

2012

H.R. MacMillan Space Centre ANNUAL REPORT

www.spacecentre.ca



Canadian Astronaut Jeremy Hansen facilitates a record-breaking science lesson at the Space Centre.

H. R. M A C M I L L A N
S P A C E
C E N T R E

Our Mission

To educate, inspire, and evoke a sense of wonder about the Universe, our planet and space exploration.

Executive Director's Message



We were happy the world did not end on December 21, 2012. In our fall speakers' series leading up to that date, we learned

that the Maya people were not talking about the end of the world, but rather a renewal of the world. This analogy seems an appropriate one, as we too have been looking forward to renewal.

In our 2010 annual report, I announced a new 3-year strategic plan, *Entering the Digital Age: A Transformational Strategy for the HRMSC*. It was designed to do one thing: move the H.R. MacMillan Space Centre into the digital age of production and presentation.

While we may not have anticipated taking three years to realize this goal, we arrive at the end of 2012 with the pieces in place that allow us to look forward to an exciting announcement in 2013.

This renewal journey has been a group effort, and I acknowledge the support and guidance of our board led by Eric Pringle. As well, I would like to recognize our hard-working and creative staff members, who strive to provide the best experience possible in all facets of our operation.

Finally, I thank you—our members, our donors, our friends—for the many ways in which you support us. We are the beneficiaries of an enormous amount of good will from the community, and we look forward to rewarding your belief in us as we move into a new year.

Rob Appleton
Executive Director



"We arrive at the end of 2012 with the pieces in place." ~ ROB APPLETON

"We are becoming the organization we want to be for tomorrow." ~ ERIC K. PRINGLE

Board of Directors — Chair's Message



At the close of 2012, we watched astronaut Chris Hadfield blast off on his way to becoming the first Canadian to command the International Space Station. Orbiting above, he engages with people in a way that is renewing interest in space science and astronomy and demonstrating the relevance of these sciences in our lives.

Commander Hadfield has answered many questions, including what it takes to become an astronaut.

"How can you become an astronaut? How can you become anything? Decide what you want to be and turn yourself into that person. Every decision over time turns you a little bit into the person you are going to be tomorrow." Wise advice for future astronauts; wise advice for all; wise advice for the renewal of the Space Centre.

Focusing on the pillars of our strategic plan—partnerships and collaboration, stewardship and sustainability, lifelong learning, and access—we are becoming the organization we want to be for tomorrow.

Last year the board worked on key areas in governance, finance, marketing, and relationship-building. I appreciate each board member's hard work, and would especially like to thank departing members Mark Frein, Kathi Thompson and

Leah Rubin and welcome new board members Shakeel Velji and Trish Pেকেles.

I would like to thank the membership for their support, and also recognize the three levels of government that support us—federal, provincial, and especially the City of Vancouver. The resilience and determination of all those associated with the Space Centre—our board, our staff, our members and our donors—has enabled us to keep moving ahead.

Eric K. Pringle
Board of Directors - Chair

NOTE: As we go to print, we have learned that we have been successful in securing the funding for Phase I of our upgrade. Project updates will be announced in the upcoming weeks. It is an exciting time.
E.K.P



Highlights for 2012

PARTNERSHIPS AND COLLABORATIONS

- *National Research Council and Canadian Space Agency* – to mark NRC’s National Science and Technology Week, we worked in conjunction with 17,000 Canadians at 121 locations to set the Guinness world record for the largest practical science lesson at multiple venues. Canadian astronaut, Jeremy Hansen was the guest speaker at the Space Centre for this event.
- *American Association for the Advancement of Science* - family science day, part of their international 3–day conference held in Vancouver.
- *MineralsEd*, the mineral resources education program of BC – BC Mining Week Community Fair for schools and families.

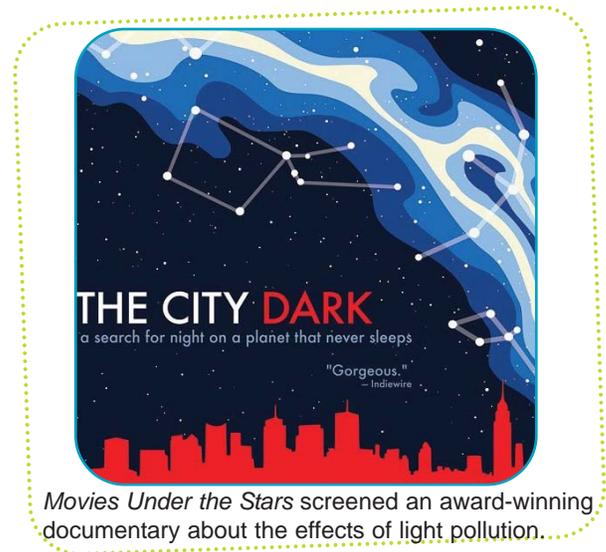
LIFELONG LEARNING

- *Saturn-5 Saturday* – we introduced a new family activity held the 3rd Saturday of the month, each with a different space theme.
- *Brother Guy Consolmango, the Vatican Astronomer* - “PLUTO AND THE VATICAN – How do Science and Religion Handle Changes in our Understanding of Reality?” (Co-hosted with UBC’s Corpus Christi College.)
- Continued work with *UBC’s Teacher Education* program, providing a practicum for two high-school teachers-in-training.
- *Movies Under the Stars* – screened *The City Dark*, award-winning documentary about the effects of light pollution.
- *End of the World* – with the myths surrounding 2012 as the end of the world, we presented events looking at everything from the Mayan calendar to Mayan art; from current astronomy to Hollywood’s special effects. Speakers included, Dr. Ed Krupp, director of the Griffith Observatory in Los

Angeles, Dr. Marvin Cohodas, professor of art history at UBC, and Raminder Samra, Space Centre astronomer.

ACCESS

- *Solar Eclipse* – a by-donation event in the observatory to talk about the spring’s solar eclipse.
- *Transit of Venus* – another by-donation event, highlighting this extremely rare astronomical event.
- We hosted all students from *Grandview/ᓵuuqinak’uuh Elementary* in east Vancouver for a free field trip. For many of the students, this was their first trip to the Space Centre.



Financial Summary

REVENUES	2012	2011
OPERATING REVENUE	\$	\$
Public Admissions	350,318	420,176
School Admissions	177,651	210,052
Rentals and Corporate Sales	73,853	131,969
Memberships	20,867	30,154
Outreach Programmes	23,216	21,765
Other	11,072	22,358
Laser & Light Show Admissions	0	38
	<u>656,977</u>	<u>836,512</u>
OPERATING GRANT		
City of Vancouver	519,400	524,400
Gaming and Direct Access	75,000	15,000
	<u>594,400</u>	<u>539,400</u>
FUNDRAISING AND DONATIONS	72,225	99,325
Interest		
Vancouver Foundation	18,415	18,798
Other	68	961
	<u>18,483</u>	<u>19,759</u>
TOTAL REVENUES	1,342,085	1,494,996

EXPENDITURES	2012	2011
	\$	\$
Learning Services	427,355	458,527
Administration	365,458	392,497
Guest Services	201,802	252,606
Development & Marketing	179,473	226,283
Technical Services	90,500	130,324
Director’s Office	105,007	116,635
TOTAL EXPENDITURES	1,369,595	1,576,872
Excess (deficiency) of revenue over expenditures before amortization	(27,510)	(81,876)
Amortization of deferred contributions	24,072	24,072
Amortization of property and equipment	(42,291)	(42,748)
Write-off of property and equipment		
Deficiency of revenue over expenditures	(45,729)	(100,552)

Founder

H.R. MacMillan

Patron

Mrs. G.T. (Jean) Southam, C.M.

Thank you to our donors

Rob Appleton Eric K. Pringle
Tracy Cromwell Lawrence Reeves
Kenton Low Devon Ross
Lisa McIntosh Don Wright

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VanDusen Botanical Garden
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Jasmine - winner at the 2012 Vancouver Heritage Fair for her "Fly me to the Moon" display.

Board of Directors

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Tracy Cromwell
- Director of Development and Marketing

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The H.R. MacMillan Space Centre is a non-profit community resource that brings the wonders of space to Earth, while providing a personal sense of ongoing discovery. Through innovative programming, exhibits and activities, our goal is to inspire sustained interest in the fields of Earth science, space science and astronomy from a Canadian perspective. Charitable Registration Number 10681 2183 RR0001