

Association for Science & Discovery Centres

ASDC vision

A society where science is accessible, inclusive and valued by all as a fundamental part of everyday life.

ASDC values

Our core values are at the heart of our organisation; they define who we are, how we work, what we believe in and stand for.

They are:

- Inclusion
- Connection
- Collaboration
- Innovation
- Sustainability

ASDC mission

To champion our members, bringing them together to achieve collective impact and reach through **connection, advocacy** and **insight**.

Connection: We enable our members to leverage the power of the network to access partners, people and opportunities to thrive.

Advocacy: We give our members a greater collective voice, representing their needs and strengthening their impact.

Insight: We share knowledge, ideas and perspectives to support our members to innovate, develop and think ahead for the future of our sector.



Association for
**Science and
Discovery Centres**

Association for Science & Discovery Centres: Mission Goals



Goals for Connection

- Maintain a flourishing network with a valuable offer for all **sizes and contexts** of science centres and science museums
- Valuable membership for **professionals at all levels** within science centres and science museums
- **Year-round networking opportunities** to share inspiring practice, facilitate collaboration and innovation, to be collectively brave and reflect on practice
- **Sustain current and identify new partnerships** to improve the quality and collaborative power of our programming and membership

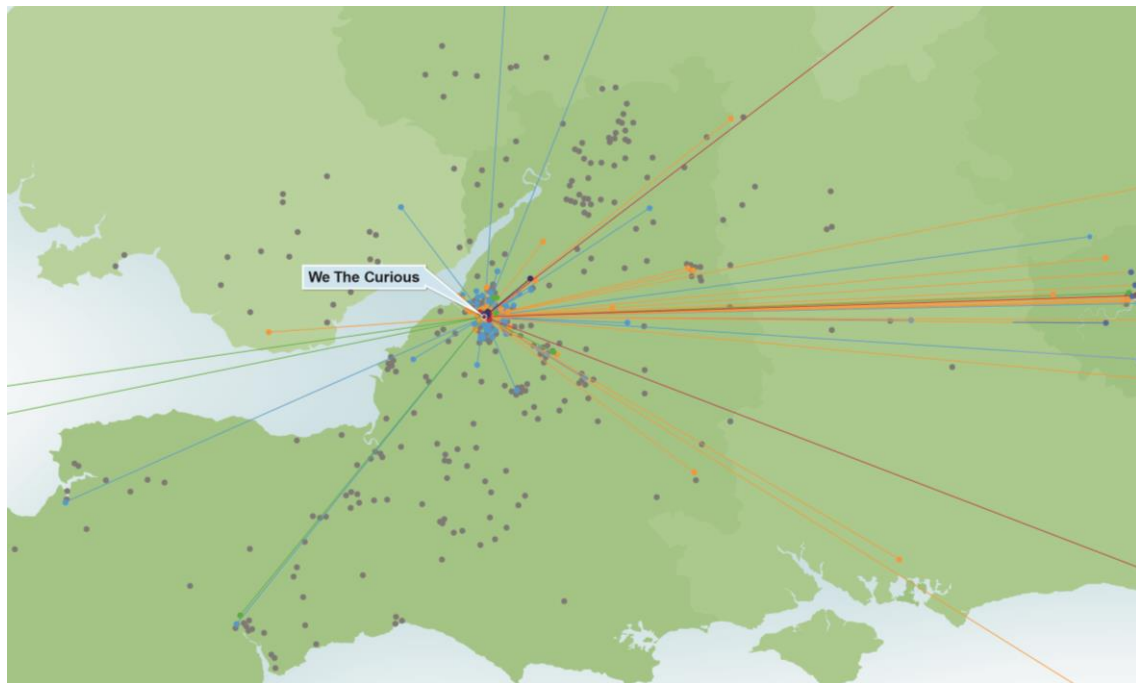
Association for Science & Discovery Centres: Mission Goals



Goals for Advocacy

- **Raise awareness and increase visibility** of the impact, value and diversity of the network, through digital channels and working directly with government, funders and higher stakeholders
- **Collate and celebrate** case studies, regional and national datasets that evidence our impactful sector
- Demonstrate the impact of the membership with a priority focus on our work **in partnership with traditionally under-served and marginalised** communities

Association for Science & Discovery Centres: Mission Goals



Goals for Insight

- **Develop a clear understanding** of the diverse models and priorities of the sector to serve their needs and highlight their strengths.
- Co-produce **a charter / framework** for EDI work to **measure, prove and improve** practice
- Maintain a **future-focussed, open, outward-facing** culture with partnerships and collaborations that drive innovation.
- **Share sector insights and inspiring practice** with a focus on our members' priorities of:
 - Equity, diversity, inclusion & access
 - Environmental sustainability
 - Digital & hybrid innovation & engagement
 - Supporting a flourishing practitioner network
 - Funding opportunity that align to our values