Australian Citizen Science Association

Vision	A community that supports, informs, and develops citizen science				
Mission	To advance citizen science through the sharing of knowledge, collaboration, capacity building, and advocacy.				
Value	Inclusive • Inspiring • Empowering • Collaborative • Dynamic				
Goals	**Participation**	**Partnerships**	**Practice**	**Impact**	**Organisation**
Message: "ACSA Strategic Goals are to…	*Encourage broad meaningful participation in citizen science*	*through building collaborative partnerships*	*and a community of best practices, 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."*
Outcomes	**Individual & Community**	**Networks & Partnerships**	**Capacity**	**Science & Society**	**Institution**
Details	Encourage, promote, and advocate for broad and meaningful participation of society in citizen science so people become partners in creating science and thus increase science literacy and the democratisation 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, open discussion 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 to undertaking and delivering research, education and policy outcomes.	Grow ACSA as a well-governed, self-sustaining organisation, delivering on its goals and providing value for its members.

Australian Citizen Science Association

Actions	Participation	Partnerships	Practice	Impact	Organisation
ACSA will Grow, Sustain, and Deliver Impact through the following key actions:	• **Communication** – grow communication opportunities and channels to increase awareness of ACSA and citizen science across strategic audiences. • **Engagement** – build participation of members and practitioners through diverse activities, including bringing together key partners and projects • **Conferences & meetings** – organise biennial national conferences, and participate in and promote citizen science seminars, workshops and roundtables.	• **Membership** – grow and sustain a wide membership base with a clear articulation of benefits, and offer information and opportunities for people to contribute, including through regional Chapters, sector/topic Working Groups and communities of practice. • **Partnerships** – identify and secure mutually beneficial partnerships across industry, NGOs, government and research. • **International** – continue to develop links with international citizen science associations and the Citizen Science Global Partnership and contribute to international citizen science initiatives.	• **Resources** – support the development & sharing of ACSA & member reports, publications, best practice tools, guides, & standards. • **Infrastructure** – strengthen ACSA Project Finder as a key resource to connect & join projects by ensuring usability & content quality. • **Communities of practice** – encourage a diversity of communities of practice & professional networks in citizen science. • **Recognition** - Recognise citizen science excellence, including through awards, & support of member capacity development. • **Training** - provide training and support to upskill our membership.	• **Advocacy** – influence funding and policy decisions by advocating for citizen science, representation, visibility, and growing a national citizen science community informing at local, national, international, government and corporate levels. • **Value** – with funding support undertake an impact assessment to measure and articulate the value and impact of citizen science in Australia to society. • **Case studies** – highlight and/or commission key citizen science impact case studies.	• **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. • **Financial strategy** – secure sustainable funding through diverse income streams to support core costs and investment in member services and ACSA growth.

Australian Citizen Science Association

Values	How we will approach our activities
Inclusive	We are a community of diverse individuals and organisations and we will grow through the engagement and contributions of many.
Inspiring	We inspire participation in citizen science and help to address the challenges and opportunities important to Australia and its people and environment.
Empowering	We empower individuals to participate in citizen science and acknowledge their significant contribution to research and information gathering.
Collaborative	We share ideas, knowledge, skills, and tools.
Dynamic	We are dynamic, innovative, and responsive to the changing needs of citizen science.

Challenges	What are the challenges or risks that we face?
Resourcing & Sustainability	**Financial** – in a tight funding environment it's a challenge to attract and maintain sufficient resources to deliver against goals and meet the expectations of members and partners. Need to be entrepreneurial in outlook and consider a variety of business models and sources of funding (private sponsorship, consulting services, 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. We will not forget to thank our members appropriately for their contributions.
Diverse Audience	**Engagement** – ensuring that ACSA is managed to maintain relevance with a diverse audience and their varying interests, and modes of engaging with media, technology and science. Important to ensure a sense of ownership and meaningfulness in communities with respect to citizen science.

Outcomes	How we will measure success
Individuals & Community	Numbers and range of people and organisations engaged in various aspects of citizen science activities; evidence of target sector engagement; practitioner participation in network activities; profile and awareness of citizen science.
Networks & Partnerships	Numbers of partners and collaborators engaged and supportive; funding procured.
Capacity	Resources, tools, infrastructure (hub/databases) and training made available and their uptake; seed grant outcomes.
Science & Society	Number of citizen science policies, strategies, and plans contributions; Australian citizen science impact assessment report completed; Citizen science case studies produced; 2023 ACSA Conference delivered; Measures of representation at external conferences, seminars, as well as external publications contributions; Key citizen science initiatives or projects supported.
Institution	Measures of the effectiveness of Management Committee executives, general members, and subcommittees, as well as regional chapters delivering against this strategic plan; Levels of ACSA recognition and value; Measures of ACSA profile and awareness; Levels of reach (e.g. communication channels); Measures of membership and partnership growth and diversity; Assessment of ACSA value to members and partners; Numbers of members and attendees at conferences, webinars, meetings, and other events.