

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

2019-2021

GOALS	Participation	Partnerships	Practice	Impact	Platform
<p>Message</p> <p>“ACSA’s Strategic Goals are to...</p>	Encourage broad and meaningful participation in citizen science	through building collaborative partnerships	and a community of best practice, knowledge and tools, and	to champion the value and impact of citizen science and its outputs	through an effective, trusted and well recognized hub for citizen science in Australia.”
Outcome	Individual & Community outcomes	Network outcomes	Capacity outcomes	Science & Society outcomes	Institutional outcomes
Detail	Encourage & promote broad and meaningful participation of society in citizen science so people become partners in creating science & thus increase science literacy and the democratization of expertise.	Facilitate inclusive and collaborative relationships and networks with key community, science, education, government, and business partners, nationally and internationally, to deliver against common goals.	Promote excellence in citizen science through infrastructure, methods and resources to strengthen the capacity, practice, use and study of citizen science.	Support and promote citizen science as an effective, cooperative and innovative approach in undertaking and delivering research, education and policy outcomes.	Grow ACSA as a well-functioning hub and membership network for discussion, coordination, and advocacy to promote and deliver the goals of ACSA, its members and partners.
ACTIONS	Participation	Partnerships	Practice	Impact	Platform
<p>ACSA will:</p> <p>Grow, Sustain, and Deliver Impact</p> <p>through the following key actions:</p>	<ul style="list-style-type: none"> • Communication – grow communication opportunities and channels to increase awareness of ACSA and citizen science across strategic audiences. • Outreach & Empowerment – build participation of practitioners through diverse activities, including bringing together key partners and projects • Focus - target key sectors and activities to increase participation in citizen science and foster strategic citizen science initiatives (such as communities of practice) at local, regional and national / international scales. 	<ul style="list-style-type: none"> • Membership – grow and sustain a wide membership base with clear articulation of benefits, and offer information and opportunities for people to contribute, including through regional Chapters and sector/topic Working Groups. • Partnerships & Sponsorship – identify and secure mutually beneficial partnerships across industry, NGOs, government, sister associations (including Citizen Science Global Partnership) and research to develop opportunities for collaboration and knowledge exchange. • Business model – ensure a sustainable business model for ACSA through diverse income streams and in-kind contributions to support core costs, staffing and investment in member services. • International collaboration – continue to develop links with international sister organisations and contribute to international citizen science initiatives. 	<ul style="list-style-type: none"> • Resources – support the development and sharing of ACSA and member publications, reports and good practice guides, tools and standards. • Infrastructure – strengthen the ACSA Project Finder as a key resource to connect, understand the landscape and join projects by ensuring usability and content. • Communities of practice – encourage a diversity of communities of practice and professional networks in citizen science for mutual learning and sharing of experience. • Recognition - recognise citizen science excellence, including through awards, and support of member capacity development. • Training-provide training and support to upskill our membership. 	<ul style="list-style-type: none"> • Conference & meetings – organisation of a biennial national conference and promotion of citizen science seminars, workshops and roundtables. • Impact – with funding support undertake an impact assessment to measure and articulate the value and impact of citizen science in Australia to our society (e.g. wellbeing), the economy (e.g. jobs, efficiencies) and environment (e.g. improved water quality). • Case studies – highlight and/or commissions key citizen science impact case studies. 	<ul style="list-style-type: none"> • Governance - ensure robust governance framework for ACSA through its Management Committee, including development and oversight of organisational plans and policies, and monitoring and evaluation of performance. • Administration - ensure effective administration, reporting and coordination of ACSA activities through its secretariat and host organisation. • Advocacy – deliver citizen science advocacy (e.g. funding, policy impacts), representation and visibility and grow a national network of citizen science champions informing at local, national, international, government and corporate levels.

VALUES	<i>How we will approach our activities</i>
<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 it's a challenge to attract and maintain sufficient resources to deliver against goals and meet expectations of members and partners. Need to be entrepreneurial in outlook and 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 organization 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 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. We will not forget to thank our members appropriately for their contributions.
<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.
OUTCOME INDICATORS	<i>What we will have achieved by 2021 (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 various aspects of citizen science activities; evidence of target sector increased engagement; increase in communications reach; increase in practitioner participation in network activities; increase in the profile and awareness of citizen science
<i>Networks & Partnerships</i>	<ul style="list-style-type: none"> • numbers of partners and collaborators engaged and supportive; funding achieved.
<i>Capacity outcomes</i>	<ul style="list-style-type: none"> • Resources, tools, infrastructure (hub/databases) and training made available and their uptake; seed grant outcomes
<i>Science & Society outcomes</i>	<ul style="list-style-type: none"> • citizen science papers, publications and case studies supported; delivery of successful national conference (2020); with funding deliver an impact assessment for citizen science in Australia
<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, increase in the profile and awareness of ACSA as a champion for citizen science; citizen science champions delivering increased engagement activities on citizen science; members and partners value ACSA as a network and citizen science advocate; numbers of members and attendees at Conference/meetings and AGM.