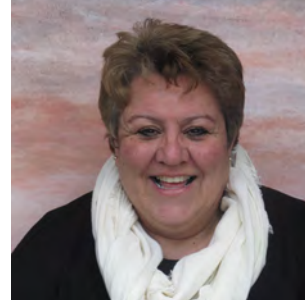




Ontario Museum Association

2022 - 2023
Annual Report





OMA Council

OMA Council 2022-2023

Cathy Molloy, President

Interim Chief Curator, City of Toronto

Cheryl Blackman, Vice-President

Director, Museums and Heritage Services, City of Toronto

Sonia Mrva, Treasurer

Manager, Museums, City of Toronto

Michael Rikley-Lancaster, Secretary

Executive Director/Curator, Mississippi Valley Textile Museum

Joe Corrigan, Councillor

Volunteer and former Museum Manager, Lang Pioneer Village Museum

Kathy Fisher, Councillor

Curator, Ermatinger-Clergue National Historic Site

Cara Krmpotich, Councillor

Associate Professor, Faculty of Information, University of Toronto

Heather Montgomery, Councillor

Museum Education and Evaluation Specialist, Bank of Canada Museum

Sascha Priewe, Councillor

Director of Collections & Public Programs, Aga Khan Museum

Thank You to Past Council Members

Jonathan Paquette, Councillor

President, Muséoparc Vanier

Janis Monture, Councillor

Executive Director, Canadian Museums Association

In Memory

Paul Robertson, Past President

To Our Members



Dear Members,

It has been an honour serving as President of the Board of Directors of the Ontario Museum Association. It is a pleasure working with talented, dedicated and caring Board Directors whom I want to sincerely thank for their thoughtful and insightful hard work during a year of change.

As many OMA members have commented to me: “I see meaningful change in the OMA and I want to be a part of it.”

That sentiment is profoundly reflected in the Slate of Nominations for the 2023-2024 Board of Directors. The diversity and sound professional experience of all Board nominees demonstrate the Ontario Museum Association’s renewed direction to address Truth & Reconciliation, Diversity & Inclusion and representing all museum & gallery workers and organizations throughout Ontario. In addition, the OMA is working on developing significant partnerships with PTMAs, PHOs, Regional Museum Networks and the Canadian Museums Association. And of great importance, the OMA is focused on supporting you, our members and all museum-cultural heritage workers in Ontario, as you work through your own transitions into the post-COVID future.

Like all museums, galleries and heritage organizations, the Ontario Museum Association is reviewing all of its operations, programs, services, policies and By-Laws, in order to enhance its services to you and its representation of you with all three levels of government and in the community and local business arena.

As Ms. Etherington noted in her Interim Executive Director Messages, transition of our organization(s) within the context of our society’s new reality is not easy. However, it is critical for the OMA, actually for all of us, to engage in making the necessary hard decisions and move strongly and with resolve into the future. A future with social, economic and technological challenges. Yet a future full of opportunities for the museum, gallery and cultural heritage sector of Ontario.

Please join me in welcoming the new Executive Director of the Ontario Museum Association and the new Board Directors. They all want to help the OMA excel during change and further enhance its services to OMA members and to all museum workers throughout Ontario and across Canada.

Join us in the journey to make the Ontario Museum Association a stellar museum organization and a model for all heritage organizations. Such transition will take fortitude, time and your welcomed support.

Thank you and we look forward to serving you, our OMA members, in new exciting ways and we look forward to partnering with our PTMA, PHO, Regional Museum Network and CMA colleagues.

Cathy Molloy
President, Board of Directors
Ontario Museum Association

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Ontario Museums by the Numbers

700+ Museums, Heritage Sites, and Galleries

\$1.6 billion total economic benefits annually

\$3.70 Return-on-Investment for every \$1 spent

Ontario's museums contribute to the \$75 Billion economy within the portfolio of the Ministry of Tourism, Culture, and Sport

11,000 Museum Professionals and 37,000 Volunteers

**40% growth in museum website visits over 2 years to 113 million per year
— 4 per second!**

We Support Ontario Museums

Mission

The Ontario Museum Association strengthens capacity among institutions and individuals active in Ontario's museum sector, facilitates excellence and best practices, and improves the communication and collaboration of its membership. The Association advocates for the important role of Ontario's museums to society, working with all stakeholders, related sectors and industries, and other professional organizations.

Our Roles



Advocate

We create positive change for museums through proactive positioning while representing museums with stakeholders.



Convenor

We are the nexus of a strong network, building a more collaborative and connected sector through events and communications.



Thought Leader

We are a credible leader that advances the museum sector through research and the sharing of best practices within the sector.



Professional Body

We provide professional development programs and internationally-recognized best practices to foster continued education.

Vision

The Ontario Museum Association (OMA) is the leading professional organization advancing a strong, collaborative, and inclusive museum sector that is vital to community life and the well-being of Ontarians.

Towards 2025: OMA's Strategic Plan

 Link to the OMA's Strategic Plan [HERE](#).

Towards 2025: the Ontario Museum Association's Strategic Plan establishes priorities for the OMA to address from 2016-2021 – informed by sector visioning from Ontario's Museums 2025: Strategic Vision and Action Plan.

Our Goals

- Recommend and develop, in collaboration with members and funders, new museum funding models that are relevant, adequate, equitable, and accountable
- Strengthen skills, knowledge, innovation and excellence in museum work
- Advance sector position through advocacy, research and stakeholder relations
- Ensure the vitality and relevance of the OMA

Vibrant & Vital Museums

- May is Museum Month / Mai, mois des musées
- Webinar: Actionable Online Accessibility
- Webinar: Virtual School Programming, Asynchronous Virtual School Programs, Synchronous Virtual School Programs
- Webinar: Know Your Target Audience with Environics Analytics
- Workshop: Bring Your Own By-Laws with CLEO

Strong & Successful Sector

Advocacy Initiatives

- Response to Bill 23, More Homes Built Faster Act
- Pre-budget submissions (federal and provincial)
- Election Toolkits for Museums (municipal and provincial)
- Collaboration with other Provincial Heritage Organizations and Arts Services Organizations
- National, Provincial, and Territorial Museums Associations collaboration toward a National Museum Policy
- 12 Advocacy-related eNews alerts and 14 Advocacy editions

Relevant & Meaningful Collections

- CCI Webinar Series: Photography on a Dime – Thrifty Tools and Free Software for Heritage Professionals
- Innovating with Collections Online – Oral History and Born-Digital Collections Toolkit and Speaker Series
- Webinar: Approaches to Online Exhibits

Effective & Collaborative Workforce

- OMA Annual Conference 2022
- Paul O. Robertson Memorial Bursary
- Ongoing collaboration with Group of Ontario Emerging Museum Professionals
- Design Charrette: Creating a Vision of Museums in a Digital Future
- Small Bytes webinar series and toolkits

Provincial Advocacy

Bill 23 Submission

In December 2022, the OMA submitted comments on proposed changes under Bill 23, More Homes Built Faster Act, 2022. We called on the Ministry of Citizenship and Multiculturalism and the government for legislation that ensures Ontario's irreplaceable heritage is protected. The OMA called to maintain all possible protections for heritage assets, including through the Ontario Heritage Act, and called for support of heritage designation with broad applicability for the stewardship of valuable heritage assets and museums across the province. The OMA discouraged proposed changes to existing protections (under the Ontario Heritage Act and the Standards and Guidelines for Heritage Properties) as these changes may put at risk museums and the important places that are part of the heritage of diverse communities across Ontario.

Ontario Election 2022

In advance of the June 2, 2022 Ontario Provincial Election, the OMA provided members with a toolkit of resources to communicate with candidates from all parties during the election period. This toolkit highlighted why museums matter for our communities and showcased the OMA's consistent recommendations for the support of museums in the ongoing period of pandemic recovery. The toolkit also provided a brief guide to advocacy during elections and connected the opportunity of election advocacy to May is Museum Month.

The OMA also prepared an analysis of published platforms from all parties and shared the particular items of interest for museums. Following the election, members received an eNews Alert of the unofficial election results.

Ontario's 2023 Budget

The Ontario Museum Association made recommendations to Ontario's Budget 2023 for our museum sector in a submission to the Standing Committee on Finance and Economic Affairs. OMA's priority solutions ensure opportunity to empower museums to play a critical role in pandemic recovery and continue to be community assets for education, employment, economic development, tourism and social vitality:

- A Digital Response Fund (valued at \$10 Million over three years)—to strengthen, reach and support economic and social benefits across Ontario
- Increased support for community museums by \$10 Million per year to reach 300 communities across the province—towards stabilizing operations and local recovery and growth
- Property Tax Exemption—all museums need a consistent property tax exemption, as educational, non-profit organizations, and community assets
- Infrastructure Recovery Fund—\$10 Million—to build capacity post-COVID

Networks

The OMA's connections and collaborations with other organizations and stakeholders have been essential to our work over the past year. Ontario's Regional Museum Networks (RMNs), the Group of Ontario Emerging Museum Professionals (GOEMP), our fellow Provincial Heritage Organizations (PHOs), Provincial Arts Services Organizations (PASOs), the Ontario Nonprofit Network (ONN) and Canada's National, Provincial, and Territorial Museums Associations (NPTMAs) have all played a role in the successful initiatives and programs that have helped museums and our organizations survive the pandemic and build greater impact when our members have needed us the most. We look forward to strengthening our relationships with our sector allies.



Heritage Week

From February 20-26, 2023, the OMA invited its members to participate in Heritage Week. This week provides an excellent opportunity to highlight the vibrancy of the heritage and culture sector in Ontario; and:

- Raise awareness of heritage resources and heritage-related issues
- Promote museums to a wider audience
- Promote museums in your area as vital tourism assets

The OMA developed and shared a communications toolkit, which included a template invitation letter to MPPs, and social media graphics and messaging. The toolkit was successfully utilized by museums, galleries and heritage sites across the province.



Municipal Advocacy

1000 Islands History Museum Presentation to Gananoque Town Council

With the support of late OMA Past President Paul Robertson, Joanne Van Dreumel of the 1000 Islands History Museum presented to the Council of the Town of Gananoque in April 2022, and received approval for a support letter from the Council to the Minister of Tourism, Culture, and Sport for the stabilization and recovery of the museum sector.

The museum's presentation highlighted the impacts that enacting the OMA's consistent recommendation for investment in museum operations would have for the community. The OMA recommends increased investment through the Community Museum Operating Grant to reach 300 communities across the province at \$10 million per year. For the 1000 Islands History Museum, that investment would mean \$30,720 to support their operations, up from the \$1,500 the museum currently receives from a different grant. With assistance from the OMA, the museum was better able to express the value that they create in Gananoque through in-person visits and organized school trips.

Municipal Elections Toolkit 2022

The OMA shared a toolkit of resources to assist museums in being strong advocates for the sector in advance of the October 24, 2022 municipal elections; highlighting the contributions that museums make to communities and how to remain nonpartisan while engaging with all candidates during the election period.


National Advocacy

National Culture Summit

May 2-4, 2022, the OMA joined a number of our provincial and territorial museum association (PTMA) colleagues, the Canadian Museums Association (CMA), other organizations, and representatives of the culture sector in Ottawa to represent Ontario museums at the Department of Canadian Heritage's National Culture Summit, "The Future of the Arts, Culture, and Heritage in Canada." The OMA amplified the needs and potential of our members to the national level. Livestreaming allowed representatives to join and participate in the sessions of the Summit from all across Canada.



National Museum Policy, Canadian Heritage

 [Link to Discussion Guide HERE.](#)

The OMA is working alongside our national, provincial, and territorial colleagues to inform the development of a renewed National Museum Policy. The Department of Canadian Heritage has undertaken the process of stakeholder and public consultations and surveys, in alignment with calls from our sector for a renewed Policy that meets the needs of and reflects our country's museums and their communities. Through the new Policy, the Department of Canadian Heritage aims to address the role of museums in society, resilience and sustainability in the museum sector, advancing reconciliation with First Nations, Inuit, and Métis Peoples, and embracing equity, diversity and inclusion. Ms. Etherington, Interim Executive Director, represented the OMA during the Department of Canadian Heritage's consultations with PTMAs and Canadian Art Museum Directors Organization (CAMDO).

Canadian Museums Association Hill Day

The OMA was invited to participate in the Canadian Museums Association's Hill Day advocacy event April 17-19 2023, which provided a chance to make connections and encourage strong cross-sectoral and all-party support for museums. Ms. Etherington, Interim Executive Director of the Ontario Museum Association actively participated, meeting MPs and networking with museum, gallery and cultural heritage colleagues from across Ontario and Canada.



OMA's Interim Executive Director Robin Etherington (right); Canadian Museums Association Senior Manager, Community Engagement and Indigenous Initiatives Stephanie Danyluk (left); and Ottawa Art Gallery Director and CEO Alexandra Badzak (second from left) met with Oakville North-Burlington MP Pam Damoff (second from right) as part of the CMA Hill Day in Ottawa April 18.

Coalition for a Better Future

 [Link to Scorecard HERE.](#)

The Coalition for a Better Future is an important group of business, social, health care, cultural, corporate and political professionals across Canada, who analyze Canada's economic, social and environmental wellbeing. They promote a better way of doing economics and environmental, social and health care services in Canada. The Coalition produces a scorecard using 21 internationally-recognized metrics to track Canada's economic and social progress. Ms. Etherington monitors their work and attended the annual presentation of its Scorecard in Ottawa on March 7, 2023. Although culture was recognized as a contributor to Canada's social and economic wellbeing, we need to work to convince them that culture and museums contribute to Canada's GDP and social and mental health in significant ways.

May is Museum Month/Mai, Mois des Musées

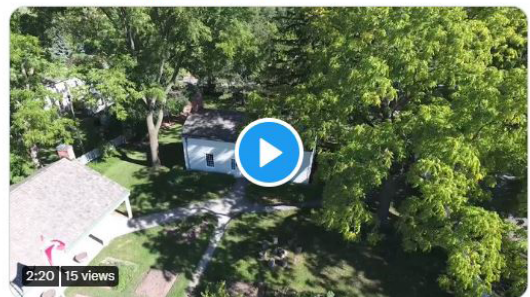
May is Museum Month/Mai, mois des musées is a program of the Ontario Museum Association and celebrated by Ontario's 700+ museums, galleries, and heritage sites. It is an opportunity to celebrate the vital contributions of museums to the recovery and rebuilding of Ontario and to kick-off the summer tourism season. With the year's International Museum Day theme of "The Power of Museums," the OMA highlighted all the ways that museums are bringing positive change by contributing to achieving sustainability, innovating in digitalization and accessibility, and building communities through education.



Captured from a video message from the Honourable Elizabeth Dowdeswell, Lieutenant Governor of Ontario. Watch [HERE](#).



In recognition of May is Museum Month and the OMA's 50th Anniversary, the OMA received a video message from the Honourable Elizabeth Dowdeswell, Lieutenant Governor of Ontario. In addition, municipalities across Ontario—Toronto, Ottawa, Brockville, Mississippi Mills, Port Colborne, Sault Ste. Marie—proclaimed May is Museum Month. The OMA developed and shared a downloadable toolkit to assist Association members with their participation in May is Museum Month celebrations, which included template proclamation letters, social media graphics and communication strategies. We collected and published weekly round-ups of exhibitions, programs and events in museums, galleries and historic sites across Ontario to 2,000+ recipients.



You and Heritage Sport Tourism Culture Industries

OMA Annual Conference 2022



🗣️ View Conference 2022 recordings [HERE](#).

We were so thrilled to welcome members back to both an in-person and online conference! This year's theme, *Changing Directions: Practice over Permanence*, embodied the changing nature of museums and focused on what museums are currently doing, rather than what they might do in the future. On November 7, 2022, delegates gathered at the Hamilton Convention Centre for a full day of in-person conference sessions and networking. We were pleased to welcome the Honourable Neil Lumsden, Ontario's Minister of Tourism, Culture and Sport, who extended his congratulations to the OMA for 50 years of service to the Ontario museum community with a Certificate of Recognition.

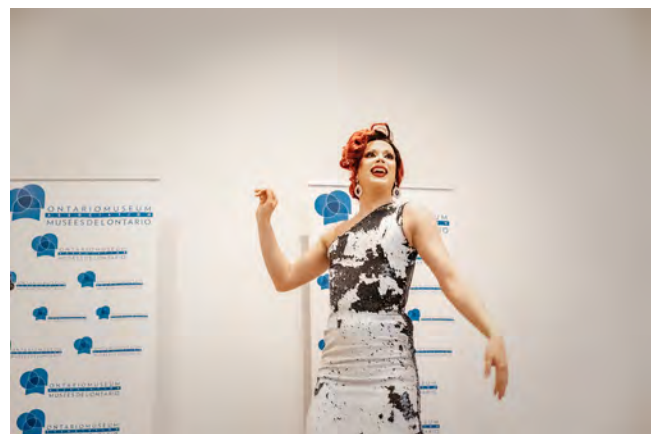


Top left: Legacy partner, TOTAL Fine Arts at Tradeshow; Top right and bottom left: Delegates at OMA Annual Conference 2022; Bottom right: The Honourable Neil Lumsden, Minister of Tourism, Culture and Sport speaks at OMA Annual Conference 2022

Following Conference, delegates attended the OMA Awards of Excellence 2022 reception to celebrate award recipients, congratulate recent CMS graduates and recognize the legacy of past OMA President, Paul O. Robertson. On November 21, museum professionals and cultural leaders gathered online for a full day of interactive conference sessions. In addition, the OMA hosted an online trivia night in partnership with the Group of Ontario Emerging Museum Professionals.



OMA Awards of Excellence 2022 reception at The Art Gallery of Hamilton



Drag queen Sapphire Poison performs during the Awards of Excellence reception

Keynote

Leadership and Uncertainty: Supporting our Teams and Ourselves through Uncharted Territory
with Dorota Blumczyńska

“Make the best decisions you can with what you have in front of you in the moment, and when the facts evolve-- or more information comes to light-- bring others along with your learning and change direction. Never be afraid to correct a decision made on incomplete information.”



Dorota Blumczyńska addresses delegates at OMA Conference 2022

Thank you to our Leading Local Partner, **City of Hamilton**, for their support of the Annual Conference keynotes.

Speakers

Harkamal Ajrha	Eriberto Eulisse	Ian Kerr-Wilson	Meredyth Schofield
Carla Ayukawa	Shelley Falconer	Gillian King	Karen Sinotte
Julia Barclay	Shan Fernando	Julian Kingston	Camille-Mary Sharp
Amy Barron	Alexander Gates	Cara Krmpotich	Roxane Shaughnessy
Michelle Bartlett	Heather George	Hanjia Li	Madeline Smolarz
James Bluhm	Dov Goldstein	Yiran Li	Raven Spiratos
Dorota Blumczyńska	Natalie Hart	James Matsuoka	Abbey Stansfield
Julia Brucculieri	Jack Hawk	Sara Nixon	John Summers
Andrea Carswell	Raul Hernandez Garciadiego	Pailagi Pandya	Samantha Summers
Shannon Coles	Gisela Herreras Guerra	Armando Perla	Daniel Travers
Sarah Cozzarin	Franca Hicks	Adrian Petry	Karen Vandenbrink
Sam Cronk	Rebecca Hicks	Fiona Rawle	Fiona Wright
Angela DeMontigny	Shelly Hill	Emily Ricketts	Jingshu Yao
Michelle Desgroseilliers	Amber Holmes	Michael Rikley-Lancaster	Kate Zankowicz
Amy Dunlop	Selin Kahramanoğlu	Henrick Sales	

Sessions: November 7, 2022

Keeping Things in One Place: The Hamilton Civic Museums Goal to Create Central Storage
with Franca Hicks and Shannon Coles

Last Stop: Community is Core to the Underground Railroad Story
with Abbey Stansfield, Adrian Petry, and Sara Nixon

Living in Relation: A Story of Indigenous Partnership and a Process of Decolonizing (1)
with Amber Holmes



Engaging with Mental Health and Wellness Respectfully (2)
with Rebecca Hicks and Michelle Bartlett

AGH & the New Hamilton
with Dov Goldstein and Shelley Falconer

You(th) are Here: Making Museums a Space to Be, Not Just a Place to See (3)
with Pailagi Pandya, Meredyth Schofield, Shan Fernando, and Yiran Li

Prioritizing Relationships: Practical Strategies for Community Building in Museum Management, Exhibitions, Policy and Programs (4)
with Raven Spiratos, Armando Perla, Heather George, and Sam Cronk



Let's Advocate for Museums

with Alexander Gates and Michael Rikley-Lancaster

One Small Step at a Time: Navigating Museum Space with Mentorship and Peer Support

with Hanjia Li, Henrick Sales, Jingshu Yao, Madeline Smolarz, and Selin Kahramanoğlu

Honouring Our Roots: The City of Hamilton's Indigenous Landmarks and Monuments Review (5)

with Heather George, John Summers, Angela DeMontigny, and Shelly Hill



Sessions: November 21, 2022

Keynote

Resiliency Learning and Productive Failure in Museum Practice (6)

with Amy Barron and Fiona Rawle, moderated by Cara Krmpotich

Museum professionals are well-acquainted with failure. From rejected grants to low turnouts to public criticism, failure is something we face in the museum field. Despite its frequency, and despite failure being an integral part of learning and risk-taking, “failure” continues to carry negative connotations. It goes without saying that the COVID-19 pandemic has exacerbated our sensitivity around failure, leaving most of us feeling burnt out and defeated.

Can a reframed focus on failure bring us back to more positive and curious mindsets, allowing us to reprise our roles as creatives, dreamers, experimenters, risk-takers, and learners?



Building Purpose with the UN Sustainable Development

Goals: the Global Network of Water Museums

with Daniel Travers, Eriberto Eulisse, Gisela Herreras Guerra, Ian Kerr-Wilson, and Raul Hernandez Garciadiego

Museum Funding as Critical Practice

with Camille-Mary Sharp and Samantha Summers

Embracing Equity, Diversity and Inclusion in Collections Development: A Textile Museum of Canada Case Study

with Cara Krmpotich, Julia Brucculieri, and Roxane Shaughnessy

Disability Inclusion in Cultural Institutions during the Pandemic

with Gillian King, Jack Hawk, Kate Zankowicz, and Natalie Hart

A Roadmap for Digital Transformation of Ontario Museums

with James Matsuoka, Julian Kingston, Karen Sinotte, and Michelle Desgroseilliers

Co-designing Access in a Small Art Gallery for Blind Visitors

with Carla Ayukawa, Fiona Wright, and James Bluhm

The ABC's of Podcasting: “Hear Our Stories” and Embracing Change

with Harkamal Ajrha, Julia Barclay, Karen Vandenbrink, and Sarah Cozzarin

The Oakville Museum Coach House: An Arts & Crafts Revival

with Julian Kingston

Mould in the Collection: Artifact Move and Planning

with Andrea Carswell and Emily Ricketts

Study Tours

On November 8, 2022, attendees were invited to explore the local area's culture and heritage with two engaging Study Tours with the Dundas Museum and Archives and Hamilton Civic Museums.

Post-Conference Study Tour: The Dundas Experience



“... This was one of the best study tours I’ve gone on. Big thanks to everyone involved, especially the staff at the Dundas museum.”

– Tour Participant

Participants of The Dundas Experience OMA Study Tour

“The Dundas Experience” explored how Dundas Museum and Archives has adapted to better serve and reflect the community. Participants explored the unique challenges faced by the community of Dundas as a former town which was amalgamated with Hamilton in 2000. The study tour specifically highlighted the significance of Black history in Dundas through the walking tour and guest lectures. Staff presentations and behind-the-scenes tours provided insight into exhibition research and development, public programming, collections management, and community partnerships.

Post-Conference Study Tour: It’s the Little Things - Small Steps Towards Continuous Improvement at the Hamilton Civic Museums

“The Hamilton Museums team who did the tour were amazing and an incredible group of people to learn from. It was a fantastic experience and the highlight of the conference for me and my colleagues.”

– Tour Participant



Participants of the It’s the Little Things - Small Steps Towards Continuous Improvement at the Hamilton Civic Museums OMA Study Tour

“It’s the Little Things: Small Steps Towards Continuous Improvement at the Hamilton Civic Museums” gave participants the opportunity to explore and learn about the City of Hamilton’s culture and heritage through the Hamilton Museum of Steam & Technology, Whitehern Historic House and Garden, and Dundurn National Historic Site. Participants learned how front-line museum staff have actively worked to translate corporate strategic goals into bite-size, attainable actions, demonstrating how small things can make big improvements to the visitor experience and can help museums tackle big concepts in tangible ways.

Paul O. Robertson Memorial Bursary

In 2022, the OMA was saddened to share with our community news of the passing of OMA Past President Paul Robertson. To recognize Paul's significant legacy, the OMA announced the Paul O. Robertson Memorial Bursary. The bursary will be awarded to one or more OMA Conference delegates who identify as members of the 2SLGBTQIA+ community and as emerging museum professionals. The OMA hopes that this Paul O. Robertson Memorial Bursary will serve as an ongoing reminder of the contributions he made to the museum community, and that it will continue Paul's work of building connections and championing inclusion.



Edgar Tumak, Paul O. Robertson's husband, at the announcement of the Paul O. Robertson Memorial Bursary at the OMA Annual Conference 2022 in Hamilton



Thank you to the OMA Conference Program Committee

Cara Krmpotich (Co-Chair)

OMA Councillor
University of Toronto

Heather Montgomery (Co-Chair)

OMA Councillor
Bank of Canada Museum

Naomi Hehn

North Bay Museum

Natalie Hart

City of Ottawa Museums

Roberta Sealy

Waterloo Regional Museums

Rebecca Pascoe

Niagara Parks Commission

Rebecca Hicks

Hamilton Civic Museums

Conference Partners & Exhibitors

TOTAL Fine Arts

City of Hamilton

Art Gallery of Hamilton

Royal Ontario Museum

Surface Impression

Carr McLean

B3K Digital

Hunter Expositions

Niagara Parks Commission

Defining Moments Canada

Arts Consulting Group

Halo Creation

Canadian Chapter of ISA

Armstrong Fine Arts Services

Andornot Consulting

Ingenium

Maracle

Simbioz

THEMUSEUM

Sherbrooke Museum of
Nature and Science

Canadian Museum of History

Alberta Museums Association

Lucidea

PARTNERS & EXHIBITORS



Changing Directions

PRACTICE OVER PERMANENCE



50 YEARS **ONTARIOMUSEUM ASSOCIATION**
MUSÉES DE L'ONTARIO
of advancing a strong museum sector for Ontario.



ONTARIO MUSEUM ASSOCIATION ANNUAL CONFERENCE 2022
MONDAY, NOVEMBER 7 HAMILTON, ON | MONDAY, NOVEMBER 21 ONLINE

340 
IN-PERSON DELEGATES

93 
ONLINE ONLY DELEGATES

SPECIAL GUEST:
MINISTER LUMSDEN

72 SPEAKERS

20 SESSIONS

2 KEYNOTES

24 PARTNERSHIPS



 **5K** WEBSITE VISITS

 **41K** TWITTER IMPRESSIONS

 **34K** INSTAGRAM IMPRESSIONS

80% SATISFACTION

91% LIKELY TO ATTEND AGAIN

42% FIRST TIME ATTENDEES

OMA's 50th Anniversary Celebration



Captured from a video message from Sascha Priewe celebrating the OMA's 50th Anniversary



Captured from video message from Norfolk County Heritage & Culture

2022 was the Ontario Museum Association's 50th Anniversary! We celebrated 50 years of advancing a strong museum sector for Ontario with staff and volunteers from the province's 700 museums, galleries, and heritage sites. To commemorate the occasion we hosted a series of online activities throughout the year, culminating at the OMA Annual Conference 2022 in Hamilton, ON. Each week, we published content across our digital communication platforms, which featured images from memorable events since 1972 - conferences, symposia, programs and receptions. In July, we launched a celebratory video message campaign, encouraging members to share their fond memory, proud moment or future wish for the OMA.

“



**I am proud to
celebrate this
important
milestone**

**and to recognize the OMA's
50 years of working with
stakeholders to provide
Ontarians with the substantial
financial and social benefits of
museums**

- Cathy Molloy, OMA President



”

Awards of Excellence

The OMA Awards of Excellence recognize outstanding contributions to the Ontario museum community, with emphasis on innovation, advancing the museum profession in Ontario, and encouraging high standards of excellence in the museum field. At OMA Annual Conference 2022, the Ontario Museum Association presented the OMA Awards of Excellence 2022 at the Art Gallery of Hamilton.

Congratulations to our 2022 Awards of Excellence recipients!



Distinguished Career Award of Excellence
Sarah Quinton
 Textile Museum of Canada



Award of Excellence in Publications
Niagara-on-the-Lake Museum for
 “Making her Mark: The Women of
 Niagara-on-the-Lake”



Award of Excellence in Exhibitions
Oil Museum of Canada for
 “Exhibition and Building Renewal
 Project”

Promising Leadership Award of Excellence
Nahed Mansour
 Royal Ontario Museum



Volunteer Service Award of Excellence
John Caldwell
 Lang Pioneer Village Museum

Honourable Mentions

Promising Leadership
Madeline Smolarz
 Oakville Galleries

Exhibitions
Canadian Clay and Glass Gallery
 “Disruption”



Denis Longchamps accepting the OMA
 Honourable Mention in Exhibitions on behalf of the
 Canadian Clay and Glass Gallery

Awards of Excellence Committee

Joe Corrigan (Chair)
 OMA Councillor,
 Lang Pioneer Village Museum

Scott Bradley
 Executive Director, Thunder Bay Museum

Nadine Hammond
 Curator and Manager, West Parry Sound District Museum

JoAnne Himmelman
 Curator, Museum of Lennox and Addington

Susan Jama
 Programs and Community Coordinator, OCAD University’s
 Onsite Gallery

Professional Development

Certificate in Museum Studies (CMS)

The Certificate in Museum Studies (CMS) is a museum studies training program offered on a part-time basis for museum workers, both paid and volunteer. In 2022, 19 graduates of the Certificate in Museum Studies Program joined the more than 400 individuals who have graduated from this program since 1982. Even as the CMS shifted to fully online delivery in response to the COVID-19 pandemic, students and graduates continued to dedicate themselves to completing these courses in addition to their full-time jobs and volunteer commitments.

CMS Graduates 2022

Michel Beaulieu	Susan Kun	Roxanna Nazarowicz
Carl Belanger	Vanessa Lameche	Irene Pradyszczuk
Adam Belovari	Sandra Lubrano	Desaree Roskopf
Jeff Brown	Jenny Martynshyn	Ohan Stamboulia
Danielle Coleman	Corina McDonald	Monique Wozny
Lory Diaz	Ian McKechnie	
Thomas Greiner	Jennifer McKercher	



Certificate in Museum Studies Courses 2022 - 2023

Museums in Historic Buildings (Facilities Management)

Host: Ken Seiling Waterloo Region Museum
Course Directors: Marcus Letourneau & Ian Kerr-Wilson
May 11 - 13, 2022

Museums in Context

Course Director: Amber Lloydlangston
Jun 6, 2022 - Aug 14, 2022

Collections Management

Course Director: Janet Reid
Sept 19, 2022 - Nov 27, 2022

Organization & Management of Museums

Course Director: Kathleen Powell
Sept 19, 2022 - Nov 27, 2022

Education Programs

Course Director: Meredith Leonard
Jan 16, 2023 - Mar 26, 2023

Exhibit Planning & Design

Course Director: Meredith Leonard
Jan 16, 2023 - Mar 26, 2023

Ontario Museum Association's Museum Studies Program Awards

The OMA has ongoing relationships with many of the Heritage and Museum Studies post-secondary programs in Ontario and we are pleased to have named OMA awards at Algonquin College's Applied Museum Studies Program, Fleming College's Heritage Programs, and University of Toronto's Museum Studies Program. Congratulations to the 2022 recipients:



Kathy Fisher presents Adara Reid and Micaela Evans with their awards at the OMA Awards of Excellence 2022 reception

Lori Vandenenden
Fleming College

Kelly Jordan
Algonquin College

Alexi Fox
University of Toronto

Micaela Evans
University of Toronto

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University of Toronto

Webinars and Workshops - Innovating with Collections Online: Oral History

This project, “Innovating with Collections Online,” including Action Research and Speaker Series, was organized by Digital Action Research & Training, the Toronto History Museums, and the Ontario Museum Association.

Innovating with Collections – Oral History Toolkit

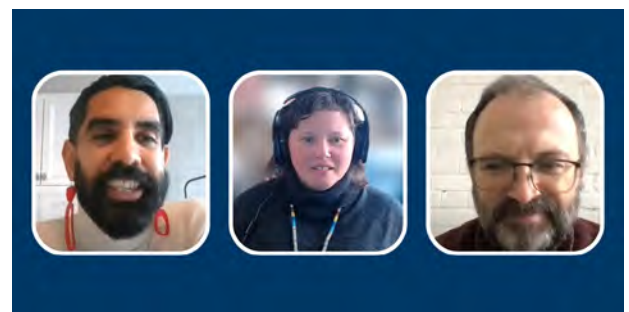


Innovating with Collections – Oral History Toolkit

The Ontario Museum Association, in collaboration with Toronto History Museums and Digital Action Research & Training, shared a new resource for museums to ethically collect, preserve, and leverage oral histories and born-digital collections. This new resource builds on leading international best practices and is the product of the ‘Innovating with Collections Online’ project. The project, funded by the Museums Assistance Program from the Department of Canadian Heritage, provided mentorship and learning for five museums to engage with and mobilize ethical oral history and born-digital collections in their institution.

Practical Approaches to Ethical Oral History with Dr. Pauline Tennent and Heather Bidzinski at the University of Manitoba (November 15, 2022)

Dr. Pauline Tennent and Heather Bidzinski shared their experiences using oral history in research, collections, and exhibition. This workshop explored available guidelines and resources, and how to create a balanced approach to collection management, community engagement, and programmatic needs.



Building Discoverability, Access, and Versatility into Archived Oral History Collections with speakers from the Oral History Centre at the University of Winnipeg (December 12, 2022)

Examining how oral history best practices—a pre-custodial approach designed to support the preservation of born digital collections—can be applied to extant collections in order to facilitate discoverability and access.

Mapping Oral History with Atlascine and Sensibility Mapping with speakers from the Centre for Oral History and Digital Storytelling at Concordia University (January 18, 2023)

Through this webinar, speakers presented two innovative cartographic approaches designed to map collections of stories and interviews.



Webinars and Workshops - Small Bytes: Supporting Digitization in Ontario's Smaller and Rural Museums

This year the OMA presented training opportunities to help develop digital skills that meet immediate needs of the small and rural museum community. The OMA presented several webinars as part of the Small Bytes initiative – funded by the Department of Canadian Heritage.



The Digital Strategy - Intention through Application (April 29, 2022)

Digital media expert, Corey Timpson, and Mary-Katherine Whelan, Curator at the Amherstburg Freedom Museum shared with participants a checklist to help them get started on their own museum digital strategy.



Virtual School Programming - Decision Making for Small Museums (May 25, 2022)

Christina Sydorko, Oil Museum of Canada, Karen Taylor, the Canadian Canoe Museum, and Michael Furdy, TakingITGlobal discussed the practicalities and promising practices that make virtual school programming successful and sustainable. The OMA hosted subsequent workshops with Christina Sydorko to share the tips and tricks for creating asynchronous and synchronous virtual school programs.

Types of Virtual Programs/ Virtual Content

- Asynchronous
- Synchronous
- Demonstrations
- 360 virtual tours
- YouTube
- Virtual Talks/ Webinars
- Podcasts

in group setting

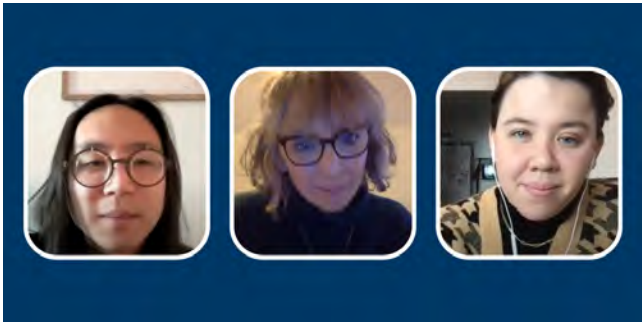
Point to multipoint - Museum to students or participants in individual homes

What is a Live or Synchronous Program?

Museum educators meet virtually with participants or students in real time via web conferencing tools. There is an element of interactivity

You are a guest speaker or program in someone's classroom or other environment. In many ways it's just like showing up in person but through a computer screen via zoom/Google meet/ MS teams/Skype

Workshops: Asynchronous and Synchronous Virtual School Programs with Christina Sydorko, Educational Program Coordinator at the Oil Museum of Canada NHS (June 8 and 15, 2022)



Actionable Online Accessibility with Shelley Boden, Francis Tomkins and Sean Lee (February 22, 2023)

Speakers discussed how to increase the accessibility of websites, online exhibits, online programs and social media to ensure that digital transformation also builds greater inclusion.



Approaches to Online Exhibits with Peter Pavement, Kendra Campbell, Natalie Wood and Heidi Reitmaier, Moderated by Sarah Beam-Borg (March 9, 2023)

Presenters discussed the challenges, successes, and future of their online exhibits. Participants learned how to meet the needs of a growing audience for digital experiences, how museums can leverage their new digital skills and knowledge of in-person exhibits to create compelling online content.

Webinars and Workshops - Other Topics

Design Charrette: Creating a Vision of Museums in a Digital Future

In September 2022, the Ontario Museum Association and George Brown College partnered to host a design charrette. Working alongside museum professionals, designers, and industry experts, participants had the opportunity to collaborate, brainstorm and explore new ideas about the future digitization of Ontario museums.



Know Your Target Audiences with Environics Analytics with Nader Shureih at Environics (June 28, 2022)

OMA members learned how to understand the profile of Ontario's museum visitors and help museums make strategic decisions to build the size of their audience. This free webinar was possible thanks to the support of Environics Analytics and collaboration with George Brown College's Professor Karen Sinotte.



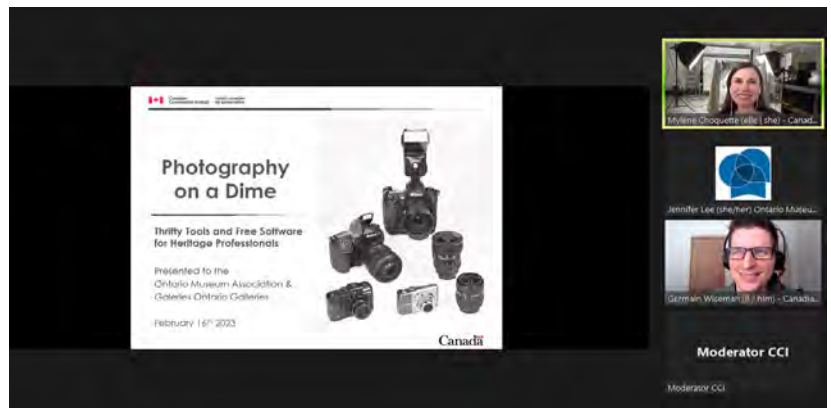
Bring Your Own By-Laws with Community Legal Education Ontario (February 3, 2023)

Offered in partnership with Community Legal Education Ontario, the OMA hosted a special workshop to help members work through their by-laws and letters patent in order to comply with Ontario's Not-for-profit Corporations Act (ONCA).



Photography on a Dime - Thrifty Tools and Free Software for Heritage Professionals with Canadian Conservation Institute (February 9 and 16, 2023)

Co-presented by the Ontario Museum Association and Galleries Ontario/Ontario Galleries. In this webinar, CCI photographers shared ideas for fabricating studio equipment from common household items, valuable open-source software programs for editing cultural heritage images, and discussed the inexpensive tools that they use in the CCI studio.



Digital Transformation

A Roadmap for Digital Transformation of Ontario Museums

A Collaboration between the Ontario Museum Association, George Brown College, and the Toronto History Museums

With support from the College and Community Social Innovation Fund of the Natural Sciences and Engineering Research Council of Canada (NSERC), this three-year project is helping museums to use a strategic, inclusive, evidence-based approach to plan for digital transformation that goes beyond simply making artifacts available online—supporting the development of organization-wide, visitor-centric culture enabled by technology that empowers museum visitors and employees. This project recognizes the many small and mid-size museums that are not sufficiently resourced for digitalization and helps to ensure that digitalization leads to more inclusive and accessible museum programming. Museums in Ontario will be able to maximize return on investment for digitalization through economies of scale that are achievable when museums work together in peer groups to resolve common issues.

Key findings from the project's work so far:

- Through a partnership with Schlesinger Group, GBC and the OMA conducted an online survey of visitors to Ontario museums from across the province. This survey work showed that the most engaged visitors connected with museums both in-person and online—the online presence of museums did not take away from in-person visits, instead the visitor experience is extended.
- Through collaborating with Environics Analytics, the project has found that the demographic features and expectations of visitors to Ontario museums are different from those of visitors to museums generally, such as Ontarians who visit museums when they travel.
- The project's Ontario Museum Digitalization Index shows that museums are at the very earliest stages of digital transformation. Primary and external data show that museums are making progress, especially since 2020.

Digital media are enhancing the visitor experience both onsite and online

Emerging technologies will continue to enhance access and enable innovation

Museums are an omni-channel experience

Expected benefits for museum visits differ by channel

Museum visitors use technology in museums and in other leisure activities

OMA Digital Transformation

Alongside our members, the OMA is also continuing to modernize and update our own digital infrastructure and services, like our website, Resources Hub, and other communications tools.

The OMA is working with our vendor to develop and deploy a new OMA website to streamline many of our processes and to provide a robust and flexible digital platform for the OMA's activities. An improved member experience and enhanced data security are key priorities for the new website.

With support from the Digital Access to Heritage component of the Museums Assistance Program from the Department of Canadian Heritage, the OMA is also working with Surface Impression Canada to create a new Resources Hub to make essential tools, templates, and publications more accessible and searchable for museums.

With thanks to the Digital Advisory Committee, other stakeholders, and the continued engagement of our members, we look forward to sharing these exciting updates later in 2023.

Leading the Sector

Committees, Task Forces, & Working Groups

Committees of OMA Council

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Sascha Priewe, Aga Khan Museum

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Nadine Hammond, West Parry Sound District
Museum

JoAnne Himmelman, Museum of Lennox &
Addington

Scott Bradley, Thunder Bay Museum

Susan Jama, Onsite Gallery

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Nathan Etherington, Brant Historical
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William Hollingshead, Sault Ste. Marie
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Wendy Rowney, Black Creek Pioneer Village

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Christina Sydorko, Co-Chair, Oil
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Adam Pollard (to 2022), City of
Woodstock Museum

Elaine Gold, Canadian Language
Museum

Emily Jolliffe, Ken Seiling Waterloo Region
Museum

Heidi Reitmaier, Myseum of Toronto

Lori Nelson (to 2023), The Muse (Kenora)

Mary-Katherine Whelan, Amherstburg
Freedom Museum

Rick Miller, Canadian Women in Film
Museum

Sara MacKenzie, Ottawa Museum
Network

with **Professor Karen Sinotte**, George
Brown College

DESIGN CHARRETTE TEAM

Professor Karen Sinotte, George Brown
College

Professor Michelle Desgroseilliers, George
Brown College

James Matsuoka, George Brown College

Tyana Van-Tang, George Brown College

Maha Ghoneam, George Brown College

Professor Barbara Soren

Alexander Johnston

Clare McMullen, OMA

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Director

Jennifer Lee, Membership and
Administration Coordinator; Interim
Professional Development Program Manager

Christopher Shackleton, Digital
Transformation Projects Coordinator

Interns & Contract Staff

Megan Brohm

Claudia Di Nucci

Gabrielle Gervais

Sivamrutha Kayilaasan

Veranika Krauchanka

Agnes Ladon

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Get Involved With Us

Join the OMA

Become an individual, commercial, or institutional member of our growing network for access to professional development opportunities, connections with members across Ontario, and online resources.

Partner at Our Conference

Develop new relationships and foster new business with Conference Delegates and their networks with your presence at an OMA Conference.

Support an OMA Event

Highlight your institution's hard work and contribute to the museum community by hosting a Certificate in Museum Studies Course or supporting an OMA workshop.

Connect with Your MPP

We help build lasting relationships with elected officials to grow Ontario's cultural sector and bring awareness to the needs of institutions, stakeholders, and the public.

Grow Your Practice

Take part in learning opportunities like the Certificate in Museum Studies courses or online webinars to develop expertise in a variety of relevant topics for museums.

Donate to the OMA

Your donations help to provide important resources that allow Ontario's museums to continue contributing to the vibrancy of Ontario's communities and the quality of life of all Ontarians.

@museumsontario
OMA on Twitter



Ontario Museum Association
615 followers
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Happy International Museum Day! #IMD2023

This year, the theme focuses on Museums, Sustainability and Wellbeing. Museums have a vital role in developing sustainable futures through educational programs, exhibitions, community outreach and research.

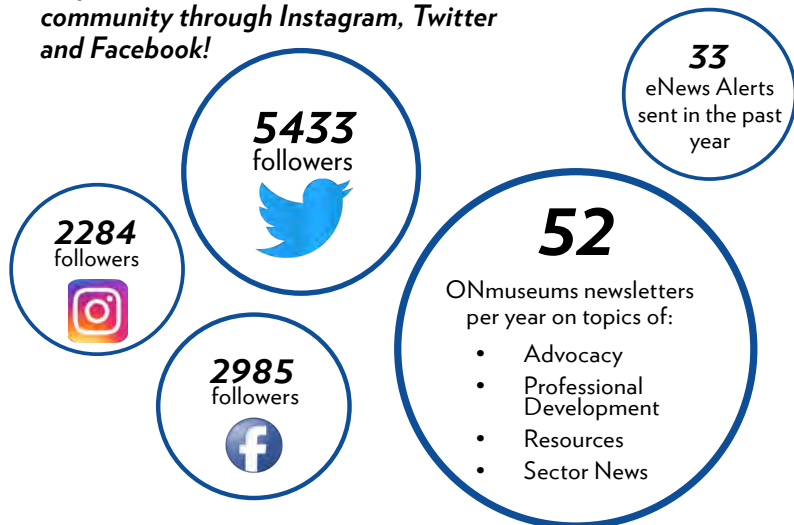
Photo Credit: Dundas Museum & Archives



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OMA Online

Stay connected with us and the Ontario museum community through Instagram, Twitter and Facebook!



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Audited Summary Financial Statements

Report of the Independent Auditor on the Summary Financial Statements
To the Members and Council of the Ontario Museum Association

Opinion

The summary financial statements, which comprise the summary balance sheet as at March 31, 2023, and the summary statement of operations for the year then ended, and related note, are derived from the audited financial statements of the Ontario Museum Association (the "Association") for the year ended March 31, 2023.

In our opinion, the accompanying summary financial statements are a fair summary of the audited financial statements, in accordance with the criteria described in the note to the summary financial statements.

Summary Financial Statements

The summary financial statements do not contain all the disclosures required by Canadian accounting standards for not-for-profit organizations. Reading the summary financial statements and the auditor's report thereon, therefore, is not a substitute for reading the audited financial statements of the Association and the auditor's report thereon.

Toronto, Ontario
August 8, 2023

The Audited Financial Statements and Our Report Thereon

We expressed an unmodified audit opinion on the audited financial statements in our report dated August 8, 2023.

Management's Responsibility for the Summary Financial Statements

Management is responsible for the preparation of the summary financial statements in accordance with the criteria described in the note to the summary financial statements.

Auditor's Responsibility

Our responsibility is to express an opinion on whether the summary financial statements are a fair summary of the audited financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standard (CAS) 810, Engagements to Report on Summary Financial Statements.



Chartered Professional Accountants
Licensed Public Accountants

Summary Balance Sheet as at March 31, 2023	2023	2022
Assets		
Current assets		
Cash	\$ 355,372	\$ 286,557
Accounts receivable and prepaid expenses	20,641	32,704
	376,013	319,261
Long-term assets	272,662	265,310
	648,675	584,571
Liabilities		
Current liabilities		
Accounts payable, accrued liabilities, deferred revenue and deferred contributions	270,130	110,294
Loan payable	-	25,000
	270,130	135,294
Net Assets		
Endowment and restricted funds	253,738	247,672
Council restricted fund	102,961	102,961
Operating fund	21,846	98,644
	378,545	449,277
	\$ 648,675	\$ 584,571

Summary Statement of Operations Year Ended March 31, 2023	2023	2022
Revenues		
Government contributions and grants	\$ 339,102	\$ 309,088
Government assistance	-	43,134
Memberships	122,484	130,200
Professional Development and Annual Conference	123,605	79,078
Donations, contributions, interest, and other income	19,491	5,545
Loan forgiveness	10,000	-
	614,682	567,045
Expenses		
Professional development and conference	116,124	144,089
Program and projects	216,015	153,437
Administration	243,083	171,446
Advocacy	38,099	46,904
Community engagement	45,310	38,726
Governance	26,783	34,907
	685,414	589,509
Excess (deficiency) of revenues over expenses for the year	\$ (70,732)	\$ (22,464)

Note to Summary Financial Statements Year Ended March 31, 2023

Basis of Presentation

These summary financial statements have been prepared from the audited financial statements of Ontario Museum Association for the year ended March 31, 2023 on a basis that is consistent, in all material respects, with the audited financial statements of Ontario Museum Association except that the information presented in respect of changes in net assets and cash flows has not been included and information disclosed in the notes to the financial statements has been reduced.

Complete audited financial statements are available upon request.



Thank You to Our Supporters

Thank you to our donors and our funders for your continued support of the OMA and Ontario's museums!

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Provincial Heritage Organizations,
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Museums Assistance Program
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