



CANADIAN  
**MUSEUMS**  
ASSOCIATION

# ANNUAL REPORT

2019



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## Message from the President

On behalf of the Board of Directors of the Canadian Museums Association (CMA), I am pleased to introduce this annual report for 2019.

As you know, 2019 was a year of transition for the CMA, an organization with a decades-long history of ably serving the museum community. After an exhaustive search, we were delighted to attract Dr. Vanda Vitali, who joined the association in 2019, to propel the organization toward what promises to be a bright future, to be great benefit to Canada's museum community.

As you will see in the following pages, much has been done by the hardworking and dedicated staff at the CMA during the 2019 year. Moving forward, I can tell you that a strong focus will continue in relation to three overarching themes: further strengthening the association's capacity; modernizing work tools and practices; and continuing to build relevance, nationally and internationally, of the CMA and of course the vital sector it represents.

We know that Canada's museums are among the most trusted institutions. We have the capacity to unite, as well as to celebrate differences, to understand the past, for a better future. We feed the economy and we stimulate innovation in important ways. And with a new National Museum Policy on the agenda of the current government, a strategy for all our museums, we are at a critical juncture that demands us to stand up, to be heard and to actively take part.

I would like to thank the CMA staff for its efforts on our behalf, my colleagues on the Board of Directors for their advice and guidance to Vanda and her team, and all our current and future members for their commitment to supporting and being involved in our national association, to the benefit of all Canadians.



Professor Jack Lohman CBE  
President of the Board of Directors, Canadian Museums Association



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## Message from the Executive Director

Those of you who know me know the immense passion I have for this sector, as a Canadian who has worked in museums in this country and in other places around the world. A dear friend once said that what cafés are to the French and what pubs are to the British, museums are for Canadians. And I believe there is truth to that.

As our Board President referenced in his message, I started in my new role full time in October 2019, and I have been given the great privilege and challenge of taking the CMA forward.

I can tell you that the first few months in my role have involved a great deal of listening. I have had the pleasure of connecting with many members and stakeholders – an important and ongoing process. We have issued surveys to gather your ideas and will continue to do so. The discussions and input to date has been rich and thoughtful, and have already resulted in fruitful collaborations, for example, with my provincial and territorial colleagues, as well as the possibility of future partnerships.

This feedback has also helped in our assessments as to how we can be best positioned to serve the Canadian museum community, moving forward. This has resulted in making some adjustments to our structure, some refinements for example to our operations and our committee work, and some additions to our team to build our capacity.

I am delighted, for example, to have recruited Anne-Marie Hayden as Deputy Director. Her change management, leadership and communications experience working with the public, private and non-profit sectors, as well as her collaborative and results-oriented nature, not to mention her passion for museums, will be an asset to the CMA on the road ahead.

Our refreshed visual identity is symbolic of other exciting evolutions at the CMA, including for example enhancing the museological content of our Muse magazine, updating the conference models for our flagship national events, increased advocacy work to help influence policy on behalf of the community, and international relations efforts to help position Canada's museums and experts on the world stage.

With a strategic planning process well underway and as we enter the next phase of the CMA's vital work on your behalf, I hope to continue to benefit from your insights, active participation and support. And I look forward to all the great work ahead.

As we say often at the CMA, onward!

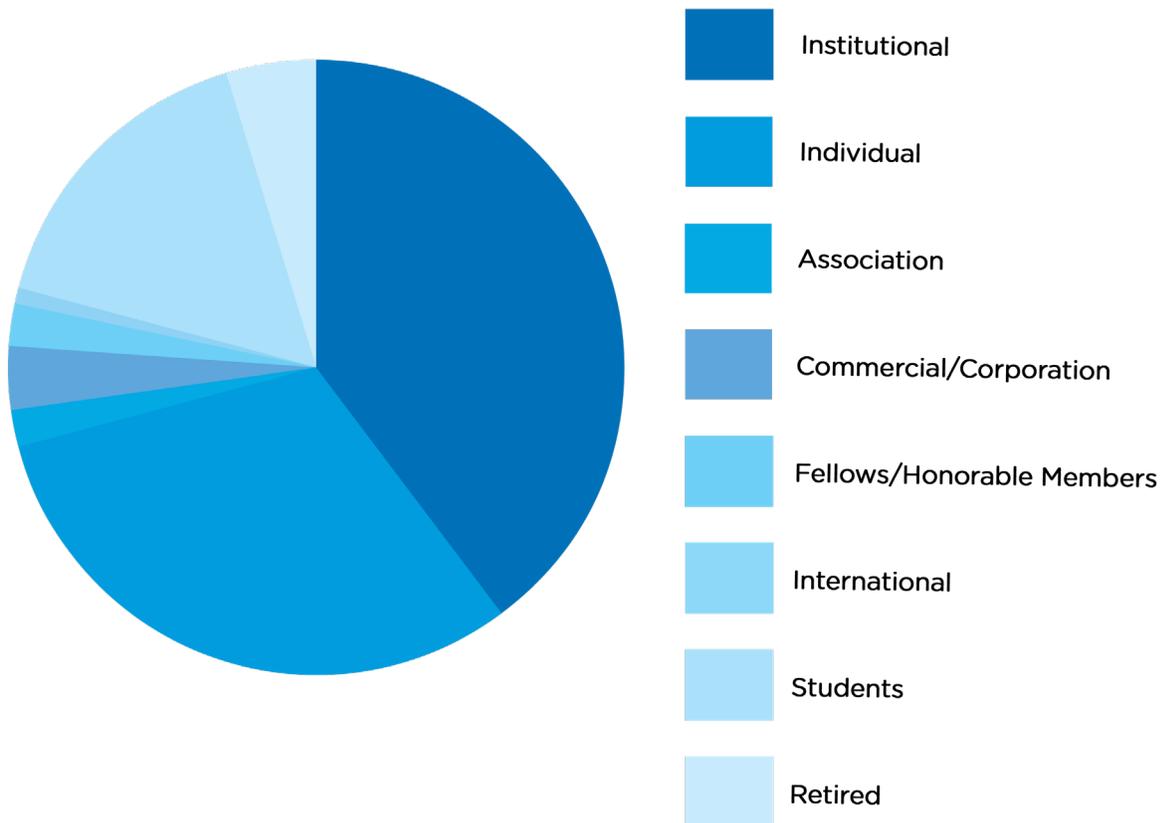
Dr. Vanda Vitali, Ph.D.  
Executive Director, Canadian Museums Association

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## Membership

Membership of the CMA currently stands at over 1,200 members and is growing, with over half being Institutional members representing the work and interests of their museums. The remaining members are a mixture of individual memberships, including students, as well as non-museum organizations and businesses.

The CMA conducted two member surveys in 2019, one directed at directors of museums and the other in support of the Reconciliation Program. In our survey of museum directors we heard that museums appreciate being a part of a countrywide network, and that open channels of communication with the CMA are crucial. Advocacy and funding of the sector were also identified as a major strategic issue that impact museums at all levels. A number of respondents also showed interest and eagerness towards the Reconciliation Program.





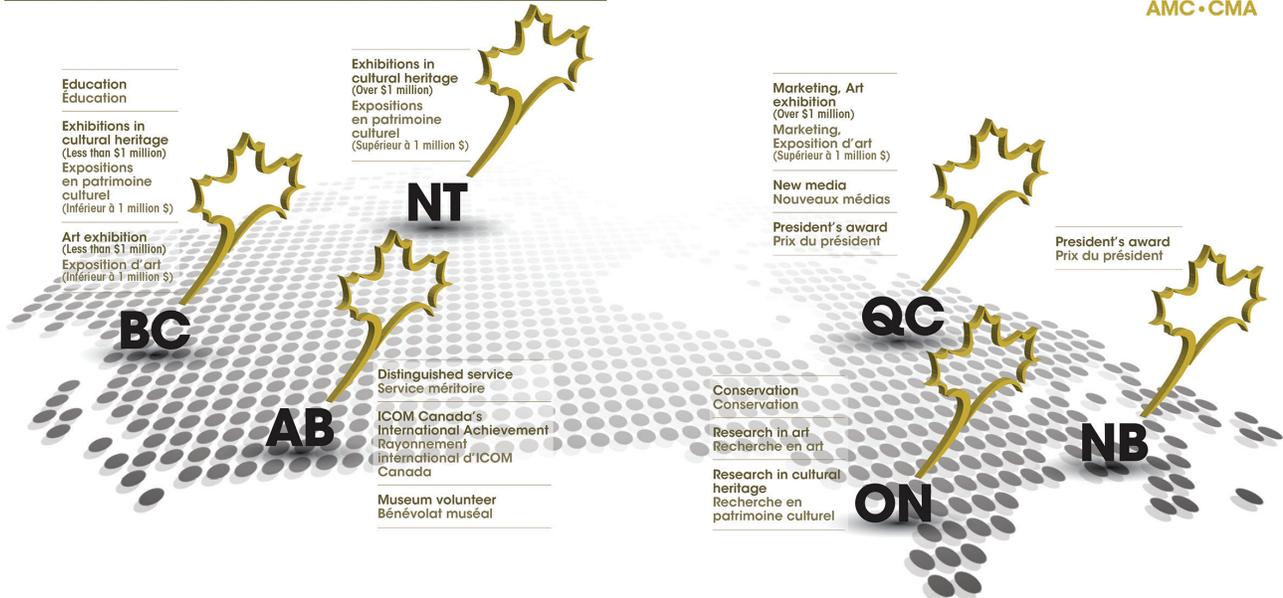
# Awards

The CMA Awards program and our CMA-supported partnership awards continue to celebrate and encourage excellence within the Canadian museum sector. To ensure to relevance of the awards program for years to come and maintain its prestige, a thorough review is currently being conducted by the awards committee and will advise in the coming months on awards program best practices and key categories that best represent the work of the museum sector.

In 2019, a total of 49 nominations were received, forming the competitive pool for review in anticipation of the CMA 2020 National Conference where the winners will be presented. Meanwhile, fourteen awards were presented at the CMA 2019 National Conference, with winners selected from a series of nominated projects and individuals spanning the country. The CMA was also proud to collaborate with other organizations in presenting awards. Notably, History Alive!, the Governor General’s History Award for Excellence in Museums and ICOM Canada’s International Achievement Award.

A full listing of 2019 award winners, with project descriptions was published in the May/June 2019 issue of Muse Magazine.

INSIGHTS / M / PERSPECTIVES



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## Professional development and knowledge sharing

Every year, the CMA fosters and helps improve knowledge-sharing, ongoing learning and professional knowledge for the Canadian museum community in a variety of ways, for example by organizing events and conferences; producing *Muse* magazine and resources such as our e-bulletin; as well as through our bursaries program.

The CMA's 2019 national museum conference was held in Toronto in early April 2019. As it does each year, the conference brought together museum professionals at all levels and a variety of disciplines from across Canada in order to foster inspiration and ideas for advancing the sector. The event featured 39 sessions and 119 presenters for the 600 attendees.

In addition to the flagship national museum conference, in January 2019 the CMA also organized the Museum Enterprises Conference. The event was aimed at helping the retail/visitor experience professionals develop their business and entrepreneurial skills to maximize the results of their commercial activities. This event included 10 tailored sessions and attracted 60 participants.

In December 2019, in Ottawa, held a Technology in Museums symposium. The interactive symposium involved facilitated roundtable discussions and the 60 delegates were able to learn about digital tools and devices as well as today's challenges and opportunities surrounding the use of technology in museums.

Building upon our strong history of delivering conferences to the sector and based on feedback we have received we have decided it's time to refresh our current model and approach. We plan to have new-and-improved conference models, which will involve a more tailored approach to content, diversity and needs. The models will start coming into play starting in 2021, with certain modernizations even prior to that date. For more information on the new approach, we invite you to read Vanda Vitali's column, *Museum Matters*, in the March/April 2020 edition of *Muse* magazine.

Bursaries help ensure that all Canadian museum professionals, volunteers and museology students have equal access to professional development opportunities. The bursaries were offered under three different categories: Conference professional development; Emerging professional development; and Mid-career professional development. The bursary program is delivered on behalf of the Government of Canada. During the 2018-19 program cycle, we were able to fund 76 recipients for a total of just over \$52,000.

The CMA was also glad to administer the RBC Foundation Museum Mentorship program funding internship positions for emerging professionals with CMA member organizations. Recipients for 2019 were in the Toronto area and included Markham Museum and the Art Gallery of Burlington.

*Muse* magazine is the bilingual flagship publication of the CMA and the Canadian museum sector at large. In 2019, the magazine was published 6 times (bi-monthly) and distributed to members and subscribers, and also made available via the member portal on the CMA website. In 2019 we actively engaged stakeholders, including CMA Fellows and our provincial and territorial association colleagues, in order to continually enhance the content of the magazine. Meanwhile, CMA News, the CMA's bi-weekly electronic newsletter, also kept the museum community well informed about the latest news and developments, events and funding opportunities. CMA members also received our exclusive clippings package, which was sent electronically most weekdays throughout the year.

The various professional development and knowledge-sharing activities highlighted above were delivered with the support of the Government of Canada through the Museums Assistance Program.



## Advocacy

It was clear from the results of our 2019 survey of directors that there is a strong desire for us to increase our advocacy efforts and for us to coordinate related activities across the country. We heard you, and we all know that with one voice, we are stronger. The last federal election was an important moment in this regard.

The CMA, in a renewed partnership with provincial and territorial museums associations (PTMAs) sent joint letters to the political parties. Together, we emphasized that without greater commitment and critical changes, Canada's museums, large and small, are at risk of not being able to fulfil their much-needed role in our communities. We called for a review of the National Museum Policy and of funding streams, a simplification of the application process, as well as an expansion of the Museums Assistance Program. When political party platforms were made public, we shared our analysis, encouraging members to get out and vote.

Following the re-election of the Right Honourable Justin Trudeau, we issued an open letter calling on the Prime Minister to fulfill his party's promise to review the National Museum Policy. We also stated our intention to play a central role in the process.

We were pleased to see certain museum-related issues prioritized when the mandate letters to Cabinet were released. This included, for example, a review of the policy included in the mandate letter to the newly elected Minister of Canadian Heritage, Steven Guilbeault.

Since that time and beyond the 2019 reporting period of this report, we have had the opportunity to start the dialogue with the Heritage Minister and his department to discuss how best to work with the Government of Canada to advance museum issues. We had the pleasure of moderating the Minister's roundtable with museums in Toronto, as part of his efforts to start reaching out to the museum community. We look forward to further discussions on how we can play a partnership role in bringing Canada's museum policy into the 21st Century. Meanwhile, we have also started reaching out to other relevant Ministers, as well as planning for a Museums Hill Day expected to take place at a later date, as it was postponed due to the COVID-19 pandemic.

For more information on the CMA's advocacy activities, visit our website and look for updates in issues of CMA news, our bi-weekly e-newsletter.



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## Young Canada Works Program

The CMA collaborates with the Government of Canada to deliver two components of the Young Canada Works program, funding to fund innovative employment opportunities for students and young graduates. YCW funding represents an important investment in the future of the museum sector. It empowers our future colleagues at the beginning of their careers, and supports Canadian museums and heritage institutions in their growth and development.

The 2019-2020 program cycle saw the CMA fund 1403 summer student positions at 806 organizations through the Young Canada Works in Heritage Organizations stream. This represents a commitment of approximately \$7 million. The CMA also funded 156 graduate internships at 133 organizations through the Young Canada Works at Building Careers in Heritage component. This represents a commitment of over \$1.5 million. Many of these positions were made possible due to a supplemental infusion of funding into the program by the Department of Canadian Heritage. The CMA is particularly grateful for supplemental funding for the internship program, allowing us to increase our amount of internship positions twelvefold.

The CMA is working to bring its participation in the YCW program to the next level, with data analysis and promotional activities under way. In 2019 the CMA also had successful discussions with the Department of Canadian Heritage for a multi-year funding agreement, starting in 2020-21, to deliver the Young Canada Works program, that would allow the CMA to plan more effectively for the future and improve the quality of service provided to members and to the Canadian museum community at large.





# Reconciliation Program

The CMA's Reconciliation Program is a response to the Truth and Reconciliation Commission of Canada's Call to Action #67, "We call upon the federal government to provide funding to the Canadian Museums Association to undertake, in collaboration with Aboriginal peoples, a national review of museum policies and best practices to determine the level of compliance with the United Nations Declaration on the Rights of Indigenous People and to make recommendations."

Initially conceived in 2017 but placed on hold due to funding constraints, the CMA relaunched the Program in mid-2019 after successfully securing funding support from the federal Department of Canadian Heritage. The CMA hired a Reconciliation Museologist, Ms. SM Leduc, to lead the CMA's work on this Program.

The CMA is working closely with its Reconciliation Council—a cohesive and influential body of experts in Indigenous culture and museum practices who act as an advisory body to the CMA—and partner museum associations and stakeholders across the country to survey and collect feedback, identify key issues, and ultimately produce and disseminate a recommendations report and learning tools that considers the inclusion and representation of Indigenous communities within museums and cultural centres. The Program builds on the initial work and sector dialogue stemming from the Task Force Report on Museums and First Peoples jointly completed by the CMA and the Assembly of First Nations in 1992.



Since relaunching, the CMA has worked behind the scenes on operational planning for the Program, including re-establishing its Reconciliation Council, and confirming the Program's outputs and objectives. In late 2019 the CMA released a national online survey to learn how museums and related institutions engage with and represent Indigenous history, culture and belongings and their policies and practices surrounding Indigenous collections. Contextualizing what was heard in the survey, the CMA will spend most of 2020 conducting cross-country engagements that will include site visits, seek guidance from Elders and Cultural Knowledge Keepers, interview museums leaders, and organise talking circles and roundtables.

The Reconciliation Program's final recommendations report and learning tools are expected to be completed by late 2021, with regular updates and news shared through various channels including, for example, Muse magazine, social media, newsletters, and the CMA's website.

## Finances

Summary of financial operations for the year ending December 31, 2019

<b>Revenue</b>	<b>2019</b>	<b>2018</b>
Sustaining support/Bursary contribution	\$405,248	\$348,808
Young Canada Work — Heritage	6,321,309	8,388,051
Young Canada Works — Careers	1,503,567	1,164,002
Young Canada Works — Administration / Student *	750,842	851,399
Canada Summer Jobs	0	3,219
Indigenous Project	46,332	49,569
LGBTQ2	0	7,600
Membership dues	386,858	387,754
Earned revenue	839,571	889,459
DORF Contribution (MFC)	125,000	0
<b>Total</b>	<b>\$10,378,727</b>	<b>\$12,089,861</b>
<b>Expenses</b>		
Communications	418,123	344,958
Govt. relations and public policy	22,679	575
Membership services and administration	780,822	622,690
Conferences	430,244	439,791
Museum shops initiatives	44,378	135,154
Young Canada Work — Heritage	6,321,309	8,388,051
Young Canada Works — Careers	1,503,567	1,164,002
Young Canada Works — Administration / Student *	750,842	851,399
Canada Summer Jobs	0	3,219
Indigenous Project	46,332	49,569
LGBTQ2	0	7,600
Bursary Program	61,389	61,551
<b>Total</b>	<b>\$10,379,685</b>	<b>\$12,068,559</b>
Excess of <expenses over revenue> revenue over expenses	-\$958	\$21,302
Balance of fund, beginning of year	\$174,412	\$153,110
Balance of fund, end of year	\$173,454	\$174,412

*Copies of the complete audited statement are available upon request.*



We would like to thank all those who support the CMA in a myriad of ways. A special thanks to the CMA's Board of Directors, CMA Fellows and the Reconciliation Council, listed below.

## Board of Directors

Jack Lohman, President, Royal British Columbia Museum, Victoria, BC  
Katy Tari, Vice-President, Pointe-à-Callière, cité d'archéologie et d'histoire de Montréal, Montréal, QC  
Michael Wallace, Vice-President, Theatre Museum of Canada — Toronto, ON  
Stephen Borys, Winnipeg Art Gallery — Winnipeg, MB  
Margaret Chrumka, Kamloops Art Gallery, Kamloops, BC  
Eric Chan, Museum Design — Ottawa, ON  
Sarah Pashagumskum, Aanischaaukamikw Cree Cultural Institute, Oujé-Bougoumou, QC  
Ken Ross, Bank of Canada Museum — Ottawa, ON  
Karen Bachmann, Past-President, Timmins Museum: National Exhibition Centre, Timmins, ON  
Vanda Vitali, Ex-Officio, Canadian Museums Association, Ottawa, ON

## Fellows

Brenda, Berck, Vancouver, BC  
René Binette, Montreal, QC  
Patricia, Bovey, Winnipeg, MB  
Janet Brooke, Montreal, QC  
Catherine Cole, Edmonton, AB  
Yves Dagenais, Candiac, QC  
Victoria, Dickenson, Montreal, QC  
Joanne, DiCosimo, Gatineau, QC  
Nancy Dillow, Toronto, ON  
Dorothy Duncan, Milton, ON  
Colin C. Eades, Ottawa, ON  
Morris Flewwelling, Red Deer, AB  
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Robin Inglis, Surrey, BC  
Sharilyn J. Ingram, Grimsby, ON  
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Linda Jules, Kamloops, BC  
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Philippe Mailhot, Winnipeg, MB  
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Lynne Teather, Fonthill, ON  
Jean Trudel, Montreal, QC  
Guy Vadeboncoeur, Montreal, QC  
Philip Ward, Salt Spring Island, BC  
Calvin White, Aurora, ON

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## Reconciliation Council

Grant Anderson, Manitoba Indigenous and Northern Relations, Winnipeg, MB  
Catherine Bell, University of Alberta, Edmonton, AB  
Stephen Borys, Winnipeg Art Gallery, Winnipeg, MB  
Nika Collison, Haida Gwaii Museum, Skidegate, BC  
Alan Elder, Manager, First Peoples and Early, Canadian Museum of History, Gatineau, QC  
Sharon McLeod, University College of the North, The Pas, MB  
Laureat Maureau, Musée Shaputuan, Sept-Îles, QC  
Sarah Pashagumskum, Aanischaaukamikw Cree Cultural Institute, Oujé-Bougoumou, QC  
Marie-Paule Robitaille, Musée de la civilisation (retired), Québec, QC  
Anthony Shelton, UBC Museum of Anthropology, Vancouver, BC

## About the CMA

Museums, large and small, play an increasingly important role in our society. In this increasingly divisive world, they are uniquely positioned to unite us and defend our common good. The Canadian Museums Association is a national network designed to offer leadership for, advocate on behalf of and create meaningful connections among Canadian museums and professionals in the sector in order to help increase the value of museums to Canadian society. Our ultimate goal is to ensure museums are valued public institutions that inspire understanding and encourage solutions for a better world.

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