

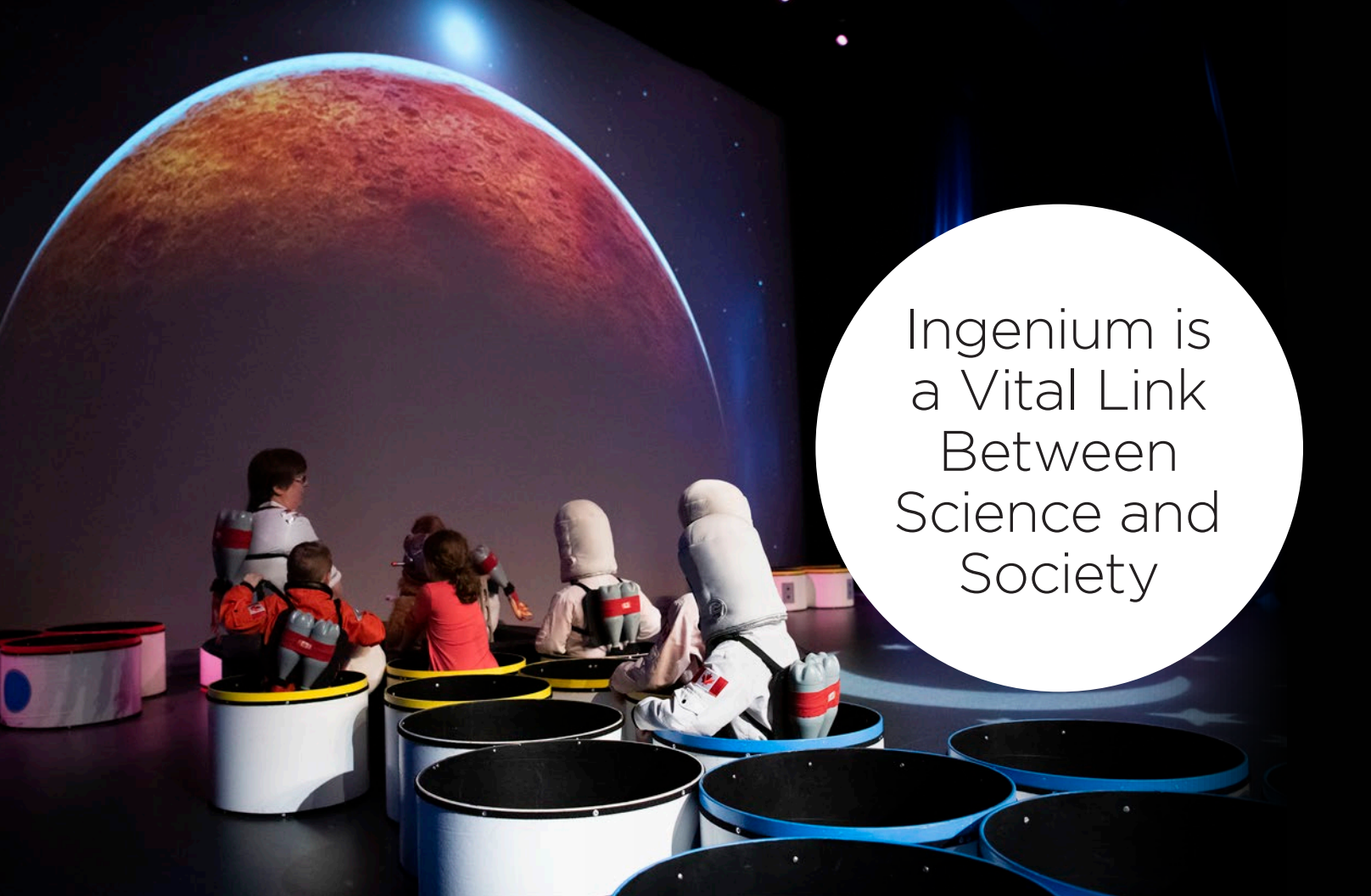
Strategic Plan

2020-2025



Ingenium





Ingenium is
a Vital Link
Between
Science and
Society

Ingenium is a vital link between science and society. At a time when public trust in science is declining, we believe this role is more important than ever. In fact, it's an urgent call to action.

At Ingenium and its three museums, we are taking science engagement to the next level. We are doing this by co-creating participatory experiences, acting as community hubs and connectors, helping Canadians contribute to solving global challenges, and creating a collective impact which will extend far beyond our physical spaces.

We value experimentation, interdisciplinary conversation, and an openness to risk-taking. Taken together, they will foster innovation. We are committed to building a learning organization — one that is data driven and responsive, moving nimbly from knowledge to action.

We understand that to be successful, Ingenium must respect and reflect our growing, diverse, and changing nation. While we live in increasingly complex times, museums remain some of the most trusted institutions in the world. Our collection — rooted in stories of Canadian innovation — will provide a link between our past and our future.

We will continue to evolve and to inspire the country we serve, becoming an ever-increasing asset to Canada and the world.

This Strategic Plan sets a clear direction for Ingenium, as we seek to build public trust in science and technology. The journey ahead includes building a nation of collaborators, communicators, and critical thinkers — a nation that works together to build a better world for all. We will achieve this through our three museums — the **Canada Agriculture and Food Museum**, the **Canada Aviation and Space Museum**, and the **Canada Science and Technology Museum** — along with the new **Ingenium Centre**, which houses our exceptional collection, Research Institute, and Digital Innovation Lab.

We are Canada's museums of science and innovation. We hope you will join us on this journey.

Neil Russon
Chair of the Board of Trustees

Christina Tessier
President and CEO

Ingenium's Commitment to Indigenous Communities, Relationships, and Consultation

The Ingenium Centre and three museums are situated on the traditional and unceded territory of the Algonquin-Anishnaabeg people. Staff and visitors appreciate being able to work and learn in this environment.

Knowledge has been generated in the land now known as Canada since time immemorial. Ingenium is committed to working with Canada's Indigenous Peoples to represent First Nations, Inuit, and Métis cultures and ways of knowing, through further development of the national collection, programming, and services. Over the next five years, the Ingenium team will open conversations and enhance relationships with Indigenous communities from coast to coast to coast, to collaborate on the co-creation of content which reflects the Truth and Reconciliation Commission of Canada's Calls to Action.





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Mandate

“To foster scientific and technological literacy throughout Canada by establishing, maintaining, and developing a collection of scientific and technological objects, with special but not exclusive reference to Canada, and by demonstrating the products and processes of science and technology and their economic, social, and cultural relationships with society.”

— *Museums Act*



Vision

Ingenium ignites
ingenuity



Mission

Ingenium is a catalyst for unlocking the curious and creative minds of a nation of innovators



Values

We are:
creative
inclusive
collaborative
accountable



We are Defined by our Values

We pride ourselves on working in a collaborative and respectful way in order to achieve shared goals.

Creative

We are curious, we generate new ideas, and we are empowered to find innovative solutions to achieve our goals. We are risk tolerant, and seek to learn and adapt from our successes and failures.

Inclusive

We champion diversity, equity, and respect. We seek out different perspectives to provide better experiences, services, and processes that are accessible to all.

Collaborative

We share ideas, expertise, and resources with openness and respect. We build effective teams and relationships focused on common goals.

Accountable

We are accountable for our actions. We honour commitments, accept responsibility, act transparently, and earn the trust of others by working in the best interest of Canadians.

Our Strategic Goals



Collaborate to Innovate

Inspiring Canadian
ingenuity

Access for All

Pushing the boundaries
of engagement

Strengthen our Foundations

Ensuring long-term
sustainability



Collaborate to Innovate: Inspiring Canadian ingenuity

Strategic Directions

- Empower a culture of Canadian innovation
- Bridge science, technology, and society on key issues of our time
- Be a leader and partner of choice across the STEAM ecosystem

Access for All: Pushing the boundaries of engagement

Strategic Directions

- Harness the power of digital to connect with Canadians
- Respect and include diverse voices and communities
- Champion physical, cognitive, sensory, and socio-economic accessibility

Strengthen our Foundations: Ensuring long-term sustainability

Strategic Directions

- Unlock the full potential of the Ingenium Centre and the national collection
- Secure the museums as destinations of choice
- Increase and diversify revenue, sponsorship, and philanthropic funding
- Empower our team to live our shared values



Our Museums

Canada Agriculture and
Food Museum

Canada Aviation and
Space Museum

Canada Science and
Technology Museum



The **Canada Agriculture and Food Museum** offers hands-on food literacy demonstrations and immersive exhibitions on a working farm, in the heart of our nation's capital. The museum showcases milestones in Canadian agriculture — which inform and inspire the future of food security — and highlights the relationship between agricultural science and technology and Canadians' everyday lives.

The **Canada Aviation and Space Museum** brings Canadian aviation to life — from its beginnings in 1909 to today. Showcasing the largest aviation collection in Canada — and one of the finest in the world — the museum holds over 130 aircraft and artifacts, from both civil and military service. The original Canadarm used on the Endeavour space shuttle is a highlight amidst the museum's space technology exhibitions.

The **Canada Science and Technology Museum** tells Canada's innovation story through discovery, play, and experiential learning. Acting as a bridge between science and technology and visitors, the museum's immersive spaces inspire each of us to better understand the integral role innovation plays in shaping our shared future.

The Ingenium Centre

The new **Ingenium Centre** houses Canada's science and technology collection, with over two million archival items and over 85,000 artifacts.

It is home to the **Ingenium Research Institute** and the **Ingenium Digital Innovation Lab**. Through bold engagement and worldwide collaboration, both of these initiatives will put the Ingenium Centre at the heart of discovery and innovation, involving researchers, educators, and the public in new and creative ways.



Join Us!

IngeniumCanada.org

