



# au courant

Newsletter of the Canadian Federation of Friends of Museums

CFFM is proud to have Her Excellency, the Right Honourable Michaëlle Jean, C.C., C.M.M., C.O.M., C.D.,  
Governor General of Canada as its Patron

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## The Role of Canadian Museums at a Time of Economic Crisis

**W**ith experts in Canada and around the world projecting tough economic times for the foreseeable future, it is pertinent to ask questions about the role of our museums and other heritage organizations. How can we — both those responsible for managing the institutions and their many workers and volunteers — ensure that the institutions not only survive a severe economic downturn but emerge as strong, healthy organizations prepared to continue to serve Canadians.

And there is an important supplementary question. To what degree can these institutions support the government's objectives of maintaining employment and reinvigorating the economy.

One set of answers is to be found in the recent CMA submission to the 2009 budget consultations; it contains a recipe for a renewed federal program to be carried out in partnership with museums across the country aimed at creating jobs, ensuring that collections are preserved and made accessible, and strengthening the Young Canada Works program. The recommendations are tailored to form part of the government's economic stimulus program in a manner that is strategic and targeted, balancing shorter-term economic recovery goals with those longer-term goals that speak to improved Canadian productivity, innovation and competitiveness.

The submission forcefully reminds federal politicians about the role of museums in our society:

*Whether they are national or community-based, serving Canadians in urban or rural areas, Canada's museums are*

*fundamental to our society. Canada's 2500 museums attract over 59 million visitors each year; 7.5 million of whom are students. Museums enjoy an incredible reach: they are popular and accessible among Canadians as well as international visitors to Canada. Museums help build stronger communities, locally and nationally. More than repositories to preserve past achievements, Canada's museums are forums for engagement, interaction and pride.*

Key components of the recommended programs are:

- A Heritage Sector Employment Program
- A Collections Access Program
- Enhanced support for the Young Canada Works Program

These recommendations are based on the reality that museums in 2007 generated real value-added output of \$46 billion. Taking into account direct, indirect and induced contributions, the sector had an "economic footprint" of \$84.6 billion, some 7.4% of Canada's GDP — while contributing 1.1 million jobs.

It is up to all of us in the sector to ensure that our parliamentarians and the decision makers at other levels of government are fully aware of these realities.

**Bill Peters**

## What is Canada's Museum for Human Rights?

It is unlike any museum I have been associated with in my 31 years in museums. It is an ideas museum, a museum of conscience and a museum dedicated to the important social issue of human rights in Canada and globally.

The museum is very purposely called the Canadian Museum **for** Human Rights as a positioning statement to imply that each and every person who comes through the Museum will be moved to do something positive for the human rights locally or internationally. Exhibits will deal with human rights issues from the past such as the Universal Declaration of Human Rights that celebrated its 60<sup>th</sup> anniversary on December 10<sup>th</sup>, 2008 authored by a Canadian. It will also deal with current present day issues as they emerge, and will speculate on issues that may emerge in the future as advances in medicine and technology create human rights dilemmas. The exhibitions are being developed by Ralph Appelbaum Associates who have put together a conceptual outline of the exhibitions which was presented by Ralph Appelbaum and his staff at our first meeting on September 3, 2008. The concept is to engage visitors with the topics in extremely creative ways using some 'high tech' methodology and some tried and true methods that have been used in museums for generations. Ralph Appelbaum's firm has proposed an electronic method called a 'key' that allows visitors to take home electronically parts of the story in the exhibits that touched the visitor deeply or information they want to think more about.

The building has been carefully thought out. A presentation from the architect, Antoine Predock, demonstrates that he has used a great deal of symbolism in the design: for instance the glass façade represents the wings of a dove with the attendant symbolism. The berms emerging from where the building meets the ground represent roots and which to me at least suggests that human rights are a natural extension of being human.

There is a great deal of work to do between now and the opening of the Museum in 2012. The Board and staff are charged with creating an iconic building that functions well as a museum, hire a CEO, hire 170-180 staff, continue the fund-raising, reach out to Canadians in all parts of Canada as we build the museum with an effective outreach program, consult with Canadians on the creation of the topics for the exhibits, and build and install the exhibits. It is a daunting task for the board and the staff but one that they are excited about and committed to doing the best job possible.

The board is made up of interesting and talented people from diverse backgrounds. The staff now numbers 11 people, the interim Chief Operating Officer who leads the staff has been seconded from the federal government. The construction of the building is being overseen by the former Director of the Canadian War Museum, Joe Geurts

### Facts

- First new National Museum in 40 years
- First National Museum outside the National Capital Region
- The only museum in the world focussed totally on the broad spectrum of human rights
- Building – 270,000 square feet
- Current staffing level of 11 will increase by 2012 to 170-180
- Chief Executive Officer/Director to be hired early in 2009
- Board currently 8 Trustees but full complement is 11
- Website is [www.humanrightsmuseum.ca](http://www.humanrightsmuseum.ca)
- Collecting will be limited – this is an ideas museum not a collecting institution

**Bill Barkley**

NOTE: Prime Minister Stephen Harper assisted at the Museum's ground-breaking ceremony on December 19, 2008.

## **Carol Sprachman Memorial Lecture**

### **Fully Wired...Fully Mobile: Generation Y.**

**D**uring a plenary session on Saturday morning March 28<sup>th</sup> Jennifer Corriero will address delegates to the CMA National Conference on the topic "Fully Wired...Fully Mobile: Generation Y". Expert on Youth Culture and Demographics, Jennifer Corriero is a dynamic young individual who has developed and implemented many programs and initiatives around the world that engage students in learning experiences which utilize technology in meaningful ways. She has been a consultant for numerous clients including the Ontario Science Centre, VanCity Credit Union, HP and Microsoft. In 1999, Jennifer co-founded TakingITGlobal, a non-profit organization that utilizes technology to foster cross-cultural understanding, collaboration and awareness of global issues among youth around the world. The website currently receives over 1 million hits each day and has grown to include over 30,000 members from over 200 countries and territories. Jennifer has been recognized by the World Economic Forum as one of the Global Leaders for Tomorrow in 2002 and has been featured in TIME Magazine as one of the leaders for Canada's Next Generation.

Ms. Corriero will provide insight on how cultural institutions can engage and connect with a younger and more "wired" demographic as visitors, employees and stakeholders.

**Ms. Corriero's lecture is being sponsored by CFFM as a memorial to Carol Sprachman, guiding spirit of our organization for many years.**

**For those wanting to attend, please check with the CMA Registration Desk at the Fairmont Hotel prior to the 9:00 am lecture.**

## **CFFM Annual General Meeting**

**March 26, 2009 in Toronto**

**4:30 pm The Fairmont Royal York**

**T**he following slate, with suggested portfolios, is recommended by the Nominating Committee to serve on the Board of Directors of CFFM for the coming year, 2009-2010:

**Cynthia J. Armour** (Development) is a certified fundraising executive and has done work for the Museums Association of Saskatchewan, the Ontario Museum Association, the Trans Canada Trail Foundation and the Museum of Childhood among

others.

**William Barkley** is an independent consultant focusing on the planning, management and teaching for museums and related institutions.

**Barbara Bloor** (Treasurer) is a chartered accountant in Ontario and works as a consultant. Her areas of expertise include program, financial and organizational reviews.

**Joan Goldfarb** (co-President) received her B.A. for fine arts at the University of Toronto. She serves on the Advisory Board for the Art Gallery of York University.

**Marion Haunton** - 26 years with Legal Services of the Department of Justice, in the departments of Fisheries and oceans, Canadian Heritage, Communications, and Indian and Northern Affairs.

**Peter Homulos** (National Director) is retired from the department of Canadian Heritage. Before that he was the Director General of the Canadian Heritage Information Network. He is now an independent consultant with a strong interest in mediation and resolution of Aboriginal issues in Canada.

**Marie Tremblay-McNiven** (co-President) is a member of the Board Advisory Committee for the Montreal Museum of Fine Arts. She is involved with management consulting with the Fondation Héritage Montréal.

**Wally Kozar** (Secretary) has held management positions with the National Museum of Man, the Museums Assistance Program and the Canadian Conservation Institute.

**Doris M. Smith** (Public Relations and Communications) is a long-time museum volunteer at the National Gallery of Canada and founded the Canadian Friends of the Hermitage. She is a retired certified fund-raising executive.

**Martha Wilder** (Development) is currently employed as the Program Expansion Manager for Windfall. Through her interest in Canadian heritage, she has worked for the Newfoundland Heritage Trust, developed heritage products such as the Trailblazer board game and volunteered at the Royal Ontario Museum.

## **World Federation of Friends of Museums**

**A** *u courant* has received an account from Carla Bossi-Comelli, President of the WFFM, of the organization's activities during the past year. Some extracts from her report:

"For the first time in our history a WFFM Congress (Ed. the XIII International Congress in September) was hosted by a museum, the Israel Museum of Jerusalem. The International Council of the Israel Museum organized the event with a special appointed team chaired by its Vice-President for International Relationships Daniel Ben-Natan.

The objective was to bring together friends, volunteers and museum professionals for a stimulating and practical debate on the subject chosen for the Congress: "The Relationships between Museums, Friends and Volunteers". The programme resulted in a success both in terms of the themes proposed for discussion as well as of the large attendance from 28 different countries.

This past year the WFFM Council Meeting and General Assembly was held in Paris from the 24<sup>th</sup> to the 27<sup>th</sup> of April.

The next WFFM Council and General Assembly Meeting will be held in Glasgow April 30<sup>th</sup> to May 3<sup>rd</sup>. It will be hosted by the British Association of Friends of Museums and organized by the Friends of Glasgow Museums.

If you have some news that you would like to share with our readers, do get in touch with the editor at [aucourant@museums.ca](mailto:aucourant@museums.ca). Letters may be edited to fit the space available. Deadline for submission of copy for the Summer 2009 issue is April 30<sup>th</sup>.

### Notice of proposed changes to membership fee structure

The Board of Directors of CFFM has proposed the following changes to the schedule of membership fees for individual supporters and organizations. In accordance with by-laws, these changes will be presented to membership for approval at the Annual General Meeting on Thursday, March 26, 2009.

| <u>Current</u>        |           | <u>Proposed fee structure</u> |           |
|-----------------------|-----------|-------------------------------|-----------|
| <b>Supporters</b>     |           | <b>Supporters</b>             |           |
| Individual            | \$40 +    | Student                       | \$25 +    |
| Associates            | \$100 +   | Friend                        | \$40 +    |
| Benefactors           | \$250 +   | Supporter                     | \$100 +   |
| Patrons               | \$1,000 + | Associate                     | \$250 +   |
|                       |           | Patron                        | \$500 +   |
|                       |           |                               |           |
|                       |           | Benefactor                    | \$1,000 + |
| <b>Organizations</b>  |           | <b>Organizations</b>          |           |
| Under 100 members     | \$25      | Under 100 members             | \$50      |
| 100 - 1,000 members   | \$50      | 100 - 500 members             | \$75      |
| 1,000 - 5,000 members | \$100     | 500 - 1,000 members           | \$100     |
| Over 5,000 members    | \$150     | 1,000 - 5,000 members         | \$150     |
|                       |           | Over 5,000 members            | \$200     |

**A Membership Benefit available to you this year: send us your brochures and handouts for display at the CMA Conference. For information contact [dmsmith@ncf.ca](mailto:dmsmith@ncf.ca).**

### Calling All Docents!

The National Docent Symposium to be held in Toronto from October 14 - 17 is slowly but surely coming together. The Registration Brochure will be mailed on April 2<sup>nd</sup>. Any institution interested in receiving the Registration Brochure should e-mail [annwilcox@rogers.com](mailto:annwilcox@rogers.com) with the institution's mailing address and the name of the contact person.

On-line registration will begin on April 15<sup>th</sup>. Symposium information may be found at [www.ago.net/nds2009](http://www.ago.net/nds2009) and anyone interested in receiving updates should sign up at that site.

It is CFFM policy to respect and protect personal information and an individual's right to privacy in compliance with current legal requirements.

CFFM does not lend or sell its membership information.

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