

Media Information

About the Canadian Museums Association

The Canadian Museums Association (CMA) is the national organization for the advancement of the Canadian museum sector, representing Canadian museum professionals within Canada and internationally. The CMA works for the recognition, growth and stability of the sector. It was established by a small group of people in Quebec City in 1947. There were 161 museums in Canada in 1951; by 1972 there were 838 museums, galleries and related institutions. As the quantity of Canadian museums increased, so did the need for the CMA.

Today, the CMA has nearly 2,000 members, and supports them with training and professional development programs, conferences, publications, networking opportunities, a body of knowledge and a dedicated staff. CMA members include museums, art galleries, science centres, aquaria, archives, sport halls-of-fame, artist-run centres, zoos and historic sites across Canada. They range from large metropolitan galleries to small community museums. All are dedicated to preserving and presenting Canada's cultural heritage to the public. Over the past 60 years, Canada's museums have developed an international reputation for excellent programming, dedicated public service and high standards of professionalism.

The CMA is governed by an elected Board of Directors and maintains a full-service Secretariat in Ottawa.

The Board of Directors of the CMA is very pleased to share our direction, values and focus for the coming three years in the 2015-2018 Strategic Plan. The CMA has a proud tradition of communicating its vision, beginning in 1981 when the first Strategic Plan was initiated. The 2015-2018 Strategic Plan highlights the need for museums to be open and accessible spaces for all, the need of improving public policy and programs affecting museums, and the need for effective national training and professional development of museum professionals. Canadian society will continue to experience political, environmental, economical or cultural shifts; museums will play an ever-increasing role in engaging communities for the purpose of improving and advancing society. This is why the Strategic Plan refocuses the organization on our main values: *leadership, innovation, social benefit, inclusiveness, collaboration and membership*. Our Strategic Plan is available on our website.

The CMA is committed to being the inclusive national voice for the Canadian museum community, working to ensure that the natural and cultural heritage of Canada is highly valued, sustained and communicated both within Canada and internationally.

About the National Conference

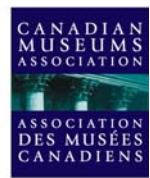
The CMA organizes a cutting-edge annual conference to address the fundamental and changing roles of Canadian museums. The Conference challenges participants to think beyond the walls of their institutions and to connect with underserved demographics: cultural groups, online communities, people with special needs and other important audiences. As the world adopts new digital tools and business models, the National Conference has become a unique event to network and find practical information on how to rethink museums to ensure relevancy.

The CMA invites museum professionals to participate in the CMA National Conference and take advantage of partnership opportunities and innovative ideas in order to build a sustainable community.



CANADIAN MUSEUMS ASSOCIATION
**NATIONAL
CONFERENCE**

HALIFAX
NOVA SCOTIA
APRIL 11 – 15
2016



Museums and galleries are respected public spaces that inspire, foster understanding and dialogue, and encourage solutions for a better world. More than mere repositories — they host learning experiences, provide meeting places and are centres of community celebration. Museums provide unique dining and retail opportunities, social services and even a safe venue for a fun date night. Foremost, however, they continue to be the keepers of material evidence of human activity and understanding of the natural world. As museums seek new ways to become sustainable they must re-evaluate what they do to remain relevant.

The 2016 National Conference will bring together museums and gallery professionals with national and international speakers to create a dialogue about how, together, we can *inspire solutions for a better world*.

From around the corner to around the globe, keynote speakers and experts will engage and deliver a program that shares innovative solutions. The Conference will provide delegates the opportunity to work creatively together so that positive change can have a lasting effect on policy, practice and ultimately sustainability. Panels, workshops, case studies or other original session formats will explore the following streams: education, interpretation and programming; collections management and conservation; digital and information technologies; visitor services and audience engagement; and, leadership and museum management.

The CMA National Conference will take place in Halifax, N.S., April 11 – 15, 2016.

About Canadian Museums Day

Canadian Museums Day provides museum professionals with an opportunity to meet with federal influencers to discuss the importance of Canada's museums to our society. Museum professionals, directors, trustees and friends from across Canada converge on Parliament Hill for this annual event. The CMA aims to encourage and foster communication between museum professionals and federal decision-makers such as members of Parliament, senators, senior political staff and civil servants.



Canadian Museums Day is apolitical.

The CMA and the museum sector aim to build and maintain positive relationships with federal politicians from all political parties. The more informed federal decision-makers are about the issues of the day in the museum and heritage sector, the better substantive decisions can be made about federal policy. At the Canadian Museums Day, museum professionals have a chance to meet with their local member of Parliament, among others, to let them know how valuable museums are to our communities and what is needed for the growth of museums and the sustainability of the heritage sector.

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