



Yukon Historical &
Museums Association



Yukon Historical & Museums Association
Inspiring and sharing a passion for Yukon heritage

2014-15
ANNUAL REPORT

2014-15 Highlights

Fostered innovative partnerships with Yukon heritage institutions

YHMA worked with six heritage institutions throughout the Territory to pilot innovative partnerships that harnessed creativity and collaboration to address capacity and sustainability issues through joint internships and training workshops

Strengthened the Yukon heritage community network

Through new communication tools like our website and E-bulletin, YHMA laid the groundwork of a strong network that connects the Yukon heritage community with Yukoners, visitors, and the global heritage community.

Supported over 20 heritage projects undertaken across the Territory

From work to support a World Heritage Site nomination, to innovative museum exhibits, YHMA continues to actively support initiatives to protect, conserve and celebrate Yukon heritage.

Provided over \$30,000 in support through the Heritage Training Fund

Long-term capacity of the Yukon heritage sector supported through 45 training opportunities

Coordinated marketing through the Joint Marketing Program

This initiative provides marketing support and capacity development, and encourages collaboration among participating Yukon heritage organizations.

Advocated for Yukon's heritage and heritage community

Working with members, local community and national heritage partners, YHMA was active across the territory on several issues of concern to the Yukon heritage community

Recognized Achievement through the 2014 YHMA Heritage Awards

The Friends of the Ross River Bridge Society, Casey McLaughlin, the Watson Lake Historical Society and Leo and Marc Martel were recognized for their exceptional contributions

Raised awareness of the Yukon's heritage

Through contests, conferences and public events, YHMA worked to raise awareness of the special places, stories and groups that contribute to the Yukon's rich and diverse heritage.

A message from The President and Executive Director



Sally Robinson
President

The Yukon Historical and Museums Association's greatest strength lies in the community it serves. We are a family of historians, historical societies and cultural institutions active in the identification, protection, conservation and interpretation of our heritage. We work together to share our passion for history and heritage through events like the Yukon Heritage Awards and the Heritage Fair.

The work and passion of our staff and volunteers has allowed us to support our heritage organizations in many ways. The joint internship program is into its successful third year. The Heritage Symposium is now a yearly gathering and place for us to share our concerns and successes. We continue to administer the Heritage Training Fund and we are working with our Joint Marketing Committee to improve visitation to our museums and cultural centres.

This has been a busy year and a time of many changes. I want to thank our continuing and outgoing board members and volunteers and acknowledge the great contributions they have made to our organization.

I want to give special thanks to Mel Needham, who has retired from our board but continues to serve on the Heritage Training Fund Committee; the hard-working and much appreciated Joelle Hodgins who has taken up a new museum post in Trail, BC.; Janna Powell who now finds herself very busy as the new Executive Director of the Yukon Transportation Museum (Congratulations Janna!) and Bruce Barrett, now retired as head judge for the Heritage Fair but remaining as our official photographer.

A handwritten signature in cursive script, appearing to read "Sally Robinson".



Nancy Oakley
Executive Director

2014 was a big year for Yukon heritage and for YHMA. From successfully advocating for increased investment to the Yukon heritage sector, to unveiling our inaugural charity croquet tournament, to a complete overhaul of our communication tools, YHMA staff and volunteers have been busily engaged in implementing the vision of our Strategic Plan.

YHMA is at the heart of the Yukon heritage community, serving to connect and support the growing number of individuals and organizations involved in the protection, conservation and interpretation of the Territory's unique and diverse heritage. Our membership reflects the diversity of the Yukon's heritage: from institutional members that include museums, First Nations cultural centres and historical societies, to individuals engaged in the heritage sector and those with a interest in the Territory's history.

It remains my distinct pleasure to work with the YHMA Board, members, volunteers and partners. YHMA is truly a 'small but mighty' organization. This Annual Report highlights some of the many accomplishments achieved by our Territorial heritage community in the past year—thanks in no small part to the focused passion and energies of our staff and volunteers.

As we turn our sights to Canada's 150th—and YHMA's 40th—in 2017, I look forward to our continued work to inspire and share a passion for Yukon heritage.

Thank you, mashi cho and gunalchéesh!

A handwritten signature in cursive script, appearing to read "Nancy Oakley".



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YHMA Board of Directors

Sally Robinson, President
Janna Powell, Vice-President
Katie Newman, Secretary
Sylvie Binette, Treasurer
Marc Johnston, Past President
Cindy D. Charlie
Cathy Hines
Susan Moorhead Mooney
Jake Paleczny
Dean Swaykoski
Owen Williams

Committees

Heritage Training Fund Committee: This committee meets as necessary to review Heritage Training Fund activities, develop standards and offer assistance and information to the HTF review committee. The review committee meets on a quarterly basis to review applications and ensure compliance with HTF Committee guidelines.

Joint Marketing Committee: This committee is comprised of YHMA institutional members who have opted into the Joint Marketing program. The committee meets twice a year and is intended as a forum to provide affordable, effective promotion for members, to build capacity by disseminating best marketing practices and relevant information, and to encourage cross-promotion and collaboration among participants.

Awards Committee: This committee convenes annually to accept and review nominations for the YHMA Heritage Awards.

Advocacy Committee: This committee is the Board as a whole and discusses heritage issues as an agenda item during the monthly meeting.

Membership Committee: This committee meets as necessary to review YHMA membership, recommend membership structure revisions, and develop membership recruitment strategies.

Conference Committee: A conference committee is struck as necessary to organize YHMA's occasional conferences and symposiums. This committee has been convened to coordinate the North and WWI Conference.



About the YHMA

MISSION

YHMA will inspire and share a passion for Yukon heritage by providing opportunities and support for education, networking, advocacy, partnerships and awareness.

VISION

- We will inspire a passion for Yukon history in everyone.
- We will have a well-defined and focussed role.
- We will be a central place where everyone can:
 - Learn about history, heritage and best practices
 - Share their interests and perspectives on heritage
 - Come together to identify common interests
 - Support the protection and preservation of Yukon heritage.
- We will use and share best practices in heritage.
- Our board and members will want to be actively involved in the YHMA.
- We will use creative partnerships for the promotion, protection and preservation of Yukon heritage.

YHMA at the heart of the heritage community:

60+ volunteers

60+ members

500+ participants in YHMA events

VALUES

Vibrancy Passion
 Fun Partnerships
 Inspiration Encouragement
 Sharing



Communicate, Connect, Collaborate

YHMA serves to connect, engage and share information among the Yukon heritage sector. No easy feat for a community scattered across over 480,000 km²! Recognizing the importance of this role, YHMA focused on strengthening its communication tools in 2014. Our philosophy was simple: by better connecting our members to YHMA and one another, we can nurture a positive environment that encourages knowledge-sharing and collaboration among practitioners, while raising awareness about the Territory's unique and diverse heritage. As we enhanced some tools and introduced new ones, YHMA has laid the groundwork of a strong network that connects the Yukon heritage community with Yukoners, visitors and the global heritage community.



Website 25,000+ annual visitors

The YHMA website received a much-needed overhaul. In consultation with members, the new website features the following:

- Heritage news and events listings
- Good-looking and easy to navigate
- Information and resources for the Yukon heritage community
- Information for visitors, researchers and the general public



Weekly E-bulletin & Social Media 500+ social media following 250+ e-bulletin subscribers

YHMA debuted its weekly E-bulletin in June 2014. Past editions are posted to the YHMA website as a resource. The E-bulletin shares news and events from YHMA and its members, as well as information of interest to the heritage community.

This information is also regularly shared through YHMA's social media outlets, including Facebook and Twitter.



Newsletter

YHMA also continues to publish its quarterly newsletter as a way to share more in-depth information and stories from the Yukon heritage community



Commemorating World War One

The centenary of the First World War offers an opportunity to better understand the relationship between the North and the conflict--until now a relatively unknown chapter of Yukon and world history. In 2014, YHMA began coordinating a series of initiatives to commemorate the First World War and explore its impact on the North.

The North and WWI Conference

YHMA is busy planning its next conference. *The North and WWI* is a major international conference scheduled to take place May 9-12, 2016. Co-sponsored by the International Centre for Northern Governance &



Yukon Archives Photo/Oxford Historical Society Collection #84/78#112.

Development at the University of Saskatchewan, and in partnership with Yukon College, the role of the North in the First World War will receive long-overdue attention, and a significant gap in the historical understanding of the Territory will be addressed in this 100th anniversary international conference.



Credit: Michael Maclean/Parks Canada

News of War

On August 4, 2014 YHMA hosted *News of War*, an event in Dawson City to mark the arrival of news in the Yukon of the outbreak of WWI, 100 years ago to the day. The evening event featured key presentations by historian Michael Gates, and dramatic re-enactment of the historic scene by Parks Canada interpreters. The event finished with a reception. Over 100 Yukoners and visitors packed the Palace Grand Theatre for this special event!

Myth-Making, Canada and the Origins of the First World War

YHMA hosted a public lecture as part of the annual Yukon Heritage Symposium. Guest speakers included local filmmaker Max Fraser and Dr. Dean Oliver, Director of Programming and Research with the Canadian Museum of History.



Credit: Jake Paleczny

Max shared his exploration of the life of 'Klondike' Joe Boyle, while Dr. Oliver shared recent re-thinking of the causes and activities leading up to the outbreak of World War I.



2014 Yukon Heritage Awards

The Yukon Historical & Museums Association presented the annual Yukon Heritage Awards during Heritage Week, with the support of the YG Historic Sites Unit and Holland America. Over sixty people were on hand to celebrate the achievements of the following recipients:

Kitty Sperling and the Friends of the Ross River Footbridge Society (Annual Heritage Award):

Originally constructed by the US military in 1942, the bridge is widely acknowledged as an engineering marvel, and has served as an important connection across the Pelly River for locals and visitors alike. After the Yukon Government declared their intention to demolish and remove the bridge entirely in 2012, the local community, the Ross River Dena Council and other concerned Yukoners formed the Friends of the Ross River Bridge Society.

Through a combination of passion, engagement, and organization, the Friends galvanized public support for their cause, garnering national media attention. Despite numerous setbacks and uncertainties along the way, the Friends and their supporters have remained unflaggingly positive and constructive. When demolition seemed imminent, the Friends organized and sustained non-confrontational protests, with a little fun, a little curling, and a lot of community participation and solidarity along the way.

In recognizing those who have gone above and beyond in the name of heritage, the annual Yukon Heritage Awards celebrate outstanding efforts to protect, conserve and interpret the Yukon's rich and diverse heritage.



L-R: Minister Elaine Taylor; YHMA President Sally Robinson; Teri McNaughton; Susan Drury; Kitty Sperling; Leo Martel; Casey McLaughlin. (Credit: Bruce Barrett)

Their approach ensured maintenance of goodwill and dialogue, and was ultimately successful; demolition was first postponed, then deferred, then cancelled. While protecting Yukon's heritage will never be an easy task, the approaches and success of the Friends of the Ross River Foot Bridge serves as inspiration and guidance for the Territory's heritage community.



Casey McLaughlin (Lifetime Archivement in Heritage Award): Casey has demonstrated meritorious service to Yukon heritage and YHMA over a period of many years. A born-and-raised Yukoner, Casey McLaughlin studied art history and anthropology at Simon Fraser University before beginning a career in heritage. During her tenure as Executive Director at the Yukon Transportation Museum from 2004-2014, Casey created a fun, safe and creative environment while directing the museum through its rebranding and actively encouraging young Yukoners to develop their heritage skills. In addition to her professional work, Casey has a long volunteer service record with the YHMA, including serving as its President. Casey's professional accomplishments, extensive volunteerism, and personal dedication to the Yukon heritage field are an inspiration for all Yukoners with a passion for heritage.

Watson Lake Historical Society (Helen Couch Volunteer of the Year Award): The Watson Historical Society has been active in ongoing efforts to protect, conserve and share the history of Watson Lake.

The Society has become an active volunteer organization over the past few years, working to successfully designate the Watson Lake Signpost Forest as a Yukon Historic Site, repairing displays at the Watson Lake Airport, conducting inventories and research in support of the Alaska Highway National Historic Site nomination, and successfully saving a 1940s era building from demolition. The enthusiasm and dedication of the Watson Lake Historical Society to protecting, conserving and celebrating the region's history serves as a model of volunteerism for the Territory.

Leo and Marc Martel (Heritage Conservation Project of the Year): For the restoration of the Keno City Hotel. In 2014, Leo and Marc Martel defied all the odds when they opened the Keno City Hotel for business after a multi-year hiatus.

After acquiring the building around 2008, Leo and Marc have been putting their heart and soul, blood, sweat, tears, and a lot of money, into the rambling, very historic hotel. Geordie Dobson purchased the hotel in 1963, and constructed rear and side additions during this time. The hotel was sold to Leo in 2006. Since then, Leo and Marc have replaced the heating system, reinsulated the shell and levelled the building. The foundation was replaced over the course of a few years, and window repair work is currently underway.

Historic Properties Assistance Program funding has been provided over the years for the reconstruction of the roof, as well as repair to the siding, foundation and windows. The continued hard work, dedication and enthusiasm of Leo and Marc remind us that there's no such thing as impossible!



Education



Yukon Heritage Training Fund

YHMA administers the Yukon Heritage Training Fund (YHTF), which supports opportunities for Yukon residents to increase their skills and knowledge in the heritage sector. Over \$30,000 in funding was approved for applications that provided 45 training opportunities between April 1, 2014 and March 31, 2015.

YHTF is funded by the Yukon Government's Department of Education, Advanced Education Unit. All training approved through this fund supports objectives to increase the employability of Yukon's heritage workers and provide Yukon employers with a better-trained workforce.

YHMA is dedicated to leveraging the impact of the YHTF to develop the capacity and long term sustainability of the heritage sector. This is achieved by increasing the number of people with the skills necessary to obtain and maintain work in the heritage sector, increasing job satisfaction and labour market competitiveness, and by providing human resources which enable the Yukon to develop its heritage resources at a professional level.

Yukon/Stikine Regional Heritage Fair

The Yukon/Stikine Regional Heritage Fair is an educational initiative that encourages students to explore Canadian heritage in a dynamic and captivating learning environment. Students use the media of their choice to share their learning about Canadian heroes and legends, milestones and achievements – and then proudly present their research at a public exhibition.

YHMA will support education and provide training opportunities for heritage professionals and non-professional members. In doing so, we will help encourage a deeper commitment to Yukon history and heritage and improve the tools and practices that are used in interpreting and conserving Yukon heritage.



Credit: Bruce Barrett

The Fairs give students a voice to tell their own stories in their own ways, and their enthusiasm, creativity and passion make



the Fairs a highlight of the school year. The 2014 Heritage Fair was held on May 1 at the Kwanlin Dün Cultural Centre in Whitehorse. Over thirty students from across the territory and Northern BC showcased their research to over thirty enthusiastic volunteers and the public. Over 200 people enjoyed the day's event.

Interpretation Planning Workshop

YHMA coordinated an interpretation planning workshop as part of the 2014 Tourism Industry Association of the Yukon Spring Conference. The workshop explored the use of interpretation to design memorable and engaging Yukon travel experiences by blending compelling case studies, the latest interpretation and audience research, hands-on, skill building activities and the experience of two seasoned interpreters. The workshop was designed to introduce tourism and cultural heritage sector operators to the field of interpretation and encourage them to embrace an interpretive approach to developing their products. Over twenty-five people registered for the workshop, representing a diverse mix of individuals active in culture and tourism sectors.

Heritage Regions Workshop

In association with the Yukon Heritage Awards, YHMA hosted a one-day workshop facilitated by Jim Mountain, Director of Regeneration Projects with the Heritage Canada National Trust. The workshop gave participants an overview of the Heritage Regions program. In addition to sharing news/events/happenings with communities and organizations, participants explored a variety of topics including land-based heritage resource management, identifying community heritage values and assets, and the contribution of heritage buildings and historic sites in healthy communities. The workshop shared case studies and practices on how to manage, promote and preserve local heritage resources as well as how to begin a community-led initiative.



The workshop drew together over 25 participants from across the Territory, including members from heritage, tourism, mining and other sectors. Through the discussions, it became clear that there is a strong sense that Yukoners can collectively work together across the Territory to ensure the unique heritage of all regions is recognized, conserved and celebrated. As one participant put it, everyone is “rowing in the same boat” with common needs, frustrations and goals. There was some discussion on the idea of having separate, but unified projects taking place across the Territory.

Credit: Bruce Barrett

Networking



Yukon Heritage Symposium (credit: Ross Burnet)

YHMA will strengthen the ties of the heritage community through the facilitation of interaction among all stakeholders with an interest in Yukon heritage. This will be accomplished through fun and memorable events and activities that encourage learning and sharing.

Yukon Heritage Symposium

The 2014 Yukon Heritage Symposium took place on October 23rd in Dawson City. The Symposium concluded a week of heritage activities organized by the Yukon Government's Museums Unit and YHMA, which included the Museums Roundtable, a Canadian Conservation Institute Workshop on Archival Materials and special public events.

This annual event inspires a community of learning and collaboration among those who work to protect, conserve and celebrate our rich and diverse heritage, and featured a mix of training workshops and presentations, updates and news, community events and opportunities to network and socialize. Eighteen people representing almost every Yukon community attended this one day event.

Tourism Industry Association of the Yukon (TIA)

As a Designated Organization (DO), YHMA maintains a permanent seat on the TIA Yukon Board of Directors. Through this position, we share the interests and concerns of the heritage community with the broader tourism sector and play an important connecting role between these groups.

The importance of heritage and culture within tourism economies is being increasingly recognized across Canada. In the last year, YHMA has worked with our culture and tourism sector partners to initiate a broad discussion to explore the role our cultural community plays in tourism, to identify opportunities to better reflect this role in tourism marketing efforts, and to strengthen connections among tourism and culture stakeholders.



Inaugural Charity Croquet Tournament & the S.S. K Soirée

In 2014 YHMA debuted its major fundraising event: a charity croquet tournament. The event provided the opportunity for participants to win fantastic prizes, earn bragging rights and support the work of YHMA. The event raised some much-needed funds, helped raise awareness of Yukon heritage and heritage organizations, and proved to be a fun and sociable networking event. Over eighteen participants squared off in this one-day event, which was held on the lawns of the S.S. Klondike National Historic Site in Whitehorse.



As part of the Yukon Culinary Festival, and in partnership with Parks Canada and the Yukon Brewing Company, the tournament was capped with the *S.S. Soirée*, a special event held on the S.S. Klondike. Guests were treated to special food and drink pairings while taking in guided tours of the historic vessel.



Congratulations to our winners!

- **1st Place:** Blazing Mallets (Daniel MacDonald & Kevin Hannam)
- **2nd Place:** Yukon Transportation Museum (Janna Powell & Katrina Wohlfarth)
- **3rd Place:** Monocle & Top Hat (Graham Lang & Andrew Johnson)
- **'Sticky Wicket':** Yukoninfo.com (Joel & Maria Edgecombe)
- **Best Team Spirit:** BYNC (John Streicker & Pippa Black)
- **Best Period Costume:** Yukon Wildlife Preserve (Greg Meredith & Hayley Wood)



Representation

YHMA represents the Yukon in a variety of forums. In 2014, YHMA attended, made presentations or provided input with the following:

- Steering Committee, Yukon Arts Presenters Summit
- Steering Committee, Yukon Cultural Labour Force & Economic Impact Study
- Canadian Museums Association-Provincial Museums Association meeting
- Yukon Museums Roundtable
- National Heritage Educators Roundtable
- Annual meeting of the National Heritage Council

Credit: Bruce Barrett



Advocacy

In 2014, YHMA was active on several issues of concern to the Yukon heritage community across the Territory.

Increased investment to Yukon museums sector

In 2014, YHMA worked with its institutional members and the Yukon Government to successfully increase investment to the Yukon museums sector.

Yukon museums and cultural centres will see an overall increase of approximately 30% of total funding provided by the Yukon Government over the next three years: increasing overall funding to the sector to \$1.86 million by 2016/17.

The investment came at a pivotal time. Discussions within the museums community at the annual Museums Roundtable and Yukon Heritage Symposium highlighted the critical need to address sustainability issues in the territory's museums, cultural and interpretive centres.

This welcome investment is seen as an important first step in a continuing conversation between YHMA, Yukon Government and Yukon heritage organizations. YHMA will continue to work with its members to identify strategies and opportunities to enhance the ongoing, important work of the Territory's heritage community.

Ross River Suspension Bridge

YHMA supported the community-led campaign to successfully prevent the demolition of the Ross River Bridge.

Constructed in 1944, the bridge is one of the few remaining built heritage resources which directly relate to the history of the Canol pipeline. At over 300 metres in length, the structure is the longest suspension bridge in the Yukon as well as one of only two suspension bridges that remain in the territory.

The bridge also has important social values. As a regional landmark, the bridge has provided local residents with a vital link across the Pelly River. The loss of this connection would be significant both to the local community and to a unique chapter of Yukon history.

Acting on behalf of membership and in partnership with heritage-related stakeholders, **YHMA will advocate on significant and relevant heritage-related issues.**





Recognizing the important heritage value of the structure, YHMA called on the Yukon Government to support the repair and retention of the bridge. YHMA also worked with the Ross River community and national heritage partners, including the Heritage Canada National Trust, to raise national awareness of the issue. Following community consultations, the Yukon Government announced plans to retain, stabilize and repair the Ross River Suspension Bridge. Repair work began in the winter of 2015.

City of Whitehorse Grant-Making Policy

In 2014, the City of Whitehorse introduced a policy to modify how it provided property tax rebates to non-profit organizations. This policy would have an impact on several Whitehorse museums that until this point had property tax charges fully supported by the City.

Working with our members, YHMA undertook research of how other Canadian municipalities have supported heritage through similar policies, developed a set of recommendations and shared these with City Council. Although Council ultimately adopted the policy, the sustained efforts of YHMA and Whitehorse museums opened up an ongoing dialogue with the City to explore opportunities to ensure continued support of the work of these important institutions.

City of Whitehorse Sustainability Plan

Responding to member concerns, YHMA provided input on the draft City of Whitehorse Sustainability Plan. Drawing on input from members, Board and staff, YHMA developed recommendations to help the plan better articulate the role that heritage can play in meeting sustainability goals.

YHMA felt that Whitehorse is uniquely positioned to play a lead role nationally and internationally in integrating heritage conservation with sustainability efforts. Embracing a broad definition of heritage and its conservation, these recommendations highlighted the role that built heritage and our heritage organizations play in sustainability.

At a global level, conservation is being increasingly understood as something more than simply building restoration, and is recognized as a dynamic, broader process intimately tied to the development and vitality of communities and economies. Heritage and the conservation process are increasingly recognized as integral to successful cultural, social, economic and environmental sustainability efforts. These recommendations were incorporated into the final Sustainability Plan.



Partnerships

Joint Marketing

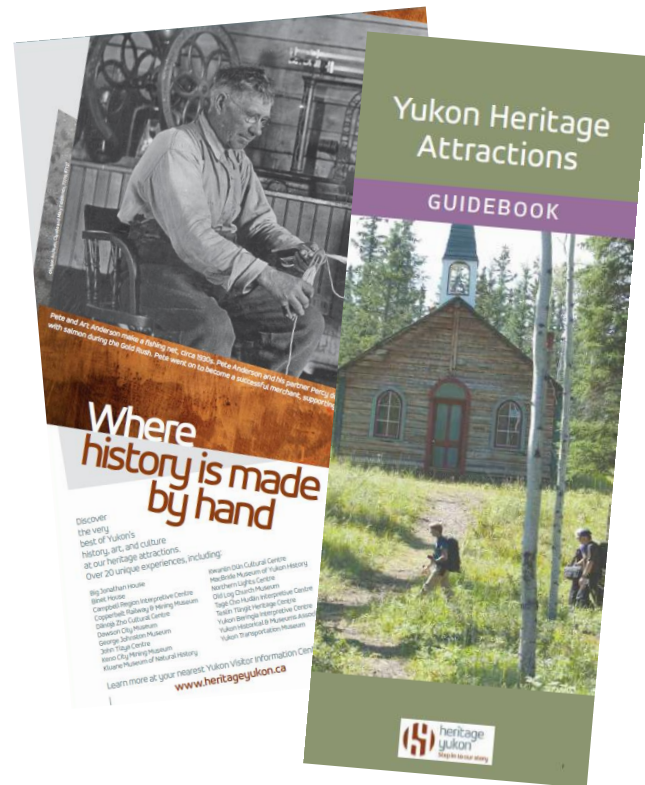
The Joint Marketing Program is a cornerstone initiative of YHMA. First introduced in 1989, the program has evolved to adapt to an expanding Yukon heritage community, shifting visitor patterns and the latest marketing techniques.

In addition to purchasing advertising that promotes the Yukon heritage sector, the program is structured to encourage networking and cross-promotion among participating institutions. This cooperative venture also provides a forum to explore and test different marketing strategies and best practices which members can incorporate into their own activities.

Activities are informed by the YHMA Marketing Plan, which balances print and online marketing. In 2014 YHMA continued to implement the plan by The Joint Marketing Committee meets twice a year to review marketing activities and explore other opportunities for cross-promotion and collaboration among members. This year, the circle was expanded as we welcomed the Yukon Wildlife Preserve and the Jack London Museum to the program.

Over \$20,000 in direct advertising was placed through the Joint Marketing program in 2014, reaching an audience of over 500,000 Yukoners and visitors.

Recognizing that everyone can have a role to play, **YHMA will develop long-lasting, respectful and innovative partnerships** for the promotion, protection and preservation of Yukon heritage.



According to a recent survey, Joint Marketing members value the program for providing marketing they would otherwise not be able to afford, the opportunity to network with others in the heritage community, and to learn more about marketing activities.



Joint Internship Initiative

In 2014, YHMA worked with several institutional members to deliver the joint internship program for a second year.

Funded through the Young Canada Works-Building Careers in Heritage program, this innovative initiative is a win-win-win for all involved. It is designed to address capacity issues in heritage organizations by providing access to semi-qualified professional staff. The paid internship is also a great early career boost to an emerging heritage professional with a particular interest in working in small- or medium-sized institutions. Finally, the internship helps build strong working relationships among participating institutions, fostering future collaboration and partnerships.



Samantha Shannon returned as our 2014 intern. Highlights of this year include:

- Intern played an integral part in making the inaugural YHMA Charity Croquet Tournament a success
- Intern developed a facility rental agreement that will allow the Copperbelt Railway & Mining Museum to better leverage revenue generation from rentals.
- Intern completed research to develop an exhibit based on the Reverend Exem collection held by the Old Log Church Museum.
- Internship has fostered positive, working relationships among all participating institutions
- A happy ending: the intern found permanent employment with the Old Log Church Museum prior to the completion of the program!



Another happy ending: YHMA is working with the Teslin Tlingit Heritage Centre and the George Johnston Museum in Teslin to expand the program and pilot the delivery of a joint internship for community institutions.



Board Training & Capacity Development

With funding support through the Yukon NGO Training Fund, YHMA partnered with the George Johnston Museum to deliver joint governance training sessions. Judy Oberlander, a Vancouver-based non-profit and funding expert and educator, was contracted to develop and deliver specialized training workshops for both boards.

The training partnership ended up being more fruitful than originally anticipated. The YHMA Executive Director was invited to participate in the George Johnston museum training: in doing so we were able to strengthen working relationships between the organizations, and YHMA was able to share news and events of interest to the museum. YHMA also gained a better sense of some of the challenges and opportunities facing museums operating in the communities which we will use to improve our programs and services that support these institutions.

In addition to providing training, the project allowed YHMA to ‘workshop’ another innovative approach to delivering training and support to its members through partnerships. Far from ‘cookie cutter’ training, this project aimed to both build overall capacity and address or resolve practical issues of the day as identified by the organizations. This personalized approach ensured training was both relevant and useful to the organizations. Through a mix of best practices and practical solutions, the training model was effective as a one-off initiative but has also provided the basis for additional capacity-building activities.

Through this initiative, YHMA was able to develop and test a partnership model that can be used to deliver future training with Yukon heritage organizations. The experience also paved the way for future collaboration through the joint internship program.





Awareness

Culture Days & Doors Open

YHMA worked with the Yukon Arts Centre to help coordinate Culture Days & Doors Open activities. Originating in Scotland in 1990, Doors Open has since spread to dozens of countries and thousands of cities, providing millions of visitors with the opportunity to explore buildings and sites important to their communities.



Doors Open Portes Ouvertes
Canada

culture fête
days de la culture



Culture Days & Doors Open are nationwide movements that help increase public access to and appreciation of culture and heritage through free events, encouraging residents to be tourists in their own town. Between September 26-28th, Yukoners and visitors took part in over thirty activities organized across the Territory.

YHMA and its members hosted several events. YHMA worked with Music Yukon and Volunteer Yukon to host 'Doors Open LePage Park' in which all three historic buildings were open to the public.

YHMA also participated as a stop on the Mystery Tour, and welcomed over thirty people on three 15 minute tours of the historic Donnenworth House.

Heritage Day Colouring Contest

Each year, Yukon celebrates Heritage Day on the third Friday in February.

To commemorate the occasion, YHMA worked with Parks Canada and the Yukon Government's Historic Sites Unit to organize a colouring contest. Children were invited to complete the colouring page and identify their favourite heritage site or activity. Submissions were entered into a draw for several fabulous prizes.



YHMA will inspire a passion for heritage by raising awareness. YHMA will raise awareness both within and outside of the Yukon through targeted marketing and communications. In doing so, we will encourage people to see history and heritage as fun, interesting and vibrant.



Engaging New Canadians

A gift to new Canadians for the first year of their citizenship, the Cultural Access Pass provides complimentary admission to more than 1,000 of Canada's cultural treasures from coast-to-coast-to-coast. The Cultural Access Pass encourages Canada's newest citizens to discover our rich cultural history, world-renowned artworks, historical figures and stunning parks.

20 Cultural Access Passes
were provided to New Canadians
living in the Yukon



As part of its awareness-raising activities, YHMA distributes Cultural Access Passes to new Canadians in the Yukon. In 2013, we provided over twenty passes to local community members.

Thank You Supporters Circle

The following individuals and organizations generously supported YHMA's work in 2014-15:

- Air North
- Doug Bell
- Bruce Barrett
- City of Whitehorse
- The Croquet Store
- Dan Davidson
- Holland America
- Michael Gates
- Government of Canada
- Karl Gurcke
- Patricia Halladay
- Maggie Leary
- Midnight Arts

- Dave Neufeld
- Judy Oberlander
- Northern Frameworks
- Northern Vision Development
- Outcrop Yukon
- Parks Canada
- Dave Reid
- Stratagold
- Volunteer Yukon/NGO Training Fund
- Yukon Brewing
- Yukon Government
- Other donors who wish to remain anonymous