



ONTARIO MUSEUM ASSOCIATION

Annual Report

April 1, 2006 to March 31, 2007

2006 | 2007

Fostering and promoting our museum community

OMA : The Year In Review

April06	OMA meets with Ministry of Culture about the sectoral research project.	Insider's Guide to Ontario's Museums is published.
May06	May is Museum Month/Mai Mois des Musees. Minister Caroline diCocco attends launch.	
June06	Task Force to Increase Provincial Support to Ontario Museums is formed, chaired by Gilles Séguin, City of Ottawa.	Letter-writing campaign to Minister of Culture, Minister of Finance, and many other Ontario MPPs about museum funding. Followed by museum sector Postcard campaign.
July06	OMA letter to Minister of Canadian Heritage Beverley Oda asks about MAP and CAHSP delays.	
August06	OMA undertakes comprehensive survey of museums as part of the Trillium-supported Sustainability Project. Also working with Ministry of Culture and CMOG data for 5 year period.	
September06	OMA meets with Ontario Culture Minister Caroline Di Cocco to request increased and additional CMOG funding.	
October06	OMA presents to the House of Commons Standing Committee on Finance regarding MAP cuts and the new National Museums Policy.	OMA presents to the Minister's Advisory Council for Arts and Culture (MACAC) regarding increased provincial support for museums.
November06	2006 Annual Conference: "Engagement & Advocacy" (Owen Sound); Jim Fleck, Chair, Minister's Advisory Council for Arts and Culture addresses conference.	
December06	Collection Database Project (supported by CHIN) is launched.	
January07	CCCO publishes The Learning Coalition's Human Resource Planning Tool and makes it available for download.	
February07	OMA presents at several Ontario pre-budget consultations.	
March07	Provincial, Territorial and National Museum Associations meet in Ottawa to discuss National Museums Policy.	
	CMOG triumph. The Ontario provincial budget increases CMOG funding by \$2.3 million.	

About the OMA

MANDATE STATEMENT

"The Ontario Museum Association fosters and promotes our museum community."

VISION

The Ontario Museum Association believes that museums are an integral and essential component of the cultural, social and economic fabric of the Province of Ontario where all peoples have access to knowledge and appreciation of, as well as participation in, heritage. Museums enrich the lives of individuals, creating better communities in which to live and work. The Association's role is to enhance the mission of museums as significant cultural resources in the service of Ontario society and its development. The OMA's business is:

- To advocate for museums and museum workers
- To provide leadership in the discussion and development of strategies for the evolution of museums
- To serve as a central source of information that will meet the needs of museums and museum workers as they face the challenges of today and the future

MANDATE

We will develop programs and services that fulfill the Association's mission and planning priorities, recognizing that gathering, analyzing and disseminating information is fundamental to our activities.

We will enter into alliances and partnerships with other organizations and interests to develop strategies of common interest.

We will consult and work with other stakeholders, such as government and the public, to define needs and develop innovative solutions.

OUR COMMITMENT

The Association makes a commitment to conduct its business in a manner that reflects a shared understanding of the values that bind us together.

We make a commitment:

- To be flexible and resourceful in managing and delivering services and programs
- To be interactive and innovative in communicating with members and stakeholders
- To enable our members to meet their own needs
- To be proactive, in all aspects, from seeking opportunities to sharing resources, to identifying needs and solutions
- To empower all members to contribute to the operation of the Association
- To recognize that, as society places its trust in those who are responsible for the management of our heritage and cultural resources, we, as museum workers, have a fundamental responsibility to serve the public

President's Report

We have much to celebrate on the 35th anniversary of the Ontario Museum Association!

The Association turned to you, our members, for direction and responded to your call for increased advocacy. With leadership from the Task Force to Increase Provincial Support to Museums (ably chaired by Gilles Séguin), the OMA co-ordinated an outstanding campaign! This included your grass-roots support of a postcard campaign, and an exhaustive round of consultations and presentations to the Ministry by Council, Staff, and members. The budget announcement of \$2.3 million of additional annual funding to the CMOG program for 2007, is indeed a most welcome step in the right direction.

Moving forward with support from our public sector partners - the Ontario Ministry of Culture, the Ontario Trillium Foundation, and the Department of Canadian Heritage - the OMA Council and staff continued to address the financial sustainability and revitalization of both the sector and of our Association.

Specific initiatives were identified with this aim:

We fostered collaboration with all of our stakeholders with the advocacy campaign and the 2006 Owen Sound Annual Conference, *Engagement and Advocacy*. We conducted research with CMOG data and constituency surveys to "map out" the Ontario museum sector and assess the health of our museums. We developed a new membership program to better address member needs. We published the

outstanding *Insider's Guide to Ontario Museums*, promoting museums as a pivotal and unique cultural tourism activity. We continued, with determined effort, towards redressing the Association's financial situation with cost reductions and planning for prompt debt retirement.

These initiatives, combined with an ever-improving Professional Development program and increased ongoing support resources and services, defined our path during the last year.

During our 35th anniversary, we need to be reminded of the spirit in which the OMA was created and the spirit of those who year after year have believed in our work and continue to contribute to the museum community of Ontario. Let's celebrate our collective accomplishments and look forward with faith to a future in which our museums can thrive and grow.



Tammy Adkin
President, OMA Council

Executive Director's Report

The Secretariat supported Council's initiatives to promote the museum sector's vitality and long-term sustainability. A major challenge this past year was dealing with the Association's own sustainability while maintaining programs and services to satisfy member expectations. The Association addressed the deficit by reducing staff (not filling vacancies) while monitoring and cutting costs where feasible. The result was inevitably fewer resources to offer our programs and services, but with dedication, effort and industry, the Secretariat managed to deliver on projects of substantial sector impact.

Advocacy received higher priority, achieving tangible results at the provincial level. The Association provided assistance to the Task Force to increase provincial support to museums, presenting and coordinating member participation in pre-budget consultations with the Ministry of Finance, and encouraging members to carry out a CMOG letter-writing campaign to cabinet members and their local MPP's in the spring of 2006. Subsequently, inspired by the success of our City of Ottawa colleagues, members continued increasing awareness of sector needs with the province-wide Postcard campaign of 06/07.

Our collective action was rewarded in the March 22 provincial budget, with the announcement of an additional \$2.3 million annual increase to the Community Museum Operating Grant (CMOG) program. This funding was planned for distribution during the 2007 grant run and will further reduce the funding gap between the level of previous

museum grants and the level for which museums are eligible under the funding formula in the Ontario Heritage Act.

The Secretariat attended Ministry of Culture consultations towards a Cultural Strategy; and working sessions of heritage stakeholders discussing implementation of the new provisions for the safeguard of built heritage under the revised Ontario Heritage Act.

At the national level, Council and the Secretariat participated in presentations and consultations with the federal government regarding the National Museums Policy. This unfortunately was abandoned following the next election despite having received the endorsement of the three major parties. In response to the cuts made to the Department of Canadian Heritage - Museums Assistance Program (MAP), the OMA went further than correspondence and presented its position to the House of Commons Finance Committee in Ottawa.

Addressing the sustainability of the Association itself, the Secretariat worked with Council to review current programs and services and to identify strategies to find and stabilize new and existing sources of revenue while enhancing the members' value proposition. This included improvements to the membership program and the publication of the *Insider's Guide to Ontario Museums*.

(continued on page 4)

The OMA membership responded in surveys that advocacy was a priority activity expected from their Association. The OMA Council determined to focus organizational efforts on this valued service identified by member museums.

Planning well ahead of the October 10, 2007 election in Ontario, Council appointed a Task Force to increase provincial support to museums, made up of members from across the province and chaired by Councillor Gilles Séguin. The task force planned a province-wide campaign to increase the awareness of the elected members of the provincial legislature, especially the Minister of Culture and members of the Cabinet, regarding the needs of Ontario museums.

In addition, the OMA continued with its research project on the Sustainability of Ontario's museums, incorporating electronic and telephone surveys, focus group discussions and a review of five years' worth of CMOG data carried out in partnership with the Ontario Ministry of Culture with the support of the Ontario Trillium Foundation. This led to the identification of the \$5 million gap in operating funding provided under CMOG, and the level of funding prescribed by the formula under Regulation 877 of the recently revised Ontario Heritage Act.

The various actions and components of this campaign were as follows:

- The programming and delivery of a conference on the theme of *Engagement and Advocacy: Connect, Communicate and Collaborate* with presentations and sessions reflecting the theme and involving important stakeholders and supporters.
- A Motion adopted unanimously at the Association AGM in Owen Sound bringing forward the requests and needs of the Ontario museum sector to the government of Ontario,
- A letter campaign to the Minister of Culture and other MPP's, asking to close the \$5 million annual gap between the current level of funding in the Community Museum Operating Grant program and the amount for which CMOG recipients are eligible.
- A postcard campaign for museums across the province, encouraging visitors and supporters to express their support of

Executive Director's Report (cont'd from p. 4)

Another major undertaking of the Association is the Trillium-funded Sustainability project intended to "map out" the sector. With the collaboration of the Ministry of Culture, five years' worth of museum data from the CMOG program was researched and analyzed. The tracking information contained in the research will help Ontario museums monitor their own development within a provincial perspective and help them make the case to stakeholders for better support. The research will also help the Association to focus resources where needs are greater and guide planning for future program and service development. The project is being finalized with task force feedback and interpretation, and remains slated for an official Fall 07 release.

The Association addresses member challenges and need for Professional Development with an ever-expanding roster of offerings, adding three courses online for greater accessibility by museums across the province, especially for service to rural, Northern or remote areas of Ontario. In addition to museological curriculum and resources, the OMA offered financial skills coursework and hands-on support with digitization of collection records. The OMA continues to work with many strategic partners in Ontario,

Ontario's museums' needs for more provincial support

- Meetings with MPP's by museum constituents across the province
- Participation of the OMA and member museums in pre-budget consultations taking place across Ontario
- Meetings with Minister Di Cocco and the Ministry of Culture to provide input on initial results of the OMA's sector sustainability research to request support for museums which are not receiving CMOG funding, as well as reiterating the need for equity of opportunity for heritage within the cultural sector since the Ontario Arts Council does not fund heritage, and for more support to assist museums in meeting the province's Standards for Community Museums and to continue to foster best practices in all museums.

This concerted effort bringing together museum workers from institutions across the province, with the support of the Ontario Museum Association working with the Ministry of Culture resulted in the March 22 budget announcement of an additional \$2.3 million increase annually to the Community Museum Operating Grant program starting in 2007; a welcome step in recognizing the needs of the Ontario museum sector.

On the federal scene, the unanticipated in-year cuts to the MAP program were of great concern. Letters were sent to Prime Minister Harper and Minister Oda. In addition, the broken promise of a new National Museums Policy which had the support of all national parties prior to the elections, becoming an abandoned policy by the Conservative government, gave Ontario serious cause for concern. The OMA presented its position to the House of Commons Finance Committee, and was surprised at the lack of understanding of the impact of the MAP cuts on small and mid-sized museums preserving our national heritage in museums across the country.

Advocacy was the driving force behind much of the Association's activity during the last year, showing that a united sector can achieve momentum and good results through collaboration and persistence.

Canada, and even the US. In addition to seats held on the Cultural Careers Council of Ontario, the Cultural Human Resources Council, the Learning Coalition, and the FORUM of associations of museums of Canada, the OMA is in discussion with the Association of Midwest Museums to explore future collaborations.

The Secretariat thanks the OMA Council for their valuable time, expertise, direction, and confidence. The past year covered an exhaustive list of programs and services which would not have been successfully delivered without the sheer determination and the unrelenting dedication and hard work of the OMA Secretariat staff. On behalf of Council and our members across the province, I offer sincere thanks to Cathy Blackburn, Rebecca Guinness and Heather Young for their extraordinary efforts for the benefit of the museum community we have the privilege to serve.

On their behalf, it is also important to thank you, members and colleagues, for your support and engagement!

Onwards...

Marie Lalonde, Executive Director

Professional Development

It was another successful year for Professional Development at the OMA, as the Association delivered more than 23 PD events across the province, including 567 registrants in its professional development programming. With an increased use of online courses, a variety of learning approaches and options, and a greater array of resources available through the internet, the Association is attempting to ensure that every OMA member has access to the information and the support they need as they develop their sites and their careers. The following are some of the highlights of the 2006/07 year:

CERTIFICATE IN MUSEUM STUDIES

The following courses were offered in the 2006/07 year:

- Organization & Management of Museums.** Online
- Care of Collections.** Doon Heritage Crossroads, Kitchener
- Museums in Historic Buildings (Facilities Management).** Glanmore National Historic Site, Belleville
- Museums in Context.** Correspondence
- Exhibit Planning & Design.** Discovery North Bay, North Bay
- Education Programs.** Ermatinger Clergue National Historic Site, Algoma Art Gallery, Sault Ste-Marie Museum, Sault Ste-Marie
- Artifacts.** Canadian Conservation Institute, Ottawa
- New Care of Collections.** Online
- New Collections Management.** Online

2006 Certificate in Museum Studies Graduates

Deanna Bullard, Merri Ferguson, Theresa Kerr, Cindy Kirkbride, Patricia Lamarche-Champagne, Patti Lamb, Carol Pretty, Rose Anne Prevec, Katharine Quinton, Anne Sinclair, Patricia Trudel, Ken Turton, and Katherine Vanular

Professional Development Faculty and Instructors

Pam Buell, Fiona Graham, Bill Nesbitt, Irene Chalmers, Sally Warren, Kathleen Westbury, Bev Dietrich, Greg Hill, Richard Fuller, John Grenville, Sue Bazely, Bev Easton, Ed Driedger, Kathy Fisher, Kim Forbes, Laurie Carlyle, Maureen McDonald, Bob Barclay, Heather Young, Phil Dietrich, Patty Whan, Janet Mason, Alastair Fox, James Hay, Paul Martinovich, Debi Perna, Maureen Matthew, Billie Bridgeman and Michael Dowbenka (CHIN project). Online course design: Scott Barrie, Robert Vanderzveerde

The OMA is grateful to the sites that hosted OMA Professional Development events for their colleagues this year. These sites are listed with their respective events, above. Online courses are made available on the OMA website, and using CHIN's Community of Practice software iCohere.

OTHER PROGRAMS

Storyline Development Workshop for Archives of Ontario.

May 18, 2006, Archives of Ontario, Toronto. This workshop was developed and delivered for Archives of Ontario staff upon request.

Colloquium on Learning in Museums VIII.

October 18, 2006, Tom Thomson Memorial Art Gallery, Owen Sound. In conjunction with the Museums and Galleries of Grey and Bruce Counties.

Preservation Housekeeping in Historic House Museums.

October 24 & 25, 2006, Allan Macpherson House, Napanee. Canadian Conservation Institute workshop with the Ontario Historical Society.

"Accounting for Non-Accountants" online workshop. *NEW* Available in three self-study modes.

"Display & Design Techniques for Community Museums" workshop March 21 - 23, 2007, Wellington County Museum & Archives, Fergus.

The OMA received a grant from the Ministry of Training, Colleges, and Universities - Sector Initiatives Fund for the development of three online courses, revision and reprint of CMS Student and Employer Guides, accreditation research and Artifacts online research. We also received a Department of Canadian Heritage - Museums Assistance Program (MAP) contribution for delivery of our PD program. In addition, we made a presentation at the Cultural Careers Council Ontario HR Swap Meet (tip sheet can be found at www.workinculture.ca).

The Learning Coalition

One of the OMA's most successful collaborations over the past eight years has been as a member of The Learning Coalition. The following are some of the innovative tools and programs we have been able to offer as a result of this association.

Storyline Development and Project Management for Community Museums. These modules were commissioned by CHIN (Canadian Heritage Information Network) to support museums working on *Community Memories* projects and provide useful information in an accessible format. The learning modules and Companion Guide are available in both French and English on the CHIN website.

Human Resource Planning Tool. This planning tool was endorsed by the Cultural Careers Council Ontario, who printed a limited number of copies and featured both the tool and some of the components on their website. Also available on the OMA website.

Interprovincial Peer Exchange. Natalia Nekrassova, Curator, Textile Museum of Canada/Andrea Earl, Curator, Manitoba Crafts Museum

TLC e-workshops.

"Writing Labels for Exhibitions" March/April 2006

"Advocacy: Articulating Your Worth" February/March 2007

"HR Planning for Successful Museums" February/March 2007

Artefacts Canada Database Project

With support from CHIN, this project provided training and advisory services for selected museums in the process of digitizing their collections and sharing them on the Artefacts Canada website.

Membership Services

Listening and responding to our members is important to the Association, and Membership Involvement is a key priority in the Association's strategic plan. In Spring 2005, the OMA's Membership Task Force conducted a thorough review of the OMA's membership program, which included conducting a membership survey. Of all survey respondents, 92% indicated they are "very satisfied" and "satisfied" with the OMA's services and programs.

The survey also indicated to the Association what issues are of main concern to our members. As a result, the Association has focused on these matters, which include advocacy, networking, and professional development.

The Membership Task Force recognized and implemented a number of other recommendations based on the survey results. This includes maintaining exclusive password protection, timely electronic communications, and a revised website. Our members also indicated a desire to have distinct benefits for institutional and individual members. The Association has since worked to revise the benefits and categories of membership in order to better address the needs of our members.

Council, members of the Membership Task Force, and OMA staff researched many options, compared membership programs offered by similar organizations, and performed substantial analysis throughout the process of revising our category and fee structure. The new categories and fees are as follows, effective April 1, 2007:

Individual

- i) Museum/Cultural Worker: An individual who is working or who has been working in a paid or unpaid capacity in a museum/cultural organization in Ontario; or an individual who is or has been a trustee of a museum/cultural organization in Ontario. \$80
- ii) Colleague: An individual employed at an institution that is a member in good standing of the Association. \$70
- iii) Supporting: An individual who is interested in supporting the mission and the objectives of the Ontario Museum Association, but who

is not eligible for membership in other categories. \$60

iv) Student: An individual enrolled full-time in a museum studies, arts administration or any other educational program in Ontario. \$50

Institutional

An Ontario museum which falls within the definition of a museum as outlined in the Letters Patent, or any organization which is legally incorporated and professionally related to the mission and objectives of the Ontario Museum Association.

Institutional fees are based on Operating Budgets:

- Less than \$200,000: \$100
- \$200,000 and \$5 million: .05% of budget or \$750, whichever is LESS
- Greater than \$5 million - \$1,000

Commercial

i) Consultant: an individual who derives

income from selling a product or services to the museum field. \$125

ii) Corporate: a corporation or business which is interested in supporting the mission and objectives of the Ontario Museum Association. \$300

A complete list of benefits can be found by visiting the OMA's website at www.museumsonario.com

The above category and fee structure was presented to and approved by the membership at the Annual General Meeting in Owen Sound, ON, on October 20, 2007.

The OMA encourages all members to continue to participate in the Association, and to voice interests. Member feedback is valuable and will assist Council in its ongoing review of Association priorities.

2006-2007 OMA
\$2.3 million in additional CMOG funding
567 registrants in OMA Professional
13 new Certificate in Museum Studies
71,000 "Insider's Guide to Ontario" distributed through the Globe & Mail, Ottawa, Toronto, and other media centres and media outlets
320 museums included

Annual Conference 2006

More than 200 museum and heritage professionals convened in Owen Sound for the 2006 Annual OMA Conference, *Engagement & Advocacy: Connect, Communicate & Collaborate*. From full attendance at the Colloquium on Learning in Museums VIII, at Tom Thomson Memorial Art Gallery, to engaging and dynamic sessions, to the Awards Banquet honouring professionalism and excellence in Ontario's museum sector...participants unanimously reported that the conference either met or exceeded expectations.

Perhaps more importantly, the conference's emphasis on advocacy - including discovering ways in which to strengthen the OMA's advocacy role, and inspirational reinforcement for museums' own efforts - has had tremendous impact in the months following the Conference.

At the sessions, participants examined advocacy at all levels of government, and explored ways in which to act in concert with communities and other cultural organizations to achieve common ends. At the AGM, members unanimously approved the motion to petition the

Government of Ontario for increased CMOG funding. Closing plenary speaker Dr. Jim Fleck, Chair of the Minister's Advisory Council on Arts and Culture, and keynote speaker Dr. Victor Rabinovitch, President/CEO, Canadian Museum of Civilization Corporation, offered many tips and strategies for getting governments' attention, emphasizing action at the grassroots level, and the importance of cultural organizations speaking with one voice and with a shared, clear message.

The most remarkable outcome of the work begun and reinforced at the conference is the \$2.3 million in additional CMOG funding included in the March 2007 provincial budget. As time goes on, the sector must continue to consider Dr. Fleck's and Dr. Rabinovitch's ideas, and review Conference session notes for ideas, as the push continues for additional funding support, and the long-overdue National Museums Policy.

The 2007 Conference is scheduled to take place from October 24 - 26, 2007, in Toronto.

Communications

A major new Association initiative was the *Insider's Guide to Ontario Museums*, a huge undertaking and a most comprehensive guide to Ontario museums. A user friendly and colourful publication with 320 museums, the *Insider's Guide to Ontario Museums* was met with outstanding reviews from all members, media, and stakeholders everywhere. In spring 2006, more than 71,000 copies of the

publication were delivered via *The Globe & Mail*, *The Ottawa Citizen*, and Ontario Tourism travel centres, including border crossing locations. Member museums also distributed copies of the Guide.

The Guide served to remind tourists to include museums in their summer travel plans. It was also designed and written for the discerning cultural tourist promoting Ontario's wide offering of different and exciting museums, mentioning unique collections and special stories.

The publication featured celebrated Canadian authors conveying their personal and memorable museum experiences. From Booker and Griffin prize recipients, to Giller Prize nominees and Trillium Book and Governor General literature prize winners, and an Academy Award nominee and Genie award-winning filmmaker, contributors **Margaret Atwood, Michael Redhill, Michael Winter, Atom Egoyan, Ian Brown,**

Don Gillmor, Didier Leclair, Michelle Berry, Paul-François Sylvestre, Christian Bök, Robert Dickson, and Claudia Dey presented the reader with thoughtful contributions on the individual museum experience, in both French and English. The *Insider's Guide to Ontario Museums* also featured museums dedicated to famous Canadians known for various accomplishments and provided a special Museum Marketplace to promote the museum gift shop as the purveyor of the unique and one-of-a-kind item, an essential stop on one's shopping itinerary.

The website continued to be maintained and improved, keeping Ontario issues of concern to museums and the heritage sector on the home page. Advocacy calls to action, support materials made available throughout the Association's campaigns, and listings of a wealth of resources and major program offerings were also available from the home page. The website provides quick responses to museum workers' questions. The site enjoyed an average monthly visit rate of approximately 25,000 visitors per month, with the visit rate constantly growing throughout the fiscal year. On average, at least 25% of the visitors are using the online guide to museums.

The electronic version of the Association's newsletter, "Currently", was delivered monthly by March 2007, along with regular Current e-News alerts and mentions on the list-serv, reporting in a timely fashion on news and changes to the Ontario museum landscape while also keeping the membership informed and connected.

Key Highlights

Additional CMOG funding

Additional Development programs

Museum Studies graduates

"Ontario's Museums" distributed in *The Citizen*, Ontario Tourism travel centres and member museums

Featured in the "Insider's Guide"

May is Museum Month | Mai, Mois des Musées 2006

The May is Museum Month launch on April 25 was one of the first official events attended by the new Ontario Minister of Culture Caroline diCocco. Held at the Textile Museum of Canada in Toronto, with the fascinating exhibit *A Terrible Beauty* as backdrop, the event began the month long province-wide celebration. The event also included authors and contributors to the *Insider's Guide to Ontario Museums* Michael Redhill, Michael Winter and Paul-François Sylvestre, sharing their museum experiences.

Together with the City of Ottawa and the National museums, the OMA celebrated heritage and the large community of museums in the Ottawa region at an event held on May 11 at Cumberland Heritage Village Museum. In attendance was Mayor Bob Chiarelli, who proclaimed May 18 as International Museum Day in Ottawa. Dr. Victor Rabinovitch, President and Chief Executive Officer of the Canadian Museum of Civilization also attended the event, and spoke on behalf

of museum members.

The OMA coordinated a special museum section in *The Globe & Mail* featuring several museum exhibits and events to promote and increase public awareness of the important role of museums. Special listings of museum offerings by region was part of this May is Museum Month newspaper feature, and were available at a preferential rate for OMA members, as well as reduced cost advertising opportunities.

Supporting the bilingual campaign, the May is Museum Month online events database benefits from direct links provided by the Ministry of Culture's homepage, and from the Ministry of Tourism's travel website.

Awards of Excellence 2006

The Award of Excellence Committee presented certificates to the following 2006 Award of Excellence recipients at the 2006 Annual Conference:

- Community of Ottawa - Museums Sustainability Plan.
- Heritage Sarnia-Lambton - DVD Project - "Sarnia-Lambton: Just Passing Through"

- Museum on the Boyne - "A Japanese Kimono Exhibit"
- Ontario Provincial Police (OPP) Museum - "The OPP's Best Friend - Celebrating 40 Years of the OPP's Canine Unit".
- Veterans' Green Project Committee - Heritage Resources, City of Waterloo - Veterans' Green Project.

Committees and Task Forces 2006-2007

MEMBERSHIP INVOLVEMENT TASK FORCE

Chair: Tammy Adkin, London Regional Children's Museum

Members: Victoria Stasiuk; Bev Dietrich, Guelph Museums; Antoinette Duplessis, Joseph Schneider Haus Museum

TASK FORCE TO INCREASE PROVINCIAL SUPPORT TO MUSEUMS

Chair: Gilles Séguin, City of Ottawa

Members: Marty Brent, Black Creek Pioneer Village; Christina Tessier, Bytown Museum; Francis Beaulieu, Museoparc Vanier Museopark; Nataley Nagy, Textile Museum of Canada; Fiona Graham, private museum consultant; Barbara Ribey, Bruce County Museum and Cultural Centre; Tom Reitz, Doon Heritage Crossroads

FINANCIAL SUSTAINABILITY AND REVITALIZATION TASK FORCE

Chair: Tom Lewis

Members: Ed Driedger, Discovery North Bay; Carrie Brooks-Joiner, Carrie Brooks-Joiner and Associates, Tammy Adkin, London Regional Children's Museum; Heather Young, financial consultant

NOMINATIONS COMMITTEE

Chair: Tammy Adkin, London Regional Children's Museum

Members: Karen VandenBrink, consultant; Carrie Brooks-Joiner, Carrie Brooks-Joiner and Associates

AWARD OF EXCELLENCE COMMITTEE

Chair: Katherine McCracken, Guelph Museums

Members: Patricia Hamilton, Huron County Museum and Historic Gaol; Carol Miller, Heritage House Museum

CONFERENCE 2006 PROGRAM COMMITTEE

Chair: Kathleen Powell, City of Niagara Falls Museums

Members: Fred Addis, Leacock Museum National Historic Site; Michèle Alderton, Red Lake Regional Heritage Centre; Helen Booth, Town of Lincoln's Jordan Historical Museum; Petal Furness, Grey Roots Museum & Archives; Astero Kalogeropoulos, Brant County Tourism

CONFERENCE 2006 LOCAL ARRANGEMENTS COMMITTEE

Chair: Petal Furness, Grey Roots Museum & Archives

Members: Christine Bell, The Meaford Museum; Karin Foster, Grey Roots Museum & Archives; Anne Frost, The Tom Thomson Memorial Art Gallery; Ben Holthof, Billy Bishop Heritage Museum and Owen Sound Marine & Rail Museum; David Huff, The Tom Thomson Memorial Art Gallery; Brian Manser, Grey Roots Museum & Archives; Susan Martin, Grey Roots Museum & Archives; Jill McFadden-Bartley, Billy Bishop Heritage Museum and Owen Sound Marine & Rail Museum; Stacy McLennan, Grey Roots Museum & Archives; Stephanie McMullen (past chair), Grey Roots Museum & Archives; Lisa Plante, Grey Roots Museum & Archives; Stuart Reid, The Tom Thomson Memorial Art Gallery; Barbara Ribey, Bruce County Museum & Cultural Centre; Mary Smith, Billy Bishop Heritage Museum and Owen Sound Marine & Rail Museum; Karen Tanner, Bruce County Museum & Cultural Centre; Pam Woolner, The Meaford Museum

Finance

Ontario Museum Association: Deficit Reduction Plan

The Ontario Museum Association began its 2006-07 fiscal year carrying an accumulated deficit of \$77,684 on its Unrestricted Net Assets line. The organization also has a board-restricted fund of \$30,000, which reduces the accumulated deficit to \$47,684.

The \$30,000 restricted fund was established at a time when the association was carrying an accumulated surplus of this amount, which Council decided to set aside for special projects.

The loss arose primarily from changes to the association's operating environment, including changes to federal funding policies.

The association responded decisively during 2006-07, eliminating one full-time staff position and cutting back on expenditures. As at March 31, 2007, the accumulated deficit stands at \$19,790.

Over a one-year period, the OMA reduced its debt by almost \$28,000 – more than half of the total accumulated deficit. This dramatic change in the organization's net assets position demonstrates the dedication of staff and Council to stabilizing the association's finances and returning to a net surplus position.

During the last couple of years, government funding has again become somewhat more available for services such as OMA's. In addition, as indicated by the descriptions of our grant-funded and other projects, we have been working intensively on ways of building our earned revenues.

Our plans for the next two fiscal years call for a measured and sustainable approach to eliminating the deficit. In each of 2007-08 and 2008-09, we plan to retire an additional \$10,000 of debt. By the end of 2008-09, therefore, our accumulated deficit will be fully repaid.

Over the subsequent three years, ending in 2012, we plan to add a surplus of \$10,000 per year to our position, thereby restoring the \$30,000 board-restricted fund.

We have approved significant changes to the structure of our individual and organizational membership programs, which are expected to yield an important increase to Association revenue from this source. The development of more online courses will make a permanent reduction to our travel, accommodation, and related expenses, as well as allow us to expand our course offerings.

In addition, we continue to work with association management and fundraising consultants on ways in which the OMA can generate additional revenues while maintaining its essential core services to the museum community.

Auditor's Report

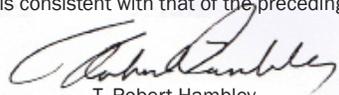
To The Members of the Ontario Museum Association

I have audited the balance sheet of the Ontario Museum Association as at March 31, 2007 and the statements of operations and changes in fund balances for the year then ended. These financial statements are the responsibility of the Association's management. My responsibility is to express an opinion on these financial statements based on my audit.

I conducted my audit in accordance with generally accepted auditing standards. Those standards require that I plan and perform an audit to obtain reasonable assurance whether the financial statements are free from material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In my opinion, these financial statements present fairly in all material respects, the financial position of the Association as at March 31, 2007 and the results of its operations and the changes in its financial position for the year then ended in accordance with generally accepted accounting principles. As required by the Corporation Act (Ontario), I report that, in my opinion, these principles have been applied on a basis consistent with that of the preceding year.

Toronto, Canada
June 25, 2007



T. Robert Hambley
Chartered Accountant

ONTARIO MUSEUM ASSOCIATION BALANCE SHEET MARCH 31, 2007

ASSETS

	2007	2006
Current		
Cash and cash equivalents	\$ -	\$43,993
Accounts receivable	77,685	61,175
Prepaid expenses	3,230	12,920
	80,915	118,088
Investments, at market value (note 3)	275,977	237,581
	<u>\$356,892</u>	<u>\$355,669</u>

LIABILITIES

Current		
Bank overdraft	\$ 33,706	\$ -
Accounts payable and accrued liabilities	32,046	49,027
Deferred revenue (note 4)	93,390	145,853
	159,142	194,880

FUND BALANCES

Surplus - Unrestricted	(49,789)	(77,684)
- Board restricted (note 5)	30,000	30,000
Endowments (note 6)	217,539	208,473
Total fund balances	197,750	160,789
	<u>\$356,892</u>	<u>\$355,669</u>

(See accompanying notes)

On behalf of the Board

 Director
 Director

ONTARIO MUSEUM ASSOCIATION STATEMENT OF OPERATIONS YEAR ENDED MARCH 31, 2007

	2007	2006
Revenue -		
Memberships	\$ 56,325	\$50,775
Professional development	44,277	41,426
Conference	51,179	57,623
Publications	52,441	17,556
Financial development	2,609	4,270
Member programs and services	12,250	37,000
Miscellaneous	6,609	12,220
Government contributions and grants (note 7)	361,832	243,195
	587,522	464,065
Expenses -		
Community and public relations	28,275	51,532
Computer services	9,126	3,807
Advocacy and government relations	7,617	23
Annual conference	21,059	29,930
Council and committee	16,179	8,222
Financial development and membership	4,822	395
Professional development	96,848	23,897
Program delivery, office and general	91,664	66,545
Publications	43,135	12,853
Salaries, fees and benefits	240,902	310,371
	559,627	507,575
Excess (deficiency) of revenue over expenses	\$ 27,895	\$(43,510)

(See accompanying notes)

ONTARIO MUSEUM ASSOCIATION STATEMENT OF CHANGES IN FUND BALANCES FOR THE YEAR ENDED MARCH 31, 2007

	2007			2006	
	Board Endowments	Restricted	Unrestricted	Total	Total
Fund balances, beginning of year	\$208,473	\$30,000	\$(77,684)	160,789	\$204,299
Excess (deficiency) of revenue over expenses for the year	-	-	27,895	27,895	(43,510)
Endowment contributions	558	-	-	558	-
Income allocated to statement of operations	(9,888)	-	-	(9,888)	-
Investment income	18,396	-	-	18,396	-
Fund balances, end of year	<u>\$217,539</u>	<u>\$30,000</u>	<u>\$(49,789)</u>	<u>\$197,750</u>	<u>\$160,789</u>

(See accompanying notes)

Notes to Financial Statement

ONTARIO MUSEUM ASSOCIATION NOTES TO FINANCIAL STATEMENTS: MARCH 31, 2007

1. Purpose of the Organization

Ontario Museum Association/Association des musées de l'Ontario ("the Association") was incorporated under the laws of Ontario in 1972 as not-for-profit organization. The Association is a charitable organization under the Income Tax Act (Canada) and, as such, is exempt from income taxes.

The Association believes that museums are an integral and essential component of the cultural, social and economic fabric of the Province of Ontario, where all peoples should have access to knowledge and appreciation of, as well as participation in, heritage. Museums enrich the lives of individuals, creating better communities in which to live and work. The Association's role is to enhance the mission of museums as significant cultural resources in the service of Ontario society and its development.

2. Summary of Significant Accounting Policies

These financial statements have been prepared in accordance with generally accepted accounting principles applied within the framework of the accounting summarized below:

Revenue Recognition

The Association follows the deferral method of accounting for contributions which includes donations, memberships and government grants.

Unrestricted donations are recognized as revenue when received since pledges are not enforceable claims. Restricted donations are deferred and recognized as revenue in the period in which the related expenses are incurred.

Contributed services

Volunteers perform various services on behalf of the Association. Due to record-keeping and valuation difficulties, these contributed services are not recognized in the financial statements.

Investments

Investments are recorded at market value.

3. Investments

Investments consist of Canadian Mutual Funds with the portfolio including Canadian equities, Canadian fixed income, U.S. equity and overseas equity.

Endowment assets have been allocated between Sovereign Mutual Fund Managed Pools as follows:

	Publication Fund	Professional Development Fund
Money market	20%	22%
Canadian equity	30	29
Canadian fixed income	36	35
US equity	7	6
Overseas equity	7	8
	<u>100%</u>	<u>100%</u>

4. Deferred Revenue

Deferred revenues are composed of seminar fees, membership fees and grants received but as yet unearned by the Association and are comprised of the following:

	2007	2006
MMM Participant fees	\$ 20,000	\$ 27,250
CTMF Publication	-	20,929
Ontario Cultural Attraction Fund	-	15,000
Ontario Trillium Foundation – sustainability	32,475	45,500
Memberships	31,415	29,540
Course Fees and other	<u>9,500</u>	<u>7,634</u>
	<u>\$93,390</u>	<u>\$145,853</u>

5. Board Restricted Fund

The OMA Council has set aside \$30,000 for future special projects.

6. Endowments

Contributions restricted for endowments consist of endowment donations received by the Association and donations internally designated by the OMA Council, in the exercise of its discretion. The endowment principal is required to be maintained intact. The investment income generated from endowments must be used in accordance with the various purposes established by donors or the OMA Council. The Association ensures, as part of its fiduciary responsibilities, that all funds received with a restricted purpose are expended for the purpose of which they are provided.

Investment income on endowments that is available for spending at the discretion of the Association or that is available for spending as conditions have been met, has been recorded in the statement of operations. Income available for spending where the conditions have not been met would be added to deferred contributions. In the current year income allocated to publications revenue was \$8,108 and income allocated to professional development revenue was \$1,780.

Capital gains (loss) have been reflected as an increase (decrease) in the endowments on a pro rata basis between restricted and non-restricted funds in order to maintain the endowment principal intact.

Contributions restricted for endowments consist of the following:

	2007			2006
	Externally Restricted	Internally Restricted	Total	Total
Publication Fund				
Balance, beginning of year	\$116,030	\$ 48,086	\$164,116	\$164,116
Contributions	50	-	50	-
Investment income	8,060	3,026	11,086	12,068
Income allocated to statement of operations	(8,108)	-	(8,108)	(12,068)
Balance, end of year	<u>116,032</u>	<u>51,112</u>	<u>167,144</u>	<u>164,116</u>
Professional Development Fund				
Balance, beginning of year	12,474	31,883	44,357	44,357
Contributions	508	-	508	-
Investment income	2,056	5,254	7,310	3,904
Income allocated to statement of operations	(1,780)	-	(1,780)	(3,904)
Balance, end of year	<u>13,258</u>	<u>37,137</u>	<u>50,395</u>	<u>44,357</u>
Total	<u>\$129,290</u>	<u>\$88,249</u>	<u>\$217,539</u>	<u>\$208,473</u>

Included in the externally restricted portion of the Publication Fund is (i) \$75,000 received from the Ministry of Citizenship, Culture and Recreation ("MCCR") (ii) the MCCR also required the Association to contribute \$25,000 to the Publication Fund.

7. Government Contributions and Grants

	2007	2006
Ministry of Culture		
- Provincial Heritage Organization	\$170,500	\$170,500
- Standards Workshop Project	-	-
- CSIF – Sustainability Project	12,025	-
- Ontario Cultural Attractions Fund	15,000	41,000
- Other	-	15,000
Trillium Foundation	13,025	9,400
Ministry of Training, Colleges and Universities SIF	66,200	-
Department of Canadian Heritage		
- Financial Sustainability Project - CAHSP	10,187	(665)
- Professional Development - MAP	48,850	1,500
CHIN Travel Grants	692	-
CHIN – Other Project Funding	20,525	-
CHRC Youth Internship Program	1,000	4,000
Experience Employment Grants	<u>3,828</u>	<u>2,460</u>
	<u>\$361,832</u>	<u>\$243,195</u>

8. Commitments

The Association has agreed to a lease extension for premises to March 31, 2009 with a lease rent for 2006-2007 of \$22,099 with years 2 and 3 to be calculated on the base plus CPI increase at the end of the previous calendar year.

Acknowledgements

The Ontario Museum Association wishes to acknowledge the financial contribution of the following supporters:

MEMBERSHIP

For fees for membership and services, including the conference and professional development; the Association also thanks the numerous members who give generously of their time and expertise through membership on committees, task forces, and Council participation, and as contributors to the publications, activities and operations of the OMA.

DONORS

David Adames
Tammy Adkin
Natalia Barykina
Cathy Blackburn
Merridy Bradley
Marty Brent
Carrie Brooks-Joiner
Maureen Couse
John Dalrymple
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Susan Murdock
Iain Newbigin

Kate Oxley
Kathleen Powell
Catherine Reilly
Tom Reitz
Barbara Ribey
Gilles Séguin
Beth Shieds
Anne Sinclair
Ernest Stieb
Victor Styrmo
Elka Weinstein
Heather Young

FUNDERS

We would also like to thank the following funders:

Government

Ministry of Culture (Provincial Heritage Organization Grant, Cultural Strategic Initiatives Fund (CSIF), Summer Experience Program Grant, Ontario Cultural Attractions Fund, Ontario Trillium Foundation)

Ministry of Training, Colleges and Universities (Strategic Initiatives Fund)

Department of Canadian Heritage (Museum Assistance Program, Canadian Arts and Heritage Sustainability Program, Canadian Heritage Information Network (CHIN): Travel Grants & Other Project Funding)

Cultural Human Resources Council (CHRC): Youth Internship Program

PARTNERS

May is Museum Month 2006

National Gallery of Canada
Canadian Museum of Contemporary Photography
Canadian Museum of Civilization
Canadian War Museum
Virtual Museum of Canada

Royal Ontario Museum
McMichael Canadian Art Collection
Ontario Heritage Trust
City of Toronto Culture
City of Ottawa
Canadian Museum of Nature
Currency Museum of the Bank of Canada
Casa Loma
Canada Science and Technology Museum
Muséoparc Vanier Museopark
Library and Archives Canada
The Bata Shoe Museum
Royal Canadian Mint
Textile Museum of Canada
Art Gallery of Ontario
Ontario Cultural Attractions Fund
Ontario Ministry of Culture
Ontario Ministry of Tourism

May is Museum Month 2006 Media Partners

TV Ontario, Radio Canada, *The Globe & Mail*, *L'Express*

Annual Conference 2006 Supporting Partners

Canadian Museum of Civilization, National Gallery of Canada, BaAM Productions, ERA Architects, Royal Ontario Museum, The Arts Advocate, the City of Ottawa, The Aboriginal Healing Foundation, University of Toronto Faculty of Information Studies, and the Ontario Ministry of Culture

Tradeshow Exhibitors

Canadian Conservation Institute, Canadian Heritage Information Network, Carr McLean Ltd., Department of Canadian Heritage, Education Safety Association of Ontario, Knowledge Ontario, Michael Herrera, CA, Ministry of Culture, Natural Heritage Books, Roberto Portolese Studio, Royal Ontario Museum, Softwood Technology

OMA SECRETARIAT

The continued success of OMA programs is due to the efforts of the Secretariat staff:

Marie G. Lalonde, Executive Director; **Cathy Blackburn**, Professional Development Program Manager; **Sarah Palmer**, Communications Program Manager (until June 2006); **Rebecca Guinness**, Membership and Administration Coordinator. Contract assistance: **Heather Young**, Financial Management; **Alexandra Cooper**, Special Programs Coordinator (to June 2006); **Cheryl Corson**, Designer (to April 2006); **Timothy Cadan**, Conference Coordinator; **Kristy Hwang**, Summer Experience Program student.

COUNCIL 2006-2007

President: Ed Driedger, Discovery North Bay (to Dec. 2006)
Tammy Adkin, London Regional Children's Museum (Jan. 2007)

Vice-President: Tammy Adkin, London Regional Children's Museum (to Jan. 2007); **Kathleen Powell**, City of Niagara Falls Museums (Jan. 2007)

Treasurer: Tom Lewis, Downsview Park

Past President: Carrie Brooks-Joiner, Carrie Brooks-Joiner and Associates

Councillors: David Adames, Tourism Hamilton; **Michèle Alderton** (Feb. 2007), Red Lake Heritage Centre; **Marty Brent**, Black Creek Pioneer Village; **John Dalrymple**, Textile Museum of Canada; **Jan Gray** (to Nov. 2006); **Katherine McCracken**, Guelph Museums; **Kathleen Powell**, City of Niagara Falls Museum (to Jan. 2007), **Gilles Séguin**, City of Ottawa Heritage Development

OMAAMO

ONTARIO MUSEUM ASSOCIATION
ASSOCIATION DES MUSÉES DE L'ONTARIO

**ONTARIO MUSEUM ASSOCIATION/ASSOCIATION DES MUSÉES DE
L'ONTARIO**

**50, rue Baldwin Street,
Toronto, Ontario M5T 1L4**

Tel/Tél: 416-348-8672 | 1-866-OMA-8672

Fax/Télé: 416-348-0438

Email/Courriel: oma@museumsontario.com

Web: www.museumsontario.com or/ou www.museesontario.com