



2015 Yukon Heritage Symposium

10am—4:30pm | October 19

Yukon Transportation Museum | Whitehorse

The annual Yukon Heritage Symposium provides an opportunity to meet and connect with others actively involved in heritage conservation across the Territory.

It's a chance to meet new colleagues and catch up with old ones, be inspired by new ideas and trends from outside of the Territory, and share knowledge and best practices on what works in the Yukon.



Yukon Historical &
Museums Association

Program

10:00am: Welcome

10:15-11:15am: ROUNDTABLE | CULTURAL TOURISM

Cultural Tourism along the Silver Trail

Aboriginal Cultural Tourism and the Yukon

Watson Lake cultural tourism

11:15-11:30am: Morning Break

11:30-12:30pm: ROUNDTABLE | DIGITAL MEDIA:

ENGAGEMENT AND PRESERVATION STRATEGIES

Digital Strategy Development

Thoughts and Considerations before initiating digital preservation

Community blogging: could it work here?

12:30-1:30pm: Lunch (provided)

1:30-2pm: Update from the Yukon Historical & Museums Association

2-3:00pm ROUNDTABLE | HUMAN RESOURCES, LABOUR ISSUES

AND THE YUKON HERITAGE SECTOR

Developing an adaptable labour market:

A conversation on Training, Recruitment and Employee Retention

3:00-3:15pm: Afternoon Break

3:15-4:15pm: Open Forum

An open discussion period for folks to share their news and events, discuss upcoming work or anything else they'd like to share!

4:15pm: Wrap up

Roundtable | Cultural Tourism

For over a century, tourism has existed as an industry in the Yukon, and today is one of the largest industries in the world. The Yukon has a unique spirit of place and is home to many strong, compelling stories which form the backbone of our cultural tourism economy. Tourism can play a role in the social and economic development of a region, but there is a need to ensure this development is balanced, responsible and sustainable. In our first roundtable, we'll look at cultural tourism activities occurring throughout the Territory. How are Yukoners balancing the needs of their communities with the needs of tourism? What does sustainable cultural tourism look like for the Yukon and its communities? How can we work together as a heritage community to sustain and tell our stories for the benefit of current and future generations?

Charlene Alexander | *Sharing Our Stories: Developing Cultural Tourism in First Nations Communities*

Charlene Alexander is the Executive Director of Yukon First Nations Culture and Tourism Association and Co-Founder/Executive Producer of the Adaka Cultural Festival. Her career in the cultural sector began in Inuvik, NWT where she founded and produced the Great Northern Arts Festival. Since moving to the Yukon in 1998, Charlene has been involved in many initiatives including Arts Underground, Yukon Buyers Show and the Yukon First Nations 2010 project.

Scott Buchanan | *Keno Cultural Tourism: The ever-unfolding story at the end of the road*

Scott Buchanan has spent 29 years working in the heritage sector as a heritage resource manager, archaeologist and researcher. Scott has a strong focus on First Nations heritage, traditional knowledge & oral history, archives, community museums, National Historic Sites, Canadian Heritage Rivers, cultural landscapes and the big picture of small things and people long forgotten that speak to our collective national identity. I got the bug for the past when I was five and my first job in heritage when 14 - it's in me deep and try as I might, I just can't seem to wash it out.

Susan Drury | *Building Cultural Tourism in Watson Lake*

Susan Drury has lived in Yukon since 1984 – 21 years in Whitehorse, 2 years in Old Crow and 8 years in Watson Lake where her husband, Barry, currently works for Yukon Government. In 2005, she retired from Yukon College in Whitehorse and has remained retired in Watson Lake except for her volunteer work that includes the Watson Lake Historical Society formed in 2011. She's currently the President of the Society.

Roundtable | Digital Media: Engagement and Preservation Strategies

With the advent of the digital revolution, there are many new tools people are using to connect and communicate with one another. While there are great opportunities to use these tools to engage new audiences for heritage organizations, to streamline office work or to market and promote activities, they also bring new challenges to their management and preservation. How are Yukoners using digital media to engage, connect and share? What are some of the things we should think about as we manage our 'paperless' digital records? What works—and what doesn't?

Katie Newman and Mary Bradshaw | *Digital Strategy Development*

We will present highlights of our digital strategy, why we feel it has provided us with an essential roadmap and some interesting usage statistics that we unearthed in the process.

Katie Newman is the Marketing & Development Director at the Yukon Arts Centre, and works with Yukon's heritage community as a YHMA board member. She believes digital tools can play a pivotal role in preserving and promoting our cultural landscape, and brings her experience in web administration, mobile app development, CRM and cultural planning to the industry. Katie holds a Graduate Certificate in Culture & Heritage Site Management and a BFA in Photography Studies.

Mary Bradshaw is the Gallery Director/Curator at the Yukon Arts Centre, and is committed to inspiring, educating and dialoguing with the public through works of art. Her Masters of Arts in Museum and Gallery Studies combined with strong success in exhibition project management, budgeting and planning have led her to various cultural administration roles in the North.

Sylvie Binette | *Community Blogging in the Yukon: Can this be done?*

We will explore a community blogging initiative led by the Children's Museums of Indianapolis and discuss its relevance in Yukon.

Sylvie Binette devotes her time in connecting people to places through stories, experiences and social engagement. She works at planning, exhibits, storytelling, training and coaching for Museums, Tourism and Heritage. To contact Sylvie Binette, email Binette_sylvie@hotmail.com

David Schlosser | *Thoughts and Considerations before initiating Digital Preservation*

Digital preservation is a time consuming, expensive and challenging undertaking. David will discuss some of the first steps that need to be considered before setting out on such an initiative.

David Schlosser has been the Digital Archivist at Yukon Archives since 2010. He is the lead on developing their digital preservation management program to allow the Archives to acquire, preserve and provide access to born digital and digitized records.

Roundtable | Human Resources, Labour Issues and the Yukon Heritage Sector

For our final roundtable session of the day, we will be joined by folks from the YG Department of Education and Economic Development. According to a 2004 economic impact study, the Yukon heritage sector—comprised of 14 institutions—contributed over \$3 million to the Yukon’s GDP and provided 50 person-years of employment. The sector has since grown to over twenty heritage institutions, as well as government and private enterprise. While there are some unique challenges to the human resources question of the Yukon heritage field, the field also shares a lot of challenges with other northern labour sectors. This is where the Yukon’s Labour Market Framework may play a role.

Tracy Camilleri and Kieran Slobodin | *Developing an adaptable labour market: A conversation on Training, Recruitment and Employee Retention*

An interactive conversation on the initiatives developed by labour market stakeholders involved in the implementation of the Yukon’s Labour Market Framework with a focus on the topics of training, recruitment and retention.

Tracy Camilleri works as a Labour Market Development Officer for the Department of Education. She is responsible for the Community Training Fund and plays a coordination role with the Yukon Literacy Strategy and the Labour Market Framework. She is a proud member of the Carcross Tagish First Nation.

Kieran Slobodin works as Manager for Enterprise Development Services with the Department of Economic Development. He is responsible for offering business support services to enable the development of Yukon’s small and medium enterprise community. He is also the territorial co-chair of the Recruitment and Employee Retention Strategy Committee.

While in Whitehorse, check out following!

Art Talk & Walk | 5-9pm, Tuesday, October 20 | Yukon Transportation Museum

Nicole Bauberger will share the latest paintings in her "Get There From Here" project. Visit St. John's to Montreal, Portage La Prairie to Victoria and Vancouver to the Alaska Highway, check out Nicole's mobile studio truck and enjoy a talk by the artist. Cash bar and snacks.

Strange Things Done | 7:30pm, Thursday, October 22 | MacBride Museum of Yukon History

Join us for an evening of spooky storytelling, featuring tales from Ellen Davignon, George Maratos, Harreson Tanner and others. Come out to listen or bring your own story to share. Cost: \$5 or free for MacBride Museum members. These stories will be recorded by CBC Yukon for broadcast on the Afternoon Show, Air Play with Dave White

Graham + Dimensions | Ongoing, during gallery hours | Public Art Gallery, Yukon Arts Centre

Neil Graham explores the rich beauty of Haida Gwaii with bold visual energy. Along with DIMENSIONS, Saskatchewan Craft Council's biennial, open, juried touring exhibition.

Tourism & Culture Open House | 2:30pm-5pm, Thursday October 22 | Old Firehall

This free annual event is open to all of our industry partners. Come and meet the Tourism Yukon marketers who actively promote Yukon as a tourism destination, and participate in an industry feedback session to provide your thoughts on topics such as advocacy, member benefits and training. We'll conclude the afternoon with tourism trivia and a Yukon Brewing tasting session!

Tourism & Culture Open House | 8:30am-3pm, Friday October 23 | Whitehorse VIC, 100 Hanson St.

The Department of Tourism and Culture's Annual Open House is a chance to foster a spirit of openness and collaboration and to build stronger relationships with tourism partners. The Open House is a day of information sharing where department staff provide insights and information on up-coming marketing and development opportunities and activities. A free event, however pre-registration is required. Visit www.tc.gov.yk.ca.

About the Yukon Historical & Museums Association

YHMA is a charitable organization that works to inspire and share a passion for Yukon heritage by providing opportunities and support for education, networking, advocacy, partnerships and awareness.

YHMA was established in 1977 by a group of concerned and passionate individuals to create a unified voice for understanding and promoting heritage and history in the Yukon. We keep apprised of issues and advocate on behalf of the Yukon's heritage and heritage sector.

We continue to build a learning environment for history and culture and the development of skills and best practices in the heritage sector. We share knowledge with the Yukon heritage community and support each other in protection and conservation projects. Most of our activities are collaborations and partnerships. Many of our events and programs honour those in the heritage sector that are dedicated to our vision.

To become a member today, please visit www.heritageyukon.ca.

Yukon Historical & Museums Association

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