

# YEAR IN REVIEW

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Visiting a science centre or a museum or an art gallery is a choice, and there usually needs to be a compelling reason to visit. At the heart of any great cultural institution, driving that choice, is outstanding content.

In 2018, TELUS World of Science – Edmonton took some bold steps with new content and programs designed to keep the centre connected with our community. Some of these new experiences were part of the natural evolution of science programming at the centre, while others were major components of the *Aurora Project*.



The showpiece accomplishment in 2018 was the completion of the amazing Zeidler Dome. In 1984, the Edmonton Space Sciences Centre opened the most advanced planetarium theatre in the world. It was called the Margaret Zeidler Star Theatre and it entertained and educated Edmontonians for 30 years! On August 3, 2018, it was reborn as the Zeidler Dome, and regained its spot at the top of the planetarium dome world, with a new 23-metre seamless dome screen illuminated by twelve 4K laser phosphor projectors, creating an unmatched 10K resolution, finer than any other dome theatre in the world.

At the same time, we re-opened the completely new *S.P.A.C.E. Gallery*, with its wonderful *Destination: Moon* theatre that tells the story of our precious moonrock.

Carried back to Earth by the crew of Apollo 15, this rock and others like it revealed compelling secrets about our Moon's origins. All those moonrocks have just been brought home, back to where they were first formed.

An important reason for creating these new experiences is to continue to remain relevant and resonant with our audience, and it was gratifying to see the community respond so positively. August, September, October, and December of 2018 each recorded their highest attendance in the past five years, a trend that continued into 2019.

We had fun with *Popnology* in the Feature Exhibition Hall in the winter and spring, but leave it to the giants of the Mesozoic to really bring in the fans. The summer run of *Dinosaurs Unearthed: Down to the Bone* drew strong numbers, as dinosaurs always seem to do. The fall opening of *Body Worlds: Animal Inside Out* provided a powerful draw to help the science centre finish the year strong.

The IMAX Theatre lived up to its promise as it stabilized its numbers and actually beat projections. A fine mix of excellent educational films and popular commercial films in the evenings and at special times of year drove strong attendance and audience reaction. *Pandas* was a particular hit, and featured Edmonton's own Dylan Reade as the camera operator and 3D specialist. For the film's premiere, Dylan

provided an exciting behind-the-scenes look at the making of this wonderful film.

2018 also brought us the Foundation's first Science Fellow, Dr. Greg Sivakoff. Through lectures and other activities, staff, members and the community learned about his pioneering research into black holes and other wonders of the universe.

Another essential component of any great cultural organization is a strong sense of *mission*, and backed up actions that exemplify the mission.

TELUS World of Science is a mission-driven organization, and so our mission needs to be an essential and compelling presence. The organization subjected its existing mission statement to serious scrutiny in 2017, and in early 2018, after considerable discussion amongst the staff, and thoughtful review from the Board of Directors, we adopted a new mission statement. It was concise and punchy, with just eight words: four verbs and four nouns.

**Ignite curiosity. Inspire discovery.  
Celebrate science. Change lives.**

This is what the science centre team aspires to every day. Since its adoption, it has become a key part of the science centre's vocabulary, making its way into everything from formal addresses to casual conversations.

It is a rallying cry in our efforts to strengthen our culture of great science and great guest service. It is a powerful and important internal tool for us to build with.

To accompany this powerful new articulation of the mission, we also adopted a new vision statement:

**The destination to engage Albertans' hearts and minds in science.**

The vision statement articulates a goal that has an element of measurability. We can somewhat objectively assess whether or not we are achieving it. Like the mission, it is aspirational, but speaks more to where we are trying to go than to the principles that guide our operations and strategies.

The mission statement tells us what we are trying to do every day, and it supports a new vision statement that lays out what we are trying to accomplish.

With these powerful new tools in our conceptual quiver, the other really big task we set our sights on was to build a new strategic plan. That plan was completed and approved in December 2018, and provides focus for the next four years. It consists of three key objectives which, not surprisingly, address the importance of content *and* mission.

1. Celebrate our science, our place
2. Bring *Aurora* to life
3. Design and deliver outstanding visitor service – the TWOSE Experience!

We will emphasize science that resonates with our community, we will complete our bold reimagining of the science centre, and we will do it with passion and finesse. We continue the 35-year legacy of the science centre, striving for excellence in everyday operations and continuing to build a bright future. As we wrap up our thirty-fifth year of operation, we are doing all that is required to get ready for the next thirty-five!

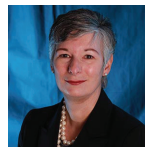


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