



Conference Call – Summary Report
June 13, 2012
11:00 – 12:00 PST



PARTICIPANT	AFFILIATION	PARTICIPANT	AFFILIATION
Barry Parker	AANDC - Ottawa	Blake Rogers	TIA Yukon
Sharon Kootenay	Blue Lake Centre, Alberta	Trina Mather-Simard	Aboriginal Experiences - Ottawa
Lori Beaver	Alberta	Carole Bellefleur	STAQ - Quebec
Jeff Provost	Eastside Tourism Man.	Brian Desjardins	NWT Tourism
Keith Henry	ATBC – BC A/Chair ATMC	Jenni Bruce	NWT Aboriginal Tourism Champions Advisory Council
Isabelle Dubois	Nunavik Tourism Association	Douglas Dillon	NWT Tourism and Parks
See Appendix A for full ATMC contact list			

Agenda Items:

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| 1. Welcome and Introductions | 11:05 AM |
| 2. Review Notes from March 2 nd , 2012 | 11:10 AM |
| 3. ATMC Survey Results | 11:20 AM |
| 4. Notes from May 8 th , 2012 | 11:35 AM |
| 5. ATMC Member Updates | 11:40 AM |
| 6. National Manual and Online Toolkit | 11:50 AM |
| 7. Next Meeting | 11:55 AM |

1. Welcome and introductions

Members welcomed first time participants: Isabelle Dubois - Nunavik Tourism; Douglas Dillon - NWT Tourism and Parks (replacing Brenda Dragon); and Sharon Kootenay – Blue Lake Centre (standing in for Don Wilson); Jenni Bruce – NWT Aboriginal Tourism Champions Advisory Council.

Action Item: A revised ATMC contact list will be developed and distributed.

2. Review Summary Report from March 2nd Conference Call

It was noted that the Federal Tourism Strategy items highlighted in the report are only the ones linked to AANDC. The FTS itself is an evergreen process where participating departments report through Industry Canada on tourism initiatives they are supporting or working on. This applies to Aboriginal initiatives as well. It may be more effective if inquiries related to federally supported tourism initiatives were made directly to lead federal departments such as AANDC or regional development agencies.

Under the Federal Framework for Aboriginal Economic Development (FFAED) the Strategic Partnership Initiative (SPI) is undergoing some changes whereby it will soon focus on strategic opportunities and not exclusively on resource sectors. Information on program changes will be made available when available.

The federal partner – Aboriginal Tourism Working Group has agreed to meet with ATMC members. (This relates to an item covered under agenda item 4).

Result: Members accepted the report as reviewed and commented on.



3. ATMC Survey Results

There was a cursory review of the survey process and early findings. Carole advised that STAQ data needs to be added to the overall results.

Action Item: The Executive Committee will develop a formal report including recommendations from the survey results to present at the next ATMC conference call.

Note: Keith noted the contribution of Kevin Eshkawkogan and the Great Spirit Circle Trail in pulling the survey together. He also recognized that member participation this conference call is greatly appreciated knowing that tourism is heading into its peak season. Finally, he mentioned Aboriginal Tourism British Columbia's covering the costs of this call. He summarized that it is these types of contributions that reflect the importance of the work ATMC is undertaking.

4. Review of note from May 7th conference call between AANDC and ATMC (as represented by Keith)

The call was a result of the letter sent by ATMC to AANDC Minister John Duncan and Industry Canada's, Minister of State for Small Business and Tourism, Maxime Bernier.

It was noted that IC could not join the call as they were busy preparing for a Council of Tourism Ministers meeting. Also, it was pointed out that IC is essentially providing a coordination role in terms of federal support to tourism as they do not have program resources. However, they do facilitate government and industry engagement at senior levels and are planning a fall meeting.

The major result of the meeting was a willingness of AANDC to continue discussions as it was suggested that ATMC members may want to participate in the October 15-16 Aboriginal Economic Development Conference in Ottawa. Barry confirmed that AANDC will hold an ATWG meeting during that time to specifically meet with ATMC representatives and discuss survey results and potentially key opportunities in Aboriginal tourism. Barry also pointed out that there was no money identified to cover ATMC travel costs.

It was noted that Aboriginal travel services related to resource development may be a topic at the economic development conference.

Action Items:

- Keith will write to the ministers and thank them for facilitating a discussion between industry and government. ATMC will also recognize Allan Clarke and his suggestion of engaging federal partners and others at the fall ec dev conference. He will also express the importance of true consultation and the need to have all regions in Canada represented and not be excluded due to lack of resources, this is especially true when significant attention is paid to working with partners under the FFAED especially when SPI is being used to support engagement with other industry sectors.
- Barry is to provide a report from the Council of Tourism Ministers when it becomes available.
- Barry to inform ATMC on details of the fall conference and include ATMC on the ATWG fall meeting agenda.



5. Member Roundtable

Lori: Working around Alberta and with Calgary Stampede <http://www.indianvillage.ca/> . Treaty 7 is undertaking some work to revitalize the Aboriginal Association but no word on how it's going.

Jeff: Work on product development taking most of their time. Their number one priority at this time is getting UNESCO designation for the east side of Lake Winnipeg. <http://www.eastinc.ca/>

Blake: Lots of work related to festivals in the region (for info go to <http://travelyukon.com/things-do/events-festivals>) The Yukon First Nations Tourism Association back up and running and there will be a representative participating in future ATMC calls. There is an increased interest in Aboriginal Arts and Culture as reflected in the Kwanlin Dün First Nation and Champagne and Aishihik First Nations opening their cultural centres June 21st.

Carole: STAQ is focussing on marketing at this time and has released their tourism guide. <http://www.staq.net/> . However, their priority for the coming year will be on product development which will take significant strategic planning on their part. Carole also mentioned on behalf of Robin McGinley that the Cree Outfitting and Tourism Association (COTA) is celebrating the opening of the Cree Cultural Institute <http://www.creeculturalinstitute.ca/en/grand-opening/>

Trina: Aboriginal Experiences is focussing on Aboriginal Awareness week, Summer Solstice activities. <http://www.aboriginalexperiences.com/> The very successful Aboriginal Cultural Ambassador Training program is in its practicum stage with 15 out of the 18 participants being placed. The course blends certified interpreter curriculum and Aboriginal cultural curriculum supported by elders, cultural leaders, etc. (ACA course outline on website). Some of the graduates are looking for employment opportunities. Also, she will be distributing the Urban Aboriginal tourism study when it's completed in the next few weeks.

Sharon: Sharon is with the Blue Lake Centre just outside of Jasper National Park and the centre is beginning a program relating to Aboriginal culture. She attended Rendezvous Canada this month representing the Aboriginal products and experiences in Alberta. <http://www.bluelakealberta.ca/>

NOTE: Due to time considerations other participants did not provide overviews.

Action Item:

All members (regardless if you participated on the call) are asked to provide a brief paragraph which can be included in this report.

6. Online Toolkit and National Manual

Barry required information on how ATMC may move forward with these projects. Specifically there is a need to understand the importance of these tools to industry and how they will be used.

Action Item: The executive committee will add this to their next meeting agenda.

7. Next Steps

Keith will coordinate an ATMC Executive Committee meeting next week.

The Executive Committee will plan for next ATMC concall for later in July.

8. Meeting Adjourned.

