



STRATEGIC PLAN 2025-2027

Vision

We envision a world in which generations are inspired to be better global citizens by experiencing the stories of fishing communities on Canada's West Coast.

Mission

The Gulf of Georgia Cannery Society honours the importance of Canada's West Coast fishing history by sharing stories of the fishing industry and fishing communities through exhibitions, collections, programs, and events.

Values

- Integrity • Resourcefulness
- Resilience • Innovation • Collaboration

Key areas of Expertise

- Exhibitions, Collections & Tours
- Programs • Events

STRATEGIC PRIORITIES

Diversify and Grow Revenue Streams

- Develop a fundraising plan to diversify and grow revenue
- Hire a retail consultant to review the gift shop
- Complete an audit of the Society's digital assets

Enhance the Visitor Experience

- Develop and implement a visitor experience enhancement plan

Diversify and Grow Partnerships

- Perform a needs analysis, in respect of partnerships
- Develop a report identifying the gaps and opportunities for collaboration

Demonstrate A Meaningful Commitment to Reconciliation with Indigenous Peoples

- Provide continuous learning opportunities to deepen understanding of colonization and to support a culturally safe environment for Indigenous Peoples.
- Align our practices and work to exceed standards in the Canadian Museum Association's Moved to Action report of 2022
- Establish reciprocal, respectful and sustained relationships with Indigenous Nations and communities
- Collaborate with Indigenous partners to create a permanent exhibit that honours Indigenous cultures, histories and contemporary realities.

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