

2022 Annual Report





CHAIR'S MESSAGE

In my over 50 years of volunteering at arts organizations, I can honestly say that nothing has been quite as challenging, exhilarating or successful for me as the past 8 months as Chair of the Gulf of Georgia Cannery Society.

We continue to share stories of the fishing industry and communities through exhibitions, collections, programs, and events. The site is taking strides to be a leader in reconciliation as we platform diverse Indigenous voices in all our practices and foster a meaningful connection to the Indigenous cultural legacy of fishing on the West Coast. Our partnership with Parks Canada is expanding and we continue to be fiscally strong. It is all these reasons, and more, that make me believe we are fulfilling our mission and the strategic priorities of the Society this year.

This May, we hope you visit our new feature exhibition, *Fish Tales*, and our invited installation, *The Water We Call Home*. *Fish Tales* is an immersive exhibit that explores how seafood connects us all. *The Water We Call Home* invites our visitors into the complex stories woven within the work of reconciliation.

Our year was one of growth and renewal coming through immense fiscal and visitation pressures, king tides, maintenance issues, transitioning key staff and continuity of our Parks Canada colleagues. I can confidently say that without the support of staff and volunteers, continuing and new Board members, our amazing community partners, and the extraordinary leadership and commitment of our Interim Executive Director Elizabeth Batista, we would be in a precarious position going forward. Instead, we have a stronger, more robust and brighter future ahead.

On behalf of the Board, we would like to thank the hard work of our staff and volunteers. We cannot be prouder of what you have accomplished this year from our stellar gift shop to our day-to-day operations and programs. The commitment, passion and dedication of our front-line team and administrative managers has been commendable. We are getting the word out that the Gulf of Georgia Cannery is the place to be.

On a personal note, I cannot thank Elizabeth Batista enough for stepping up to the position of Interim Executive Director. The passion, idealism and incredible managerial skills she brought to our site has been an inspiration to work with and I thank her as a colleague and friend.

Sincerely,
Kit Grauer, Ph.D., Chair



EXECUTIVE DIRECTOR'S MESSAGE

The year of 2022 will be fondly remembered as a revitalization of our core strengths and learning that change brings opportunities. In this report you'll learn of how our Board, staff, and volunteers embraced the return of visitors, program participants, and events that exceeded our expectations.

While we have yet to reach 2019's level of activity, we took the opportunity to enhance our Summer Cannery Experience and school program offerings. We focused on ensuring a fully staffed site to prepare for a busy year. We are grateful for the accomplishments that were the results of our staff's creativity and enthusiastic efforts. While I was fortunate to serve as a Board Director for the past 6 years, I gained a different perspective of our staff and volunteers when I transitioned to Interim Executive Director. Their passion for preserving the history of Canada's West Coast fishing industry made my transition seamless and rewarding.

For the first time in a few years, our Board complement reached the maximum number allowed by our bylaws. This robust board effectively supported our calls to action from our Strategic Plan. Due to their diverse bank of knowledge, commitment to support staff and volunteers, we remained hopeful and confident. I am inspired every day by the wealth of expertise and willingness to help the Society strive towards our pillars of fiscal strength, leadership in reconciliation, and our partnership with Parks Canada.

Parks Canada reinforced their commitment of support and partnership in big ways throughout 2022. We saw a renewed interest in funding, maintenance, interpretive, and management planning. They were and continue to be a stalwart partner. We are proud to operate this site on behalf of Parks Canada. We give many thanks to all the Parks Canada staff that worked with us to build new opportunities and improve our collaboration. I'd specifically like to call out Stephanie Sirois, acting NHS manager, Geoffrey Hancock, Acting Field Unit Superintendent, and Matt Zecher, Asset Management Advisor. They displayed an enormous level of commitment that will keep us in good stead for years to come.

I continue to look forward to exciting changes and the opportunities that I'm sure will create another year to remember in 2023.

Elizabeth Batista

Sincerely,
Elizabeth Batista, *Interim Executive Director*

THE GULF OF GEORGIA CANNERY NATIONAL HISTORIC SITE

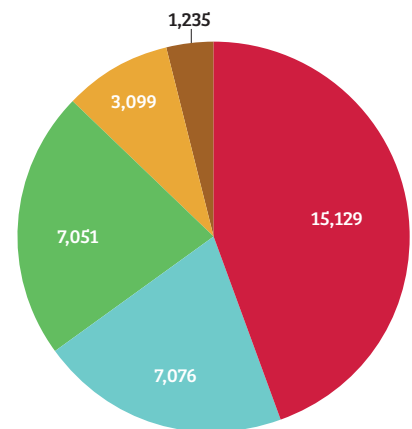
The Gulf of Georgia Cannery National Historic Site stands at the mouth of the Fraser River; it is the ancestral, unceded and ceded territories of Hən̓q̓əmi̓n̓əm̓ speaking peoples who have lived here since time immemorial. It is here that we are privileged to work, live and learn together.

Constructed in 1894, the Gulf of Georgia Cannery was one of fifteen canneries that once lined the Fraser River's South Arm, located in Steveston Village. The facility canned salmon until 1930 when it was re-purposed as a net loft, fresh fish depot, and later as a herring reduction plant. After operating for 85 years, the facility was designated a National Historic Site in 1976 and opened to the public in 1994.

Standing as a hallmark of the history of Canada's West Coast fishing industry, permanent exhibits include a functioning salmon canning line, a herring reduction plant, and fishing methods used on the West Coast. These are complemented by a flexible feature space displaying various temporary exhibitions connected to the Society's mission.



Photograph: Greeting visitors to the Gulf of Georgia Cannery NHS. Photo by Parks Canada.



2022 VISITATION TOTAL 33,590

GENERAL ADMISSION	15,129
PROMOTIONAL ADMISSION	7,076
SPECIAL EVENTS	7,051
SCHOOL PROGRAMS	3,099
GROUPS/RENTALS	1,235

SOCIETY OVERVIEW

About Us

Established in 1986, the Gulf of Georgia Cannery Society is an independent, non-profit society and registered charity whose mission honours the importance of Canada's West Coast fishing history.

Working in partnership with Parks Canada, the Society is responsible for the operation of the Gulf of Georgia Cannery National Historic Site. The Society endeavours to interpret the history of West Coast fishing by sharing stories of the fishing industry and communities through exhibitions, collections, programs, and events.



Photographs, left to right, top to bottom: Gulf of Georgia Cannery NHS. Photo by Parks Canada. | Cheo Yamamura and "Ruby" on the boardwalk at Namu Cannery, Namu, BC, ca. 1953-54. GOGCS, G2000.001.003.063, Yamamura Collection. | Cannery workers assembling wooden crates and packing them with canned salmon. GOGCS, CFC-3-21-5.

Board of Directors

Board Chair	Elizabeth Batista, Kit Grauer*
First Vice-Chair	Joan Bennett
Second Vice-Chair	Susan Steine
Treasurer	Ryan Garnett
Secretary	Perry Mazzone
Past Chair	Kit Grauer

* Kit Grauer Chair from August 2022

Directors

Adam Bent
Bruno Gerves
Geoff Matheson
Gilles Assier
Jim Van der Tas
Karen Lee
Mark Turpin
Mike Barnsley
Ralph Turner
Nigel Evans

Ex Officiis

Dave Semple

National Historic Sites
Manager, Parks Canada

SOCIETY ACTIVITIES

In 2022, the Gulf of Georgia Cannery Society began to enjoy increased visitation.

Thanks to the lifting of restrictions that held the Cannery in a temporary pause throughout 2020 and 2021, we saw the return of school programs, in-person events, and summer tours in 2022. We are also pleased to welcome international visitors and tour groups back to the Cannery.

With this, a renewed breath of fresh air was felt throughout the site. The Cannery Crew masterfully balanced the maintenance of safety precautions while ensuring that all visitors who walked through our front doors felt welcome and energized to explore. Being able to reengage with the community was uplifting, and we look forward to more opportunities in the year to come.

Following the direction of our 2020-2025 Strategic Plan, and changing narratives and standards being implemented

in museums, art galleries and archives across the country, the Society has continued to increase our commitment to sharing diverse voices and stories. This commitment challenges the Society to ensure our actions and programming fosters diverse and accessible representation. Examples of this commitment can be seen throughout 2022. *Welcoming the Sun*, an event that celebrates Indigenous cultures, returned. A new summer tour called *Cannery People* was introduced that focused on the stories of the people from different communities who shaped the fishing industry. Additionally, we updated our school programming to more prominently centre themes of reconciliation.

We continue to ensure that all our members, staff, visitors, and volunteers have equal opportunities to participate and to feel included in our site. We look forward to a new year and new opportunities to connect with our community in 2023.

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Photographs, top to bottom, left to right: Parks Canada Red Chairs on the dock at the Gulf of Georgia Cannery NHS. Photo by Parks Canada. | Heritage Interpreters Anthony and Mikayla. Photo by Parks Canada. | Sorting fish at the Receiving Bins station on our Canning Line is a popular interactive activity for many of our visitors. Photo by Parks Canada.



Nicole



Pam



Nadya



Monica



Diana



Mackenzie

Cannery Crew Updates

The Gulf of Georgia Cannery Society was thrilled to welcome many new faces to the Cannery Crew in 2022.

Last February, Diana Smith filled a brand-new position on the administrative team as our Marketing and Communications Coordinator. Since then, she has taken on all internal and external communications and promotional opportunities – consistently working directly with Parks Canada and tourism partners to ensure the National Historic Site has a prominent platform. Shortly after, Monica Lambton joined the Audience Engagement Team in May as our Education Programs Coordinator. She has since deepened our focus on themes of reconciliation and sustainability in our school programs with the introduction of a coordinated Education Program themes.

2022 saw many fantastic additions to our staff with Nicole, Mackenzie and Nadya joined us as Heritage Interpreters.

In the summer, we were lucky to add five students to our team – Myriam, Sansian, Kathryn, Lauren and Anthony thanks in part to funding received by Parks Canada.

As Heritage Interpreters, they delivered tours, programs, and engaged with our visitors during self-guided visits. Every single front-line staff hired last year was a great addition to the Cannery Crew!

2022 had several heartfelt goodbyes. After 5 passionate years of working at the Cannery, Tara Miller left to pursue full-time studies in Museum Interpretation in September. Pam Andrews was welcomed into the role of Visitor Services Coordinator and continues to support our Heritage

Interpreters to ensure everything runs smoothly for an ideal visitor experience. Gillian Chan, our Public Programs Coordinator, moved on from her position to pursue a great opportunity at UBC.

Notably, this past summer, Stephanie Halapija transitioned from her role as Executive Director to pursue a new position with the Royal Alberta Museum. Elizabeth Batista, the Board of Directors' previous Chair, stepped in as Interim Executive Director. Her experience with the Society allowed her to transition seamlessly into her new role and continue to lead the Cannery Crew.

We are thankful for their dedication to serving the Society, Parks Canada and our beloved community.



Photograph: 2022 Summer Heritage Interpreters (left to right) – Kathryn, Sansian, Lauren, Anthony, and Myriam. GOGCS photo.

Growing Membership & Society Volunteers

In 2022, we welcomed over 80 new individual and corporate members, finishing the year with 250 active members.

Society membership supports the development of our programs, the activation of our mission, and allows us to continue bringing the stories of the Gulf of Georgia Cannery National Historic Site to life.

The Society would like to thank and welcome all new and returning members for your support. We look forward to adding many new members in 2023.

With the restart of in-person programming, our volunteers returned with enthusiasm to engage with visitors. We are incredibly grateful for their contributions at events, including *Easter at the Cannery*, *Welcoming the Sun*, *Steveston Salmon Festival*, *Haunted Sea*, and more. Many of the accomplishments in this report would not have been possible without all their valuable time and support!



Photograph: Heritage Interpreter Lauren, and volunteer Jane at the Cannery's outreach booth at the Richmond Maritime Festival, August 2022. GOGCS photo.



Photographs above, left to right: An aisle display of the Society's Cannery Store. Photo by Parks Canada. | Visitors checking out the great selection of books available in the Cannery Store. Photo by Parks Canada.

GIFT SHOP REPORT

The Cannery Store's recovery kicked into high gear in 2022.



Photograph: Children's books on display in the Cannery Store gift shop. Photo by Parks Canada.

We were pleased to see sales rise as school groups and commercial tours returned. This wasn't without hurdles, though. Supply chain issues continued to be felt with some items. However, by the last quarter of the year those improved.

A more persistent problem was inflation, which continues to raise our wholesale prices. This results in a need to pass on price changes to customers. The shop is a key source of revenue for the Society. In order to ensure the Cannery Store continues to support the Society's finances, adjustments to our pricing had to be made.

We would like to thank our valued customers for their understanding, our store volunteers who help to keep the shop tidy and well stocked, and our staff who enthusiastically assist our shoppers. We look forward to a strong year in 2023 as international tourism continues to grow.

COLLECTIONS

The Gulf of Georgia Cannery Society cares for over 7,500 artifacts in two collections: one belonging to Parks Canada, and the other to the Society.

In addition to these objects, the Society maintains a Reference Library and an Archive of historical documents, images, oral histories, reference books, and more.

Collectively, these items tell the story of the West Coast fishing industry, and reflect the people, places, and events that were integral to this history.

In 2022 the Society received several significant new donations to our collections. Of note is a large donation of objects and images from the estate of Joe Bauer. Joe was a long-time fisherman, marine life enthusiast and the first Chair of our Society's board from 1986-1989. As with all new donations acquired by the Society, this collection is directly connected to fishing history. Going forward it will be used to help us share many stories of the fishing industry and fishing communities on the West Coast here at the site.



Photographs, top to bottom, left to right: Atlas wharf on the Steveston waterfront, just west of the Gulf of Georgia Cannery Plant, ca. late 1960s. GOGCS, slide 301, Joe Bauer Collection. | Joe Bauer setting his net from his mosquito fleet boat, ca. late 1960s. GOGCS, slide 305, Joe Bauer Collection. | Fishermen on the Fraser River hauling in gillnet with a large spring salmon. GOGCS, slide 307, Joe Bauer Collection | Joe Bauer delivering fish to Stradiotti's cash buyer barge at the foot of Seventh Avenue in Steveston, ca. late 1960s. GOGCS, slide 310, Joe Bauer Collection.

PUBLIC PROGRAMS & EVENTS

2022 was a year of elevation for the Society as we saw the return of community events and programming.

With the lifting of restrictions, the Audience Engagement team was hard at work bringing back two of our major community favorite events — *Easter at the Cannery* and *Welcoming the Sun* — while other much-loved annual events like *Haunted Sea* and *Festival of Trees* also returned.



Photograph: Rachel, one of our Cannery volunteers, dressed as the Easter salmon for story time during our Easter at the Cannery event in 2022. GOGCS photo.

Easter at the Cannery is a huge hit with our younger community members and came back in full force – complete with familiar favorites including story time with our very own Easter Salmon, and the Salmon Egg Hunt. In 2022 we extended our event to include Easter Monday to allow for as many families as possible to participate in the fun.

Welcoming the Sun, a celebration of Indigenous cultures and fishing, was an exciting event to bring back. We were able to bring together numerous Indigenous artists, storytellers and craftspeople who shared their knowledge with our visitors on a beautiful sunny day in July.



Photograph: Coastal Wolf Pack performing at our *Welcoming the Sun* event, July 23, 2022. GOGCS photo.

For our school programs, we were focused on reviewing and revising our educational content to further solidify our goal of being a leader in reconciliation. In order to reflect the additional skills and experiences our Heritage Interpreters bring to program delivery, we introduced a new role to the Cannery Crew: Education Program Lead.

This new role recognizes the additional training required to lead our school and other educational programs.

In collaboration with UBC's Initiative for Student Teaching and Research in Chinese Canadian Studies (INSTRCC), our *Fish Tales* project continued – spearheaded by students and financially supported by UBC's Community-University Engagement Support (CUES) fund.

The goal of this project is to collect stories surrounding seafood. We collected these stories from visitors to events including *Steveston Salmon Festival* and *Welcoming the Sun*, and other outreach events such as *Powell Street Festival* and *Richmond Maritime Festival*.

Additionally, we had the opportunity to host an outreach opportunity for our partner, Parks Canada, and show off the work they are doing to protect and conserve the Southern Resident Killer Whale. Their team brought a lot of fun activities to engage with our visitors, and we were able to highlight the importance of salmon to the SRKW population as a key food source.



Photograph: UBC INSTRCC students Boyi and Crystal collecting stories for our *Fish Tales* project outside the Cannery on July 1, 2022. GOGCS photo.



Photograph: Aquatic animal bones, part of a display brought to the Gulf of Georgia Cannery NHS by Parks Canada's Southern Resident Killer Whale team. GOGCS photo.

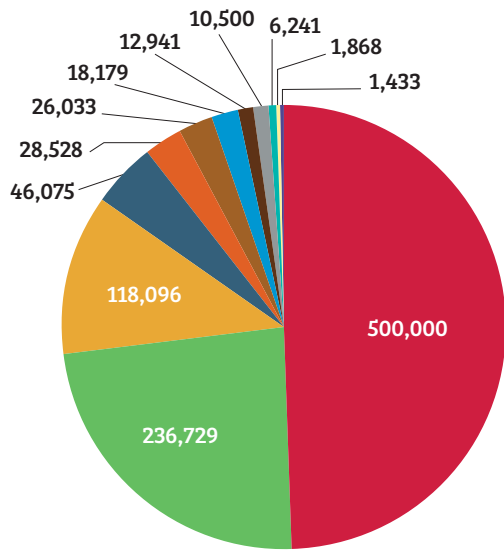
As we neared the end of 2022, the Audience Engagement Team began work on our 2023 Feature Exhibit based on our *Fish Tales* project. We are excited and proud to also feature an upcoming invited installation called the *Water We Call Home*.

FUNDING

Overall revenue through admissions, gift shop sales, groups, and supplementary funding reached 90% of 2019's pre-pandemic total revenue.

Our revenue remained almost equal compared to 2021's. Higher than anticipated gift shop sales, admissions and program revenue sources helped the Society remain steady to last year's revenue performance.

This was largely attributed to the easing of pandemic restrictions and public health orders that occurred earlier than expected. Our partner, Parks Canada, has also remained an important funder for the Society and, per our contract, did not reduce any funding in 2022. Parks Canada provided further support through paid summer student positions. We thank them for their continued partnership with the Society.



2022 REVENUE \$1,006,623

PARKS CANADA CONTRACTS	500,000
GIFT SHOP SALES	236,729
GENERAL ADMISSIONS	118,096
GRANTS GENERAL	46,075
GROUP ADMISSIONS	28,528
PARKING REVENUE	26,033
OTHER REVENUE	18,179
SPECIAL EVENTS	12,941
SPONSORSHIPS GENERAL	10,500
MEMBERSHIP	6,241
SITE RENTALS	1,868
DONATIONS	1,433

2022 SUPPORTERS

Grantors and Sponsors

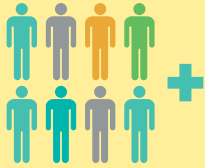
Vancouver Fraser Port Authority
 UBC Community-University Engagement Support fund
 Federal Government: New Horizons for Seniors Program
 B.C. Museums Association

Donors

Joan Bennett
 Jack Dlugan
 Barbara Elworthy
 Anne & Ed Ikeda

2022 IN REVIEW

2022 was a year of growth and renewal. With restrictions lifted, we are proud to share and celebrate our many successes. Here are some highlights:



MORE THAN 15,000 GENERAL ADMISSIONS

An almost 39% increase in admissions compared to 2021.



INCREASE OF GROUP PROGRAMS PARTICIPATION

The site saw a 300% increase in school programs and commercial groups compared to 2021.



NEW SOCIETY MEMBERS



VOLUNTEER HOURS

An almost 30% increase in hours compared to 2021.



COMMUNITY PARTNERSHIPS

Reconnecting with old friends (and new) to increase mutual community engagement – including Tourism Richmond and Parks Canada. This led to participating in programs such as the *Spot Prawn Festival*, dog photos with Santa, and the visit of Parks Canada's Youth Ambassadors.



ADVANCEMENT OF SCHOOL PROGRAMS

Registration rates returning to close to pre-pandemic levels, further development of 2021 programs, and the establishment of a new role to the Cannery Crew – an Education Program Lead.



SPECIAL PROGRAMMING SUCCESS

Welcoming the Sun, Easter at the Cannery, Haunted Sea, Festival of Trees, and other fun programs were offered for visitors this year.

LOOKING FORWARD

2023 will be a year of revitalization. The Society is excited to continue the important work outlined in our 2020-2025 Strategic Plan.

We are thrilled to see that recovery from the pandemic is in full swing at the site. There is a lot to look forward to as we continue to reach our pre-pandemic rates of admission and programming. Through focusing on new revenue streams,

prioritizing community engagement, and exciting new programs to come, there is much to look forward to in 2023 for the Society, our site, and our community.



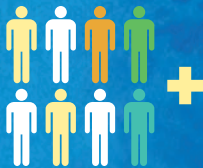
DIVERSIFICATION OF REVENUE

With a focus on our Parks Canada partnership, fundraising, sponsorships and grants.



BEING A LEADER IN RECONCILIATION

Finding new opportunities to provide a space for Indigenous partners to tell their stories.



GROWTH IN GENERAL ADMISSION VISITORS BY 2%



GROWTH IN SHOP SALES REVENUE BY \$25,000



ENHANCING VISITOR EXPERIENCE

The development of self-guided audio tours.



NEW FEATURE EXHIBITION

Fish Tales exhibit and *Water We Call Home* installation.



Front cover photograph: A cannery worker removing heads from salmon before they are fed into an iron butcher machine, with women working at the cleaning station in the background, ca. 1940s. GOGCS, CFC-3-21-9.
Back cover photograph: Cannery workers at Namu Cannery, Namu BC, ca. 1948. GOGCS, G2014.007.165, Helen Moysiuk Collection.



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