



2030

# Strategic Framework

*Created Fall/Winter 2024*



JII MAAN KINOMAAGWIN  
THE CANADIAN CANOE MUSEUM  
LE MUSÉE CANADIEN DU CANOT



Cover photo & above by Eden Photography.



## Mission

We paddle together.  
Inspired by the collection and grounded in our collaborative relationships, we share stories and create authentic experiences that facilitate connection, curiosity and new understandings of our cultural and natural world.



## Vision

People connected to the **water**,  
to the **land**, and to **each other**.





# Values Guiding Our Work

The values below guide The Canadian Canoe Museum and will be integrated throughout the entire organization, **in all that we do.**



## Collaborative Relationships

The Canadian Canoe Museum is a welcoming and inclusive environment. Collaborative, respectful and meaningful relationships with people of all backgrounds are the foundation of this organization and is present in all that we do. Effort in building good relationships is an investment in the long-term well-being of The Canadian Canoe Museum.



## Engagement with Indigenous Peoples and Reconciliation

Indigenous Peoples around the world designed, built, and used the first canoes and kayaks. The canoe embodies Indigenous cultural memory – and is a living cultural object with both historical and contemporary relevance. The Canadian Canoe Museum prioritizes inclusion of Indigenous Peoples in all aspects of the Museum. This value is informed by the *Museum's Principles of Engagement with Indigenous Peoples*.



## Environmental Responsibility

Our new location on the shores of the Odenabe/Otonabee River present The Canadian Canoe Museum with new responsibilities and opportunities. The Museum will ensure that care, stewardship, education and awareness about the land and water are interwoven into all activities throughout the Museum. Further, canoes and kayaks are intrinsically connected to waterways and such connections should be explored and built upon where possible.

*Photo by Justen Soule*





# 2023 Strategic Priorities

By 2030, The Canadian Canoe Museum will achieve the following strategic priorities:



**Growth of  
National  
Engagement**



**Innovative,  
Accessible  
Collection Care  
and Experience**



**Sustainable  
Business**



## Growth of National Engagement

The Canadian Canoe Museum has an enhanced profile through a focus on story sharing, programming and collaboration.

- We will be recognized for the exceptional work we are doing at our waterfront facility in Peterborough. The foundation of our relevance and reputation is the Museum's unique collection expressed through its exhibitions, programming, and strong relationships.
- Through multi-faceted projects and media engagement that are grounded in the collection and shaped with partners from across the country, we will continue to grow our national and international audience.



## Innovative, Accessible Collection Care and Experience

Through its collaborative approach, The Canadian Canoe Museum has re-imagined the scope of collections care, stewardship and interpretation. The Museum has created greater access, increased capacity for project-based engagement, and more opportunities for partnership while also strengthening existing relationships.

- We will offer programming and experiences through an authentic and experiential approach that strengthens and broadens people's connection to the collection, its stories, and to the natural world.
- We will prioritize accessibility and inclusion throughout all aspects of the Museum experience.



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## Sustainable Business Approach

The Canadian Canoe Museum has solidified and strengthened its sustainable business framework to support operations and future opportunities, benefiting from both private and public relationships.

- We will strategically invest in our human and operational capacity.
- We will grow and strengthen our financial framework.
- We will build upon and grow our strong foundation of philanthropic partners.
- We will ensure our governance model reflects the **Values Guiding our Work...**

