

# Association of Nova Scotia Museums

## ANNUAL REPORT

### 2013-2014



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ASSOCIATION OF NOVA SCOTIA MUSEUMS

THE ASSOCIATION OF NOVA SCOTIA  
MUSEUMS GRATEFULLY ACKNOWLEDGES  
THE ONGOING FINANCIAL SUPPORT OF  
THE DEPARTMENT OF COMMUNITIES,  
CULTURE & HERITAGE.

## President's Message

*"It's impossible, said pride. It's risky, said experience. It's pointless, said reason. Give it a try, whispered the heart." - unknown*

When it was thought to be impossible, we morphed the Passage Project into the Advisory Service, and created NovaMuse. The Association of Nova Scotia Museums was thrilled to be the recipient of a Canadian Museum Association Award for Outstanding Achievement for its NovaMuse project. The award was accepted on behalf of ANSM and the many community museums in Nova Scotia that participate in NovaMuse by Museum Advisor, Karin Kierstead.

The Award is an important testimony and recognition by our national colleagues that joint collaboration and initiative are important and can achieve great things.

It was risky to step up to the plate and look at the possibility of taking over the administration of the Community Museums Assistance Program from the Provincial Department of Community, Culture and Heritage, Culture and Heritage Development Section. It has been an onerous task to sort through all the bureaucracy and move forward. In this fiscal year we were at least able to move the project forward. Since the beginning of the fiscal year 2014/2015 there have been new developments.

Some thought it was pointless to see if a Museum Fund could be developed to support development and augment finances at Nova Scotia Museums. The Association received support to further explore this option and conducted a survey of Nova Scotians to see if they would support such a fund. Nova Scotians WILL support the fund! We are moving on to the next stage and encourage you to participate in the session to create a business plan in this Conference's session "Museum Fund for Nova Scotia Strategy Session" immediately following this AGM.

The first ANSM Award for Excellence in Museum Practice was launched successfully as well. The Lieutenant Governor of Nova Scotia Brigadier-General The Honourable J.J. Grant, CMM, ONS, CD (Ret'd) presented the very first award to Ms. Heather Watts, of Wolfville, NS as part of last year's conference activities.

The first webcast of a very popular seminar "Interpreting Difficult Knowledge" allowed those who could not attend in person, the fully booked session, to participate. It was so successful that we are considering the use of webcasts for more program delivery.

We have given it a try with all our heart and are being met with success and praise for our innovation. I am proud to be President of such an institution. We have an amazing Membership and an amazing Staff. All this was accomplished above and beyond all the many programs that are delivered by your Association.

I would like to acknowledge the support of the Nova Scotia Department of Communities, Culture and Heritage for their indispensable funding, support and encouragement.

Lisa Wolfe, ANSM President



## Managing Director's Message

The ANSM Board of Directors and staff were very busy in 2013/14 working on behalf of museums in Nova Scotia. A small staff and dedicated board step up to the plate on a consistent basis and work hard with modest resources to meet all challenges. We know this is also the daily reality of our member organisations and the sense of “we are all in this together” is strengthened by this awareness.

The (R)evolution Conference of 2013 was focused on enhancing sustainability for museums in Nova Scotia and a key message was the incredible importance of community engagement for the future relevance and vigor of our institutions. ANSM's community is the museums of the province as well as our sister heritage and cultural organisations. We consistently strive to ensure we remain open in communication, provide support and lend advice and resources where ever possible. This is a really rewarding aspect of our work, not the least of which is taking opportunities to get out and about in Nova Scotia to hear directly from museum workers what is going on at their sites and in their communities. We have included an “engagement map” in this annual report to provide a quick snap shot of staff visits, workshops, meetings around the province.

Our community also includes our national colleagues and we were most honoured in 2013 to receive a Canadian Museums Association Award for Excellence in Museum Management for the NovaMuse website project. This award not only recognises the work of the association but also the 50+ museums in Nova Scotia that support and contribute to the ongoing project. NovaMuse continues to be a great example of what can be achieved in our profession when we work together.

Our organisational model is based on provincial representation and this provides a great deal of the strength we see in ANSM. Our educational opportunities are hosted at museums around the province and our committees and most especially the ANSM Board of Directors have representatives from museums large and small across Nova Scotia. Board and committee members give very generously of their time and experience towards the collective wellbeing of museums in the province. Your board, in particular, has worked hard on your behalf in the past year most especially on the lengthy and challenging negotiation process with the provincial government with respect to the Community Museums Assistance Program. These negotiations remained ongoing at the close of the fiscal year, but ANSM board and staff were always proactive and responsive to the negotiation process.

We have stepped up on a number of challenges in 2013, CMAP negotiations being an important but by no means only initiative representing new horizons for ANSM. The concept of a Museum Fund for Nova Scotia has been forming for a couple of years and ANSM did an important research piece in the past year. We undertook a survey of Nova Scotians to determine their interest in and support of a fund for museums. We are pleased to report there is genuine support for the concept and with this encouragement we are moving into the development stages for such an undertaking.

Interesting and challenging times are ahead, but we know we move forward from a position of strength and commitment. Onwards and upwards....

Anita Price,  
Managing Director, Association of Nova Scotia Museums.



## Association of Nova Scotia Museums

### Vision

All Nova Scotia Museums are financially sustainable and operate according to established standards of excellence. Nova Scotians appreciate, are engaged in and support their heritage as represented in their museums.

### Mission

The Association of Nova Scotia Museums, using a consultative regional representative model, proactively champions museums through education, outreach, networking and advocacy to achieve excellence.

### Members

As of March 31, 2013, the Association includes 100 Museum Members, 22 Organizational Members, 19 Individual Members and 1 Student Member. Members are involved with the Association in a variety of ways including serving as board and committee members, course participants, instructors, conference planners, presenters and project partners.

### Honorary Members

Individuals who have made exceptional contributions to the Association and the Museums of the province.

Brian Cuthbertson

Gary Selig

Sylvia Whitehead

Eric Ruff

Wilma Stewart-White

James O. St Clair

### Leadership

The ANSM is led by its Board of Directors. This governance body is comprised of members elected by the ANSM membership at the Annual General Meeting. The Board is accountable to the membership and is collectively responsible for the governance of the Association. It is responsible for shaping organisational policy and ensuring its implementation.

The Board identified the following priorities for 2013-14

Strategic Plan Implementation, 2012 – 2015

Training & Workshops – Continued implementation of the Training Plan

Advisory Service continues as core program

Negotiate with Department of Communities, Culture & Heritage regarding Community Museum Assistance Program

Implement the new ANSM Awards Program

Explore the potential development of a Museum Fund for Nova Scotia

Establish Regular NE Regional Meetings

### Board of Directors

Lisa Wolfe, Director at Large, President  
Rodney Chaisson, Director at Large, Vice-President  
Mark Peapell, Director at Large, Treasurer  
Nadine Barrett, Director at Large, Secretary  
Maria O’Hearn, Cape Breton Regional Director  
Ken Adams, Northeast Regional Director  
Linda Rafuse, Southwest Regional Director  
Russell Grosse, Central Regional Director

### Staff

Staff undertake the Association’s commitment to serve its members through training, outreach and networking activities. They attend regional meetings, events, exhibitions and programs, meetings and planning sessions. They provide programs and services around the province including site visits, consultations and workshops.

Anita Price, Managing Director

Karin Kierstead, Museum Advisor

Sarah Gignac, Administrative Assistant

Chris Selman, Database Assistant

Caryn MacGregor, Fleming College Intern (Sept.-Dec./13)



## Partnerships 2013-14

Partnerships are vital to the success of ANSM programs and initiatives. In turn, the Association offers its support and resources to organisations engaged in related work. In the past year these partnerships have included:

Alberta Museums Association  
Canadian Conservation Institute  
Canadian Heritage Information Network  
Canadian Museums Association  
Colchester Historeum  
Common Roots Urban Farm  
Community Museums Association of PEI  
Community Sector Council of Nova Scotia  
Council of Nova Scotia Archives  
Cultural Federations of Nova Scotia  
Cumberland County Heritage Network  
Cumberland County Museum  
Dalhousie University, MLIS Program  
Department of Canadian Heritage  
Department of Communities, Culture & Heritage  
Federation of Community Organisations  
Fleming College  
Fortress of Louisbourg, NHS  
Genealogy Association of Nova Scotia  
Halifax Regional Municipality  
Heritage Cape Breton Connection  
Heritage Trust of Nova Scotia  
Maritime Museum of the Atlantic  
Memory Lane Heritage Village  
Nova Scotia Museum  
Nova Scotia Archives  
Ontario Museums Association  
Parks Canada  
Royal Nova Scotia Historical Society  
Tourism Industry Association of Nova Scotia  
Yukon Historical & Museums Association

## Memberships 2013-14

ANSM is a member of:

American Association of State & Local History  
Canadian Museums Association  
Council of Nova Scotia Archives  
Cultural Federations of Nova Scotia  
Federation of Community Organizations  
Tourism Industry Association of Nova Scotia

## Vendors

The Association engaged the following companies, organizations and individuals in 2013/14.

American Association of State and Local History  
Almento: Catering and Kitchen Works  
Cape Breton Music Online Inc  
Ceridian  
Dalhousie University  
Domainsatcost.ca  
Eaglez Consulting Services  
Fundy Textile & Design Ltd  
Graham Blair Designs  
iWeb Technologies Inc  
Jeffrey Reid Marketing  
Marsh Canada Ltd  
Mitchell L. Millar Inc, CA  
National Car Rental  
Nova Scotia Crystal  
Refresh Market Research  
Staples  
Stephen V Shaw CA  
TD Canada Trust  
TechSoup  
Tourism Industry Association of Nova Scotia  
Vista Print  
Waverley Inn  
Whirl-i-gig

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*CFNS is the umbrella organization that provides administrative and operational support for eight cultural federations sharing combined office facilities and related cost share services. CFNS also provides access to a Pension and Health Benefits program for ANSM member organizations. The Managing Director of ANSM currently serves as Vice President of CFNS and on the management and capital improvement committees.*

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## Communications

Communications activities over the past year have included further development of the ANSM website, circulation of the Beacon e-newsletter, social media activity and regular mail outs to members.

ANSM continues the practice of using its corporate logo in all communications as a means of reinforcing its brand and identity on a regular basis. The ANSM decal, introduced in 2010, is provided upon renewal of annual membership and now includes the year.

Website [www.ansm.ns.ca](http://www.ansm.ns.ca) has seen significant increase in usage this year.

The website provides information about programs and events, organizational reports and personnel, museological resources, lists of museum members by region with links to their websites, sign-up capacity for the Beacon e-newsletter and online payment options utilizing PayPal and EventBee. The website also links to NovaMuse collections management website as well as the ANSM and NovaMuse Facebook pages and staff blog. New information tools and templates were added to the resource section of the website (see Advisory Service for more information about new on line resources).



|                                                                         |
|-------------------------------------------------------------------------|
| Website statistics<br>(April 1 2013 – March 31, 2014)                   |
| 7,811 visits from 4,141 unique visitors                                 |
| 25,580 page views                                                       |
| 50.93% new visits                                                       |
| 2.4 minutes average time on site                                        |
| 3.27 average page views                                                 |
| Traffic sources: 24.46% direct, 17.75% referring, 57.87% search engines |

The ANSM Facebook page is used as an informal communication tool to share information about a wide variety of ANSM and member organizations activities. The page has 407 (up 12% from 12/13) “friends” and counting.



The Beacon e-newsletter is the major communication tool for the association and relates information about upcoming training opportunities, new services and resources and changes to the organization. 22 editions have been circulated over the past year to a subscriber list of 445. The e-newsletter also includes a “Cuddy” section that provides information about grants, advocacy alerts, job postings and happenings from ANSM members, government agencies and heritage related organizations. “Cuddy” is a Nova Scotian term used to describe the deckhouse of a small marine vessel where useful items are stored. The Beacon is generally edited by the Administrative Assistant, and sent out every two/three weeks.

the  
cuddy

Mail outs including membership renewals, workshop information, conference registration, Awards program information and AGM notices have been sent to members over the past year. Mailings have also gone to Community Museums participating in the Advisory Service relating to contract renewals, changes in fee for service structure and database upgrades.

Staff regularly attend regional meetings and provide update reports on ANSM activities. They also participate on committees of related heritage organizations, attend meetings and museum events and presentations. Staff provide expertise and support in consultation with museum members, provincial museum associations, government departments and others. Comprehensive written reports are provided to the Board of Directors by the Managing Director for each board meeting and these reports are available on the ANSM website.

## Advocacy

ANSM engages in a variety of “advocacy” related activities on an ongoing basis. Staff and Board members meet with elected officials and government staff regularly to ensure ANSM goals and activities are understood and supported. In turn, ANSM is willing to support and advise on government initiatives relating to museums and heritage interests in the province and nationally.

ANSM took the lead in organising a group of heritage related provincial organisations towards the establishment of a Heritage Council for Nova Scotia. A Heritage Council for the province was a key recommendation of both Voluntary Planning’s “Our Heritage Future A Shared Responsibility”, 2006 and Tourism, Culture & Heritage’s “A Treasured Past A Precious Future, A Heritage Strategy for Nova Scotia” 2008-2013. Representatives from the Council of Nova Scotia Archives, Heritage Trust of Nova Scotia, Nova Scotia Genealogical Society and Royal Nova Scotia Historical Society participated in the discussions and met with Communities, Culture & Heritage Minister, Leonard Preyra, in March 2013. The Minister was receptive to the establishment of such a council and expressed interest in moving forward. In the meantime, departmental priorities became focused on the development of an overarching culture strategy for the province which would encompass heritage. While the framework for a culture strategy and process for developing same is under consideration there is no appetite for establishing a Heritage Council. It remains an interest and initiative of provincial heritage organisations to ensure such an advisory body exists between heritage organisations and government.

A significant aspect of advocacy work undertaken by ANSM over the past two years has been working with senior staff of Communities, Culture & Heritage towards a new model for the evaluation and delivery of the Community Museum Assistance Program. ANSM was approached by the department in winter of 2012 with a proposal that the organisation consider taking on the work of delivering the program including evaluation and the distribution of funds. A motion to see negotiations towards a Memorandum of Agreement for ANSM to develop & deliver CMAP for March 2014 was passed at the Annual General Meeting of 2013. Subsequently, following a long series of meetings and the negotiation of a draft MOA, the department has stepped back from further negotiations while internal review occurs. ANSM remains open to working with Communities, Culture & Heritage on this important initiative and is committed to ensuring the program has a strong and sustainable future.

A strong and sustainable future is also the goal in working towards the establishment of a Museum Fund for Nova Scotia. ANSM has been working on the research and development exploration of establishing such a fund over the past year. With support from the Strategic Development Initiatives Program, Refresh Market Research was engaged to undertake a survey of Nova Scotians to determine their interest in supporting such a fund. Survey results were very strong and ANSM has moved into the development stage of establishing a fund. Survey result reports are available on the ANSM website.



## Awards Program

In 2013 ANSM fulfilled one of the key objectives of its 2008 Strategic and Renewal Plan which was to re-establish an awards program for the association. The importance of acknowledging the contributions of individuals was recognized as an appropriate way to anchor a new program. The dedication, expertise and passion so many individuals engaged in museum work in Nova Scotia contribute to the strength and sustainability of our institutions is vital and merits our acknowledgement and esteem as a community.

A committee with province-wide representation was established to undertake the process of developing the award criteria as well as the application and adjudication process. The committee membership comprised of Russell Grosse, Black Cultural Centre for Nova Scotia, Chair; Maria O'Hearn, Parks Canada CB; Pauline MacLean, Highland Village Museum; Nadine Gates, Yarmouth County Museum; Barb Thompson, DesBrisay Museum and Anita Price, ANSM. Using a scoring process, nominations were adjudicated by the committee who then made their recommendation to the ANSM Board of Directors.

The 2013 ceremony took place on Thursday, September 19, 2013 during a special reception at Government House. The award was presented by his honour Lieutenant Governor of Nova Scotia Brigadier-General The Honourable J.J. Grant, CMM, ONS, CD (Ret'd). A special award citation was presented and the recipient was presented with a crystal pillar award, produced by Nova Scotia Crystal. Ms. Heather Watts was nominated by the Wolfville Historical Society for her long service and dedication to Randall House, Wolfville's Community Museum, and recognizing her efforts and contributions to the creation of the "Dear Dottie" exhibit which was a collection of letters from Dottie Stewart that were transcribed and archived.

### Excerpt from Media Release

*The Association of Nova Scotia Museums Awards Committee is pleased to announce that this year's Award for Excellence in Museum Practices - Individual Contribution was presented to Ms. Heather Watts, of Wolfville, NS. The award was presented on Thursday September 19, 2013 at Government House, by His Honour Brigadier-General The Honourable J.J. Grant, CMM, ONS, CD (Ret'd) Lieutenant Governor of Nova Scotia.*

*Ms. Watts has been closely involved with Randall House, - Wolfville's Community Museum, since 1996. During this 17-year period, Heather has taken a lead role in improving both the day-to-day operations and the overall management of Randall House. Many of the positive changes that have been made in the operation of Randall House Museum since 1996 owe a huge debt to Heather's skills; her understanding of archive and conservation issues; her historical knowledge; and her unfailing commitment.*

*Heather has made a major contribution to the knowledge and interpretation of social/cultural history in Wolfville and Kings County by applying her own expertise in museum and archival work. It was through Heather's leadership that volunteers at Randall House learned about proper conservation methods.*

*On behalf of the ANSM Awards Committee, Board of Directors and Member Museums, we are pleased to congratulate Ms. Heather Watts.*



## Training

An important aspect of the Association's support for its membership is the provision of relevant and cost effective training for museum workers in Nova Scotia. ANSM continues its commitment to provide training opportunities province-wide and on topics relevant to the needs of the museum community. 2013/14 was the final year in the three year Museum Studies Program (MSP) rotation of eight workshop modules. The MSP is experiencing steady growth in registrations with participants from museums across the province. We have also begun working in partnership with more organizations and international presenters. This practice strengthens the educational opportunities for museum workers in Nova Scotia. Workshops have the important added bonus of providing informal opportunities to network and learn about the activities and interests of other museum workers in the province. Typically group suppers, shared cottage accommodations and potlucks are part of the workshop "culture".

### Key Training Opportunities included:

- Annual Conference
- Advisory Service
- Museum Studies Program
- Special Advance Level Workshops

## Association of Nova Scotia Museums, Conference 2013

### "(R)evolution" Conference

September 19 & 20, 2013, Dalhousie University Club, Halifax, Nova Scotia

Conference Participants: 74

The "(R)evolution" theme was all about sustainability for museums in Nova Scotia and this was addressed by a variety of stimulating and challenging sessions. Dr. Candace Tangorra Matelic challenged museums to engage with their communities with strong programs and close partnerships during her keynote address. Best practice panels provided homegrown examples of "Adventures in Community Fundraising" and "New Trends in Arts Fundraising". We took a look at the concept of museums and "social enterprise", explored museums and social media based fundraising and considered the future of museums in a national context. The conference also provided the first opportunity for museum professionals to discuss the concept of a new museum fund for Nova Scotia and what it might entail. We launched the new "Excellence in Museum Practices – Individual Contribution Award" at a reception hosted by the Right Honourable JJ Grant, Lieutenant Governor of Nova Scotia at Government House.

The preconference workshop explored the process of getting started on a museum fundraising campaign and the heritage tour visited three Metro area Museums with very different mandates: Africville Church Museum, Nova Scotia Sports Hall of Fame and Shearwater Aviation Museum. Every conference is the result of hard work and dedication from a team of dedicated individuals. ANSM thanks the many staff, volunteers and presenters who contributed to our "(R)evolution".

### Local Arrangements/Education Committee:

|                                              |                                                            |
|----------------------------------------------|------------------------------------------------------------|
| Anita Price, ANSM Chair                      | Karin Kierstead, ANSM                                      |
| Marc Belanger, Form Media                    | Valerie Lenethen                                           |
| David Carter, Nova Scotia Museum             | Maggie MacIntyre, Nova Scotia Museum                       |
| Amy Coleman, Museum of Natural History       | Jamie Serran, Council of Nova Scotia Archives              |
| Russell Grosse, Black Cultural Centre for NS | Christine Sykora, Nova Scotia Museum                       |
| Meghan Hallett, NSCCH                        | Elisabeth Tower, Canadian Museum of Immigration at Pier 21 |
| Christine Hines, Shearwater Aviation Museum  |                                                            |

Conference Staff: Andrea Ritchie, Conference Co-ordinator & Daniel Higham, Technical Support



## Association of Nova Scotia Museums, Conference 2013 (cont)

Presenters: (In order of presentations)

Dr. Candace Tangorra Matelic, Centre for Contemporary Arts, Santa Fe  
Peter Crowell, Argyle Township Courthouse & Archives  
Thea Wilson-Hammond, Memory Lane Heritage Village  
Carol Nauss, Lordly House, Chester  
Christine Sykora, Nova Scotia Museum  
David Carter, Nova Scotia Museum  
Janet Rhymes, Logical Minds  
Susan Hanrahan, NS Designer Crafts Council  
Jeff Gray, Museum of Natural History  
Aaron Murnaghan, Ecology Action Centre  
David Oyler, Oyler Consulting  
Ern Biemen, Canadian Heritage Information Network  
Jennifer Evans, Acting Executive Director, AML  
John McAvity, Canadian Museums Association



Conference Hosts: Dalhousie University Club and Nova Scotia Archives

## Museum Studies Program – Year Three

The Museum Studies Program is a series of eight workshops covering core museological functions including collections management & curatorship, interpretation, museums & community, facility management, management & governance and marketing & fundraising. The program receives funding support from the Museum Assistance Program.

The workshop format offers a combination of lecture, group discussion and exercises. The workshops are offered over a three year rotation. Participants can take the workshops in any order, though Year One is structured to offer core principles of administration and operation for a museum. Year Three modules include Interpretation II: Exhibitions, Facilities Management and Marketing & Fundraising.

### Interpretation II: Exhibitions

Key learning outcomes for this workshop include:

- Creating successful visitor experiences
- Use of different types of interpretive resources, including artifact, archival materials and intangible forms of heritage.
- The interpretive planning and exhibition development process
- Increasing interactivity in museum exhibitions
- New trends in museum exhibitions

**Presenters:** Marc Bélanger & Kyle Johnson April 25 & 26, 2013 Fortress of Louisbourg 20 Participants

## Museum Studies Program – Year Three (cont)

### Facilities Management

Key learning outcomes for this workshop include:

- public safety & services
- building environment
- security
- workplace safety
- facility and site planning
- Federal standards & guidelines for the conservation of historic places

**Presenter:** Jeffery Reed October 3 & 4, 2013 Memory Lane Heritage Village 20 Participants

### Marketing & Revenue Generation

Key learning outcomes for this workshop include:

- Increasing self-generated revenues.
- Identifying, assessing and capitalizing on public and contributed funding opportunities.
- Basic fundraising methods
- Customer service
- Developing effective marketing plans and communication tools
- Internet-based marketing and revenue generation.
- Nova Scotian examples of best practices.

**Presenter:** Rosalyn Rubenstein

October 31 & November 1, 2013 Colchester Historeum, Truro 20 Participants

## Special Workshops

### Interpreting Difficult Knowledge

This workshop was presented in partnership with the Nova Scotia Museum and with funding support from the Archives, Museums and Libraries division of Communities, Culture and Heritage. Live video broadcasting of the workshop was made possible by partnership with the Black Cultural Centre for Nova Scotia and was participated in by 20+ individuals. An “unworkshop” led by Dr. Brenda Trofanenko of Acadia University was held the following day to discuss key learning and brainstorm ideas and concepts.

Key learning outcomes for the workshop included:

- Understanding how to define “Difficult Knowledge” in the museum context.
- Understanding the term Commemorative Museum Pedagogy (CMP) and how it applies to museum interpretation.
- Understanding the 5R’s of Commemorative Museum Pedagogy (Receive, Resistance, Repetition, Reflection & Reconsideration)
- Understanding how to apply the 5R’s to museum interpretation practices
- Recognizing what Museum workers can do to engage audiences in difficult knowledge.
- Developing Multi-Dimensional representations of marginalized populations
- Using language to create ethical historical representations.

**Presenter:** Dr. Julia Rose, West Baton Rouge Museum, Louisiana, USA

April 18, 2014 Maritime Museum of the Atlantic, Halifax 21 Participants

## Special Workshops (cont)

### CCI: Storage Reorganization

This regional workshop was offered to members of the Atlantic Region museums' associations.

Key learning outcomes for this workshop include:

- Assessing the condition of a storage area focusing on specific issues related to management, building & space, collection, and furniture & small equipment, using the ICCROM-UNESCO RE-ORG methodology;
- Identifying key issues that are putting collections at risk and define the tasks required to improve conditions;
- Presenting a convincing project proposal for storage reorganization, outlining various phases and options.

**Presenter:** Simon Lambert, CCI

March 19 & 20, 2014 Cumberland County Museum, Amherst, NS 20 Participants

### Education & Training Taskforce

The development and delivery of the educational programs of ANSM are undertaken with the support and advisory council of the Education and Training Taskforce (ETT). This group is the evolution of the former Training Development Committee and is an operational body under the supervision of the Managing Director. The terms of reference for this group were developed in conjunction with those of the Information Management Advisory Committee (formerly Passage Steering Committee) to ensure clarity of roles and responsibilities. The group has met 6 times over the past year and has assisted with conference program development, Museum Studies Program implementation and future planning for special workshops.

**Anita Price** Chair, ANSM

**Karin Kierstead** Secretary, ANSM

**Marc Bélanger** Form Media

**Meghan Hallett** Communities, Culture & Heritage

**Maggie McIntyre** Nova Scotia Museum of Natural History

**Jamie Serran** Council of Nova Scotia Archives

**Elizabeth Tower** Canadian Museum of Immigration at Pier 21



## Advisory Service

The service is staffed by Museum Advisor, Karin Kierstead, who provides site visits, remote support and one on one training primarily relating to collections management practices to museums participating in the service. Karin also manages the collections database system, NovaMuse.ca, and related special projects. ANSM members participate through an annual contract agreement and fee for service.

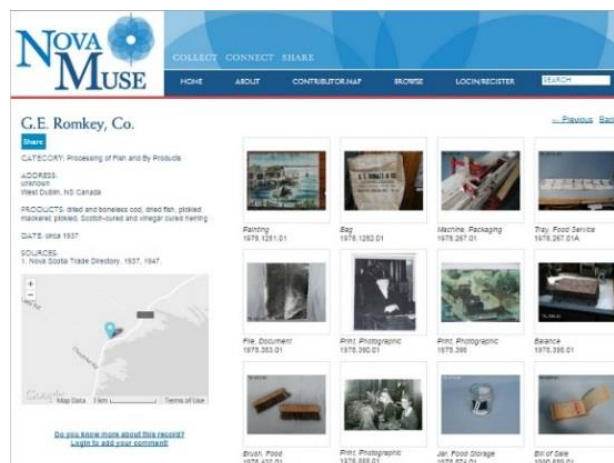
The year started off with the receipt of the Canadian Museums Association's Award for Outstanding Achievement in Management. The award was presented in Whitehorse, Yukon Territory, at the CMA national conference, and was received by the ANSM Museum Advisor. Congratulations go out to the many museums and people who made this possible, with special thanks to our friends at Whirl-i-gig who continue to go above and beyond the call of duty.



NovaMuse.ca has generated interest in ANSM's work from across North America, and continues to grow. Online visitors have identified unknown people in photographs, explained how old tools were used, supplied names of mystery objects, and "liked" and "shared" thousands of artifacts. With NovaMuse.ca up and running, museums got back to normal database work, and from April 2013 through March 2014 added another 5,300 records and 9,660 images to the system, representing a total of 197,391 records and 82,979 images. This Advisory Service project received funding support from the Museum Assistance Program.

The primary efforts of the past year have been focused on information improvements to enhance the searchability and user-friendliness of NovaMuse.ca. Given the number of participating museums and database records, the work was split over two years; first working with the Cape Breton, Central, and Northeast regions, and then with the Southwest region. Records were updated to follow the new Nomenclature 3.0 standard, begin & end dates were narrowed down, and locations were georeferenced. The other major focus was revisiting the old Nova Scotia Industries research/database. Chris Selman was hired as database assistant to conduct database review work and coordinate the Made in Nova Scotia database project. After a lot of research and work on the data, the resource was integrated with NovaMuse.ca. Artifacts connected to local artisans and businesses can now be linked and online visitors can gain a better understanding of Nova Scotian industries.

ANSM was again pleased to partner with Fleming College this year. For the 3<sup>rd</sup> year in a row, Museum Management & Curatorship students conducted work in our Collective Access databases in order to gain a better understanding of the realities of museum documentation and databases. Student-level logins were created for the class and they were assigned a museum and records to review. They reviewed a total of 350 database records from 12 museums, updating info to align with professional standards and giving the museum a report on what was done and how the work can be continued. Once again we heard from the museums, students and instructors that this was a great learning experience and we are already looking forward to next year.



Caryn MacGregor joined the ANSM team for her Fleming College internship from September through December. She attended the conference as well as meetings and workshops, and was a great help with the year's database work. Her major focus though was on the Made in Nova Scotia industries database, developing its technical guide. She worked with subject matter experts to establish a vetting team for future additions or edits to the resource, worked her way through existing data to clean up information, and linked artifacts to their Made in Nova Scotia profile.

#### New Online Resources

Advisory Service Application Form  
 Cake Policy  
 CollectiveAccess Tutorial Video –  
 Editing Storage Locations  
 Condition Report & Glossary  
 Consignment Agreement  
 Employment Contract Letter  
 Equipment Purchase Guide  
 Reconciling Old Loans

Eight new resources were added to the ANSM website this year, including the Advisory Service Application Form, Condition Report & Glossary, Consignment Agreement, and Employment Contract Letter. The IT Equipment Purchase Guide was updated, and a new YouTube tutorial on editing storage locations in Collective Access was uploaded. Much time and energy was also spent on developing a package on Reconciling Old Loans, in response to the widespread and serious issue of “permanent loans”. Our most popular resource of the year, though, was our Cake Policy. The Museum Advisor also shared 21 blog posts throughout the year, providing advice, book reviews from the ANSM reference library, and updates on ANSM work.

#### List of Advisory Service Museums (54)

|                                           |                                             |
|-------------------------------------------|---------------------------------------------|
| Acadian House                             | LaHave Islands Marine Museum                |
| Admiral Digby Museum                      | LeNoir Forge Museum                         |
| Annapolis Heritage Society                | Lordly House Museum                         |
| Annapolis Valley Macdonald Museum         | MacDonald House Museum                      |
| Anne Murray Centre                        | MacPhee House Community Museum              |
| Antigonish Heritage Museum                | Malagash Area Heritage Museum               |
| Apple Capital Museum Society              | McCulloch Heritage Centre                   |
| The Army Museum Halifax Citadel           | Moose River Gold Mines Museum               |
| Atlantic Canada Aviation Museum           | Mount Hanley Schoolhouse Museum             |
| Black Cultural Centre for Nova Scotia     | Museum of the Hooked Rug (Les TroisPignons) |
| Cape Breton Centre for Heritage & Science | North Highlands Community Museum            |
| Cape Breton Miners' Museum                | Nova Scotia Sport Hall of Fame              |
| Cape Sable Historical Society             | Old Courthouse Museum                       |
| Charles Macdonald Concrete House          | Orangedale Railway Museum                   |
| Chestico Museum & Historical Society      | Ottawa House-by-the-Sea Museum              |
| Colchester Historem                       | Parkdale-Maplewood Community Museum         |
| Cole Harbour Heritage Farm Museum         | Port Hastings Museum & Archives             |
| Creamery Square Heritage Society          | Queens County Museum                        |
| Desbrisay Museum                          | Randall House Museum                        |
| Fort Point Museum                         | Scott Manor House                           |
| Fultz House Museum                        | Shelburne County Museum                     |
| HMCS Sackville                            | Sydney & Louisbourg Railway Museum          |
| Inverness Miners' Museum                  | Wallace & Area Museum                       |
| Islands Museum                            | Wedgeport Sport Tuna Fishing Museum         |
| James House Museum                        | West Hants Historical Society               |
| Jost House Museum                         | Whitney Pier Historical Museum              |
| Kings County Museum                       | Yarmouth County Museum & Archives           |

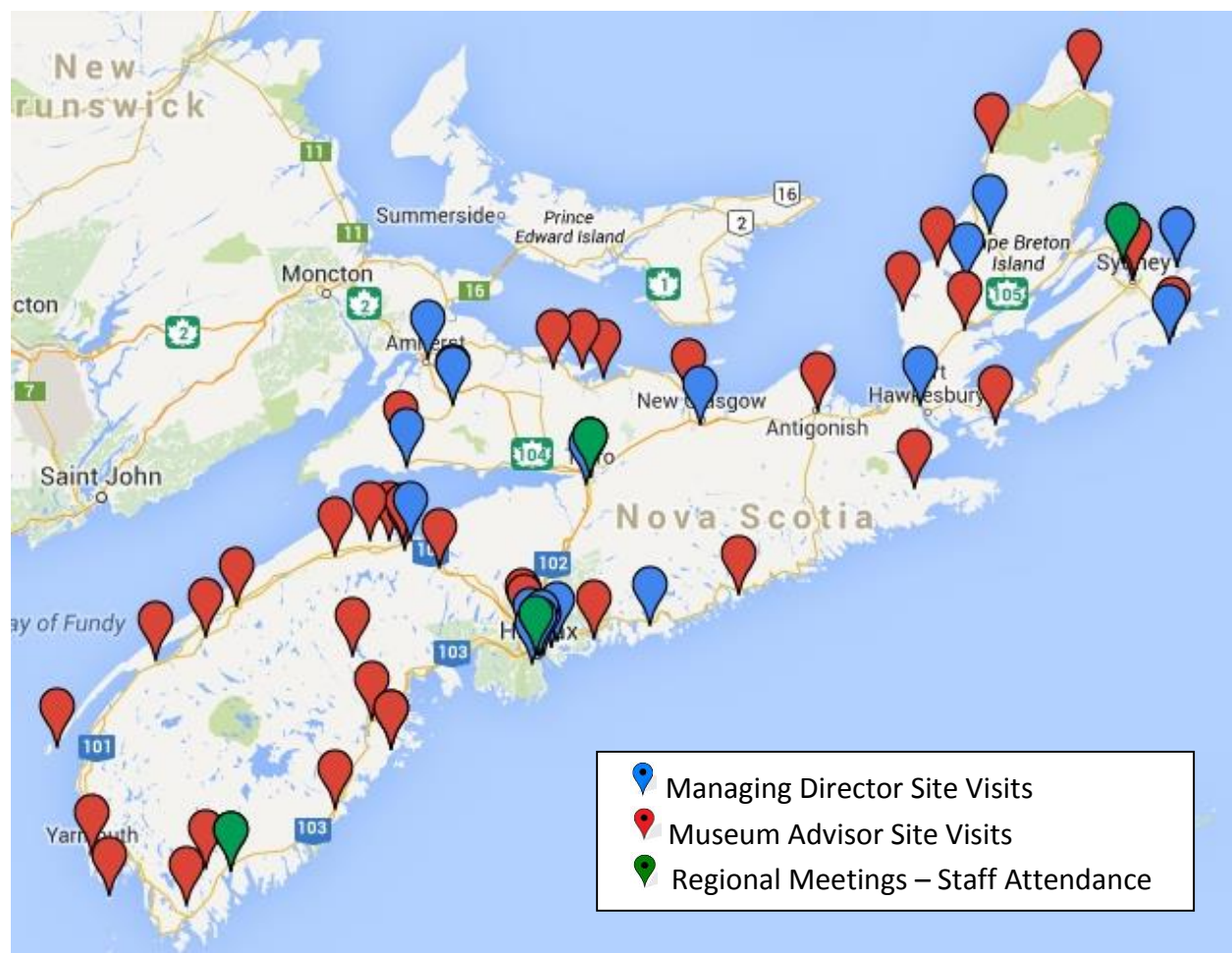
### Information Management and Access Committee:

This is an operating committee of ANSM under the Managing Director and with staff support from the Museum Advisor. Committee membership includes advisory service participants as well as collections management and information technology specialists. There were many changes to IMAC this year. Our thanks to Dayle Crouse, Jennifer LeBlanc, and Anna MacNeil for their wonderful support and assistance over the past few years. And a big welcome aboard to Laken Delorey and Martin Hubley. The committee met 4 times and provided valuable insights and guidance on the Advisory Service.

Gary Melville, Chair, The Army Museum  
Jennifer LeBlanc, Secretary, Old Sydney Society  
Kelly Bourassa, Kings County Museum  
Dayle Crouse, McCulloch Heritage Centre  
Laken Delorey, Port Hastings Museum & Archives

Martin Hubley, Nova Scotia Museum  
Anna MacNeil  
Karin Kierstead, ANSM  
Anita Price, ANSM

### Engagement Map



## Financial Statements

ASSOCIATION OF NOVA SCOTIA MUSEUMS

Financial Statements

Year Ended March 31, 2014

## Contents

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## INDEPENDENT AUDITORS' REPORT

To the Members of the ASSOCIATION OF NOVA SCOTIA MUSEUMS

### ***Report on the Financial Statements***

I have audited the accompanying financial statements of the ASSOCIATION OF NOVA SCOTIA MUSEUMS, which comprise the statement of financial position as at March 31, 2014 and the statements of operations and surplus and schedule of expenses for the year then ended, and a summary of significant accounting policies and other explanatory information.

### ***Management's Responsibility for the Financial Statements***

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian Generally Accepted Accounting standards and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

### ***Auditor's Responsibility***

My responsibility is to express an opinion on these financial statements based on my audit. I conducted my audit in accordance with Canadian generally accepted auditing standards. Those standards require that I comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements

I believe that the audit evidence I have obtained is sufficient and appropriate to prove a basis for my qualified audit opinion.

***Basis for Qualified Opinion***

In common with many charitable organizations, the Association of Nova Scotia Museums derives revenue from memberships and miscellaneous sources the completeness of which is not susceptible of satisfactory audit verification. Accordingly, my verification of these revenues was limited to the amounts recorded in the records of the organization and I was not able to determine whether any adjustments might be necessary to contributions, excess of revenues over expenses, current assets or surplus.

***Qualified Opinion***

In my opinion, except for the possible effects of the matter described in the Basis for Qualified Opinion paragraph, the financial statements present fairly, in all material respects, the financial position of the Association of Nova Scotia Museums as at March 31, 2014 and its financial performance for the year then ended in accordance with Canadian generally accepted accounting standards for not for profit organizations.

*Mitchell Miller*

Chartered Accountant

Nova Scotia  
August 6, 2014

**ASSOCIATION OF NOVA SCOTIA MUSEUMS****Balance Sheet****March 31, 2014****2014****2013****ASSETS**

## Current

|                                           |    |        |    |         |
|-------------------------------------------|----|--------|----|---------|
| Cash and term deposits                    | \$ | 54,564 | \$ | 110,365 |
| Accounts receivable                       |    | 25,690 |    | 10,358  |
| Prepaid expenses and other current assets |    | 2,532  |    | 1,128   |
|                                           | \$ | 82,786 | \$ | 121,851 |

**LIABILITIES AND SURPLUS**

## Current liabilities

|                                          |    |        |    |        |
|------------------------------------------|----|--------|----|--------|
| Accounts payable and accrued liabilities | \$ | 14,736 | \$ | 3,597  |
| Deferred revenue (note 5)                |    | 13,525 |    | 49,106 |
|                                          |    | 28,261 |    | 52,703 |

**SURPLUS**

|                             |    |        |    |         |
|-----------------------------|----|--------|----|---------|
| Unrestricted surplus        |    | 14,064 |    | 28,099  |
| Restricted surplus (note 6) |    | 40,461 |    | 41,049  |
|                             |    | 54,525 |    | 69,148  |
|                             | \$ | 82,786 | \$ | 121,851 |

See accompanying notes to the financial statements

Approved by:

Director:

Director:

# ASSOCIATION OF NOVA SCOTIA MUSEUMS

## Statement of Operations and Surplus

For the Year Ended March 31, 2014

|                                                            | 2014             | 2013             |
|------------------------------------------------------------|------------------|------------------|
| Revenue                                                    |                  |                  |
| Public funding                                             |                  |                  |
| Department of Communities, Culture & Heritage              | \$ 81,000        | \$ 66,000        |
| Lottery                                                    | 6,250            | 6,250            |
| MAP training grant                                         | 56,296           | 40,958           |
| SDI Advisory grant                                         | 39,950           | 23,250           |
| SDI NS Industries DB project                               | 18,000           | 26,219           |
| SDI Museum Fund Survey                                     | 15,534           | -                |
|                                                            | <u>217,030</u>   | <u>162,677</u>   |
| Earned revenue                                             |                  |                  |
| Memberships                                                | 6,515            | 6,856            |
| Registrations and subscriptions                            | 4,805            | 9,390            |
| Fee for service                                            | 10,400           | 13,950           |
| Workshops                                                  | 14,348           | 5,240            |
| Interest income                                            | 256              | 431              |
| Donations and sponsorships                                 | 6,839            | 8,400            |
|                                                            | <u>43,163</u>    | <u>44,267</u>    |
| Total revenues                                             | <u>260,193</u>   | <u>206,944</u>   |
| Expenses                                                   |                  |                  |
| Leadership                                                 | 65,603           | 61,403           |
| Support services                                           | 49,914           | 41,118           |
| Programs                                                   | 159,299          | 100,250          |
|                                                            | <u>274,816</u>   | <u>202,771</u>   |
| Excess of revenues over expenses                           | \$ (14,623)      | \$ 4,173         |
| Unrestricted surplus, beginning of year                    | \$ 28,099        | \$ 16,926        |
| Excess of revenues over expenses                           | (14,623)         | 4,173            |
| Decrease in Collections Management Capital Assistance Fund | -                | 7,000            |
| Decrease in disaster recovery fund                         | 588              | -                |
| Unrestricted surplus, end of year                          | <u>\$ 14,064</u> | <u>\$ 28,099</u> |

See accompanying notes to the financial statements

# ASSOCIATION OF NOVA SCOTIA MUSEUMS

## Statement of Cash Flows

For the Year Ended March 31, 2014

|                                        | 2014       | 2013       |
|----------------------------------------|------------|------------|
| Cash flow from operating activities    |            |            |
| Cash received from funders and members | \$ 209,868 | \$ 201,780 |
| Cash paid to suppliers and employees   | (265,669)  | (199,599)  |
|                                        | (55,801)   | 2,181      |
| Cash flow from investing activities    | -          | -          |
| Cash flow from financing activities    | -          | -          |
|                                        | (55,801)   | 2,181      |
| Cash and cash equivalents              |            |            |
| Beginning of year                      | 110,365    | 108,184    |
| End of year                            | \$ 54,564  | \$ 110,365 |

See accompanying notes to the financial statements

### Cash flow supplemental information

|                                              |            |            |
|----------------------------------------------|------------|------------|
| Total revenues                               | \$ 260,193 | \$ 206,944 |
| Accounts receivable - current year           | (25,690)   | (10,358)   |
| Accounts receivable - prior year             | 10,358     | 16,567     |
| Deferred revenue - current year              | 13,525     | 49,106     |
| Deferred revenue - prior year                | (49,106)   | (60,479)   |
| Cash received from funders and members       | \$ 209,280 | \$ 201,780 |
| Total expenses                               | \$ 274,816 | \$ 202,771 |
| Reserve expenses for disaster recovery costs | 588        | -          |
| Accounts payable - prior year                | 3,597      | 3,223      |
| Accounts payable - current year              | (14,736)   | (3,597)    |
| Change in prepaids                           | 1,404      | (2,798)    |
| Cash paid to suppliers and employees         | \$ 265,669 | \$ 199,599 |

# ASSOCIATION OF NOVA SCOTIA MUSEUMS

## Schedule of Expenses

For the Year Ended March 31, 2014

2014

2013

### Leadership

|                       |                  |                  |
|-----------------------|------------------|------------------|
| Salaries and benefits | 58,199           | 53,178           |
| Travel and meals      | 4,485            | 5,691            |
| Board meetings        | 1,899            | 2,246            |
| Volunteer travel      | 1,020            | 288              |
|                       | <b>\$ 65,603</b> | <b>\$ 61,403</b> |

### Support services

|                             |                  |                  |
|-----------------------------|------------------|------------------|
| Conference and AGM          | 15,780           | 14,323           |
| Bank charges                | 490              | 337              |
| Insurance                   | 600              | 600              |
| Memberships and fees        | 677              | 443              |
| Office supplies & expenses  | 2,066            | 1,164            |
| Postage & delivery          | 272              | 527              |
| Professional development    | 3,094            | 812              |
| Professional fees           | 9,549            | 8,298            |
| Salaries and benefits       | 9,769            | 10,013           |
| Telephone, fax and internet | 3,980            | 2,666            |
| Other admin expenses        | 3,637            | 1,935            |
|                             | <b>\$ 49,914</b> | <b>\$ 41,118</b> |

### Program expenditures

|                           |                   |                   |
|---------------------------|-------------------|-------------------|
| Marketing and fundraising | 146               | 267               |
| Strategic plan            | 2,215             | -                 |
| Insurance                 | 1,061             | 1,140             |
| Workshops                 | 14,378            | 4,065             |
| Advisory services         | 122,926           | 94,778            |
| SDI museum fund survey    | 18,573            | -                 |
|                           | <b>\$ 159,299</b> | <b>\$ 100,250</b> |

## ASSOCIATION OF NOVA SCOTIA MUSEUMS

### Notes to Financial Statements

Year Ended March 31, 2014

2014

2013

#### 1. Purpose of the organization

The Association of Nova Scotia Museums (the "ANSM") was incorporated under the Nova Scotia Societies Act and its purpose is to represent and support the common heritage interests of its members by identifying, advocating, promoting, preserving and nurturing the heritage of Nova Scotia.

The ANSM is a not for profit organization and is a registered charity under the Income Tax Act.

#### 2. Summary of significant accounting policies

##### Basis of accounting

These financial statements have been prepared in accordance with the Canadian accounting standards for not for profit organizations.

##### Cash and cash equivalents

Cash includes cash and cash equivalents. Cash and cash equivalents consist primarily of term deposits and deposits with a maturity date within one year. Because of the short term nature of these investments, their carrying amount approximated fair market value.

##### Capital assets

The ANSM has adopted the policy of expensing all capital assets in the year of acquisition. During the current year \$480 (2013 - \$0) of equipment was expensed. The ANSM owns various office furniture, equipment and computer equipment which are not recorded as capital assets.

##### Revenue recognition

The ANSM follows the deferral method of accounting for contributions. Contributions relating to future programs are deferred and recognized when the related expenses are incurred.

##### Use of estimates

The preparation of financial statements in conformity with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the year. Actual results could differ from those estimates. Calculation of deferred revenues is the most significant item that involves the use of estimates.

#### 3. Financial instruments

ANSM's financial instruments consist of cash, investments, trade receivables and payables. The fair values of these financial instruments approximate their carrying values. It is management's opinion that the ANSM is not exposed to significant interest rate, currency or credit risks associated with these financial instruments.

#### 4. Economic dependence

The ANSM is dependent on funds received from the Nova Scotia Department of Communities, Culture and Heritage for continuation of its operations.

## ASSOCIATION OF NOVA SCOTIA MUSEUMS

### Notes to Financial Statements

Year Ended March 31, 2014

2014

2013

#### 5. Deferred revenue

The following contributions were received in the current fiscal year which relate to programs and activities continuing into the next fiscal year;

|                                  |    |        |    |        |
|----------------------------------|----|--------|----|--------|
| Deferred SDI Advisory Grant      | \$ | -      | \$ | 12,000 |
| Deferred Conference Sponsorship  |    | -      |    | 4,500  |
| Deferred Memberships 2014/2015   |    | 125    |    | -      |
| Deferred Revenues - Other        |    | -      |    | 20,000 |
| Deferred Data Migration Project  |    | 10,000 |    | -      |
| Deferred Fee for Service Revenue |    | -      |    | 9,200  |
| Deferred Revenue - Workshops     |    | 3,400  |    | 3,406  |
|                                  | \$ | 13,525 | \$ | 49,106 |

#### 6. Restricted surplus

Subject to Board approval, the ANSM allocates unrestricted surplus for future committed projects. As at March 31, 2014, the Board has committed funds to the following:

|                                                     |    |        |    |        |
|-----------------------------------------------------|----|--------|----|--------|
| NovaMuse / Collective Access disaster recovery fund | \$ | 9,412  | \$ | 10,000 |
| Advisory Service Supplementary Fund                 |    | 6,049  |    | 6,049  |
| Reserve for Operational Funding                     |    | 25,000 |    | 25,000 |
|                                                     | \$ | 40,461 | \$ | 41,049 |

During the year the Association incurred expenditures of \$588 related to the implementation of the disaster recovery process and the fund has been reduced accordingly.

#### 7. Related party transactions

The Cultural Federations of Nova Scotia ("CFNS") provides premises to the ANSM on a rent free basis, subject to a charge for any operating deficit of the CFNS. In addition, the ANSM purchases certain shared services from the CFNS on a cost recovery basis.

## List of Images

Cover - Members attending the (R)evolution Conference

Pg 4 - Facilities Management class at Memory Lane Heritage Village

Pg 7 - Delegates at the (R)evolution Conference deliberate the future establishment of a Museum Fund for Nova Scotia.

Pg 8 - Heather Watts, Recipient Award for Excellence in Museum Practices Individual Contribution 2013 with His Honour Brigadier-General The Honourable J.J. Grant, CMM, ONS, CD (Ret'd) Lieutenant Governor of Nova Scotia.

Pg 10 – Poster Image from the 2013 Annual Conference, (R)evolution.

Pg 12 - Interpretation II Workshop participants at the Fortress of Louisbourg, NHS

Pg 13 - ANSM staff member, Museum Advisor Karin Kierstead at the Halifax Citadel National Historic Site, NHS.

Pg 26 - ANSM staff Chris Selman, Anita Price, Karin Kierstead at the 2013 Award for Excellence in Museum Practices Reception.

