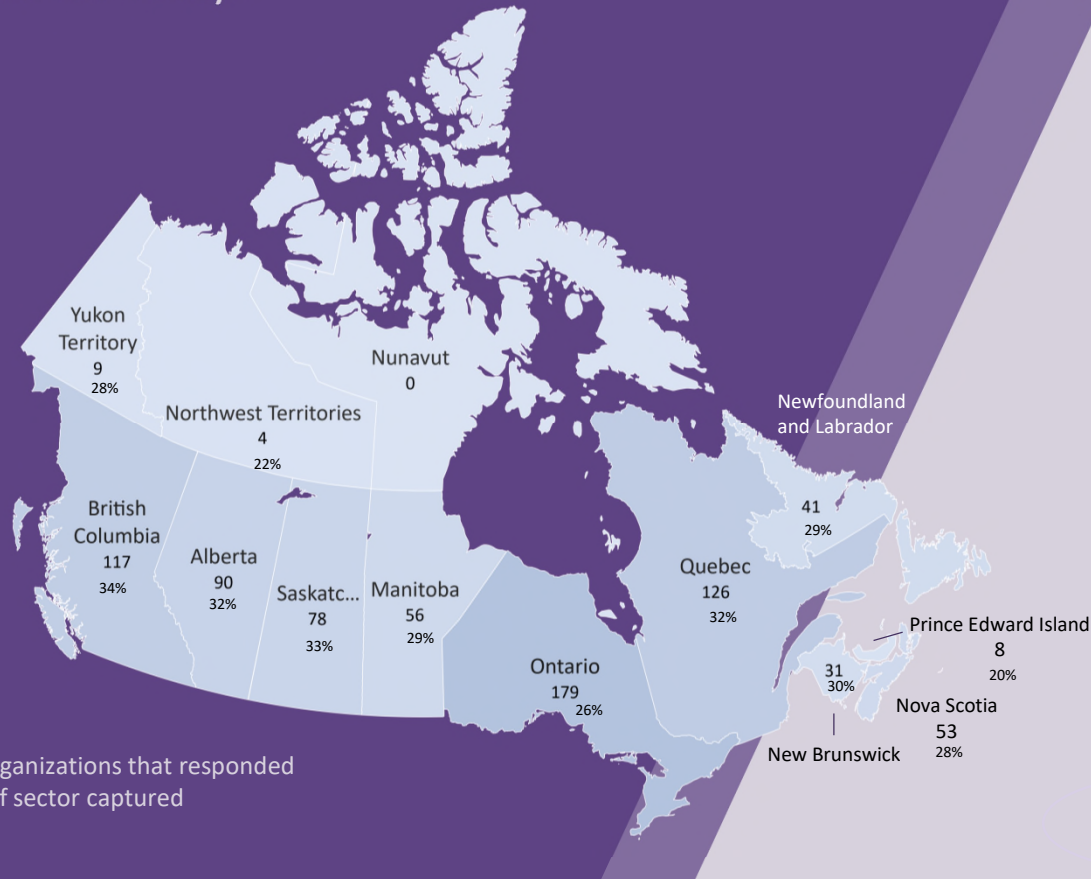


What is the museum policy Stakeholder Survey?

- A short survey asking stakeholders to provide their views on current and emerging priorities of the museum and heritage sector.
 - Stakeholders for this survey include museums, art museums, archives, historic sites, Indigenous cultural centres, science centres, botanical gardens, zoos, and academic institutions offering museological or archival programs etc.
- The purpose of this survey is to validate the needs and gaps of Canada's heritage sector.
- Responses will complement input from broad consultations being held throughout the year and will help the department better understand the sector and assist in the modernization of a national museum policy.

Breakdown of stakeholders who responded

There were 2,540 email sent out to heritage stakeholders. 792 of them responded (31% response rate).



: Number of organizations that responded
%: Sample size of sector captured

Respondents by Size of Heritage Institution (operating revenue)

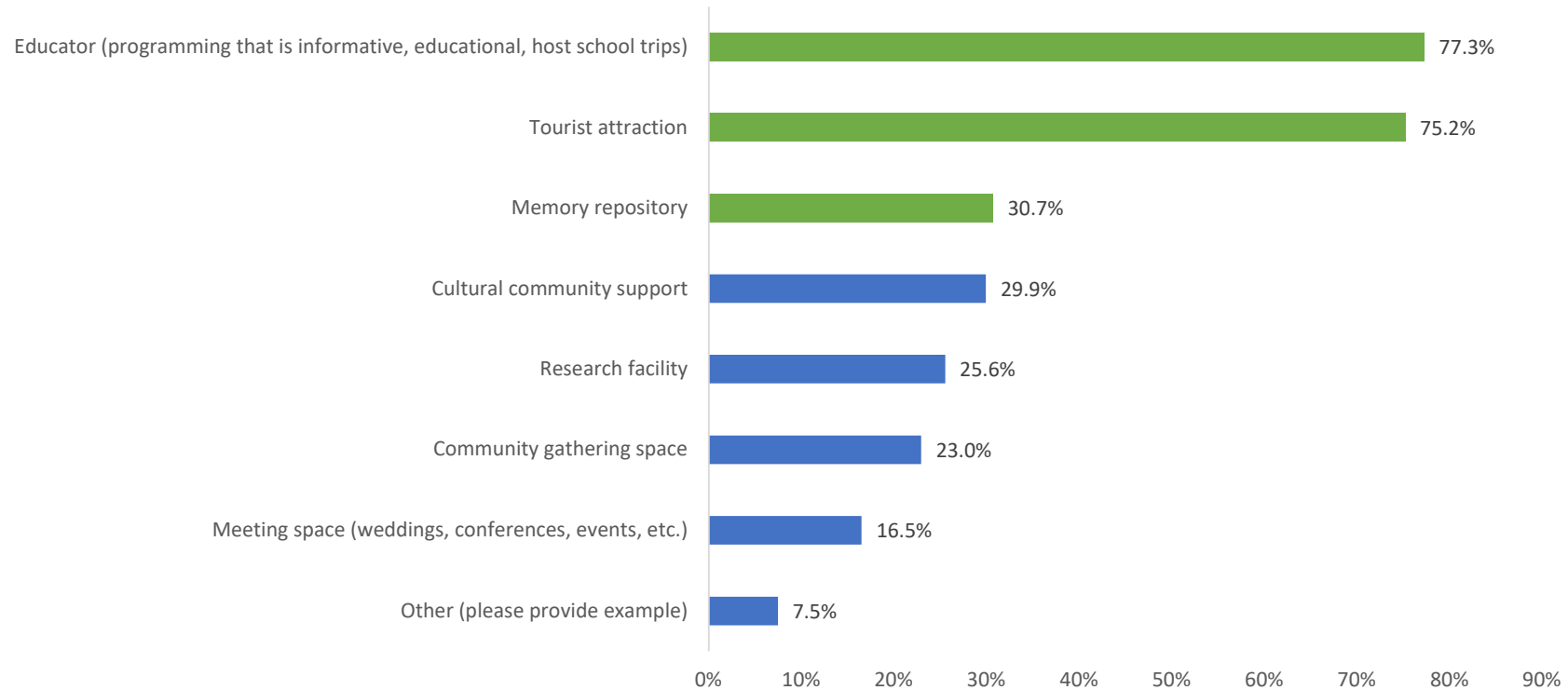
	Small (Under \$100K)	Medium (\$100K to \$999K)	Large (\$1M and over)	University/ College Studies Programs
Number of Responses	295	356	133	8

Respondents by Type of Heritage Institution

Type of Institution	Number of Responses
Archives	74
Art Museum and Galleries	105
Historic and Heritage Sites	100
Museum	493
Zoos and Botanical Gardens	12
University/ College Studies Programs	8

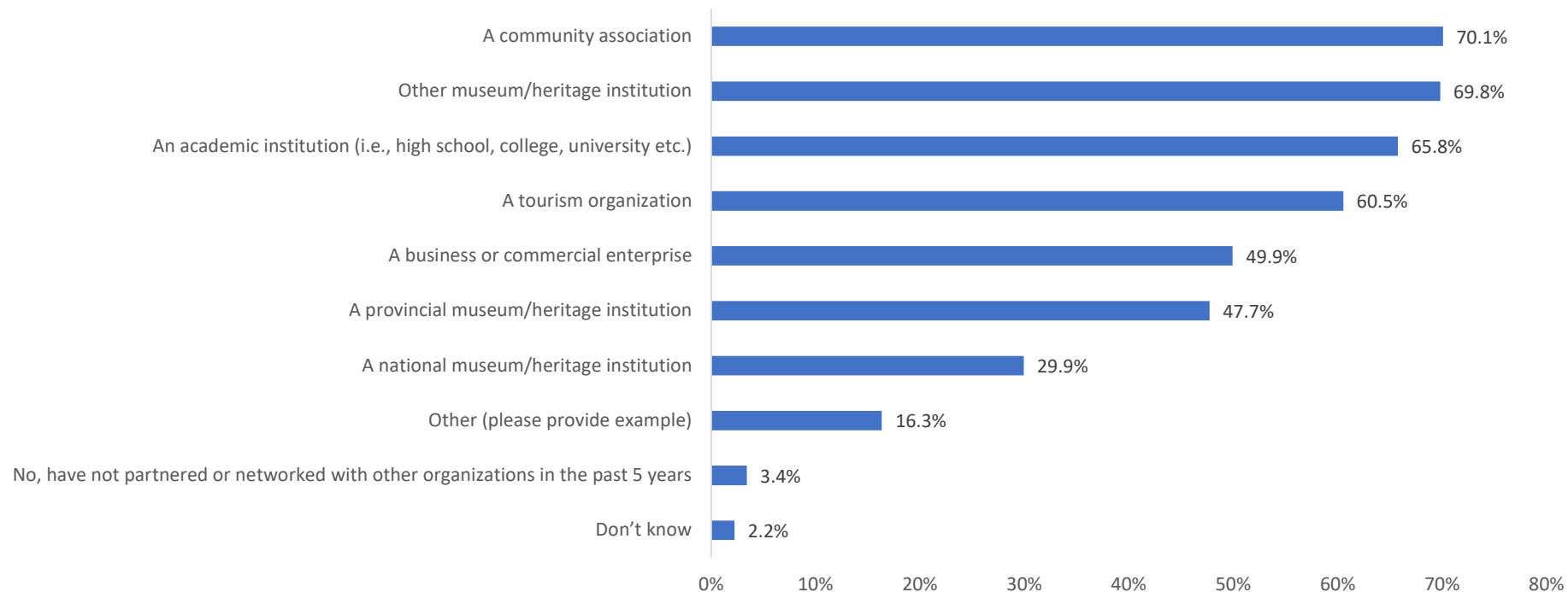
7 responses were from Indigenous governed heritage institutions (equals 23% of all Indigenous governed heritage institutions)

How would you describe your organization's relevance to your community?

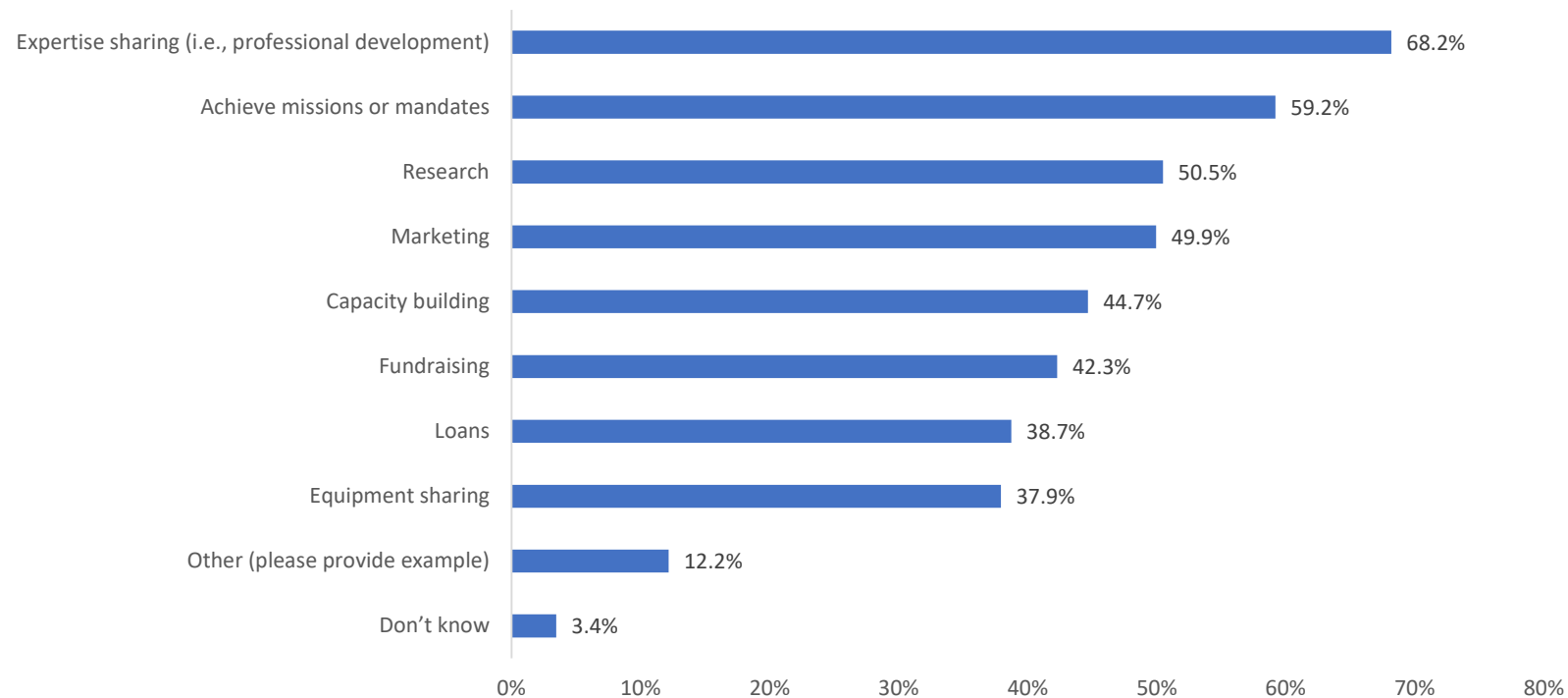


Respondents asked to select top 3 descriptions

Community Partnerships: In the past 5 years, has your organization ever partnered or networked with any of the following?

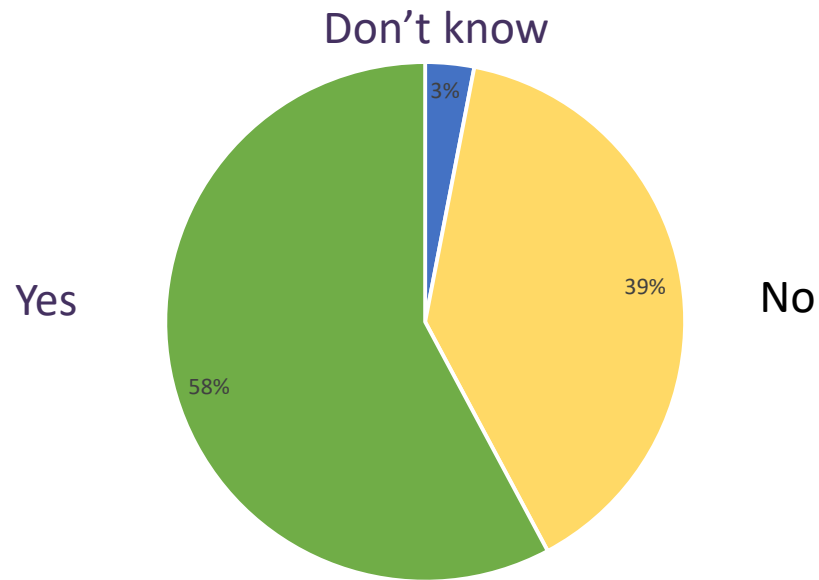


Community Partnerships: Over the past 5 years, what types of partnerships or networking has your organization participated in?

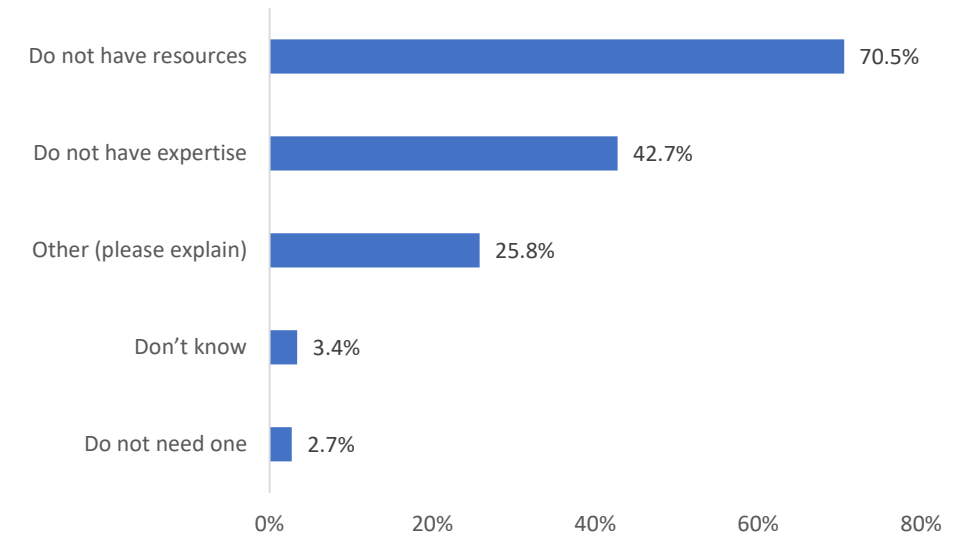


Digital Transformation:

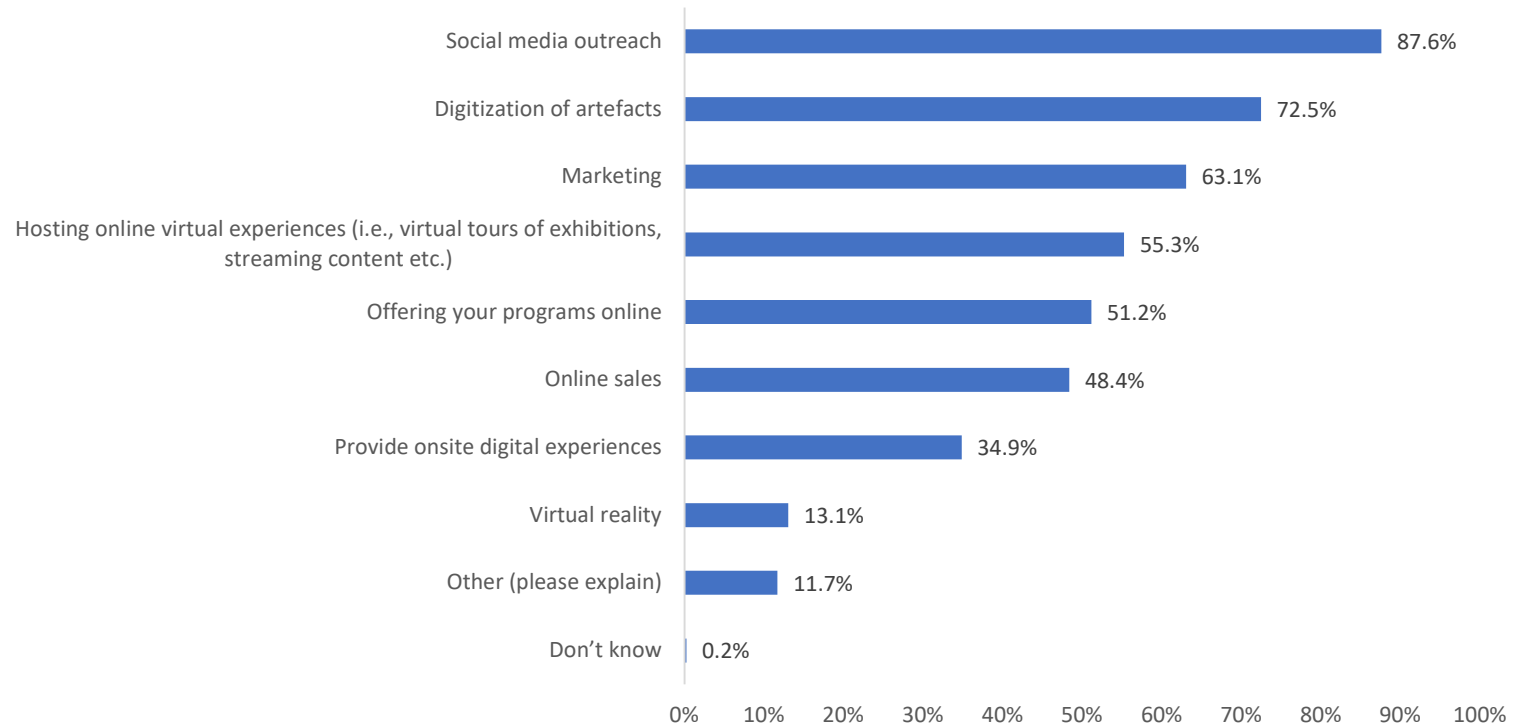
Does your museum or heritage institution currently have a digital strategy?



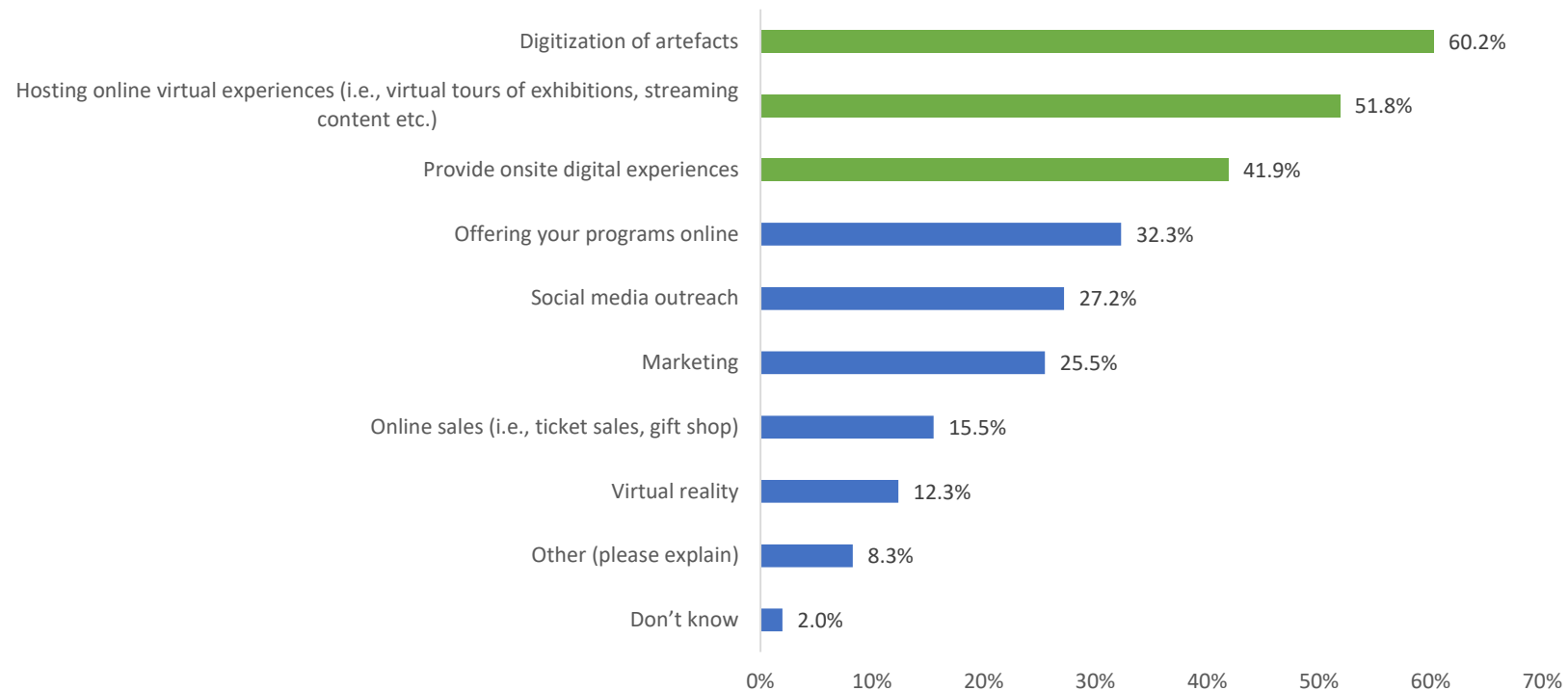
Why does your organizations not have a digital strategy?



Digital Transformation: Which digital activities does your organization currently undertake?

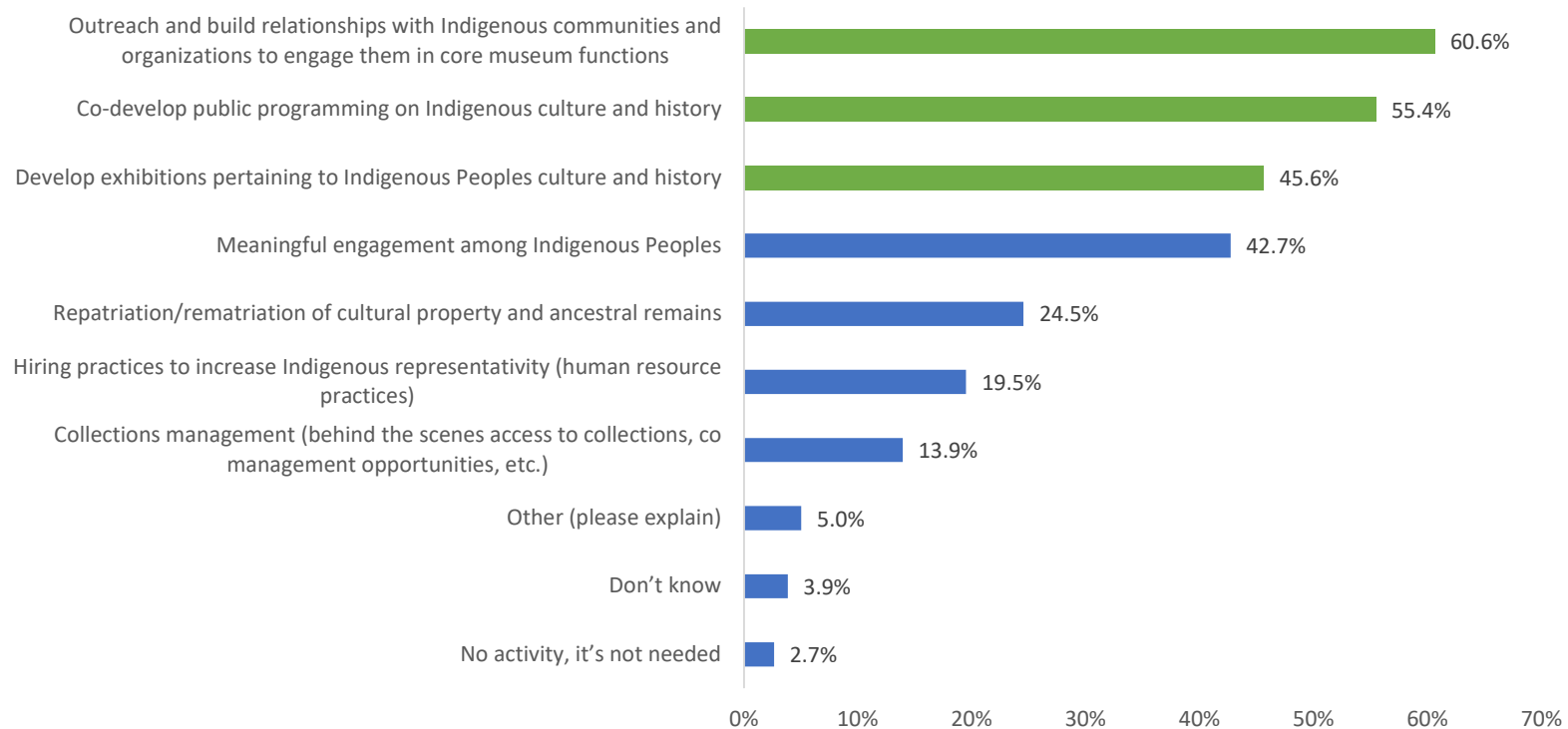


Digital Transformation: What 3 digital activities would be your organization's top priority if funding became available to support it?



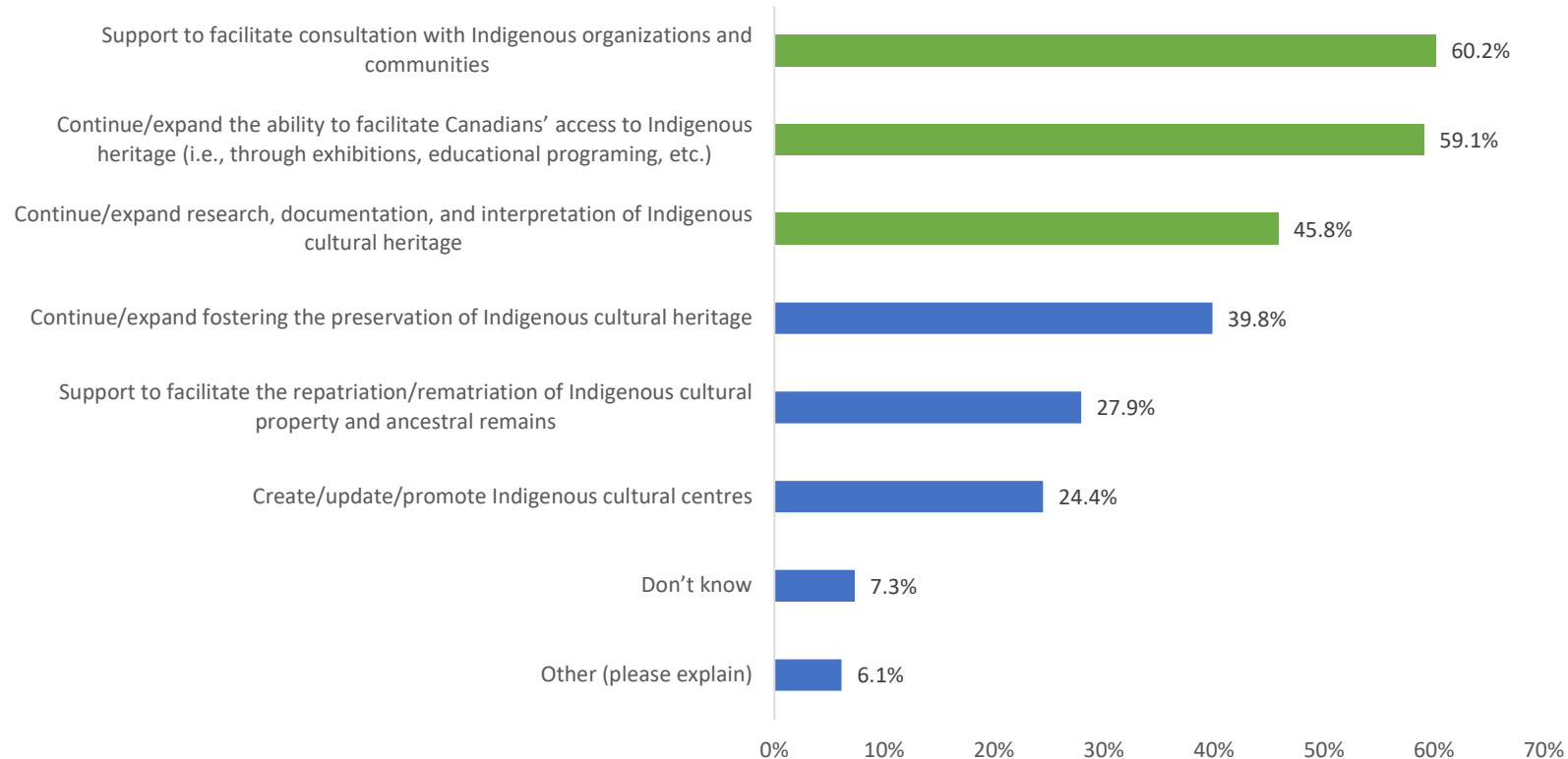
Respondents asked to select top 3 priorities

Advancing Reconciliation: when it comes to advancing reconciliation with Indigenous Peoples, which 3 activities or actions are most important for the museum and heritage sector to undertake?



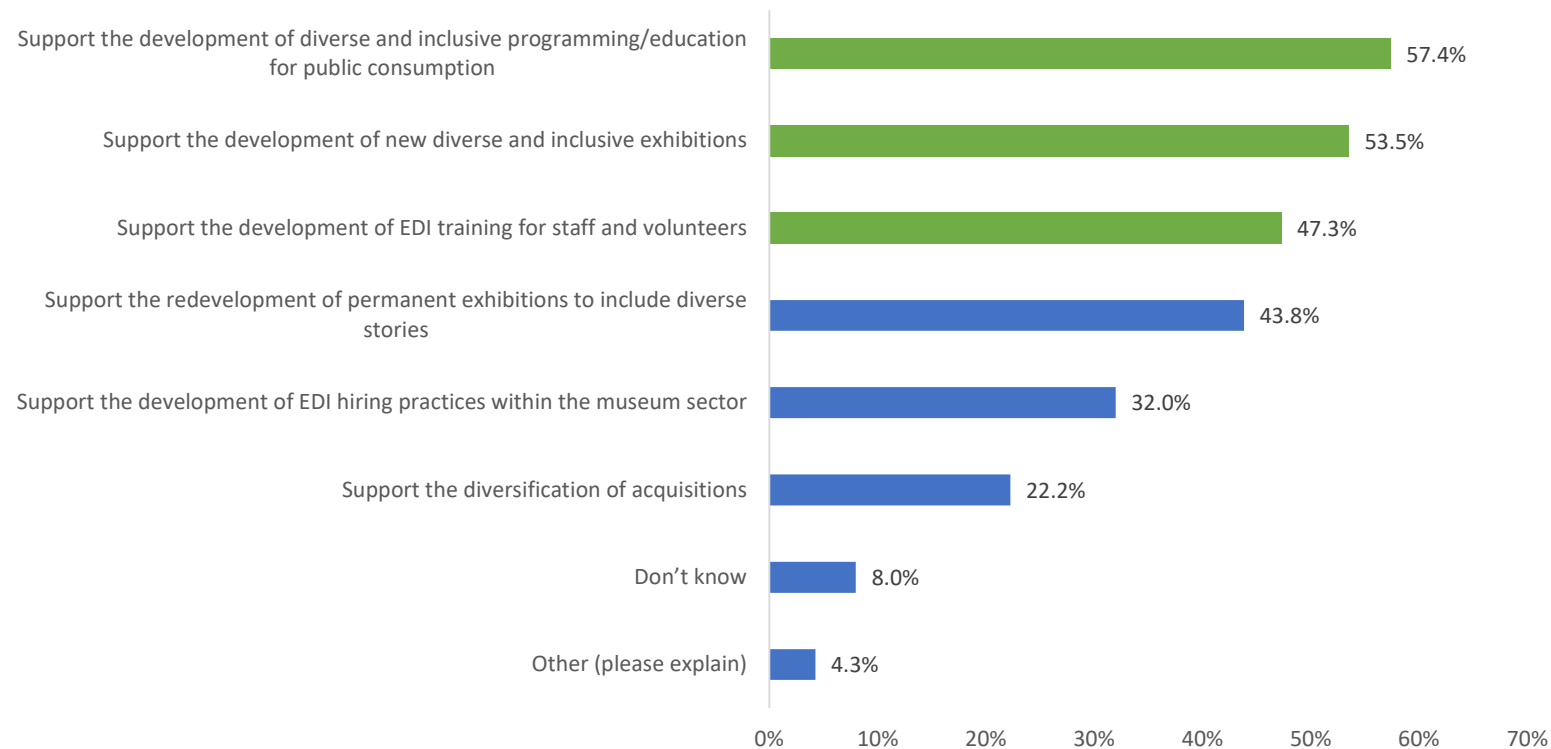
Respondents asked to select top 3 activities

Advancing Reconciliation: How can the federal government best support the museum and heritage sector advance reconciliation?



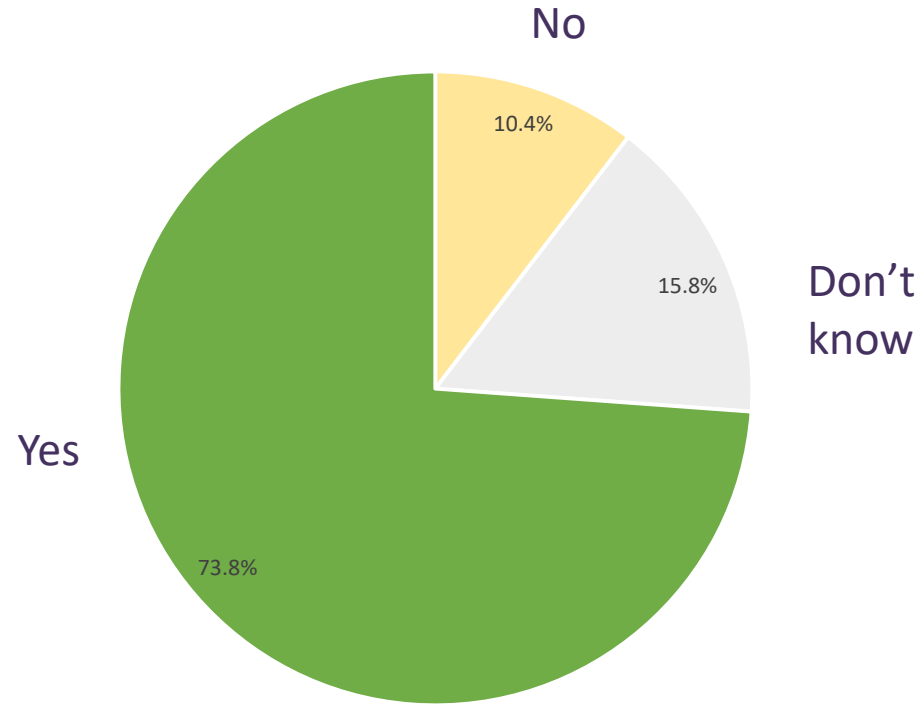
Respondents asked to select top 3 supports

Advancing Equity, Diversity, and Inclusion (EDI): How could the federal government best support the museum and heritage sector address current societal issues of equity, diversity, and inclusion?

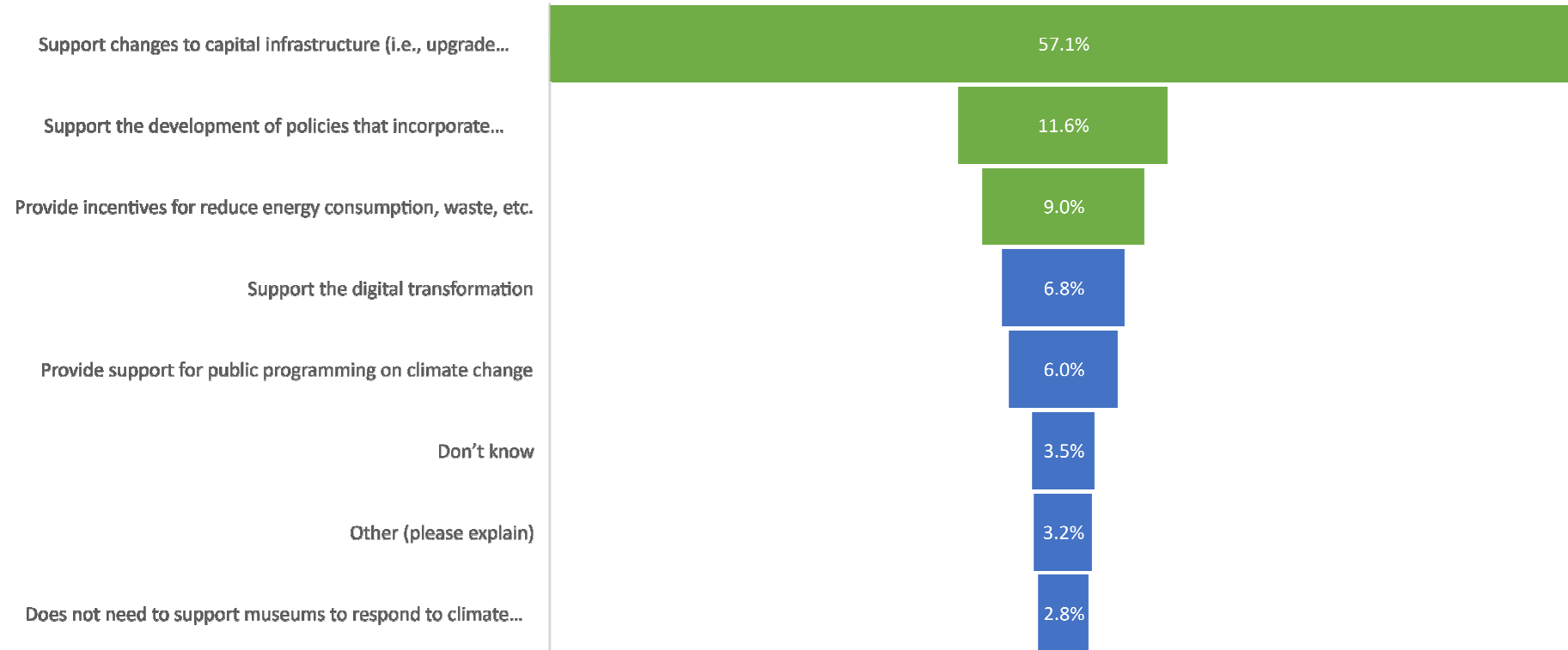


Respondents asked to select top 3 choices

Climate Change: Do you feel that the museum and heritage sector is or will be negatively impacted by climate change?

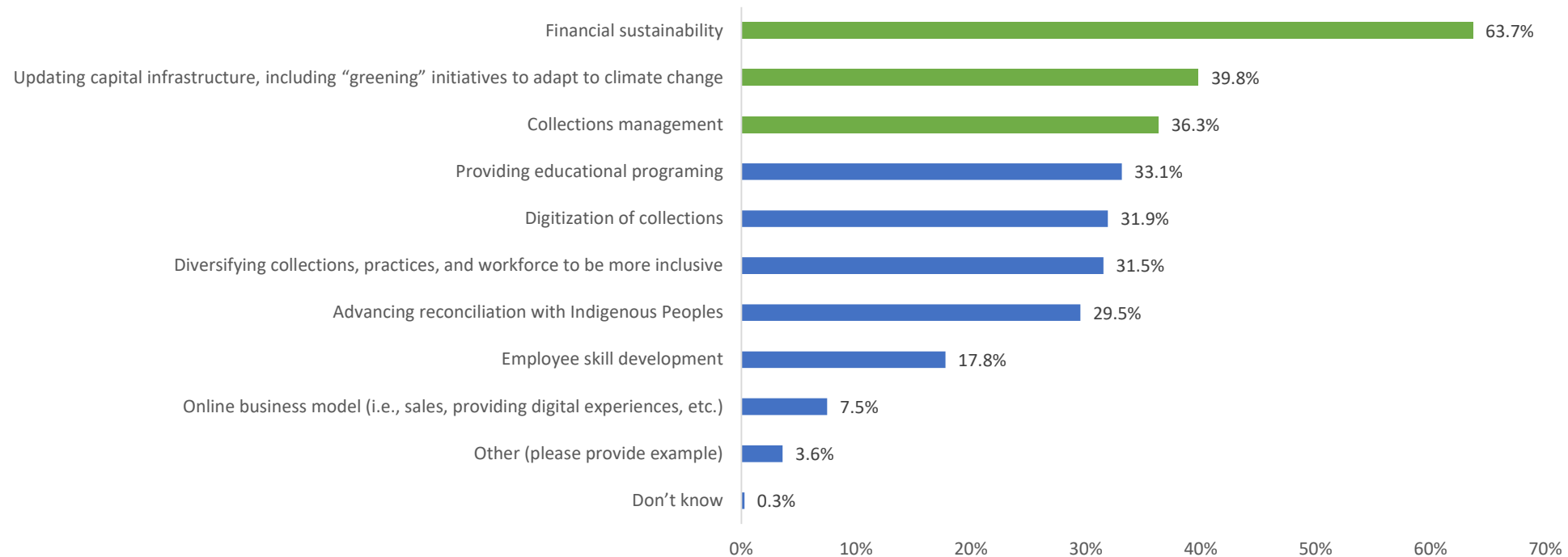


Climate Change: How could the federal government best support the museum and heritage sector respond to climate change?



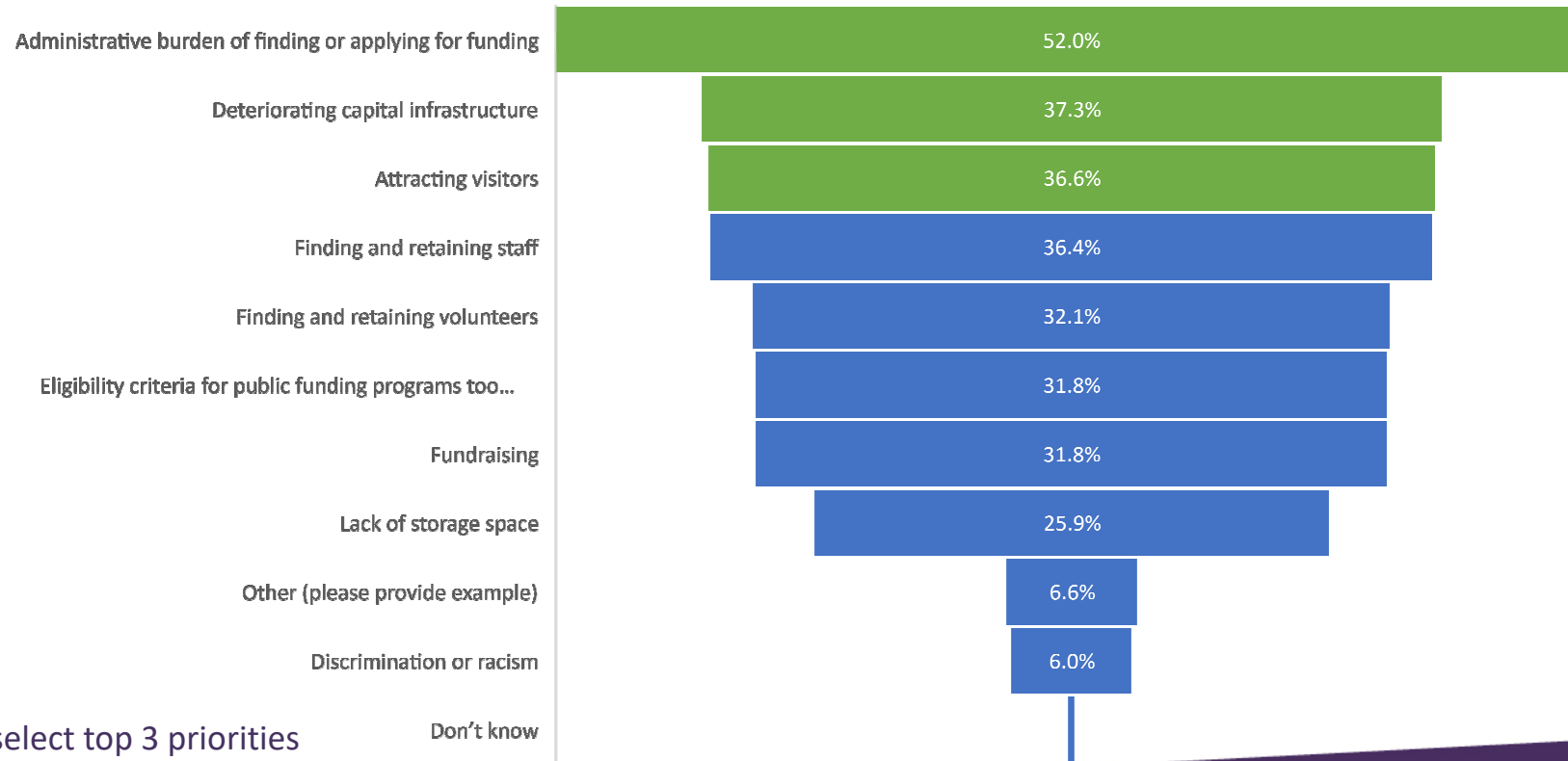
Respondents asked to select top 3 supports

Future of the Heritage Sector in the next 5-10 years: Of the initiatives listed below, which 3 priorities are the most important for the future of the museum and heritage sector?



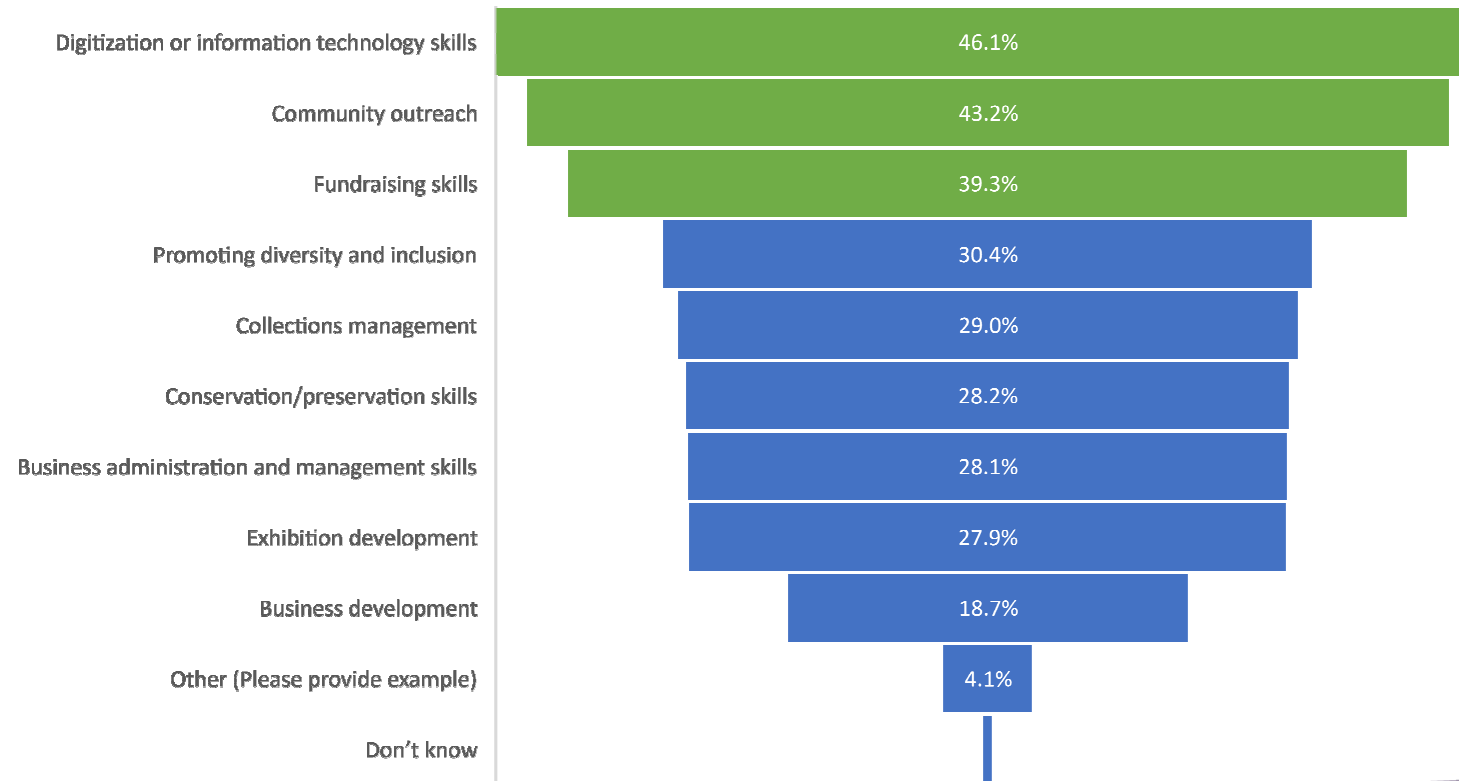
Respondents asked to select top 3 priorities

Future of the Heritage Sector in the next 5-10 years: Of the concerns listed below, which 3 factors represent the greatest challenges faced by the museum and heritage sector?



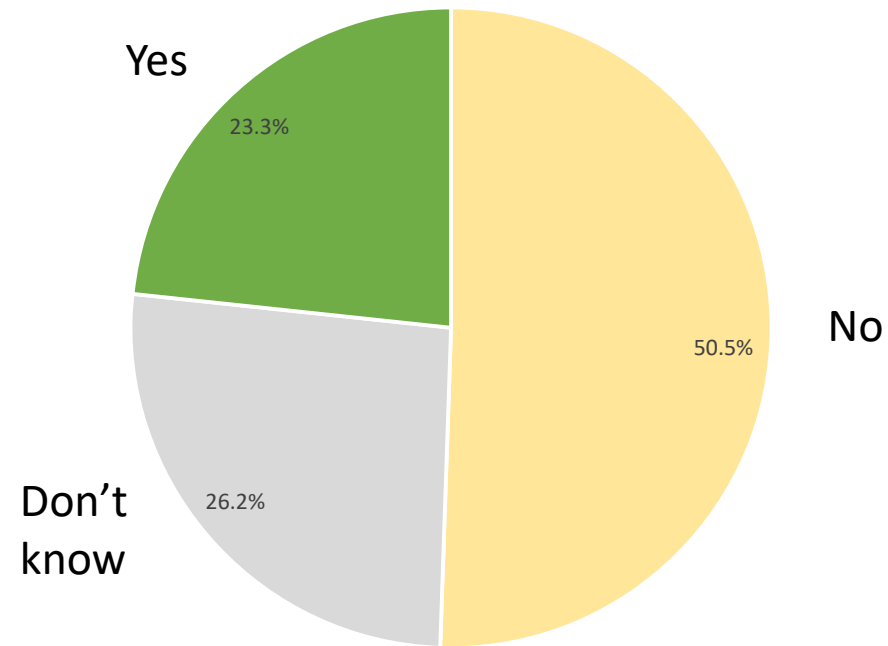
Respondents asked to select top 3 priorities

Future of the Heritage Sector in the next 5-10 years: Of the skills listed below, which 3 will take on the greatest importance to the heritage sector in the next 5-10 years?

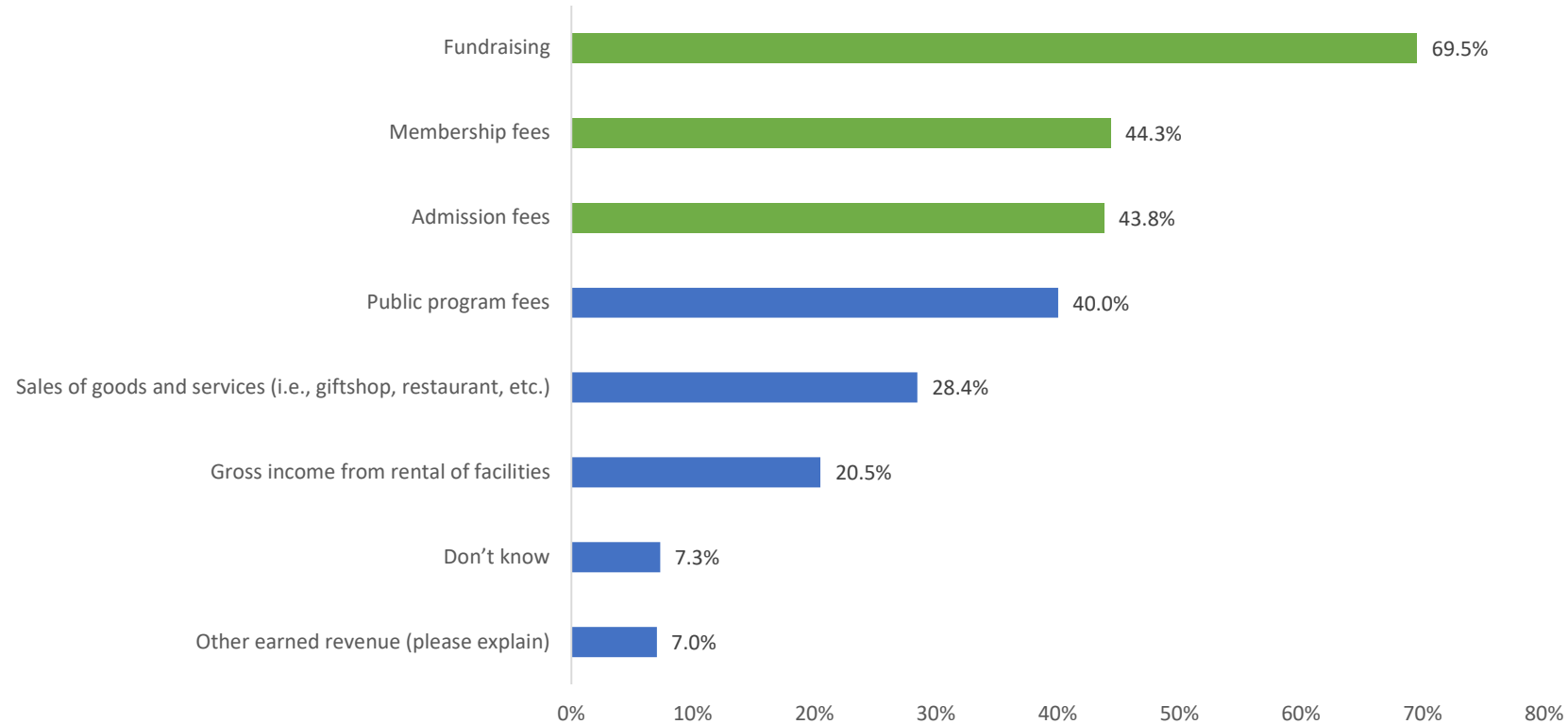


Respondents asked to select top 3 skills

Financial Sustainability: Do you feel that the museum and heritage sector is financially sustainable in the long term?

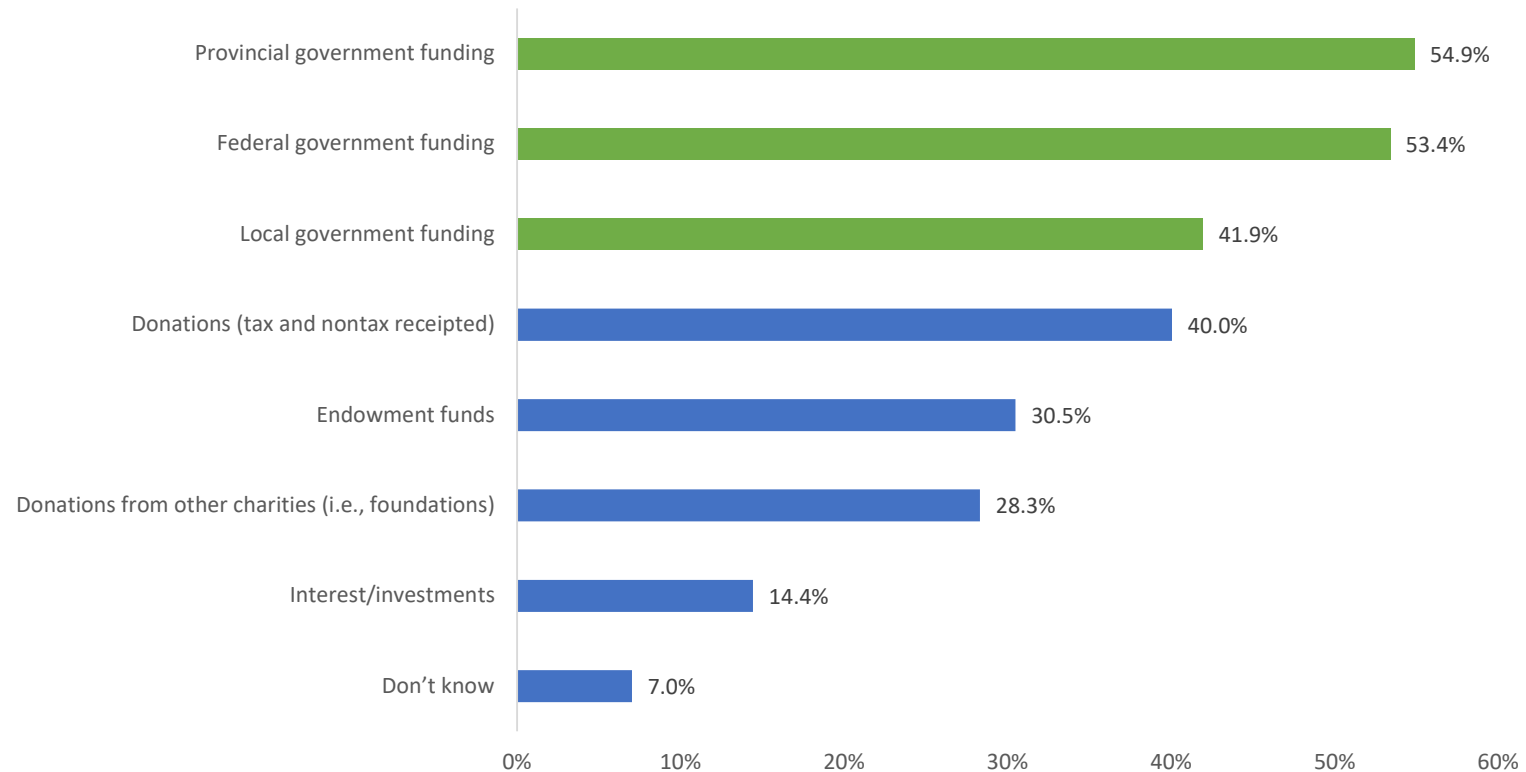


Financial Sustainability: which earned revenue sources do you feel the museum and heritage sector have the most trouble generating/obtaining?



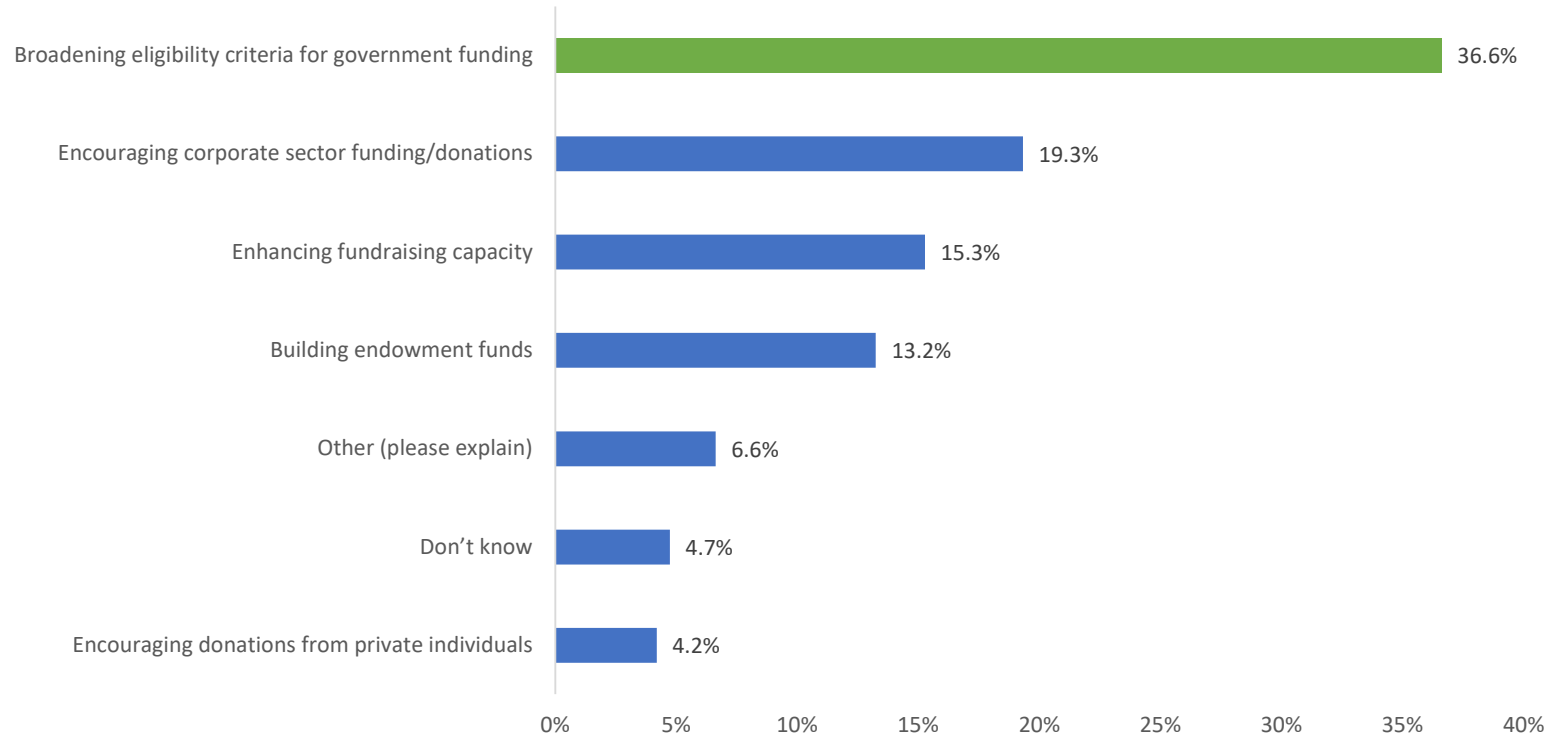
Respondents asked to select top 3 choices

Financial Sustainability: which unearned revenue sources do you feel the museum and heritage sector have the most trouble generating/obtaining?

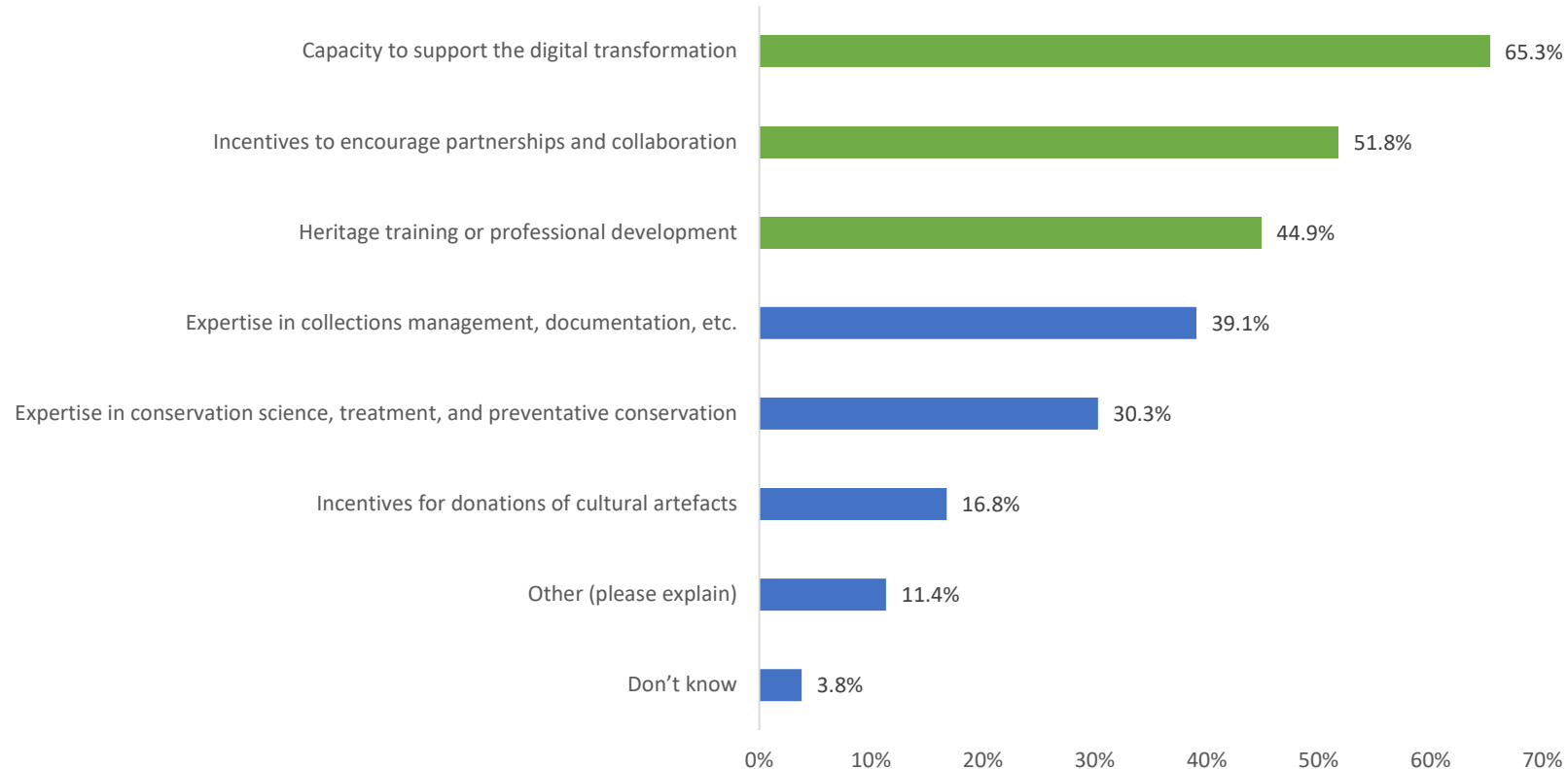


Respondents asked to select top 3 choices

Financial Sustainability: of the financial challenges listed below, which is most essential to managing the financial sustainability of the museum and heritage sector going forward?

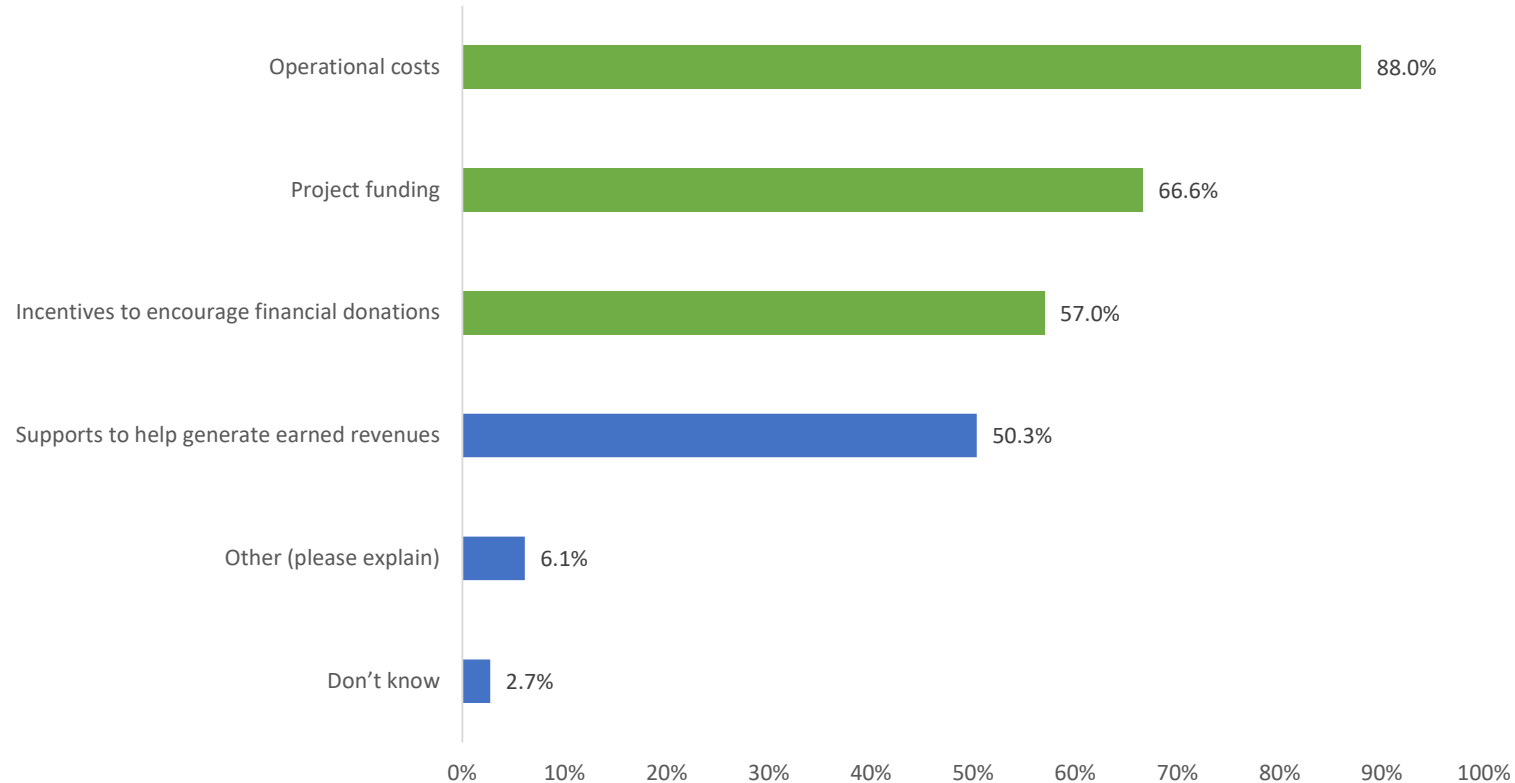


Federal Support: of the heritage supports and services outlined below, which are the greatest priority for improved federal support?



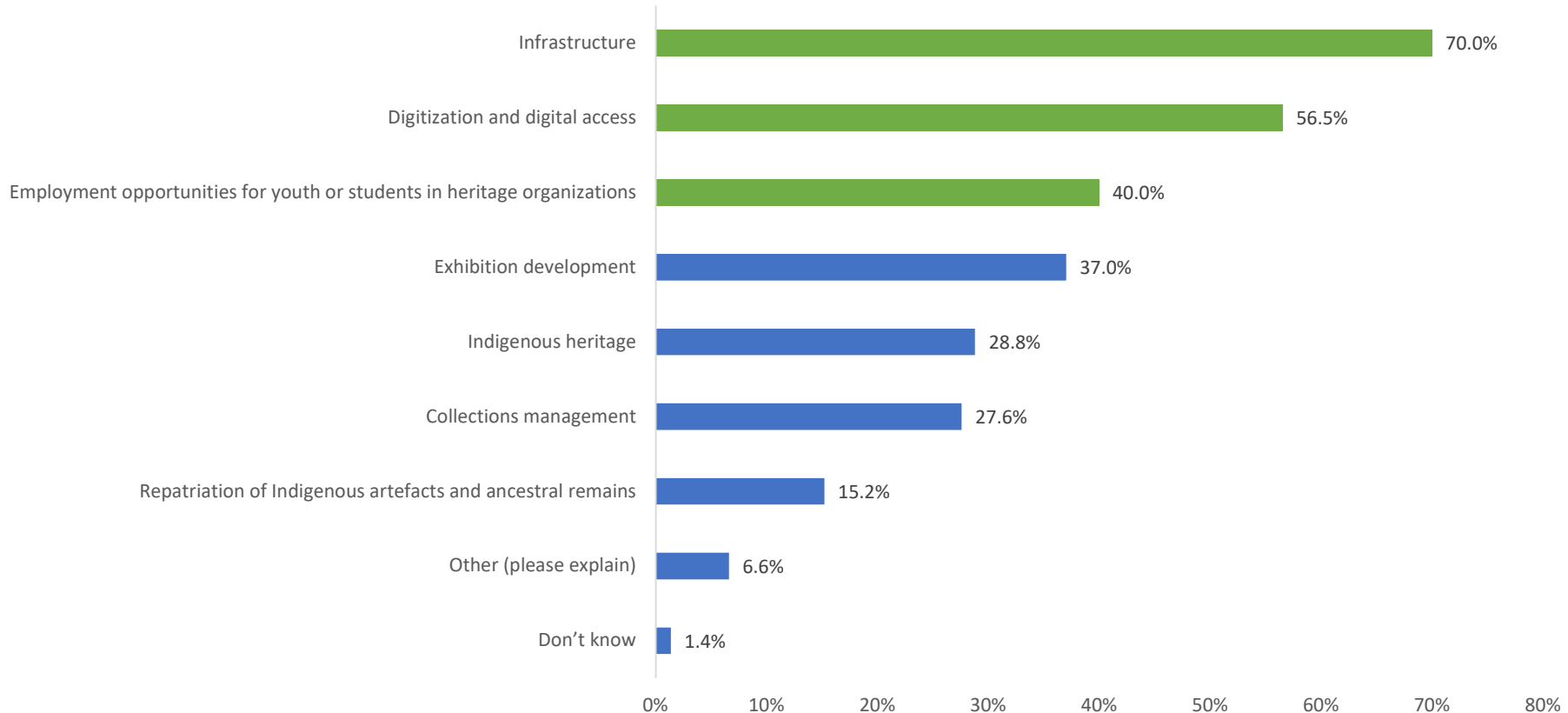
Respondents asked to select top 3 priorities

Federal Support: of the heritage supports related to revenue outlined below, which are the greatest priority for improved federal support?



Respondents asked to select top 3 priorities

Federal Support: of the heritage projects outlined below, which are the greatest priority for improved federal support?



Respondents asked to select top 3 priorities

Comments: Random sample of comments

- “Please continue to support the many great small Canadian museums who completely operate with volunteer efforts. Heritage and culture have been preserved and promoted for many decades by these small groups, who desperately require funds to modernize their facilities, programming and display methods. It is important that we focus on diversification of exhibitions, telling the story of all Canadian cultural groups and inclusiveness of under served rural regions.”
- «La pénurie de main-d'oeuvre est un enjeu important dans le secteur, surtout pour les emplois saisonniers offerts en haute saison touristique. Les programmes actuels ne sont pas suffisamment flexibles pour que nous puissions s'adapter à la réalité actuelle. »
- “I would like to highlight the need for more funding towards operational and infrastructure costs. Just keeping the building operational and the staff paid are the biggest costs and stressors in running the museum. When these no longer become a worry, then we can use our funds for special projects and collections management and training volunteers and staff.”
- «Il est difficile dans nos communautés rurales de trouver les ressources humaines et financières pour faire avancer nos objectifs en tant que petit musée. Le manque de ressources humaines et l'expertise dans la gestion d'un musée deviennent de plus en plus un défi important. Toutefois, l'appui du gouvernement fédéral pour les plus petits musées lors de la pandémie était remarquable et bien apprécié. Une petite investissement qui nous permettait de payer nos coûts opérationnels avec une réduction majeure de visiteurs. »
- “Remoteness of museums should be a consideration in funding programs - northern museums need to off set higher costs of movement of museum loan objects, higher cost of infrastructure, etc.”
- « L'énergie et le temps dépensé pour les recherches des demandes de subventions, les rapports, font en sorte que très peu de temps est consacré à la collection, aux expositions et l'organisations de programmations. »
- “It is important that the local community supports the museum /cultural organizations. The local people should be proud of the community history and if it can be a type of community centre that would be ideal. The institution should be important to and relate to the local people. Easy access to history and culture is important for all people and should not be tied to money cost for individuals.”
- The application process for grants has been and continues to be a very time consuming and frustrating activity. The activity is completed by volunteers for the most part, and the time spent on writing applications consumes volunteer hours that could be applied to other projects if the application process was simplified.