

Ministry of Tourism and Culture

Ontario Museum Association Conference
November 3, 2011

Why community museums are important

- Play a vital role in education, community development, heritage conservation and cultural tourism
- Tell the stories of Ontario – who we are and where we came from
- Community hubs that attract visitors and support culture and tourism employment
- Stewards of the province's irreplaceable heritage collections
- Drivers of innovation to make history accessible through technology

Ministry's role

- To invest in programs and services that protect Ontario's cultural and natural legacy to help strengthen communities and local economies
- To ensure that the Ministry's heritage programs are increasingly valuable in helping organizations to protect and promote Ontario's heritage for the benefit of present and future generations
- To support the 190 community museums that are part of the CMOG program

Regional Tourism Organizations

- The Ontario Tourism Competitiveness Study established the need for tourism regions and introduced the creation of Regional Tourism Organizations (RTOs) as a key initiative
- On December 18, 2009, the Ministry announced the formation of 13 new tourism regions
- 17 planning sessions brought together stakeholders and industry representatives with ministry staff to discuss key questions including the regional boundaries, potential roles and responsibilities of each RTO, and how to move forward to establish successful RTOs
- RTOs in all 13 tourism regions have now been incorporated

Regional Tourism Organizations

- The RTOs are responsible for:
 - developing strategic plans;
 - developing and implementing regional marketing campaigns;
 - product development, and
 - coordinating activities and building relationships
- Museums are important tourism assets for Ontario
- We encourage museums to connect with their regional tourism organization to learn more about their priorities and activities

Background – Heritage Grant Programs and Review

- Ministry operates three operating grant programs for the heritage sector:
 - Community Museum Operating Grants (CMOG)
 - Heritage Organization Development Grants (HODG)
 - Provincial Heritage Organization Grants (PHOs)
- In 2009, review undertaken with objective of modernizing the heritage grant programs to ensure that they:
 - Continue to respond to the changing needs of the sector
 - Align strategically with the government priorities
 - Ensure a fair and rationale approach to funding

Results – CMOG Program Review

- Ministry increased annual investment in the three heritage grant programs by \$650,000, for a total of \$6.485 million
- Entry of five new museums into CMOG in 2011-2012:
 - Glengarry Pioneer Museum
 - Minden Hills Museum
 - Secrets of Radar Museum
 - Chiefswood National Historic Site
 - North American Black Historical Museum
- In 2010-11, one-time opportunity for CMOG recipients to access funding to support special projects to increase capacity to deliver services

Results – CMOG Program Review

- Government is committed to ensuring that programs meet their objectives and yield benefits for the residents of Ontario.
- Program reviews are undertaken to ensure the efficient allocations of resources.
- The CMOG Program Review identified the need to assess:
 - Standards for Community Museums to ensure their continued reflection of good practice as the needs of the museum community and audiences change
 - Standards last revised in 2000
 - All CMOG recipients over a three-year period to ensure they meet the Standards for Community Museums in Ontario
 - Recipients last reviewed against Standards in 2004

Assessment – Standards for Community Museums

- Assessment against the Standards for Community Museums using Questionnaires will take place over a three-year period to minimize the impact on grant recipients.
- Details related to the standards assessment will follow the three year assessment period.

Standards Questionnaires schedule:

2010 - Governance, Finance and Community (Deadline was January 4, 2011, for year round museums, June 30, 2011 for seasonal museums)

2011 -Exhibition, Interpretation & Education, Research and Human Resources (Deadline was September 30, 2011 for all museums)

2012 -Collections, Physical Plant and Conservation (Deadline will be June 30, 2012 for all museums)

CMOG Assessment to date

- Standards questionnaires were scored by the Ministry's museum advisors.
- Statistical and qualitative analysis of Standards 1-3 questionnaire responses will:
 - Enable ministry to provide constructive feedback to individual museums to help them improve their practice in the areas assessed
 - Provide ministry with qualitative data pinpointing models of good practice; identify areas for training and resource provision; identify trends in current sector standards

Statistical analysis of first three Standards

- Report Findings: (average score)
 - Governance - 93%
 - Finance - 94%
 - Community - 91%

Great results and great examples of good practice

- Many museums submitted excellent Governance, Finance and Community policies in support of Standards assessment
- Examples of good practice, shared by colleagues, are available on the OMA website:
www.museumsontario.com

Qualitative Observations

- Governance Challenges:
 - Governance Roles and Responsibilities
 - Board Involvement and Engagement
 - Museum Policies
 - Strategic Plans

Qualitative Observations

- Community Challenges:
 - Lack of policy
 - Board membership needs to better reflect its community
 - Evidence of community involvement / input in museum programming, exhibits and events is needed

Qualitative Observations

- General Challenges:
 - Lack of distinction between policy and procedures
 - Mission and mandate of the museum should guide all areas of policy development
 - Mission statements limited to describing activities or services offered but not the “greater purpose of the museum,” resulting in an ineffective management tool for guiding the museum into the future

Ministry feedback

- Ministry staff will provide feedback and advice for museums having difficulties in the form of:
 - Standards feedback forms
 - Recommendation and provision of readily available resources through OMA website: www.museumsontario.com
 - Telephone and email consultation with ministry museum advisor

Next steps

- Analysis of questionnaire results will inform review of existing Standards for Community Museums in Ontario to ensure continued relevance and guidance for good practice
- Following completion of three year assessment, a new measurement framework will be introduced
- Ministry will consult with the heritage sector, including the Ontario Museum Association and Ontario Historical Society on new framework
- Community museums will need to demonstrate their ongoing compliance with the Standards for Community Museums in Ontario as part of the annual application process

Questionnaires for Standards 4-10

- Deadline for Standards 4-7: September 30, 2011
Results expected Winter 2012
- Deadline for Standards 8-10: June 30, 2012
- Assessment instructions:
www.mtc.gov.on.ca/en/museums/museums_reporting.shtml

Culture Project Grant

Museum and Technology Fund (MTF)

Museums & Technology Fund

- Support for technology projects at community museums, art galleries, archives and heritage organizations with provincial and regional mandates
- Since launch of MTF in 2009, ministry has invested more than \$3.6M in support of 158 projects
- Listing of MTF recipients available at:
www.mtc.gov.on.ca/en/awards_funding/museum_tech_fund.shtml
- Examples of excellent and innovative projects that have benefited museums and their communities:
 - Muséoparc Vanier Museopark
 - Glanmore National Historic Site
 - Red Lake Heritage Centre

Example – Muséoparc Vanier Museopark

- Online interactive website integrating social media, news bulletin, public access to information about objects in the collection
- Allows the public to:
 - make donations, pay memberships and obtain receipts
 - share their stories and historic photos
- Museum can conduct surveys to discover the needs and demographics of its visitors
- Learn more: <http://museoparc.ca/>

Example – Glanmore National Historic Site

- Virtual tour of the website accessible via a computer kiosk on the museum's main floor (second floor and lower level of historic house are not physically accessible)
- As a result of producing virtual tour, Belleville City Council approved construction of an outdoor vertical lift to improve access to main floor
- Learn more:
http://www.city.belleville.on.ca/CityHall/Departments/RecreationCultureAndCommunityServices/Documents/accessibility_improvements%20GLANMORE.pdf

Example - Red Lake Heritage Centre

- Online exhibit “A One Way Ticket: Red Lake’s Immigration Story”
- Exhibit the final phase of a multi-year immigration project to:
 - bring to life the physical and emotional journey traveled by many immigrants who found their way to live and work in the Red Lake District of Ontario
 - acknowledge the contributions these pioneers made in building the prosperous and vibrant community of today
- Learn more: <http://www.redlakeimmigration.com/>

Questions?

- Direct questions to Ministry contacts:
- Director: Mr. Peter Armstrong
- Supervisor: Ms. Michelle Sale

CMOG: Elka Weinstein, Daniel O'Brien, Cathy Blackbourn

HODG: Daniel O'Brien

MTF: Cathy Blackbourn, Elka Weinstein

PHO: Kate Oxley