. Thanks to TELUS Community Ambassadors, we were able to subsidize camp fees for sixteen inner-city and low-income students.

UNVEILING THE UNIVERSE LECTURE SERIES

During our second year of this series, Science World, in partnership with TRIUMF, presented two lectures. Japanese physicist, Dr Hitoshi Murayama, elaborated on neutrinos, anti-matter and dark matter in *Mysteries of the Quantum Universe* and TRIUMF physicist, Dr Paul Schaffer, spoke about radiopharmaceuticals in his talk *Medicine Accelerated: Canada and its role in the Medical Isotope Revolution*. Nearly 500 people attended this series, which will continue next year, with one new lecture already scheduled.

COMMUNITY ENGAGEMENT PROGRAMS

The Science World Community Outreach team travelled locally and across BC during 2013/14, providing opportunities for children, teachers and families to discover the excitement of science. This year our face-to-face programming outside of our TELUS World of Science facility engaged 43,272 participants.

LEADERSHIP AND LEARNING ARE INDISPENSABLE TO EACH OTHER.
—JOHN F. KENNEDY



The *Future Science Leaders* program, made possible through the generosity of donors, 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 normally 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 two-year program. In the first year of the program, the Discover Year, we had 26 students exploring 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 wrote two papers for publication and the Engineering group presented their independent projects at Vancouver's Maker Faire.



Science World is more than just a science centre in Vancouver. We reach out to schools and public events around the province. Despite the absence of funding that had allowed us to do longer tours, we were able to reach over 5,000 students at schools from Fort Nelson to New Aiyansh. We even performed our first fully Francophone, *On The Road* shows at École La Passerelle and Signal Hill elementary schools, in Whistler and Pemberton. Through public events at malls, festivals and with our partners in Metro Vancouver, we were able to reach out to over 6,000 additional people.



September 2013 marked the thirteenth year of *Super Science Club* programs that motivate inner-city youth to be more inquisitive about the world around them. Many thanks to the donors who support SSC and to presenting sponsor, HSBC. This year, the programs reached over 900 children at sixteen different locations across Vancouver and the Fraser Valley.

In partnership with the University of the Fraser Valley, the University of British Columbia and the Chilliwack School District, 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 170 students across five locations.



You are never too young to become a community scientist. *Big Science for Little Hands* is part of our early childhood programming that engages and excites preschoolers about science.

This program offers hands-on, professional enrichment workshops for educators as well as resources and activities for parents and their preschool-aged children. In collaboration with Building Learning Together in Parksville, we were able to train leaders to run the program at their school locations.

This year, workshops involved 451 early childhood educators and caregivers around the province. We have also partnered with the

Nanaimo Science and Sustainability Society (NS3) to develop early learning programming for the Science in the Park program. We are in the final stages of adding new material to our *Big Science for Little Hands* programs for educators.

In partnership with the Burnaby School District and Creekside Childcare, we reached an additional 400 children, parents and leaders.

This year, over 285 children participated in our *Preschool Curiosity Club*, which is filled with songs, stories and activities that stimulate a young child's natural curiosity.



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 development for 40 local scientists. Together with last year's 21 scientists, these 61 scientists made a total of 247 visits to TELUS World of Science to engage 39,098 of our visitors with science and research happening in our community, through our Meet a Scientist and Café Scientifique events!



The *Living Lab* is now in its third 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 *Living Lab* is the product of the exciting partnership between Science World and the Department of Psychology at the University of British Columbia.

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 1,100 children, who were 3 months to 2 years of age and over 5,400 children, who were 3 years of age or older. Researchers also tested close to 1,000 adult visitors. They spoke with another 7,000 visitors about the research occurring in the *Living Lab*.

Research is an important building block of science and with it we can make decisions, advance knowledge and solve problems.



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 16,600 K–12 students and 1,200 teachers across the province. The program was supported by 213 volunteer scientists. This year, we hosted two science communication workshops—one in Vancouver and one at the University of the Fraser Valley. Volunteer scientists were also invited to join a couple of *Super Science Club* sessions in the fall, to share experiences with science facilitators and to network.



Opening the Door is a networking event that encourages students to keep the door to their future open by introducing them to a variety of career paths. This year, we used the opportunity created by *AMPED*, our fall feature exhibition, to present one special event about music and sound that covered everything from the technical side of audio production to business-related careers in the music industry. At this event, 39 lucky students were able to join industry mentors like Canadian music producer and legend, “GGGarth” Richardson; lawyer, manager and co-owner of 604 Records, Jonathan Simkin; Program Director of 102.7 The PEAK and Executive Director for The PEAK Performance Project, Tamara Stanners; and long-time Vancouver music producer and Director of Education at Nimbus School of Recording Arts, Shawn Cole, for this amazing opportunity.

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, 2,800 visitors a week use our online resources. Visitors can search for activities by topic, grade level, type or keyword.

To help bring awareness to these resources and to keep educators up-to-date on opportunities, we regularly distribute an e-newsletter to 7,500 teachers and principals.

CATALYST
FOR SCIENCE

High school is a time of growth and change for teens. Science World has partnered with the BC Science Teachers' Association to facilitate this growth. *Catalyst for Science* is an ever-growing online collection of newly developed high school, science-based resources that we manage and share with teachers, non-formal educators, parents and students. These resources include teacher-reviewed and classroom-tested lessons, activities and links. We are proud of our ongoing role as a catalyst in the growth of young science leaders.



BC Green Games is a province-wide, environmental-action contest for students from kindergarten to grade 12 that inspires, shares, rewards and celebrates the green 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. This year's presenting sponsor is BC Hydro with supporting sponsors FortisBC and Call2Recycle and with prize sponsorship from Sony Canada.

During year five (which ended April 2013), 4,505 votes were cast in the Viewer's Choice awards and the number of community organizations involved as sponsors, committee members, judges and promotional partners increased to 175.

This is year six and with it comes 90 impressive entries, bringing the online gallery total to 705 inspirational projects! The winning schools across BC will receive \$24,000 in prize money and six Sony Canada digital media devices.

In 2013, we joined forces with The BC Sustainable Energy Association to offer their Climate Change Showdown workshops to randomly selected, early-bird prize winners, who registered before November 30. Ten workshops were awarded to schools, across the province.

BUILDING EFFICIENCY

A joule in our crown

THANKS TO INITIATIVES BY OUR ENGINEERING AND MIS TEAMS, the electrical energy consumption at TELUS World of Science dropped by a daily average of 12.5% over last year. That's a savings of over \$27,000!

We plan to continue finding ways to save energy, including the installation of energy-efficient upgrades to lighting, throughout the building.

Thanks to the dedication of the Science World team, we will continue to move forward—efficiently.

SOCIAL MEDIA

Embracing technology to explore untapped markets

THIS PAST YEAR SAW GREAT PROGRESS IN SCIENCE WORLD'S SOCIAL MEDIA ENDEAVOURS. A few calculated risks have allowed us to push the boundaries for engagement with visitors, while also creating a great foundation for future growth.

A rewarding partnership with Tradable Bits has supported the installation of social streams within the building, giving visitors the chance to share their eureka moments through Twitter, Instagram and Facebook, while also building a self-populating and evolving photo gallery for all to see. Visitors are creating fantastic KEVA structures; they are taking photos of themselves with their structures and seeing them appear right away on a large screen outside the gallery!

This year, Science World also initiated a Weibo account. With the help of LEAP Advertising, Science World's presence in this Chinese-language, micro-blogging community is growing, giving us the opportunity to reach out to the untapped potential of a large and highly engaging section of the British Columbia population.

Science World is an organization full of inspiring and entertaining stories. By building on the successes achieved this year, we will make sure that these stories continue to be a buzz in the social media world!

SCIENCE CHARTER

The science promotion community understands the importance of engaging the public, in particular youth, in science and technology to address the growing shortage of qualified personnel in STEM (science, technology, engineering and mathematics) careers.

IN 2013, SCIENCE WORLD ASSEMBLED A NUMBER OF AGENCIES in the science promotion community to collaboratively address this challenge. With a unified voice, it was felt a strong message could be communicated to promote science to the community-at-large.

This collaboration resulted in the Science Charter for British Columbia. The Science Charter is dedicated to building a province that creates and employs scientific knowledge and technological innovation to enable a healthy, prosperous and sustainable society.

SCIENCE PROMOTION AGENCIES SIGNING THE SCIENCE CHARTER:

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

The Science Charter expresses these common beliefs:

- That science empowers us as individuals and as a society by developing greater understanding of the natural world. It enriches our lives by providing a complementary perspective to the Arts.
- That in order to use science well, the community must be engaged in discussion about what science reveals, how this knowledge can be applied and how it should be applied.
- In particular, that our children and youth will benefit from an understanding of science, technology, engineering and mathematics whatever their intended life course.
- That the goal of a scientifically informed and empowered province deserves our active support and requires our strategic and committed effort.
- That in order for the province to develop, retain and attract people with the knowledge and skills that will enable us to thrive in the future, our province must have a comprehensive science and technology strategy.

AMPED

Science World believes that music, science and creativity are strongly interconnected. We had an intriguing idea for a feature exhibition about music, but weren't sure how to secure the expertise, funding and technology to go forward with the exhibition concept.

WE PUT THE IDEA OUT TO THE COMMUNITY AND THE COMMUNITY RESPONDED—with overwhelming support. We explored crowdsourcing as a way to engage the public through social media and to help raise funds. Local businesses and organizations supported exhibition development with materials, instruments and expertise.

In the end we had *AMPED*—an exhibition with a focus on creativity and the use of modern technology in experiencing what it takes to create music. Presented by Roland Canada, the goal of *AMPED* was to inspire teens, young adults and families to create their own music and explore the connections between music, creativity, science, technology and the brain.

IF I WERE NOT A PHYSICIST, I WOULD PROBABLY BE A MUSICIAN. I OFTEN THINK IN MUSIC. I LIVE MY DAYDREAMS IN MUSIC. I SEE MY LIFE IN TERMS OF MUSIC.
—ALBERT EINSTEIN

THE EXHIBITION PROVED TO BE EXTREMELY POPULAR. HERE ARE SOME FUN FACTS AND FIGURES:

153 individual donors supported our Indiegogo campaign.

26 businesses and organizations provided funding, equipment, materials and expertise.

The gallery was staffed by **71 specialist volunteers** (48 students from the Nimbus School of Recording Arts and 23 diverse musicians).

5 Teen Band Nights featured 13 different youth bands and 5 PEAK Performance Alumni bands.

We published **995 tracks** on SoundCloud.

We offered **92,727 visitors** an opportunity to make music and learn about music technology.

2 dinosaurs and 20+ fancy dancers promoted *AMPED* and grooved to Hey Ocean!'s hit song, "Big Blue Wave" at our first ever flash mob in downtown Vancouver, on September 27.



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

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

With remarkable support from the community, Science World completed its 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 2013.

AMPED

IN 2013, SCIENCE WORLD BUILT ITS FALL FEATURE EXHIBITION, *AMPED*, FROM THE GROUND UP. *AMPED* highlighted the science and technology of music. Presented by Roland Canada, the successful construction and delivery of *AMPED* was the result of outstanding support and dedication from the following:

COMMUNITY PARTNERS

AVW Telav	Music BC
British Columbia Music	Nettwerk Music Group
Educators' Association— Jeffery Weaver, President	Nimbus School of Recording Arts
Bruce Allen Talent	Paperball Creative
FACTOR	Parallel 49 Brewing Company
Fritzworks Printing	Primacoustic
Green Couch Productions	Riggitt Services
Indiloop	Roland Canada
ING Direct	Sherwin-Williams
Invoke Media	Stanton
John's Jukes	The Farm Studios
Lincor	Tom Lee Music
Lloyd Carr-Harris Foundation	Toshiba
Macklam Feldman Management	Watchdog Management
	Windsor Plywood

FEATURE ARTISTS

Hedley
Hey Ocean!

ARTISTS

Lucas Banker
David Bendeth
Brandyn Burnette
Lauren Christy
David Genn
Ryan Guldemon
Brian Howes
Thomas MacDonald
Adrian Newman
Greig Nori
Ashwin Sood
Matt Squire
The Sarah McLachlan School of Music
Jason Van Poederoyen
Shaun Verrault

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Red Robinson
Shaw Saltzberg
Dani Vachon

MEDIA PARTNERS

102.7 The PEAK
96.9 Jack FM
CBC Music
SONiC Hits. Now

MUSIC PUBLISHERS

Bridgeburner Music
Disney Music Publishing
Nettwerk One Music Canada
Sony/ATV Music Publishing
Universal Music Publishing Canada

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VIDEO CREW

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Brian Anderson
Peter Carlone
Annika Chambers
Sandy Eix
Devon Hyland
Jessica Ingham
Max Mitchell
Vivo Media Arts Centre

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ADVISORY COMMITTEE

Graham Blank
Caitlin Campbell
Shawn Cole
Bob D'Eith
Sarah Fenton
Robert Lawrie
Jarrold Levitan
Mary Levitan
Rebecca Marstaller
Paul McCabe
Doug McGarry
Mark Reid
Garth Richardson
Ken Schneider
Michael Schroeder
Paul Sluimers
Michael Smit

AMPED DONORS

To make *AMPED* a reality, Science World embarked on its first online crowdfunding campaign. Featured on the exhibition's Wall of Fame, these rockstars made history at Science World by helping us surpass our fundraising goal!

Dr'Lyn Anglin
Richard Armer-Petrie
Julie Backer
Kody Baker
Jordan Balanko
Fred Bantados
Erin Barbour
Theresa Barteluk
Shaylene Beaudry
Gerald Boey
Ricardo Bortolon
Wendi Branchard
Curtis Braun
British Columbia Teachers' Federation
Christopher Brown
Kristie Burkett
David Butler
Pam Callan
Annika Chambers
Stuart Choy
Helen Collinge
Myles Constable
Christina Coomer
Andre Coronado
Chad Costen
Mila Cotic
Amber Cruickshank
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Erika Finlay
Pauline Finn
Linda Flegel
Sandra Fleming
Stephen Fournier
Dana Fradkin
Alexandra Fraser
Gail Fraser
Jonathan Gale
Julian Gan
Sarah Given
Kathleen Graham
Julian Hannabuss
Kevin Harding
Ian Hay
Carolyn Henley Chiu
Jeff & Sonia Hobbs
HootSuite Media Inc.
Jennifer, James & Jessica Ingham
Anna Jablonska
Guy Judge
Sam Kantrowiz

Jacqueline Kehl
Doug Kinsey
Mike Kivlichan
Madeline Koeberling
Peter Kozak
Paul Landry
Caron Lau
Cecilia Lau
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Michael MacFarlane
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Ted McGrath
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Patsy McMillan
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Judy Nguyen
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Ryan Patterson
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Alex Popov
Stephanie Puleo
Laurie Rancourt
Mark Reid
Doug Robindell
Michelle Robindell
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Paul Rosenberg
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The Sisodraker Family
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Karen Tilford
Bryan & Kathlyn Tisdall
Alan Tiu
Alton Toth
Antonia Ursa
De Wet van Niekerk
Jon Victorino
Dennis Villagomez
Kristin Waechter
Mark Webster
Greg & Melissa Weinrauch
Stephan Weis
Boris Wertz
Deanna Wiebe
Bob & Carol Wiens
Chris Wilkinson
Cheryl Williams
Stephanie Wiriardja
Michelle Yuen
Kyrstn Zylich
Anonymous

CHAIR’S CLUB & PILLARS OF SUPPORT

The Chair’s Club and Pillars of Support is a group of influential leaders and families 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 individual commitment of \$25,000 annually for three or four years demonstrates 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 Kathleen Simons

The Spencer Family—Keith, Sheryl, Bridget & Virginia

Dr Ken Spencer & Judy Gale

Deb & Jim Yeates



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

- Philip M. Dubois

Randy & Monika Garg & Family

Robin & Linda Louis

Chris O’Riley

Mark Payne

Eric K. Pringle, Hemmera Envirochem Inc.

The Sisodraker Family

Launi Skinner

Jeff Stibbard, JDS Energy & Mining



The Equity Giving Program is a unique and impactful way for individuals and businesses to support Science World through pledges and gifts of stock options and private shares. These donors are technology leaders and we thank them for supporting our mission to nurture the next generation of innovators in BC.

CORPORATE DONORS

- Beanworks

BuildDirect.com

Contigo Systems Inc.

Delta-Q Technologies Corp.

Disc Go Technologies Inc.

Genius Factor Games

Inetco Systems Ltd.

In Motion Technology Inc.

Intech Environmental Canada Corp.

Lighthouse Logic Inc.

myBestHelper
- ResponseTek

Networks Corp.

Scorpion Software

Sirius Genomics Inc.

SoftSearch Inc.

Strutta

Tee Times Net Golf

Reservation Inc.

Tradable Bits

Working Opportunity Fund, managed by

GrowthWorks Capital Ltd.

INDIVIDUAL DONORS

- Jason Billingsley

Harry Chemko

Larry Cole

Bret Conkin

Haeber Family Trust

Daryl Hatton

Jeff Hobbs

Malcolm Kendall
- Dave Koo

David Main

Ian McEachern

Robert Park

Jeremy Ralph

Danny Robinson

Garry Shearer

Rich Simons

ANNUAL EQUITY EVENT

- Todd Atkinson

McMillan LLP

Parallel 49 Brewing Company

In recognition of companies or individuals whose pledges were realized this year, we’d like to congratulate the following:
Layer 7 Technologies Inc.

GALLERIES

OUR WORLD: BMO SUSTAINABILITY GALLERY

- BC Dairy Council

BC Hydro

BC Used Oil Management Association

Blue Planet Links Foundation

BMO Financial Group

Canadian Wireless Telecommunications Association

Electronics Stewardship Association of BC

Encorp Pacific
- Newalta

Post Consumer Pharmaceutical Stewardship Association

Product Care

Stewart Fund, a donor advised fund of the Vancouver Foundation

TD Friends of the Environment

The Hamber Foundation

Tire Stewardship BC

EUREKA! GALLERY

- Dyson Foundation

PETER BROWN FAMILY CENTRE STAGE

- Peter and Joanne Brown Foundation

COMMUNITY OUTREACH

Science World delivers a variety of programs 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 around the province and encourage innovative thinking for a sustainable future.

BC GREEN GAMES
\$15,000-\$100,000

- BC Hydro

FortisBC
- \$1,000-\$14,999

Call2Recycle

KGHM International Ltd.

Sony Canada

FUTURE SCIENCE LEADERS
\$1,000-\$25,000

- Pankaj, Rita, Malika & Anushka Agarwal

Jenny Drake

Paul & Nicole Geyer

Walter Segsworth
- TRIUMF

ON THE ROAD
\$1,000-\$14,999

- Marna Disbrow

Imperial Oil Foundation

AROUND THE DOME
\$1,000-\$20,000

- Genome British Columbia

SUPER SCIENCE CLUB
\$15,000-\$100,000

- Connor, Clark & Lunn Foundation

HSBC Bank Canada

NWM Private Giving Foundation

RBC Foundation

Willow Grove Foundation,

Dr Andrew S. Wright & Dr Helen Newton

\$250-\$14,999

- CH2M Hill Canada

Trudi Coblenz

John Hardie Mitchell Family Foundation

Provincial Employees Community Services Fund

SAP Canada Inc.

Stewart Fund, a donor advised fund of the Vancouver Foundation

SUMMER SCIENCE CAMPS
\$40-\$14,999

- Mika Elliot (Birthday Donation)

TELUS Community Ambassadors

Pearl Koochin, in memory of Doug Reeves

BIG SCIENCE FOR LITTLE HANDS
\$1,000-\$14,999

- Imperial Oil Foundation

GREEN MONTH
\$1,000-\$30,000

- Vancity Credit Union

INVESTORS IN INNOVATION
\$15,000-\$100,000

- TRIUMF

OUTREACH PROGRAMMING
\$5,000-\$14,999

- Canadian Association of Science Centres

FortisBC

Lohn Foundation

Willow Grove Foundation,

Dr Andrew S. Wright & Dr Helen Newton

Anonymous

INAUGURAL INNOVATORS SPEAKER SERIES—
COLONEL CHRIS HADFIELD & RYAN HOLMES

A fundraising initiative of Science World’s Chairs’ Council, this Series showcases BC’s world-class, science- and technology-minded leaders, in our iconic, world-class facility.

- HootSuite Media Inc.

Roland Canada

Tom Lee Music

IN-KIND DONATIONS

- Beta5 Chocolates

Clark’s Audio Visual

Fluff Design & Décor Inc.



SCIENCE WORLD ANNUAL FUND

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

VISIONARY

City of Vancouver	David Brown	Tammi Kitching
The Province Of British Columbia— Community Gaming Grant	Mohammed Bubshait	James Lipkewich
TELUS	Kerstin Burrows	Lawrence Lott, in memory of Munro MacKenzie

PARTNERS

Dr 'Lyn Anglin	Mona Chan	Tim Lu
Applied Scientists, Technologists and Technicians of BC	Trudi Coblenz	Pam MacKenzie
Robin Attas, in honour of Michael Attas	Joan Cosar	John Madden
Bachechi Bros. Realty Fund, held at Vancouver Foundation	Terri Cowan	Marguerite Mason, in memory of Munro MacKenzie
Neil Bailey	Stella Du	Jennifer McNaught
Jessica Balentine	Riley Ferraro	Tracey McVicar
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Angela Bearman	Herman Fong	Caleb, Kobe, Kelly & Friderike Moon
Barbara Brink	Ruth Gautschi, TELUS Dollars for Doers	Margo Moore
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	Paul Hastie	Ali & Kirsten Pejman
	Peter Hudson	Judith Phieffer
	Ronald Javitch	
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Jils Tenebro
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Jillian Tolliday, in memory of Munro MacKenzie
Karen Truscott
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Vancouver Tomorrow Fund of Tides Canada Foundation
Marc Vezina
Carol Walley
Bob & Carol Wiens
Youssef Zhony
Anonymous

LEAVE YOUR MARK

Interstyle Ceramic & Glass
Aleksandar Makatev, in honour of Plamen Andreev
Ali & Kirsten Pejman

IN-KIND DONATIONS

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!

BC Hydro	Parallel 49 Brewing Company
Beta5 Chocolates	Rethink Communications
Clark's Audio Visual	Siemens Canada Ltd., Nick Berenatos
Coca Cola	Sony Canada
Driftwood Brewing Company	Tinkerine Studio Ltd.
Fluff Design & Décor Inc.	Tom Lee Music
HootSuite Media Inc.	Tradable Bits
McMillan LLP	UBC—Department of Mechanical Engineering
Memelabs	
Nokia Products	

EMPLOYEE & VOLUNTEER GIVING

Science World thrives thanks to the passion and dedication of its employees and volunteers. The following individuals showed their dedication to our mission by making a pledge or cash donation to Science World during the 2013 Employee Giving Week.

Mariam Alshukhaiti	Sandy Eix	Jacki Mayo
Sarah Alshukhaiti	Erika Finlay	Louise McCall
Brian Anderson	Pauline Finn	Dale Minchin
Joanna Appenheimer	Gail Fraser	Kim Peterson
Carolina Becerra	Lyndsay Fraser	Sara Reid
Tina Betson	Avena Guppy	Jessica Sashaw
Jason Boshier	Julio Guzman	Walter & Nancy Segsworth
Paul Botha	Chris Hamming	Kailyn Skuban
Tracy Chen	Elizabeth Hand	Kasia Stepien
Trudi Coblenz	Jennifer Ingham	Suan Teo
Jo-Ann Coggan	Rhoda Klein	Bryan & Kathryn Tisdall
Christina Coomer	Madeline Koeberling	Cindy Wagner
Mila Cotic	Suki Law	Greg & Melissa Weinrauch
Richard Del Rosario	Kristin Lee	Sherry Zhang
Amber Didow	Leonard Liau	
Andreas Dracopol	Tammy Matheson	



FRIENDS OF SCIENCE WORLD (lifetime)

To be named a friend of Science World is an honour bestowed on an individual that personifies the goal and aspirations of the Science World 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, the Friend has contributed significantly to the development of a science culture in our province.



2010
Dr Ken Spencer



2009
Stan Hagen



2006
John Pitts



1994
Dr Michael Smith



1992
Haig Farris



1991
Barbara Brink



1990
Dr 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.

THESE VOLUNTEERS OR FORMER EMPLOYEES HAVE CONTRIBUTED IN A SIGNIFICANT WAY to the development of the Society. Science World thrives because it receives the collective energy, wisdom, time, financial resources and goodwill from leaders in the community we serve. Science World gratefully acknowledges the following leaders:

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

FINANCIAL SUMMARY

The financial statements of A.S.T.C. Science World Society for the year ended February 28, 2014, have been audited by PricewaterhouseCoopers LLP, Chartered Accountants. These financial statements are available upon request.

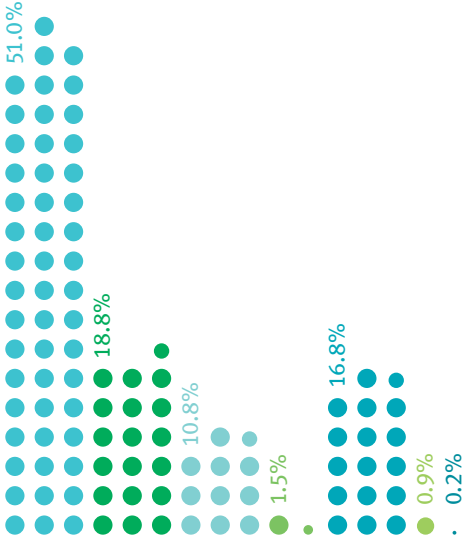
This table shows revenues and expenses relative to fiscal years 2012/13 and 2011/12. They are an illustrative summary only and are not intended to replace the full audited financial statements.

Statement of Operations extracted from the financial statements for the year ended February 28, 2014 (in thousands of dollars).

	YEAR ENDED FEBRUARY 28 2014	YEAR ENDED FEBRUARY 28 2013	YEAR ENDED FEBRUARY 29 2012
REVENUES			
Customer admission and membership	6,588	6,499	4,221
Customer retail revenue and contracted services	2,438	2,341	1,374
Donations and sponsorships	1,399	1,119	1,201
Grants	192	639	951
Interest	121	116	159
Miscellaneous	30	60	45
	10,768	10,774	7,951
EXPENSES			
Customer and donor services and facilities	3,085	3,029	2,544
Exhibits, theatres and programs	2,115	2,012	2,103
Customer information, communication and sales	1,958	2,048	1,484
Support services	1,596	1,412	1,273
Outreach programming	789	850	902
	9,543	9,351	8,306
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES BEFORE AMORTIZATION			
	1,225	1,423	(355)
Amortization of exhibits and property and equipment	(2,784)	(2,380)	(1,537)
Amortization of deferred contributions related to exhibits and property and equipment	2,169	2,045	1,239
	(615)	(335)	(298)
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES			
	610	1,088	(653)

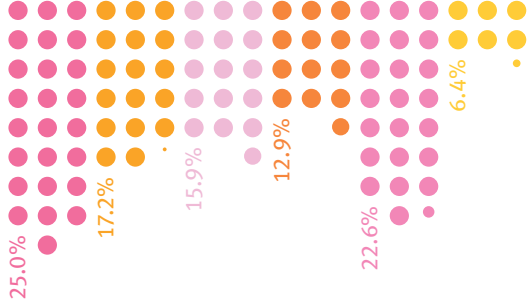
REVENUES

- 51.0% Customer admission and membership
- 18.8% Customer retail revenue and contracted services
- 10.8% Donations and sponsorships
- 1.5% Grants
- 16.8% Amortization of deferred contributions related to exhibits and property and equipment
- 0.9% Interest
- 0.2% Miscellaneous



EXPENSES

- 25.0% Customer and donor services and facilities
- 17.2% Exhibits, theatres and programs
- 15.9% Customer information, communication and sales
- 12.9% Support services
- 22.6% Amortization of exhibits and property and equipment
- 6.4% Outreach programming



SCIENCE WORLD

TELUS World of Science

1455 Quebec Street

Vancouver, BC

Canada V6A 3Z7

scienceworld.ca

Charitable BN 10673 4809 RR0001

Science World British Columbia is a not-for-profit organization that engages British Columbians in science and inspires future science and technology leadership throughout our province.

