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ANNUAL REPORT OF THE CANADIAN MUSEUM OF CIVILIZATION CORPORATION  
CANADIAN MUSEUM OF CIVILIZATION > CANADIAN WAR MUSEUM



**Canadian Museum of Civilization**

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Gatineau, Quebec  
J8X 4H2  
[www.civilization.ca](http://www.civilization.ca)

**Canadian War Museum**

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**Members of the Museum:** (819) 776-7100

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**Financial Support for the CMCC — Development:** (819) 776-7016

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## Heralding a World-Class Institution in the Making >

A member of the Board of Trustees since 1995, Claudette Roy served as Vice-Chair for four years before her appointment as

Chair in November 2003. An educator by profession, Ms. Roy spent most of her career teaching Social Studies at the senior level in French immersion and French first language schools, and in school administration. She initiated numerous Francophone projects and institutions, including Alberta's first publicly funded French-first-language school. She subsequently served as a member of the Ministry of Education task force that led to the creation of Francophone school boards in the province, and she continues to act as an advisor to the Ministry. More recently, she helped organize the Edmonton and Alberta Centennial celebrations.



The new Canadian War Museum opened on May 8, the 60th Anniversary of the end of the war in Europe. It became the most important addition to the cultural landscape of the National Capital Region in 15 years. The Museum opened on time and on budget — a remarkable accomplishment given the scale and complexity of the project and its symbolic importance to our country.

The Canadian War Museum covers our military past from Canada's earliest times to the present day. Its mission is to educate, to preserve and to remember. This Museum is not just about war and machines. It reflects the sacrifice Canada has made and the pride we can all feel in our democratic legacy. It's a museum for us all, to help us understand the essential role our military history played in protecting our democratic society, in creating our borders, and strengthening of our international reputation. This wonderful new facility will greatly enhance our Museum Corporation's ability to fulfill its mandate.

The new Museum is situated in the heart of the nation's capital, where it belongs. In many ways, this project has been a model of good corporate citizenship and community consultation. Everything about the Museum — from its location to its design and construction — has been informed by the comments of outside stakeholders such as veterans, historians, elected officials and our new neighbours near LeBreton Flats. We must also recognize the important role the Board of Trustees played in the sound management of this project.

Looking beyond the grand opening, the immediate challenge is to reinforce the Museum's credentials as a world-class institution through innovative programming and exhibitions, and by making the CWM a focal point for research, reflection and remembrance. With the right support, the Canadian War Museum should be able to set a new international standard for excellence.

In planning the CWM, we envisioned a museum for all Canadians, a place where we can recognize ourselves. Indeed, both the Museum of Civilization and the War

Museum are truly national institutions reaching Canadians everywhere. Three quarters (75 per cent) of the visitors to the Canadian Museum of Civilization are from outside Ottawa-Gatineau. The CMC is the source of the largest number of travelling exhibitions to museums across the country. As well, the Museum websites, *Civilization.ca* and *WarMuseum.ca*, attract high numbers of virtual visitors and add new content, such as virtual versions of physical exhibitions. Recent examples include **Ancient Treasures and the Dead Sea Scrolls**, **Presenza**, and **Critical Care**.

As part of its national role, the CMC provides a major venue for exhibitions produced in smaller museums elsewhere in the country. It is also a major source of artifacts that are loaned to other museums. Through its publications, the CMC provides a medium for scholarly and popular dissemination of the findings of its researchers. Now that the new CWM has opened, we expect it will also resume its leading role in scholarship, national outreach, and visitor respect.

Last year, with the opening of **“Rocket” Richard: The Legend — The Legacy**, the CMC’s efforts to broaden its audiences were particularly successful. This exhibition drew a larger amount of Francophone and male visitors than usual, with respectively, 57 per cent and 59 per cent of each group. This exhibition also attracted people with less formal education than our typical visitors. We hope that once these non-traditional visitors discover the richness of the experiences available to them at the CMC, they will want to return, bringing others with them.

The Corporation’s two Museums are intended to showcase Canadian culture and history. During the past year, the CMC was the site of numerous government protocol events, such as the official dinner in honour of the visit of U.S. President George W. Bush. The CMC was also the venue for the preview of Peter Raymont’s documentary film, *Shake Hands With the Devil*, at which General Roméo Dallaire was welcomed as an honoured guest. The new CWM, with its LeBreton Gallery — a spectacular space featuring a collection of large military artifacts — will also be an ideal setting for hosting major events in the future.

Finally, I am pleased that the federal government followed the recommendation made by our Board of Trustees for the reappointment of Dr. Victor Rabinovitch as President and CEO of the Canadian Museum of Civilization Corporation. Under his leadership, the Canadian Museum of Civilization and the Canadian War Museum have been transformed as vital national cultural institutions.

Together with my colleagues on the Board, I look forward to the exciting and challenging times that lie ahead. In rising to these challenges, the Corporation will continue to seek new ways to encourage more Canadians and international visitors to appreciate the breadth and depth of our history, our diversity, and our complex culture.

*Chantal D. Key, C.M.*



## Initiatives, Achievements and Challenges >

Dr. Victor Rabinovitch has served as President and Chief Executive Officer of the Canadian Museum of Civilization



Corporation since 2000. Previously, Dr. Rabinovitch held positions as Assistant Deputy Minister with various federal departments. With Human Resources Development Canada, he oversaw the Branch administering the national public pension programmes in Canada's social security system. As Assistant Deputy Minister with the Department of Canadian Heritage, he was responsible for a wide range of Canadian cultural programmes. Before joining the federal public service, Dr. Rabinovitch was the national head of Workplace Health and Safety with the Canadian Labour Congress. He currently holds a number of broader community positions, including Board member of the Corporation de développement économique de la Ville de Gatineau, and President of the Friends of the International Council for Canadian Studies.

This past year was one of great initiatives for the Canadian Museum of Civilization Corporation. With the rapid development of our War Museum project, and the expansion of the Museum of Civilization into new areas of activity, we look forward with confidence to the challenges ahead.

The Canadian Museum of Civilization has continued to create extensive, innovative exhibitions that focus on culture and identity. For **Once in French America**, our curators brought together 500 exceptional artifacts, from more than 40 institutions, in order to evoke the reality of daily life in New France around the year 1710. Another exhibition, **"Rocket" Richard: The Legend — The Legacy** presented new insights into Canadian society by examining the career of an extraordinary man who transcended the world of sport to become an iconic legend. This exhibition will now travel to 16 different museums across the country, bringing artifacts, videos, displays and explanations to many thousands of local visitors.

The Museum continued to explore international cultures from a Canadian perspective. With **Gift of the Gods**, an exhibition from the Royal Ontario Museum in Toronto, we offered a tour of the social customs and mythology surrounding wine, starting with the Ancient Greeks and Romans. We created an additional exhibition section devoted to Canada's own history of wine-making, from European immigrant family production to the award-winning regional vintages of today.

I have been very pleased with our expanding cooperation with international museum partners. The closing weeks of our three-party **Ancient Treasures and the Dead Sea Scrolls** took place in April 2004, arousing exceptional public interest. We are working on other ventures of this kind which will feature major exhibitions from abroad. These involve creative work by our staff who provide additional research, writing, design and installations to supplement the display of priceless artifacts borrowed from foreign institutions. One initiative we are considering will be between the CMC and the National Museum of China; for the first time, remarkable treasures of

Chinese art and civilization from China's national collection would be brought to Canada. This is a particularly complex venture which we hope will be opening in 2007.

During the past year, staff at the Museum continued their work as a major centre for research and knowledge in the fields of archaeology, ethnology, history and culture. The details of current projects are described elsewhere in this Annual Report. Together, research and management of collections remain at the heart of a museum heritage institution — laying the foundation for new knowledge and future understanding.

The accelerated development of the new Canadian War Museum has been our top corporate priority. The new facility is an architectural masterpiece and a fitting setting for the country's finest collection of materials on Canada's military history. This collection forms the core of the new Museum's permanent exhibition gallery, which resembles the Museum of Civilization's highly popular Canada Hall in that it creates a chronological narrative, and a set of historical environments, for visitors to explore at their own pace. The new permanent exhibition is organized around four extended time periods, from the conflicts that took place before the arrival of Europeans, the major World Wars, the Cold War, through to Canadian military operations today.

Fundamentally, the new Canadian War Museum is not only about conflicts and peace agreements, but is also about the influence of military actions on our wider national development. Like the Canadian Museum of Civilization, the Canadian War Museum will help us to see how we developed as a people. It will help us to understand our country, our world and ourselves

While all major museum projects and exhibitions require teamwork to succeed, the War Museum development stands out in its complexity. Joe Geurts, our Corporation's Chief Operating Officer, led the project very effectively. He was supported by a combination of expert staff and contracted service providers. The quality of the team's work is visible and is accessible to the visiting public who, I believe, will be tremendously impressed and satisfied.

Our museums continue to expand their offerings on the Internet. Launched ten year ago, the Corporation's Web site, *Civilization.ca*, has achieved international recognition as one of the finest museum Web sites in the world. A rich source of reliable information for scholars, students and the curious, it now attracts over six million visits a year.

While the future appears promising, we are also facing significant challenges. More than ever before, museums everywhere must compete for the public's time and attention. Canadian families enjoy less leisure time together while their options for using that time grow more abundant. The competing alternatives to a museum visit are sophisticated, convenient and attractive. Our museums must also compete diligently for public funds. The cumulative impact of past reductions in government funding continues to affect our ability to maintain buildings, purchase services, and acquire important artifacts. I take pride in our reputation as prudent managers, but must stress that quality operation of a national heritage institution requires moderately additional resources.

Foreign and Canadian visitors continue to express great satisfaction for how our museums convey information on this country, its history and its values. Cultural products, well presented, continue to attract solid attention and public loyalty. In this way, our museums fulfill our core mandates: to preserve and promote the heritage of Canada, and to contribute to the collective memory and sense of identity of all Canadians.





## Mandate

As part of their core mandate, the Canadian Museum of Civilization and the Canadian War Museum function as centres for collections, research and public information on the social, military and human history of the country. The Corporation's principal role is to help preserve and promote the heritage of Canada for present and future generations, thereby contributing to the promotion and enhancement of our national identity.

## > Guiding Principles

The Museums' work is guided by five essential principles, as outlined below.

### 1> Knowledge

Museum activities focus on the creation and dissemination of knowledge. Our research is rigorous and creative, thereby contributing to new understanding of Canada's human history. Our exhibitions and programmes are knowledge-based and provide clear information to the public.

### 2> Authenticity

Authenticity in our Museums means that we are truthful and comprehensive. We are committed to presenting artifacts from CMCC collections and from other public collections. Authenticity involves communicating accurate information which is balanced and contextual.

### 3> Coherence

Coherence applies to all corporate activities as we aim to be consistent, united in purpose and easily accessible. We strive for coherence in our research, exhibitions, programmes, services and design, in our behaviour as teams, and in our use of the Museums' physical spaces.



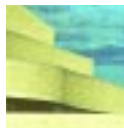
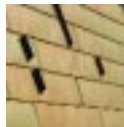
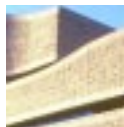


#### 4> Choice and Respect

The collections, programmes and exhibitions administered by our Museums reflect a wide range of people and subjects. Making choices is necessary for good management; we can never include all themes, all perspectives, or all proposed artifacts. Our choices are informed by respect: we will not engage in activities or present materials that might promote intolerance.

#### 5> Canadian Perspectives

Our collections, programmes and exhibitions reflect a Canadian perspective. We present Canadian contexts, comments, or reactions on subjects of wider significance. This dimension reflects the fundamental Canadian commitment to democracy in its political and social sense.



### The Canadian Museum of Civilization Corporation: Canada's National Museums of Social, Human and Military History

Originating in 1856 as a branch of the Geological Survey of Canada, the Canadian Museum of Civilization Corporation (CMCC) is a Crown Corporation established pursuant to the Museums Act, which came into force on July 1, 1990.

The Corporation is a member of the Canadian Heritage Portfolio, and includes the Canadian Museum of Civilization (CMC) and the Canadian War Museum (CWM). The Canadian Children's Museum, the Canadian Postal Museum and the Virtual Museum of New France™ are functioning programs areas within the CMC.



[Harry Foster]



## > Highlights

### The Canadian War Museum

The former Canadian War Museum building on Sussex Drive closed on September 6, 2004. The new CWM facility opened on May 8, 2005 as scheduled, to mark the 60th anniversary of VE Day, which commemorates the end of the Second World War in Europe. The new Museum educates visitors about how our military history has shaped Canada, and presents the personal, national and international dimensions of our country's experience in war and peace-support operations. With 4,200 square metres of permanent and temporary exhibition space, as well as space for outdoor exhibits, the new Museum has much greater scope for deepening visitors' understanding and appreciation of Canada's military past. In addition, the new building houses a research centre, including a library and archives; classrooms for workshops and the teaching of Canada's military history; and other educational facilities.

### Special Exhibitions

The CMC opened a total of ten new special exhibitions during the past year. These included **Once in French America**, which looked at life in New France during the seventeenth and eighteenth centuries; **Cool '60s Design**, a retrospective examination of why the 1960s was a golden age for Canadian designers; **"Rocket" Richard: The Legend — The Legacy**, which paid tribute to the career of one of Canada's greatest sports heroes; **Gift of the Gods: The Art of Wine from the Ancient World to Canadian Vineyards**, an exploration of the role of wine in culture, art and celebration in Western Europe and the New World; and **The Blackfoot Way of Life: Nitsitapiisinni**, which presented the history, culture and identity of the Blackfoot people from their own perspective. In addition, the Canadian Children's Museum presented **Play It By**

**Ear**, which helped youngsters understand the properties of sound; **Dream, Wonder and Imagine**, which encouraged children to use their artistic talents and imaginations, and **Access/ABILITY**, which showed youngsters how people with disabilities meet the challenges of everyday life. The Canadian Postal Museum presented **Postage Stamps: Image of a Country**. This exhibition features a display of Canadian stamps released between 1997 and 2004 — many of them masterpieces of portraiture, photography, colour and artistic design.

### Attendance

In 2004–2005, the Canadian Museum of Civilization welcomed 1,273,000 visitors. During winter season, more than 130,000 people saw the record-breaking exhibition **Ancient Treasures and the Dead Sea Scrolls**. **"Rocket" Richard: The Legend — The Legacy** (192,000 visitors), **Across Time and Tundra: The Inuvialuit of the Canadian Arctic** (217,000 visitors) and **Prezenza: A New Look at Italian-Canadian Heritage** (255,000 visitors) were all very successful.

### International Partnership

The Canadian Museum of Civilization and the National Museum of China signed an agreement that set the stage for an exchange of exhibitions between the two museums. As a result visitors to the Canadian Museum of Civilization in 2007 will be able to explore the rich history of China during 4,000 years of dynastic rule, in an exhibition which will present exquisite objects created during different periods. In return, the CMC will develop an exhibition for China to display treasures expressing the cultures of Canada's First Peoples.



### Collections

The CMCC acquired more than 3,000 artifacts through gifts, transfers or purchases. Major acquisitions include personal objects related to the life and career of the painter A.Y. Jackson, the Robin Hamilton Harding collection of more than 1,200 games, and works from several twentieth-century ceramists in Quebec.

### On-line Resources

During the past year, the Corporation's Web site celebrated its 10th anniversary, and over 56 million pages were accessed. The Web site also launched several new virtual exhibitions. Together, the CMC and the CWM Web pages now host more than 100 on-line virtual exhibitions and activities. Since its launch 10 years ago, the *Civilization.ca* Web site has established itself as the most comprehensive collection of on-line resources offered by a Canadian museum institution.

### Fundraising

Passing the Torch, the fundraising campaign in support of the new Canadian War Museum, raised over \$16 million, surpassing its \$15 million goal by a wide margin. It remains the most successful fundraising effort ever for a federal cultural institution. In addition, the membership programme increased, and now numbers 3,400 households.

### Revenues

Total onsite revenues for the Corporation were \$8.4 million. These revenues come from general admission, the IMAX® Theatre, boutique sales, facility rentals, food services, parking and membership.

### Communication of Knowledge and Expertise

The Corporation published 13 books and circulated nine travelling exhibitions. During the past year, the IMAX Theatre presented 14 large-format films, eight of which had never before been shown at the CMC. The Corporation also introduced *Vikings*, a Canadian Imax production in which the CMC actively participated by sharing its expertise.

### High-Profile Events

Each year, the CMC hosts high-profile special events. For example, this past year, the CMC was the venue for a state dinner in honour of the first visit to Canada by U.S. President George W. Bush. The Grand Hall, with its outstanding collection of totem poles, provided a magnificent setting for this important occasion.



[Dave Chan]



[Steven Darby]



## > Corporate Governance

The Corporation is governed by a Board of Trustees appointed by the Governor-in-Council. The Board is responsible for fulfillment of the policies and overall financial management of the Corporation's affairs, and reports to Parliament through the Minister of Canadian Heritage. During 2004–2005, eight committees supported the Board of Trustees in its work. These committees met regularly before Board meetings — in person and by teleconference — and made their recommendations to meetings of the Board. Each Board Member has duties on at least one committee.

### Board Committees

The **Executive Committee** assists the Board in its decision-making between Board meetings, if necessary.

The **Audit Committee** serves as the Board's advisor on audit-related matters, and ensures maintenance of sound internal controls.

The **Finance and Compensation Committee** serves as the Board's advisor on accountability and planning, in relation to finance and compensation.

The **Development Committee** advises and supports the Board and Management on the Corporation's development and fundraising activities. Members of the committee may also participate in fundraising on a personal basis.

The **Canadian War Museum Committee** advises the Board on matters related to the Canadian War Museum. Its membership includes members of the Board of Trustees and representatives from veterans' groups.

The **Canadian War Museum Building Committee** oversaw the development of the new Canadian War Museum.

The **Working Group on Governance** advises the Board on matters related to the governance of the Corporation, such as the application of its by-laws.

The **Nominating Committee** assists the Board of Trustees in creating trustee and CEO profiles, and establishes appropriate criteria for candidate selection. It also makes recommendations to the Board of Trustees on appointments.



## > Members of the Board



### **Claudette Roy, C.M., Chair**

Edmonton, Alberta

A member of the Board since 1995, Ms. Roy took over the position of Chair in November 2003, after serving as Vice-Chair since 1998. An educator by profession, she has spent most of her career in French immersion and francophone schools, teaching Social Studies at the senior level and working in school administration. She has initiated numerous francophone projects and institutions, most recently as a member of the organizing committee for the City of Edmonton's centennial celebrations. Ms. Roy is currently a consultant with the Alberta Ministry of Education on the development and implementation of the new Social Studies Program.



### **Pierre Dufour, Vice-Chair**

Gatineau, Quebec

Mr. Dufour has been a member of the Board since 1995, and was appointed Vice-Chair in 2003. Currently a senior partner in a law office, Mr. Dufour has been practicing law in a number of areas for more than three decades. He also has extensive experience as a member of other boards. In addition to serving as governing member of the Gatineau Chamber of Commerce, Mr. Dufour is active in community life and in supporting health-related foundations.



### **Michèle Alderton, Trustee**

Red Lake, Ontario

As Director/Curator of the Red Lake Museum since 1996, Ms. Alderton has dedicated herself to the preservation of local history. As a Municipal Councillor for the Township of Golden between 1988 and 1994, Ms. Alderton initiated many heritage projects throughout the region. Since 2002, she has been the project manager and lead fund-raiser for the Red Lake Regional Heritage Centre: a \$3 million facility which will replace the former museum. Ms. Alderton was appointed to the CMCC Board of Trustees in 2003.

## Corporate Officers

**Victor Rabinovitch**, President and CEO

**Joe Geurts**, Chief Operating Officer, and Director and CEO of the Canadian War Museum

**Mark O'Neill**, Corporate Secretary and Director, Strategic Planning

## Members of the Corporation's Executive Committee

**Victor Rabinovitch**, President and Chief Executive Officer

**Joe Geurts**, Chief Operating Officer, and Director and Chief Executive Officer of the Canadian War Museum

**Mark O'Neill**, Corporate Secretary and Director, Strategic Planning and Vice-President, Public Affairs and Publishing

**Michel Cheff**, Director, Special Initiatives, Office of the President and Chief Executive Officer

**David Loye**, Chief Financial Officer

**Elizabeth Goger**, Director, Human Resources

**Stephen Inglis**, Director General, Research and Collections

**Sylvie Morel**, Director General, Exhibitions and Programmes

**Luc Girard**, Vice-President, Development

## > The Canadian Museum of Civilization Corporation Board Members.

*First row, left to right:* Michèle Alderton (Trustee), Joe Geurts (Chief Operating Officer and Director and CEO of the Canadian War Museum), Pierre Dufour (Vice-Chair), Claudette Roy (Chair), Victor Rabinovitch (President and CEO), Thérèse Spénard-Pilon (Trustee)

*Back row, left to right:* Harvey A. Slack (Trustee), Mark O'Neill (Corporate Secretary and Director, Strategic Planning, and Vice-President, Public Affairs and Publishing), Thelma Ann Brennan (Trustee), Robert J. Ojlick (Trustee), Claudia Simon (Trustee), Paul Manson (Trustee), Patricia Roy (Trustee)

*Absent:* Marianna Simeone (Trustee)







**Thelma Ann Brennan, Trustee**

Johnville, New Brunswick

Mrs. Brennan is a heritage artist and freelance writer with a long history of community service.

She is the author of the acclaimed biography, *The Real Klondike Kate*. Mrs. Brennan is also a businesswoman. She and her husband own and operate a range of businesses, including a building supply store and construction and development firms. She has been a member of the CMCC Board of Trustees since 2004.



**Paul Manson, O.C., C.M.M., C.D., Trustee**

Ottawa, Ontario

General Manson served as Chief of the Defence Staff from 1986 to 1989, crowning a 38-year career with the Royal Canadian Air Force and the Canadian Forces. As a fighter pilot, he was given command at every level of the Air Force and served extensively with the NATO forces in Europe. Upon retiring from the Canadian Forces, General Manson entered the business world and was president of a large Canadian aerospace company. He has been extensively involved in volunteer work at the Canadian War Museum, and was chairman of the highly successful *Passing the Torch* campaign. He has been a member of the CMCC Board of Trustees since 2000.



**Robert Ojolick, Trustee**

Sydney, Nova Scotia

Mr. Ojolick is an architect as well as President of Robert J. Ojolick & Associates Ltd. From 1967 to 1971, he served as a Development Planner with the Nova Scotia Department of Municipal Affairs. Throughout his career, he has managed over 300 projects, the most recent being a multi-purpose Civic Centre complex for the Town of Port Hawkesbury, and a prototypical Justice Centre for the Province of Nova Scotia. Mr. Ojolick has been a member of the CMCC Board of Trustees since 1996.



**Patricia Roy, Trustee**

Victoria, British Columbia

Ms. Roy is a historian and author, and has taught history at the University of Victoria since

1966. She has a particular interest in the history of the Chinese and Japanese who have immigrated to British Columbia since the nineteenth century. She has written and co-authored several books including *The Oriental Question*, which was shortlisted for the 2004 George Ryga Award for social awareness in British Columbia literature. Her most recent book is *British Columbia: Land of Promises*, co-authored with John Herd Thompson. She was appointed to the CMCC Board of Trustees in 2005.



**Marianna Simeone, Trustee**

Montreal, Quebec

Marianna Simeone is a television and radio broadcaster and commentator working in the

English, Italian and French media. She hosts her own weekend news update and is a regular panelist on CBC *Newsworld*. For years she was a daily panellist, commentator and talk show host with CJAD in Montreal. Before returning to mainstream media, Ms. Simeone was the Executive Director of the Italian Chamber of Commerce in Canada for 14 years. She has been a member of the CMCC Board of Trustees since 1998.

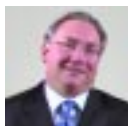


**Claudia Simon, Trustee**

Big Cove, New Brunswick

Ms. Simon has 35 years of professional experience in public and community service,

specializing in education and healthcare. She was the first Native teacher to be appointed Human Rights Commissioner for the Province of New Brunswick. Ms. Simon has been Director of Health at the Big Cove Health Care Centre since 1991. She was appointed to the CMCC Board of Trustees in 2002.



**Harvey A. Slack, Trustee**

Ottawa, Ontario

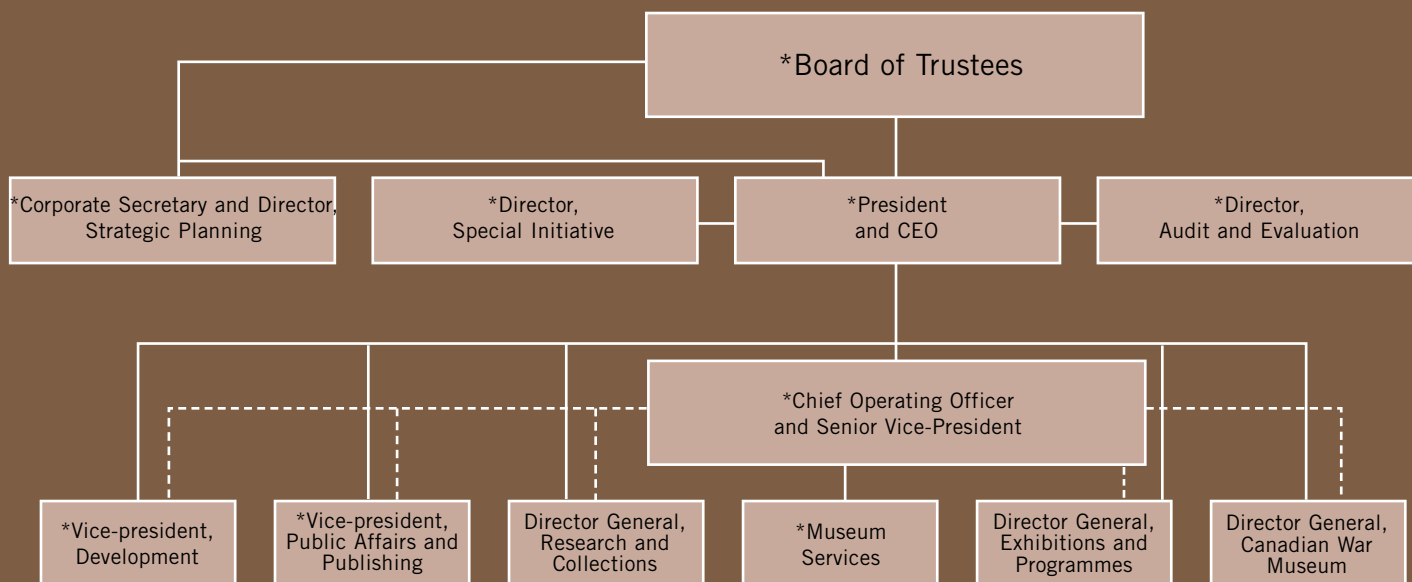
Well-known for his community involvement, Mr. Slack has been an active member of more than 30 national and local charitable and cultural organizations. These include the Governor General's Performing Arts Awards Gala Committee, the National Arts Centre, and the Thirteen Strings Chamber Orchestra. He is the recipient of the Governor General's Medal for the 125th anniversary of Canada and the Queen's Golden Jubilee Medal for significant contributions to Canada and his community. Mr. Slack has been a member of the CMCC Board of Trustees since 2003.



**Thérèse Spénard-Pilon, Trustee**

Laval, Quebec

A Board member since 1997, Mrs. Spénard-Pilon is a mother of five who has juggled career, family and community commitments for years. She worked for the Marathon Realty Company for more than 20 years, and has also worked with various organizations such as UNICEF and the Canadian Cancer Society, as well as on a host of economic, social and community projects. In 1968, she was president and founder of the Comité d'accueil aux immigrants. Mrs. Spénard-Pilon was also president of the local Canada Day celebrations in 1995 and 1996.



\*Activities related to the whole Corporation

## > Objectives

The Corporation has identified three strategic issues that must be addressed if it is to fulfill its national mandate and remain a centre of museological excellence. The CMCC has identified objectives to address each of those issues.

### 1 > Issue: Canadian Identity in the Global Environment

**Objective:** To increase appreciation and understanding of Canada's heritage

In order to achieve this objective, the Corporation aimed at expanding and enriching its presentation of Canadian history at both the CMC and the CWM; developing and delivering exhibitions and programmes which reflect Canada's history, culture and identity; and further developing its client-focussed approach to programming and services.

	<i>targets</i>	<i>achievements</i>
The New Canadian War Museum	To open on May 8, 2005	Construction progressed as scheduled with the Grand Opening celebrated on May 7-8, 2005
New Special Exhibitions	CMC: 14 CWM: 2	CMC: 10 CWM: 2
Travelling Exhibitions (Number of Exhibitions/Venues)	CMC: 16/28 CWM: 2/2	CMC: 9/19 CWM: 2/2
School Programmes (Number of Groups/Attendance)	CMC: 1,600/40,000 CWM: 150/4,500	CMC: 1,387/49,060 CWM: 150/4,500
Reserved Programmes (Number of Groups/Attendance)	CMC: 250/6,000	CMC: 1,552/17,005
Unstructured Programmes (Number of Participants)	CMC: 150,000	CMC: 230,283
Dramamuse (Number of Viewers)	CMC: 120,000	CMC: 170,000
Special Events (Number of events/Participants)	CWM: 13/30,000	CWM: 12/25,000
Public Programmes (Number of Programmes/Participants)	CWM: 5/300	CWM: 5/325

## 2 > Issue: The Safeguard and Promotion of Canada's Heritage

**Objective:** To conduct research on, and develop the Corporation's national collections and share the related knowledge

To achieve this objective, the Corporation undertakes sound museum-based research related to Canada's heritage in various disciplines; develops and manages the Museums' collections while also providing information on the collections; continues to develop agreements and understanding on repatriation requests, while preserving national collections; communicates its knowledge throughout Canada and the world; and shares its expertise with others.



[Harry Foster]

	<i>targets</i>	<i>achievements</i>
<b>Research</b>	CMC: ongoing research by staff and associates	Research continued in the discipline of archaeology, ethnology, history, culture and postal communications
<b>Collections</b>	CMC: Ongoing collection maintenance CWM: Ongoing cataloguing and de-accession of artifacts backlog	CMC: Collections have been maintained, with a number of acquisitions CWM: cataloguing and de-accession of artifacts backlog continued
<b>Attendance</b>	CMC: 1,350,000 CWM: 70,000	CMC: 1,273,000 CWM: 75,000*
<b>Publications</b>	CMC: 15 CWM: 3	CMC: 13 CWM: 0
<i>Civilization.ca (Pages accessed)</i>	CMCC: 50 million	CMCC: 56.4 million
<b>Promotion (Promotional pieces**/advertising reach***)</b>	CMCC: 1.2 million/104 million	CMCC: 1.3 million/ 118.5 million
<b>Training (Aboriginal Training Programme in Museum Practices)</b>	Five interns to complete the ATPMP	Three interns completed the ATPMP
		* CWM closed on September 6, 2004. ** Includes <i>Calendar of Events</i> , Lure Brochure, <i>Visitor's Guide</i> , <i>This Week at the Museum</i> , rack cards, posters, and IMAX promotional items. ***Describes the maximum potential advertising reach.



### 3> Issue: Challenges to Financial and Operational Viability

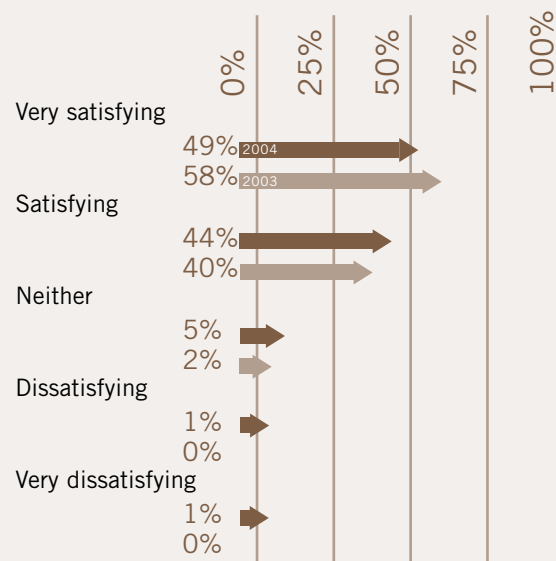
**Objective:** To strengthen the financial and operational viability of the Corporation

The Corporation continued to improve its financial self-sufficiency by maximizing net commercial revenues, increasing fundraising efforts, and continuing to seek alternative sources of funds. In the area of operational viability, the CMCC planned to review its corporate management framework, to implement innovative human resource strategies, and to maintain and repair the CMC building infrastructure, although this latter is dependent upon government funding.

	<i>targets</i>	<i>achievements</i>
<b>Onsite Revenues</b>	CMC: \$8.2 million (\$6.08 per visitor) CWM: \$195,000 (\$2.79 per visitor)	CMC: \$8.2 million (\$6.44 per visitor) CWM: \$202,000 (\$2.69 per visitor)
<b>Fundraising</b> <i>Passing the Torch Campaign</i>	Ongoing fundraising for CMC and CWM exhibitions and programmes \$15 million	A total of \$796,291 was raised for CMC and CWM exhibitions and programmes \$16 million was raised
<b>Corporate Management Framework</b>	Review of all CMC and CWM programmes, in order to improve measurement of results	Expanded research on visitor profiles; ongoing review of the collections; expanded visitorship; maximized research; improved maintenance, signage and visitor information
<b>Human Resources Management</b>	Initiation and implementation of Corporate initiatives to foster healthy and productive work environment	Development of the Employment Equity Plan; ongoing coaching and management training for the members of the Management Committee; completion of the validation process of second language proficiency for employees at the five-year interval; continued improvement in Occupational Health and Safety; implementation of the new "Leave and Attendance" module; ongoing training for employees
<b>Maintenance</b>	Completion of several major capital projects as part of an ongoing programme of maintenance	Replacement of windows; replacement of boiler; start of modernization of the first of 12 elevators; improvement of Grand Hall sound system; completion of security system; replacement of a halon fire suppression system; construction of the new Canadian War Museum on time and on budget.



### Satisfaction Rating by CMC Visitors (%)



## > Recognition

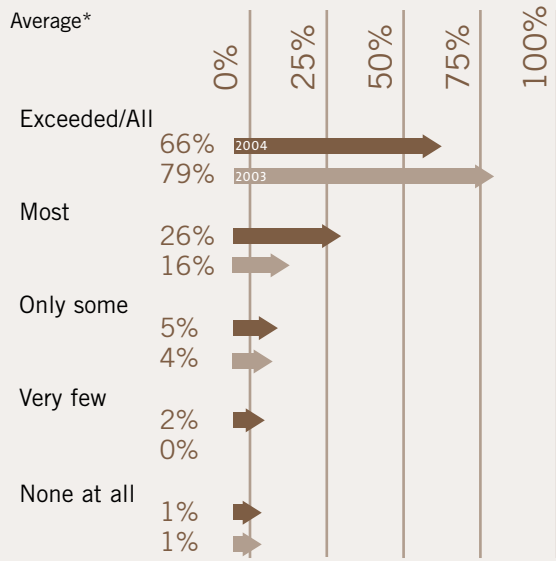
Each year the Corporation receives awards and recognition for excellence in many different areas of activity.

- > The Canadian Museum of Civilization received the Large Company of the Year award at the annual Ottawa Tourism Awards Gala. This top tourism award is for outstanding achievements and contributions to the development of tourism in the National Capital Region.
- > The publication *Across Time and Tundra: The Inuvialuit of the Western Arctic*, co-authored by Dr. David Morrison, won the Canadian Authors Association Lela Common Award for Canadian History and the Canadian Historical Association's Clio Award for Best Book on the North. Dr. Morrison is Director of Archaeology and History at the Canadian Museum of Civilization.
- > The publication *The Last Imaginary Place: A Human History of the Arctic World*, by Dr. Robert McGhee, received the 2005 Clio Award for Northern Canadian History from the Canadian Historical Association. Dr. McGhee is a Curator of Archaeology at the Canadian Museum of Civilization.
- > The CMC received two prizes at the regional tourism award gala, and a bronze medal at the 2004 Grands Prix national du tourisme québécois for its marketing in the tourism industry, in the Public Sector category.
- > In 2004, the Canadian Museum of Civilization won honourable mention in the American Association of Museums Publications Design Competition for two exhibition posters: **Presenza: A New Look at Italian-Canadian Heritage** and **Clothes Make the Man**.





### CMC Visitors Expectations Met (%)



\* Excludes: Didn't have any expectations; Not sure yet, and Not answered



## > Exhibitions

One of the key means of communicating information and enhancing knowledge about Canadian and world cultural heritage is through exhibitions. Each year, the Canadian Museum of Civilization presents a variety of temporary exhibitions produced either in-house or in cooperation with other institutions. The CMC also acts as a major “window” for exhibitions from different parts of the country, showcasing travelling exhibitions loaned by other institutions.

## > Permanent Exhibitions

### The Grand Hall

This magnificent gallery, which features six Native houses and one of the world’s largest collections of totem poles, introduces visitors to the history and unique cultures of the First Peoples of Canada’s Northwest Coast.

### The Canada Hall

Spanning 1,000 years of Canadian social and economic history from coast to coast, the Canada Hall continues to be the most popular permanent gallery among visitors to the Canadian Museum of Civilization. Nearly half a million people visit the Hall each year.

### First Peoples Hall

Covering 2,000 square metres, the Hall is the world’s largest permanent exhibition on the rich cultural diversity, history and contributions of indigenous peoples in Canada. Curators of archaeology and ethnology at the Museum worked over a decade in consultation with expert Aboriginal advisors to develop the exhibition. The First Peoples Hall features more than 1,500 historical objects and works of art, re-created environments, and approximately 500 documents and illustrations.



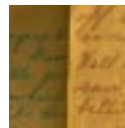
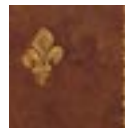
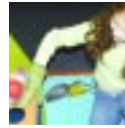
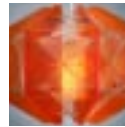


### Canadian Children's Museum

Located within the CMC, the Canadian Children's Museum (CCM) has over 8,000 square metres of indoor and outdoor exhibition space, and takes young visitors and their families on a wide-ranging intercultural odyssey. Children enjoy numerous opportunities to learn about the world and different cultures, and to develop their own creativity through interactive exhibits, workshops and animation programmes. The CCM also presents several special exhibitions each year. The CCM is one of the Museum's most popular destinations, attracting about half a million visitors annually.

### Canadian Postal Museum

An integral part of the Canadian Museum of Civilization since 1987, the Canadian Postal Museum (CPM) is the second-most-visited postal museum in the world, and the only museum in the country dedicated to preserving the heritage of Canadian postal communications. The CPM introduces visitors to the aesthetics and social and economic history of Canada's postal heritage. It also examines philately, the history of mail delivery and postal communications, mail art and other forms of written interaction. The CPM's permanent exhibitions include **Reflections of Canada — The National Stamp Collection**, which assembles close to 3,000 postage stamps issued in Canada and the provinces.



Located in Gatineau, Quebec, the Canadian Museum of Civilization is Canada's largest and most popular museum. The CMC is housed in a complex of buildings designed by architect Douglas Cardinal. It is also home to the Canadian Children's Museum, the Canadian Postal Museum and an IMAX® Theatre.





[Harry Foster]



[Harry Foster]

## > New Special Exhibitions

### Cool '60s Design

*February 25 to November 27, 2005*

**Cool '60s Design** reveals why this decade was a golden age for Canadian designers — reflecting both Canada's own transformation into a modern, innovative nation, and Canadian demand for highly original products. The exhibition features objects made and produced by Canadians, ranging from airport seating to the revolutionary angular Contempra® telephone, and tells a story of exceptional creativity and entrepreneurial success. Visitors learn about the federal government's role as a promoter of the new Canadian identity, the extraordinary international showcase made possible through Expo 67, and the profound influence of the early Baby Boomer generation on industrial and artistic design.

### Access/ABILITY

*February 5 to April 24, 2005*

This exhibition tells the real-life stories of people living with disabilities. Its goal is to show young visitors how people with disabilities meet the challenges of everyday life. **Access/ABILITY** features engaging activities that teach children how each of us, with or without disabilities, go places, communicate, have fun and learn. Produced by the Boston Children's Museum.

### Postage Stamps: Image of a Country

*From January 21, 2005*

**Postage Stamps** features a display of Canadian stamps released between 1997 and 2004 — many of them masterpieces of portraiture, photography, colour and artistic design. Each of the exhibition's 97 panels features a montage with an enlargement of one particular stamp. Highlighted themes include the Millennium, the Chinese Lunar New Year, sports, wildlife, the environment, history and society, work, the economy, art and the fine arts; politics, the military, transportation and communications, and education.

### Saidye Bronfman Awards 2004: Maurice Savoie

*October 15, 2004 to September 11, 2005*

This exhibition showcases the work of renowned Canadian ceramist Maurice Savoie, recipient of the 2004 Saidye Bronfman Award for Excellence in the Crafts, and one of Canada's pre-eminent ceramic artists. The wide range of his work on display showcases work from the 1970s to the present, including pieces from the Canadian Museum of Civilization, the Claridge Collection in Montreal, and

the artist's studio. Presented in partnership with the Samuel and Saidye Bronfman Family Foundation and the Canada Council for the Arts.

### **Gift of the Gods: The Art of Wine from the Ancient World to Canadian Vineyards**

*November 5, 2004 to April 3, 2005*

**Gift of the Gods** explored the role of wine in culture, art and celebration in Western Europe and North America. The exhibition took visitors on a tour spanning 7,000 years of mythology, social customs and innovations related to the making, serving and drinking of wine. **Gift of the Gods** featured 250 artifacts, ranging from ancient black-figure vases portraying Dionysus, the Greek god of wine and revelry, to Lalique and Art Nouveau glassware. A special part of the exhibition, developed by the Canadian Museum of Civilization, presented Canada's own 400-year-old winemaking tradition, from the Viking village of Vinland in Newfoundland to the international awards that Canadian wines are receiving today. Among the featured highlights were the traditions of winemaking and drinking which nineteenth-century German and Italian immigrants brought to Canada, and the boom in "fun" Canadian wines during the 1970s. Organized by the Royal Ontario Museum and presented by the Société des alcools du Québec.

### **The Blackfoot Way of Life: Nitsitapiisinni**

*October 8, 2004 to February 13, 2005*

With the help of more than 140 artifacts, **The Blackfoot Way of Life** presented the history, culture and identity of the Blackfoot people from their own perspective. The exhibition offered visitors a rare opportunity to better understand one of the largest First Nation communities in Canada. It explored the fundamental belief system of the Blackfoot and their traditional stories, sacred places, dances and ceremonies. The exhibition also examined the Blackfoot relationship with government, and celebrated their struggle to ensure the survival of their cultural heritage. Organized and circulated by the Glenbow Museum, Calgary.

### **Play it By Ear**

*October 2, 2004 to January 9, 2005*

**Play It By Ear** gave children an opportunity to touch, experience and play with pieces of contemporary sound art, as well as stations where they could invent their own sound art sculptures. The exhibition allowed youngsters to explore and enhance their understanding of the properties of sound, while expanding their experience of art. Produced by the Bay Area Discovery Museum.

### **Once in French America**

*June 11, 2004 to March 28, 2005*

The opening of **Once in French America** celebrated the 400th anniversary of French settlement in North America, drawing on important collections in Canada, the United States and France. This major exhibition looked at life in New France during the seventeenth and eighteenth centuries, describing the people, the territory, the birth of new societies and the creation of a culture that remains part of our Canadian heritage today. **Once in French America** helped visitors appreciate why this settlement was one of the most significant cultural, social and economic migrations in world history. Developed by four historians from the Canadian Museum of Civilization, the exhibition brought together nearly 600 objects and over 100 illustrations from 40 Canadian and foreign collections. Many of the artifacts, which included period furniture, paintings, ceramics, clothing, silverware and religious ornaments, were on public display for the first time.

### **Dream, Wonder and Imagine**

*May 22 to September 6, 2004*

This exhibition encouraged children to use their artistic skills and imaginations at several interactive creativity stations. Children were able to play with artistic materials, tools, techniques and concepts in a way that supported their creative thinking and communication skills.

### **"Rocket" Richard: The Legend – The Legacy**

*April 9, 2004 to February 20, 2005*

This exhibition paid tribute to the career of one of Canada's greatest sports heroes, Maurice "The Rocket" Richard. Visitors got a sense of Richard's life and times with the help

# Canadian Museum of Civilization

of over 100 objects from the Maurice Richard Collection, acquired by the Museum in 2002. Tribute songs and personal stories told by team-mates and opponents rounded out this portrait of a player who continues to be a hero to countless hockey fans throughout Canada. The exhibition also showed how Richard became a source of pride and an outstanding

symbol of strength and talent for the entire country. Objects on display included the last Number 9 hockey sweater Richard wore as a playing member of the Montreal Canadiens, and hockey sticks that he used to score landmark goals. Produced in partnership with Canada Post.

## > Attendance

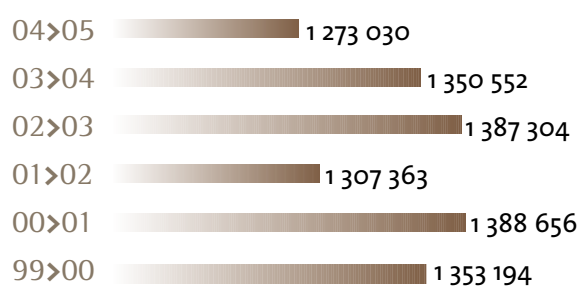
PERMANENT EXHIBITIONS	VISITORS
Canada Hall	497,000
Canadian Children's Museum	543,000
Canadian Postal Museum	259,000
First Peoples Hall	253,000
SPECIAL EXHIBITIONS	VISITORS
Presenza: A New Look at Italian-Canadian Heritage (65 weeks)	255,000
Across Time and Tundra: The Inuvialuit of the Canadian Arctic (60 weeks)	217,000
Ancient Treasures and the Dead Sea Scrolls (18 weeks)	131,000
Once in French America (41 weeks)	175,000
"Rocket" Richard: The Legend — The Legacy (45 weeks)	192,000
The Blackfoot Way of Life: Nitsitapiisinni (18 weeks)	18,000



[Steven Darby]

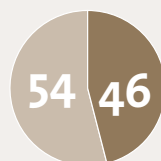


## Attendance at the CMC



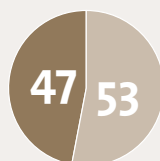
## Visitors

### BY GENDER



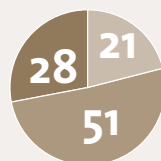
- female
- male

### BY EDUCATION



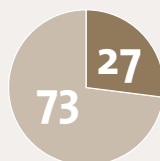
- Bachelors or graduate degrees
- other

### BY RESIDENCE



- Ottawa-Gatineau
- Canadians from outside NCR
- Visitors from outside the country

### BY LANGUAGE



- Anglophone
- Francophone



## > Collections

The Museum has over three million items housed in collections storage areas covering more than 12,000 square metres. These collections, and the knowledge base that supports and expands them, are the Corporation's greatest physical assets.

During the year, the Museum significantly enhanced its holdings by improving the organization and accessibility of its archaeology collection, which numbers close to 2.7 million items. When this multi-year project is completed, inventories will have been updated, storage capacity increased, and various preventive conservation measures taken. This work is particularly timely, as it is expected that well over 300,000 new artifacts from various completed research projects will soon be deposited at the CMC.

### Acquisitions

During the past fiscal year, the Museum acquired approximately 3,000 artifacts. These acquisitions included many exceptional objects, such as:

- > personal objects related to the life and career of the painter A.Y. Jackson, including a paintbox and a foldaway bed;
- > four hammerstones from south-central Manitoba;
- > the Robin Hamilton Harding collection of games, comprising more than 1,200 games;
- > a maquette of St. Joseph's Oratory, made by Jean-Paul Bélair, a retired tinsmith from Laval;
- > the uniforms of Lotta Hitschmanova, a Czech refugee and pioneer of the international development movement in

Canada, who founded the Canadian branch of the Unitarian Service Committee in Ottawa in 1945;

- > collections from several twentieth-century ceramists in Quebec, including a series of acquisitions reflecting the development of Céramique de Beauce; and
- > an 1830s mahogany cellier or wine chest associated with Lord Durham.

In addition, the Museum acquired notable archival collections. Two of the most significant are noted below.

- > A photograph album from the Soeurs Grises of Montreal and original nursing course notes, some of which date as far back as 1889. This donation is one of a number of gifts received from hospitals, nursing schools and alumnae associations across Canada that have enriched the Canadian Nursing History Collection.
- > Field notes, reports, sound recordings and photographs of work that the renowned anthropologist, Dr. Catharine McClellan, first undertook in the Yukon during the 1940s.

### Loans

During the past fiscal year, the Museum coordinated 183 incoming loans for over 870 artifacts from various Canadian and international lenders, in support of its ongoing exhibition programme. Meanwhile, CMC loans of over 150 artifacts were sent to 40 institutions. In many cases, CMC collections staff travelled as couriers to help with the professional packing and transportation of these artifacts. In total, more than 1,600 artifacts were displayed by other institutions as part of short- or long-term loans.





### Conservation

Conservation expertise and treatments are an integral part of the exhibition development process. During this fiscal year, staff spent over 4,000 hours treating hundreds of artifacts destined for CMC exhibits. In addition, the Museum's conservators managed preventive treatment programmes for artifacts on display and in the collection reserves. This care covers everything from the ongoing dusting and monitoring of artifacts on display to environmental and integrated pest management programmes in the Museum's reserves.

Staff also compiled a major survey of vulnerable collections for a four-year treatment plan, to be undertaken simultaneously with work on exhibitions. This process will provide valuable training for new interns, and interesting projects for conservators. The treatment plan will benefit the collections, and the people who research and enjoy them, for years to come.

The CMC continued its work with members of the Akwesasne First Nation to provide ceremonial care in spring and fall for the Iroquois false face masks and other objects sacred to the Haudenosaunee. As part of an ongoing project, members of Plains First Nations visited the Museum to review collections related to their history, and to identify sacred objects. Representatives of a Coast Salish First Nation also visited the collections to identify sacred items, and to provide advice on ceremonial care.

The Museum also provided major assistance in the making of mounts and the installation of exhibition artifacts for the permanent exhibition of the new Canadian War Museum. Staff fabricated nearly 500 artifacts mounts for this project alone.

### Repatriation

As in previous years, Museum curators responded to independent requests from First Nations for the return of sacred objects and human remains from the collections. In addition, CMC curators participated in treaty discussions on repatriation involving First Nations in different regions of the country. Case-by-case requests were received from a Coast Salish group and from the Ts'uu Tinnéh. Intensive work on treaty repatriation led to pending final agreements with the Maa-nulth, Sliammon, Lheidli-Tinneh, and Tsawwassen, and developing agreements-in-principle with the Xwemalhkwa, Wuikinuxw, Haisla, Hamatla Treaty Group, Temexw, Ktunaxa, and Gitanyow. The Labrador Inuit Final Agreement, signed in 2004, contains provisions that the CMC negotiated with the Labrador Inuit for transfer of archaeological materials to the new Nunatsiavut government.

The Museum worked on related issues through the federal treaty caucus, and discussions with Canadian Heritage. Moreover, Museum staff contributed to the Haida Repatriation Extravaganza, a conference on repatriation held on Haida Gwaii in May 2004. Discussion of a framework for a repatriation agreement with the Haida outside treaty also continued in 2004–2005.

### On-line Resources

The number of records in the CMCC artifact on-line catalogue ([collections.civilization.ca](http://collections.civilization.ca)) increases annually. The catalogue now contains 1,318,991 records, following the entry of 151,000 new records last year. This means that our on-line artifact documentation expanded by 9.5 per cent in 2004–2005.

Staff also completed updates to the interface for the Museum's artifact on-line catalogue, enhancing the site's look and



[Doug Millar]



functionality. One new feature permits visitors to search in CMC collections for artifacts associated with particular individuals or organizations in Canadian history and culture, such as "Rocket" Richard or the Women's Christian Temperance Union. The collections section of the Web site attracted 164,917 visits in 2004, or an average of 13,743 visits per month. This marked an increase of 30 per cent over the previous year.

The CMCC Libraries and Archives catalogue ([geoweb.civilization.ca:8001](http://geoweb.civilization.ca:8001)) successfully migrated to a new version, which is more functional and has a quicker response time. Users can now access more than 412,000 records. In 2004, over 197,000 searches were performed.

Since 2001, the Canadian Museum of Civilization has received funding from the Canadian Heritage's Canadian Culture Online initiative. During the past fiscal year, projects undertaken as part of this initiative included *Marius Barbeau: A Canadian Hero and His Era 1883–1969*; *Gateway to Aboriginal Heritage*; and *Crossroads of Culture: Exploring 200 Years of Canadian Immigration 1800–2000*. In addition, staff created a total of 9,000 image files. At an average of two images for each individual artifact, this means that images were produced and linked to approximately 4,500 artifact records. These have all been verified, translated and made available on the Web.

In addition, CMC staff have digitized and prepared 4,000 archival photographs or readable images of historic texts for Web access, as well as 975 MP3 audio samples from the Museum's sound archives.

### Archives

During 2004, staff processed more than 2,460 requests for text materials, visual images or sound recordings from the collections. Over 465 researchers came to the Museum (a 42 per cent increase over 2003) to consult archival materials. Sixty per cent of the requests relating to research and exhibitions that the Archives received from the public relate to paper documents. However, public interest in the sound recording collections is growing as these recordings become available in digital format.

The CMC audiovisual archival collection contains over 100,000 films and sound recordings, which are made accessible to the public. During 2004, over 700 requests for materials from this collection were received from staff and members of the public in Canada and abroad. There is a growing public interest in reproductions in digital media formats, such as compact disc.

### Library

In 2004, the Library received close to 9,000 onsite visitors, and responded to 2,148 requests. Over 10,000 documents were circulated to employees and external libraries, either as loans or as full-text on-line publications. The Library also acquired 5,542 documents for its collection, including an important donation of 183 publications by Phil Tilney, a former Museum curator specializing in folk culture. The collection is now catalogued and available for consultation and research. Over the year, Library staff catalogued a total of 6,642 documents for the database.

To help increase awareness of, and access to, the collections, the Library's catalogue records are now available through



WorldCat, a collective library catalogue from the OCLC: an international cooperative organization for libraries. WorldCat presents the collections of 9,000 institutions around the world, with 57 million records. It is possible to borrow from most of these library collections through interlibrary loans.

The Library marked its 150th anniversary in 2004, through joint celebrations with the libraries of the Earth Science Information Centre (formerly the Geological Survey of Canada), the Canadian Museum of Nature and the Canada Science and Technology Museum.

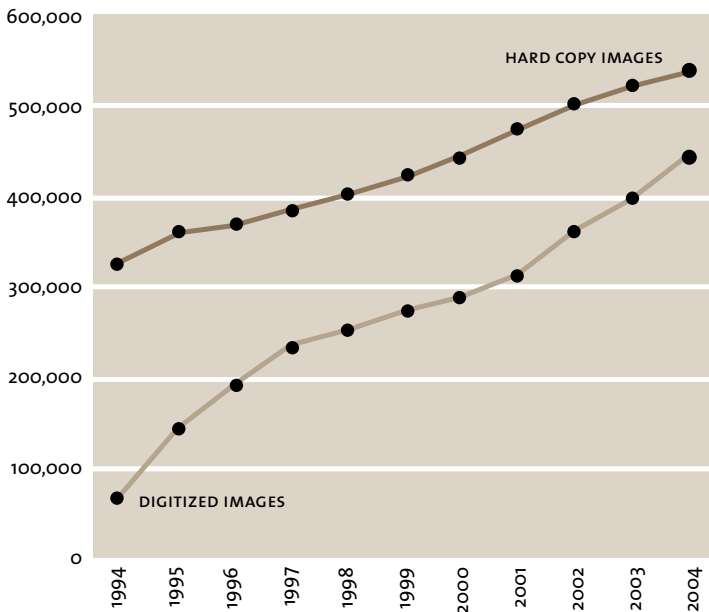
### Photographs and Copyrights

In 2004, the overall photographic collection consisted of two formats: hard copy photographic images and digital images. The

hard copy portion of the collection, built over the past 100 years, comprises 538,628 photos and continues to grow as earlier images are deposited in the photo archives. The digital portion of the collection now comprises approximately 446,030 digitized images, of which 68,561 are available only in digital format, as this is the original format in which they were created. This portion of the collection has shown the most significant growth over the past 10 years, and is expanding rapidly.

The Museum also continued to develop standards and quality-control procedures to ensure that the digital images deposited in the collection are of high quality and follow industry best practices. The CMC is also converting images stored on Kodak's PCD format to TIFF format in order to make them available in a more reliable graphic form. While the number of requests for copyrighted CMCC material remained stable, the revenue generated by these requests increased over 30 per cent from the previous year.

### Digitized Portion of the Collection



### Canadian Postal Museum Collections

The Canadian Postal Museum's major acquisitions this past year included the original works by Canadian artists that were used to produce postage stamps for the Chinese Lunar New Year series; specifically the issues for the Years of the Dragon, the Serpent, the Rooster, the Goat and the Ram. These works include embroidery on silk, a sculpture in alabaster and four pieces in jade and glass by sculptor Lyle Soper.

A team of eight volunteers continued to catalogue the CPM's Canadian and international stamp collections. These two projects will make the Museum's collections more accessible for loans and exhibitions.



## > Research

Research undertaken by the CMC enhances our understanding of Canadian identity, history and cultures. The Museum carries out essential research into the history and traditions of Aboriginal peoples, and the many other diverse cultural communities that make up Canadian society. The Museum's research into the human history of Canada and adjacent regions extends from earliest times to the modern era. All of this work supports the development of the CMC's exhibitions and publications.

### Archaeology

Major areas of research include:

- > in the Atlantic region, projects centred mainly on the archaeology of the late prehistoric Mi'gmaq and Maliseet peoples, and on the exploration of early Palaeo-Indian and Archaic occupations of Atlantic Canada;
- > in Quebec, the study of historical and archaeological collections that illuminate the history of Canadian populations from the seventeenth to the nineteenth centuries;
- > in Ontario, projects focussed mainly in the northern and eastern regions of the province;
- > in the Prairie provinces, studies of the archaeological cultures in the Northern Great Plains, and a comparison of Northern Plains archaeology with that of other grasslands regions around the world;
- > in Nunavut, the Helluland archaeological project, investigating early European contact with the peoples of the Eastern Arctic;
- > in the area of Arctic archaeology, a focus on the history of the Palaeo-Eskimo peoples who first occupied Arctic North America, the development of Inuit culture, and the archaeology of early European explorations of the North;
- > in the area of palaeoenvironmental studies, an analysis of animal bones from archaeological sites and the development and maintenance of CARD (Canadian Archaeological Radiocarbon Database), an interactive database on the Internet;

- > in the area of physical anthropology, original research into human biology, focussing on skeletal variation, with special reference to Canadian and North American populations.

### History

Major areas of research include:

- > in the Atlantic provinces, material and social history, and a written history of Charlottetown, PEI;
- > in Quebec, the acquisition and study of collections related to the world of work in the seventeenth through nineteenth centuries, and daily life in the St. Lawrence River Valley;
- > in Ontario, original research on specific themes, such as the history of the clothing industry in the province, and history of nursing in Canada;
- > in Canadian political history, the story of the governing of Canada, with particular reference to biographical history; and
- > in material culture, a focus on folk arts and traditions, as well as on the traditional occupations of food service, forestry and whaling.

### Ethnology Studies

Major areas of research include:

- > the history and cultures of the Aboriginal peoples of the Pacific Coast of Canada, including past and contemporary production of fine crafts for use in the community and for sale to external markets;
- > the history and cultures of the Salish and Ktunaxa peoples of the southeastern British Columbia Interior;
- > the history and cultures of the Aboriginal peoples of the Plains, including research on Blackfoot protocol and Plains Cree concepts of death, and the impact of urban life on the experience and cultures of Aboriginal people in Canada;
- > the history and cultures of the Mi'gmaq, Maliseet and Passamaquoddy peoples of Nova Scotia, New Brunswick and



adjacent regions, with a particular focus on the history and production of Mi'gmaq basketry;

- > the history and social context of contemporary Inuit art, and the scope of current work by Inuit artists in all media;
- > the history of contemporary Canadian Aboriginal art and Aboriginal artists, including research into the impact of Christianity on Aboriginal cultures in Canada;
- > the history and cultures of Northern Athabaskan peoples; and
- > ethnomusicology — the study of the role that popular forms of musical expression play in Canadian society, including the instruments and the music itself.

### Cultural Studies

Major areas of research include:

- > Chinese, Japanese and Korean communities in various parts of Canada, including research on local Chinese history, social organization, cultural traditions and ethnic relations;
- > craft and design in Canada in the 1960s;
- > traditional life, everyday arts, and popular culture in Canada;
- > the role of women in maintaining and transforming tradition in Canadian families coming from northeastern Africa; and
- > Canadian ethnocultural diversity (principally in relation to the Italians, Portuguese, Spanish and Latin Americans).

### Postal Communications Research

The Canadian Postal Museum's main research areas for this year included communications in New France, the history of the mail-order catalogue, the French-Canadian and francophone diaspora throughout North America, transport and communications, greeting cards and Valentine's Day cards, the postal service and the transportation of passengers by stagecoach, and women's role in the postal service in Canada.



> Janet Young, Physical Anthropology Researcher, analyses bones from Eurocanadian skeleton

> Jean-Pierre Chrestien, Curator of Quebec Archaeology, looks at one the 400 fragments of late-seventeenth-century shoes unearthed in Quebec city. On loan from the City of Québec, these artifacts are currently the subject of an in-depth study by researchers at the CMC.





[Steven Darby]

## > Public Programmes

Public programmes are an important means by which the Museum communicates knowledge of Canada's history and Canadian and world cultures. Designed around the needs and interests of specific audiences, public programmes include cultural celebrations, performing arts events, live animation and revenue-generating events. During the past year, the CMC delivered 182 public programmes to over 16,245 participants in the main museum.

### Activities and Exhibitions

From evening events to informal talks by specialists, as well as guided tours, film screenings and demonstrations by artisans, the Museum's public programmes are often organized in conjunction with special exhibitions to enhance the visitor experience.

For example, the CMC developed a diverse line-up of programmes to celebrate the 400th anniversary of relations between France and Canada, and the exhibition **Once in French America**. Historical re-enactments, culinary food-tastings, musical performances and demonstrations all gave visitors an opportunity to experience different facets of historical and contemporary French-Canadian culture.

The extensive programming for **Gift of the Gods** featured 34 programmes over five months, thanks in part to sponsorship by the Société des alcools du Québec and the enthusiastic partnership of the Algonquin College Sommelier Certificate Programme. Among these events was a series of 11 evening wine-tastings, and a monthly Meet the Sommelier programme on Sunday afternoons.

Special events also helped enhance visitors' experience of **Prezenza**, **"Rocket" Richard**, **The Blackfoot Way of Life** and **Cool '60s Design**.

### Special Series

Once again last year, the Museum's Coffee and Conversation series featured a variety of interesting speakers. These included hockey old-timers and specialists talking about the life and times of "Rocket" Richard and Elders speaking about the Blackfoot and Mi'gmaq ways of life.



[Steven Darby]



Developed specially for adults, the Evening at the Museum series featured special events and performances, cultural and social events, as well as wine- and food-tastings.

First Peoples programming introduced visitors to Aboriginal artisans, elders, authors and filmmakers, who shared their insights into traditional ways of life and current issues.

The staging of large-scale performances in the Theatre and Grand Hall was made possible through partnerships with the Swedish, Japanese, and Latin American embassies, the National Arts Centre, Magnetic North Theatre Festival and the Festival de musique sacrée de l'Outaouais.

#### **Dramamuse**

Dramamuse, the Museum's resident theatre company, brought history to life for over 170,000 visitors this year in the Canada Hall, and through various school programmes. The company staged a new scripted performance in the New France Square of the Canada Hall and in the **Once in French America** exhibition.

#### **Programmes for Students**

Over 49,000 students learned about Canadian history and world cultures through 22 educational programmes developed by the CMC. The Museum also launched two new self-guided programmes — one for the First Peoples Hall and one for the Canada Hall — which were well received by both students and teachers. An added highlight for students was a school programme on the Blackfoot, delivered by an educator from the Glenbow Museum.

#### **Volunteer Interpreter Programme**

The Volunteer Interpreter Programme gives adults an opportunity to be trained in providing Museum visitors with information about particular artifacts, in conducting demonstrations, and in sharing personal stories and experiences in our temporary exhibitions. During the past year, 54 volunteers showed over 35,000 **Once in French America** visitors how to use hands-on materials. For the exhibition **Gift of the Gods**, 43 volunteers described highlights of the history of wine for 7,000 visitors. The programme has recruited and trained volunteers for the **Pompeii** exhibition. In addition, over 20 adult and 50 youth volunteers helped staff with animation activities in the Canadian Children's Museum.

#### **Programming at the Canadian Postal Museum**

During the past year, the CPM held over 166 days of scheduled programming, with 6,539 visitors participating. Public programming featured the launch of a series of animation kits challenging visitors in a hands-on exploration of postal and communications history. The kits include Stamp Bingo, Challenge Delivered (a trivia game) and the Postal Rally. Additional programming included talks by philately specialists and curators, calligraphy workshops, and an annual Valentine-themed event: Tastes and Sounds of Love.

#### **Learning at the Canadian Children's Museum**

The CCM delivered a diverse line-up of programmes and activities throughout the year. Daily drop-in studio activities, special weekend events, workshops and a monthly early-learning series offered families — 83,115 participants — an ever-changing schedule of programming and dynamic cultural experiences. Over 400 activities highlighted special exhibitions and annual seasonal and holiday celebrations, such as Easter, Canada Day, Halloween, Winterlude and spring break. The CCM also held six weeks of day camps for children, 146 theme parties, and 40 Overnight Adventures.

Several key partnerships helped the CCM to deliver a series of weekend cultural events for children, including the Mexican celebration of the Day of the Dead, Passport to China, and five international youth theatre productions by the Ottawa International Children's Festival. Other high-quality youth and family programmes included a full day of drop-in drumming workshops at the Ottawa International Jazz Festival, screenings of animated films in partnership with the Ottawa International Animation Festival, lively winter programming in collaboration with local Nordic cultural communities, and a six-day carnival extravaganza in association with local Latin American embassies and cultural communities.



## > Communication of Knowledge and Expertise

The Canadian Museum of Civilization seeks to disseminate its knowledge to as many people as possible. Its various forms of outreach, designed to meet the needs of its diverse audiences, include publications and lectures, travelling exhibitions, and the Corporation's award-winning Web site. Museum staff also hosted student interns and visiting delegations, and offered training and "behind the scenes" tours and instruction. These activities were created in response to the tremendous interest shown by students and institutions in the CMC's world-class museum practices and exhibition programmes.

## > Publications

During the past year, the Canadian Museum of Civilization introduced 13 new titles through its in-house and co-publishing programmes. These titles included seven new publications in the Museum's prestigious collection, the Mercury Series. Considered an important reference by the scientific community, the Mercury Series is designed to disseminate information relating to the CMC's research disciplines.

### Mercury Series

#### ARCHAEOLOGY

Jackson, Lawrence J. and A. Hinshelwood. *The Late Palaeo-Indian Great Lakes: Geological and Archaeological Investigations of Late Pleistocene and Early Holocene Environments*. Mercury Series Paper 165. Published 2004.

Le Blanc, Raymond J. *Archaeological Research in the Lesser Slave Lake Region: A Contribution to the Pre-Contact History of the Boreal Forest of Alberta*. Mercury Series Paper 166. Published 2004.

Sutherland, Patricia D. *Contributions to the Study of Dorset Palaeo-Eskimos*. Mercury Series Paper 167. Published 2005.

#### HISTORY

Baxter, Judith. *Clifton Royal: The Wetmores and Village Life in Nineteenth-Century New Brunswick*. Mercury Series Paper 53. Published 2004.

#### CULTURAL STUDIES

Guiguet, Kristina Marie. *The Ideal World of Mrs. Widder's Soirée Musicale: Social Identity and Musical Life in Nineteenth-Century Ontario*. Mercury Series Paper 77. Published 2004.

Labelle, Marie-Louise. *Beads of Life: Eastern and Southern African Beadwork from Canadian Collections*. Mercury Series Paper 78. Published 2005.

#### CANADIAN POSTAL MUSEUM

Gendreau, Bianca. *Mailboxes: Urban Street Furniture in Canada*. Mercury Paper 3. Published 2004.

#### General Works

*The Canadian Museum of Civilization*. Photographs by Malak. Introduction by Victor Rabinovitch, 5th edition, 2004.

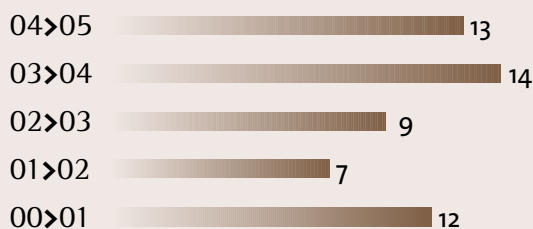
Elder, Alan C. *Made in Canada: Craft and Design in the Sixties*. Co-published with the Design Exchange and McGill-Queen's University Press, 2005.

McGhee, Robert. *The Last Imaginary Place: A Human History of the Arctic World*. Co-published with Key Porter Books, 2004.

These publications are available in bookstores, at the Canadian Museum of Civilization Boutique, or through our Cyberboutique ([www.civilization.ca](http://www.civilization.ca)). They can also be ordered



### Publications — New Titles





by phone: 1 800 555-5621 or (819) 776-8387; by fax: (819) 776-8300; or by e-mail: [publications@civilization.ca](mailto:publications@civilization.ca).

### > Travelling Exhibitions

The Corporation promotes Canada's heritage, both at home and abroad, through its extensive travelling exhibition programme. The CMC is the largest single source of museum travelling exhibitions in the country. Last year, nine exhibitions travelled to 19 different venues in Canada, the United States, the Netherlands and the United Kingdom. The complete list of travelling exhibitions can be found on page 46.

### > Articles and Presentations

The CMC's experts also shared their extensive knowledge and expertise through articles and presentations. Last year, Museum researchers and curators authored some 40 articles and reviews, while 17 Museum staff members gave over 35 presentations or lectures at conferences in Canada and abroad.

The Museum's conservation experts also offered several weeks of training to a number of museum studies students, including interns from Sir Sanford Fleming College and the Sorbonne in Paris.

### > *Civilization.ca*

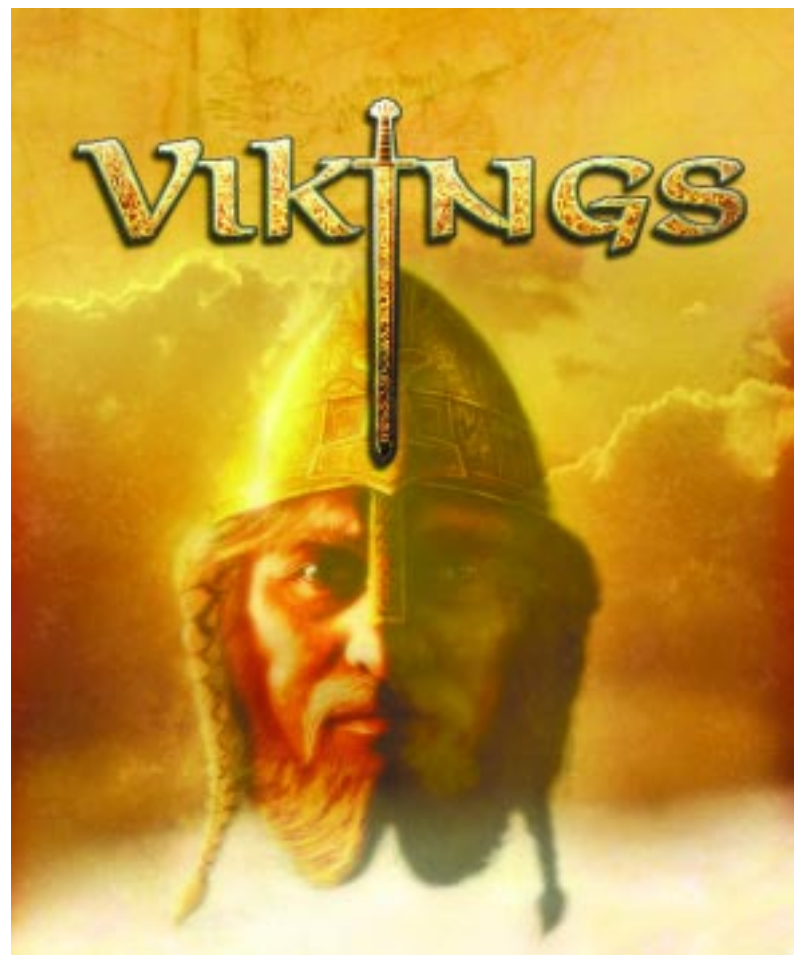
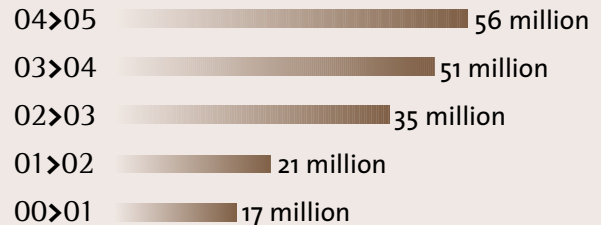
Launched in December 1994, *Civilization.ca* was the first Web site of its kind in Canada and one of the first Museum Web sites in the world. It has since won over 30 awards and citations. It is also a favourite destination for Canadian students and teachers, with virtual visits peaking during the school term. With over a hundred virtual exhibitions, several databases, numerous online games, and detailed information to help with planning a visit, the site has become the most comprehensive Web-based resource among all Canada's museum institutions.

In addition to providing information to help both Canadians and others plan a visit to the Canadian Museum of Civilization or the new Canadian War Museum, the Corporation's Web site is a primary outreach tool. Visitors can search for a precise subject, or browse over 100 virtual exhibitions in thematic sections such as archaeology, civilizations, cultures, First Peoples and military history. The site also offers special resources for children, educators, scholars and the media. In addition, it makes extensive collection databases available on-line.

The *Civilization.ca* e-newsletter, launched in 2001, was re-launched in November 2004 with a simplified, up-to-date design. This electronic bulletin provides news on additions to the Web site and on what's happening at the two museums. It reaches over 3,500 subscribers each month.

*Civilization.ca* now receives over 370 million hits a year. During the past year, 56 million pages were accessed, and the Web site logged 6.8 million visits.

#### *Civilization.ca* – Pages Accessed



## ➤ Virtual Exhibitions and Activities

The CMC Web site hosts some 100 virtual exhibitions. During the past year, the Museum added eight new exhibitions and activities to the site.

### Ancient Treasures and the Dead Sea Scrolls

[www.civilization.ca/civil/israel/isrele.html](http://www.civilization.ca/civil/israel/isrele.html)

This virtual exhibition is based on the texts and artifacts of the exhibition that attracted record-breaking numbers of visitors to the Museum in 2004–2005. It features more than 100 objects from the Israel Museum in Jerusalem, including portions of three of the Dead Sea Scrolls. The exhibition chronicles more than 1,000 years in the evolution of Judaism and early Christianity, examining historical events, religious ritual and daily life in biblical times.

### "Rocket" Richard: The Legend – The Legacy

[www.civilization.ca/hist/rocket/rocket1e.html](http://www.civilization.ca/hist/rocket/rocket1e.html)

Virtual visitors can hear stories and see images of important goals, awards and photographs from every hockey season played by this sports hero, who became a Quebec legend, a Canadian icon and a world celebrity.

### Written in the Stone: An Architectural Tour of the Canadian Museum of Civilization

[www.civilization.ca/cmc/architecture/indexe.html](http://www.civilization.ca/cmc/architecture/indexe.html)

This virtual tour of the architecture of the Canadian Museum of Civilization offers visitors three choices: a quick tour (slide show), a detailed description of the Museum's design and construction, or video clips illustrating one of the architectural masterpieces of the twentieth century.

### Before E-commerce:

#### The History of the Mail-Order Catalogue in Canada

[www.civilization.ca/cpm/catalog](http://www.civilization.ca/cpm/catalog)

Before E-commerce is an educational and entertaining look at the history of mail order in Canada — a story that began during the 1880s. From games to research essays by 20 different authors, the site gives visitors of all ages insight into the world of mail-order sales. A collaborative project of the Canadian Postal Museum, Library and Archives Canada and the City of Toronto Culture Division, with funding from the Virtual Museum of Canada.

### Journey to Kitigaaryuk

[www.civilization.ca/kids/kitigaaryuk/index.html](http://www.civilization.ca/kids/kitigaaryuk/index.html)

In this interactive adventure, visitors can join Inuvialuit children as they pass through the mists of time to discover a mysterious ancient village at the edge of the Arctic Ocean. Produced by the Prince of Wales Northern Heritage Centre.

### Passions and Pastimes

[www.civilization.ca/cmc/archeo/sowter/sowterhomee.html](http://www.civilization.ca/cmc/archeo/sowter/sowterhomee.html)

This virtual visit describes the contributions that Edwin Sowter, the Ottawa Valley's first archaeologist, made to our knowledge of the ancient history of the Ottawa Valley. The complete texts of his most important studies are included.

### Presenza: A New Look at Italian-Canadian Heritage

[www.civilization.ca/cultur/presenza/pszasf.html](http://www.civilization.ca/cultur/presenza/pszasf.html)

This virtual exhibition offers visitors a comprehensive look at the heritage and day-to-day lives of Italian Canadians. Primary focus is given to how the customs, traditions and values of Italian immigrants have become an integral part of our society today.

### Canadian Nursing History Collection

[www.civilization.ca/tresors/nursing/ncint01e.html](http://www.civilization.ca/tresors/nursing/ncint01e.html)

The Canadian Nursing History Collection is a rich repository of artifacts housed at the CMC and the CWM. This on-line resource



has been designed to provide students, researchers, nurses and the general public with material on nursing theory, practice and education.

### > IMAX® Theatre

Featuring a wide range of movies, the CMC's IMAX Theatre is an important and popular tool in helping the Museum to communicate knowledge related to various aspects of the human experience and the world in which we live.

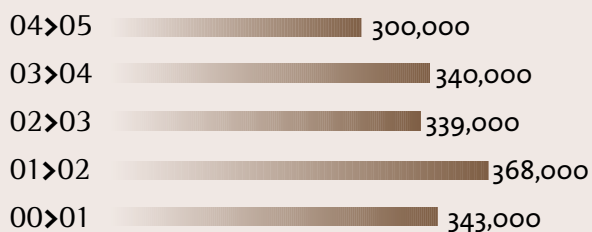
During the past year, the IMAX Theatre attracted 300,000 visitors. The Theatre presented 14 productions, eight of which had never before been shown at the CMC.

For the sixth year in a row, the CBC and Radio-Canada, together with the IMAX Theatre, presented a large-format film festival. The festival showed eight films, of which three were new productions: Kilimanjaro, Volcanoes of the Deep Sea and Straight Up! Helicopters in Action.

As part of its ongoing commitment to ensure that the world's great civilizations are profiled in large-format film, the Corporation presented Vikings, a Canadian production in which the CMC actively participated by sharing its expertise.

The IMAX Club Programme, which provides a full year of unlimited access to the Theatre for a one-time fee, welcomed 1,600 new members. This brings the Club's total membership to 3,100.

#### IMAX Theatre Attendance



### > Musical Heritage on CD

Last year, the Museum released a new compact disc in association with Disques Tout Crin: *Gabriel Labbé, Diatonic Harmonica*. Drawn from the CMC's archives, the recording brings together 24 titles from the rich Quebec repertoire of traditional instrumental music, adapted for the harmonica by Gabriel Labbé.

Museum researchers have collected vocal and instrumental music from every region of the country, and the CMC created its digital audio archives collection to preserve this part of Canada's musical heritage. All recordings in the archives are available to the public. To date, the CMC has produced eight CDs of music stored in the collection.

### > Aboriginal Training Programme in Museum Practices

Since it began in 1993, the Aboriginal Training Programme in Museum Practices has established itself as a model for other national and international museums interested in training Indigenous interns. During the past year, three interns from different regions of Canada received training in museological practices, including how to develop exhibitions and conserve artifacts, along with the basics of interpretation and marketing. Over the years, 64 trainees have successfully completed the programme.

### > Canadian Postal Museum

The Canadian Postal Museum responded to more than 90 research enquiries on postal history and philately from the public, researchers and collectors.

The CPM also continued to loan items from its collection to help as many people as possible to appreciate Canada's postal heritage. During the year, the Museum loaned objects to the Residence of the Governor General of Canada, the post offices of Inverary and of Notre-Dame-de-Montauban, and the Société historique de la Nouvelle-Beauce.





Harry Foster



Harry Foster

## > Operations

To improve financial and operational viability, the Canadian Museum of Civilization Corporation makes every effort to reduce its operating costs, while maximizing its revenues. This aspect of operations is normally conducted corporate-wide, to service both the CMC and the CWM. The CMCC is always seeking new and cost-effective ways to deliver programmes and services. In 2004–2005, total revenues from onsite commercial activities were \$8.2 million. These activities include general admission, the IMAX® Theatre, boutique sales, facility rentals, food services, parking and membership.

### Client Services

The Corporation's hosting staff is highly visible, and provides visitors with a variety of services in both official languages. In the open areas and temporary exhibitions, they greet visitors and provide general information about the Museums' services, programmes and exhibitions. Hosting staff is also available in the permanent exhibition areas to talk about the content and offer a wide range of guided tours to the general public and to special groups. In total, CMC hosting staff provided more than 1,300 reserved guided tours and over 290 public tours during 2004–2005.

### Call Centre

The Call Centre for the CMC and the CWM gives callers general information about the two Museums, confirms group reservations, and sells individual tickets for special events, general admission and the IMAX Theatre. Last year, the Call Centre began several telemarketing initiatives, such as surveys and promotions.

### Maintenance of Building Infrastructure

The Corporation completed several major capital projects as part of an ongoing programme of CMC maintenance. These repairs included replacement of windows, replacement of boilers to ensure proper environmental control of interior collection vaults, a start on the modernization process for the first of 12 elevators, improvement of the Grand Hall sound system, completion of security system, and the replacement of a halon fire-suppression system.



## Security

The CMCC's security services section works to ensure that visitors and staff enjoy a safe and secure museum environment. The Corporation continues to improve its security services by offering training and awareness programmes to security personnel on a regular basis. During the past year, special training included automated external defibrillation training, control room operator certification, and security officer certification.

## Human Resources

The Corporation's goal is the development and maintenance of a competent and qualified workforce, able to carry out daily operations with maximum effectiveness. Qualified and experienced human resources staff work with sound, efficient and realistic management tools and systems to manage the CMCC's human resources. The overall goal is to foster a healthy and productive work climate that stimulates productivity, creativity, teamwork, effectiveness, a focus on clients and accountability for the organization's ongoing success.

Over the past year, the CMCC undertook several related initiatives, such as the development of the Employment Equity Plan in partnership with employees and unions, the successful completion of an Employee Census Survey, and the development and implementation of a revised performance management system.

In addition, the Corporation provided training to employees and managers. This included:

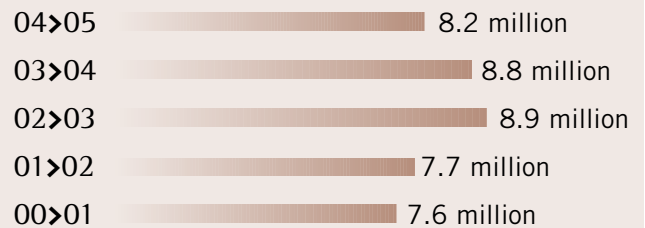
- > 50 administrative assistants taking courses in business writing skills and grammar, time management, and information and records management;
- > 27 employees receiving training on communications strategies and action plans;
- > 120 supervisors and managers receiving training on "Establishing SMART Objectives" and "Giving Effective Feedback;"
- > 43 guides, hosts and animators receiving harassment awareness training;

- > Management Committee members and some seasoned managers receiving coaching and management training; and
- > 12 CMC and CWM key employees receiving media training.

## Volunteers

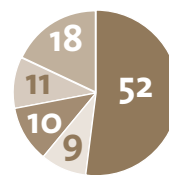
The Museum maintains an active volunteer programme, which undertakes activities ranging from research assistance, to special events planning and direct mail campaigns. During the past year, more than 350 individuals from various cultural communities and backgrounds gave their time and support to the CMC and the CWM, contributing more than 32,000 hours to 93 projects.

### Revenues from onsite commercial activities\*



\*Include general admission, the IMAX Theatre, boutique sales, facility rentals, food services, parking and membership

### CMCC Resource Allocation by Business Activity



- Canadian War Museum (52%)
- collect and research (9%)
- exhibit, educate and communicate (11%)
- corporate services (10%)
- accomodate (18%)

## > Marketing and Public Affairs

The CMCC undertakes dynamic and innovative marketing initiatives to ensure that the public sees both Museums as primary destinations and attractions within the National Capital Region. Each year, the Corporation wins accolades from industry peers, often in recognition of its highly successful promotional campaigns.

### Marketing Initiatives

The Corporation works closely with partners in the tourism industry to promote the National Capital Region and both Museums as premier tourism destinations. These partners include the Ottawa Tourism and Convention Authority (OTCA), Tourisme Outaouais, the Société des attractions touristiques du Québec, the Ontario East Tourism Corporation and Attractions Ontario.

CMCC representatives attended several major venues to promote the CMC and the new CWM to Canadian, American and international group-tour organizations. These events included Rendez-vous Canada in Montreal, the Ontario Motor Coach Association and the National Tour Association (CrossSpheres) annual conferences in Toronto, and the American Bus Association annual meeting in Chicago.

The Corporation produced a promotional CD introducing the Canadian War Museum to the tourism industry and the media, which was well received by both audiences. The CMCC also ensured that the new CWM was featured at every tourism event throughout 2004–2005.

For each of its major exhibitions, the CMCC hosts a “Front Line” event for local hospitality and tourism industry representatives. These well-attended events give industry

representatives an opportunity to view exhibitions or IMAX® films in advance of the general public. They can then communicate their enthusiasm to their clients on the Corporation's behalf.

### Advertising

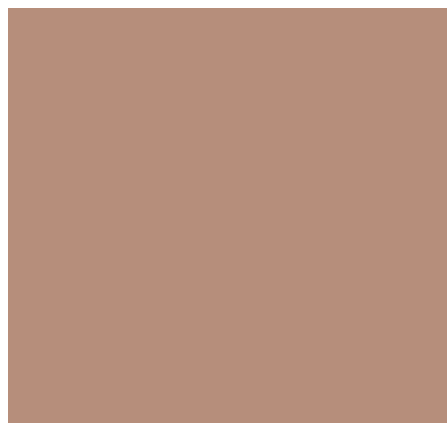
Last year, the Corporation introduced the “menu ad.” This format profiles several opportunities, including exhibitions and programming, to give potential visitors an idea of the many things they can see and do at both Museums.

The CMCC also developed individual campaigns, using promotional tools, print, radio, television and specialty publication coverage, for **“Rocket” Richard, Once in French America, Gift of the Gods, Critical Care**, CWM closing events (September, 2004), Remembrance Day ceremonies, and the launch of **Cool '60s Design**. In addition, the Corporation launched a two-month awareness-building campaign for the Canadian Postal Museum.

The Corporation also negotiated media partnerships with *The Ottawa Citizen*, *Le Droit* and CBC/Radio-Canada. These partnerships resulted in much more visibility in print and electronic media for CMC and CWM exhibitions.

### Public Affairs

To describe and promote exhibitions and attract the public, the CMC produces a wide array of communication products. During the year, these included brochures and fact sheets, as well as the primary promotional tool for the public: the *Calendar of Events*. This calendar is distributed four times a year for both the Canadian Museum of Civilization and the Canadian War Museum. The CMC also produces *This Week at*



*the Museum*: a weekly guide that gives visitors information on the various activities and services that the Museum offers.

A wide range of media relation activities generated considerable media coverage throughout the year — regionally, nationally and internationally. The Museum sent out more than 300 news releases and public service announcements and organized previews of new exhibitions for the press.

### State Visits and VIP Tours

With its spectacular architecture and setting, the Museum plays a very important role as a showcase for Canada's history and cultures. Each year, it welcomes dignitaries and other high-profile figures from both Canada and abroad. In 2004–2005, the CMC once again hosted several official state dinners and organized 120 tours for VIPs. Last year, the CMC also hosted the official dinner in honour of the first visit to Canada by U.S. President George W. Bush.

### The Museum Privilege Card

Last year, members of all public libraries in Eastern Ontario had access to the Museum Privilege Card. The card provides free admission for a family of four to the Canadian Museum of Civilization and the Canadian War Museum. This partnership is similar to agreements that the Museum already has with the Ottawa Public Library, the City of Gatineau Municipal Library and the Centre régional de services aux bibliothèques publiques de l'Outaouais. By offering access to both Museums, this programme links institutions that are dedicated to promoting education and disseminating knowledge.

### Toast by Prime Minister Paul Martin in honour of George W. Bush, President of the United States of America

Canadian Museum of Civilization, Gatineau, Quebec

November 30, 2004

*Mr. President, Mrs. Bush: Let me bid you welcome to Canada.*

*The setting for our gathering this evening is uniquely Canadian. Just a look around will give you a glimpse into our earliest history.*

*Right behind me, totem poles of the Aboriginal cultures of the Pacific Northwest. Upstairs, a journey through our social history from the first Viking settlements on the Newfoundland coast.*

*Not far from there, an overview of New France, as we — and large parts of your country — were once known. Nearby, the story of how communication and commerce were carried to the far-flung parts of the young Canadian nation. And just down the hall here, memorabilia of a hockey player who combined skill and fiery passion to a degree never known before or since: Maurice "The Rocket" Richard.*

*Outside is the Ottawa River, where huge rafts of logs, piloted by the lumbermen, once came crashing through the rapids. From this wood they built railroads, extending south to the St. Lawrence River and northwest, across Ontario to north of Lake Superior — and, ultimately, to the West and the Pacific Ocean.*

*These rail lines, like vital nerves connecting the people of our young country in spirit and enterprise, moved us, helped us grow, kept us in touch, gave us a sense of achievement and identity. . .*



membership  
program

programme  
des membres

## > Fundraising Activities

The Corporation seeks partnerships with the private sector to help meet long-term objectives. The CMCC seeks sponsorship for major exhibitions, funds for research and collection development, and support for the enhancement and replacement of exhibitions and programmes.

### **Corporate Donation Programme**

The Corporate Donation Programme enjoyed another successful year. Its sponsorship package inspired corporate partners to renew their financial support of specific exhibitions and programmes, but also to extend this support over multiple years. The generous support of corporate and media sponsors, as well as foundation, association and individual contributions, helped the Corporation fund and expand special exhibitions and programming.

### **Membership Programme**

During the past year, the membership programme again increased in its membership base, which now numbers 3,400 households. This success is due to the efforts of staff at the onsite membership desk, and an ongoing telemarketing campaign. Members enjoy important benefits such as unlimited admission to the Museum, reduced prices for IMAX® Theatre admission or IMAX® Club cards, as well as discounts in all boutiques and cafeterias. During the past year, the CMCC also began introducing a new look and a reorganized structure for the programme.

### ***Passing the Torch Campaign***

The *Passing the Torch* fundraising campaign came to its official close on the opening weekend of the Canadian War Museum in May 2005. The campaign has been a resounding success — surpassing its declared campaign goal of \$15 million by an additional \$1 million. Funds raised in this campaign are being used to fund exhibitions and displays in the new Museum. This campaign's tremendous success was due to the exceptional commitment of volunteers, notably its Chair, Mr. Paul Manson.





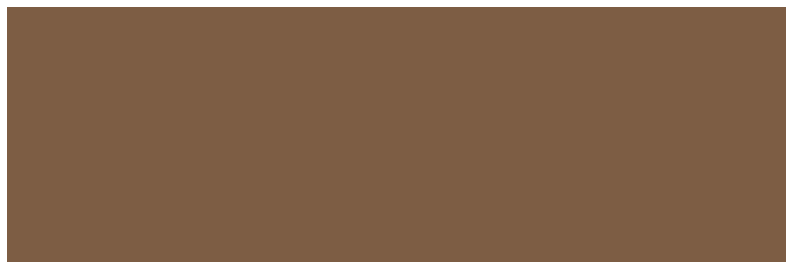
### Canadian Postal Museum

The Canadian Postal Museum enjoyed the essential support of many partners. In addition to providing important financial support to the CPM, Canada Post made a major contribution by donating artifacts and promoting the Museum's activities and products in its publications. For many years, Pitney Bowes Canada has also been one of the principal sponsors of the CPM, providing important financial support.

The Friends of the Canadian Postal Museum have supported the CPM through various activities for the past six years. Their work focusses primarily on promotion and raising additional funds. Last year, the Valentine's Day Ball — a prestigious fundraising event organized by the Friends — attracted more than 400 guests and made a significant contribution to Corporation funding.



[Henry Foster]



[Claude and Stéphanie Juteau]

## › Exhibitions at the Canadian Museum of Civilization

### Grand Hall

### Canada Hall

### First Peoples Hall

#### Gallery A

##### **"Rocket" Richard: The Legend – The Legacy**

April 9, 2004 to February 20, 2005

#### Gallery B

##### **The Blackfoot Way of Life: Nitsitapiisinni**

October 8, 2004 to February 13, 2005

(Glenbow Museum)

#### Gallery C

##### **Once in French America**

June 11, 2004 to March 28, 2005

##### **Ancient Treasures and the Dead Sea Scrolls**

December 5, 2003 to April 12, 2004

(CMC, Israel Museum, Jerusalem, and Montréal Museum of Archaeology and History at Pointe-à-Callière)

#### Gallery D

##### **Cool '60s Design**

February 25 to November 27, 2005

##### **Across Time and Tundra: The Inuvialuit of the Canadian Arctic**

November 7, 2003 to January 9, 2005

#### Gallery E

##### **Gift of the Gods: The Art of Wine from the Ancient World to Canadian Vineyards**

November 5, 2004 to April 3, 2005

(Royal Ontario Museum)

##### **Prezenza: A New Look at Italian-Canadian Heritage**

June 12, 2003 to September 6, 2004

#### W.E. Taylor Salon

##### **Kichi Sibi: Tracing Our Region's Ancient History**

June 22, 2001 to December 5, 2004

#### Level 4

##### **Saidye Bronfman Award 2004**

October 15, 2004 to August 14, 2005

##### **A Collector's Passion: The Work of Nettie Covey Sharpe**

February 6, 2004 to April 2, 2006

##### **Wolastoqiyik: Portrait of a People**

December 19, 2003 to April 2, 2006

##### **Saidye Bronfman Award 2003**

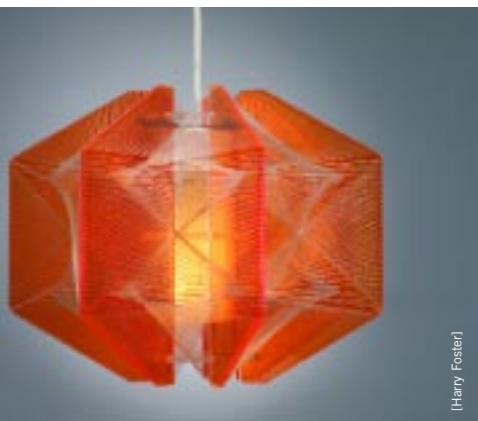
October 3, 2003 to August 17, 2004

##### **The Inuit Way in Canada's Arctic**

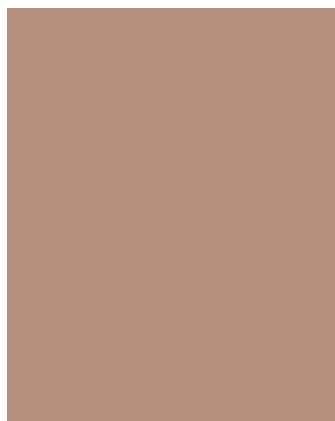
May 29, 2003 to April 2, 2006

##### **The Arctic Voyages of Martin Frobisher**

March 13, 2000 to April 2, 2006



[Harry Foster]



Royal Ontario Museum

**Souvenirs of Canada**

July 1, 1994 to April 2, 2006

**On the Cutting Edge: The Arthur Pascal Collection of Woodworking Hand Tools**

December 6, 1991 to April 2, 2006

## Canadian Children's Museum

**Access/ABILITY**

February 5 to April 24, 2005  
(Boston Children's Museum)

**Play it By Ear**

October 2, 2004 to January 9, 2005  
(Bay Area Discovery Museum)

**Canada Day Poster Challenge**

July 1 to September 6, 2004  
(In collaboration with Canadian Heritage)

**Dream, Wonder and Imagine**

May 22 to September 6, 2004

**Pack Your Bags! A Kid's Ticket to Travel**

October 4, 2003 to May 3, 2004

## Canadian Postal Museum

**Postage Stamps: Image of a Country**

From January 21, 2005

**Mail, Rail and Retail: Connecting Canadians**

November 21, 2003 to November 29, 2004

**Reflections of Canada: The National Stamp Collection**

Since July 1, 2002

**Signed, Sealed, Delivered: Postal Heritage in Evolution**

Since June 16, 2000

**Stamp Quest™**

Since February 25, 1999

**Write Like an Egyptian!**

Since May 8, 1998

**What's New in Philately?**

Since June 11, 1997

**Sincerely, L.M. Montgomery**

Green Gables Post Office, Cavendish, Prince Edward Island  
Summer 2004

## Mall Showcases

**Fibre Techniques and Traditions of the Nlaka'pamux**

Since February 1, 2005

**Archetypes in Stone**

Since April 21, 2004

**The Bergeron Circus**

March 30, 2004 to May 12, 2005



### Layered with Meaning: Haudenosaunee Beadwork Traditions

Since March 26, 2004

### North American Indigenous Games

April 16, 2003 to March 3, 2005

### Pangnirtung During the 1920s:

#### The Joseph D. Soper Collection

Since January 31, 2003

### Gather Around this Pot

Since 1997

### "Skills Like No Other":

#### Basketry Traditions of Canada's First Peoples

Until November 8, 2004

### A Gift to the Nation

Since 1997

### Moccasins

Since 1997

### Plaza

### Sculptures

May to October 2004

(Loaned by the Canada Council Art Bank)

### Others

#### Animals in Inuit Art

Since March 31, 2004

#### Vimy Memorial Sculptures

May 4, 2001 to January 7, 2005

(Canadian War Museum)

#### Hudson Bay Canoe

Since November 19, 1997

(In cooperation with the Hudson's Bay Company)

### > Travelling Exhibitions (in alphabetical order)

#### From the Hands of a Master: Tradition Revealed by Contemporary Artisans (CPM)

Produced in collaboration with the International ECONOMUSEUM® Network Society

Musée québécois de culture populaire, Trois-Rivières, Quebec

(May 19 to September 12, 2004)

Musée acadien du Québec à Bonaventure, Bonaventure, Quebec

(October 22 to November 28, 2004)

Centre d'exposition de Jonquière, Jonquière, Quebec

(February 5 to August 21, 2005)

#### Isumavut: The Artistic Expression of Nine Cape Dorset Women (CMC)

Mashantucket Pequot Museum and Research Centre, Mashantucket, Connecticut, United States

(March 20 to September 6, 2004)





**Mail, Rail and Retail: Connecting Canadians (CPM)**

Produced in partnership with Canada Post, Canadian Pacific Railway and the Hudson's Bay Company  
 Vancouver Museum, Vancouver, British Columbia  
 (March 6 to May 29, 2005)

**Nuvisavik, "The Place Where We Weave": Inuit Tapestries from Arctic Canada (CMC)**

Winnipeg Art Gallery, Winnipeg, Manitoba  
 (April 15 to August 8, 2004)  
 Thunder Bay Art Gallery, Thunder Bay, Ontario  
 (August 29 to November 28, 2004)  
 Textile Museum of Canada, Toronto, Ontario  
 (January 9 to April 3, 2005)

**Pack Your Bags! A Kid's Ticket to Travel (CCM)**

Brooklyn Children's Museum, Brooklyn, New York, United States  
 (June 5 to September 13, 2004)  
 Memphis Children's Museum, Memphis, Tennessee, United States  
 (September 25, 2004 to January 15, 2005)  
 Minnesota Children's Museum, St. Paul, Minnesota, United States  
 (January 29 to May 16, 2005)

**Satisfaction Guaranteed: The Mail Order Catalogue in Canada (CPM)**

EXPORAIL Le musée ferroviaire canadien, Saint-Constant, Quebec  
 (September 11 to November 28, 2004)  
 Musée acadien de l'Île-du-Prince-Édouard, Miscouche, Prince Edward Island  
 (January 10 to April 10, 2005)

**Siqiniq: Under the Same Sun (CCM)**

Long Island Children's Museum, Long Island, New York, United States  
 (November 3, 2004 to May 15, 2005)

**The Mysterious Bog People (CMC, Drents Museum, Niedersächsisches Landesmuseum and Glenbow Museum)**

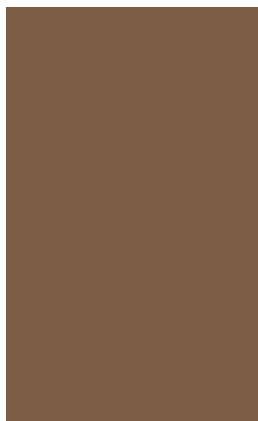
Glenbow Museum, Calgary, Alberta  
 (October 18, 2003 to May 24, 2004)  
 Drents Museum, Assen, The Netherlands  
 (September 10, 2004 to January 10, 2005)  
 Museum of Science and Industry in Manchester, Manchester, United Kingdom  
 (February 5 to May 8, 2005)

**World Circus (CCM)**

Grey Roots: Your Heritage and Visitor Centre, Owen Sound, Ontario  
 (July 1 to October 1, 2004)



Drents Museum



[Henry Foster]



Since it was founded in 1880, the Canadian War Museum (CWM) has introduced Canadians and visitors from around the world to this country's military heritage, from its earliest beginnings to the present day. As Canada's national museum of military history, the CWM strives to show visitors how military activity and related activities have contributed to Canada's development as a nation.

The Museum is a highly respected centre for research and the dissemination of information and expertise on all aspects of Canada's military past. It is also a living memorial to the men and women who have served in Canada's armed forces. The Museum's goal is to help Canadians understand and appreciate the personal, national and international dimensions of our military history. The mission of the CWM is to **Educate, Preserve** and **Remember**.

The former CWM building, located for 37 years on Sussex Drive, closed on September 6, 2004. All activities, including exhibitions, special events, and other CWM programmes were temporarily suspended until the new Museum opened on LeBreton Flats, on May 8, 2005.

## > The New Canadian War Museum

Construction of the new Canadian War Museum progressed on schedule from its start in November 2002. The new facility officially opened on May 8, 2005, marking the 60th anniversary of VE Day, which commemorates the end of the Second World War in Europe. The new Museum shows visitors how our military history has shaped Canada, and presents the personal, national and international aspects of our country's experience in war.

### A World-Class Museum

The new CWM merits the description "world-class" for more than its stunning architecture. More than 65 per cent of the new Museum's indoor spaces are accessible to visitors, making it unique among the world's major museums, which average between 35 and 40 per cent. With 4,200 square metres of permanent and temporary exhibition space, in addition to space for outdoor exhibits, the new Museum has much more scope for deepening visitors' understanding and appreciation of Canada's military past.

In addition, the new building houses a research centre, including a library and archives, classrooms for workshops and the teaching of Canada's military history, and other educational facilities. To enhance its outreach and impact, the new Museum will expand its hands-on educational experiences so that students can feel the heft of metal helmets, the itch of woollen uniforms, and the human experience of conflict. They will also be able to hear

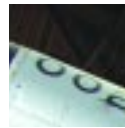


firsthand accounts from Canada's veterans, and learn about Canadian valour and courage in the Hall of Honour.

Among the new facility's other features are a gallery for the Canada's collection of war art; a room for the display of large military vehicles and artillery pieces; outdoor spaces for commemorative events, ceremonies and demonstrations; a theatre for performances, major speaking engagements and films; and climate-controlled storage space.

### Infrastructure

In keeping with the most up-to-date technology, the new Museum's interior concrete walls incorporate recycled fly ash. This is a fine powder recovered from gases created by coal-fired electric power generation. Fly ash enhances energy conservation, and is an inexpensive substitute for portland cement. The Museum also uses water from the nearby river for mechanical cooling, non-drinking purposes and ground irrigation. The building's copper roof provides an effective and economical solution to stormwater management, and the copper will result in significant energy savings while also reducing air pollutants. The grass-covered roof is self-seeding, reducing the need for fertilizers and other chemicals. And copper from the re-clad roof of the Library of Parliament has been recycled throughout the building, covering walls in the lobby and in the LeBreton Gallery, which houses the Museum's military vehicles and artillery.



[Steven Darby]





### Permanent and Special Exhibitions

The new Museum's permanent galleries are organized largely chronologically, taking visitors on a journey through Canada's military history that crosses the centuries and covers the globe. These permanent galleries explore both general themes in Canada's military past, and the dramatic, unusual, or significant stories and artifacts that give them life. Visitors will encounter the men and women who have contributed to the development of Canada's social and political fabric — in war, in peace and on the homefront. In the Royal Canadian Legion Hall of Honour, visitors will find the history of honouring Canadians documented. This Hall celebrates individual acts of remembrance and traditions of public observance.

Areas and programmes for special exhibitions will help expand the Museum's audience, while also responding to particular events and anniversaries. Special exhibitions will also explore selected aspects of Canadian military history in depth, as well as broad military themes.

### Official Opening

The new Canadian War Museum's inaugural weekend began on Saturday, May 7, 2005 with an Open House inviting visitors to tour the Museum all day. The official Opening Ceremony took place on Sunday, May 8, which marked the 60th anniversary of VE Day. The Day began with commemorative and wreath-laying ceremonies at the National War Memorial. Veterans then took part in a parade and military convoy from the National War Memorial to the Museum. The Museum then opened to the public at the end of the day.

#### CWM BREAKDOWN BY SIZE

- Size of the site: 7.5 hectares
- Footprint: 19,000 m<sup>2</sup> Size of building: 40,860 m<sup>2</sup>
- Height at peak of building: 24.5 m
- Grass-covered portion of roof: 10,672 m<sup>2</sup>
- Permanent exhibition galleries: 5,756 m<sup>2</sup>
- Special exhibitions — Lieutenant-Colonel John McCrae Gallery: 700 m<sup>2</sup>
- LeBreton Gallery: 3,274 m<sup>2</sup>
- Memorial Hall: 81 m<sup>2</sup>, 9m x 9m
- Barney Danson Theatre: 390 m<sup>2</sup>
- Ateliers (total for all 4): 470 m<sup>2</sup>
- Military History Research Centre: 1,000 m<sup>2</sup>



## > Exhibitions

Due to the imminent closing of the Sussex Drive location, no major changes were made to the old Museum's permanent galleries. Two special exhibitions were presented, however, during the summer of 2004.

### > New Special Exhibitions

#### **Critical Care: On the Battlefield and Around the World**

*June 29 to September 6, 2004*

**Critical Care** showcased innovative Canadian contributions to military medicine on the battlefield and on the homefront, over the last hundred years. The exhibition looked at the men and women behind military medical technology, and told compelling stories from wartime battlefields and peace-support operations. Presented in partnership with the Department of National Defence (Canadian Forces Health Services).

#### **Missing in Action**

*April 9 to September 6, 2004*

This exhibition provided visitors with information about seven large artifacts that were removed on April 5 and 6, 2004 and installed in the new Museum. This exhibition also highlighted the work of the architects and exhibition design team of the new CWM.



[Bill Kent, CWM]

> The Victoria Cross won by Corporal Filip Konowal.



[Bill Kent, CWM]

## > Collections

Housing some 500,000 artifacts — including documents, photographs, films and more — the Canadian War Museum is also home to one of the world's most important collections of artillery and military vehicles, as well as the renowned Beaverbrook War Art Collection, which contains more than 13,000 works of art. The Museum also features the most extensive military library and archives in the country.

### Acquisitions

The Canadian War Museum relies on donations to enrich its collection. The main acquisitions of the past year are described below.

#### KONOWAL VICTORIA CROSS

The RCMP returned the Konowal Victoria Cross to the CWM on June 2004. Corporal Filip Konowal is the only Ukrainian Canadian to win the Victoria Cross: the highest decoration for bravery in the British Empire. While serving with the 47th Battalion of the Canadian Expeditionary Force, he fought in the August 1917 battle for Hill 70, near Lens, France.

#### CF-101B "VOODOO" INTERCEPTOR

The McDonnell CF-101B "Voodoo" interceptor was part of Canada's Cold War contribution to the air defence of North America. The Voodoo was a nuclear-capable, supersonic, all-weather aircraft with high speed, excellent climb performance, and a good combat radius and ceiling. The Voodoo acquired by the Museum (No. 101002) first came to Canada in 1970 as part of an exchange of aircraft with the United States. Flown operationally by 410, 425, and 416 Squadrons, and used as a training aid by 414 Squadron, it was removed from active service in August 1992.

#### CORPORAL FRED TOPHAM'S MEDALS

The 1st Canadian Parachute Battalion made this major donation of medals belonging to the late Corporal Fred Topham. Corporal Topham was himself a member of the 1st Canadian Parachute Battalion, which was dropped on the eastern bank of the Rhine in March 1945. During this mission, he earned the Victoria Cross (VC): the British Empire's highest military honour. The Corporal Topham VC medal set consists of the Victoria Cross, the 1939–1945 Star, the France and Germany Star, the Defence Medal, the Canadian Volunteer Service Medal with Overseas Bar, the British War Medal 1939–1945, the Queen Elizabeth II Coronation Medal 1953, and the Canadian Centennial Medal 1967. This donation was made possible through a successful fundraising campaign spearheaded by the Battalion.

## > Research

The Museum's major research task last year was to continue development of permanent and temporary exhibitions for the new CWM. Research staff have devoted most of their time to work on the new Museum. This vast undertaking encompasses permanent galleries covering four major historical eras, one hall of honouring and remembrance, a large technical gallery, and several smaller, temporary exhibition spaces. The project included thousands of artifacts; hundreds of audiovisual, new media, and reconstruction components; and tens of thousands of words of text.

The CWM was also involved in a research project related to pre-confederation Canada, as part of the development of a major international exhibition with U.S. partners on the Seven Years' War. The exhibition has been redesigned with input from the CWM to provide a truly multi-national perspective on this eighteenth-century "world war."



[Henry Foster]



## > Public Programmes

The Canadian War Museum communicates knowledge on Canada's military history through extensive public programmes. These include film series, presentations by invited speakers, live interpretation, and many kinds of demonstrations relating to military history and military life.

### Film and Speaker Series

The film programme, *Hollywood Goes to War*, featured two dramatic films and one documentary. As part of the CWM's speaker series, three historical experts gave lectures: "The Naked and the Dead: The Vimy Memorial Sculptures," by Laura Brandon, Curator of War Art at the CWM; "The Royal Canadian Navy and the Invasion of Northwest Europe," by Michael Whitby, Senior Naval Historian at the Department of National Defence; and "D-Day The Greatest Invasion: A Peoples History," by historian Dan Van der Vat.

## > Special Events

**Closing Weekend of the Old CWM:** On September 4–6, 2004 visitors celebrated the closing of the CWM's old location on Sussex Drive, during a long weekend full of activities. Approximately 3,000 people visited the Museum's inside exhibits over the course of the weekend and close to 5,000 visited the courtyard exhibits. Highlights included a display of armoured vehicles, a barbecue, activities for children, and concerts by various bands.

A special ceremony was also held on Monday, September 6 to mark the official closing of the Sussex Drive location. Cadets and veterans lowered the flags to the sounds of the bagpipes. They then handed the Canadian flag to Joe Geurts, Director and CEO of the Canadian War Museum, to be taken to the new

building. At the end of the ceremony, guests and the public were all invited to share a commemorative cake. More than 400 people attended this event.

**Remembrance Day:** Due to the closure of the Sussex Drive location, commemoration of Remembrance Day was held at the Canadian Museum of Civilization last year. This commemoration included the concert *In Remembrance* by The Ottawa Choral Society, and the Royal Canadian Legion Poster and Poetry Contest Display. Many veterans were on hand to meet with the public.

The CWM's annual commemorative concert was also held in the CMC Theatre. The concert included performances by The Band of the Governor General's Foot Guards, the Air Command Pipes and Drums, the Canadian Forces String Ensemble, the Ottawa Carleton Catholic District School Board Choir, and piper Eric Booth.

**60th Anniversary of D-Day:** This anniversary celebrates the greatest seaborne invasion in history, which took place along an 80-kilometre front in Normandy, France, on June 6, 1944. This assault marked the beginning of the end for Nazi Germany. The commemoration featured displays of historical military vehicles, Normandy Campaign and D-Day veterans meeting with visitors, and a parade by the Cameron Highlanders of Ottawa. In addition, motorcyclists from across Ontario were invited to ride to the CWM and park on the courtyard. Over 200 persons attended the event, including the Minister of National Defence, David Pratt.



[Steven Darby]



[Steven Darby]





[Steven Darby]



[Steven Darby]

**The Nijmegen March:** The Nijmegen March is a prestigious annual international competition in which participants walk up to 150 kilometres a day, over a four-day period. On the third day, the route takes the marchers through Groesbeek Cemetery: the final resting place of more than 2,300 Canadian soldiers. The Canadian Forces have participated in the March since the end of the Second World War. For the seventh consecutive year, CWM hosted the send-off ceremony, and Chief of the Defence Staff General R. Henault attended as the reviewing officer.

**Vimy Ridge Day:** This day commemorates the Canadian victory at the Battle of Vimy Ridge in April 1917, which many historians regard as a defining event for this nation. Costumed guides dressed in First World War uniforms answered visitors' questions about this important battle, and had a number of hands-on artifacts available for visitors to view and handle.

**Battle of the Atlantic:** Canadian naval veterans of the Second World War were present to discuss their experiences during the Battle of the Atlantic.

**Spring Offensive:** This very popular annual event invites visitors to make important strategic decisions at the recreation of famous historic battles such as the 1944 Canadian D-Day landing and the 1917 assault on Vimy Ridge.

**Music in the Courtyard:** Each summer, the CWM presents free lunchtime concerts in the courtyard. The following bands played in 2004–2005: the Canadian Forces Central Band Jazz Combo, the Canadian Forces Central Band Brass Quintet, the 306 Wing Concert Band, the Band of the Ceremonial Guard, the United States Marine Corps Band, and the Heritage Hands Ottawa Drum Club.



## > Educational Programmes

The Canadian War Museum offers an unparalleled setting for students of all ages to explore their country's military history. Led by skilled educators, the Museum's educational programmes complement provincial curricula and offer an interactive encounter with the events and people that have shaped Canada. In its last year at the Museum's Sussex Drive location, the CWM provided a total of 134 formal school programmes, as well as 516 guided tours for 30,000 students. With the opening of the new Museum, it is anticipated that these figures will more than double. To meet this demand, the CWM offers a state-of-the-art facility featuring a separate group entrance, four ateliers, and a dedicated area for bus drop-off and pick-up. In addition, the Museum has hired 10 new programme animators to deliver formal school programmes and gallery animations.

### Canadian War Museum History Award

The CWM sponsors an annual essay-writing competition that is open to all graduating high school students. Last year, 58 students participated, submitting an essay on the topic, "Why should we study Canada's military history?" The competition winner received a \$1,000 award towards her first-year university tuition fees. The winner for 2004 was Glynnis Morgan, from Mount Douglas Secondary School, Victoria, British Columbia.



(Steven Darby)



(Harry Foster)

## ► Communication of Knowledge

The CWM is committed to reaching clients beyond the physical confines of the Museum through electronic and other means. It continues to develop a complete on-line chronology of the military history of Canada, and used the Web extensively to present information on the progress of the new building. In addition, the CWM is participating in discussions with several other national institutions on a more cooperative approach, or gateway, to the funding and coordination of military history and heritage research projects.

### Lectures and Articles

CWM historians and curators published seven articles in Canadian and British publications. They also gave eight presentations in Canada and abroad.

### *WarMuseum.ca*

Traffic to the CWM Web site increased by more than 9,000 visits in 2004–2005 over the previous year, for a total of more than 573,000 on-line visits. The CWM also has a new on-line exhibition, as well as commemorative sections, and highlights of special events. In addition, the Museum is developing a special teachers' component for the site, and is putting the module Today in History on-line, while also continuing its work towards preparing some 5,000 pages of information for the site. The Museum enhanced the on-line visitor experience with an improved navigational tool, and introduced a strategy for marketing its Web site by optimizing the relevant pages for search engines. Another major advance is the site's improved accessibility for people with physical and sensory disabilities.

The site's many resources visitors include a wide range of virtual exhibitions and games. **Armoured Warrior — An Interactive Adventure** simulates the experience of being inside an armoured tank in Europe during the Second World War. The virtual

exhibition **Revolution Rejected: Canada and the American Revolution** looks at an exciting and little-known period in Canadian history, while **Canvas of War: Masterpieces from the Canadian War Museum** helps visitors appreciate the wealth of art in the Museum's collection. The many background papers available on the site explore topics ranging from the work of NATO in furthering peace, to the role of the Salvation Army in providing comfort and a "touch of home" to members of the Canadian Forces involved in military conflicts.

## New Virtual Exhibitions and Web Sections

### **Critical Care: On the Battlefield and Around the World**

[www.warmuseum.ca/cwm/healthservices/criticalcare\\_e.html](http://www.warmuseum.ca/cwm/healthservices/criticalcare_e.html)

This virtual exhibition tells the story of Canadian military medical personnel, including dentists, doctors, nurses, and other health services professionals, who operate behind the scenes but play a vital role in successful military operations.

### **The Battle of Vimy Ridge**

[www.warmuseum.ca/cwm/vimy/index\\_e.html](http://www.warmuseum.ca/cwm/vimy/index_e.html)

As part of a British offensive in April 1917, Canadian soldiers captured the heavily fortified Vimy Ridge in northern France. Many historians consider this spectacular victory a defining moment for Canada, in which the nation emerged from under the shadow of Britain and demonstrated its greatness.

### **Remembrance Day, November 11**

[www.warmuseum.ca/cwm/remember/remembranceday\\_e.html](http://www.warmuseum.ca/cwm/remember/remembranceday_e.html)

This site teaches virtual visitors why and how we celebrate Remembrance Day in Canada. Features include an explanation of the origins of the poppy as a symbol of remembrance, and a biography of Canada's great poet of the First World War: John McCrae.



## > Promotion and Public Relations

During the past year, the CMCC focussed on several special initiatives designed to promote the new Museum. These included a CD designed specifically for the media, along with a slightly modified version that was widely distributed to tour operators and other stakeholders within the tourism industry.

In April 2004, members of the media were invited to cover the transfer of seven large artifacts from the Sussex Drive location to Vimy House, where they were to be prepared for their subsequent move to the new Museum. The media were invited again in June to cover the move of these artifacts from Vimy House to the new Museum. These events generated a high level of media coverage, both locally and nationally.

The Corporation also distributed a mini “lure brochure” for the new CWM from October 2004 through the opening of the new Museum in May 2005. The CMCC produced several issues of *Building the New Canadian War Museum* during the year, with the final edition of the newsletter distributed in early spring 2005.







► *The Hitler Line*, Charles Comfort (1900–1994), Beaverbrook Collection of War Art, CWM



## ► Exhibitions at the Canadian War Museum

### **Critical Care: On the Battlefield and Around the World**

June 29 to September 6, 2004

(Presented in partnership with the Department of National Defence — Canadian Forces Health Services.)

### **Missing in Action**

April 9 to September 6, 2004

### **Mission Possible: The Untold Story of Canada's Military Engineers and Communicators**

June 11, 2003 to September 6, 2004

### **Radar**

May 12, 2003 to May 31, 2004

## ► Travelling Exhibitions

### **Canvas of War: Masterpieces from the Canadian War Museum**

Vancouver Art Gallery, Vancouver, British Columbia  
(February 27 to May 16, 2004)

### **Vimy Memorial Sculptures: *The Breaking of the Sword, Sacrifice, Sympathy for the Helpless***

Canadian Museum of Civilization, Gatineau, Quebec  
(May 4, 2001 to January 7, 2005)



➤ **The Canadian Museum of Civilization Corporation is extremely grateful for the generous contributions of our donors and for the investments made by our corporate sponsors. Their support is instrumental in helping us to achieve our goals for exhibitions and programming, and research and collections development.**

## Canadian Museum of Civilization

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Ban Seng Hoe  
Emilie D. Holst  
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Stephen Inglis  
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David Keenlyside  
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Peterborough Regional Health Centre Museum and Archives  
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Jean-Luc Pilon  
Pitney Bowes Canada  
Carole Pope  
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