

25th IAA SYMPOSIUM ON SPACE ACTIVITY AND SOCIETY (E5)
Space Societies, Professional Associations and Museums (6)

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THE CANADIAN SPACE SOCIETY: PARTICIPATION AND PARTNERSHIP AS THE NEW
MEMBERSHIP CURRENCY

Abstract

The Canadian Space Society (CSS), a charity/non-profit, was established over 25 years ago and is made up of professionals and enthusiasts pursuing the human exploration and development of the Solar System and beyond. Its principal objective is to stimulate the Canadian space industry through its technical and outreach projects and promote the involvement of Canadians in the development of space. Inspired by the old L5 Society and other space-activist groups, its principle objective is to sponsor and promote the involvement of Canadians in the development of Space. Since the launch of its first satellite in 1962, Canada's expertise and reputation in space has grown considerably. Similarly, this growth has stimulated the emergence of many professional and grassroots space organizations over the years which, while providing many choices for prospective members, also instills a level of congestion/competition for scarce membership fees, and thus the challenge is to accomplish the mission and be sustainable. This is no trivial task especially where the public is concerned and thus the challenge lends itself to the consideration of collaboration/cooperation amongst various space-affiliated groups when and if it makes sense to do so. Further, engagement today requires a different approach than just collecting membership fees per year – people need to be encouraged to participate and it is through this participation that the goals of the organization can be met. In recognition of Canada's large size geographically, the CSS has implemented the use of a chapter system across the country in order to foster closer ties and participation amongst its members. This presentation will focus on the structure and processes of the CSS to accomplish its mission through the application of participation and partnership incentives.