

# Museums Matter in Your Community

## ONTARIO MUSEUMS AT A GLANCE



- Ontario has **more than 700** museums, galleries and heritage sites, representing **every region** of the province<sup>1</sup>
- **2/3** of Ontario museums focus primarily on **local community & history**<sup>1</sup>
- **55%** of the more than **19.4 million museum visits** in Ontario are by **local residents**<sup>1</sup>
- Almost **3 million participants** join museum activities and programs in Ontario every year<sup>1</sup>
- **88%** of Ontarians see arts and culture as important to **local economic well-being**<sup>2</sup>
- **86%** of Ontarians attend a live arts and culture event at least once per year<sup>2</sup>
- **90%** of Ontarians agree that culture brings people from diverse backgrounds together as a community<sup>3</sup>
- Volunteers contributed more than **2.3 million hours** to Ontario's museums, art galleries, and historic sites in 2015<sup>4</sup>

### SOURCES:

1. *Ontario's Museums 2014 Profile*, Ontario Museum Association, 2016.
2. *Arts and Heritage Access and Availability Survey 2016-2017*, Environics Research Group, March 2017.
3. *Impressions of the Impact of the Arts on Quality of Life and Well-Being in Ontario: Ontario Arts Council Survey Findings*, by Nanos Research for the Ontario Arts Council, March 2017.
4. *Government of Canada Survey of Heritage Institutions: 2017*, Department of Canadian Heritage, 2018.

# ABOUT THE ONTARIO MUSEUM ASSOCIATION

The Ontario Museum Association speaks for more than **700 Ontario museums, galleries, and historic sites, 8,000 museum professionals, and 16,000 museum volunteers** who hold the collections of the province, in trust for the people of Ontario.

## MISSION

The Ontario Museum Association strengthens capacity among institutions and individuals active in Ontario's museum sector, facilitates excellence and best practices, and improves the communication and collaboration of its membership. The Association advocates for the important roles of Ontario's museums to society, working with all stakeholders, related sectors and industries, and other professional organizations.

## VISION

The Ontario Museum Association is the leading professional organization advancing a strong, collaborative and inclusive museum sector that is vital to community life and the well-being of Ontarians.

## VALUES

Diversity, Inclusivity & Access

Adaptability & Efficiency

Innovation & Improvement

Community & Collaboration

Service Excellence

## ROLES

### **Thought Leader:**

The OMA as a credible leader that advances the museum sector through research, and the promotion of internationally-recognized best practices and new innovative models of excellence.

### **Advocate:** The

OMA as champion, creating positive change for museums by proactively positioning and representing museums with stakeholders and funders.

### **Convener:** The

OMA as the nexus of a strong network, building a more collaborative, professional and connected sector, through effective communications, and the provision of valuable resources and services.

### **Professional**

**Body:** The OMA as a provider of professional development programs fostering continued professionalization of the field. The OMA also advances and provides support for museums in the achievement of internationally-recognized best practices.

## MEMBER SERVICES

- +Admission to over 200 museums across Ontario;
- +Prepare membership for forthcoming changes to legislation and funding and their impact;
- +Advocacy initiatives and resources such as Ontario's Museums 2025 Strategic Vision and Action Plan for the Museum Sector, Ontario Museums at Queen's Park, and sector representation on major issues (e.g. Ontario Culture Strategy, funding including CMOG Program, employment programs);
- +Professional development program and training: 9-module Certificate in Museum Studies (CMS), Annual Conference, webinars and symposia;
- +Members-only website with resources including publications, tools, policies, and webcast presentations;
- +Job postings, career resources, and networking;
- +Engagement with Emerging Museum Professionals (EMPs);
- +ONmuseums e-newsletter and timely e-news alerts on sector news (funding, legislation, Ontario budget, etc.);
- +OMA ONmuseL Listerv and interactive webinars;
- +Ontario Tourism website directs traffic to OMA enhanced museums listings (Discover ON Museums public website).