



**OUR MISSION** IS TO CONTRIBUTE TO THE PRESERVATION OF ABORIGINAL CULTURE AND ADVANCEMENT OF ECONOMIC DEVELOPMENT THROUGH SUPPORT, FACILITATION AND PROMOTION OF THE GROWTH AND SUSTAINABILITY OF A QUALITY AND CULTURALLY RICH ABORIGINAL CULTURAL TOURISM INDUSTRY IN BRITISH COLUMBIA.

**OUR VISION** IS A HEALTHY, PROSPEROUS, STRONG, RESPECTFUL AND DYNAMIC ABORIGINAL CULTURAL TOURISM INDUSTRY SHARING AUTHENTIC HIGH QUALITY PRODUCTS THAT EXCEED VISITOR EXPECTATIONS.



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## Goals

Improve awareness of Aboriginal cultural tourism among Aboriginal communities and entrepreneurs

Support tourism-based community, human resources and economic development in Aboriginal communities

Capitalize on key opportunities, such as 2010 and other festivals and events that will forward the development of Aboriginal cultural tourism

Together with other tourism industry partners, participate in market research and marketing promotion and advertising initiatives and activities that benefit the Aboriginal cultural tourism industry

Improve communication with Aboriginal cultural tourism industry, keeping industry partners informed of important developments and AtBC's plans and activities and providing them with opportunities to provide input to the association

## Introduction— What is the Aboriginal Cultural Tourism Blueprint Strategy?

The Aboriginal Tourism Association of BC (AtBC) was established in 1996 by a core group of Aboriginal volunteers involved in the tourism sector to share information, network and explore means by which they could strengthen the Aboriginal cultural tourism industry. Today, AtBC is a formal society with a vision to spearhead the development of a healthy, prosperous and dynamic Aboriginal cultural tourism industry.

It was with this vision in mind that AtBC recognized in early 2003 that the Aboriginal cultural tourism industry was falling short of achieving its potential. The industry had little support for its development, had only a small number of Aboriginal market ready companies which were struggling to stay alive, little market profile in one of the fastest growing sectors of the provincial economy, fragmented development at the Aboriginal, Provincial and Federal levels and no clear plan of action.

AtBC brought together stakeholders that included the Province of BC, the Federal government (through Indian and Northern Affairs Canada and Aboriginal Business Canada) and Tourism British Columbia (TBC) to develop a plan of action to tackle these and many other concerns with the goal of developing a comprehensive Blueprint for Aboriginal cultural tourism development over the short, medium and long-term.

The AtBC Blueprint project's design and approach is unique to date in Canada in that it combines comprehensive info-gathering sessions with Aboriginal operators, secondary research, and interviews with consumers, the travel

trade and international tour operators. The fundamental premise underlying the development of the plan was that it should be market-driven and not product driven.

A market driven plan ensures development of an industry focused on providing products that both consumers want and Aboriginal communities are willing to supply. This was achieved by conducting a product-market match with the consumer and industry data collected.

The Blueprint Strategy consists of three components which create a foundation for expanding Aboriginal cultural tourism. These are intended to fill existing gaps in marketing infrastructure, address challenges, and develops cultural tourism product and community assistance programs in partnership with other agencies.

The Blueprint strategy is premised on an integrated marketing program for Aboriginal market-ready products. There are existing Aboriginal cultural tourism products that meet tourism industry market-ready standards. The AtBC marketing action plan is designed to put the necessary marketing infrastructure in place to generate immediate benefits for the market-ready products. This would set a strong course for future business success, ensure successful role models and inspire the entry of new businesses.

## Message from the Chief Executive Officer

We're on the eve of an exciting time for Aboriginal tourism in British Columbia.



Demand for cultural tourism products has never been higher and the 2010 Winter Games will deliver the world to our doorsteps. Our industry is uniquely suited to deliver the authentic, cultural travel experiences people are after.

Today, British Columbia's Aboriginal cultural tourism industry contributes \$35 million to the provincial economy. By 2012, we're expecting that number to increase to \$50 million.

That means jobs for Aboriginals around the province, all while strengthening and preserving our culture for future generations.

To make the most of the opportunities ahead of us, the Aboriginal Tourism Association of BC is helping British Columbia's First Nations and Métis peoples develop a long-term plan for the sustainable growth of our industry. Already, British Columbia leads the country in Aboriginal cultural tourism, but we're just scratching the surface of what's possible.

By following the steps laid out in the Blueprint Strategy, we're well on the road to achieving those goals. This annual report will explain the headway we're making while working to provide a mechanism for Aboriginal communities, individuals and businesses to successfully establish

and sustain tourism businesses and increase awareness of the potential of Aboriginal cultural tourism opportunities for all First Nations communities in BC.

We've come a long way, but there's more to be done.

I'm confident the achievements we've made to date are significant steps forward for the industry, and as we work into our 2009 – 2010 year, we'll continue to improve on our successes

Thank you,

A handwritten signature in black ink that reads "Keith Henry". The signature is fluid and cursive.

**Keith Henry**  
Chief Executive Officer  
Aboriginal Tourism Association of BC

# AtBC Board of Directors, effective March 2009

**Interior Rockies**  
Sophie Pierre, Chairperson

**At Large**  
Linnea Battel, Co-Chairperson

**Lower Mainland**  
Lori Simcox, Secretary

**At Large**  
Richard Krentz, Treasurer

**Vancouver Coast**  
Pam Baker

**Cariboo Chilcotin**  
Doug Green

**NE Vancouver Island**  
Lillian Hunt

**SE Vancouver Island**  
George Taylor

**North East**  
Geraldine Thomas-Flurer

**At Large**  
Bill Helin

**Ex-Officio**  
Brenda Baptiste

## Executive Summary

The following annual report summarizes progress in each of the funded Tiers related to 2008-2009 activities.

**Tier 1** of the Blueprint Strategy aims to educate and generate an awareness of Aboriginal cultural tourism's working environment amongst interested communities and entrepreneurs.

**Tier 2** is aimed at existing tourism operators that do not have a market-ready product, and there are clear gaps in terms of market ready industry standards, hospitality, service levels and other shortfalls.

**Tier 3** is for tourism products that satisfy market ready standards and should be fully integrated into local, regional and provincial destination marketing programs.

This annual report will summarize the achievements to date and the direction for the 2009 – 2010 reporting season.

Funding for the Blueprint Strategy, Core Funding, and other initiatives has been made possible with the support of our partners:

Canada



Western Economic  
Diversification Canada

Diversification de l'économie  
de l'Ouest Canada





# Tier 1

## New or Start Up Businesses

Tier 1 of the Blueprint Strategy aims to generate an awareness of the opportunities and working environment in the industry, and activities are focussed on markets where Aboriginal cultural tourism businesses, potential start-ups and products are undeveloped, but there's already an existing interest in pursuing cultural tourism as an economic activity.

These new, start-up businesses will typically be found in Aboriginal communities interested in pursuing tourism and as spin-offs of existing tourism businesses.

To help develop interest in tourism and aid entrepreneurs with their start-ups, the Aboriginal Tourism Association of BC operates several Tier 1 programs, ranging from community tourism awareness initiatives to coaching, mentoring and marketing toolkits.



## Coordinating Committees

### ACHIEVEMENTS

The Aboriginal Tourism Association of BC established committees to report to the overall Blueprint Implementation Committee on the status of the Tier 1 programs.

Three committees were formed, meetings scheduled and terms of reference established:

- Training & Education
- Product Development
- Marketing

### FUTURE DIRECTION

The three committees continue to report to the Blueprint Implementation Committee and AtBC as scheduled. Ongoing evaluation and recommendations have resulted in suggestions that a Funders Committee be formed. That new committee will meet quarterly.

## Coordinators and Support

### ACHIEVEMENTS

To maximize the effectiveness of the Tier 1 activities, staff has been dedicated to implementing the Blueprint Strategy.

### FUTURE DIRECTION

The Aboriginal Tourism Association of BC is working to develop accountability procedures, as well as a communication strategy with the Board, members, funding organizations and industry stakeholders.

## Aboriginal Cultural Tourism Sector Activity Research Project

### ACHIEVEMENTS

To determine the state of the market, the Aboriginal Tourism Association of BC has contacted every First Nation and Métis regional organization and counted the number of Aboriginal-owned tourism-related businesses in the province.

That survey identified 55 businesses ready to move to Tier 3 programs through cultural tourism enhancement & market readiness workshops.

### FUTURE DIRECTION

Moving forward, the board recommends transferring this project to the BC First Nations Economic Development Action Plan.

The 55 business identified in the survey will be engaged in Tier 2 to Tier 3 activities.

The Association will continue efforts to engage Métis chartered communities and/or entrepreneurs.

Additionally, AtBC will develop policy and procedures related to conducting research to ensure continued administration of the statistical gathering process, and finalize the survey to include questions related to sector related quality assurance, sustainability and cultural authenticity.

## Community Tourism Awareness and Economic Development Initiative (ATBD)

### ACHIEVEMENTS

The Aboriginal Tourism Association of BC has developed an Aboriginal cultural tourism workshop focussing on specific tourism market readiness and sustainable tourism.

The inaugural "Train-the-Trainer" program graduated 16 students.

### FUTURE DIRECTION:

Feedback from the "Train-the-Trainer" focus groups will be implemented into the 2009/2010 fiscal year due to cash flow limitations.

Graphic design and printing for manuals has been deferred to the 2009/2010 fiscal year.

Two community delivery programs have been deferred to the 2009/2010 fiscal year.

Finalize and implement Market-Readiness and Aboriginal Sustainability workshops.

Develop fee for service training program including identification and costing of specific ATBP modules

Develop fee for service framework including identification/costing of specific modules from within the ATBD curricula that can be delivered as standalone skills development sessions to support AtBC.

## Training and Resource Materials Assessment and Collection

### ACHIEVEMENTS

The budget for this project was reallocated to reflect the partnership with LinkBC as well as the expertise and experience of the Blueprint Manager and Coordinator.

See sections 1.4, 1.9, 2.3 and 3.3 for more information.

### FUTURE DIRECTION

Design and production of Trailblazer brochures and the development of Career Awareness brochures has been deferred until 2009 – 2010 due to cash flow limitations.

At that point, research will continue detailing training programs and information resources of use to develop Aboriginal cultural tourism.

## Aboriginal Cultural Tourism Training Materials Development

### ACHIEVEMENTS

The development or revision of training materials was rolled into other training initiatives (1.4, 1.8, 2.3, 2.4, 3.3) for cost efficiency and overall project alignment and coordination.

100% of training programs were delivered in each of the six Tourism BC regions.

### FUTURE DIRECTION

All deferred activities were re-initiated in April, 2009.

Certain training and resource materials will be posted on the website for member benefit (i.e. risk management plan, operation guidelines, emergency measures, tourism specific business templates, market-ready criteria checklist, etc.) keeping in mind that AtBC will be moving to a paid-for-service training model for sustainability.

The following materials will be finalized and distributed/posted for member benefit:

- First Nations – Tourism Industry Protocol Development Template
- Aboriginal Cultural Expressions Protection Template
- Aboriginal Tourism Cultural Authenticity Checklist/Template
- Aboriginal Tourism Quality Assurance (by sector) checklist

Aboriginal Tourism Business Development curricula will be finalized, and business development manuals will be designed and printed.





## BC Aboriginal Tourism Education and Training

### ACHIEVEMENTS

The Aboriginal Tourism Association of BC developed a post secondary education partnership framework with LinkBC and its e-Legacies Resource Hub; Bringing the 2010 Games into the Classroom.

### FUTURE DIRECTION

Finalize agreement with LinkBC and Capilano University regarding the Tourism Educators Forum to help engage stakeholders in the development of education framework and an Aboriginal cultural tourism resource website.

Setup meeting with President Stephanie Forsyth and Dean Martine Gauthier to finalize a partnership agreement with Northwest Community College.



## Aboriginal Cultural Tourism Career Awareness Program

### ACHIEVEMENTS

The Aboriginal Tourism Association of BC has attended several employment and career fairs to increase awareness among youth and other aboriginal people about opportunities in tourism.

Events attended include:

- Aboriginal Employment & Career Fair, Sto:lo Nation, Chilliwack, February 2009
- Gathering Our Voices Youth Conference, March 2009
- CAVE Job Seeker's Open House, Douglas College
- West Van Secondary
- Capilano University

### FUTURE DIRECTION

Activities deferred to the 2009 / 2010 fiscal year were initiated in April, 2009. Initiatives include:

- Exhibit design and production
- The ordering of promotional items
- The booking of further youth career fairs
- The hosting of an Aboriginal Cultural Tourism Career Fair in the Lower Mainland

A coordinator for the Lower Mainland Youth Tourism Forum will be contracted, and a designer will be engaged to finalize exhibit and promotional items.

## Aboriginal Cultural Tourism Trailblazers Cultural Interpretation Initiative

### ACHIEVEMENTS

Through the Aboriginal Tourism Association of BC's Cultural Interpretation and Business Development programs, 111 trainees were graduated.

The Train-the-Trainer program is a 10-week initiative where graduates receive AtBC certification to facilitate community training, trainer mentoring and industry certification to deliver First Host, Super Host and more.

### FUTURE DIRECTION

Train-the-Trainer programs will be scheduled in regions which currently do not have qualified trainers, in addition to the development and completion of graphic manuals for program participants.

Fee-for-service delivery will be introduced to programs, including ACCESS supported urban delivery program in East Vancouver and the Nak'azkli/Tl'azt'en project, part of the Aboriginal Tourism Association of BC's identification and costing of sessions that can support the organization's sustainability strategy.



### Standard Toolkit (Aboriginal Tourism Authenticity)

#### ACHIEVEMENTS

The focus of this initiative has shifted to developing a cultural authenticity accreditation program as a Year One initiative based on the work done at the national level.

To date, the project terms-of-reference have been developed, a project Task Group has been formed and AtBC member consultation has been conducted, including focus groups.

A draft of the Cultural Authenticity Criteria and Standards, including an implementation strategy, were presented at the Member Forum from March 19 – 21, 2009.

#### FUTURE DIRECTION

Going forward, the Cultural Authenticity Toolkit will be implemented along with a survey to gauge the effectiveness of the authenticity criteria.

A strategy will be developed to clarify the benefits of AtBC membership as it relates to the authenticity program, and training material will be included in the Business Development Toolkit.

### Introduction to Market-Readiness

#### ACHIEVEMENTS

Resources for this project were re-profiled as materials slated for delivery in 3.3 Media Relations – market/export readiness workshop and 2.7 How to Be Market Ready.

#### FUTURE DIRECTION

Materials and manuals for the Market Readiness Workshop need to be developed. A contract for the development of these materials will be awarded. Pilot programs will be coordinated and workshops evaluated and revised before the market-readiness is rolled out province-wide.

### First Nations Protocol Program

#### ACHIEVEMENTS

The First Nation tourism industry protocol and Aboriginal cultural expression protection templates have been completed, as well as their strategy for implementation. Community consultation meetings have been conducted, and the templates presented at the March 2009 AtBC Member Forum.

#### FUTURE DIRECTION

The next steps are to implement the protocol and cultural protection programs, survey members on their effectiveness and include the templates in the Aboriginal Business Development and Market-Readiness training.

Training curricula, material and workshops will be developed as the templates and programs are distributed.



### Aboriginal Cultural Revitalization for Tourism Support Program

#### ACHIEVEMENTS

A Request for Proposals to develop workshop materials and delivery models for Aboriginal Cultural Revitalization workshops has not been awarded due to insufficient response to the RFP.

#### FUTURE DIRECTION

Request that the development of workshop materials and delivery models for Aboriginal Cultural Revitalization workshops be moved to Year Two due to workload limitations.

### Eco-tourism Development and Sustainability Program (BC Partnership for Sustainable Tourism [BCPST])

#### ACHIEVEMENTS

The Aboriginal Tourism Association of BC has entered into partnership with the BC Partnership for Sustainable Tourism and made a \$25,000 commitment to the program. The strategy's terms of reference have been drafted and a review of the existing Sustainability Resources and Self Assessment Tool is underway to determine if there is a need to develop Aboriginal-specific resources.

#### FUTURE DIRECTION

The status of the BC Partnership for Sustainable Tourism needs to be clarified by reconnecting with the Ministry of Tourism, Culture and the Arts.

### Infrastructure Development and Blueprint Implementation

#### ACHIEVEMENTS

A new Blueprint and Aboriginal Tourism Association of BC database management tool has been developed by Lewis Point for AtBC and was tested and presented at the March 2009 Member Forum.

#### FUTURE DIRECTION

This is an ongoing project. Training has been deferred to Year Two due to cash flow limitations.

### Blueprint Programs Supplementary Support

#### ACHIEVEMENTS

This is a new initiative in which budgets were reallocated to support delivery of additional Trailblazer and other training programs to maximize the capacity of Aboriginal communities to host tourists both before and after the 2010 Winter Games.

Three additional trainers were graduated to better deliver the Trailblazer program at the community level. One new business was started as a result of the program, and 120 people were trained.

#### FUTURE DIRECTION

AtBC will work with the Four Host First Nations to identify 2010 Human Resources requirements, and develop and HR development strategy that includes identifying resources for the delivery of training initiatives.

Fee for service delivery negotiations need to be finalized, as does a delivery model.

The coordination and delivery of training initiatives at the community level is ongoing and includes the development of a volunteer program that focuses on the Aboriginal Pavilion as well as other activities where Aboriginal cultures and peoples are featured.



# Tier 2

## Non-Market Ready Businesses

Tier 2 of the Blueprint Strategy is aimed at existing tourism operators that do not have a market-ready product, and there are clear gaps in terms of market ready industry standards, hospitality, service levels and other shortfalls.

Initiatives that fall under Tier 2 include the facilitation of operators to access existing programs, providing appropriate training, business planning, market management and operations support, mentoring services, web resources and financial programs.

The activities are described below.



### Delivery Support

This initiative has been rolled into Tier One and Tier Three activities with similar objectives with deliverables for cost efficiency and project alignment.

### Cultural Experiences Toolkit

For purposes of cost efficiency, this initiative has been rolled into Tier 1.10 because of its link to the development of the authenticity criteria and template.

### Aboriginal Tourism Business Assessment/Indicators for Success (formerly Tourism Business Essentials Guides)

#### ACHIEVEMENTS

A workshop developer has been identified to create an Aboriginal Tourism Sustainability training session, however the program design will be determined in 2009/2010.

#### FUTURE DIRECTION

A complete Aboriginal Sustainable Tourism workshop will be developed along with material and a delivery model that includes Train-the-Trainer components.

The workshop will be piloted and candidates recruited for the Train-the-Trainer pilot.

### Tourism Business Enhancement Workshops (formerly Aboriginal Tourism Business Essentials Workshop)

#### ACHIEVEMENTS

All First Nations communities and Métis regions have been contacted to help identify Aboriginal cultural tourism related businesses that with workshop training can include a cultural component in their product. This would increase the Aboriginal cultural tourism product in British Columbia.

#### FUTURE DIRECTION

A Request for Proposals will be posted for the development of complete Cultural Enhancement workshop materials, including a Train-the-Trainer component. Following the awarding of the contract, a pilot workshop will be launched along with the recruitment of candidates for the Train-the-Trainer program.

### Participating Agency Coordination

The budget for this initiative was reallocated as these deliverables were inherent in work of the Blueprint Manager and the Executive Director of the Aboriginal Tourism Association of BC (as of November, 2008).

### FirstHost and SuperHost Delivery

This program has been rolled into 1.9 for cost efficiency and project alignment.

Participants completing Trailblazers Cultural interpretation Train-the-Trainer programs are accredited to deliver both the SuperHost and FirstHost programs in their own communities/regions.

### How to be Market-Ready Workshop

#### ACHIEVEMENTS

All 203 First Nations communities and seven Metis regions have been contacted to identify Tier Two businesses with potential to move to Tier Three and receive cultural enhancement and/or market-readiness training. 61 businesses were identified.

#### FUTURE DIRECTION

When first posted, no responses were received for the Request for Proposals for developing workshop materials. Once awarded, workshop materials will be developed to include a Train-the-Trainer component, pilot programs and candidate recruitment will follow.

### Aboriginal Tourism Industry Quality Assurance Program

#### ACHIEVEMENTS

A quality-assurance self-assessment and a recommended implementation strategy have been developed. A Task Group has been created, members contacted and the quality assurance self-assessment presented at the March 2009 Member Forum.

#### FUTURE DIRECTION

A Quality Assurance training program needs to be developed for the tourism industry, along with the corresponding training materials. The self-assessment checklist will be distributed to members and posted online, plus be included in the Aboriginal Tourism Business Development Toolkit.

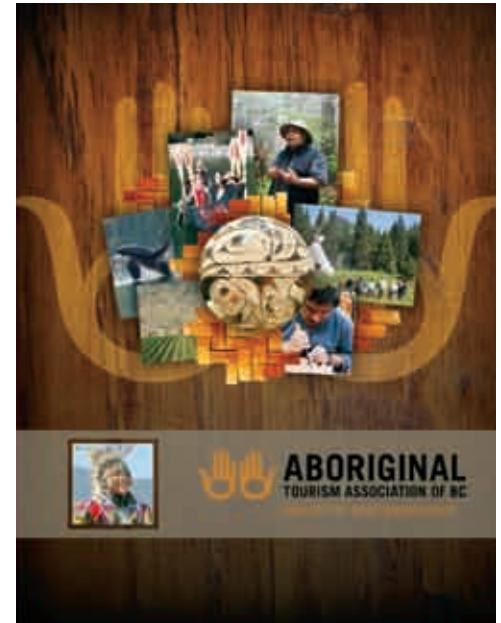
A member survey to gauge the effectiveness of the quality assurance program will be developed with help from Dr. Williams to fine tune the process.



# Tier 3

## Market Ready Businesses

Tier 3 of the Blueprint Strategy is for tourism products that satisfy market ready standards and should be fully integrated into local, regional and provincial destination marketing programs.



## Website and Internet

### ACHIEVEMENTS

The Aboriginal Tourism Association of BC's website, [www.aboriginalbc.com](http://www.aboriginalbc.com), is one of the organizations primary marketing tools. A redesign of the site was initiated to ensure it stays an enticing and educational portal addressing the needs of consumers. The new website will feature a 2010 e-marketing focus, updated forms and manuals and an interface with AtBC's current and in development databases.

### FUTURE DIRECTION

An AtBC website task group will be formed help decide on the visual theme and content management system. A student researcher will be hired to identify relevant information and links for the new site, and an RFP will be posted to develop content and stories for the Newsroom in Reverse.

## Media Relations

### ACHIEVEMENTS

The media relations strategy has helped increase the exposure of the Aboriginal Tourism Association of BC's members, and Aboriginal cultural tourism overall using news releases, media pitching, familiarization tours and Association attendance at media marketplace.

### FUTURE DIRECTION

New media relations contract awarded in December, 2008. Will continue developing media relationships with CTC, TBC and DMOs, and further develop 2010 media resource tools, including images, B-roll footage, story ideas and interview subjects, a new media package and extensive media release distribution.

## Travel Trade Relations

### ACHIEVEMENTS

The Aboriginal Tourism Association of BC was represented at Canada's West Market Place and attended 29 meetings with travel trade representatives.

Other notable achievements include the signing of a Statement of Cooperation with the Four Host First Nations, the forming of the AtBC Board 2010 Committee, participation with the Aboriginal Tourism Marketing Circle and the awarding of the contract to produce high quality HD video suitable for use by AtBC and travel trade.

### FUTURE DIRECTION

Moving forward, AtBC aims to establish an Aboriginal Tourism Marketing kiosk in the North Vancouver area to promote AtBC members, develop Export-Readiness Train-the-Trainer workshops and develop a work plan to finalize AtBC participation in the Aboriginal Pavilion.

## Recognition Program

### ACHIEVEMENTS

The 2009 Aboriginal Tourism Awards were held on March 19, 2009 at the River Rock Show Theatre in Richmond, British Columbia.

## Destination Branding

### FUTURE DIRECTION

The AtBC Board of Directors has decided against proceeding with another revised destination brand. AtBC revised the corporate logo and will build this brand with the tag line "our story, your experience" in 2009-2010.

## Publications and Marketing Tools

### ACHIEVEMENTS

New travel trade and cultural experience lure piece developed to help Travel Trade identify Aboriginal cultural tourism products, and to inform general consumers about Aboriginal cultural tourism.

### FUTURE DIRECTION

AtBC continues to monitor and distribute additional consumer rack brochures to marketing co-op members. A new consumer rack brochure is being developed, along with new copy for the tariff piece and a redesign of the presentation folder and CD label. The final design will be selected by the AtBC Board.

## Consumer Advertising

### ACHIEVEMENTS

AtBC used an extensive media campaign to improve perceptions, attitudes and overall visitation to member businesses across the province. Advertisements appeared in travel and tourism magazines as well as print and television.

### FUTURE DIRECTION

2009 and 2010 advertising campaign to be developed with Board approval.

## Tourism Sales and Marketing Contractor

### ACHIEVEMENTS

A marketing contractor has provided AtBC with additional support and expert insight in creating the AtBC tariff and Co-op profiles for the web site.

### FUTURE DIRECTION

Assistance is still required to gather materials and write ups for the 2009 – 2010 marketing co-op membership.

## Blueprint Marketing and Community/Corporate Relations

### ACHIEVEMENTS

A community relations and a corporate relations strategy was developed and implemented with an effective community outreach strategy. More than 30,000 Pathways inserts were included in Aboriginal papers, 900 pieces were mailed out to AtBC stake holders, First Nations communities, Aboriginal organizations, AtBC members and Aboriginal governments.

### FUTURE DIRECTION

As AtBC continues to build relationships with communities and stakeholders, monthly updates and E-newsletter versions of Pathways are being distributed on a regular basis.







Aboriginal Tourism Association  
of British Columbia

Financial Statements  
Period ended 31 March 2009

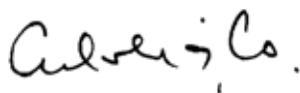
## Auditors' Report

### To the Members of Aboriginal Tourism Association of British Columbia

We have audited the statement of financial position of **Aboriginal Tourism Association of British Columbia** as at **31 March 2009** and the statements of operations, changes in net assets and cash flows for the period then ended. These financial statements are the responsibility of the association's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In our opinion, these financial statements present fairly, in all material respects, the financial position of the association as at 31 March 2009 and the results of its operations and its cash flows for the period then ended in accordance with Canadian generally accepted accounting principles.



**CULVER & CO.**  
Chartered Accountants  
Vancouver, Canada  
20 July 2009

## ABORIGINAL TOURISM ASSOCIATION OF BRITISH COLUMBIA

### Statement of Financial Position 31 March 2009

	31 March 2009	31 December 2007
<b>Assets</b>		
<b>Current assets</b>		
Cash	\$ 349,017	\$ 325,398
Guaranteed investment certificate	-	950,000
Contributions receivable	1,237,640	30,664
Interest and GST receivable	32,433	21,580
Prepaid expenses	2,008	1,666
	1,616,098	1,329,308
<b>Equipment</b> [note 3]	48,963	12,894
	\$ 1,670,061	\$ 1,342,202
<b>Liabilities and Net Assets</b>		
<b>Current liabilities</b>		
Accounts payable and accruals	\$ 633,194	\$ 65,693
Deferred project funding	-	1,000,000
Deferred revenue - other	-	2,874
	633,194	1,068,567
<b>Net Assets</b>		
Invested in equipment	48,963	12,894
Unrestricted	987,904	260,741
	1,036,867	273,635
	\$ 1,670,061	\$ 1,342,202

Approved by the Board:

\_\_\_\_\_ President

\_\_\_\_\_ Treasurer

## ABORIGINAL TOURISM ASSOCIATION OF BRITISH COLUMBIA

### Statement of Changes in Net Assets Period ended 31 March 2009

	Unrestricted	Invested in capital assets	Total 31 March 2009	Total 31 December 2007
Balance, beginning of period	\$ 260,741	\$ 12,894	\$ 273,635	\$ 198,332
Excess of revenue over expenses	775,283	(12,051)	763,232	75,303
Purchase of capital assets	(48,120)	48,120	-	-
	\$ 987,904	\$ 48,963	\$ 1,036,867	\$ 273,635

## ABORIGINAL TOURISM ASSOCIATION OF BRITISH COLUMBIA

### Statement of Operations Period ended 31 March 2009

	<b>15 months ended 31 March 2009</b>	<b>Year ended 31 December 2007</b>
Revenue		
Contributions [note 4]	\$ 4,146,049	\$ 1,167,964
General income	4,989	21,389
Marketing revenue	31,608	50,000
Administration fees	89,256	74,000
Sponsorships	78,268	25,380
Interest	20,932	22,344
Memberships	602	42
	<b>4,371,704</b>	<b>1,361,119</b>
Expenditures on projects	<b>3,282,749</b>	<b>1,035,019</b>
Administrative expenses		
Advertising and marketing	2,403	-
AGM and board	41,989	24,033
Amortization	12,051	2,081
Consultants and activities	84,374	17,160
Office	15,905	30,868
Professional fees	25,859	37,351
Rent	24,953	21,499
Salaries and benefits	92,984	102,951
Telephone	10,938	10,175
Travel	12,989	4,679
Website maintenance	1,278	-
	<b>325,723</b>	<b>250,797</b>
Total expenditures	<b>3,608,472</b>	<b>1,285,816</b>
Excess of revenue over expenditure	<b>\$ 763,232</b>	<b>\$ 75,303</b>

## ABORIGINAL TOURISM ASSOCIATION OF BRITISH COLUMBIA

### Statement of Cash Flows Period ended 31 March 2009

	<b>15 months ended 31 March 2009</b>	<b>Year ended 31 December 2007</b>
Cash provided by (used in):		
Operations:		
Excess of revenue over expenditures	\$ 763,232	\$ 75,303
Add amortization, an item not involving cash	12,051	2,081
	<b>775,283</b>	<b>77,384</b>
Changes in non-cash working capital items		
Contributions receivable	(1,206,976)	49,987
Interest and GST receivable	(10,853)	(11,916)
Prepaid expenses	(342)	2,874
Accounts payable and accruals	567,501	33,849
Deferred project funding	(1,000,000)	1,000,000
Deferred revenue – other	(2,874)	2,124
	<b>(878,261)</b>	<b>1,154,302</b>
Investing:		
Purchase of equipment	(48,120)	(13,080)
Redemption (purchase) of GIC	950,000	(950,000)
Increase in cash position	23,619	191,222
Cash, beginning of year	325,398	134,176
Cash, end of year	\$ 349,017	\$ 325,398
Supplementary cash flow information:		
Cash paid for interest	\$ -	\$ -

## ABORIGINAL TOURISM ASSOCIATION OF BRITISH COLUMBIA

### Notes to Financial Statements Period ended 31 March 2009

#### 1. General:

Aboriginal Tourism Association of British Columbia is incorporated under the Society Act of British Columbia. Its purpose is to contribute to the preservation of Aboriginal culture by promoting a sustainable and culturally rich Aboriginal cultural tourism industry. The Association is a qualifying not-for-profit organization under the Income Tax Act and is exempt from income tax.

#### 2. Significant accounting policies:

##### Change in accounting policies

Effective 1 January 2008, the Association adopted the accounting standard for *Capital disclosures – Section 1535* issued by the Canadian Institute of Chartered Accountants. This standard requires disclosure of information about an entity's capital and how it is managed, as well as the disclosure of any externally-imposed capital requirements, whether the entity has complied with them, and the consequences of any non-compliance.

Effective 1 January 2008, the Association adopted the accounting standard for *General Standards of Financial Statement Presentation – Section 1400* issued by the Canadian Institute of Chartered Accountants. This standard requires management to make an assessment of an entity's ability to continue as a going concern. The adoption of this standard had no effect on the Association's financial statements.

##### Use of estimates

The preparation of financial statements in accordance with generally accepted accounting principles requires that management make estimates and assumptions that impact the reported amounts of assets and liabilities and the disclosure of contingent assets and liabilities at the date of the financial statements and the recognized amounts of revenues and expenses during the reporting period. Actual amounts may differ from these estimates.

##### Equipment

Equipment is recorded at cost. Amortization is provided as follows, with one half of these rates used in the year of acquisition:

Computer equipment	3 years straight line
Furniture and equipment	5 years straight line

##### Revenue recognition

The Association follows the deferral method of accounting for contributions. Restricted contributions are recognized as revenue in the period in which the related expenses are incurred. Unrestricted contributions are recognized as revenue when received or receivable if the amount can be reasonably estimated and collection is reasonably assured.

## ABORIGINAL TOURISM ASSOCIATION OF BRITISH COLUMBIA

### Notes to Financial Statements, page 2 Period ended 31 March 2009

#### 2. Significant accounting policies [cont'd]:

##### Financial instruments

The Association has designated all of its financial instruments as "held to maturity" which means they are measured and reported at amortized cost. The carrying value of cash, receivables, investments, payables and accruals and deferred revenue approximate their fair values due to the short term nature of these assets and liabilities, or capacity of prompt liquidation. The Association did not enter into any derivative financial arrangements for hedging or speculative purposes. It is management's opinion that the Association is not exposed to significant interest, currency or credit risks arising from financial instruments, and that their fair value approximates their carrying value.

#### 3. Property and equipment:

	Cost	Accumulated Amortization	31 March 2009 Net	31 December 2007 Net
Computer equipment	\$ 53,244	\$ 18,368	\$ 34,876	\$ 4,842
Office furniture and equipment	16,845	2,758	14,087	8,082
	\$ 70,089	\$ 21,126	\$ 48,963	\$ 12,894

#### 4. Contributions:

Contributions consist of the following:

	31 March 2009	31 December 2007
Province of British Columbia	\$ 330,000	\$ 10,000
Tourism British Columbia	450,000	1,000,000
Government of Canada – Indian and Northern Affairs	1,514,676	1,040,734
Government of Canada – Western Economic Diversification	625,023	-
Government of Canada - Aboriginal Business Canada	226,350	117,230
	3,146,049	2,167,964
Amount from Tourism British Columbia received in 2007 as deferred revenue, recognized as income in current year	1,000,000	(1,000,000)
	\$ 4,146,049	\$ 1,167,964

**5. Management of capital**

The Association manages its capital to enable it to continue as a going concern and to meet the stated purposes of the Organization. The Association considers its capital to consist of its net assets and this is managed by making adjustments in light of economic conditions and the risk characteristics of the underlying assets. The Association does not have any debt and is not subject to externally imposed capital requirements.

