



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				
Values	Inclusive • Inspiring • Empowering • Collaborative • Dynamic				
Goals	Participation	Partnerships	Practice	Impact	Organisation
<i>Message: “ACSA Strategic Goals are to...”</i>	<i>Encourage broad, meaningful participation in citizen science</i>	<i>through building collaborative partnerships</i>	<i>and a community of best practices, knowledge and tools, and</i>	<i>to champion the value and impact of citizen science and its outputs</i>	<i>through an effective, trusted and well- recognised hub for citizen science in Australia.”</i>
Outcomes	Individual & Community	Networks & Partnerships	Capacity	Science & Society	Institution
<i>Details</i>	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.



Strategic Actions	Participation	Partnerships	Practice	Impact	Organisation
<p><i>ACSA will grow, sustain, and deliver impact through the following key actions:</i></p>	<ul style="list-style-type: none"> • 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 a biennial national conference, and participate in and promote citizen science seminars, workshops and roundtables. 	<ul style="list-style-type: none"> • 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 and sector/topic Working Groups. • Partnerships – identify and secure mutually beneficial partnerships across industry, NGOs, universities, government and research. • International – continue to strengthen links with international citizen science associations and the Citizen Science Global Partnership and contribute to international citizen science initiatives. 	<ul style="list-style-type: none"> • Resources – support the development & sharing of ACSA & member reports, publications, good practice tools, guides, & standards. • Infrastructure – support access to online resources for the citizen science community to find, join and contribute to citizen projects and content. • 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. 	<ul style="list-style-type: none"> • Advocacy – deliver citizen science advocacy to inform, influence, provide a voice and strengthen links and representation across policy, funding and implementation initiatives, especially at the national level. • Value – with funding support, undertake an impact assessment to measure and articulate the value and impact of citizen science in Australia to our society, economy, and the environment. 	<ul style="list-style-type: none"> • Governance - ensure a 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 and donations through diverse income streams to support core costs and investment in member services and ACSA growth.

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	What are the challenges or risks that we face as an organisation?
<i>Resourcing & Sustainability</i>	<p>Financial – in a limited funding environment, it is a challenge to attract and maintain sufficient resources to deliver against goals and meet the expectations of members and partners. We need to be entrepreneurial in outlook and consider a variety of business models and sources of funding (private sponsorship, donations, consulting services, government funding, membership fees, major institution support, etc.) to achieve financial sustainability. Currently, funding is not available to finance staff (FT or PT).</p> <p>People – as an organisation primarily resourced through the volunteer or in-kind time of members or committees, we 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 and volunteers appropriately for their contributions.</p>
<i>Diverse Audience</i>	<p>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. It is important to ensure a sense of ownership and meaningfulness in communities with respect to citizen science. While there is increased awareness of citizen science, this needs to be translated into ongoing support for activities and supporting organisations (financial and in-kind). Indigenous people, communities and organisations and their Indigenous knowledge will be important for empowerment and reconciliation.</p>

Outcomes	How we will MEASURE success
<i>Individuals & Community</i>	Number 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.
<i>Networks & Partnerships</i>	Number of partners and collaborators engaged and supportive; funding procured.
<i>Capacity</i>	Resources, tools, infrastructure (hub/databases) and training made available and their uptake; seed grant outcomes.
<i>Science & Society</i>	Number of citizen science relevant policies, strategies, and plans contributions; 2025 ACSA Conference delivered; Measures of representation at external conferences, seminars, as well as external publications contributions; Key citizen science initiatives or projects supported; Impact and outcomes from citizen science (environment, society, economic) assessed.
<i>Institution</i>	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.