

Canadian Museum of Civilization Corporation

2000–2001 Annual Report Canadian Museum of Civilization Canadian War Museum



Canadian Museum of Civilization

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Museum of New France

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Canadian War Museum

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Board of Trustees

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The Board of Trustees and Officers of the Corporation

From bottom left to right: Claudette Roy (Vice-Chairwoman), Marianna Simeone (Trustee), Victor Rabinovitch (President and Chief Executive Officer), Gloria Webster (Trustee), Thérèse Spénard-Pilon (Trustee), Louise Dubois (Corporate Secretary and Director General, Strategic Planning), Joe Geurts (Chief Operating Officer and Senior Vice-President, and Director and CEO — CWM), Robert Ojolick (Trustee), Robert Bothwell (Trustee), John English (Chairman), Peter Allen (Trustee), Paul Manson (Trustee), Pierre Dufour (Trustee)

Absent: Patrick Polchies (Trustee)

Photo: H. Foster

“Museums are, at heart, institutions of higher learning. Staff researchers remain on the cutting-edge of new knowledge in their various fields of endeavour, adding to the world’s amassed scholarship on every conceivable topic. Far more important, however, is a museum’s ability to share this information with the widest possible constituency. For it is in the sharing of our expertise, scholarship and insight that we contribute to the advancement of human knowledge, understanding and achievement — a fitting role for museums in this information age.”

— Dr. John English, Chairman, Canadian Museum of Civilization Corporation

Corporate Governance

As stated in the *Museums Act*, the Corporation is governed by a Board of Trustees appointed by the Governor-in-Council. The Board is responsible for fulfilment of the policies and overall financial management of the Corporation's affairs. During 2000–2001, the Board of Trustees had seven committees to help expedite its work. These committees met regularly before Board meetings — in person and by teleconference — and reported their recommendations to meetings of the Board of Trustees. Each Board Member has duties on at least one Board committee. During the past year, there were four meetings and four teleconferences of the Board of Trustees, and fourteen meetings and five teleconferences of the Board's committees.

The Board's **Executive Committee** is subject to by-laws and the direction of the Board, and facilitates the Board's decision-making process, if necessary, between Board meetings. During the past year, this committee held one meeting.

The **Audit Committee** fulfils the role required by the *Financial Administration Act*. The Audit Committee serves as the Board's advisor on audit-related matters, and ensures maintenance of sound internal controls. During the past year, this committee held three meetings and one teleconference.

The **Finance and Compensation Committee** serves as the Board's advisor on accountability and planning, in relation to finance and compensation. It does not involve itself in the Corporation's day-to-day financial operations,

but does maintain appropriate controls over significant financial transactions, by requiring that all financial transactions exceeding a quarter of million dollars are reviewed by the Committee prior to final approval by the Board of Trustees. During the past year, this committee held three meetings and one teleconference.

The **Development Committee** advises and supports management, and participates in the Corporation's development and fundraising activities. During the past year, this committee held one teleconference.

The Board's **Canadian War Museum Committee** advises the Board of Trustees on matters related to the Canadian War Museum. Its membership includes members of the Board of Trustees and representatives from veterans groups. During the past year, this committee held two meetings.

The Canadian Museum of Civilization Corporation is a Crown Corporation established pursuant to the *Museums Act (Statutes of Canada 1990, Chapter 3)*, which came into force on July 1, 1990. Under the *Museums Act*, the Corporation has a specific mandate “to increase, throughout Canada and internationally, interest in, knowledge and critical understanding of and appreciation and respect for human cultural achievements and human behaviour by establishing, maintaining and developing for research and posterity a collection of objects of historical or cultural interest, with special but not exclusive reference to Canada, and by demonstrating those achievements and behaviour, the knowledge derived from them and the understanding they represent.”

Dating from its first incarnation as part of the Geological Survey of Canada in 1841, the Canadian Museum of Civilization Corporation (CMCC) now comprises the Canadian Museum of Civilization (CMC) — Canada's national repository of social and cultural history— and its affiliate museums: the Canadian War Museum (CWM) — Canada's national museum of military history — and the entirely virtual Museum of New France. The Canadian Museum of Civilization is also home to the Canadian Postal Museum, the Canadian Children's Museum, and the world's first combined IMAX® and OMNIMAX® Theatre.

Corporate Governance

The Board of Trustees

John English, Chairman, Waterloo, Ontario
Claudette Roy, Vice-Chairwoman, Edmonton, Alberta
Peter Allen, Trustee, Toronto, Ontario
Robert Bothwell, Trustee, Toronto, Ontario
Pierre Dufour, Trustee, Aylmer, Quebec
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Thérèse Spénard-Pilon, Trustee, Laval, Quebec
Gloria Cranmer Webster, Trustee, Alert Bay, British Columbia

The Corporate Officers

Victor Rabinovitch, President and CEO
Joe Geurts, Senior Vice-President and Chief Operating Officer, and Director and CEO of the Canadian War Museum
Louise Dubois, Corporate Secretary and Director General, Strategic Planning

The **Canadian War Museum Building Committee** is responsible for directing the development and construction of the new Canadian War Museum. This committee has a mandate to review all contracts and major policy issues associated with the building project, and to oversee its overall development. To date, this committee has held seven meetings and two teleconferences.

The Board's **Working Group on Governance** is mandated to examine and deliberate matters related to the governance of the Canadian Museum of Civilization Corporation, including matters related to the application of its by-laws. During the past year, it held one meeting.

Members of the Corporation's Executive Committee

Dr. Victor Rabinovitch, President and Chief Executive Officer
Michel Cheff, Director, Operations, Office of the President and CEO
Louise Dubois, Corporate Secretary and Director General, Strategic Planning
Joe Geurts, Senior Vice-President and Chief Operating Officer, and Director and CEO of the Canadian War Museum
Elizabeth Goger, Director, Human Resources
Dr. Stephen Inglis, Director General, Research and Collections
David Loye, Chief Financial Officer
Sylvie Morel, Director General, Exhibitions and Programmes
Pierre Pontbriand, Vice-President, Public Affairs
Michael Wolfe, Vice-President, Development

A printed version of this report is available upon request. Please call (819) 776-8380.

All publications mentioned in this report are available at the Canadian Museum of Civilization Boutique, as well as through our Cyberboutique (www.civilization.ca). A free printed catalogue is also available by calling 1-800-555-5621.

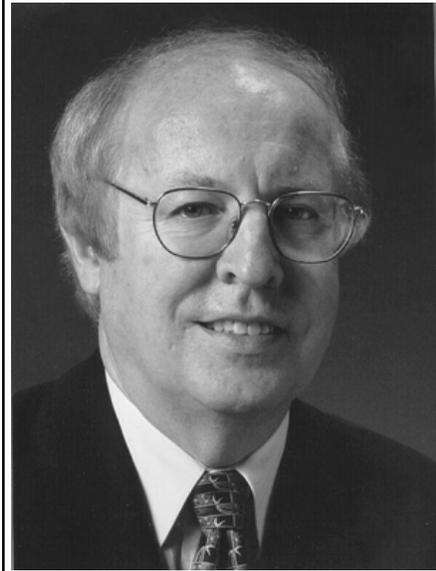
Chairman's Report

Over the past year, the Canadian Museum of Civilization Corporation (CMCC) has been quietly solidifying its position as Canada's most-visited Museum, while preparing for some extraordinary challenges in the years to come. Chief among these challenges will be the building of a new Canadian War Museum; the completion and inauguration of the First Peoples Hall; and expanded electronic outreach — including a redesigned Web site and new distance-learning modules.

The past year has also seen a number of significant changes in personnel. Dr. Victor Rabinovitch took over as President and CEO of the Canadian Museum of Civilization Corporation in April 2000. Dr. Jack Granatstein ended his term as the Director and CEO of the Canadian War Museum — a post which has since been filled by Joe Geurts, who is also Senior Vice-President and Chief Operating Officer of the Corporation. The Honourable Barney Danson left the Corporation's Board of Trustees to pursue personal projects, and was replaced by General Paul Manson, who is also the Chairman of the *Passing the Torch* Campaign for the Canadian War Museum.

These are important changes, and reflect a Corporation that remains active in all areas for which it has achieved public praise, while also striking out into new areas of endeavour. Although mindful of its responsibility for Canada's national museums of human and military history, and of its role as a research institution and educational resource, the Corporation remains interested in extending the notion of what museums do and how they do it. It is important to maintain traditional practices; it is also important to remain evolutionary — and even revolutionary — in finding new ways to attract, enlighten and entertain our visitors. Museums, the Corporation maintains, should make learning an attractive proposition. As the Corporation approaches its visitors to learn by doing, by seeing, and by experiencing, it is also creating a broader constituency of people who enjoy discovering the world around them, past and present.

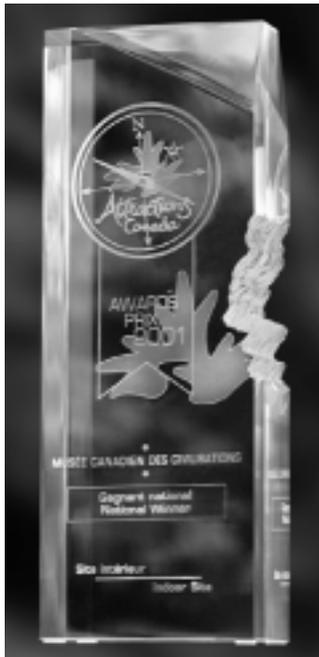
During the past year, the CMCC has undertaken a number of new initiatives designed to facilitate this process of lifelong learning. It has created popular exhibitions on topics ranging from the living arts of India to the Canadian War Museum's collection of military art. It has provided extensive access to its collections through the Internet, including more than 42,600 digitized images of artifacts, as well as video and audio clips, documents and more. It has delivered programmes that give visitors firsthand experience of cultural festivals, diverse arts and traditions, and living history.



Dr. John English
Chairman, Board of Trustees

Photo: H. Foster

Chairman's Report



CMC — Canada's Best Cultural Attraction!

May 23, 2001 — As we were going to press, we learned that the Canadian Museum of Civilization is one of the big winners in the Attractions Canada 2001 national competition, placing first in the Interior Site category for institutions with a budget of over \$400,000. This prestigious award recognizes the Museum for its innovation, visitor satisfaction, promotion and marketing efforts, economic and social impact, and benefit to the community.

The Corporation has also worked hard to reinforce its external presence at both the national and international levels. In late March 2001, the Canadian Museum of Civilization was recognized by Attractions Canada as the premier cultural facility in Quebec, and is currently in the running for top cultural attraction in the country.

In 2000, the Corporation was selected to operate the Canada Pavilion Boutique for the World's Fair in Hanover, Germany, and provided the site with a popular selection of Canadian art and crafts from across the country. The Corporation toured 25 exhibitions to 49 venues across Canada and around the world. Its researchers, curators, archaeologists, historians and scientists shared their expertise with colleague institutions around the world in numerous colloquia and symposia. Research and fieldwork undertaken by the Canadian Museum of Civilization added new scholarship to the world's knowledge of such areas of study as Inuit prehistory and African musical instruments.

The Canadian Museum of Civilization Corporation is, first and foremost, an institution designed to facilitate intercultural understanding as well as knowledge of Canada's human and military history. This mandate is most apparent in the exhibitions it produces. The Corporation's greatest successes during the past year were exhibitions on two widely divergent topics: military art and the cultural traditions of South Asia. **Canvas of War** presented 72 works of art from the

Canadian War Museum's collection — introducing visitors to one of the world's finest collections of military art, while evoking the very human side of Canada's wartime experiences.

India – The Living Arts showcased the rich artistic traditions of India's many peoples, giving visitors a greater understanding of, and appreciation for, Indian culture and the rich cultural diversity that is Canada. Each of these exhibitions attracted about 300,000 visitors to the CMC.

With its responsibility for Canada's national museums of human and military history, the Corporation is concerned with thousands of years of civilization, multiple cultural traditions from around the world, and the many faces of human behaviour and interaction — from military encounters and postal communications to the many forms of play, artistry, material culture, religion and more.

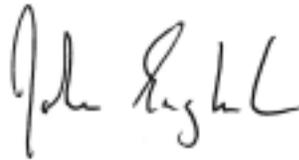
If the Canadian Museum of Civilization covers all aspects of Canada's socio-cultural history, the Canadian War Museum is also an important part of this tradition. Transcending the straightforward recounting of battles from defeat to victory, the Canadian War Museum takes an in-depth look at the human side of war and its national legacy. Mindful of the importance which military heritage plays in the history of a nation, the Canadian government has confirmed its support of a new facility for the Canadian War Museum. Within the past year, the

Chairman's Report

Corporation has moved ahead with planning for the new facility. Efforts also continue, through the *Passing the Torch* campaign, to raise funds for the crucial exhibitions and programming which enable the CWM to tell the full story of Canada's military history and its impact on Canadian life.

These next few years promise to be exciting ones for the Corporation. It will continue providing the top-notch exhibitions, educational programmes, special events and research that its visitors have come to expect. It will expand its reach with distance-learning modules, an improved and expanded Web site, and various outreach initiatives, from classroom programmes to online access to its collections. It will create a revitalized Canadian War Museum, devoting its resources to the establishment of a national museum of military history that tells a comprehensive and accessible story of this important social legacy.

Museology has changed a great deal in the past years — and will no doubt continue to change as society itself is transformed in this information age. The most valuable job any museum can do is reflect the world as it was, is, and may soon become. In our presentation of past and present, we hope to provide visitors with a roadmap to their own histories, and a richer understanding of how interconnected a world it truly is.



Dr. John English
Chairman, Board of Trustees

New CWM on LeBreton Flats

May 15, 2001 – As the Annual Report was going to press, the federal government announced its decision to locate the new Canadian War Museum on LeBreton Flats in Ottawa. This change of venue will give the CWM added visibility within the city's core area, and will be a key factor in making the Museum a major destination for visitors interested in learning about Canada's military history.

The new CWM is expected to cost \$105.75 million, of which the federal government is contributing \$83.75 million. Funds for initial exhibitry and programming will be provided by a \$7 million allocation from the Canadian Museum of Civilization Corporation, and through the \$15 million *Passing the Torch* fundraising campaign.

The new CWM will be greatly upgraded and expanded to include approximately 4,180 square meters (45,000 sq. ft.) of exhibition and gallery space. The new facility is scheduled to open in late 2004 or early 2005.

President and CEO's Report

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Dr. Victor Rabinovitch
President and CEO

Photo: M. Pinder

Since becoming President and CEO of the Canadian Museum of Civilization Corporation (CMCC) in April 2000, I have been deeply impressed by the spirit of enthusiasm and innovation throughout this institution.

The CMCC is distinguished in its research, the interpretation of complex ideas and information, design of exhibitions and service to visitors. For me, the Corporation combines a mini-university and a maxi-exhibition centre under the same roof, a dynamic centre of activity dedicated to spreading knowledge on the cultures of Canada and the world.

The success of this year's exhibitions confirms our ambitious mandate. To begin with, **India – The Living Arts** and **Canvas of War** were extremely successful, with public response surpassing our expectations. A total of 301,000 people came to see **India**, and more than 290,000 visited **Canvas of War**. Smaller exhibitions, such as **Emergence from the Shadow**, **Millennium Odyssey** and **Under the Sign of the Cross**, also elicited a very positive response. And wherever they have gone, whether in North America or Europe, travelling exhibitions such as **Lost Visions**, **Forgotten Dreams** and **Mysteries of Egypt** (which alone attracted 1.2 million visitors on its tour) contribute to the international reputation of the Canadian Museum of Civilization.

The year 2000–2001 was equally successful for the Canadian War Museum, where visitorship increased by 7.6 per cent. The **Canvas of War: Masterpieces from the Canadian War Museum** exhibition earned an Award for Outstanding Achievement in its category from the Canadian Museums Association. On the fundraising front, the *Passing the Torch* campaign so far has raised \$9.4 million towards the construction of the new Canadian War Museum. The new Museum project has been a major preoccupation for me, occupying much of my time during the year.

In 2000–2001, the Canadian Museum of Civilization expanded and renewed some of its main permanent exhibitions. The **Chinese Hand Laundry** and **Frontier Resources** modules were added to the Canada Hall. Important work was also done on the new First Peoples Hall project, which will open in 2002. There was a significant increase in virtual visitors, with 17.4 million pages consulted on our Web site. We certainly expect this popularity to continue with the opening of our improved Web site, scheduled for September 2001.

President and CEO's Report

Throughout the year, visitors had the opportunity to discover various facets of Canadian society through a number of smaller, special exhibitions, such as **Gather Beneath the Banner**; **Timeless Treasures: The Story of Dolls in Canada**; **Glass Works** and **Paper Prayers**. Our programming has presented a vast range of subjects, rich in content and creatively presented.

This year's statistics are particularly encouraging. In all, the Canadian Museum of Civilization mounted 34 exhibitions, 20 of which were new. The total number of visitors to the two museums rose to 1,524,545 from 1,479,458 last year. The IMAX® Theatre alone attracted 342,682 people. The Corporation's self-generated revenues totalled \$13.9 million, compared to \$11.5 million last year.

While these statistics are impressive, it is important to remember that numbers are not the ultimate measure of success. The testimony of our visitors is an eloquent reminder of what authentic museum exhibits can communicate: "*I was moved to tears — a wonderful collection that begs us to forget the trivial parts of our lives and be thankful for what we take for granted.*" (Visitor response to **Canvas of War**). "*You have captured and represented our Canadian history in such a way that every man, woman and child would cherish!*" (Visitor response to **Emergence from the Shadow**).

An important measure of our contribution to knowledge is found in our research. For example, archaeological field work on Baffin Island and analysis of collections at the CMC and at museums abroad have produced further evidence of an apparent early European (Viking) presence in the Canadian Arctic, in association with Aboriginal sites.

To continue on our path of excellence, the CMCC has set three objectives for its strategic business plan. The first is to contribute to Canadian unity and identity by fostering an understanding of Canadian history and culture. The second is to focus on the preservation and promotion of the heritage of Canadians through high-quality exhibitions and programmes. And the third objective is to ensure the financial and operational viability of the CMCC by establishing efficient and cost-effective policies and procedures.

We expect that the next fiscal year, 2001–2002, will provide an exceptionally rich content experience for our visitors. **Lifelines: Canada's East Coast Fisheries**, organized by the CMC in collaboration with four museums in Atlantic Canada, will be the largest exhibition ever in a national museum on this key Canadian activity. It will also

illustrate how we work in concert with other institutions to bring distinct viewpoints to a wider audience. **Resonance: Musical Heritage of La Francophonie**, presented in conjunction with the IVth Games of La Francophonie, will demonstrate the quality of original field research at the Canadian Museum of Civilization, quality which has earned the institution its reputation as a centre of knowledge.

The Canadian Museum of Civilization is today the most visited museum in the country. I believe this is due to a number of factors: our beautiful location, the quality of our exhibitions and public programmes, our solid research and service to our visitors. The Canadian War Museum construction project will be a challenge to all of our staff, as we seek to achieve for the CWM a quality of museum experience that meets our highest standards. Achievements and plans such as these encourage all of us in our pursuit of excellence.



Dr. Victor Rabinovitch
President and CEO of the
Canadian Museum of Civilization
Corporation

Corporate Plan

The First Peoples Hall

The First Peoples Hall (FPH) will present the rich history, cultures and artistic expressions of Canada's aboriginal people, with an emphasis on contemporary realities and historical perspectives. During the past year, major phases of content development and design have been undertaken, and approximately 75% of final work on the FPH is underway. Exhibit content is being prepared and structures built, and it is expected that the FPH will open in the second half of 2002.

During the past year, there have been some changes in curatorial leadership. With the recent departure of Dr. Gerald McMaster for a senior position at the National Museum of the American Indian in Maryland, D.C., Dr. David Morrison and Dr. Andrea Laforet have assumed a greater role in the project's curatorial management.

Work on the FPH involves aboriginal advisors and participants at every level, and includes an active FPH Advisory Group, as well as work by aboriginal researchers and artists on the FPH's content and exhibits.

PLANNING AND STRATEGIC OBJECTIVES

Our Corporate Plan for the years 2000–2001 through 2004–2005 had three measurable strategic issues: Canadian Identity and Unity, the Safeguard and Promotion of Canada's Heritage, and Financial and Operational Viability. These issues, and their corollary objectives, provided the framework within which we operated during the past fiscal year, and are outlined below.

Canadian Identity and Unity

The stated objective in this area is "to enhance the understanding of Canadian history and culture." In its planning for 2000–2001, the Corporation enumerated the following areas of activity in order to meet this objective:

- **Replacing CWM facilities.** In its planning for the current fiscal year, the Corporation reiterated the importance of providing the CWM with a new home, worthy of a museum of national scope and importance. In March 2000, the federal government announced \$58.25 million in funding for the building of a new CWM facility in Ottawa. The cost of this \$80.25 million project will be supplemented by \$15 million raised through the *Passing the Torch* campaign — of which \$9.4 million has been raised to date — and \$7 million from the Corporation's internal resources. The selection process for an architect was set in motion in January 2001, and construction is expected to begin in early 2002. A target opening date was set for November 2004. (In May, 2001, the CWM project was expanded significantly: for update information, see page 9.)



"Skywoman" by artist Shelley Niro. Part of an installation commissioned for the First Peoples Hall to illustrate an Iroquois creation story. The sculpture depicts a moment when Skywoman descends to the water world below.

Photo: M. Toole

- **Renewing CWM exhibitions and programmes.** In its planning for the current fiscal year, the Corporation reaffirmed the importance of maintaining and refreshing existing CWM exhibitions and programmes, to ensure that visitor levels are maintained. Initiatives of the past year include the CWM's ongoing implementation of plans to turn itself into a centre for the study of Canadian military history. Although there will be considerable retooling of all Museum facilities once the new CWM is built, staff continue to work on making the Museum's existing archives, photograph collection and library more functional, more accessible and more widely known to researchers. A long-term plan for new exhibitions at the current Sussex Drive facility and the new CWM has also been developed, as has a speakers programme, which presents regular lectures, debates and panel discussions.
- **Completion of long-term exhibition spaces at the CMC.** In its planning for the current fiscal year, the Corporation noted that, although the federal government in the early 1990s had only provided enough original funding to complete 50% of long-term exhibition spaces, the CMC continued its development of these galleries as it has achieved savings in

other areas. During the past year, several new modules and interpretive panels were added to the permanent features of the Canada Hall, and the First Peoples Hall entered the production phase of its development.

- **Research directed to exhibitions and public programmes.** In its planning for the current fiscal year, the Corporation noted the importance of cultural diversity to the Canadian identity, and reaffirmed the value it places on facilitating intercultural understanding and dialogue in its exhibitions and programming. Also noted was the importance of Canada's military heritage to our current sense of nationhood. In order to share these stories in a way that is both accessible and accurate, the Corporation has continued to undertake intensive research for all its programmes and activities, from consultations with the South Asian community for **India – The Living Arts** to in-depth research on the hidden treasures of Canada's national collection of military art for **Canvas of War: Masterpieces from the Canadian War Museum.**

Corporate Plan

- **Developing exhibitions and delivering programmes that reflect a sense of Canadian history, culture and identity.** In its planning for the current fiscal year, the Corporation noted the value of exhibitions and public programmes in sharing the Canadian experience with the widest possible audience. During the past year, exhibitions and public programmes were among the Corporation's most important activities, and both the CMC and CWM remained committed to

providing their visitors with the best possible museum experience. The CMC and CWM presented 20 and 6 special exhibitions respectively; a combined total of 25 travelling exhibitions to 49 venues; nearly 1,700 structured programmes reaching nearly 110,000 visitors, and unstructured programmes such as theatrical presentations in the exhibitions, outdoor festivals, etc. which reached approximately 270,000 visitors.

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One of the new modules in Canada Hall, **Enduring Hardships: Chinese Hand Laundry**, tells the story of Chinese immigrants at the end of 19th century. The Wah Chong Laundry of Vancouver (British Columbia), in 1884. Courtesy of City of Vancouver Archives.



Safeguard and Promotion of Canada's Heritage

The stated objective in this area is “to safeguard and to promote Canada’s heritage.” In its planning for 2000–2001, the Corporation enumerated the following areas of activity in order to meet this objective:

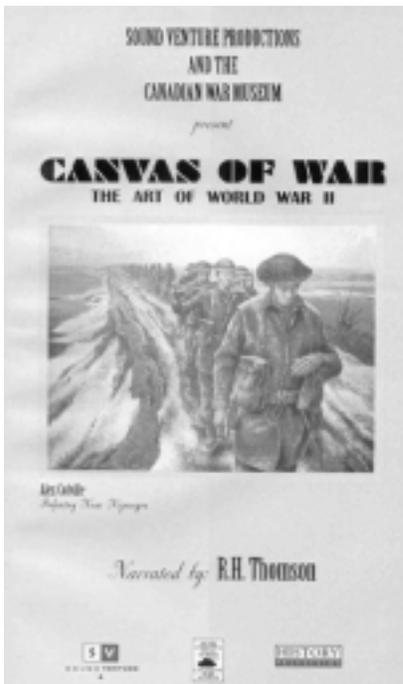
- **Carrying out developmental research.** In its planning for the current fiscal year, the Corporation reaffirmed the value of developmental research to the institution and to the Canadian people as a whole. Research of this type is usually carried out through fieldwork and research into the collections.

Developmental research does not have a final end-product in mind, although exhibitions, publications and programmes often result from these scholarly endeavours. During the past year, 50 developmental research projects were underway.

In addition, the Corporation maintains a Research Associates programme, which enables non-employee scholars, curators, museologists and others to contribute, on a freelance basis, to the CMCC’s knowledge base. During the past year, 24 research associates contributed approximately 1,800 hours to the Corporation.

- **Developing and managing the collections.** In its planning for the current fiscal year, the Corporation stated that the maintenance and development of its collections remain at the heart of its mandate. During the past year, the Corporation has continued to apply high standards of museological expertise to its collections functions, and has continued to use new technologies to record, catalogue and make the collections accessible to a wider constituency. This is achieved through such initiatives as the CMCC digitization project, which processes an average of 20,000 objects per year.

Corporate Plan



With the approval of a Collection Development Policy and Plan, the CWM has been reviewing acquisitions from the 1970s and 1980s. Significant duplication has been found, resulting in the deaccession of surplus material. An increased focus has been placed on processing the CWM backlog, in preparation for the move to a new CWM facility. A total of 17,433 objects have been deaccessioned to date this year. These objects are being offered to other military museums across the country.

The Corporation has been deeply involved in repatriation discussions, which have a demonstrable impact on CMC collections in particular. During the past year, the CMCC has been part of discussions or negotiations involving 34 First Nations, in the context of comprehensive claims and/or self-government. Outside the treaty process, the CMCC also continues to repatriate human remains under its Human Remains Policy. Recent repatriations include the return of human remains to Haida Gwaii, and the repatriation of several sacred objects to Aboriginal communities on the Plains. The CMCC remains committed to sharing its expertise with other institutions, as well as working towards the development of new protocols and programmes related to repatriation issues.

- **Communicating its knowledge throughout Canada and the world through traditional and non-traditional means.** In its planning for the current fiscal year, the Corporation reaffirmed its commitment to communicating its knowledge through a variety of media, including print and electronic publications, films and exhibitions — both onsite at its museums and through the Internet. This has resulted in 19 print publications; 5 electronic publications; more than 7 new films at the CMC’s IMAX® Theatre; attendance over 1.5 million at the CMC and the CWM combined; more than 17.4 million Web site pages accessed (CMC, CWM and Virtual Museum of New France combined); and an advertising reach of 50 million impressions.

In addition, the Corporation contributed to Kiss the Bride Productions’ television documentary entitled *The War Brides: From Romance to Reality*, and to Sound Venture’s *Canvas of War*, a one-hour television collection of art from World War II.

Corporate Plan

- **Sharing its expertise with others.** In its planning for the current fiscal year, the Corporation stated its intention to continue sharing its museological knowledge and expertise with others. This includes staff interactions with colleagues in museums, universities and other interest-based groups, active participation in the Canadian Museums Association, as well as onsite training and cooperative endeavours. The Corporation also planned to continue to establish networks for sharing, exchanging expertise and co-operating on projects that benefit the CMCC and colleague institutions.

Each year, the Corporation welcomes a large number of interns and trainees, who remain with the Corporation anywhere from a few weeks to a full year. During 2000–2001, the Corporation hosted over 30 trainees in museology, design, audiovisual production and the fine arts, as well as students from secondary and post-secondary educational institutions. In addition, the CMC continues its commitment to the Aboriginal Training Programme in Museum Practices (ATPMP), which began its eighth year in September 2000 with six interns.

The CMC and the CWM continue to be active in joint projects with other museums and institutions. The establishment of *Memoranda of Understanding and Cooperation* encourages the sharing of knowledge and expertise with other organizations, and 184 institutions have current Memoranda with the CMC and the CWM.

The Aboriginal Training Programme in Museum Practices (ATPMP)

Over the years, the ATPMP has offered a stimulating learning environment for aboriginal museum workers. By offering trainees a wide range of learning opportunities throughout the Museum, the CMC has been successful in providing these students with valuable practical experience in the museum sciences. Some interns have returned to their communities to develop careers as museum professionals; others have gone back to university for additional schooling. By May 2001, 49 interns will have successfully completed the programme, and the ATPMP has become a model, both nationally and internationally, for other museums interested in training aboriginal museum workers.



Interns of the Aboriginal Training Programme in Museum Practices. From top to bottom: Linda Grussani, Margaret Fireman, Germaine Mesténapéo, Sylvia Morin, Michelle Crow Chief. Absent: Richard Wilson.

Photo: S. Darby. Illustration: C. Robertson

Corporate Plan

- **Striving for excellence in all forms of presentation.** In its planning for the current fiscal year, the Corporation noted its intention to continue working towards the highest level of excellence in all forms of presentation — including publications, exhibitions, research, design, contributions to the community, etc. During the past year, the Corporation has won publication awards, a staff archaeologist received a prestigious professional award, and the Corporation has been recognized by various tourism, parenting and educational organizations.

The results of this striving for excellence are also apparent in the most recent

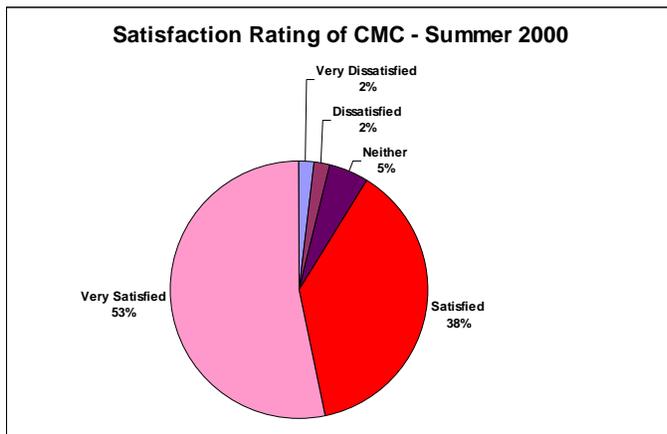
visitor surveys, taken during the summer of 2000. Overall satisfaction at the CMC in particular was exceptional, with 91% of respondents indicating that they were either *satisfied* or *very satisfied* with the Museum’s offerings. Overall, 90% felt that the CMC was either *excellent* or *good* in comparison to any other museum they had visited. In addition, the Canadian Museum of Civilization was named the *Best Cultural Attraction in Quebec* by Attractions Canada in March 2001, and is currently in the running for *Best Cultural Attraction in Canada*. (For an update, please see sidebar text on page 8.)

Financial and Operational Viability

The stated objective in this area is “to continue to strengthen the financial and operational viability of the Corporation.” In its planning for 2000–2001, the Corporation enumerated the following areas of activity in order to meet this objective:

Financial Viability (Funding)

- **Maximizing revenues.** In its planning for the current fiscal year, the Corporation stated that it would continue to enhance its level of client services, while generating revenues from these services. Revenues include general admission, IMAX® films, boutique sales, facility rentals, food services, parking and membership. During 2000–2001, revenues topped \$13.9 million — the Corporation’s highest revenues since it came into existence in 1990.

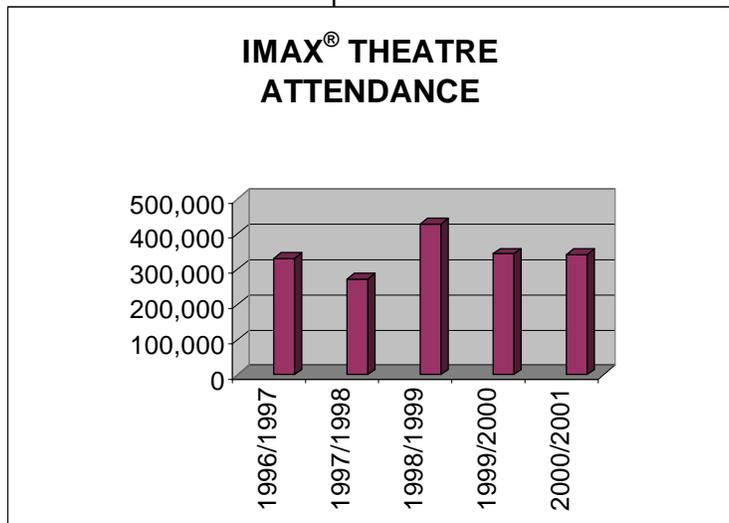


The Corporation conducts regular audits and evaluations of its programmes and activities to ensure that it remains responsive and responsible to the people it serves. To date, yearly visitor surveys have shown marked satisfaction with both the Canadian Museum of Civilization and the Canadian War Museum.

Corporate Plan



- **Continuing fundraising and seeking alternative sources of funds.** In its planning for the current fiscal year, the Corporation stated its intention to seek alternative sources of funds in order to increase its financial self-sufficiency. Through its Development Branch, which is responsible for assisting the Corporation in raising funds from the private and public sectors in support of capital projects, exhibitions, programming, special events and a host of other activities, the Corporation raised a total of \$5.3 million. This represents an increase of 83% as compared to last year's fundraising results of \$2.9 million. Highlights of the Development Branch's past year include:
 - \$4.5 million raised in cash and pledges for the *Passing the Torch* campaign towards the development of exhibitions and programmes at the new Canadian War Museum. This is an ongoing effort with a final goal of \$15 million. Over the past few years, a cumulative total of \$9.4 million of cash, pledges, and interest has been raised towards this goal.
 - \$635,668 cash was received from private and public sector partners in support of CMC permanent and temporary exhibitions as well as related programming and promotions. Highlights included: \$209,098 received for the Canadian Postal Museum; \$135,000 raised for **India – The Living Arts**; \$150,000 received towards **Canvas of War**; \$50,000 towards a national touring exhibition **This Other Eden**; and, \$11,570 for **Gather Beneath the Banner**.
 - \$113,000 was received in support of special programmes and projects including the Samuel and Saidye Bronfman Awards, artifact restoration, an archaeological project in Nunavut and providing school children with increased access to CMC educational programmes.



Corporate Plan

- For the **India — The Living Arts** exhibition, two major partners, Nortel Networks and the Canada Council of the Arts, gave their support. The Bank of Montreal, Bell Canada, Sun Life Financial, the Royal Bank Financial Group and the Zenith Insurance Company each sponsored programmes linked to the exhibition; CFMT was the media sponsor; and the National Library of Canada, the India Council for Cultural Relations, the Canadian Film Institute, and HSBC Bank of Canada were also partners. At the CWM, the Donner Canadian Foundation contributed generously to the **Canvas of War** exhibition.
- Sponsorship agreements were secured with *The Ottawa Citizen* and Télé-Québec. These agreements are part of a long-term strategy to develop partnerships with French and English media to increase visibility for Museum activities in local, regional and national markets.
- **Increasing its share of the museum visitor market in the National Capital Region.** During the past year, the Canadian Museum of Civilization attracted 41% of all visitors to NCR museums during the summer season (June-July-August 2000).



Museum Members enjoy a special preview of **Canvas of War**. In 2000–2001, the Corporation's Membership Programme was adjusted with a new fee structure, additional benefits and a quarterly newsletter *Between Us*. Membership currently stands at 6,298, ranging from individuals to family members at various age levels, to corporate patrons.

Corporate Plan

Operational Viability (Efficiency)

- **Providing a continuous evaluation process.** In its planning for the current fiscal year, the Corporation noted the importance of audits, evaluations and reviews. During the past year, 17 audits, surveys and other evaluations were undertaken.
- **Optimizing the use of strategic partnerships.** In its planning for the current fiscal year, the Corporation stated its intention to continue seeking strategic partnerships to assist in achieving corporate objectives. During the past year, this has included technological partnerships, exhibition partnerships, publications partnerships and partnerships aimed at alternate service delivery in boutiques and for such services as maintenance, parking, etc.

- **Improving labour productivity and effectiveness.** In its planning for the current fiscal year, the Corporation reaffirmed its commitment to the development and maintenance of a highly trained workforce. During the past year, the Corporation continued to offer a wide range of training opportunities to its employees, including courses in project management, language and human resources.

- **Improving the cost-effectiveness of CMCC facilities management.** In its planning for the current fiscal year, the Corporation noted the considerable resources which much be directed to this function, and stated its continued commitment to ensuring that all CMCC facilities are maintained in the most cost-effective way possible. During the past year, in addition to the ongoing maintenance of four facilities, the Corporation has set forth a plan for major maintenance and repair projects at the CMC.

During its presentation at the CMC, **India - The Living Arts** received more than half a million dollars of support for programming and promotions. The contributions of 14 partners enabled the Museum to enhance the exhibition with over 2000 hours of interpretative activities, including dance and theatre performances, craft demonstrations, concerts, lectures, fashion shows, festivals and special events.

The poster features the word "INDIA" in a large, stylized, serif font at the top, with "THE LIVING ARTS" in a smaller, bold, sans-serif font below it. The text is centered within a decorative, arched frame. Below the title, there are two columns of text. The left column lists "Presented by" followed by the NORTEL NETWORKS logo. The right column lists "In collaboration with" followed by the logo of The Canada Council for the Arts / Le Conseil des Arts du Canada. Below these are two columns of text: "PROGRAMME SPONSORS" and "MEDIA SPONSOR CFMT". At the bottom, there are two columns of text: "PARTNERS" and a list of partner organizations including Bank of Montreal, Bell Canada, Royal Bank Financial Group, Sun Life Financial, Zenith Insurance Company, Canadian Film Institute, Indian Council for Cultural Relations, National Library of Canada, and HSBC Bank of Canada.

INDIA
THE LIVING ARTS

Presented by
NORTEL NETWORKS™

In collaboration with
The Canada Council for the Arts
Le Conseil des Arts du Canada

PROGRAMME SPONSORS

Bank of Montreal
Bell Canada
Royal Bank Financial Group
Sun Life Financial
Zenith Insurance Company

MEDIA SPONSOR
CFMT

PARTNERS

Canadian Film Institute
Indian Council for Cultural Relations
National Library of Canada
HSBC Bank of Canada

Key Achievements

Objectives, Targets and Achievements in 2000–2001

Objective: Canadian Identity and Unity

Strategies	Target	Achievement
Replacing CWM facilities	Building of a new \$80.25 facility for the CWM on Rockcliffe air base in Ottawa. Looking for commitments of \$58.25 from federal government; \$15 million from <i>Passing the Torch</i> campaign; \$7 million from CMCC internal resources.	Building of a new CWM facility either on Rockcliffe air base or on LeBreton Flats in Ottawa. Commitment received from federal government for \$58.25 million*. \$9.4 million raised to date by <i>Passing the Torch</i> . \$7 million has now been allocated by CMCC from internal resources. Architect selection process has begun. * For update information, see new text page 9.
Renewing CWM exhibitions and programmes	New initiatives, exhibitions, programmes sought in order to maintain CWM visitor levels.	Renewal of archive and research facilities; establishment of speakers' programme, 6 new onsite exhibitions, including renewal of Korean War Gallery.
Completion of CMC long-term spaces	80% completion of Canada Hall and 75 % of First Peoples Hall.	Two new modules were added to the Canada Hall; 40 new interpretive panels were added to the Canada Hall; parts of the First Peoples Hall are in the production phase.
Research directed to exhibitions and programmes	66 CMC research projects; 16 CWM research projects	55 CMC research projects.
Exhibitions and Public Programmes	18 special exhibitions at the CMC, and 4 at the CWM.	20 special exhibitions at the CMC, and 6 at the CWM.
	13 CMC exhibitions travelling to 39 venues, and 12 CWM exhibitions travelling to 21 venues.	13 CMC exhibitions travelled to 29 venues, and 12 CWM exhibitions travelled to 20 venues.
	CMC 1,226 school programmes attracting approximately 30,000; 125 group programmes attracting 1,875; and unstructured programmes attracting 250,000.	1,226 school programmes attracting 31,600; 125 group programmes attracting 1,875; and unstructured programmes attracting 270,000.
	CWM 14 special events attracting 60,000 (including re-enactments and commemorations); 12 films attracting 460; and 300 school programmes attracting 10,000.	21 special events attracting 62,000; 12 films attracting 470; and 210 school programmes attracting 5,608.

Key Achievements

Objective: Safeguarding and Promotion of Canada's Heritage

Strategies	Target	Achievement
Developmental Research	47 projects and 31 research associates at CMC, and 7 projects by 5 staff members at CWM.	38 projects and 24 research associates at CMC; and 12 projects undertaken by 6 staff members, 1 contractor and 7 volunteer researchers at CWM.
Collections Management	9,630 acquisitions at the CMC, and 1,000 acquisitions at the CWM.	311,428* artifacts (*309,350 ASC field collections) and 4,540 documents at the CMC, and 1000 acquisitions at the CWM.
	Deaccession of 200 artifacts at the CMC, and 1,500 artifacts at the CWM.	Deaccession of 6,130 artifacts at the CMC, and 17,433 artifacts at the CWM.
	Conservation of 3,500 artifacts at the CMC, and 500 artifacts at the CWM.	Conservation of 1,444 artifacts at the CMC, and 500 artifacts at the CWM.
	80 artifact loan transactions at the CMC, and 70 at the CWM .	72 artifact loan transactions involving 620 objects at the CMC, and 18 loans for a total of 201 artifacts at the CWM.
	Digitization of 20,000 CMCC artifacts.	13,822 digitized images (9% artifacts; 91% historical photographs).
Communication of Knowledge	10–15 CMC and 6 CWM print publications, and 2–5 CMC and 2 CWM electronic publications (Web site publications and CD-ROMs).	12 CMC and 7 CWM print publications, and 2 CMC and 3 CWM electronic publications.
	Anticipated co-production of a new IMAX [®] film on the Vikings.	Still in discussion.
	Attendance of 1.35 million at the CMC and 125,000 at the CWM and 10 million Web site accesses.	Attendance of 1.39 million at the CMC and 127,500 at the CWM and 17.4 million Web site accesses (CMC, CWM and VMNF combined).
Sharing Expertise	Onsite placements of interns and trainees; a cumulative total of 48 participants in the Aboriginal Training Programme in Museum Practices.	Over 30 trainees in various aspects of museology and museum administration; a cumulative total of 49 participants in the Aboriginal Training Programme in Museum Practices.
Excellence in all Forms of Presentation	Ongoing efforts to achieve the highest level of excellence in all areas of activity at both the CMC and CWM, including high levels of visitor satisfaction.	Several awards for the Corporation's excellence, particularly in the fields of publications, scholarly research and tourism. Overall CMC satisfaction ratings (summer 2000) of 91% expressing themselves <i>satisfied</i> or <i>very satisfied</i> , and 90% declaring the CMC <i>good</i> or <i>excellent</i> in relation to other museums. In March 2001, Attractions Canada named the CMC <i>Best Cultural Attraction in Quebec</i> , and is now in the running for <i>Best Cultural Attraction in Canada</i> . (For update, see sidebar text on page 8.)

Key Achievements

Objective: Financial and Operational Viability

Strategies	Target	Achievement
Financial Viability — Maximizing Commercial Revenues	A combined \$8.038 million in onsite revenues for the CMC and CWM.	\$8.07 million in combined onsite revenues.
Financial Viability — Increasing Fundraising Efforts	\$1.2 million in funds raised for CMC exhibits, and \$3 million raised for the CWM's <i>Passing the Torch</i> campaign.	\$635,000 received for CMC exhibits, and \$4.5 million raised in cash and pledges for the CWM.
Financial Viability — Improved Financial Self-Sufficiency	Non-government revenues of 21.48%.	Non-government revenues of 21.65%.
Operational Viability — Continuous Evaluation	Ongoing evaluation via audits, reviews and surveys.	17 audits, reviews and surveys.
Operational Viability — Use of Strategic Partnerships	Review of strategic partnerships.	Entered into an agreement with a private sector firm for Exhibit Fabrication services.
Operational Viability — Labour Productivity and Effectiveness	Providing information technology training for 300–400 staff members; language training for 20, and other courses for 250.	Project management training for 130 employees, language training for 27, and other courses for 90.
Operational Viability — Property Management	\$5.50/sq. ft. cost for the CMC; \$6.47 at CWM; \$7.40 at Vimy House; and \$7.20 at Billcliffe.	\$5.31/sq. ft. cost for the CMC; \$5.16 at CWM; \$7.63 at Vimy House; and \$7.08 at Billcliffe. In addition to maintaining cost-effective management of its four facilities, the Corporation has established a workplan for major maintenance and repair projects at the CMC.

Upcoming Challenges for the Corporation

The Corporation has identified four major challenges over the next five years:

Provision of a New Purpose-Built Facility for the Canadian War Museum

The current CWM facilities at 330 Sussex Drive and at Vimy House in Ottawa have long been considered unsuitable to the requirements of a modern museum of national importance. Over the past fiscal year, it has become clear that current facilities cannot be adapted or renewed to the extent necessary if Canada's military heritage is to be properly honoured. Accordingly, plans have been put in place for the building of a completely new Canadian War Museum, on a site promised to the Museum in November 1998 by the federal government. The Corporation has allocated \$7 million towards the building of a new Museum, with an expected contribution of \$58 million from the federal government. The major national *Passing the Torch* fundraising campaign has already raised \$9.4 million towards its \$15-million goal. (For update, see additional text on page 9.)

Maintenance of the Corporation's Financial Viability

2000–2001 was a record year, with \$13.9 million in self-generated revenues — the highest ever recorded for the Corporation. While it may not be realistic to expect similar success every year, the Corporation intends to remain innovative in its programming, partnerships, revenue generation and financial streamlining, to keep it competitive and financially viable in an increasingly challenging marketplace.

Responding to Swiftly-Changing Technological and Economic Environments

The Corporation has always embraced new technologies, and has tried to remain on the cutting edge of new museological methods and ideas. However, the world continues to change at such a rapid pace, that it may become increasingly hard to sustain this position. The challenge for the Corporation will be to remain nimble and responsive to new ideas and technologies — a position to which it is deeply dedicated. During the past year, the second phase of a major revision of the CMCC Web site was begun in order to improve corporate and graphic image, structure, navigation, interactive functions and general content.

Fostering a Greater Understanding of Canadian History and Culture

This has also been identified as one of the Corporation's primary strategic issues. Canada's cultural mosaic presents interesting challenges to museums that examine history and society — we aim to be sensitive to the heritage and aspirations of Canada's many individual cultural groups, while remaining representational of the greater Canadian whole.



The future purpose-built CWM will allow presentation of the Museum's rich military collection. Sculpture by Phil White, from **Athens**, an exhibition about the Canadian Women's Army Corps during the Second World War, shown at the CWM until October 2000.

Photo: B. Kent

Museum Services



Museum Services include management of the CMC's IMAX® Theatre, client services, facilities management, security services, human resources management, financial services, boutique operations and related administrative services. Given their commercial and administrative importance, many of these services have implications related to the financial and operational viability of the Corporation.

IMAX® Theatre

The IMAX® Theatre at the Canadian Museum of Civilization remains one of the Corporation's most popular attractions, and features a wide range of films showcasing the human experience and the world in which we live. Highlights of the past year include:

- Despite a drop of nearly 20% in conventional and IMAX® Theatre revenues across North America during the past year, the CMC's Theatre has maintained a consistently high level of attendance with 342,682 patrons.
- The Museum's IMAX® Club — which offers members unlimited access to the Theatre for an entire year for a one-time fee — has been highly successful, with over 3,000 cards sold in the first year alone.
- Four new features were launched: *Cirque du Soleil®: Journey of Man* and *Africa's Elephant Kingdom* in April 2000, and *Amazon* and *Migrations* in October 2000.
 - In March 2001, a film festival was presented, featuring a total of eight films, including three new films: *Great North, Gold Fever* and *Michael Jordan to the Max*.

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Museum Services

Property Management, Security and Client Services

This division carries out such functions as facilities maintenance and property management. Highlights of the past year include:

- The Corporation's operations and maintenance costs were reduced as a result of the transfer of custodial services to the company responsible for plant operation. There has been a significant reduction in electricity consumption due to efficiencies achieved with the new lighting controller introduced in FY 1999–2000, and to more efficient use of central plant equipment.
- Work continued on the development process for a new Canadian War Museum. The process of defining functional requirements for the new facility has been completed and other planning steps are underway.
- At the Canadian Museum of Civilization, important maintenance projects were initiated. These included:
 - completion of an upgrade of the fire detection and alarm system
 - implementation of a stonework maintenance plan for the CMC, with successful cleaning of the CMC's north-side stonework
 - continuation of door replacement at the CMC, with completion of another set of perimeter doors at the Museum's group entrance, including barrier-free access.

Hosting Services

The Corporation provides hosting services at both the Canadian Museum of Civilization and the Canadian War Museum. Easily identified by their red jackets, all hosts are able to provide services in both official languages and most are trained in basic CPR and visitor relations. In addition to assisting visitors with wayfinding and providing amenities such as strollers and wheelchairs, the Corporation's Hosting Services offer guided tours for the blind or hearing-impaired as well as occasional tours in a variety of other languages. Highlights of the past year include:

- More than 1,200 guided tours were provided by hosting staff.
- Two curriculum-related programmes were delivered directly to classrooms by a guide-interpreter. Topics were "The Inuit" and "The Mysteries of Egypt".

Human Resources

A trained workforce is essential to the Corporation's daily operations. This is particularly true of an organization that depends so heavily on remaining current in new technologies and management practices. The Corporation offers a wide range of training opportunities to its employees, from information technology to language and other training, aimed at improving the core competencies of the Corporation. Highlights of the past year include:

- Project management training to 130 employees; language training to 27 employees, and information sessions to 90 employees on such topics as retirement planning, balancing work and family, and communication between parents and teenagers.
- Preparations for fall 2001 negotiations with the Professional Institute of the Public Service of Canada are underway, and a collaborative review of the Job Evaluation System by the two unions representing employees and management has been initiated.

Museum Services



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Over the past three years, this group of volunteers has looked after the sorting and alphabetical classification by country of the Canadian Postal Museum's international stamp collection. This project was essential to setting up the **Windows on the World** exhibition, prepared by volunteer Paul Gray in association with CPM curator Bianca Gendreau. From left to right: Joe Murray, Jessie Murray, Patricia Dufour, Paul Gray, Pauline Lacombe and Claire Vachon.

Photo: S. Darby



Volunteer Services

The Corporation maintains an active volunteer organization which undertakes all manner of functions from interpretation and research to special-events planning and mail campaigns. Volunteers also continued to provide assistance in the delivery of school programmes. During the past year, the Corporation benefited from the services of 563 volunteers, representing a total of 47,347 hours of service. Since January 2001, the Corporation has been proud to celebrate the UN's International Year of Volunteers 2001.

Boutiques

Boutiques generated \$2.8 million in revenues during the past fiscal year. This represents an increase over the previous year. Increase is a result of operating the Boutique in the Canadian Pavilion during the world's fair in Hanover, Germany. Revenues from the World's Fair Boutique amounted to \$954,000.

Research and Collections

The Corporation's Research and Collections Branch comprises the Archaeological Survey of Canada, a Cultural Studies Division, an Ethnology Division, a History Division and the Corporation's Publishing Group. In addition, this Branch is responsible for the management of the Corporation's collections through its Collections Management and Planning Division, and its Library, Archives and Documentation Services Division.

Archaeological Survey of Canada

The Archaeological Survey of Canada (ASC) undertakes fieldwork, excavations and archaeological research in the national interest, and communicates the results of such research to the Canadian public through a variety of media. Highlights of the past year include:

- During 2000–2001, ASC staff initiated or participated in fieldwork at three primary locations. The Helluland Archaeology Project constitutes a preliminary investigation by ASC staff of four archaeological sites on northern Baffin Island. As part of the Resolute Bay Archaeology Project, ASC archaeologists excavated and reconstructed an early Inuit winter house near the settlement of Resolute Bay, Nunavut, in association with

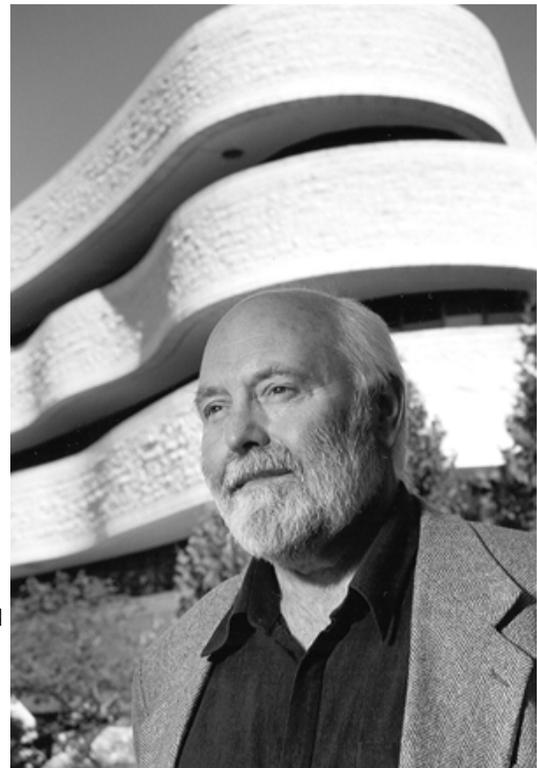
the local Inuit community. At the much-studied Jones site (CcCq-3) on Prince Edward Island, an archaeological research partnership between the ASC, Parks Canada and the Bedford Institute (Natural Resources Canada) involved test excavations of this pre-Contact fishing and hunting site. In addition, there were investigations of other Atlantic archaeological sites, including an eighteenth-century French fishing site on Ingonish Island, Cape Breton.

- Eighteen articles by ASC staff were published in scholarly journals, and staff delivered 15 research papers and other presentations at conferences, exhibition openings and private events throughout the world. Updating and expansion of the comprehensive online *Canadian Archaeological Radiocarbon Database* also continued.

Robert McGhee, Curator of Arctic Archaeology, won the 2000 Massey Medal from the Royal Canadian Geographical Society, Canada's highest award for excellence in the geographical sciences. Her Excellency, Adrienne Clarkson, Canada's Governor General, presided at an impressive presentation ceremony held at Rideau Hall.

Photo: H. Foster

- The ASC was responsible for organizing and hosting the annual meetings of the Canadian Archaeological Association in May 2000; the inauguration of the Helluland Archaeology Project in May 2000; an exhibition-planning visit by Russian colleagues from the Samara State Museum (**Ancient Grasslands** exhibition) in August 2000; and preparations for, and events surrounding, the Haida human remains repatriation, also in August.



Research and Collections



An archaeological field crew investigates an eighteenth-century French fishing site on Ingonish Island, Cape Breton.

Photo: D. Keenlyside

- Ongoing curatorial work for the First Peoples Hall remained a divisional priority throughout the year. Archaeological curators are responsible for all the modules in Zone 3 (a major section of the Hall), and three small modules in Zone 2.
- The ASC developed and curated the exhibition, **Cross-Currents: 500 Years of Aboriginal Fishing in Atlantic Canada**, which opens in April 2001 as part of **Lifelines: Canada's East Coast Fisheries**. Other exhibition work includes planning for the exhibitions **Kichi Sibi** (June 2001), and **Inuvialuit History** (2003).
- The ASC participated in ongoing repatriation and treaty table negotiations with 34 aboriginal communities in Canada. The ASC also received internal funding to carry out the necessary research towards improving its processes for the repatriation of human remains, beginning in the fiscal year 2001–2002.

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Reconstructed framework of a Thule-culture whalebone house on Cornwallis Island, Nunavut.

Photo: Dr. R. McGhee



Crew member Max Sylliboy during excavations at the Jones Site on Prince Edward Island.

Photo: D. Keenlyside

Research and Collections



Carmelle Bégin, Head Curator of Cultural Studies, carrying out research in Niger for the **Resonance** exhibition. She is shown with the Sultan of Damagaram and dignitaries. Zinder, July 2000.



A foretaste of the exhibition **The Lands Within Me: Expressions by Canadian Artists of Arab Origin**. *Nobody Would Buy a Fish in Water*, by artist Shwan, 1996. Mixed media on paper. Collection of the Canadian Museum of Civilization.

Photo: H. Foster

Cultural Studies

The Cultural Studies Division undertakes research on all aspects of Canadian culture, and covers topics which range from the religious practices to the artistic traditions of Canada's many constituent peoples. Highlights of the past year include:

- Research by staff for exhibitions **Enduring Hardship: Chinese Hand Laundry** (Dr. Banseng Hoe) and **Musical Geography: Musical Instruments from Around the World** (Dr. Carmelle Bégin).



Lute *Charango*, Bolivia.

- Research by staff for the upcoming exhibitions to open in 2001–2002: **Resonance: The Musical Heritage of La Francophonie** (Dr. Carmelle Bégin), and **The Lands Within Me: Expressions by Canadian Artists of Arab Origin** (Aïda Kaouk).

Research and Collections



During 2000–2001, Frank Carenza of Toronto donated his collection of 40,000 recordings of Italian music to the Canadian Museum of Civilization. He is seen here with a small portion of the collection, which will become an invaluable resource for both Museum staff and the general public.

Photo: D. Fletcher

- Research for two exhibitions scheduled for 2002–2003. The first profiles Italian-Canadians and their socio-cultural heritage; the second will examine East and South African personal art in Canadian public collections.
- During the past year, the Cultural Studies shared its research through three CMC print publications, a music CD in the CMC's *Archives* series, as well as articles, lectures and other presentations. Cultural Studies also produced an updated electronic catalogue of French folksongs, representing more than 30,000 entries.

Canadian Ethnology Service

The Canadian Ethnology Service (CANES) studies the history and traditions of Canada's First Peoples from time immemorial to the present day. The research generated by CANES staff often leads to publications and exhibitions, as well as the sharing of knowledge and expertise with Native groups and museum professionals across Canada and around the world. Over the past seven years, the Canadian Ethnology Service has taken part in repatriation discussions with First Peoples communities across the country, and has been instrumental in negotiating several agreements of this nature. Highlights of the past year include:

- Active participation in repatriation negotiations with 34 First Nations across Canada, including ongoing discussions with the Department of Canadian Heritage on repatriation protocols and related issues.
- Extensive participation in the *Nisga'a Final Agreement*, which became law during 2000.

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Haida remains repatriation ceremony.

Photos: S. Darby

Research and Collections

- Participation in the Sacred Materials Project, now entering its ninth year. In this programme, CANES staff work with representatives of First Nations to identify sacred objects in the collection, and to ensure their proper care. In some cases, this process also leads to repatriation of sacred materials.
- CANES staff supervised 9 student placements from Carleton University, taught tutorial courses, and supervised the development of MA theses by Carleton students.
- Research and writing for three new print publications in the CMC's Mercury Series, on topics from clothing to Native narrative histories.
- Numerous published articles, and countless presentations at conferences, universities, seminars and other venues.
- Continued work on the First Peoples Hall — contributing research, writing and storyline development in support of the development of Zone 4, which covers the past 500 years of First Peoples history in Canada.
- Continued development of the Inuit tapestry exhibition, **Nuvisavik**.
- Continuing research on a range of topics, including contemporary Pacific Coast aboriginal crafts, Dene clothing, aboriginal basketry from the Pacific Coast, hide-tanning techniques, Blackfoot ceremonial protocol, Eastern Woodlands quillwork, and Mi'kmaq oral tradition.

History

The History Division deals primarily with the social, cultural and economic history of Canada and its many peoples. This focus is particularly evident within the Canadian Museum of Civilization's Canada Hall, which provides visitors with an overview of more than 1,000 years of Canadian history. History Division staff also share their research and expertise through publications, lectures and other forms of outreach. Highlights of the past year include:

Research and Collections

- Research and production of two new temporary exhibitions: **Gather Beneath the Banner**, co-produced with the Museum for Textiles of Canada; and **Symbol of a Profession: 100 Years' Caps**.
- Research and production of two new permanent modules for the Canada Hall: **Frontier Resources: Alberta Oil Rig** and **Enduring Hardship: Chinese Hand Laundry**.
- Research on the history of European fishing, and on sealing and whaling, in the Atlantic region for the upcoming exhibition **Lifelines: Canada's East Coast Fisheries** and for the permanent Canada Hall exhibition modules, **West Coast Communities**, **Pacific Gateway** and **Northern Visions**.
- The Division continued to author both print and electronic publications, including a book in the Mercury Series, a number of articles and a Web page. In addition, History Division staff delivered numerous papers, addresses and other presentations to conferences, exhibition openings, universities and other events across Canada.



The Corporation signed an agreement with the Canadian Nurses Association, which has donated 1,000 important artifacts from its collection to the Canadian Museum of Civilization. This collection will form the nucleus of the Canadian Nursing History Collection at the CMC and CWM, in partnership with the National Archives.

Standing, from left to right: Ian E. Wilson, National Archivist, National Archives of Canada, Jack L. Granatstein, former Director and CEO, CWM, and Mary Ellen Jeans, Executive Director, Canadian Nurses Association.
Sitting: Victor Rabinovitch, President and CEO, CMCC

Photo: S. Darby



Members of the Woman's Christian Temperance Union at the *Women are Persons!* Monument on Parliament Hill, 28 October 2000, during the 'Crusading Women' Conference of the Ontario Women's History Network. Sponsored by The Canadian Museum of Civilization, The Canadian Woman's Christian Temperance Union, The Famous Five Foundation and The Senate of Canada.

Photo: C. Bates

Research and Collections



- The History Division publication, *Meta Incognita: A Discourse of Discovery. Martin Frobisher's Arctic Expeditions, 1576–1578*, edited by Professor Thomas Symons and co-edited by Stephen Alford of Public Affairs and Chris Kitzen of the History Division, was awarded the Matthews Prize for 1999, presented in September 2000 by the Canadian Nautical Research Society.
- History Division staff continued to share its expertise with colleague museums and researchers by serving on numerous committees and boards, as well as teaching at Canadian universities on both an occasional and ongoing basis.

Publishing Group

The Publishing Group is responsible for producing a wide range of publication products, including printed works, the Virtual Museum of New France™, CD-ROMs and Web site modules, which are produced in consultation with other divisions of the Corporation. The majority of the Publishing Group's projects are produced in association with partners in the public and private

sectors. These partners provide services and support ranging from co-publication and technological expertise to publicity and marketing assistance. Highlights of the past year include:

- Co-presentation of the Ninth International Colloquium on Museum Publishing, in association with The University of Chicago Publishing Program, the Simon Fraser University Canadian Centre For Studies in Publishing, the National Gallery of Canada, and the Association of Canadian Museums.
- Publication of eight Mercury Series titles, two general publications, and one interactive CD-ROM.
- Distribution of all CMC publications through bookstores, both in Canada and abroad, as a result of distribution partnerships with Diffusion Prologue and the University of British Columbia Press in Canada, the University of Washington Press in the United States, Cardiff in the United Kingdom, and Maisonneuve & Larose in France.
- Production of a publications catalogue, as well as listings on the CMCC Web site, giving CMCC publications maximum visibility. In addition, distribution partners present the Corporation's publications at more than 150 cultural and academic fairs across Canada and around the world.
- More than 500,000 visitors to the Virtual Museum of New France™, which this past year also launched an e-commerce site — a genealogical-historical resource — in partnership with the Montreal-based Archiv-Histo. During the past year, the site generated 12 radio interviews and numerous mentions in print.
- Development of modules for The Learning Window™, a trademark of Vancouver's Ingenuity Works Inc., to be made available on the Corporation's Web site. Using CMC research and collections as its basis, the project consists of 20 educational modules, in French and English, on aspects of Canada's heritage. Three new modules were created this year.

Research and Collections

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LIST OF PUBLICATIONS

General Works

Amyot, Chantal, Bianca Gendreau and John Willis. Edited by Francine Brousseau. *Special Delivery. Canada's Postal Heritage*. Co-published with Goose Lane Editions and the Canadian Postal Museum.

Brandon, Laura and Dean F. Oliver, with Foreword by J.L. Granatstein. *Canvas of War: Painting the Canadian Experience, 1914 to 1945*. Co-published with Douglas and McIntyre and the Canadian War Museum.

Mercury Series

Archaeological Survey of Canada

Cybulski, Jerome S., ed. *Perspectives on Northern Northwest Coast Prehistory*, Mercury Series Paper 160.

Canadian Ethnology Service

Arima, Eugene, Terry Klokeid and Katherine Robinson, eds. Prepared by Edward Sapir, Morris Swadesh, Alexander Thomas, John Thomas and Frank Williams. *The Whaling Indians: West Coast Legends and Stories. Tales of Extraordinary Experience. Part 10: Sapir-Thomas Nootka Texts* as told by Tom Sa:ya:ch'apis, William, Dick La:maho:s, Captain Bill, and Tyee Bob. Mercury Series Paper 134.

Thompson, Judy, Judy Hall and Leslie Tepper, with Dorothy K. Burnham. *Fascinating Challenges: Studying Material Culture with Dorothy Burnham*. Mercury Series Paper 136.

McClellan, Catherine. *My Old People Say: An Ethnographic Survey of Southern Yukon Territory, Vols. 1 & 2*. Mercury Series Paper 137.

Cultural Studies

Flood, Sandra. *Canadian Craft and Museum Practice 1900–1950*. Mercury Series Paper 74.

Klymasz, Robert B. and John Willis, eds. *Revelations. Bi-Millennial Papers from the Canadian Museum of Civilization*. Mercury Series Paper 75.

History

Stewart, W. Lyn and David R. Gray. *The Implements of Golf. A Canadian Perspective*. Mercury Series Paper 49.

Hayward, Anne. *The Alberta Pottery Industry, 1912–1990*. Mercury Series Paper 50.



Research and Collections

CD-ROM Titles

Family Treasures. Co-produced with Micro-Intel and Musée Médià with the support of the Department of Canadian Heritage Terra Nova Initiative.

Wright, J.V. *A History of the Native People of Canada, Volume II (1,000 B.C.–A.D. 500)*.

Virtual Museum of New France™ Modules

Our Ancestors of European Origins — Genealogy and Family History. Produced in collaboration with Archiv-Histo. Family Histories by Hélène-Andrée Bizier and Jacques Lacoursière.

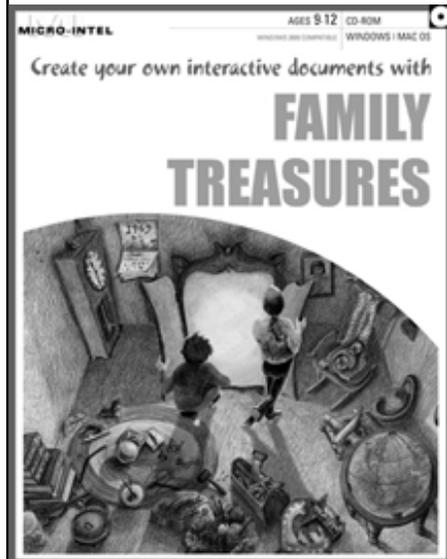
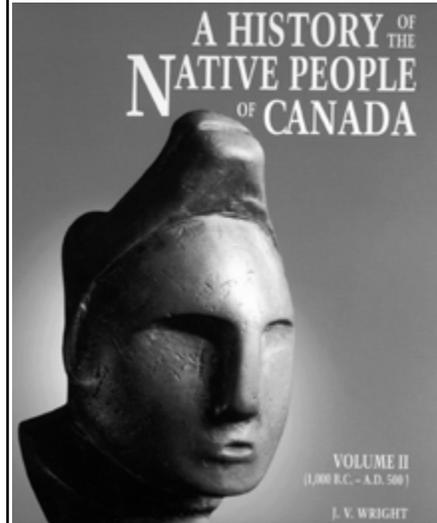
The First Nations of the New France Era. Text by Alain Beaulieu. Produced in collaboration with Groupe Cleary, the Department of Canadian Heritage and Canada's Digital Collections Program of Industry Canada.

The Learning Window™ Modules

Produced for and in partnership with Ingenuity Works Inc.:
Lottie Betts Tushingham: Champion Typist, by Christina Bates

Snow Travel among Canada's First Peoples, by Ian Dyck

Canadian Inuit History: A 1000-Year Odyssey, by David Morrison



Research and Collections

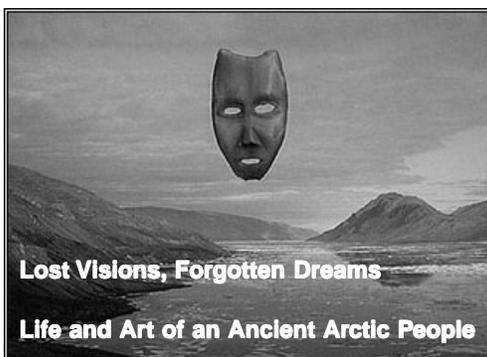
Collections Management and Planning

The Collections Management and Planning Division is responsible for the physical care and accessibility of the Museum's collections and technical operations for the fabrication and installation of exhibitions. This includes such functions as conservation, collections storage and movement, artifact preparation, display creations, supporting travelling exhibitions, and coordinating incoming and outgoing artifact loans. Highlights of the past year include:

- Completion of exhibits for the major exhibition **India – The Living Arts**.
- Installation of four travelling exhibitions — **Lost Visions, Forgotten Dreams, Mysteries of Egypt, This Other Eden and Legends of our Time** — in venues as dispersed as Germany, Vancouver and Oklahoma.
- Completion of installation of the **Chinese Hand Laundry** and **Frontier Resources** modules in the Canada Hall.
- Conservation of 1,444 artifacts, towards a goal of 2,700 by year-end.

Library, Archives and Documentation Services

The CMC's Library, Archives and Documentation Services Division is responsible for the management of collections including the books and periodicals collection, the photographic, manuscript and audio-visual collections, the corporate and operational records files and artifact documentation records. Related functions include copyright management, digitizing of historical images and artifacts, loans and reproduction services, and maintenance of two online databases. Highlights of the past year include:



Research and Collections

- Two exhibitions were produced — a small exhibition on the library and archives to accompany a national colloquium on the convergence of information professions, and a book display in the Library on India's artistic traditions in support of **India –The Living Arts**.
- To date, a cumulative total of over 400,000 items in the library collections have been catalogued. In addition, almost 150,000 catalogue searches were performed during the year, with over 250,000 records consulted.
- Training and demonstrations were offered throughout the year, including a special presentation of photo digitization initiatives and the online catalogue to 32 ICOM (International Committee for Documentation of the International Council of Museums) conference participants. In addition, the Library greeted approximately 12,000 visitors, and nearly 3,000 requests were answered by Library staff.
- During 2000–2001, more than 2,600 visitors consulted the onsite archives of the CMC in the redesigned reference room.
- Archives staff reproduced audio, video and printed materials in response to approximately 6,500 requests for information.
- The number of CMCC collections records made available to the public through the Corporation's Web site surpassed 150,000 by the end of February 2001.



For more information on the CMC's online collections, visit our Web site at: Library and Archives:
<http://www.civilization.ca:8001>
Artifacts: <http://www.civilization.ca/membrs/collect/csintroe/html>

* Please type full address, including <http://>

In July 2000, the Canadian Museum of Civilization opened its *Civilization.ca* room, with 12 computers for the public to surf the Corporation's Web site and consult its two databases — the Library and Archives collection, and the Artifacts collection.

Photo: S. Darby

Exhibitions and Programmes

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India – The Living Arts drew 300,000 visitors to the CMC.

The Exhibitions and Programmes Branch produces a wide range of temporary and permanent exhibitions, as well as programming which ranges from presentations of dance, music and theatre to lectures, demonstrations, workshops and educational programmes. Highlights of the past year include:

Permanent Exhibitions

- Progress has been made in the further development of the Canada Hall, with the addition of two new modules. **Enduring Hardships: Chinese Hand Laundry** and **Frontier Resources: Alberta Oil Rig** were launched in October 2000, continuing the Hall's story of western expansion and diversification.
- 40 new interpretive panels were developed and installed in the Canada Hall, illuminating the territorial evolution of Canada and the significant personalities of each era.
- Several upgrades were made to exhibits in the Grand Hall, including the addition of framed prints to the Coast Salish House, the addition of labels for totem poles and canoes, the addition of information booklets, a display

of books in the Northwest Coast House, and refurbishment of artifact cases in the **From Time Immemorial: Tsimshian Prehistory** exhibit.

Temporary Exhibitions

- **India – The Living Arts**, May 5, 2000 through February 18, 2001. Sponsored by Nortel Networks, the Canada Council for the Arts and other partners, this exhibition presented the artistic traditions of the Indian subcontinent, featured 700 exquisite works of art and craft, and attracted 301,000 visitors during its presentation at the CMC. When the exhibition closed, a special silent auction was held, featuring items purchased specifically for the exhibition. The auction raised \$10,000 on behalf of those affected by the devastating earthquake in Western India in January 2001. This sum was matched by Fairfax Financial Holdings Ltd., for a total of \$20,000 donated to the Red Cross on behalf of earthquake victims.

Exhibitions and Programmes

- **Canvas of War: Masterpieces from the Canadian War Museum**, February 11, 2000 through January 7, 2001. This exhibition showcased 75 works of art from the Canadian War Museum's world-class war collection, and attracted more than 290,000 visitors during its presentation at the CMC. The exhibition featured numerous wall-sized paintings, many of which had been produced with a national war art gallery in mind. With the assistance of a grant from the Donner Canadian Foundation, a number of these large works appeared in public for the first time in 80 years. As one Montréal visitor put it, "*A strange combination of beauty and pain, hell and nobility. I'm sure I'm not the only one who cried and felt helpless and small, staring at the wartime scenes.*" This moving exhibition will begin a Canadian tour, starting with a presentation at the Art Gallery of Ontario in Toronto in the fall of 2001.
- **Under the Sign of the Cross: The Creative Expression of Christianity in Canada**, November 5, 1999 through March 18, 2001. This fascinating exhibition featured numerous icons and other Christian artifacts illustrating the importance and impact of Christianity on Canada's heritage and culture, as reflected in the collections of the Canadian Museum of Civilization and the Canadian War Museum.
- **Gather Beneath the Banner: Political and Religious Banners from the Woman's Christian Temperance Union, 1877–1932**, September 28, 2000 through February 11, 2001. This exhibition featured 21 banners bearing slogans that became an integral part of the marches and other demonstrations of an important social movement.
- **O Pelourinho! Popular Art from the Historic Heart of Brazil**, from February 16 to September 3, 2001. This new exhibition features more than 60 stunning works from artists of the Pelourinho, a World Heritage Site in the historic heart of Salvador, former capital of Brazil.



A colorful painting from **O Pelourinho! Popular Art from the Historic Heart of Brazil**. *Vista Parcial do Pelourinho*, by Gilvan Lima, 1996.

Exhibitions and Programmes

Travelling Exhibitions

Over the past year, exhibitions produced by the Corporation have been seen around the world. During 2000–2001, 13 CMC exhibitions ranging in size from 46 m² (500 sq. ft.) to 650 m² (7,000 sq. ft.) were actively touring in Canada, the U.S. and Europe. Highlights of the past year include:

- The exhibition **Mysteries of Egypt** toured to two American museums – the Museum of Arts and Science in Georgia and the Neville Museum in Wisconsin – and to the Glenbow Museum of Calgary during the past fiscal year, and has now been seen by more than 1.2 million visitors.



Goddesses of the Egyptian pantheon welcomed visitors in the Introduction Hall of **Mysteries of Egypt**.

Photo: Neville Public Museum



Visitors at the Neville Public Museum admiring Bastet, Egyptian goddess of the protective aspects of motherhood.

Photo: Neville Public Museum



The exhibition **Reservation X: The Power of Place in Aboriginal Contemporary Art**, presented at the National Museum of the American Indian in New York, drew 191,015 visitors between April and August 2000. The Museum is part of the Smithsonian Institution.

Photo: D. Sundberg – ESTO – National Museum of the American Indian

Exhibitions and Programmes

- Following a successful tour of Europe, the award-winning exhibition **Lost Visions, Forgotten Dreams: Life and Art of an Ancient Arctic People**, began its North American tour at the McCord Museum in Montréal in November 2000. A spin-off exhibition, **The Tunit, a Palaeo-Eskimo People** has been shown in 11 northern venues in the Northwest Territories and Nunavut. A new version of the companion discovery box exhibit, with hands-on and video presentations, has started its national tour, and opened in St. Albert, Alberta on February 1, 2001, with a confirmed itinerary through January 2004.
- **Legends of Our Times: Native Ranching and Rodeo Life on the Plains and Plateau** opened at the National Cowboy Hall of Fame, Oklahoma City, on October 6, 2000.
- **This Other Eden: Canadian Folk Art Outdoors**, presented by Investors Group, started its national tour at the Vancouver Museum in May 2000, followed by Calgary's Glenbow Museum at the end of March 2001. It will also be presented in Toronto, London, Winnipeg, Halifax and Montréal.
- Developed in cooperation with Parks Canada, *Canadian UNESCO World Heritage Sites*, was shown in Ottawa during Environment Week, at Parks Canada in Quebec City from June to September 2000, and at the Centre des Arts in Shawinigan, Quebec in the fall of 2000. It opened in January 2001 at the Centre – Parc d'Oka and will remain on display until October 2001.



Strings, Springs and Finger Things, using a collection of puppets presented to the CMC in 1994 by the Ontario Puppetry Association, was a highlight of the 2000 *Semaine mondiale de la marionnette* in Jonquière, Quebec.

Photo: C. Nebel

Exhibitions and Programmes

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Lifelines: Canada's East Coast Fisheries, the largest, most detailed exhibition on fisheries ever designed by Canadian museums.

Fishermen (1971) – Detail from triptych by Siegfried Haase (1916–1996). On loan from the collection of the Art Gallery of Nova Scotia. Gift of the artist and Ingrid Haase.



Upcoming Exhibitions

The Corporation plans several years in advance for both temporary and permanent exhibitions. Exhibitions on the following topics were in development during this period. The first three exhibitions are permanent installations while all the others are temporary exhibitions: **Confederation**, **Many Voices: Language and Culture in Manitoba** (a Winnipeg music and supply store) (2001) and **The Modern Age** (Canada Hall).

Lifelines: Canada's East Coast Fisheries (2001); **Resonance: Musical Heritage of La Francophonie** (2001); **The Lands Within Me: Expressions by Canadian Artists of Arab Origin** (2001); **Full Circle: First Contact – Vikings and Skraelings in Newfoundland and Labrador** (2001); **Vikings: The North Atlantic Saga** (2002); **Nuvisavik, "The Place Where We Weave": Inuit Tapestries from Arctic Canada**; an exhibition on Italian-Canadians; **The Mysterious Bog People**; and **Beauty and Conformity: East and South Africa Personal Art in Canadian Public Collections**.

EXHIBITIONS

Permanent Exhibitions

New in Canada Hall

Enduring Hardships: Chinese Hand Laundry (CMC), Since October 12, 2000

Frontier Resources: Alberta Oil Rig (CMC), Since October 12, 2000

Temporary Exhibitions

Special Exhibitions Hall

India – The Living Arts (CMC), May 5, 2000 to February 18, 2001

The Gallery

Canvas of War: Masterpieces from the Canadian War Museum (CMC-CWM), February 11, 2000 to January 7, 2001

O Pelourinho! Popular Art from the Historic Heart of Brazil (produced and sponsored by the Adrian Dominican Sisters, with the support of Wayne State University and Siena Heights University), February 16 to September 3, 2001

Exhibitions and Programmes

Arts and Traditions Hall

Open Storage Display – Boats
(CMC), July 19, 1993 to January 7, 2001

Under the Sign of the Cross: Creative Expressions of Christianity in Canada (CMC), November 5, 1999 to March 18, 2001

Canadian History Galleries

Souvenirs of Canada (CMC), July 1, 1994 to August 5, 2001
Glassworks: The Story of Glass and Glass-making in Canada (CMC), April 17, 1998 to October 14, 2001

Timeless Treasures: The Story of Dolls in Canada (CMC), February 4, 2000 to March 30, 2003

The Arctic Voyages of Martin Frobisher (CMC), March 13, 2000 to February 25, 2002

Gather Beneath the Banner: Political and Religious Banners of the Woman's Christian Temperance Union, 1877-1932 (The Museum for Textiles), September 29, 2000 to February 11, 2001

Stolen Dreams: Portraits of the World's Working Children (Manitoba Museum of Man and Nature), March 1 to September 4, 2001

William E. Taylor Research Gallery

The Millennium Odyssey
(CMC), May 11, 2000 to May 14, 2001

Art Gallery (First Peoples Hall)

Emergence from the Shadow: First Peoples' Photographic Perspectives (CMC), October 23, 1999 to January 6, 2002

Others

Decoys from the CMC Collection (CMC), April 30, 1996 to January 28, 2001

Hudson Bay Canoe, November 19, 1997 to indefinitely

Recent Donations: Dolls (CMC), March 1, 2000 to January 7, 2001

Plaza – India (CMC), May 5 to October 29, 2000

Canada in a Thousand Pictures (M. Eugen Kedl, photographer), May 12 to November 19, 2000

Paper Prayers (in cooperation with the Ottawa AIDS Committee), December 1, 2000 to February 4, 2001

Symbol of a Profession: One Hundred Years of Nurses' Caps (CMC), February 13 to December 7, 2001

Travelling Exhibitions

(By alphabetical order)

Canadian UNESCO World Heritage Sites

- June 4 to 10, 2000, Environment Week, Department of National Defense, Ottawa, ON
- June 13 to September 17, 2000, Parks Canada, Haute-Ville, QC
- October 11 to November 20, 2000, Centre d'exposition du Centre des arts de Shawinigan, Shawinigan, QC
- December 18 to October 28, 2001, Centre du Parc d'Oka, Oka, QC

Components of the Doukhobor exhibition

Indeterminate loan period, Kootenay Doukhobor Historical Society, Doukhobor Village Museum, Castlegar, BC

From the Hands of a Master:

Tradition Revealed by Contemporary Artisans, February 18 to May 6, 2001, St. Catharines Museum, St. Catharines, ON

Legends of our Times: Native Ranching and Rodeo Life on the Plains and Plateau, October 6, 2000 to May 13, 2001, National Cowboy Hall of Fame and Western Heritage Center, Oklahoma City, Oklahoma

Exhibitions and Programmes

Lost Visions, Forgotten Dreams: Life and Art of an Ancient Arctic People, November 29, 2000 to May 6, 2001, McCord Museum of Canadian History, Montréal, QC,

Mysteries of Egypt

- May 18 to July 9, 2000, Museum of Arts and Sciences, Macon, Georgia
- August 12 to October 29, 2000, Neville Public Museum, Green Bay, Wisconsin
- December 2, 2000 to March 11, 2001, Glenbow Museum, Calgary, AB

Native Cowboy Life

- February 16 to July 30, 2000, South Dakota State Historical Society, Pierre, South Dakota
- August 30 to December 20, 2000, Medicine Hat Museum, Medicine Hat, AB
- January 18 to June 17, 2001, The Fort Museum of the North West Mounted Police, Fort Macleod, AB

Places of Power: Objects of Veneration

- May 3 to 8, 2000, Festival de Rire, Rochefort, Belgium
- May 15 to September 28, 2000, Canadian Embassy, Brussels, Belgium

Reservation X: The Power of Place in Aboriginal Contemporary Art

April 9 to August 20, 2000, National Museum of the American Indian, New York, NY

Strings, Springs and Finger Things

May 27 to August 25, 2000, La Semaine mondiale de la Marionnette, Jonquièrre, QC

This Other Eden: Canadian Folk Art Outdoors

- May 18, 2000 to January 2, 2001, Vancouver Museum, Vancouver, BC,
- March 31 to June 10, 2001, Glenbow Museum, Calgary, AB

The Tunit, a Palaeo-Eskimo People (1)

- March 27 to April 21, 2000, Chief T'selihye School, Fort Good Hope, NWT
- May 1 to June 27, 2000, Norman Wells Historical Centre, Norman Wells, NWT
- July 15 to September 29, 2000, Northern Life Museum and National Exhibition Centre, Fort Smith, NWT
- October 1 to 15, 2000, Prince of Wales Northern Heritage Centre, Yellowknife, NWT

The Tunit, a Palaeo-Eskimo People (2)

- March 16 to April 29, 2000, Community Learning Centre, Clyde River, Nunavut
- May 2 to June 5, 2000, Angmarlik Centre, Pangnirtung, Nunavut
- June 8 to 16, 2000, Peter Pitseolak School, Cape Dorset, Nunavut
- June 20 to September 15, 2000, Katanillik Visitors Centre, Kimmirut, Nunavut
- September 19 to October 31, 2000, Arctic Coast Visitors Centre, Cambridge Bay, Nunavut
- October 31 to November 22, 2000, Visitors & Heritage Centre, Kugluktuk, Nunavut
- November 30, 2000 to February 9, 2001, Nunavut Legislative Building, Iqaluit, Nunavut

The Tunit, a Palaeo-Eskimo People (3)

February 1 to April 1, 2001, Musée Heritage Museum, St. Albert, AB

Exhibitions and Programmes

Public Programmes

The Corporation provides a wide range of public programming for its visitors, ranging from educational outreach to performances, lectures, films and more. Highlights of the past year include:

- Extensive educational programming, including a new initiative for secondary school students, entitled *The History of Social Progress in Canada* which integrates the Dramamuse play, *Strike*, and a mock election delivered in partnership with Elections Canada. Another programme, *Unveiling Canada's West*, was also piloted.
- Over 2,300 students came to the Museum as part of a Chawkers Foundation grant aimed at schools serving multicultural populations. Presentations on CMC services were also planned for 175 students from the Faculty of Education Social Studies at the University of Ottawa.
- A diverse line-up of programmes targeting a variety of clients was offered, and included family programming to highlight seasonal and calendar events, and exhibitions such as **Canvas of War**.

- A rich programme of special events was produced in support of the major exhibition, **India – the Living Arts**, including demonstration of preparations for a Hindu wedding, a lecture series and artisan demonstrations. The Canada Council Performing Arts series featured classical Indian dance and music. The Bank of Montreal Literary Rendezvous, in partnership with the National Library, featured literary readings, and the Bell Canada film series featured recent films from the subcontinent. The Zenith Insurance Company Educational Programme reached over 1,000 students per month.
- Special programming was held in support of such events as Les Journées de la culture and Japan Week. The second annual Santa Lucia event, presented in the

Grand Hall in partnership with IKEA Canada and the Embassy of Sweden, was featured in the CBC Radio Choral concert programme which aired on December 24, 2000. Other programmes, performances and special events were developed in partnership with community groups and organizations such as the Australian High Commission, the National Capital Commission, the Toronto Lion Dance Festival, the Department of Indian and Northern Affairs, CAPACOA and the Mercury Lounge. National Aboriginal Day attracted 11,178 visitors and was produced in partnership with the local Aboriginal community.

Indian craft demonstration by Gurruppa Chetty, a master *kalamkari* painter from the state of Andhra Pradesh. The word *kalamkari* is derived from the word *kalam* which means pen, the tool used in this craft. The painter prepares his own pens by sharpening a bamboo stick and tying a piece of thick cloth around it.

Photo: S. Darby



Exhibitions and Programmes

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- For adults, a continuing education series was presented for a third year through Elderhostel; the popular Historical Wine Tasting series began its fourth season; and *Terrific Thursdays!* programmes were offered on various exhibition-related topics.
- The CMC's resident theatre company, Dramamuse, continued to offer fine theatrical performances throughout the exhibitions, reaching 210,000 visitors.
- Demonstrations and a symposium on the Woman's Christian Temperance Union were provided in conjunction with the exhibition **Gather Beneath the Banner**, which opened during Women's History Month in October 2000.
- The interactive Web site for the **Millennium Odyssey** exhibit continued to be maintained, with visitors posting their personal stories.
- The Museum played host to the national finals of the Heritage Fair, financed by Historica, in which more than 150 students from across the country presented heritage-related projects.
- Work aimed at transforming videos into the more current DVD format was completed for exhibits and service areas throughout the CMC, and audiovisual work was completed for a variety of new exhibits and projects, including the annual Bronfman Award recipient and a tribute to the Right Honourable Pierre E. Trudeau.



Dramamuse presented *Strike* by Robert Marinier, with Benoit Osborne (left) and Denis Blais (right).

Photo: S. Darby

Canadian Children's Museum

The Canadian Children's Museum takes young visitors on a wide-ranging intercultural odyssey through workshops, roleplaying exercises, day camps, sleepovers, and various other learning experiences. The CCM continues to be one of the most popular venues in the Canadian Museum of Civilization, with attendance during 2000–2001 of 532,819. Highlights of the past year include:

- Delivery of a diverse line-up of programmes and activities, including the annual Festival of Light, and other programmes in support of **India – The Living Arts**. Birthday parties and sleepovers remained popular, and all six weeks of summer day camps were sold out, as well as the two weeks of spring-break day camps. The popular Adventures Beyond the Classroom programme continued to be offered to school and pre-school groups.
- Five temporary exhibitions were presented during the year, including **Toolville**, **Global Shoes**, and **LEGO® Ocean Adventure**. The LEGO® exhibition also featured two master LEGO® builders, who constructed a 20-foot LEGO® octopus with visitors.
- **Adventure World** opened for another successful season, with a variety of exhibits and programmes, including the annual Kids Day in the Park and the Mad Hatter's Tea Party.

- The CCM has an active volunteer programme with over 50 adult and over 100 youth volunteers working at the CCM. A Youth Advisory Committee of 14 young people advised CCM staff on the development and evaluation of programmes and exhibits, and acted as museum ambassadors in their schools.
- The CCM trained five students who completed placements, and hosted 15 student teachers from the University of Ottawa who were learning about the CCM as an educational resource.
- The CCM continues to reach out to other Canadians in the region and across Canada as well as to children around the world.
- The CCM entered its fourth year as the sole international partner in the National Children's Film Festival (NCFE), which originated in the United States in 1997. Designed to provide youth, ages 9 to 18, with an opportunity to communicate their own ideas and words through film and video, this programme attracted 20 entries and the participation of over 85 youths from across Canada. CCM awarded four Canadian winners and sponsored 12 entries to the NCFE programme in California. Todd Reichert of Gloucester, Ontario won a Creative Excellence Award at the Festival in Los Angeles.

Adventure World boasts 6,000 square metres of outdoor exhibition space, where visitors can design and build their own watercraft and test it for buoyancy in our pond. Shown, a young volunteer helping a child build her boat.

Photo: S. Darby



Canadian Children's Museum

- The exhibition **Siqiniq: Under the Same Sun** was presented at the Lied Discovery Museum in Las Vegas, at the Detroit Zoological Institute, and at the Family Museum of Arts and Sciences in Iowa. **World Circus** and other Youth Museum Exhibit Collaborative (YMEC)-affiliated exhibits also travelled throughout this period to numerous museums across the United States.
- The CCM also continued to work in partnership with a number of other organizations to deliver high quality programmes to youth. Highlights include:
 - A partnership with the National Arts Centre for their Young People's Concerts series of workshops and performances.
- Sponsorship of the national Every Kid's Capital Poster Contest, which reaches over 40,000 students across Canada. As part of its commitment, the CCM produces the exhibition which features the winning artwork, and hosts 25 families representing all provinces and territories at a special evening held at the CCM. The event is featured in the NCC *Capital Explorer* — a publication that was nationally distributed and sent to children in Australia to mark the Summer Olympics.
- The CCM provided workshops at the annual Festival des Montgolfières and at the annual Rideau Hall Garden Party.
- The CCM participated in the Ottawa International Jazz Festival, providing children with creative workshops.
- The CCM participated in the jury for the Department of Canadian Heritage Canada Day Poster Challenge and hosted an exhibition of the winning entries from children across Canada.
- The CCM partnered with the Royal Embassy of Denmark and the Canadian Film Institute in hosting a special day of activities and award-winning Danish children's films.

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Over 4000 visitors joined master builders to create larger than life Lego® structures during the Canadian Children's Museum special event, **Passport to Denmark.**

Photo: courtesy of A. Simmons

Canadian Children's Museum

EXHIBITIONS

Temporary Exhibitions

Toolville (The Children's Museum of Memphis), April 15 to July 3, 2000

Adventure World (CCM), May 20 to September 30, 2000

Canada Day Poster Challenge (Department of Canadian Heritage), June 29 to September 11, 2000

Global Shoes (The Brooklyn Children's Museum), July 15 to November 12, 2000

LEGO® Ocean Adventure (The Children's Museum, Indianapolis), December 9, 2000 to March 25, 2001

Every Kid's Capital Contest (in collaboration with the National Capital Commission), February 1 to March 1, 2001

Travelling Exhibitions

(By alphabetical order)

Adventures into Books: Gumby's World

- July 7 to November 15, 2000, Children's Museum, Indianapolis, Indiana
- December 7, 2000 to March 1, 2001, Children's Museum of Memphis, Memphis, Tennessee
- March 23 to June 22, 2001, Brooklyn Children's Museum, Brooklyn, NY

Face to Face

- June 3 to July 23, 2000, Children's Museum of Memphis, Memphis, Tennessee
- October 2000 to January 2001, Rainbow Children's Museum, Cleveland, Ohio
- February to May 2001, Bay Area Discovery Museum, Sausalito, California

Geo-Zooooom!

- June 15 to September 22, 2000, Rainbow Children's Museum, Cleveland, Ohio
- October 12, 2000 to January 20, 2001, Brooklyn Children's Museum, Brooklyn, NY

Global Shoes

- November 8, 2000 to February 15, 2001, Children's Museum, St. Paul, Minnesota
- March 7 to June 15, 2001, Chicago Children's Museum, Chicago, Illinois

LEGO® Ocean Adventure, April 18 to July 25, 2000, Bay Area Discovery Museum, Sausalito, California

Siqiniq: Under the Same Sun

- May to September 2000, Detroit Zoological Institute, Royal Oak, MI
- September to December 2000, Family Museum of Arts and Sciences, Bettendorf, Iowa

World Circus

- September 8 to December 31, 2000, Children's Museum of Memphis, Memphis, Tennessee
- January 19 to April 23, 2001, Children's Museum of Houston, Houston, Texas

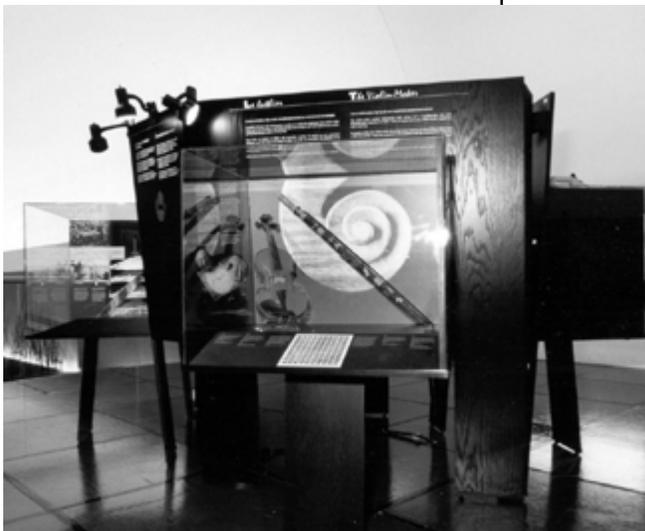
Canadian Postal Museum

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The Canadian Postal Museum presents the postal heritage of Canada, including philately, the history of mail delivery and postal communications, mail art and other forms of written interaction. It does this through exhibitions, programming and special events, and welcomed 274,493 visitors during 2000–2001. Highlights of the past year include:

- The CPM presented five new exhibitions: **Fluorescence**; **From the Hands of a Master: Tradition Revealed by Contemporary Artists**; **Signed, Sealed, Delivered: Postal Heritage in Evolution**; **Stampin' the Future**; and **Windows on the World: The Canadian Postal Museum's International Philatelic Collection**. In addition, the ongoing programme **What's New in Philately** presented 24 new philatelic releases.
- The CPM continued to present popular exhibits, and activities such as StampQuest, Write Like an Egyptian!, Communications Studio and the interactive kiosk Virtually Yours, which features the CPM interactive CD-ROM, *Stampville*.
- The CPM continued to enjoy considerable financial support, including an agreement signed with Canada Post Corporation, providing significant and generous funding over a three-year period for activities which range from research to programming. In addition, the CPM receives support from Pitney Bowes, providing generous sponsorship of the Pitney Bowes Art Gallery, as well as the collaborative support of the National Archives of Canada.
- The CPM is engaged in ongoing planning for five new exhibitions, including **Philatelic Stars: Canada's Most Beautiful Stamps**, which commemorates the 150th anniversary of the first Canadian postage stamp. The exhibition opens on April 24, 2001.

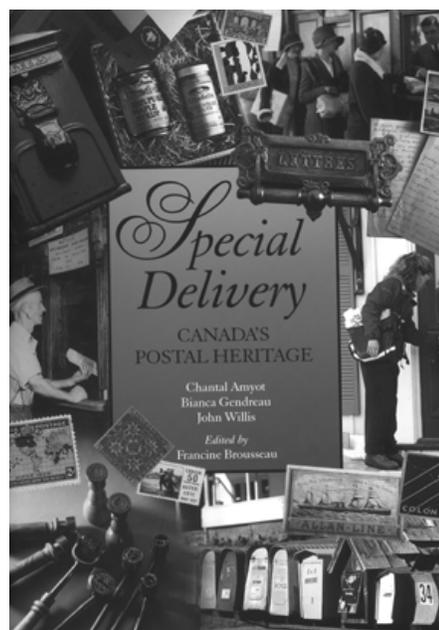


The small postal exhibition, **From the Hands of a Master: Tradition Revealed by Contemporary Artists**, produced by the Société internationale des entreprises Économusée® in cooperation with the Canadian Postal Museum, and with the financial support of Canadian Heritage, started its national tour at the St. Catharines Museum in St. Catharines, Ontario on February 18, 2001, with a confirmed itinerary through August 2003. It is travelling with the generous financial support of Canada Post.

Photo: S. Darby

Canadian Postal Museum

- Thanks to its sponsorship agreement with Canada Post Corporation, the CPM has also been active in programming. Over 200 visitors were inspired by the concept of mail art, as part of the **Paper Prayers** exhibition, which is presented annually in remembrance of the victims of AIDS. Louise Héroux, a Canadian artist who creates mail art, hosted workshops on the making of paper prayers, which were then sent to recipients through the mail.
- Visitors learned more about Canada's heritage through a contest about postage stamps and the Canadian flag. Over 300 participants entered the contest. In addition, the school programme StampQuest – The Collecting Adventure continued throughout the year, with several hundred students participating.
- In October 2000, the CPM launched its new publication, *Special Delivery: Canada's Postal Heritage*. This prestigious work — the first lavishly illustrated book on the history of the post in Canada — was published in association with the CMCC Publishing Group, the publishing houses Les éditions du Boréal and Goose Lane Editions, and with major financial support from Canada Post Corporation.



Cover of the new book, *Special Delivery — Canada's Postal Heritage*, released in October 2000.



The annual St. Valentine's Day Ball, a benefit organized by the Friends of the Canadian Postal Museum, was held again on February 14, 2001. This event attracted more than 400 guests, raising \$65,000 on behalf of the CPM. From left to right: Charles Verge, President of the Valentine's Day Ball Committee and President of the Royal Philatelic Society of Canada; Edith Ouellet; the Honourable André Ouellet, President and CEO of Canada Post; Ersilia Gagliano; the Honourable Alfonso Gagliano, Minister of Public Works and Minister Responsible for Canada Post; Francine Brousseau, Director of Exhibitions and the Canadian Postal Museum; and Dr. Victor Rabinovitch, President and CEO of the Canadian Museum of Civilization Corporation.

Photo: M. St-Jean

Canadian Postal Museum

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- Important acquisitions during the past year include a collection of personal correspondence from Christian Bennedsen, a Danish immigrant who came to Canada in the 1950s. This collection includes approximately 1,000 photographs, films, and a collection of documents related to various aspects of his professional life. The collection will become the basis for an upcoming exhibition on letters written by immigrants to Canada. Other important acquisitions include a collection of photographs of Montreal mail carriers from 1910 through 1954, and a bronze cabinet from the former mail-sorting facility in Toronto (now the Air Canada Centre).
- The CPM was invited by the *Club de Monte-Carlo de l'élite de la philatélie* — a prestigious international philatelic club headquartered in Monte Carlo — to present an outstanding piece from its collection for a December 2000 exhibition. The Monte Carlo Club comprises 17 museums, and has a limited

membership of 100 international collectors. The CPM was invited to join this club in 1999, and this exhibition represents its first official participation. The CPM exhibited the rejected design for the *Bluenose* postage stamp. This piece was very popular, as it had remained unknown to the public until its presentation by the CPM. The Monte Carlo club produced a catalogue for this exhibition, which features the CPM piece among the 100 world philatelic treasures.

- Historical and applied research at the CPM have progressed considerably. The identification of sources for the French-Canadian diaspora project has commenced. Various archival institutions within the province of Quebec have been explored and used, on a preliminary basis. Work on the colonial period has produced data on the use of the post by the church, relationships with the press, and the context of postal transport and exchange in the Montréal-Québec City corridor. The latter work will complement research

undertaken for the project on stagecoaches. There has also been considerable research, writing and coordination for the *Postal History Chronology* — an extensive Web product — and for the co-direction of a forthcoming CMC publication on religion.

EXHIBITIONS

Temporary Exhibitions

Fluorescence (CPM), February 17 to June 20, 2000

From the Hands of a Master: Tradition Revealed by Contemporary Artisans (La Société internationale des entreprises ÉCONOMUSÉE®), April 27 to November 13, 2000
Signed, Sealed, Delivered: Postal Heritage in Evolution (CPM) June 15, 2000 to December 6, 2005

Stampin' the Future (CPM), July 1, 2000 to April 8, 2001

Windows on the World: The Canadian Postal Museum's International Philatelic Collection (CPM), December 11, 2000 to March 31, 2002



During the year, seven sub-collections committees took place and 52 lots of objects were added to the CPM's collections. Some of these acquisitions were featured in the book *Special Delivery*, others were featured in the exhibition **Signed, Sealed, Delivered: Postal Heritage in Evolution**. In addition, the CPM received three transfers of philatelic material from Canada Post Corporation, totalling hundreds of items related to the most recently released stamps. Three loan requests were also met for venues in Nicolet, Quebec; London, Ontario, and Ottawa.

Photo: S. Darby

Public Affairs

The Public Affairs Branch is responsible for the positioning of the Canadian Museum of Civilization Corporation (CMCC) and for the marketing and promotion of its exhibitions and public programmes. Public Affairs strengthens the image and reputation of the CMCC by producing corporate communications and promotional materials, maintaining relations with the media and organizing special activities and exhibition openings. The mandate of Public Affairs is to design marketing, promotional and informational programmes; to inform the public of the CMCC's activities by means of publicity and promotional campaigns; and to maintain the Corporation's Web site.

Highlights of the past year include:

- Selection of the CMC as provincial winner of the Attractions Canada competition, making it eligible for the national grand prize. (For an update, please see text on page 8.)
- An exhaustive communications strategy for the **India – The Living Arts** exhibition, including design and production of a poster (awarded an honourable mention by the American Association of Museums), a promotional flyer, a multimedia publicity campaign and a special media kit, as well as the promotion of an extensive programme of presentations, performances and workshops related to Indian culture. There were a total of 346 special events, in which 500 local, national and international artists took part, and which were attended by 142,330 people.



Award-Winning Products

Four CMCC products were honoured by the American Association of Museums in its 2001 Museum Publications Design Competition: the souvenir booklet for **India – The Living Arts** (First Prize: Supplementary Material); the poster for **India – The Living Arts** (Honourable Mention); the poster for **Signed, Sealed, Delivered: Postal Heritage in Evolution** (Honourable Mention); and the book *Special Delivery: Canada's Postal Heritage* (Honourable Mention).

Public Affairs

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- A major ad campaign for the launch of **India – The Living Arts**, via newspapers, bus boards and specialized magazines, using large, full-colour ads. The subsequent publicity strategy focused mainly on educational activities related to Indian culture and supported by the Canada Council for the Arts. These activities included a literary series, performances by Indian artists, craft demonstrations and a contemporary Indian film series, held in collaboration with the Canadian Film Institute.
- Promotion of the Museum and the exhibition **India – The Living Arts** at the *Semaine de l'Asie du Sud* in Montréal in October 2000, primarily through artifacts from our collection, flyers, brochures and posters.
- A contest for a one-week trip to India, in partnership with the Government of India Tourism Office and Radio-Canada Television (*Ce soir en couleur*), also publicized in the newspapers *Le Droit* and *Voir*.
- Promotion for **India – The Living Arts** with a total reach of 6.6 million impressions (representing the total number of people exposed to a message times the frequency of the message), not including the numbers generated by promotional tools like posters, flyers and bus boards.



From left to right, Pierre Pontbriand, CMC Vice-President of Public Affairs, Normand Latour, host of the Radio-Canada television programme *Ce soir en couleur*, and T.D. Singh, from the Government of India Tourism Office in Toronto, announced, live from the Grand Hall, the name of the winner of the **India – The Living Arts** competition, Newton Jean of Gatineau.

Photo: S. Darby

Public Affairs

- Coordination and production of a number of corporate publications and promotional documents for both the CMC and the CWM, including a *Calendar of Events* published every three months, *This Week at the Museum*, media kits, posters, visitor's guides, promotional flyers and Web site newsletters.
- The second phase of a major revision of the CMCC Web site in order to improve corporate identity, and the Web site's structure, navigation, interactive functions and general content.
- Collaboration with the National Research Council of Canada (NRCC) to create an exhibit of 3D Inuit objects for the Virtual Museum of Canada Web site. This exhibition, launched in February 2001, was the fourth CMC project produced in collaboration with the NRCC. It comprises three exhibition "rooms," each with a 45-second QuickTime® introduction, 12 three-dimensional models of important Paleo-Eskimo and Inuit objects, explanatory panels and photographs of the Canadian Arctic Expedition of 1913–1916.
- Maintenance of relations with regional, national and international media in order to publicize the CMCC and its activities through broad media coverage. This year, a number of exhibitions were the subject of articles in most of the country's major newspapers, as well as radio and television broadcasts. There was especially wide coverage of **India - The Living Arts and Canvas of War**.



Public Affairs

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Brazilian music at the opening of **O Pelourinho! Popular Art from the Historic Heart of Brazil**, one of 11 exhibition openings organized and coordinated by Public Affairs in 2001–2002.

Photo: S. Darby



A blend of humour and opera provided by diva Nathalie Choquette at the Rendez-vous de la Francophonie.

Photo: S. Darby

- The organization and coordination of special events throughout the year. For the CMC: 11 exhibition openings, 186 VIP visits and 36 special events (compared to 30 in the previous year).
- Publicity campaigns in collaboration with the Ottawa Tourism and Convention Authority, the Association touristique de l'Outaouais and the National Capital Commission to attract independent travellers.
- Increased visibility of the CMC in spring 2001 through publicity in *Where Magazine*, *Cet été on fait le tour du Québec*, *101 Things to Do with the Kids*, the National Arts Centre magazine *Prélude*, and special sections of *Le Devoir* and *The Globe and Mail*.
- To access the group tour market, which accounts for 38 per cent of the CMC's clientele, hosting of over 450 people on introductory tours, including a special reception at the CMC for major tour operators from New York.
- Active representation at five tourism industry trade fairs in Canada and the U.S. The favourable reaction elicited by the CMC leads us to expect increased business from bus tour operators in the future.



Dragon dance to celebrate the opening of **Enduring Hardships: Chinese Hand Laundry**, the new Canada Hall module.

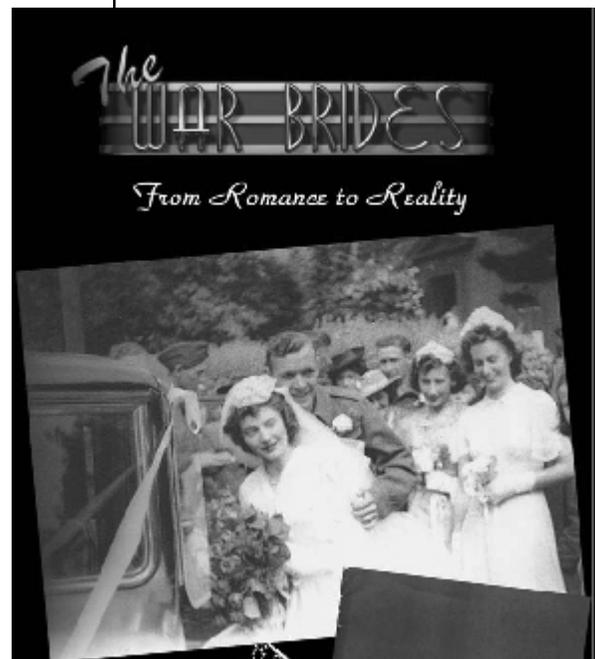
Photo: S. Darby

Public Affairs

- A strategic plan for CMCC positioning in the tourism industry, including the production of a newsletter and fact sheets to promote exhibitions two years in advance
- Hosting at the CMC of this year's Outaouais Tourist Association gala, which drew 340 people.
- To reinforce the CMC presence locally, representation on the Board of Directors of the Ottawa Tourism and Convention Authority; and for the American market, representation on the Canadian Tourism Commission's Learning Travel Task Force.
- Continuing partnerships with Air Miles, the Tulip Festival, Capital Trolley/Double Decker Tours, the Hull-Chelsea-Wakefield Steam Train, etc.
- In partnership with CMC, Kiss the Bride Productions launched their new 50 minutes television documentary entitled *The War Brides: From Romance to Reality*, on February 7 in the CMC Theatre, with over 350 people in attendance. The documentary aired on History TV, and will be broadcast on Vision TV, Knowledge Network, and SCN. The production was made possible with the CMC's investment as well as the support of various funding agencies. Following the successful production and broadcast of the documentary, the CMCC has committed the same investment in the production and broadcast of the French version.



Info sheet on Upcoming 2001-2002 Exhibitions.



Public Affairs

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- The production and national television broadcast of Sound Venture's *Canvas of War*, a one-hour television documentary that tells the story of the incredible Canadian collection of art from World War II and the artists that painted them. *Canvas of War* aired on History Television, SCN and Vision TV, and will be broadcast on Bravo. SRC currently holds the rights to broadcast the French version. Produced in collaboration with the CMCC, the Canadian War Museum, and in association with a number of others partners, this documentary complemented the exhibition **Canvas of War: Masterpieces from the Canadian War Museum**, presented at the CMC.
- Presence of the CMCC at the *Salon du livre de l'Outaouais* to promote the Corporation's publications and its new genealogy Web site, *Our Ancestors of European Origin*.
- Distribution of a multilingual promotional lure brochure, produced in 2000 for the Canadian Pavilion in Hanover. This brochure is now being distributed through the Foreign Affairs diplomatic pouch in countries with a Canadian embassy or mission, where one of the publication's five languages is spoken (French, English, Italian, German or Spanish).
- For the Canadian War Museum (CWM): three exhibition openings, five VIP visits and 39 special events.
- Increased visibility for the CWM in publications related to tourism, mainly through larger ads in tourist guides for independent travellers and participation in cooperative publicity campaigns.
- Promotion of the *Passing the Torch* campaign, which reached \$9.4 million this year.



CWM's Director and CEO, Joe Geurts, during the opening of **Truth, Duty, Valour: The Royal Military College of Canada**, on September 22, 2000.

Photo: B. Kent

Canadian War Museum

At the end of the previous fiscal year, the Canadian War Museum received official confirmation from the federal government of funding for the construction of a new public facility. As a result, the CWM has begun directing an increasing proportion of its resources towards the realization of the new Museum, while also maintaining a full roster of exhibitions and other programming for its visitors. Highlights of the past year include:

New CWM Facility

- With the end of Dr. Jack Granatstein's tenure as Director and CEO of the CWM, Joe Geurts was named the new Director and CEO on July 1, 2000. As former Acting President and CEO of the Canadian Museum of Civilization Corporation and as its Senior Vice-President and Chief Operating Officer, Mr. Geurts brings a wealth of organizational and planning experience to this exciting new project.
- By January 2001, the selection process to find an architect for the new CWM had been set in motion.

- A targeted opening date of November 2004 has been set for the new CWM. Although originally given a 20-acre site on the decommissioned Rockcliffe air base in Ottawa, as of March 2001 discussions are under way for the new CWM to be built on the historic LeBreton Flats site, a short distance from Parliament Hill.
- In anticipation of the scope of this new project, the CWM has begun reorganizing its internal resources. Living history collections in storage at the public 330 Sussex Drive site were moved to collections storage at Vimy House, in order to permit the development of a building project office for the architectural team.
- In anticipation of increased workloads as a result of the new CWM project, additional positions were created in the Archives and Library Division and the Collections Information Division.

New CWM on LeBreton Flats

May 15, 2001 – As the Annual Report was going to press, the federal government announced its decision to locate the new Canadian War Museum on LeBreton Flats in Ottawa. This change of venue will give the CWM added visibility within the city's core area, and will be a key factor in making the Museum a major destination for visitors interested in learning about Canada's military history.

The new CWM is expected to cost \$105.75 million, of which the federal government is contributing \$83.75 million. Funds for initial exhibitry and programming will be provided by a \$7 million allocation from the Canadian Museum of Civilization Corporation, and through the \$15 million *Passing the Torch* fundraising campaign.

The new CWM will be greatly upgraded and expanded to include approximately 4,180 square metres (45,000 sq. ft.) of exhibition and gallery space. The new facility is scheduled to open in late 2004 or early 2005.

Canadian War Museum



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Exhibitions

- **Canvas of War: Masterpieces from the Canadian War Museum** enjoyed a highly successful presentation at the Canadian Museum of Civilization from February 2000 through January 2001. Attracting more than 290,000 visitors at the CMC, the exhibition begins a Canadian tour in September 2001 at the Art Gallery of Ontario, in Toronto, followed by venues in many Canadian cities through 2005. In mid-February 2001, the exhibition received the Award of Excellence in the exhibitions category from the Canadian Museums Association.
- **Battle Lines: Canadian Artists in the Field, 1917-1919**, a smaller exhibition featuring many of the artists profiled in **Canvas of War**, began its international tour in the fall of 2000 with a presentation at the prestigious McMichael Gallery in southern Ontario. It will then go to England and Australia.



Receiving the Award of Excellence from the Canadian Museums Association for **Canvas of War**.

From left to right: Roger Sarty, Laura Brandon and Tony Glen from the Canadian War Museum, and Carol Campell, member of the selection committee.

Photo: S. Darby

Canadian War Museum

Publications

The Canadian War Museum publishes a number of books each year, ranging from exhibition catalogues to scholarly publications. In addition, CWM staff often publish articles in a wide range of general and scholarly journals and magazines.

Highlights of the past year include:

- Brandon, Laura and Dean F. Oliver. *Canvas of War: Painting the Canadian Experience, 1914 to 1945*, (Vancouver: Douglas and McIntyre in co-operation with the Canadian Museum of Civilization Corporation, 2000). This lavishly illustrated work is the companion volume for the exhibition **Canvas of War: Masterpieces from the Canadian War Museum**, and is distributed through bookstores throughout the world.
- The CWM entered into a number of co-publishing ventures, including: four issues of *Canadian Military History*; *The 50th Battalion in No Man's Land; For Freedom and Honour?*; *Best O'Luck; The Canadians at Amiens, August 1918*; and *The Communication Trench*.
- Three articles in *Dispatches*: Serge Durlinger, "A Touch of Home: The War Services of the Salvation Army." (May 2000); Dean F. Oliver, "The Korean War and Canada." (June 2000) and Cameron Pulsifer, "The Military College of Canada: 1876 to the Present." (November 2000).
- Additional articles written by CWM staff include:
 - Laura Brandon: "The War Art of Maurice Cullen." *Arts Atlantic 66* (Spring 2000); "Memorandum on the Curating of War: A Museum of War." *Descant 31/1* (Spring 2000); "Obituary — Orville Fisher: Official War Artist (1911-1999)." *Canadian Military History 9/1* (Winter 2000).
 - Serge Durlinger: *Lest We Forget: A History of the Last Post Fund 1909-1999* (Montréal, 2000); "Serving Whose Interests?: The R.C.N. and Naval Diplomacy in El Salvador, 1932." In Richard H. Gimblett and Peter Haydon (eds.), *Canadian Gunboats: The Canadian Navy as an Instrument of Foreign Policy, Past, Present and Future*. Halifax: Dalhousie University Centre for Foreign Policy Studies, 2001; "I regret to inform you...: Next-of-kin notification and official condolences, the case of Flight Lieutenant George Joseph Chequer, RCAF." *Canadian Military History*, 9/3 (Autumn 2000); "A Touch of Home: the War Services of the Salvation Army." *The War Cry*, (November 2000); "Academic History and the New Canadian War Museum." *Bulletin of the Canadian Historical Association* (October 2000).
- Brendan McCoy: "Snapshots from the South African War: The F.C. Cantrill Photograph Collection at the Canadian War Museum." *Canadian Military Journal 9/2* (Spring 2000).
- Dean F. Oliver: "The House that Jack Built." *Canadian Military Journal 1/2* (Summer 2000); "Foreign Affairs and National Defence, 1994." In David Leyton-Brown (ed.), *Canadian Annual Review of Politics and Public Affairs, 1994*. Toronto: University of Toronto Press, 2001; "The Promise and Perils of Strategic Assessment." Web site of the Conference of Defence Associations Institute (CDAI, 2000); and "In the Shadow of the Corps: Historiography, Generalship, and Harry Crerar." In Bernd Horn and Stephen Harris (eds.), *Warrior Chiefs: Perspectives on Senior Canadian Military Leaders*, Toronto: Dundurn Press, 2001.

Canadian War Museum

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- Cameron Pulsifer, with Harold Wright: "It's Just Like the Resurrection: The Boer Surrender to the Canadians at Paardeberg." *Canadian Military History* 9/1 (Winter 2000); "Raymond Brutinel and the Canadian Motor Machine-Gun Brigades of the First World War." *Convention 2000: The Military Collector's Club of Canada*, Annual Meeting agenda (2000).
- Roger Sarty: "Rear-Admiral L.W. Murray and the Battle of the Atlantic: The Professional Who Led Canada's Citizen Sailors." In Bernd Horn and Stephen Harris (eds.), *Warrior Chiefs: Perspectives on Senior Canadian Military Leaders*, Toronto: Dundurn Press, 2001.

Conferences and Lectures

CWM staff continue to be active in sharing their expertise with colleague institutions, universities and other interested parties across Canada and around the world.

The Speakers' Series

Throughout the year, the CWM Speakers' Series featured occasional lectures, conferences, debates and roundtable discussions on military history, current events and museum studies. Events included discussions on the following topics:

- The Iroquois and the War of 1812
- Canada and the Korean War, Fifty Years On
- The Siege of Quebec in 1690: A Clash of Two Tactical Doctrines
- The Generation of Memory: Reflections on the 'Memory Boom' in Contemporary Historical Studies
- Command in War: Abraham Lincoln as Commander-in-Chief
- The Face of Battle: The Dynamics of the Battle of the Plains of Abraham
- The Topography of War: Battlefields of the Falklands, a Visual Account

Canadian War Museum

Educational and Outreach Activities

The CWM actively shares the many aspects of Canada's military heritage with audiences throughout Canada and around the world. Highlights of the past year include:

- A total of 2,955 students participated in 116 school programmes offered at the CWM, and 2,653 students participated in 94 CWM school programmes offered offsite in schools. Onsite programmes include a thematic gallery visit, artifact and uniform activities, a battle map study unit (secondary level) and a short video presentation. Offsite programmes in schools include all of the above, with the exception of the thematic gallery visit.

CWM Educational Programmes provide fun and excitement for young people.

Photo: CWM Archives

Hartland Molson Library

The Canadian War Museum's Hartland Molson Library is located at Vimy House, the museum's storage and research facility. Its roughly 45,000 items include hundreds of periodicals and several thousand rare books, making it one of the finest and most extensive military libraries in Canada. The library is open to public researchers, and participates in the inter-library loans program.

Canadian War Museum Archives

The Canadian War Museum's small but rapidly growing archives already include some 250 boxes in the core collection consisting mainly of personal papers, acquired by private donation, as well as maps, technical blue prints, and other material. Papers include those of several well-known Canadian generals, like the First World War's Sir Arthur Currie, and scores of battle diaries by junior officers and enlisted personnel. The archives are open to public consultation.



Canadian War Museum

Photographic Archives and Image Reproduction Services

The Museum's collection of some 25,000 images, albums, slides, and videotapes are both a unique research collection and a valuable source of income from private and commercial requests for reproduction. The photographic images, dating from the mid-nineteenth century to the present, cover all of Canada's wars since 1885. The collection is especially strong on the Boer War and the First and Second World Wars. The photographic archives are open to public consultation.

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For more information on the CWM's online collections, visit our Web site at: vimy.biblio@warmuseum.ca



Special Events

The Canadian War Museum hosts many different types of special events throughout the year. They vary from commemorative and donation ceremonies to book launches and guided tours at both the Sussex Drive and Vimy House facilities. Highlights of the past year include:

- The 1940 Dunkirk Veterans Association Canadian Branch paraded their association colours for a final time, to mark the closing of their Association worldwide. During the courtyard ceremony, the Canadian Branch donated their log, Colours and a Union Jack that had been taken off the beach at Dunkirk in 1940.
- To mark the 50th Anniversary of the Korean War, the CWM hosted a parade and ceremony. The event was attended by a large number of Korean War veterans. Members of the Korean Veterans Association of Canada Unit #6 from Barrie Ontario, donated a painting to the CWM to commemorate the anniversary.
- The annual Nijmegen Marchers Send-off Parade was the largest to date at the CWM. A wreath was presented to Colonel Holt, who led the march, to lay at Groesbeek Cemetery, on behalf of the CWM, in memory of those Canadians who made the ultimate sacrifice.



On October 12, 2000, the Kerr-Kines family donated veteran George Fraser Kerr Victoria Cross and associated material to the Canadian War Museum. A small reception held at the Canadian War Museum was well-attended by the media, and the event received national coverage.

Canadian War Museum

- Book launches: *Unauthorized Entry: The Truth About the Nazi War Criminals in Canada 1946-56* by Howard Margolian and *Victory at Falaise: The Soldiers' Story* by Dennis and Shelagh Whitaker.
- Remembrance Day 2000 Sunset Ceremony and related activities attracted the highest attendance ever recorded for this commemorative day. Activities included the Meet a Veteran Programme at the CWM and an open house at Vimy House, with a shuttle bus between these two locations and the Canadian Museum of Civilization for **Canvas of War**. During the moving Sunset Ceremony, CWM Director and CEO, Mr. Joe Geurts, and Chief of the Defence Staff, General Maurice Baril, addressed veterans and the public. Members of the Canadian Forces held an official parade during the ceremony.
- Participants in the third annual CWM Military Modelers Show met at Vimy House for registration and a pre-event reception, followed by two days of displays. The event held was held at Vimy House for the first time.

Private Events

At Vimy House

- Two Royal Military College of Canada Land Force Technical Staff Programmes were held at Vimy House. This highly successful and popular all-day course looks at the history, evolution and adaptation of military technology.
- Janssen-Ortho Inc. held a private symposium on infectious diseases. They enjoyed a formal dinner with guest speakers, including Dr. Dean Oliver, Senior Historian at the CWM. Veterans and costumed guides also provided material history demonstrations and guided tours.

From left to right: Colonel Peter Holt, Team Leader, Nijmegen Marchers Contingent, Mr. Joe Geurts, Director and CEO, Canadian War Museum (Master of Ceremonies) and Mr. Daan Rosenberg-Polak, Deputy Head of Mission, Royal Netherlands Embassy review troops before Nijmegen march, on July 12, 2000.

Photo: B. Kent



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- A special luncheon and guided tours were organized for members of the Military Collectors Club of Canada, who were in town for their annual convention. Behind-the-scenes tours of all the collections at Vimy House were offered.
- Members of the Burma Veterans Association of Canada were invited to Vimy House for tours and a reception in honour of their recent donations and continued support of CWM activities. Mr. Dan Glenney and Gen. (Ret'd) Ramsey Withers addressed the group.
- A soldier's lunch and behind-the-scenes tours at Vimy House were organized for a large group of students from The Canadian Forces Staff College in Toronto.
- *Passing the Torch* held two private multimedia presentations and tours of the art vault for members of the Ottawa hi tech community and members of Government and Consultant Law Firms. These groups were addressed by Gen. (Ret'd) Paul Manson and Mr. Joe Geurts, and enjoyed guided tours by The Friends of the Canadian War Museum and CWM Guides.



The first CWM's **Military History Fair** was held at Vimy House. The event included military vehicle demonstrations, scheduled tours of the art vault and art conservation room, and demonstrations by costumed guides. Shown here are CMCC President and CEO Victor Rabinovitch, Mike Miller of Musetek (on top) and Jim Whitham, of CWM.

Photo: B. Kent

Canadian War Museum

At 330 Sussex

- A workshop for senior Carleton University Academics was held at the CWM. Roundtable discussions were led by Dr. Dean Oliver and Dr. Cameron Pulsifer on the subject of “Canadian Forces Structure, Peacekeeping, and The Revolution in Military Affairs”.

Media Broadcasts

At 330 Sussex

- The Live Learning Network organized a live interactive webcast from the CWM: a one-hour segment accessible on the Internet to schools across Canada. This educational show presented the CWM’s successful First World War Programme, and questions from the students were answered by Paul Métivier, a veteran of the First World War.

At Vimy House

- CBC Newsworld filmed a special November 11, 2000 town hall meeting at Vimy House between students and a group of veterans. The special was hosted by Peter Mansbridge of the CBC.
- Local producer Les Productions R. Charbonneau Inc. spent a whole day at Vimy House filming an episode on war for *Histoire Max*, a television series to be aired on TFO in 2001.

EXHIBITIONS

Temporary Exhibitions

A Touch of Home: The War Services of the Salvation Army (CWM), May 18 to September 4, 2000

Colville at War: Watercolours, 1944-1945 (CWM), June to December 31, 2000

The Army of Tomorrow: Serving You Today (CWM), June 29 to September 2000

Korean War: A War in the Service of Peace (CWM), June 2000 to April 2, 2001

Truth, Duty, Valour: The Royal Military College of Canada, 1876-2000 (CWM), September 2000 to October 28, 2001

Kiska Sketches: War Art by E.J. Hughes, 1943 (CWM), November 2000 to October 21, 2001

Travelling Exhibitions

(By alphabetical order)

Battle Lines: Canadian Artists in the Field, 1917-1919, Fall 2000, McMichael Gallery, ON
Imperial Adventure: Canadians in the South African War (1899-1902) (1), September to November 2000, Perth Museum, ON

Imperial Adventure: Canadians in the South African War (1899-1902) (2), October to November 2000, Thunder Bay Museum, ON

Into the Blue: The Aviation Art of Franz Johnston, August to November 2000, CFB, Borden, ON

Korean War: A War in the Service of Peace, August 2000, Super Ex, Ottawa, ON

NATO: A Pledge for Peace, May to July 2000, Warplane Heritage Museum, ON

Travelling exhibition **Imperial Adventure: Canadians in the South African War (1899-1902)**.



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Canadian War Museum

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Financial Overview

Overall expenditures increased to \$58 million from \$54.7 million, representing an increase of \$3.3 million. Self-generated revenues increased to \$13.9 million from \$11.5 million, representing an increase of \$2.4 million. The strong revenue performance is a result of strong attendance and related revenue from the Canadian Museum of Civilization location, as well as results from the Museum's Boutique at the Canadian Pavilion during the world's fair held in Hanover, Germany.

In 2000–2001, revenues from general admissions, boutiques and the IMAX® Theatre rose to \$7 million from \$5.8 million. Revenues from facility rentals, concessions and parking were \$1.9 million, matching the performance of last year. Government funding recognized during the year increased to \$50.4 million from \$47.5 million, representing an increase of \$2.9 million.

Major expenditures for exhibit completion in the First Peoples Hall and the Canada Hall have been re-scheduled to occur in 2001–2002 and 2002–2003.

The Corporation's goal of committing \$7 million of its own resources towards the construction of a new Canadian War Museum has been met and is represented on the financial statements as a restricted equity amount.

Canadian Museum of Civilization

Financial Statements

For the year ended March 31, 2001

MANAGEMENT'S RESPONSIBILITY FOR FINANCIAL STATEMENTS

The financial statements contained in this annual report have been prepared by Management in accordance with Canadian generally accepted accounting principles, and the integrity and objectivity of the data in these financial statements are Management's responsibility. Financial information presented throughout the annual report is consistent with the financial statements.

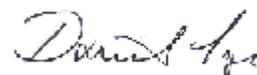
In support of its responsibility, Management has developed and maintains books of account, records, financial and management controls, information systems and management practices. These are designed to provide reasonable assurance as to the reliability of financial information, that assets are safeguarded and controlled, and that transactions are in accordance with the *Financial Administration Act* and regulations as well as the *Museums Act* and the by-laws of the Corporation.

The Board of Trustees is responsible for ensuring that Management fulfills its responsibilities for financial reporting and internal control. The Board exercises its responsibilities through the Audit Committee, which includes a majority of members who are not officers of the Corporation. The Committee meets with Management and the independent external auditor to review the manner in which these groups are performing their responsibilities, and to discuss auditing, internal controls and other relevant financial matters. The Audit Committee has reviewed the financial statements with the external auditor and has submitted its report to the Board of Trustees. The Board of Trustees has reviewed and approved the financial statements.

The Corporation's external auditor, the Auditor General of Canada, examines the financial statements and reports to the Minister of Canadian Heritage, who is responsible for the Canadian Museum of Civilization.



J. (Joe) Geurts
Chief Operating Officer and
Senior Vice-President



David Loye
Chief Financial Officer



AUDITOR GENERAL OF CANADA

VÉRIFICATEUR GÉNÉRAL DU CANADA

Auditor's Report

To the Minister of Canadian Heritage

I have audited the balance sheet of the Canadian Museum of Civilization as at March 31, 2001 and the statements of operations and equity of Canada and cash flows for the year then ended. These financial statements are the responsibility of the Corporation's management. My responsibility is to express an opinion on these financial statements based on my audit.

I conducted my audit in accordance with Canadian generally accepted auditing standards. Those standards require that I plan and perform an audit to obtain reasonable assurance whether the financial statements are free of 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 Corporation as at March 31, 2001 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles. As required by the *Financial Administration Act*, I report that, in my opinion, these principles have been applied on a basis consistent with that of the preceding year.

Further, in my opinion, the transactions of the Corporation that have come to my notice during my audit of the financial statements have, in all significant respects, been in accordance with Part X of the *Financial Administration Act* and regulations, the *Museums Act* and the by-laws of the Corporation.

Richard Flageole, FCA
Assistant Auditor General
for the Auditor General of Canada

Ottawa, Canada
May 18, 2001

CANADIAN MUSEUM OF CIVILIZATION

Balance Sheet as at March 31, 2001

ASSETS

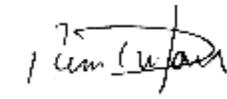
(in thousands of dollars)	2001	2000
CURRENT		
Cash and short-term investments (Note 3)	\$ 16,414	\$ 13,489
Accounts receivable (Note 4)	6,616	2,488
Inventories	1,197	1,891
Prepaid expenses	1,361	1,310
	<hr/>	<hr/>
	25,588	19,178
Restricted cash and investments (Note 5)	13,207	7,668
Collection (Note 6)	1	1
Capital assets (Note 7)	12,376	12,691
	<hr/>	<hr/>
	\$ 51,172	\$ 39,538

The accompanying notes and schedules form an integral part of the financial statements.

Approved by the Board of Trustees:



Chairperson



Trustee

LIABILITIES

(in thousands of dollars)	2001	2000
<hr/>		
CURRENT		
Accounts payable and accrued liabilities (Note 8)	\$ 7,471	\$ 7,417
Deferred revenues	448	690
<hr/>		
	7,919	8,107
Accrued employee termination benefits	2,359	2,127
Deferred contributions (Note 9)	6,206	2,668
Deferred capital funding (Note 10)	14,376	12,691
<hr/>		
	30,860	25,593
<hr/>		
EQUITY OF CANADA		
Internally restricted (Note 11)	7,000	5,000
Unrestricted	13,312	8,945
<hr/>		
	20,312	13,945
<hr/>		
	\$ 51,172	\$ 39,538
<hr/>		

CANADIAN MUSEUM OF CIVILIZATION

Statement of Operations and Equity of Canada
for the year ended March 31, 2001

(in thousands of dollars)	2001	2000
<hr/>		
Revenues (Schedule 1)	\$ 13,940	\$ 11,522
Expenses		
Collect and research	9,032	8,676
Exhibit, educate and communicate	11,559	10,775
Canadian War Museum	5,216	5,600
Accommodate	19,820	18,728
Corporate services	12,380	10,946
<hr/>		
Total expenses (Schedule 2)	58,007	54,725
<hr/>		
Net result of operations before government funding	(44,067)	(43,203)
<hr/>		
Government funding		
Parliamentary appropriation for operating expenses	47,126	44,089
Amortization of deferred capital funding	3,308	3,383
<hr/>		
	50,434	47,472
<hr/>		
Net income	6,367	4,269
Equity of Canada at beginning of year	13,945	9,676
<hr/>		
Equity of Canada at end of year	\$ 20,312	\$ 13,945
<hr/>		

The accompanying notes and schedules form an integral part of the financial statements.

CANADIAN MUSEUM OF CIVILIZATION

Statement of Cash Flows
for the year ended March 31, 2001

(in thousands of dollars)	2001	2000
Operating activities		
Net income	\$ 6,367	\$ 4,269
Adjustment for non-cash items		
Amortization of capital assets	3,308	3,383
Amortization of deferred capital funding	(3,308)	(3,383)
Contributions recognized as revenue	(442)	(742)
	5,925	3,527
Change in non-cash operating assets and liabilities	(3,673)	(848)
Change in accrued employee termination benefits	232	48
Cash flows from operating activities	2,484	2,727
Investing activities		
Acquisition of capital assets	(2,993)	(3,256)
Increase in restricted cash and investments	(5,539)	(5,137)
Cash flows used in investing activities	(8,532)	(8,393)
Financing activities		
Parliamentary appropriation for the acquisition of capital assets	4,993	3,256
Restricted contributions and related investment income	3,980	879
Cash flows from financing activities	8,973	4,135
Increase (decrease) in cash and short-term investments	2,925	(1,531)
Balance at beginning of year	13,489	15,020
Balance at end of year	\$ 16,414	\$ 13,489

The accompanying notes and schedules form an integral part of the financial statements.

CANADIAN MUSEUM OF CIVILIZATION

Notes to Financial Statements

March 31, 2001

1. **Mission and mandate**

The Canadian Museum of Civilization (the “Corporation”) was established on July 1, 1990 by the *Museums Act*. The Canadian Museum of Civilization is an agent Crown corporation named in *Part I of Schedule III to the Financial Administration Act*. The Canadian War Museum is a component of the Canadian Museum of Civilization.

The mission, as stated in the *Museums Act*, is as follows:

“to increase, throughout Canada and internationally, interest in, knowledge and critical understanding of and appreciation and respect for human cultural achievements and human behaviour by establishing, maintaining and developing for research and posterity a collection of objects of historical or cultural interest, with special but not exclusive reference to Canada, and by demonstrating those achievements and behaviour, the knowledge derived from them and the understanding they represent.”

The Canadian Museum of Civilization’s operations are divided into five mutually supportive activities which work together to meet all aspects of its mandate. These activities are:

Collect and research

Manages, develops, conserves, and undertakes research on the collections to enhance program delivery and augment the scientific knowledge base.

Exhibit, educate and communicate

Develops, maintains, and communicates exhibits, programs and activities to further knowledge, critical understanding, appreciation, and respect for human cultural achievements and human behavior.

Accommodate

Managing and maintaining all facilities and related security and hosting services.

Canadian War Museum

An affiliated museum dedicated to Canada’s military history and continuing commitment to peacekeeping.

Corporate services

Governance, corporate management, audit and evaluation, fund raising, commercial activities, finance and administration, human resources, and information systems.

2. **Significant accounting policies**

The financial statements have been prepared in accordance with Canadian generally accepted accounting principles. Significant accounting policies follow.

(a) Inventories

Inventories, which consist of materials for the boutiques and publications, are valued at the lower of cost and net realizable value.

(b) Collection

The artifact collection forms the largest part of the assets of the Corporation, and is presented in the balance sheet at a nominal value of \$1,000, due to the practical difficulties of determining a meaningful value for these assets.

Objects purchased for the collection of the Corporation are recorded as an expense in the year of acquisition. Objects donated to the Corporation are not recorded in the books of accounts.

(c) Capital assets

Capital assets are valued at cost, net of accumulated amortization.

Amortization is calculated using the straight-line method, over the estimated useful lives of assets:

Leasehold and building improvements	10 years
Office furniture and equipment	8 years
Technical and informatics equipment	5 and 8 years
Motor vehicles	5 years

(d) Pension plan

Employees of the Corporation participate in the Public Service Superannuation Plan, administered by the Government of Canada. The Corporation matched these contributions equally for each employee, for the year in which services are rendered until March 31, 2000. On April 1, 2000 the Corporation's share of contributions increased to \$2.14 for each dollar the employee contributes. The current year Corporation's share of contributions is \$1,777,000 (2000 – \$881,000). These contributions are recognized during the year in which services are rendered, and represent the total pension obligations of the Corporation. The Corporation is not required under present legislation to make contributions with respect to actuarial deficiencies of the Public Service Superannuation Account.

(e) Employee termination benefits

Employees of the Corporation are entitled to specified benefits on termination, as provided for under labour contracts and conditions of employment. The cost of these benefits is recognized in the year in which they are earned by the employee. The current year's expense for these benefits is \$609,000 (2000 – \$297,000) and total benefits paid during the year amounted to \$443,000 (2000 – \$106,000). These benefits represent the only obligation of the Corporation that entails settlement by future payment.

(f) Contributions

The Corporation follows the deferral method of accounting for contributions.

Unrestricted contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured. Contributions externally restricted, and related investment income, are deferred and recognized as revenue in the year in which the related expenses are incurred.

Volunteers contribute a significant number of hours of service per year. Because of the difficulty of determining their fair value, contributed services are not recognized in these financial statements.

(g) Parliamentary appropriation

The Government of Canada provides funding to the Corporation. The portion of the parliamentary appropriation intended to be used to purchase depreciable capital assets is recorded as deferred capital funding and amortized on the same basis and over the same periods as the related capital assets acquired. Parliamentary appropriations for specific projects are deferred and recognized on the statement of operations in the year in which the related expenses are incurred. The remaining portion of the appropriation is recognized in the statement of operations in the year for which it was approved.

3. **Cash and short-term investments**

The Corporation invests in the short-term money market. The overall portfolio yield as at March 31, 2001 was 5.7% (2000 – 4.9%). All instruments held in short-term investments are rated R1 or better by the Dominion Bond Rating Service. The average term to maturity is 38 days (2000 – 37 days). The fair value of the short-term investments approximates the book value due to their impending maturity.

4. **Accounts receivable**

(in thousands of dollars)	2001	2000
Refundable taxes	\$ 849	\$ 740
Trade accounts	1,506	634
Parliamentary appropriation	4,170	1,064
Other	91	50
	<u>\$ 6,616</u>	<u>\$ 2,488</u>

5. **Restricted cash and investments**

Restricted cash and investments arise from contributions received from individuals and corporate entities for a specified purpose and from internally restricted funds.

The overall portfolio yield on restricted cash as at March 31, 2001 was 5.6% (2000 – 4.9%). All instruments held in short-term investments are rated R1 or better by the Dominion Bond Rating Service. The average term to maturity is 35 days (2000 – 36 days). The fair value of the short-term investments approximates the book value due to their impending maturity.

6. **Collection**

The Corporation maintains the material culture collections of artifacts, objects, specimens and their related information. These collections are developed by various research areas within the Corporation. The collections are divided into the following eight discipline-related groups :

Ethnology - ethnographic and fine art collections principally related to North American First Peoples in post-European contact

Folk Culture - folk culture and fine craft collections illustrating the diversity of cultural influences on Canadian culture

History - collections which illustrate the experience of the common person as well as famous Canadians

Canadian Postal Museum - collections of philatelic, artwork and material culture which serve to illustrate the role of postal communication in defining and shaping a nation

Canadian Children's Museum - collections which emphasize intercultural understanding and experience, as well as supporting a rich animation programme

Living History - collection of properties, costumes and didactic resources which are used by animators, educators, and other staff to promote and enliven the Museum's programming

Canadian War Museum - collections of weapons and technological artifacts illustrating the development of military technologies, dress and insignia collections of uniforms, medals, accoutrements and regalia of the Canadian Armed Forces and its allies, and war art collections of paintings, drawings, prints and sculptures from the Canadian War Artist programmes and modern art works illustrating Canadian Peacekeeping efforts

Archaeology - archaeological collections of material culture, physical anthropology, flora and fauna recovered from dig sites and principally illustrating indigenous North American culture prior to European contact

7. **Capital assets**

(in thousands of dollars)		2001		2000	
	Cost	Accumulated Amortization	Net Book Value	Net Book Value	
Leasehold and building improvements	\$ 25,559	\$ 15,332	\$ 10,227	\$ 10,296	
Office furniture and equipment	5,705	5,682	23	38	
Technical equipment	8,162	7,293	869	846	
Informatics equipment	8,074	6,882	1,192	1,450	
Motor vehicles	165	100	65	61	
	\$ 47,665	\$ 35,289	\$ 12,376	\$ 12,691	

Capital assets do not include the land and buildings occupied by the Corporation since they are owned by the Government of Canada.

8. **Accounts payable and accrued liabilities**

(in thousands of dollars)	2001	2000
Trade accounts payable	\$ 5,415	\$ 5,206
Accrued salaries and vacation pay	1,464	1,505
Government departments and agencies	351	487
Current portion of accrued employee termination benefits	241	219
	\$ 7,471	\$ 7,417

9. **Deferred contributions**

Deferred contributions represent unspent externally restricted donations and related investment income.

Changes in the deferred contributions balance are as follows:

(in thousands of dollars)	2001	2000
Balance at beginning of year	\$ 2,668	\$ 2,531
Add donations received in the year	3,972	868
Add deferred investment income (Note 12)	8	11
Less donations recognized as revenue	(442)	(742)
Balance at end of year	\$ 6,206	\$ 2,668

10. **Deferred capital funding**

Deferred capital funding represents the unamortized portion of parliamentary appropriations used or to be used to purchase depreciable capital assets.

Changes in the deferred capital funding balance are as follows:

(in thousands of dollars)	2001	2000
Balance at beginning of year	\$ 12,691	\$ 12,818
Appropriations received in the current year to purchase depreciable capital assets	2,993	3,256
Appropriations received in the current year to purchase depreciable capital assets in future periods	2,000	-
Less amortization	(3,308)	(3,383)
Balance at end of year	\$ 14,376	\$ 12,691

11. **Internally restricted equity of Canada**

As of March 31, 2001 the Corporation has internally restricted \$7,000,000 towards the construction of a new Canadian War Museum.

12. **Interest on cash and investments**

Interest on cash and investments is reported as follows :

(in thousands of dollars)	2001	2000
Income earned on unrestricted resources	\$ 1,248	\$ 858
Income earned on restricted resources	278	144
Total interest on cash and investments earned in the period	1,526	1,002
Less amounts deferred (Note 9)	(8)	(11)
Total interest on cash and investments recognized as revenue	\$ 1,518	\$ 991

13. **Related party transactions**

In addition to those related party transactions disclosed elsewhere in these financial statements, the Corporation is related in terms of common ownership to all Government of Canada created departments, agencies and Crown corporations. The Corporation enters into transactions with these entities in the normal course of business.

14. **Fair value of financial instruments**

In addition to the descriptions in Notes 3 and 5, the fair value of accounts receivable, restricted cash and investments, and accounts payable and accrued liabilities approximate their respective book value due to their impending maturity.

15. **Commitments**

As at March 31, 2001 the Corporation has entered into long-term contracts for informatics, property leases and building maintenance services with a remaining value of \$23,451,000. The future minimum payments are as follows:

	(in thousands of dollars)
2001-02	\$ 5,738
2002-03	4,850
2003-04	4,097
2004-05	3,291
2005-06 and thereafter	5,475

SCHEDULE OF REVENUE
FOR THE YEAR ENDED MARCH 31, 2001

(in thousands of dollars)

SCHEDULE 1

	2001	2000
Boutique sales	\$ 2,826	\$ 1,990
General admission	2,410	2,029
CINÉPLUS	1,824	1,805
Interest on cash and investments (Note 12)	1,518	991
Facility rental and concessions	1,096	1,125
Parking	788	792
Grants and sponsorships	742	558
Travelling exhibits	524	325
Donations	500	799
Publications	424	175
Royalties	224	133
Other	1,064	800
	\$ 13,940	\$ 11,522

SCHEDULE OF EXPENSES
FOR THE YEAR ENDED MARCH 31, 2001

(in thousands of dollars)

SCHEDULE 2

	2001	2000
Personnel costs	\$ 24,393	\$ 23,345
Professional and special services	8,534	6,633
Property taxes	5,247	4,972
Exhibit design and fabrication	4,161	4,136
Amortization	3,308	3,383
Repairs and maintenance	3,096	3,254
Utilities	1,854	1,779
Cost of goods sold	1,541	1,419
Furniture and fixtures	1,278	1,643
Travel, hospitality and transportation	1,112	1,100
Building leases	1,065	990
Communications	940	699
Marketing and advertising	901	943
Rentals	155	158
CINÉPLUS films	115	87
Collection acquisitions	95	83
Other	212	101
	\$ 58,007	\$ 54,725