

ONTARIO'S MUSEUMS



Sector Characteristics:

Ontario is home to a diverse range of institutions, totalling more than 700 museums, galleries and heritage sites. The richness and variety of the sector is evident in the many types of organizations in the province, which may focus on subjects like natural history, military history, science and technology, or art^[1]. 67% of Ontario's museums are community museums that interpret, engage with, and represent the stories of their local area^[1].

Museums in Ontario have important impacts in their communities:



Educational Institutions

- Ontario's museums see more than 2 million visits by schoolchildren every year^[1]
- 77% of our museums offer programs linked to provincial curriculum requirements^[1]
- 90% offer training and professional development opportunities for staff and volunteers^[1]
- Museums in the province are committed to their role in engaging, shaping, and encouraging young people in their communities, including through scholarships and opportunities for volunteering^[2]



Economic Development

- Ontario's museums generate 7.5 million visits by tourists every year^{[1] [2]}
- Museums contribute more than 11,000 jobs to Ontario's \$25 billion culture GDP^[2]
- Museums and heritage assist in attracting and retaining a local skilled workforce^[3]
- 88% of Ontarians see arts and culture as important to local economic well-being^[4]
- 83% of Ontario mid-size cities found that cultural and recreational amenities were effective in their work to renew their downtown^[5]



Effectiveness for the Public

- Ontario's museums see more than 19.4 million visits per year^[2]
- Thanks to digitization efforts, museums see more than 93.5 million online visits yearly^[2]
- More than 750,000 participants join museum activities in Ontario every year^[1]
- Ontario's museums develop their community through contributions to local cultural planning and partnerships with other organizations with shared values^[1]



The Future of Museums in Ontario

The Ontario Museum Association, in consultation with stakeholders, published *Ontario's Museums 2025: Strategic Vision & Action Plan*, which sets out goals for the sector:

Active and collaborative participation from the Ontario Museum Association, the Government of Ontario, local governments, museum stakeholders, and museum professionals and volunteers will be required for the success of the sector in 2025^[6].

ACTION PLAN



About the Ontario Museum Association

The OMA is the professional association representing the more than 700 museums, galleries, and heritage sites across Ontario.

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Sources:

1. *Ontario's Museums 2014 Profile*, Ontario Museum Association, 2016.
2. *Government of Canada Survey of Heritage Institutions: 2017*, Department of Canadian Heritage, 2018.
3. *Policy Statement on Social-Economic Development*, Federation of Canadian Municipalities, March 2017.
4. *Arts and Heritage Access and Availability Survey 2016-2017*, Environics Research Group, March 2017.
5. *Downtown Revitalization Strategies in Ontario's Mid-Sized Cities: A Web-Survey and Case Study*, by Christopher Lauder (Masters' Thesis) University of Waterloo, April 17, 2010.
6. *Ontario's Museums 2025: Strategic Vision & Action Plan*, Ontario Museum Association, 2016.