



City of
Peterborough

To: **Members of the Museum & Archives Advisory Committee**

From: **Susan Neale, Museum Director**

Meeting Date: **November 12, 2015**

Subject: **Report MAAC15-016
Ontario Culture Strategy**

Purpose

A report to provide the Committee with information and recommended input for the Ontario Culture Strategy, Culture Talks initiative.

Recommendation

That the Museum & Archives Advisory Committee approve the recommendation outlined in Report MAAC15-016 dated November 12, 2015, of the Museum Director, as follows:

That the Museum & Archives Advisory Committee approve the recommended key messages, provided by the Ontario Museum Association, for input to the Ontario Culture Strategy.

Budget and Financial Implications

There are no budgetary or financial implications associated with the recommendation.

Background

Culture Talks

On September 24, 2015, the Ontario Ministry of Tourism, Culture and Sport (MTCS), formally launched public consultations regarding the development of the first-ever Ontario Culture Strategy. This Culture Strategy will look at cultural spending (identified by MTCS at about \$800M per year) and will serve as a guide for future government support for the cultural sector, through the principles and priorities identified through the public consultation.

Ontario currently supports four (4) culture sectors: arts, cultural industries, cultural heritage and public libraries. The new Culture Strategy will focus on the following five (5) guiding principles:

1. Creativity and innovation.
2. Quality of life and economic development.
3. Diversity and inclusiveness.
4. Respect for First Nations People, Métis and Inuit peoples.
5. Public value and accountability.

Ontarians have been invited to participate in the consultation in various ways: by sharing ideas online; by responding to the discussion paper *Telling Our Stories, Growing Our Economy: Developing a Culture Strategy for Ontario*; or, by attending a scheduled town hall meeting.

For further information, visit <https://www.ontario.ca/page/ontarios-culture-strategy>

Ontario Museum Association (OMA) Response to Culture Talks

In November 2015, the Ontario Museum Association will present its discussion paper: *Ontario's Museums 2025: Looking Ahead, towards a strategic vision and action plan*. The *Looking Ahead* vision and action plan are built around four (4) themes:

1. Museums are a key part of Ontario and what Ontarians value about our province.
2. Museums are public institutions that hold the collections of our people and help tell the stories of our province. Museums are a public trust that is a vital part of Ontario's culture.
3. Museums make an important contribution to the economy, quality of life and education of our students. They are a social place for exchange, dialogue, education and interaction, the elements that distinguish Ontario as one of the best places in the world to live.

4. To thrive into the future, the relationship, including investment, between museums, the Ontario government and regional/local governments needs to be renewed and strengthened.

For further information, visit <https://members.museumsontario.ca/programs-events/current-initiatives/looking-ahead-initiative>

Recommended Key Messages from Museums to Culture Talks

The OMA's *Looking Ahead* discussion paper identifies three (3) key messages to bring from museums to the Culture Talks consultation:

1. Museums allow us to:
 - Share stories of our past and explore aspirations about our future.
 - Explore, learn and reflect on our history and how it impacts our lives today.
 - Deepen our knowledge base, bringing increased understanding and appreciation for where – together - we've come from and can go to.
2. Museums are:
 - Exploring and embracing new strategies to share museum collections with visitors and the broader public. These include digital and online collection strategies, new models of province-wide collecting, including shared-collection and management models, enhanced and strengthened relationships with other partners in our sector and beyond.
 - Finding new ways to enhance audience access to and benefit from our collections, through online access and innovative new programming.
 - Enhancing knowledge-based initiatives that position museums to continue being a key part of Ontario's cultural sector, celebrating its diversity and breadth.
3. Ontario government investment in museums needs to be strengthened and renewed, to allow museums to:
 - Effectively and reliably manage their operations and provide relevant services to the people of Ontario.
 - Invest in new, more optimal models of collecting, programming and delivering their services.
 - Develop funding relationships that take account the role and contribution of local and regional governments.

Schedule

The deadline for a written submission to Culture Talks is December 7, 2015.

Summary

Investment in Ontario's cultural sector, including museums, drives the economy, fosters innovation and ensures Ontario's enviable quality of life. A response from the Museum & Archives Advisory Committee which includes the key points recommended by the Ontario Museum Association will help to ensure the perspectives of museums are part of the final Culture Strategy.

Submitted by,

Susan Neale
Museum Director

Contact Name:

Susan Neale
Museum Director
Phone: 705-742-7777, Extension 2471
Toll Free: 1-855-738-3755
Fax: 705-743-2614
E-mail: sneale@peterborough.ca