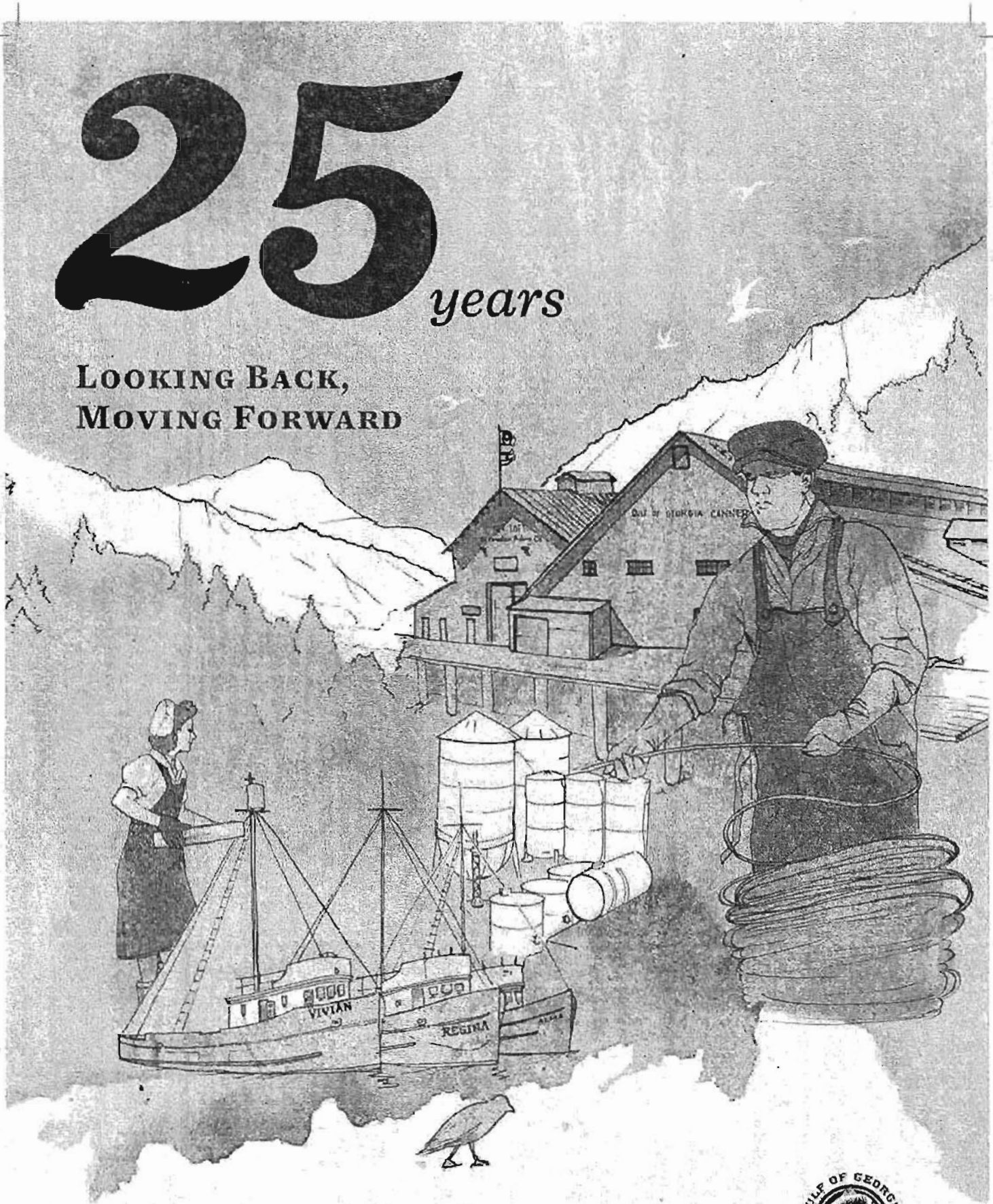
# 25 years

## Looking Back, Moving Forward




Annual Report 2011 & Business Plan 2012

GULF OF GEORGIA CANNERY SOCIETY

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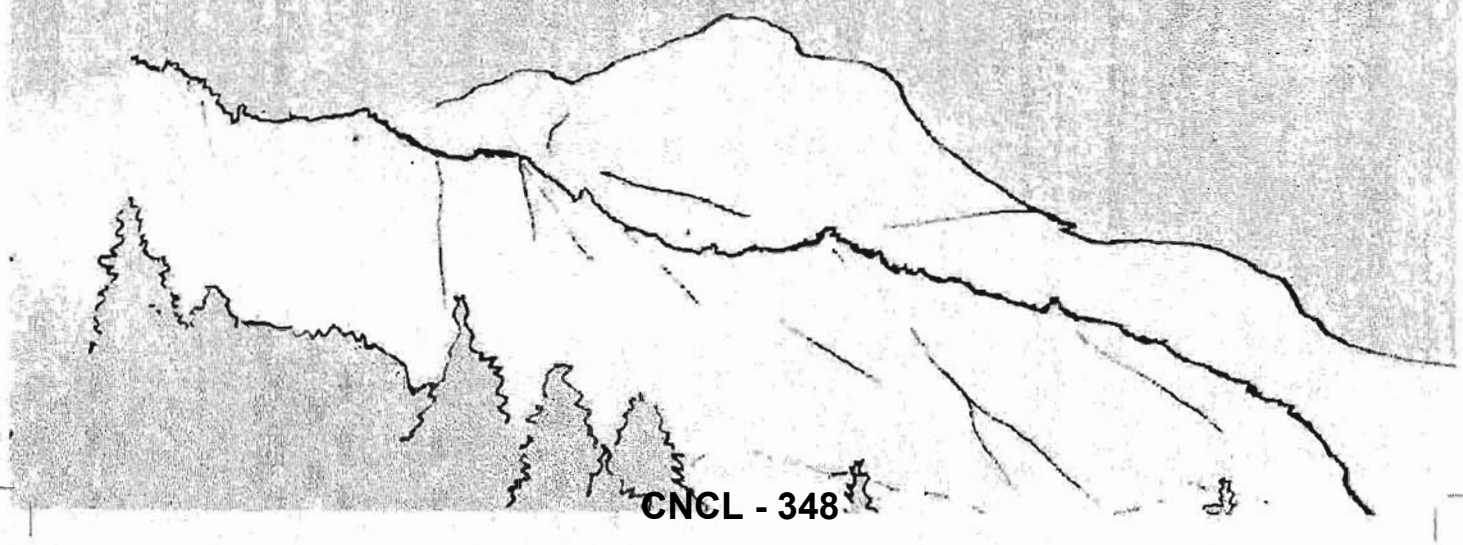
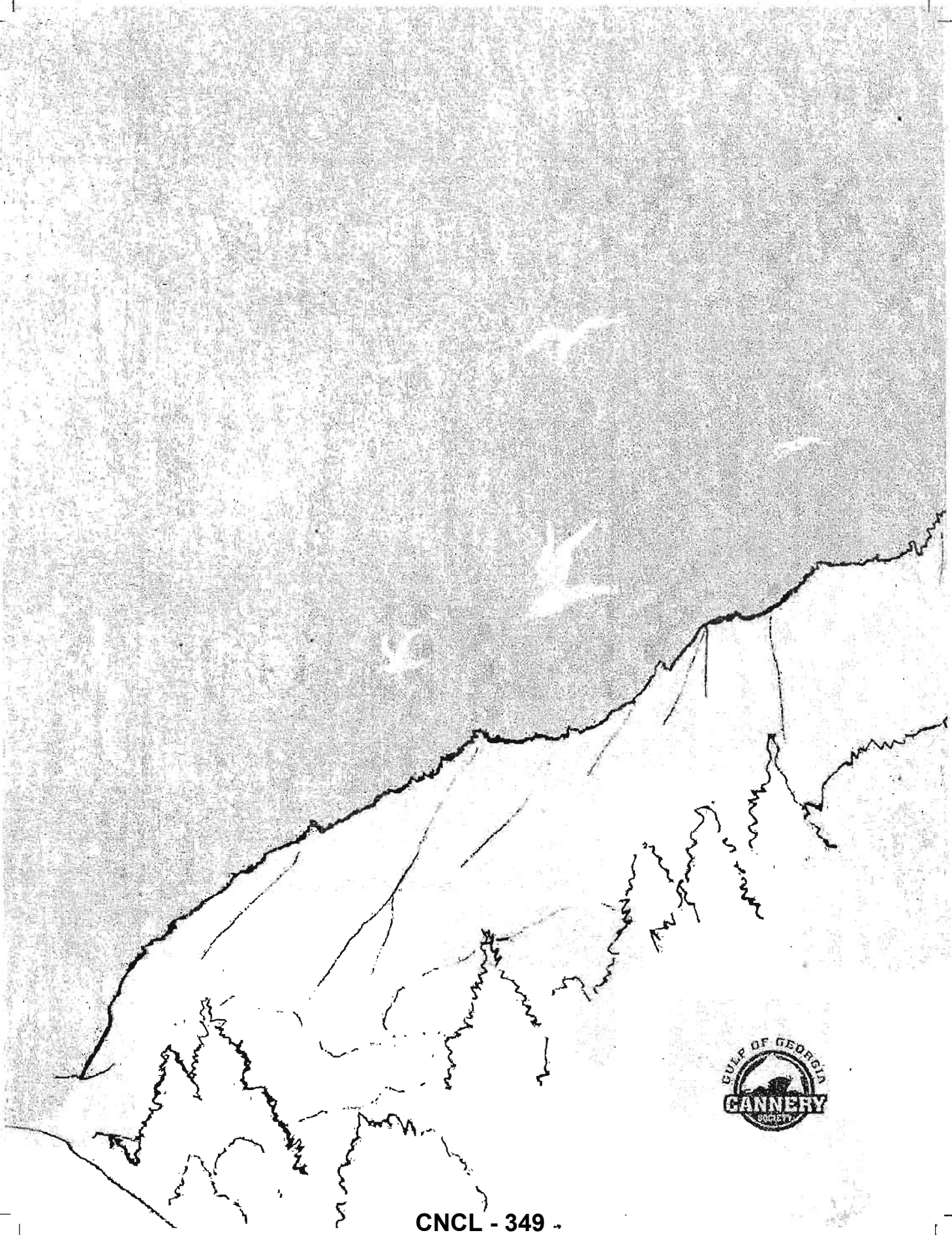
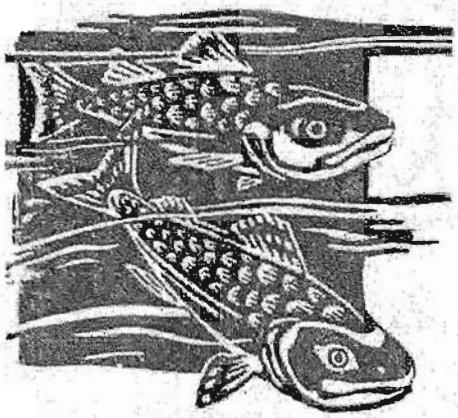



GULF OF GEORGIA
CANNERY
SOCIETY

# Chair's and Executive Director's Message

In 2011 the Society marked its 25th anniversary and, as with any major milestone, this led our organization to reflect on both our past and our future. Not only have we been considering this in organizational terms, but also in terms of the state of the fishing industry and the needs of the community in general.

**OPPOSITE RIGHT**
Cannery workers load vacuum-sealed one-pound cans of salmon onto metal trays in preparation for cooking in the retorts, *ca.1930s.*



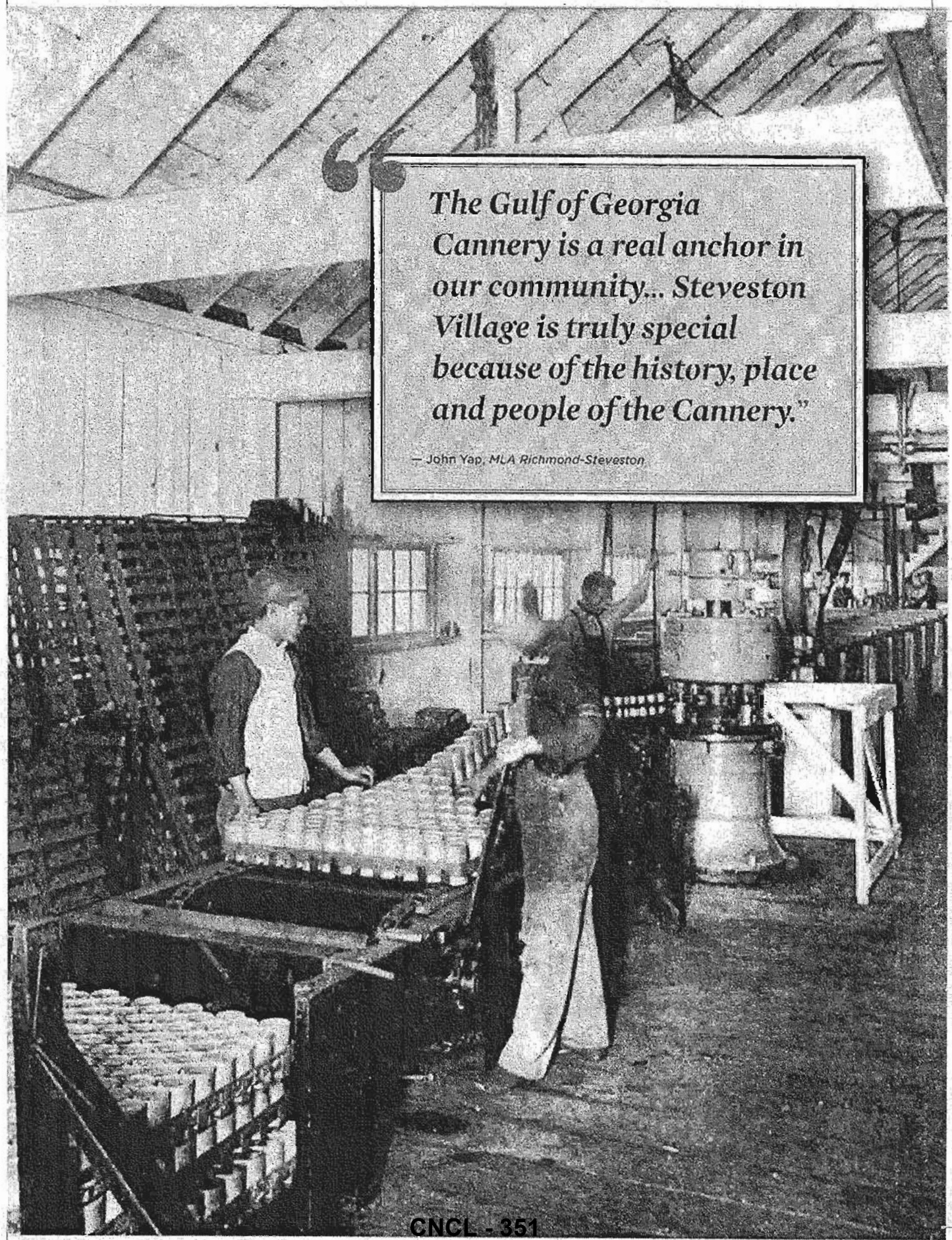
An anniversary event in September welcomed hundreds of past and current supporters to the Cannery for a celebration of the accomplishments from the past 25 years. Everyone was reminded of how changes in the fishing industry led to the closure of the Gulf of Georgia Cannery in its incarnation as a salmon cannery, herring reduction plant, fish depot and net loft, and its rebirth as a national historic site and museum. Key to this transformation was the community's commitment to preserving this important piece of its history, and Parks Canada's commitment to community-based stewardship of nationally significant historic sites. These commitments remain strong to this day and continue to define the relationship between the Society and Parks Canada..

As we look ahead to the next 25 years, the Gulf of Georgia Cannery Society will continue to look at issues and stories related to the past, but it will also make a stronger commitment to explore current matters with an eye to the future. Exploring contemporary issues will be a higher priority in the years ahead. The history of fishing on the West Coast did not end in 1979 when the Cannery ceased operations, nor did it end yesterday, nor will it end tomorrow. It is an ongoing narrative, and just as the past impacts where we are today, so will current actions affect the future.

In this report, we are pleased to share the Gulf of Georgia Cannery Society's past accomplishments and vision for the year ahead. We invite you to consider the important role that the Cannery plays in the community, to reflect on our shared history and the threads that link this history to our common future.

We look forward to hearing your thoughts on this new direction, and to welcoming you at the Cannery again soon –

MARIE FENWICK RALPH TURNER


"The Gulf of Georgia Cannery is a real anchor in our community... Steveston Village is truly special because of the history, place and people of the Cannery."
— John Yap, MLA Richmond-Steveston

# 2011 Year in Review

## The Gulf of Georgia Cannery Society Celebrates 25 Years

In the mid-1970s members of the local community started on the long road that led to the Gulf of Georgia Cannery becoming the National Historic Site and active museum that it is today. The Steveston Historical Society Committee Concerned with the Preservation of the Gulf of Georgia Cannery was formed and approached other local community groups, businesses and individuals to tell them of the urgent need for action to save the Cannery. As the movement grew, it became clear that establishing a separate society devoted to the Cannery was the next logical step. On December 11, 1986 the Gulf of Georgia Cannery Society was incorporated, and as they say, the rest is history.

On September 23, 2011 the Society celebrated this important milestone with the launch of the book *The Monster Cannery: The History of the Gulf of Georgia Cannery.* This well-attended event is a testament to how much the Cannery means to the community to this day – it continues to a foster a connection to Steveston's history and cultivates the sense of community that was responsible for saving the building before it suffered the same fate as Steveston's other canneries.

**LEFT** A fisherman stands proudly atop his full load of fish, *ca.1935-1940.*

> ***Local passion and knowledge of the West Coast fishing industry combined with technical expertise and funds from Parks Canada to create a vibrant site that neither party could have accomplished on their own."***
>
> *– Anne Landry, Society Member and Parks Canada employee, recounting what she learned while working at the Cannery in her acceptance speech for her CEO Award for Outstanding Career, June 2011.*

## The Monster Cannery: The History of the Gulf of Georgia Cannery

**Building changes, industry changes, fishing method changes, social changes, ownership changes... the Gulf of Georgia Cannery has seen them all. *The Monster Cannery* explores the story of the Gulf of Georgia Cannery National Historic Site and connects the history of one of British Columbia's most unique structures to the larger story of industrial and social change that occurred in the province since 1890. The book was produced to accomplish a number of goals, including: reaching new audiences who may be unable to visit the site in person, creating an additional resource for outreach education kits for use in schools, providing members of the community opportunities to connect and contribute to the Cannery in meaningful ways, producing a unique souvenir product that extends the experience of a visit to the Cannery and serves as a marketing tool to encourage future visits to the Cannery, and producing a legacy project in honour of the Gulf of Georgia Cannery Society's 25th Anniversary.**

The manner in which *The Monster Cannery* book was conceived and developed is a reflection of the way in which the Cannery itself was saved and re-imagined as a museum. Unlike the process involved in creating most books, this project was highly participatory and brought together the combined experience, knowledge and expertise of many stakeholders. The book was started nearly 10 years ago by the Collections Committee of the Gulf of Georgia Cannery as a way to consolidate and share the extensive knowledge that Society members and Parks Canada staff had about the Cannery itself and the wider fishing industry. The first draft was researched and written entirely by volunteers. Due to shifting priorities and limited resources, this initial draft sat on a shelf for eight years, used only by staff and volunteers for training or reference. As the operations of the Cannery grew, the awareness of the value of outreach activities increased and as the 25th anniversary of the Society approached, completing this project became a higher priority. The Cannery's Collections Manager took on the role of project manager and worked with the volunteer committee, many of whom had been involved in producing the original draft, as well as with a professional editor and an award-winning graphic design team.

The committee established the goals for the project: produce a book that would appeal to a broad audience by creating a product that was editorially accessible, visually appealing and affordable to an average visitor to the Cannery. While the initial draft formed the basis of this new book, the process remained inclusive through to completion. Society staff and volunteers were asked to share their favourite stories and artifacts from the Cannery — the

**LEFT** *The Monster Cannery: The History of the Gulf of Georgia Cannery* was the result of the collaborative efforts of many Society staff, members, volunteers, and partners.

**BOTTOM** On September 23, 2011 the Society hosted a gathering of past and present Society members, staff, and partners to celebrate its 25th Anniversary and the launch of its new book *The Monster Cannery: The History of the Gulf of Georgia Cannery*.
*Photo credit:* Amy Rampll

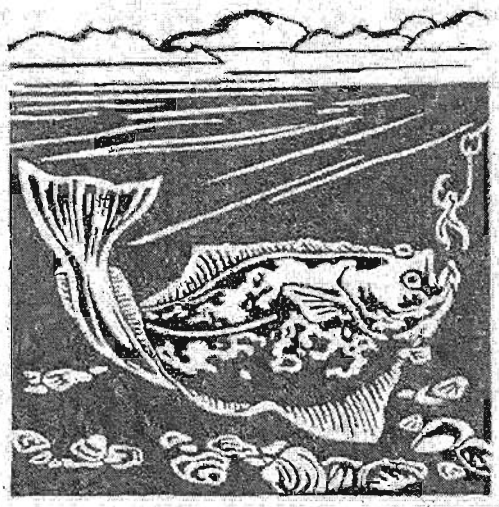
things they connected to most, as well as things they felt visitors connected to the most. These contributions were integrated seamlessly into the book and helped to create a sense of ownership and connection to the final product among the entire team at the Cannery.

Drafts were written and re-written, and new sections were added, everything being reviewed by volunteer subject matter experts every step of the way. Once the manuscript was deemed complete by the volunteer committee, the graphic designers worked with the Collections Manager to finalize the selection of artifacts, archival photographs and other materials to illustrate the book. This was all pulled together, with further review and input from the committee, and produced in time for the Society's 25th anniversary.

Since its publication in September, the book has been widely circulated and initial feedback has been overwhelmingly positive. Both Cannery visitors, who likely knew very little about the fishing industry or the Cannery prior to their visit, and local residents who actually lived the stories told in the book have been pleased with *The Monster Cannery*. Sales in the Cannery Store have been steady and copies have been distributed to The Vancouver Public Library, the West Vancouver Library, Vancouver City Archives, the BC Provincial Archives, The National Library (Library and Archives Canada), the Irving K Barber Learning Centre at UBC, the City of Richmond Library, the City of Richmond Archives and local elementary and secondary schools.

This highly informative and visually stunning book promotes physical, intellectual and social outreach by engaging audiences unable to visit the Cannery due to physical, geographic or other barriers. It also serves as both a promotional tool to create interest in a visit to the Cannery, and as a souvenir to help remember and share a visit. The quality of the book speaks for itself – it is engaging and attractive. The success of the project demonstrates that museums can and should tell their stories outside the confines of their walls.

On September 23, 2011 the Society celebrated its 25th Anniversary with the launch of the book *The Monster Cannery: The History of the Gulf of Georgia Cannery*. This well-attended event is a testament to how much the Cannery means to the community to this day – it continues to a foster a connection to Steveston's history and cultivates the sense of community that was responsible for saving the building before it suffered the same fate as Steveston's other canneries.



> *The program was great for problem solving, cooperation and critical thinking."*
>
> — Cannery Stories program participant, Grade 6 teacher

## 25 Years, 25 Objects

In honour of the 25th Anniversary of the Gulf of Georgia Cannery Society, the Collections Team hand-picked a series of memorable artifacts that represent the Cannery's important contribution to the preservation of the West Coast fishing industry.

Each month, four objects appeared on the Cannery's website and in the "Treasures of the Collection" display case located in the main Cannery lobby.

**LEFT** Herring sounder reel — This herring sounder reel is an example of pre-sonar fish finding technology. A scout would use a technique called "feeling" to locate a school of herring. This technique involved dragging a weight, which was attached to the end of the long thin wire on the sounder reel, through the water behind the scout's skiff. When the skiff passed over a school of herring, an experienced scout would be able to feel the vibrations of fish hitting the taught wire, and could then tell the rest of the crew where to drop their nets to catch the fish.

## Archival Photograph Collection goes On-Line

In September, an on-line database of over 5,000 photographs from the Society's collection went live on the gulfofgeorgiacannery.com website. The goals of this multi-year project were to provide better physical and intellectual control of the Society's historic photograph collection for both in-house exhibit and program development and marketing and communications purposes, to better engage the public and raise awareness of the history of Canada's West Coast fishing industry. The public is now able to browse or search through this unique photograph collection from their home or office and order prints from the collection.

The Society has already had many opportunities to make use of its digitized historic photograph collection in a variety of projects including: the revitalization of several permanent exhibits in the Cannery (Fishing Issues Touch Screen, Fishing in the Family Album), the temporary exhibit *Salmon People*, the production of the Society's book *The Monster Cannery: The History of the Gulf of Georgia Cannery*, the development of promotional and marketing materials and the fulfillment of several outside research requests and photo reproduction orders.

This publicly available database will continue to grow and showcase the current and future holdings of the Society's historic photograph collection.

## Salmon People: Coast Salish Fishing on the Fraser River

Since 2002 the Gulf of Georgia Cannery Society has produced an annual seasonal exhibit and interpretive programming to complement the exhibit. Previous exhibits have included *Hong Wo — Living in Harmony, What's Afloat: A Boat Spotters Guide to the South Arm of the Fraser River, Nifty 150: Skiffs, Nets and GPS, Uprooted: A Journey of Japanese Canadian Fishing Families* and *Head's Up: A Look at Cannery Architecture.* These exhibits, overseen by our Exhibits and Public Programs Committee and Public Programs Manager, are researched, developed and designed in-house.

The 2011 exhibit, *Salmon People*, explores the culture of Coast Salish fishing on the Fraser River in both its historic and contemporary context. Long before canneries were established, Aboriginal people fished B.C.'s waters. The banks of the Fraser River have traditionally served as Coast Salish fishing grounds. The exhibit was constructed inside the Cannery's temporary exhibit space and consists of artifacts from Cannery's collection, as well as artifacts on-loan from other institutions, interpretive panels in both English and French, video clips and several activities to encourage children to interact and explore the exhibit further.

The exhibit was developed in consultation and with the support of a diverse group of individuals and organizations including the Musqueam, Sto:lo, and Tsawwassen bands, Richmond Museum and Archives, Langley Centennial Museum, Fort Lang-

**ABOVE** Cannery Interpreter Roberta Price with Lieutenant Governor Steven Point's canoe *Shxwtitstel*, on loan for the Cannery's temporary exhibit, *Salmon People*.

*Photo Credit:* klahowya.nautsamawt.com

ley National Historic Site, Visionkeeper Film Productions and the Simon Fraser University Teaching and Learning Centre.

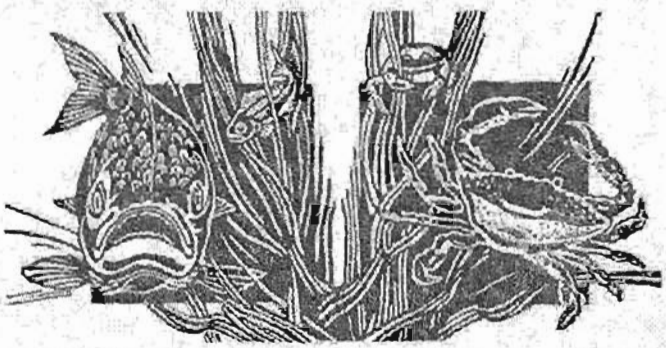
A very special part of the exhibit is a dugout canoe hand carved by British Columbia's Lieutenant-Governor Steven L. Point (*Xwē lī qwēl tēlm*), former Chief of Skowkale First Nation, with the help of master carver and KwaGuilth chief Tony Hunt (*Naquapenkim*).

Named *Sḥxwtiłöstel*, a Hul'q'umi'num' word meaning "a safe place to cross the river", the canoe was launched on April 10, 2010 at Ross Bay on Vancouver Island. A working river canoe, the sides are engraved with Point's father's crest and the canoe has the shovel nose, eyes scales, and tail of the legendary monster of Chilliwack's Cultus Lake, which Aboriginal people called *Slahkum*.

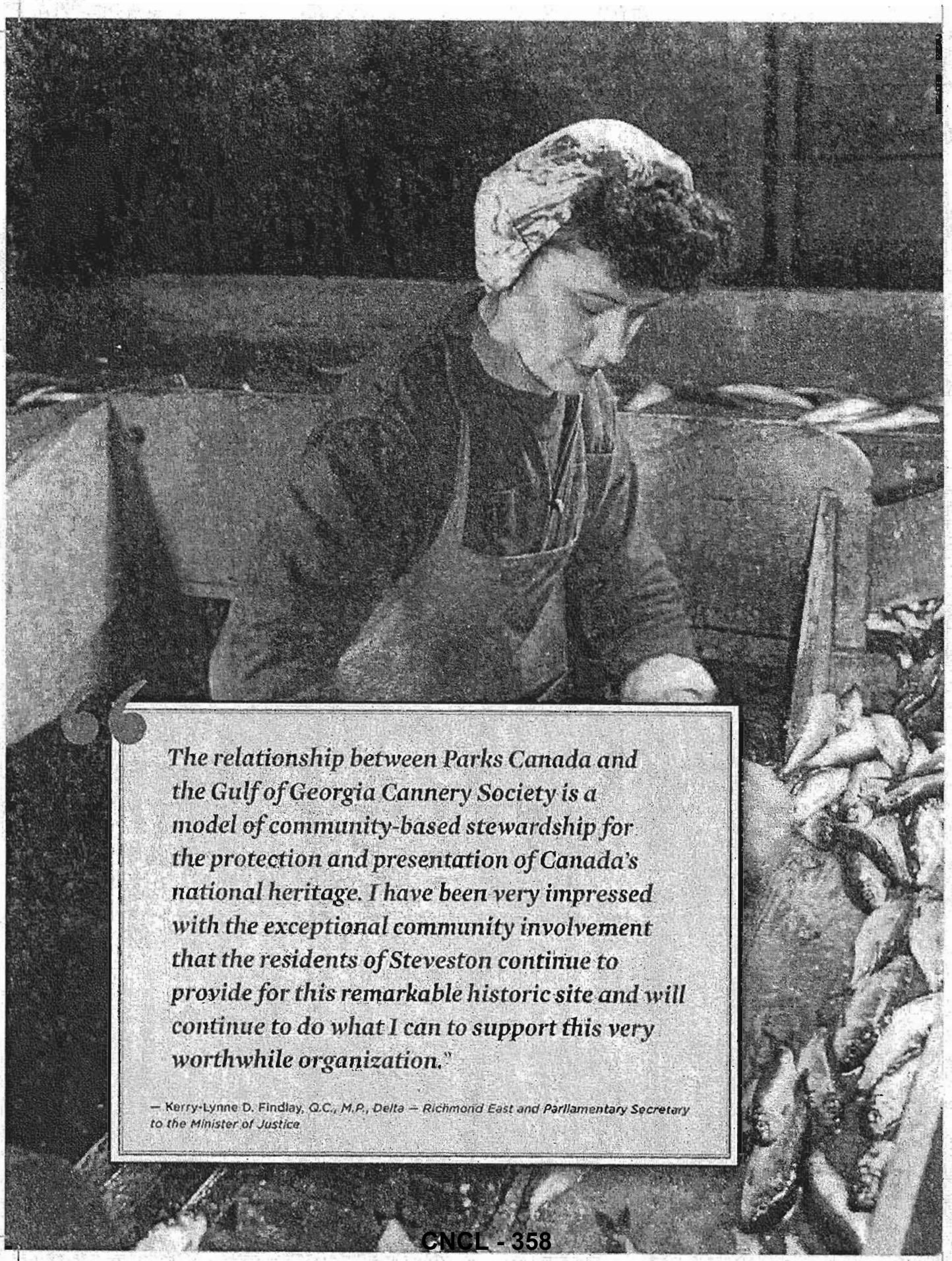
*"I've had this belief for some time that if people see our world like a canoe — like we're together — we're not individuals in separate canoes."* Point said. *"We're in the same canoe it's called the Earth, the world. It's like we're travelling through space. We have to try and work together paddle in the same direction. Maybe we can accomplish something."*

To support the exhibit, special activities were held for National Aboriginal Day in June as well as workshops, crafts, games and activities for children throughout the summer. Over 60 drop-in medicine pouch workshops were also held. The workshops introduced visitors to the concept of a talking circle, including circle etiquette and the importance of listening, sharing and familial relationships.

As a legacy of the 2011 temporary exhibit, a new school program, *Salmon People: Coast Salish Fishing Educational Program*, was launched to complement the prescribed learning outcomes for the grades 4 - 6 social studies curriculum. Using object-based inquiry, students are encouraged to explore the significance of fish in Coast Salish culture and compare fishing and preservation methods.



> ***Whenever I visit the cannery, I am inspired by the stories of the people who worked in cannery towns up and down the British Columbia coast, helping to build strong, vibrant communities."***
>
> — Andrew Campbell, *Parks Canada*



*The relationship between Parks Canada and the Gulf of Georgia Cannery Society is a model of community-based stewardship for the protection and presentation of Canada's national heritage. I have been very impressed with the exceptional community involvement that the residents of Steveston continue to provide for this remarkable historic site and will continue to do what I can to support this very worthwhile organization."*

— Kerry-Lynne D. Findlay, Q.C., M.P., Delta – Richmond East and Parliamentary Secretary to the Minister of Justice

## Histories Revealed: Salmon Can Label Design and Culture Days

**Did you know that you can uncover interesting facts about Canadian history simply by looking at an old salmon can label? How did canneries re-use their labels years before recycling programs came into effect? Which labels perpetuated Canadian stereotypes abroad? How did elements of Canada's darker history appear on cans?**

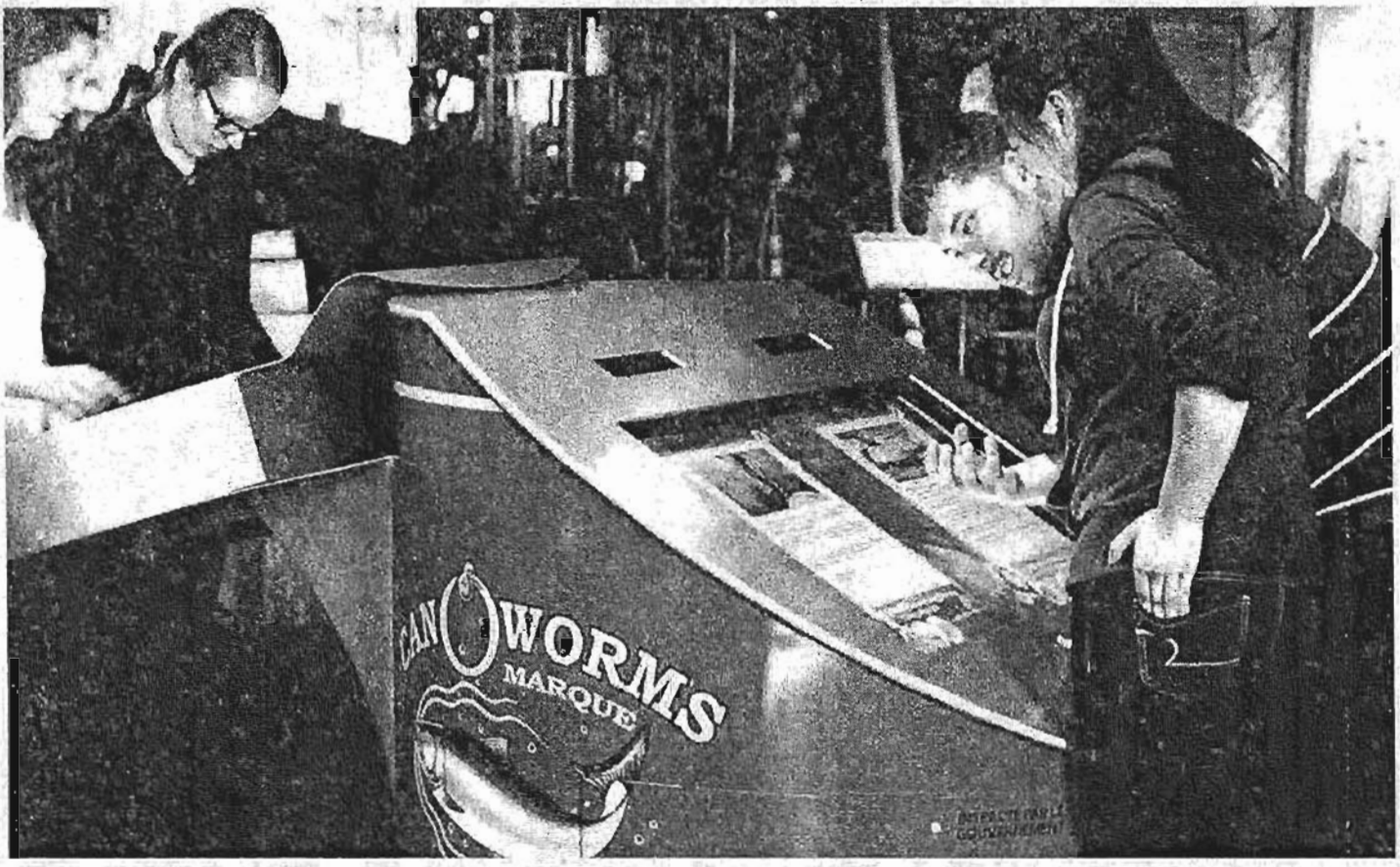
As part of Culture Days, a collaborative pan-Canadian volunteer movement to raise the awareness, accessibility, participation and engagement of all Canadians in the arts and cultural life of their communities, the Cannery produced a special display of our extensive and rarely seen salmon can label collection. Visitors were able to discover more about how accurately salmon can label designs reflect their social and historical contexts. Additionally, guests were invited to seek out new histories through participation in can label activities and investigation of the display.

**THE CANNERY'S REGULAR ONGOING OFFER OF SPECIAL EVENTS, EXHIBITS, SCHOOL AND PUBLIC PROGRAMS CONTINUED, INCLUDING:**

- Christmas at the Cannery with a special visit from Santa Claus, Classic Christmas movies and the Festival of Trees decorated by local merchants, Tin Can Challenge which raised 553 pounds of food for the Richmond Food Bank, Easter Scavenger Hunt, Doors Open Richmond, Steveston Salmon Festival, Parks Day, Music at the Cannery, Salmon Stomp, Culture Days, Fishing the West Coast Photography Show and Contest, Talk like a Pirate Day, and the Haunted Cannery Halloween Tours.
- The Cannery delivered programming at several off-site events and festivals throughout the year including: Richmond's Winterfest at the Olympic Oval, Ships to Shore in Garry Point Park, the Richmond Maritime Festival at Britannia Heritage Shipyards, Richmond Heritage Fair, Fingerling Festival in Port Moody, Parks Day in Stanley Park, Hyack Fesitval in New Westminster, the Steveston Grand Prix of Art, BC Field Trip Fair, BC Social Studies Teachers' Association Conference, Provincial Intermediate Teachers' Association Conference and the BC New Teachers' Conference.
- The Geocaching program was expanded with the launch of a second cache in the area that used to be home to Cannery workers housing. Geocachers who track down this location will learn more about the lives and living conditions of Cannery workers.
- The Cannery hosted a variety of community, private and corporate events throughout the year including: the Farmland Defence League Dinner recognizing Harold Steves for his advocacy work around farmland, food security, fisheries and heritage, the Steveston Rotary Club's Wine and Seafood Festival, the Fisherman's Memorial on the National Day of Mourning for people injured and killed on the job, the Steveston High School Class of 1971 Reunion, and book launches for *Steveston: A Community History* by Richmond City Councillor Bill McNulty and *The Good Hope Cannery: Life and Death at a Salmon Cannery*.

**OPPOSITE LEFT** Herring are placed in a gibbing machine by a worker at BC Packers' Imperial Plant in Steveston, ca 1940s.

**BELOW** The visitors to the Cannery during the Steveston Winter Market can shop for a wide variety of products while enjoying the exhibits inside the Cannery at the same time.




## Parks Canada Capital Investment at the Cannery

Parks Canada provided the funding and the Cannery's Exhibits and Programs Committee provided the expertise for the development of two new permanent exhibits, as well as an interactive virtual post card kiosk, a site map brochure and an updated Fishing in the Family Album.

## Fishing Issues Touch Screen Exhibit

What is the Aboriginal food fishery? Wild or farmed - what's a better choice for my family? Can one fish really cost $400,000?

These are some of the questions raised in the new *Fishing Issues Exhibit* at the Cannery. Issues ranging from conservation, the politics of fish and the Pacific Salmon Treaty, the Aboriginal food fishery and fish farms are explored through the eyes of a concerned consumer, a commercial fisherman, a young Coast Salish woman and a fourth-generation Japanese-Canadian teenager.

**ABOVE** Visitors explore the new *Fishing Issues* exhibit
*Photo Credit:* Kelly Jill

Designed to appeal to a youth audience, the interactive touch screen allows visitors to learn more about these wide-ranging and complex issues and consider how their actions play a role in the broader picture.

## Evolution of the Cannery Touch Screen Exhibit

How did changes in the local community and around the world influence the evolution of the Cannery structure?

Before European settlement, grasses and elderberry covered the southern shore of Lulu Island. Deer were plentiful, as were bear, beaver, and muskrat. Aboriginal groups camped along the shoreline to fish the summer runs. By the end of the 19th century, this was all changing. Steveston had everything a successful salmon cannery required; it was located at the mouth of the Fraser River, an important transportation corridor already well known for its abundant salmon stocks, and the local expertise in salmon canning and exporting. It was a boom time for Steveston and the need to can more salmon for export led to the construction of the original Gulf of Georgia Cannery in 1894. In 1897, the Cannery filled almost 2.5 million 1 lb. cans of sockeye – the largest pack of any cannery in B.C.

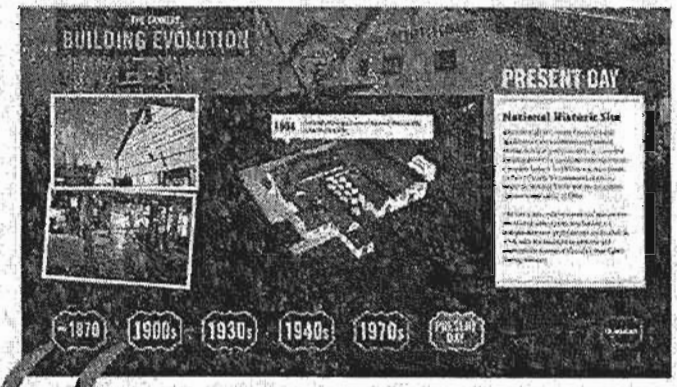
Through this exhibit, visitors can trace the evolution of the original 1894 L-shaped Cannery through its many alterations designed to accommodate changing processes and demands

## Virtual Post Card Kiosk

As part of the Cannery's goal to extend the visitor experience beyond its walls, and offer opportunities for visitors to share and remember their visit to the Cannery, a virtual post card kiosk was installed in 2011. This booth allows guests to take their photo or record a video and email it to a friend along with a personalized message and an image from the Cannery of their choosing.

## Explore! Visitor Site Map

A new site map for self-guided visitors was produced to help visitors immerse themselves in the sights and sounds of Canada's West Coast fishing history by exploring at their own pace.




**BELOW** The new *Evolution of the Cannery exhibit* invites visitors to explore how changes in the local community and around the world influenced the evolution of the Cannery structure through an interactive touch screen display.

> *Excellent – first visit but will definitely make it an annual trip."*
>
> – Cannery Stories program participant, Grade 5 teacher

## Parks Canada Management Plan Tabled in Parliament

On November 4, the Parks Canada Management Plan for the Gulf of Georgia Cannery National Historic Site was tabled in parliament by the Honourable Peter Kent, Minister of the Environment and Minister responsible for Parks Canada. This is the key Parks Canada reference document that guides decisions and actions in sharing, protecting, managing and operating the Cannery. The 2011 plan is the third plan for the Cannery.

Recognizing the collaborative nature of the relationship between Parks Canada and the Gulf of Georgia Cannery Society, the Society's input was sought throughout the management planning process and shaped the development of this plan every step of the way. Community stakeholders and the public were also invited to provide input.

Integrating the three elements of Parks Canada's mandate (the protection of heritage resources, the facilitation of visitor experiences and the provision of public outreach education) this plan includes several key strategies.

Canada

**ABOVE** A complete copy of the *Gulf of Georgia Cannery's Management Plan* is available on-line in both English and French at *www.pc.gc.ca/fin.nhs/bc/georgia/plan.aspx*

- *Weathering the Storm* focuses on improving the conservation of the Cannery and its collections, ensuring our heritage can be shared with present and future generations. A multi-year collections rationalization project is now underway as a result of this strategy.
- *The Steveston Experience* builds ties between the Cannery and community, so both can grow together. The site intends to nurture current and new relationships to enhance promotions and programs, making the Cannery the anchor of the 'Steveston Experience'.
- Explore the Cannery, in person or from afar, and get *Caught up in the Real West Coast*. This strategy aims to ensure continued connection with the hearts and minds of Canadians through a program offer which responds to the needs and expectations of visitors, in addition to creating new and improved outreach education opportunities and products for people who may not visit the site in person.
- The Cannery can sometimes be mistaken for an active commercial fishing operation. The area management approach focusing *Outside the Cannery Walls*, will enable the site to welcome visitors, improve wayfinding and branding, and investigate new experiences and products outside the Cannery complex.

## Power Smart Program – LED Replacement Project

As part of the Cannery's commitment to environmentally sound business practices, the Society, with the support of the BC Hydro Power Smart Incentive Fund, upgraded 750 light fixtures to LED bulbs. Not only will the replacement of inefficient technology result in significant energy savings, 65,000 kWh a year, it will also result in an annual financial savings of $4,000.

**ABOVE** An aerial view of Steveston, looking northwest over the BC Packers Imperial Plant, ca.1950s.

## Recognition from the Community

The Gulf of Georgia Cannery Society was honoured to be nominated for the Richmond Chamber of Commerce Business Excellence Award for Association of the Year, and Volunteer Richmond's Nova Star Award which honours organizations that have carried out their objectives with creativity and innovation and responded to the needs of the community.

## Improving Access for All Canadians

The Richmond Centre for Disability conducted a site survey at the Gulf of Georgia Cannery in June 2011. Their report concluded, *"We are pleased to report that we found it very accessible... you are to be commended for your fine establishment. It is wonderful to find people who are trying to help make improvements to the already very high level of accessibility of our city."*

In follow up to this visit, the Cannery implemented several improvements immediately, including adding an Accessibility page to our website to address concerns of visitors of all abilities when planning a trip to the site, creating a guide for staff and volunteers on helping people with disabilities, creating a large-print guide for the *Salmon People* exhibit available for the visually impaired and written transcriptions of the audio kiosks for the hearing impaired. A report detailing future recommendations was also produced and will inform future exhibit and capital planning to ensure the best possible visitor experience for all guests at the Cannery.

### Visitation

46,469 people visited in the Cannery in 2011 including 2,992 elementary and secondary students who participated in our educational programs, 1,272 English as a Second Language students, 12,397 visitors to the Steveston Winter Farmers and Artisans Market and a record 4,494 on Canada Day.

## Donations and Sponsorships

The Gulf of Georgia Cannery Society gratefully acknowledges the following organizations and individuals for their generous financial and in-kind support.

| | |
|---|---|
| $10,000 + | Canadian Heritage, Young Canada Works in Heritage Organizations<br>BC Hydro Power Smart Incentive Fund |
| $7,500 + | BC Gaming Commission, Direct Access Program<br>Human Resources and Skills Development Canada, Canada Summer Jobs |
| $2,500 + | C&F Financial Group |
| $1,000 + | City of Richmond<br>Steveston Merchants Association |
| $500 + | Steveston High School Alumni, Class of 1971 |
| $100 + | Margaret Howlett and Chris Morris, Ben Gwaltney, Denyse Butler and Richard Gregory |
| Donors | Claudette Sakamoto, Joan Kellingbusen, Maria Lynch, Keith and Cheryl MacDonald, Helen MacDonald, JR and Peggy Cartledge, Dale and Nancy Peterson, Dan and Colleen Nemura and Sheila Dutka |

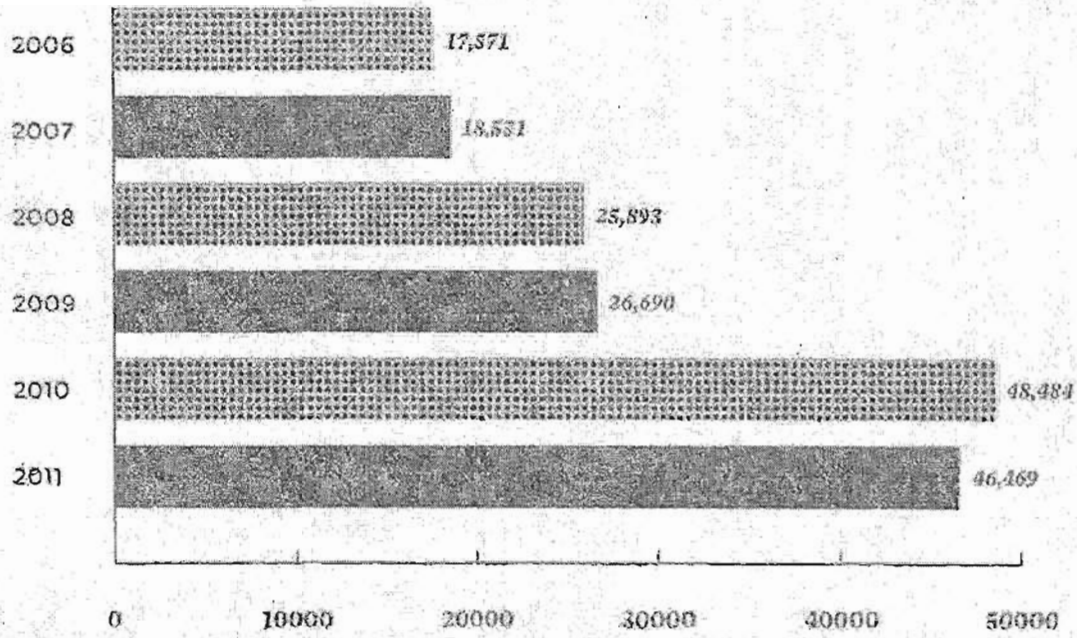
## In-Kind Support Provided By:

Axis Technical Services, Canfisco, Steveston Community Society, Steveston Farmers and Artisans Market, Safeway, Ichiro Japanese Restaurant, Fort Langley National Historic Site, Langley Centennial Museum, Musqueam First Nation, Richmond Museum and Archives, Port Moody Station Museum, Stó:lō Research and Resource Management Centre, Tsawwassen First Nation, Visionkeeper Film Productions, Leonard Ham, Susan Point, Debra Sparrow, Leona Sparrow and Harold Steves.

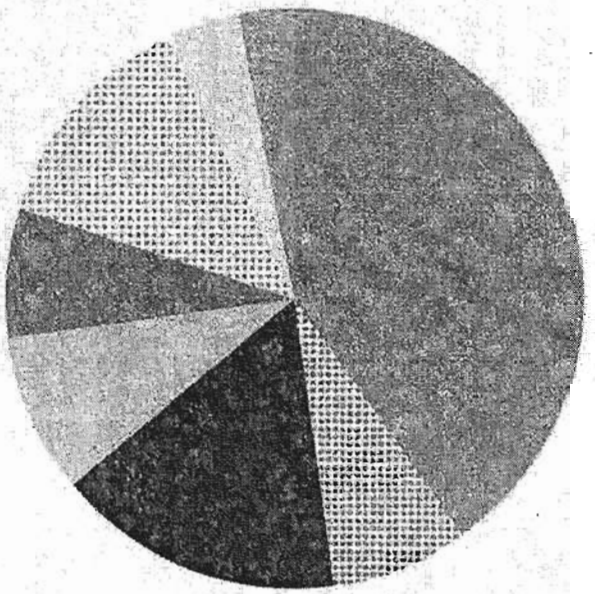
**Operational Funding for the Gulf of Georgia Cannery National Historic Site is provided by Parks Canada.** Parks Canada's support for community-based stewardship through its ongoing relationship with the Gulf of Georgia Cannery Society ensures the conservation and presentation of the Gulf of Georgia Cannery as a nationally significant piece of Canadian heritage. Parks Canada provided over $ 500,000 of operational and maintenance funding, plus capital investments, program grants, professional and support services. In 2011 this accounted for 60% of the Society's operating budget.

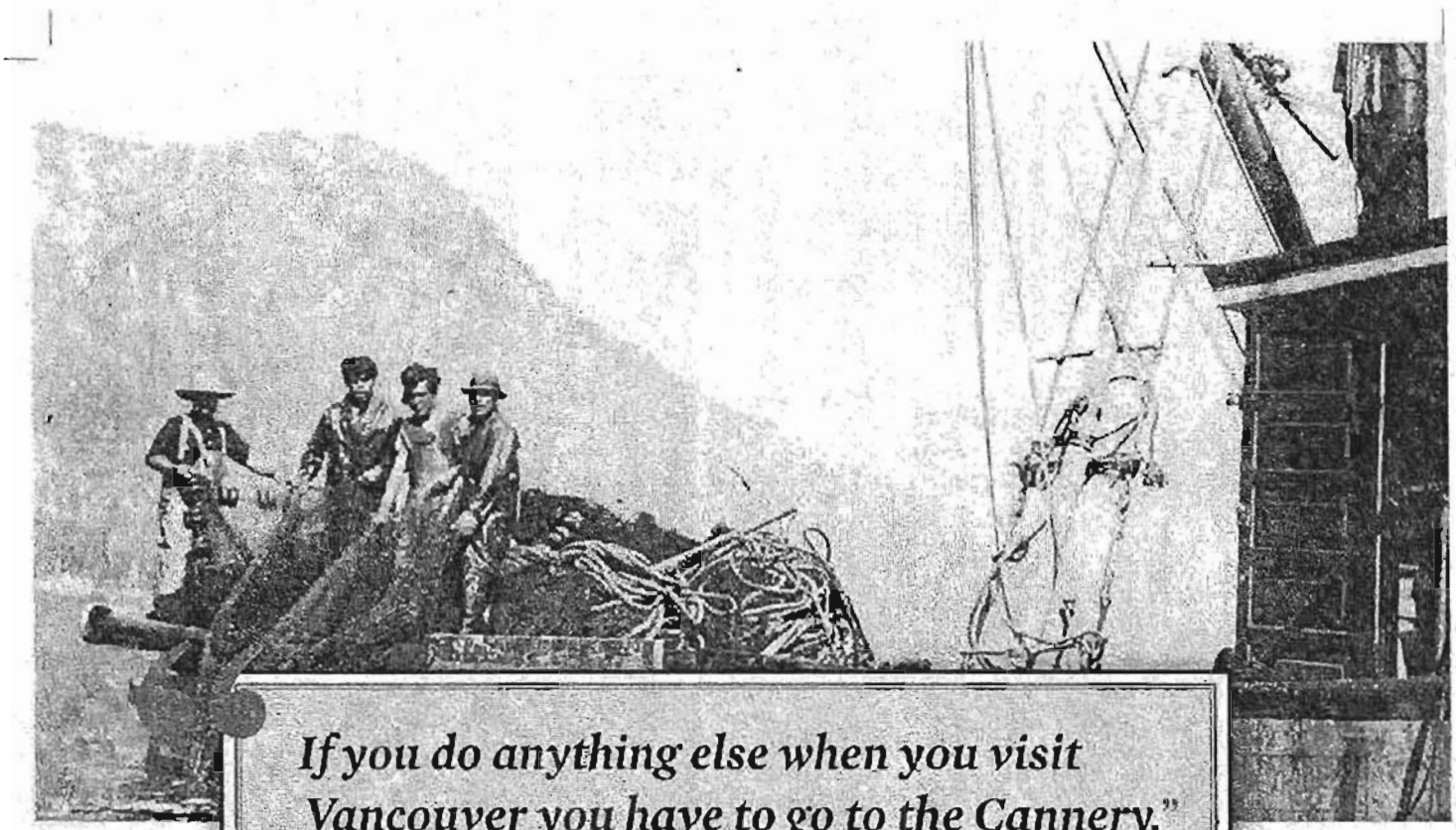
A special thank you to the individual members of the Gulf of Georgia Cannery Society whose consistent support contributes immeasurably to the success of this unique site.

## Attendance by Year, 2007 – 2011




## Where do our visitors come from?



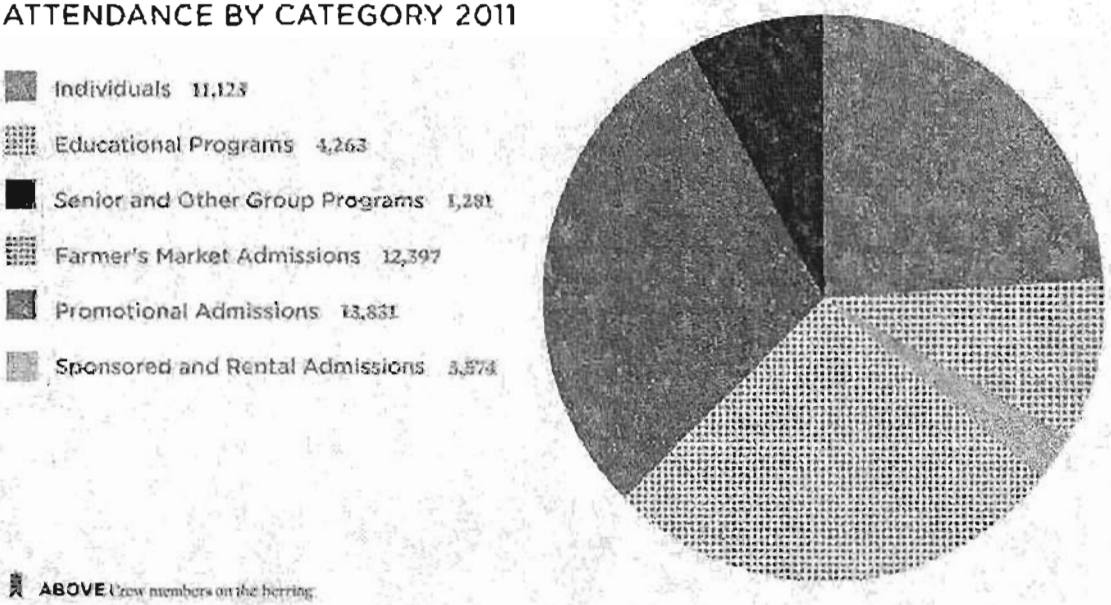


*If you do anything else when you visit Vancouver you have to go to the Cannery."*

— *Tripadvisor.ca visitor review*

**GULF OF GEORGIA CANNERY NATIONAL HISTORIC SITE**

ATTENDANCE BY CATEGORY 2011




**ABOVE** Crew members on the herring seine boat Neekis haul in a net by hand, *ca.1900-1934.*

## Educational Program Assessment - 2011

The Gulf of Georgia Cannery Society continuously solicits feedback from teachers who participate in our educational programs. The following summary is based on 70 evaluations that were returned to the program staff in 2011. Copies of complete evaluation forms with comments are available upon request.

01. Overall, how would you rate this program?

| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|
| 0 | 0 | 1 | 14 | 55 |
| 0% | 0% | 1% | 20% | 79% |

02. How would you rate the content of the program?

| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|
| 0 | 0 | 0 | 9 | 61 |
| 0% | 0% | 0% | 12% | 88% |

03. How would you rate the presenter's knowledge of the material?

| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|
| 0 | 0 | 0 | 4 | 66 |
| 0% | 0% | 0% | 6% | 94% |

04. How relevant was the program to your curriculum?

| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|
| 0 | 0 | 2 | 8 | 60 |
| 0% | 0% | 3% | 11% | 86% |

05. Would you recommend this program to other teachers?

| YES | NO |
|---|---|
| 70 | 0 |
| 100% | 0% |

06. How did you hear about the program?

| COLLEAGUE | PREVIOUS VISIT | BROCHURE | WEBSITE | OTHER |
|---|---|---|---|---|
| 17 | 35 | 14 | 7 | 4 |
| 24% | 50% | 20% | 10% | 6% |

07. Program

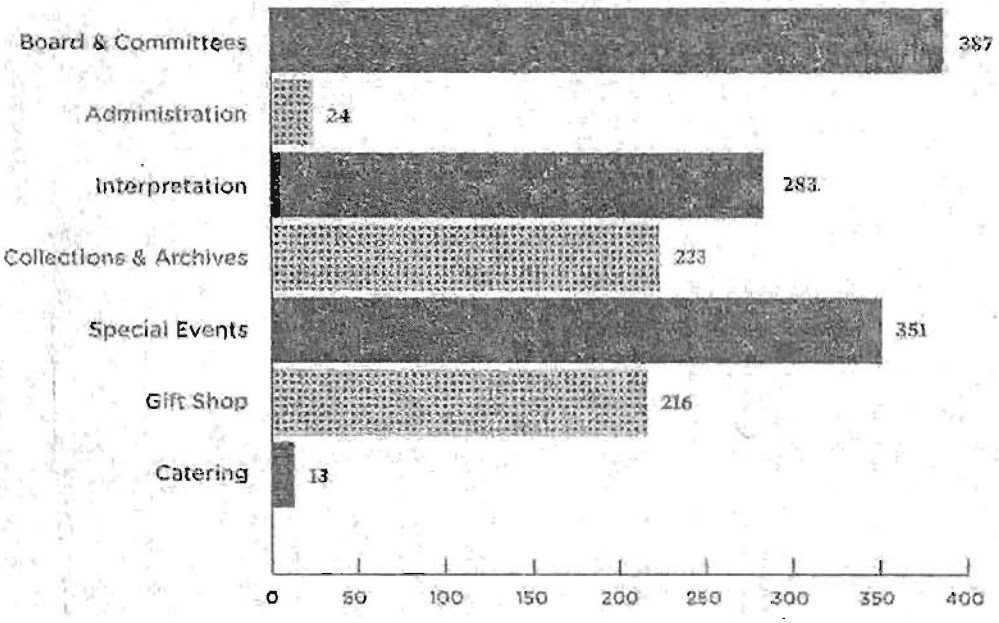
| CANNERY STORIES | FISHY BUSINESS | GUIDED TOUR | SALMON'S JOURNEY | MACHINE AT WORK | OTHER |
|---|---|---|---|---|---|
| 17 | 19 | 16 | 4 | 6 | 4 |
| 24% | 27% | 23% | 6% | 9% | 6% |

08. Group Level/Group Type

| PRIMARY | INTERMEDIATE | SECONDARY | ESL | ESL | OTHER |
|---|---|---|---|---|---|
| 16 | 41 | 1 | 2 | 3 | 1 |
| 25% | 64% | 1.5% | 3% | 5% | 1.5% |

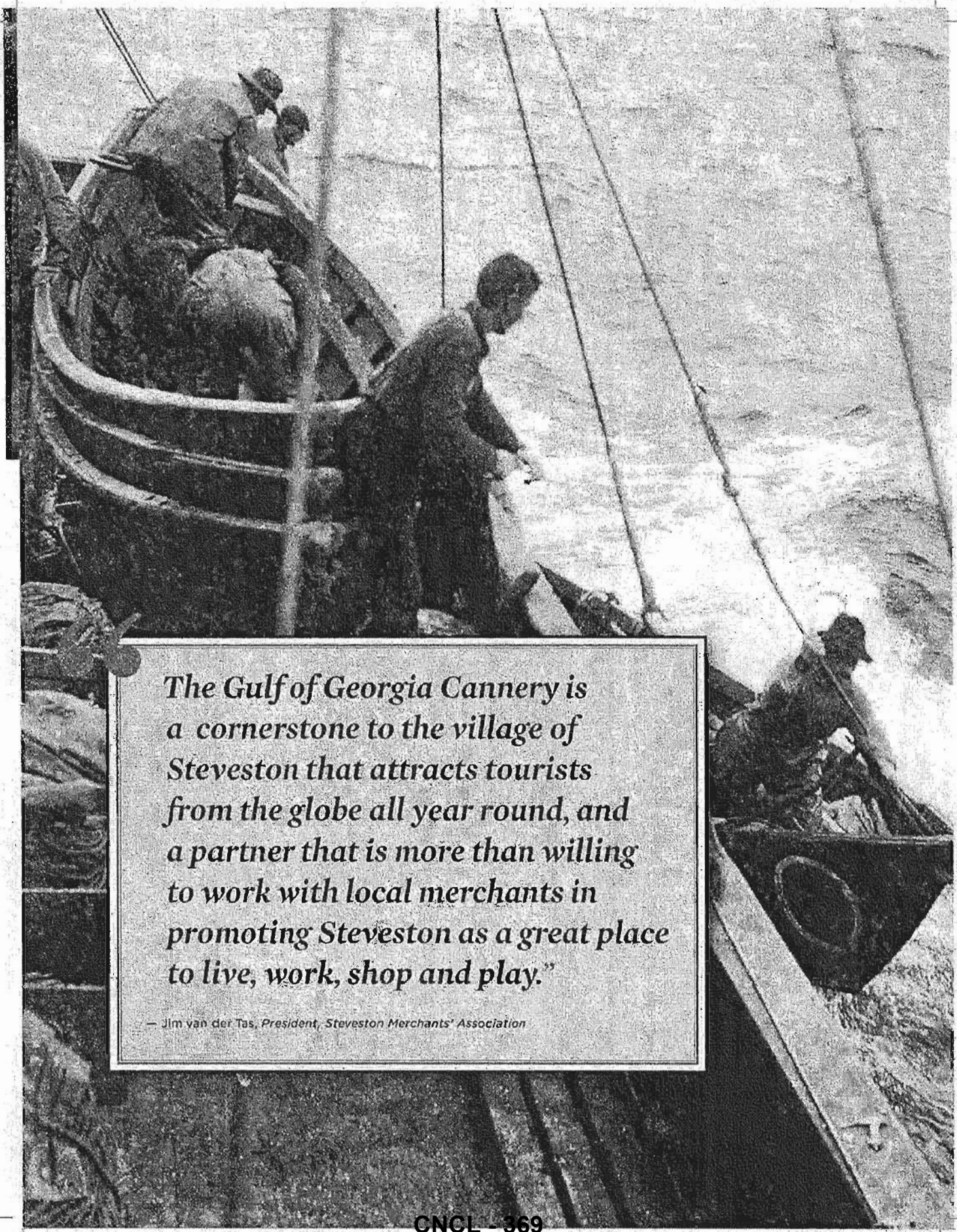
## Volunteer Participation

**The Gulf of Georgia Cannery Society has over 60 volunteers who contribute to all aspects of the site's operations. In 2011 volunteers contributed a total of 1,497 hours of service.**




**ABOVE** Volunteers promote the Canada Day spirit by greeting visitors and handing out flags inside the Cannery.

**OPPOSITE RIGHT** Crew members on a halibut fishing boat lower a skiff into the water, *ca.1915-1935.*



*The Gulf of Georgia Cannery is a cornerstone to the village of Steveston that attracts tourists from the globe all year round, and a partner that is more than willing to work with local merchants in promoting Steveston as a great place to live, work, shop and play."*

— Jim van der Tas, *President, Steveston Merchants' Association*

# 2012 Business Plan Highlights

In 2012, the Society will maintain its focus on providing high quality visitor experiences while expanding the offer available to local residents, school groups and tourists. A key addition to our offer this year will be greater opportunities for visitors to consider contemporary issues and how their personal choices affect the environment.

*The objectives outlined in the business plan were developed based on the priorities established by the Board of Directors in consultation with the staff, the wider priorities of the local community and Parks Canada, as well as the current social and economic climate.*

*Copies of the complete business plan are available upon request.*

**OPPOSITE RIGHT** 2011 Fishing the West Coast Photo Contest entry, "Scalas."

*Photo Credit:* Joel Baziuk

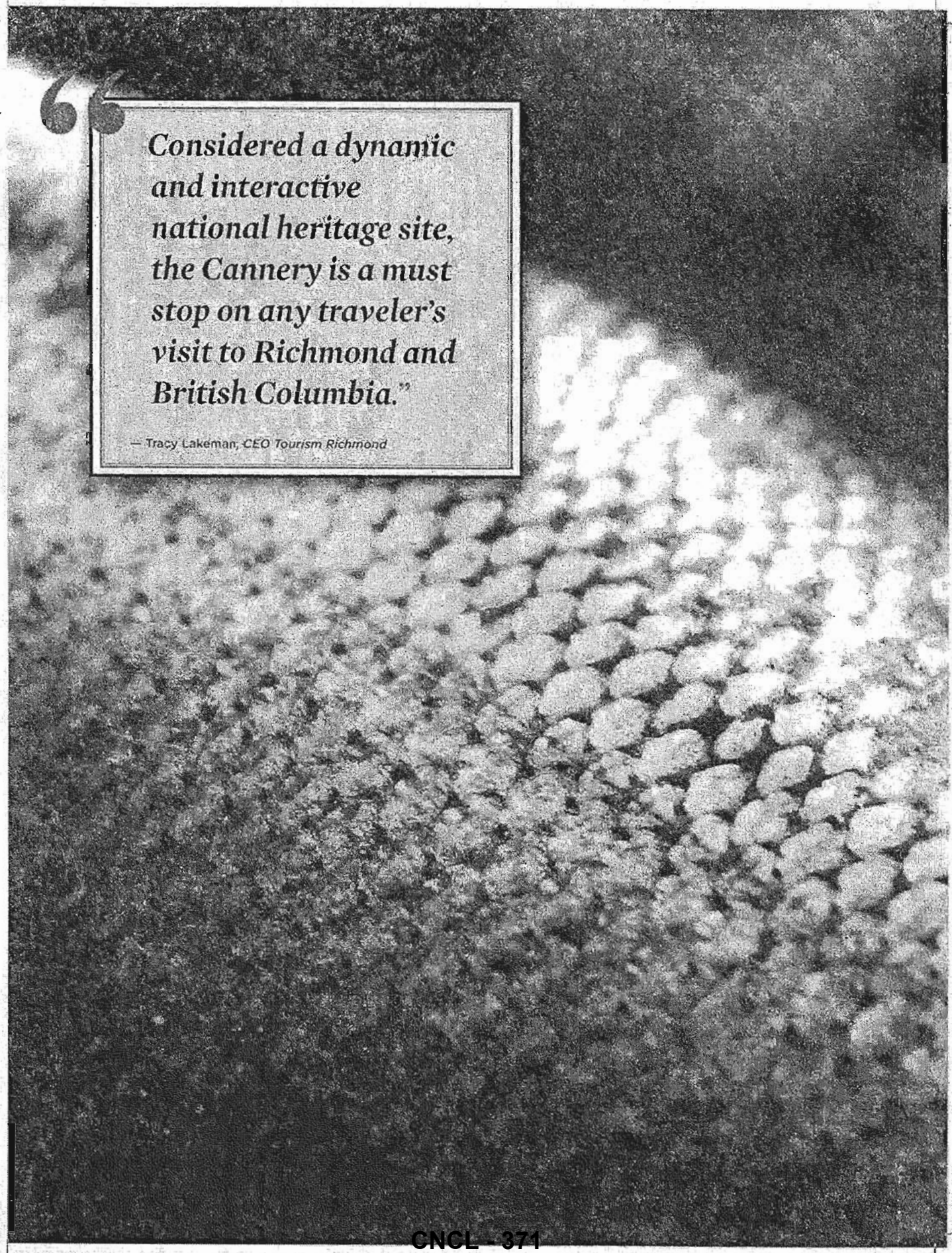
**BELOW** Costumed interpreters lead programs on-site and represent the Cannery at off-site events throughout the summer.

## Seafood for Thought Exhibit

**The Gulf of Georgia Cannery's 2012 exhibit aims to help visitors learn about ocean-friendly seafood and make choices that benefit our waterways. The exhibit is divided into seven sections, with each addressing a different question about ocean-friendly seafood:**

1. What is sustainability?
2. What is happening to our waters?
3. Wild or farmed?
4. Is there enough fish?
5. What's in a label?
6. What is the future of fish?
7. What are the best choices?

The exhibit will make use of art, film, video, and multimedia elements. Marine-themed artwork from local artists will be displayed throughout the exhibit space. Films to be screened for the exhibit include *Shark Water, End of the Line, and Sushi: A Global Catch.* Videos of four Ted Talks will be available throughout the exhibit and visitors will have the chance to participate in the discussion through a discussion board. Short dramatic pieces will add to the public program offer and a school program geared toward the science curriculum will be developed to further the exhibit's message.


"Considered a dynamic and interactive national heritage site, the Cannery is a must stop on any traveler's visit to Richmond and British Columbia."
— Tracy Lakeman, CEO Tourism Richmond

ABOVE Silent Sentinel from the 2011 Fishing the West Coast Photo Contest.

Photo Credit: Joel Baziuk

## Sustainable Seafood Festival

The first annual Gulf of Georgia Cannery Sustainable Seafood Festival will be launched on Sunday September 9 in Fisherman's Park. This free community event will support the temporary exhibit *Seafood for Thought* and will feature sustainable seafood themed cooking competitions, chef demonstrations, information booths, entertainment, and complimentary admission to the Cannery.

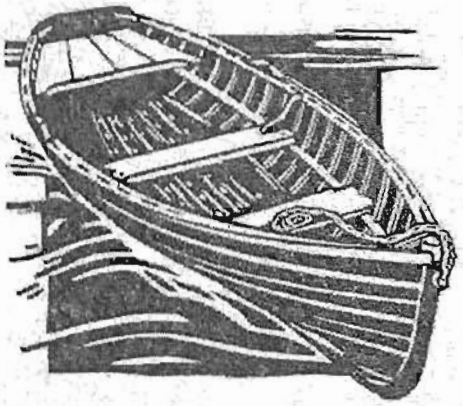
Many community partners will be invited to contribute and participate in the event, including local Oceanwise restaurants, Ocean Wise, SeaChoice, sustainable producers (BC Salmon Marketing Council, the Canadian Sablefish Association, Canadian Pacific Sardine Association, Pacific Urchin Harvesters Association) and local conservation organizations (Pacific Salmon Foundation, Great Canadian Shoreline Clean-up, the Living Oceans Society, the David Suzuki Foundation) as well as local heritage and community organizations (Steveston Historical Society, Britannia Heritage Shipyards, London Farm, the Steveston Farmers and Artisans Market, Steveston Community Society).

## Best Catch Multi-touch Screen

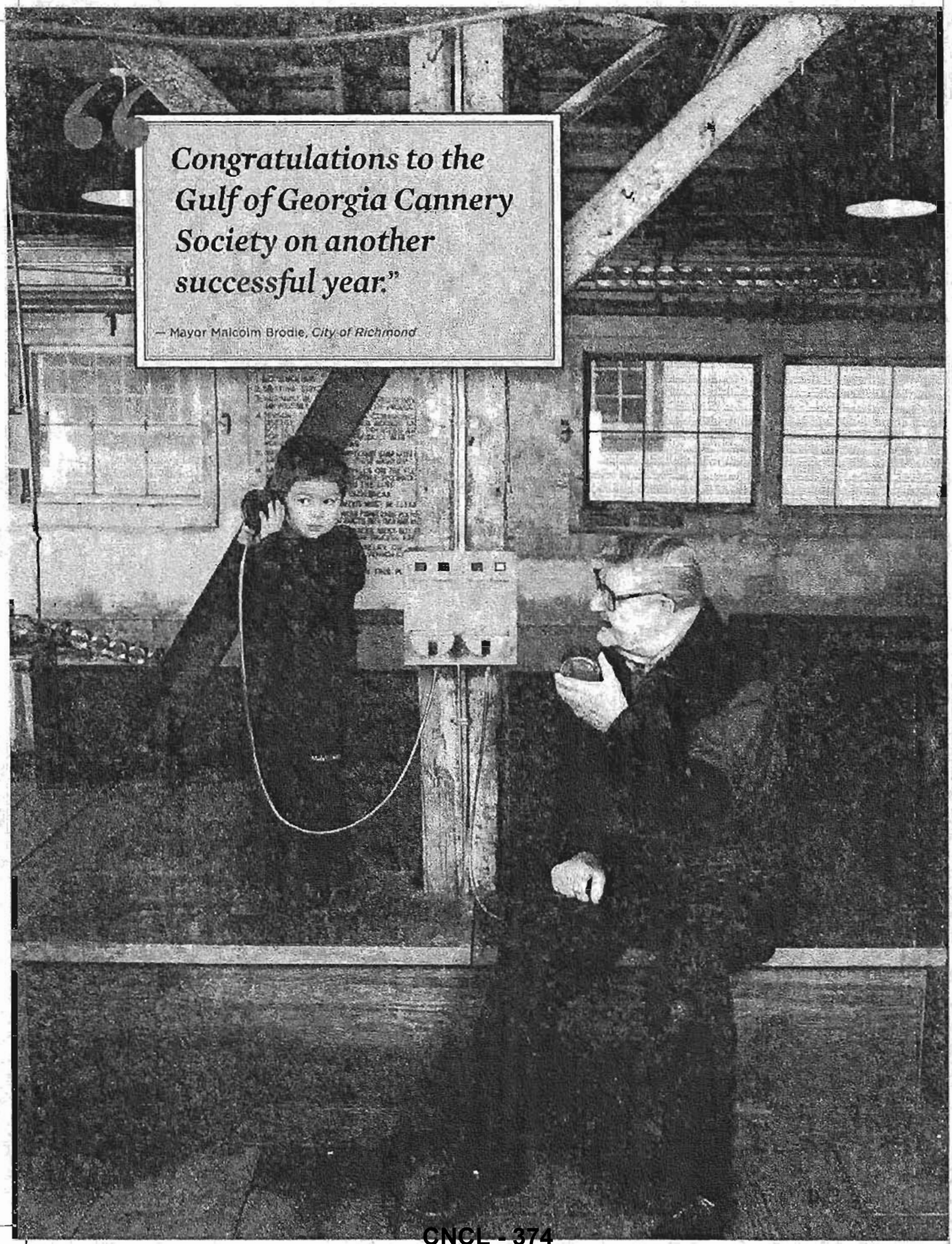
The aim of the *Best Catch* multi-touch screen exhibit is to educate visitors about making ocean-friendly seafood choices that will support healthy waterways and oceans. Visitors will gain a better understanding of the marine life in the Strait of Georgia and how different fishing methods affect the area. This permanent exhibit will build on the research and content explored in the Gulf of Georgia Cannery Society's 2012 temporary exhibit, *Seafood for Thought*, and will complement the Cannery's permanent exhibits that deal with local fish species, fishing methods and contemporary issues in the fishing industry. While the exhibit will be accessible to all visitors, the content and interface will be designed to appeal to a youth audience, including school groups, and to complement the *Seafood for Thought* educational program. The exhibit will be in both French and English.

## OTHER NEW EXHIBITS AND PROGRAMS FOR 2012 INCLUDE:

- The Cannery from A-Z which tells the story of the Cannery through the display of rarely seen artifacts and the 26 letters of the alphabet. This exhibit will be available both on-site and on-line.



- Taking its inspiration from the US National Parks Service's, the Parks Canada Xplorers Program will offer children aged 6 – 11 and their families the opportunity to explore and discover the Cannery in an engaging and fun way though games, questions and discovery activities.
- The Cannery's Girl Guide and Boy Scout Program will enable guides and scouts to earn their heritage badge.
- A program of live demonstrations will further animate the Cannery during the peak summer months with net mending, rope making, fish cleaning and other hands on activities that bring the Cannery to life.
- The development and installation of an off-site exhibit at Fort Langley will both help to promote the Cannery and foster closer working relationships will our colleagues at other National Historic Sites.
- The launch of a multi-cache Geocache Education Program for Grade 11 and 12 geography students. The program's focus is on the physical and cultural geography of the local area and how this geography is integral to both the development of the fishing industry and the development of the Steveston community.
- Previously successful programs, events, exhibits and projects will continue and grow, including:
    - The Steveston Farmers and Artisans Market, Music at the Cannery, Doors Open Richmond, Spring Break Programming, Easter Programming, Canada Day Open House, Fishing the West Coast Photo Show and Contest, Parks Day, Culture Days, Strolling through Steveston Walking Tour, Talk like a Pirate Day, Haunted Cannery Tours, Christmas in Steveston Village, Santa's visit to the Cannery, the Festival of Trees and Classic Christmas Movies.
    - The Cannery Store will continue to offer unique and local products and greater sense of atmosphere and seamless transition from store to Cannery
    - Work with City of Richmond, the Steveston Harbour Authority and the local community to create a more dynamic sense of place in the area surrounding the Cannery
    - Maintain commitment to preserve the building and the collection
    - Ensure long-term stability of the Society by fully developing all sources of revenue, maintaining a balanced budget and investing in the development of the Board of Directors, staff and volunteers.


"Congratulations to the Gulf of Georgia Cannery Society on another successful year."
— Mayor Malcolm Brodie, City of Richmond

# Organizational Overview

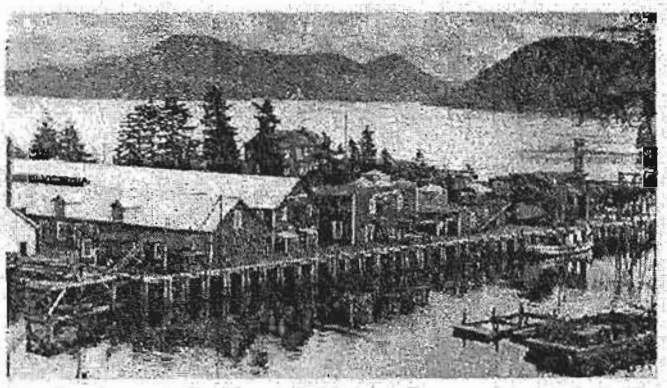
## About Us

Established in 1986, the Gulf of Georgia Cannery Society is an independent non-profit society and registered charity responsible for the operation of the Gulf of Georgia Cannery National Historic Site. The Society's mandate is to preserve and promote the history of Canada's West Coast fishing industry. An elected volunteer Board of Directors oversees the site's operation.

After the Gulf of Georgia Cannery ceased operations, the local community lobbied various levels of government to preserve the Cannery due to its significant contribution to Canadian history. In 1979 it was purchased by the federal government and transferred to Parks Canada. Development of the site began in the early 1990s and the first phase opened to the public in 1994. 46,469 people visited the Gulf of Georgia Cannery in 2011.

**OPPOSITE LEFT** Visitors of all ages enjoy the audio stations at the Cannery.

**BELOW** An aerial view of the Nootka Packing Company complex at Friendly Cove on Nootka Island, B.C., ca. 1930s.



## Exhibits and Collection

The Cannery was built in 1894 and was the largest building of its kind in British Columbia. It stopped canning in the 1930s, but remained active as a net loft, fish depot and later as a herring reduction plant. Key exhibits include a functioning salmon canning line that presents both the social and technological history of the canning industry, a herring reduction plant and a flexible exhibit space. The featured temporary exhibit for 2011 was *Salmon People* — an exploration of the culture of Coast Salish fishing in both its historic and contemporary context.

The site is home to over 10,000 artifacts, documents, photographs and books relating to both the Gulf of Georgia Cannery specifically and the West Coast fishing industry in general. There are two distinct collections on site; one belonging to the Gulf of Georgia Cannery Society and one belonging to Parks Canada. Both collections are cared for by the Society.

## Location

The Cannery offers a wide range of interactive school programs designed to complement the social studies and science curricula for students in grades K-7 and for English as a Second Language programs. 2,991 students visited the Cannery to participate in our programs in 2011.

## School and Public Programs

**The Cannery offers a wide range of interactive school programs designed to complement the social studies and science curricula for students in grades K-7 and for English as a Second Language programs. 2,991 students visited the Cannery to participate in our programs in 2011.**

- *Salmon's Journey* (Grades K-2) explores the salmon life cycle.
- *Cannery Quest* (Grades 3-5) investigates the evolution of the salmon canning process over the 20th century.
- *Fishy Business: A Century of Change* (Grades 3-5) introduces students to the history of the local fishing industry.
- *Cannery Stories* (Grades 4-6), introduces students to the multicultural history of B.C.'s fishing industry.
- *Machines at Work* (Grade 5) explores how simple and compound machines work.
- *Des Poissons et des Conserves* (Grades 4-7) brings the French language to life outside the classroom.
- *Strolling Through Steveston Walking Tour* (Grades 8-12, ESL) brings Canada's social history to life through a unique walking tour that weaves its way through a century of laughter and hardship in Steveston.
- *Seafood for Thought* (Grades 5-8) uses dramatic techniques to analyze the marine food web and compare fishing methods to find the best choices for themselves and their families.
- *Salmon People: Coast Salish Fishing* (Grades 4-6) uses object-based inquiry to explore the importance of fish, the fishing methods and preservation techniques of British Columbia's Coast Salish people.
- *My Monster Cannery* and *B.C.'s Fishing History Education Kits* bring the Gulf of Georgia Cannery into the classroom. The kits contain artifacts, historical photographs and activities that are adaptable for different grade levels.

The Cannery offers a variety of interpretive programs for the general public including tours of the canning line and herring reduction plant, drop-in children's activities, Music at the Cannery (an outdoor music series), Strolling through Steveston (a walking tour of the village of Steveston), Fishing the West Coast (an annual photography contest and exhibition), and Haunted Cannery Halloween tours and Christmas at the Cannery.

Both school groups and the general public can also watch the 20-minute *Journey Through Time* film in the Boiler House Theatre. The film provides an overview of the history of fishing in the region from traditional First Nations' fishing techniques to the challenges of commercial fishing at the end of the 20th century.

The Cannery's interpretive programs are available in both French and English.

**OPPOSITE RIGHT**
Visitors enjoy the Canning Line tour.



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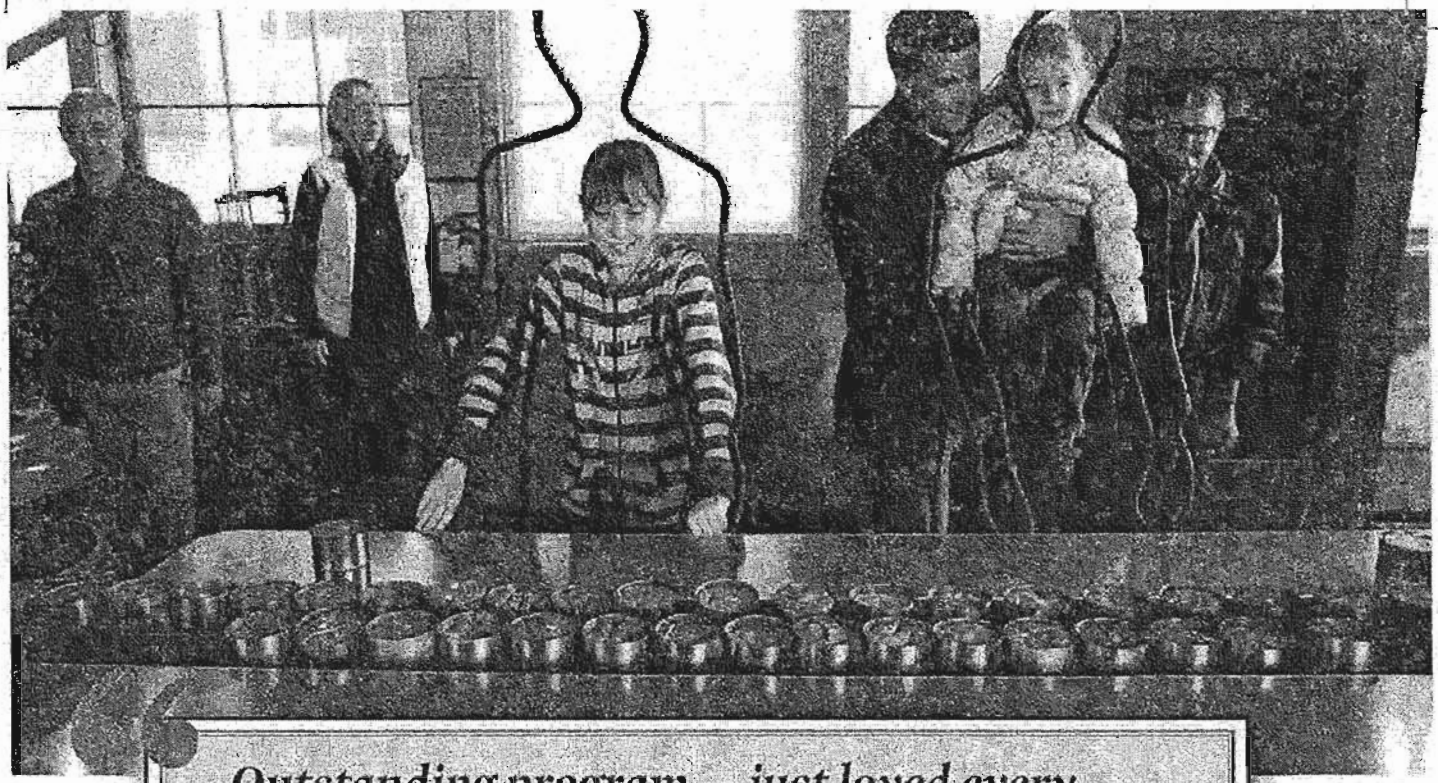

*Outstanding program — just loved every minute of it ... so fascinating, very well presented... (an) excellent history lesson."*

— Fishy Business School Program participant, Grade 5 Teacher

## Admission Rates and Hours

In 2012 the Cannery will be open to the public from 10 AM-5 PM daily.

Admission rate are: Adults $7.80, Seniors $6.55, Youth $3.90, Family $19.60

Admission is free for Society members and children under 6.

## Funding

The Gulf of Georgia Cannery Society receives funding under a contract for services from Parks Canada to support the site's operations. Additional funds are generated through admission fees, memberships, gift shop sales, site rentals, grants, sponsorships and fundraising.

## Membership and Supporters

The Society currently has over 300 individual and corporate members. Membership rates are $18 for individuals, $30 for families, $15 for seniors and $50 for corporations and organizations.

GULF OF GEORGIA
CANNERY
SOCIETY