

VISION

A community that supports, informs and develops citizen science.

MISSION

To advance citizen science through sharing of knowledge, collaboration, capacity building & advocacy for citizen science.

VALUES

- Inclusive
- Inspiring
- Empowering
- Collaborative
- Dynamic



**Australian
Citizen Science
Association**

STRATEGIC PLAN

Overview

GOALS	Participation	Partnerships	Practice	Impact	Platform
<i>Message</i> "ACSA's Strategic Goals are to..."	<i>Encourage broad and meaningful participation in citizen science</i>	<i>through facilitating inclusive and collaborative partnerships</i>	<i>and a community of best practice, knowledge and tools</i>	<i>to ensure the value and impact of citizen science and its outputs are realised</i>	<i>enabled by ACSA as an effective, trusted and well recognised organisation and hub for citizen science in Australia."</i>
<i>Outcome</i>	<i>Individual & Community outcomes</i>	<i>Network outcomes</i>	<i>Capacity outcomes</i>	<i>Science & Education outcomes</i>	<i>Institutional outcomes</i>
<i>Detail</i>	Encourage & promote broad and meaningful participation of society in citizen science so people become partners in creating science & increasing science literacy.	Facilitate inclusive and collaborative relationships and networks with members and key community, science, education, government, and business partners, nationally and internationally, to deliver against common goals.	Support the development of tools, methods, infrastructure, and resources to strengthen the practice, use and study of citizen science.	Support & promote citizen science as an effective and innovative approach in undertaking and delivering research, and supporting science outcomes, including education and policy outcomes.	Establish ACSA as a well functioning hub and network for discussion, coordination, initiatives and advocacy, for members and to promote and deliver the goals of ACSA
ACTIONS	Participation	Partnerships	Practice	Impact	Platform
<i>Year 1 (2015/16)</i> <i>Plan, Initiate</i> <i>continued and built on by...</i>	<ul style="list-style-type: none"> • Develop communication & promote outreach activities via website & social media, building profile and awareness • Support national citizen science projects 	<ul style="list-style-type: none"> • Develop membership framework & business model to grow a sustainable funding stream for ACSA • Identify strategic partnerships & networks and grow interactions 	<ul style="list-style-type: none"> • Develop information management protocols and structures for information sharing • Create online project database and portal 	<ul style="list-style-type: none"> • Hold a national conference • Support and promote strategic citizen science activities/projects on local, regional and national scales 	<ul style="list-style-type: none"> • Incorporation • Governance - AGM & MC & working groups • Administration - host organisation & secretariat • Website & branding • Organisational plans
<i>Year 2 (2016/17)</i> <i>Build, Grow</i>	<ul style="list-style-type: none"> • Target key sectors to increase participation in citizen science • Build awareness of citizen science through practitioner involvement in diverse fora 	<ul style="list-style-type: none"> • Grow membership base & interaction • Build external partnerships • grow international collaborations 	<ul style="list-style-type: none"> • Recognise citizen science activities, including awards • Support the development of ACSA publications & reports 	<ul style="list-style-type: none"> • Review and communicate broad impacts of citizen science 	<ul style="list-style-type: none"> • Increase internal participation • Deliver citizen science advocacy at all levels e.g. champions • Increase visibility of ACSA
<i>Year 3 (2017/18)</i> <i>Deliver, Evaluate</i>	<ul style="list-style-type: none"> • Ongoing activities, including national conference • Evaluation of activities, including identification of gaps. • Review of plans, approach, strategy and improve as appropriate 				



GOALS	DELIVERY INITIATIVES
<i>Participation</i>	<ul style="list-style-type: none">• Communication – development and implementation of a Communications Plan outlining goals and key messages, audiences, communication tools (e.g. website, social media, seminars).• National Project – support the development of national citizen science projects by members that are securely based in a science question or raises science literacy or improves educational experiences and outcomes.• Focus area – select a target audience to focus attention over a period, such as STEM education strategically aligning with government science/research/industry priorities, or diverse community targets (ageing, indigenous, migrant etc).• Outreach / Building awareness – encourage practitioners to raise awareness of citizen science at various fora e.g. IUCN, Science Week etc.• Monitoring and evaluation – set in place early in ACSA development, a monitoring and evaluation framework against goals/outcomes to enable an articulation of ongoing value and success of ACSA.
<i>Partnerships</i>	<ul style="list-style-type: none">• Partnerships & Sponsorship – identify organisations and individuals who have common aims and seek/develop opportunities for engagement, collaboration, and contribution.• Membership – develop wide membership base, with clear articulation of benefits and offer information and opportunities for people to contribute and engage – including working groups, volunteers etc.• Sustainable business model – enact business model in Year 1 and review in year 3.• International - continue to develop links with international “sister” organisations, (e.g. Europe & USA) and build upon information and ideas from other countries.
<i>Practice</i>	<ul style="list-style-type: none">• Resources – facilitate the sharing of citizen science resources by creating platforms for networking, shared learning, information exchange, guides, publications, templates, reports etc. Development or commissioning of specific publications, reports etc.• Infrastructure – development of a online project database and portal, embedded/linked to the ACSA website.• Recognition – ongoing recognition of best practice and promotion of best practice to citizen science practitioner community.
<i>Impact</i>	<ul style="list-style-type: none">• Conference & meetings – organisation of a biennial national conference and facilitate development of regional and/or topic specific groups.• Citizen science projects - support and promote strategic citizen science projects on local, regional and national scales, including connectivity between projects.• Impacts – review and communication broad impacts of citizen science. Ongoing identification of barriers to development and implementation of citizen science projects and implement strategies to mitigate barriers (e.g. funding, recognition of data, identify gaps in science data or decision making processes that citizen science can contribute to; address perceptions of citizen science data quality and recognition of scientific value of citizen science and citizen science generated data).
<i>Platform</i>	<ul style="list-style-type: none">• Incorporation – finalise incorporation and associated ongoing administration and public officers.• Governance – appoint ACSA Management Committee and public officers; Development of relevant organisational plans; Establish Working Groups responsible for delivery of initiatives and strategic actions.• Administration – establish operations within a host organisation and establish a secretariat for ACSA.• Advocacy – Management Committee to undertake advocacy and build a national network of citizen science champions informing at local, national, government and corporate levels and delivering support and engagement• Visibility – increase visibility of ACSA and position the organisation as the go-to contact for citizen science.



VALUES	How we will approach our activities
<i>Inclusive</i>	We are a community of diverse individuals and organisations and we will grow through the engagement and contributions of many.
<i>Inspiring</i>	We inspire participation in citizen science and help to address the challenges and opportunities important to Australia and its people and environment.
<i>Empowering</i>	We empower individuals to participate in citizen science and acknowledge their significant contribution to research and information gathering.
<i>Collaborative</i>	We share ideas, knowledge, skills, and tools.
<i>Dynamic</i>	We are dynamic, innovative, and responsive to the changing needs of citizen science.
CHALLENGES	<i>What are the challenges or risks that we face?</i>
<i>Resourcing & Sustainability</i>	<ul style="list-style-type: none"> • Financial – in a tight funding environment, a challenge is to attract and maintain sufficient resources to deliver against goals and meet expectations of members and partners. Need to be entrepreneurial in outlook – consider a variety of business models and sources of funding (private sponsorship, government funding, membership fees, major institution support etc) to achieve financial sustainability. • People – as an organisation primarily resourced through the volunteer or in-kind time of members or committees, need to attract sufficiently broad levels of commitment to maintain momentum. We need to be responsive and inclusive to ensure we maintain relevance and deliver value to a range of constituents. Leadership and management of volunteers is a key skill area.
<i>Diverse Audience</i>	<ul style="list-style-type: none"> • Engagement – ensuring that ACSA is managed to maintain relevance with a diverse audience and their varying interests, modes of engaging with media, technology, and science. Important to ensure sense of ownership and meaningfulness in communities with respect to citizen science.
INDICATORS (draft)	<i>What we will have achieved by 2018 (targets to be finalised through Evaluation process)</i>
<i>Individuals & Community</i>	<ul style="list-style-type: none"> • numbers and range of people and organisations engaged in all aspects of citizen science activities; evidence of target sector increased engagement • increasing profile and awareness of citizen science and ACSA
<i>Networks & Partnerships</i>	<ul style="list-style-type: none"> • numbers of members and attendees at Conference/meetings and AGM; numbers of partners and collaborators engaged and supportive; funding achieved.
<i>Capacity outcomes</i>	<ul style="list-style-type: none"> • resources and tools and infrastructure (hub/databases) made available and their uptake; skills improvement
<i>Science & Education outcomes</i>	<ul style="list-style-type: none"> • first national ACSA citizen science project facilitated successfully and partnerships, plans & resources developed for further national CS activities • citizen science papers and publications supported, and data gaps identified.
<i>ACSA outcomes</i>	<ul style="list-style-type: none"> • effective and active Management Committee, secretariat and working committees delivering against strategic goals and actions; • level of ACSA recognition and value • citizen science champions delivering increased engagement and understanding of power of citizen science