

2016-2017 Annual Report

Aboriginal Tourism Association of BC

The Next Phase – Year 5 • November 2017





Haida Heritage Centre at Kay Llnagaay , Haida Gwaii BC



Destination
British Columbia™



Aboriginal Affairs and
Northern Development Canada

Affaires autochtones et
Développement du Nord Canada



Western Economic
Diversification Canada

Diversification de l'économie
de l'Ouest Canada

Canada

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Table of Contents

Message from the AtBC Chair	4
Introduction	5
About AtBC	5
Year 5: April 1, 2016 – March 31, 2017	5
Pillars and Strategies of the 2016–2017 Aboriginal Tourism Action Plan	6
Corporate Priorities	6
Marketing	7
Training and Experience Development	9
Push for Market Readiness	9
Frontline Service Training	9
Tier 2 Assessment	10
Engagement, Regional Strategies & Destination Development	11
Host Community Forums	13
Aboriginal Travel Services	15
Partnership and Industry Development	16
Gateway Strategy	17
Authenticity Programs	19



Aboriginal Cultural Festival market place, Victoria BC

Chair's Message

We did it! I am so very proud of the Aboriginal Tourism Association of British Columbia (AtBC) Board of Directors and the staff of AtBC as we have just completed Year 5 of our five-year strategy entitled: "The Next Phase 2012–2017".

As AtBC celebrates its 20th Anniversary, we want to recognize the incredible gathering of Aboriginal visionaries and entrepreneurs that have helped Aboriginal communities reconnect with their culture and carved a path for a new generation of strong and proud business leaders. We could not have achieved the results we have without the support of our partners throughout the last 5 years. We raise our hands to the BC Provincial Government, Destination BC, Indigenous and Northern Affairs Canada, Western Economic Diversification and the many other partners that have contributed to our success.

Together with our shared belief that Aboriginal cultural tourism in BC can be a vibrant, competitive and sustainable industry for BC, we will continue to change perceptions and awareness of Aboriginal people through the celebration of Aboriginal culture. We hope, as a collective, we continue to pull together to celebrate these successes as we move forward on the implementation of AtBC's next 5 year strategy entitled "Pulling Together 2017-2022".

AtBC continues to encourage Aboriginal cultural tourism businesses to support an industry led strategy to increase future marketing and visitation in British Columbia.



Sincerely,

Brenda Baptiste, Chair

Aboriginal Tourism Association
of British Columbia

Introduction

Aboriginal Tourism Association of British Columbia management is pleased to provide the following 2016–2017 Aboriginal Tourism Report based on the Action Plan that was approved by the Board of Directors for implementation April 1st, 2016 to March 31st, 2017.

About AtBC

The Aboriginal Tourism Association of British Columbia (AtBC) is a non-profit, Stakeholder-based organization that is committed to growing and promoting a sustainable, culturally rich Aboriginal tourism industry.

Through training, information resources, networking opportunities and co-operative marketing programs, AtBC is a one-stop resource for First Nations entrepreneurs and communities in British Columbia who are operating or looking to start a tourism business. AtBC works closely with tourism, business, education and government organizations to help BC's Aboriginal tourism businesses offer quality experiences and actively promotes these experiences to visitors and local residents.

Our Vision

Our Vision is a prosperous Aboriginal tourism industry connecting visitors to exceptional, authentic experiences.

Our Mission

Our Mission is to lead a competitive and socially conscious Aboriginal tourism industry while contributing to cultural understanding and economic prosperity.

Year 5: April 1, 2016 – March 31, 2017

This year, April 1, 2016 - March 31, 2017 marked the final year of AtBC's five-year strategy entitled: "The Next Phase 2012–2017". AtBC has engaged and developed a number of partnerships throughout the last 5 years that has supported the development of a vibrant Aboriginal tourism industry in BC.



I-Hos Gallery, Comox BC

Pillars and Strategies of the 2016–2017 Aboriginal Tourism Action Plan:

1. Marketing
2. Training & Experience Development
3. Aboriginal Travel Services
4. Corporate Initiatives & Industry Development
5. Gateway Strategy
6. Authenticity Program

Corporate Priorities

The following summarizes AtBC's corporate priorities that guided the successful execution of the 2016–2017 Aboriginal Tourism Action Plan.

1 – Aboriginal Travel Services

Provide point-of-sales support to non-Aboriginal travelers wishing to book Aboriginal tours packaged and marketed by AtBC, and to provide point-of-sales support to First Nations and any partner who wish to book their business or personal travel while supporting the Aboriginal tourism industry in BC.

2 – Training and Experience Development

Continue to support training, experience development on an annual basis. There are a number of partner agencies and organizations assisting and supporting the Aboriginal cultural tourism industry.

3 – Global Marketing

Identify specific project partnerships and marketing opportunities for 2016–2017 and beyond.

4 – Corporate Initiatives & Industry Development

Present Stakeholder information to increase the number of Aboriginal and non-Aboriginal associate and marketing Stakeholders. Review and approve brand alignment, corporate values in alignment with Action Plan strategies and tactics.

5 – Gateway Strategy

Support marketing through the activation of marketing programs at festivals, special events and high traffic areas in key target market gateway locations in BC.

6 – Authenticity

Ensure the Authentic Indigenous program is operational and functional. Stakeholders will also continue to be encouraged to engage in the product / experience authenticity program.

7 – Aboriginal Tourism Centre

Review ongoing options to develop an Aboriginal Tourism Discovery Centre in downtown Vancouver at a high-volume tourism location.

Marketing

AtBC's marketing strategies are dedicated to raising awareness of the diverse and enriching Aboriginal tourism experiences available in British Columbia. AtBC communicates directly to consumers, travel trade and travel media in key and emerging markets – creating interest in Aboriginal tourism and driving business directly to AtBC's Marketing Stakeholders.

Key priorities towards the successful execution of the 2016/17 Marketing Plan:

- Content Marketing
- Aboriginal Travel Services
- Travel Trade
- Travel Media
- BC Visitor Centre Initiatives
- Partnerships
- Increase Export-ready Experiences in BC / Stakeholder Engagement
- AtBC produced and distributed 60,000 brochures highlighting all of AtBC's market-ready Stakeholders. These brochures were distributed to Visitor Centres, BC Ferries, Aboriginal Cultural Festival in Victoria, AtBC's Stakeholders, Tour Operators and other events.



MARKETING Key Performance Indicators			
April 1 to March 31, 2017	KPI Target	KPI Achieved	Comments
Website sessions	15% increase = 101,338 sessions	153,137 (+74%)	Exceeded
Website conversion to Stakeholders' websites	15% increase = 5,489 conversions	12,425 (+160%)	Exceeded
Website sessions from social posts	15% growth = 10,434	9,919 (+9%)	Achieved
Facebook	15% increase; totaling 23,963 + 15% increase in engagement	Followers: 25,199 (+21%) Engagement: 49,000 (-26%)	Achieved
Twitter	15% increase; totaling 5,059 + 15% increase in people using #AboriginalBC	Followers: 6,038 (+37%) Hashtag: 10,200 (+1,148%)	Exceeded
Instagram	15% increase; totaling 1,553 + 15% increase in people using #AboriginalBC	Followers: 6,508 (+382%) Hashtag: 2,073 (+2,779%)	Exceeded

HIGHLIGHTS / RESULTS

- New Director of Marketing and Sales hired (June, 2016 start)
- Developed and executed a new creative theme in a variety of channels
- Achieved 153,137 website sessions an increase of 74% over last year
- Developed 10 new Aboriginal-themed packages via the Aboriginal Travel Services team
- Complete audit and re-engineering of AtBC marketing and sales activities saw the development of a results-based marketing focus captured in the new AtBC Corporate Plan 2017-2022.
- Digital marketing activities were greatly enhanced, especially those targeting the North American market.
- Great gains were made through social media as a result of building greater in-house social media expertise, adopting a more disciplined and focused social media approach, and strengthening alignment with marketing partners.
- New content partnerships and stronger digital marketing resulted in a dramatic increase in target audience visits to Aboriginalbc.com and quality leads sent to AtBC marketing stakeholders.
- Expanded images and video assets for AtBC's content marketing, as well as Stakeholder and media use.



Aboriginal Cultural Festival, Victoria BC

Training and Experience Development

Priorities and Focus

- Provide awareness and deliver workshops to Tier 1 Communities and Entrepreneurs.
- Provide training and support for Tier 2 businesses
- Provide training and support for Tier 3 businesses to maintain Tier 3 status and grow business levels
- Provide education and build awareness within Aboriginal communities about the tourism opportunity; connect with partner organizations and education institutes to assist in the delivery of Aboriginal tourism training.
- Initiate Thompson Okanagan Strategy, complete Kootenay Rockies strategy.
- Continue implementation of high priority opportunities identified in Cultural Tourism Strategies.

TRAINING AND PRODUCT DEVELOPMENT Key Performance Indicators - 1			
April 1 to March 31, 2017	KPI Target	KPI Achieved	Comments
Push for Market-Readiness (Tier 2 to Tier 3)	12 Stakeholders	12 Stakeholders	Target Met plus training supporting many businesses
Identify & Assess Tier 2 Businesses	13 Stakeholders	14 Assessed	Target Exceeded
Engage with Communities through Regional Strategy process	76 Communities	Exceeded	ABM 54 community meetings; TOTA strategy 34 communities
Host Community Forums & Meetings (Tier 1)	10 Forums/Meetings	12 Forums/Meetings	Target Exceeded

Push for Market Readiness

As part of the Next Phase, AtBC identified that there is not an adequate supply of Aboriginal-owned tourism experiences to meet the growing demand from consumers. As such, AtBC has identified a need to support Aboriginal business owners and First Nations communities to develop and deliver new experiences that can be brought to market. During the 2016-17 fiscal, AtBC is pleased to welcome twelve (12) new market-ready experiences, including:

- Clayquot Wild, Tofino
- K'awat'si Tours, Port Hardy
- Kitchens of Distinction, Victoria
- Kwa'ililas Hotel, Port Hardy
- Gift n' Gab, Barriere
- Indigenous World Winery, West Kelowna
- Red Fox Club, West Kelowna
- Northern Lights Café, Fort Ware
- Ocean House at Stads K'uns Gawga, Haida Gwaii
- Ainsworth Hot Springs Resort, Ainsworth
- Lelem Express, Richmond
- Lake Cowichan First Nations Canoe Tours, Lake Cowichan

Frontline Service Training

AtBC identifies Frontline Service as an integral part of tourism business development, and provides guidance and training ideas to develop staff for Aboriginal tourism experiences. Some of the training completed this year includes:

- **First Host Training, Lund Hotel**
Frontline staff at the Lund Hotel, owned by the Tla'amin First Nation, participated in First Host training. The one-day program is designed to equip learners with excellent customer service skills for working in the Aboriginal tourism industry.
- **Parks Canada Cultural Interpretive Training**
AtBC and Parks Canada partnered to deliver a cultural interpretation program to train Aboriginal guides into the Pacific Rim National Park Reserve. Keen to reconnect with their culture, 27 participants from seven bands in Nuu-cha-nulth territory immersed themselves in an intensive two-week program at the end of January. Training covered topics from the AtBC Trailblazers program, First Host and World Host. Parks Canada are bringing more Aboriginal guides into parks as part of their commitment to helping connect park visitors with local Aboriginal cultures, language and history.
- **Aboriginal Ecotourism Training Program**
In partnership with Vancouver Island University, North Island College and Heiltsuk Tribal Council, AtBC supported the Aboriginal Ecotourism Training program with twelve successful participants. This new delivery model introduced learners to the industry through internships and experiential learning and opportunities to better prepare them for employment in tourism. The program is designed to provide students with a full credit certificate from VIU in Adventure Tourism Recreation and 65% of credits required for NIC's Adventure and Guiding Certificate. All of the courses provided allow transferable credits should the participant choose to continue on their education in a diploma or degree program. Training also included First Host certification, an AtBC recognized frontline training program.



Kwa'ilas Hotel entrance,
Port Hardy BC

Tier 2 Assessment

As part of the early stages of bringing new experiences to market, AtBC is committed to working with businesses that are in development, working with First Nations communities and entrepreneurs to assess and grow their tourism concepts. By working with developing businesses, AtBC is able to provide guidance and pathfinding support to navigate the requirements for becoming a market-ready business.

Many businesses were assessed in 2016-17, including business opportunities for:

- Lake Babine Nation, Burns Lake
- Ts'yanne Cultural Centre, Burns Lake
- Sloquet Hot Springs, Pemberton
- Moricetown Canyon, Moricetown
- Coyote Tours, Merritt
- Musqueam Cultural Centre, Vancouver
- Huu-ay-aht Group of Businesses, Bamfield
- Lund Hotel, Lund
- Kwemkwemshenam Tours, Squamish
- Tl'etinqox Visitors Centre, Alexis Creek
- Gitsxan Development Corporation, Hazelton
- Stolo Campgrounds, Chilliwack
- Outer Coast Outfitters, Prince Rupert
- Coyote Cruises, Penticton
- Nisga'a Vetter Lodge

Engagement, Regional Strategies & Destination Development

Engagement

AtBC is committed to engagement with Aboriginal communities and entrepreneurs to evaluate opportunities for success in tourism development. Aboriginal communities continue to identify Aboriginal tourism as a way of diversifying their economic development portfolios with an estimated 117 communities currently participating or looking to participate in the tourism economy.

AtBC utilizes business to business platforms like the Aboriginal Business Match (ABM) to increase outreach and encourage more development in tourism across the province. This year, AtBC attended ABM West in Penticton (yielding 32 meetings with First Nations communities) and ABM Vancouver Island (22 meetings).

Thompson Okanagan Tourism Strategy & Regional Specialist

AtBC and the Thompson Okanagan Tourism Association (TOTA) signed a Memorandum of Understanding with the objective of developing and promoting Aboriginal cultural tourism in the TOTA region. The MOU outlined synergies between both AtBC and TOTA's strategies to foster economic growth for the 32 First Nations communities in the Nlaka'pamux (Thompson), Secwepmec (Shuswap) and Syilx (Okanagan) nations.

As part of the MOU, AtBC and TOTA hired a regional specialist to develop relationships, identify opportunities for experience development and marketing and create an Aboriginal cultural tourism strategy for the region.

HIGHLIGHTS

- Meetings with leadership and community members across the region, from all three nations
- Attendance at First Nations events including Pow-Wow's, Canoe Ceremony
- Meeting with federal Tourism Minister Bardish Chagger at Okanagan wine event
- Media coverage: production of Route 97 video, coverage of Aboriginal Specialist position, Kettle Valley Adventure Guide, Route 97 magazine
- Site visits at all AtBC Stakeholders
- Meeting with local non-Aboriginal partners including DMO's, Chambers of Commerce, community organizations
- Attendance and participation at forums for TOTA and Aboriginal Tourism Association of Canada
- Hosted regional roundtables in Chase, Merritt and Kamloops

Destination Development

AtBC has worked closely with Destination BC (DBC) and the Ministry of Jobs, Tourism and Skills Training on the province-led Destination Development program (DDP). The program is intended to drive long-term growth for tourism across the province by providing context for the tourism operating environment and identify and assess issues and opportunities for 18 planning areas that will inform the overall tourism strategy.

The goals of the DDP are to:

- Make BC the most highly recommended destination in North America
- Create strategic plans for tourism development and improve return-on-investment for government and private sector investments in tourism assets
- Elevate BC's ability to compete as a premium destination while making the province more attractive for investment

AtBC has identified the DDP as an important way to bring together First Nations and non-First Nations partners to support tourism development and will continue to support this process in the years to come.

Host Community Forums

AtBC visited several communities across the province this year, meeting with leadership, key decision makers, tourism champions and entrepreneurs to discuss opportunities for Aboriginal tourism development and marketing. Community forums continue to be a great tool to bring together regional partners to develop more cohesive tourism plans and provide pathfinding supports.

Key events for 2016-17 include:

- **Lakes District Tourism Roundtable, Quaaout Lodge**
Hosted in partnership with TOTA, Quaaout Lodge, Shuswap Tourism and the Ministry of Jobs, Tourism and Skills training, this forum was used to present opportunities for tourism development in the Lake District region as part of the TOTA Cultural Tourism strategy.
- **Nisga'a Tourism Opportunities Forum, Gitlaxt'aamiks**
AtBC co-hosted a Nisga'a Aboriginal Tourism opportunities forum with 12 participants in attendance. These included owner/operators, curious citizens and business development officers. Topics included an overview of AtBC, a review of the market-ready criteria and a discussion around tourism realities like insurance, pricing and how to grow tourism regionally in the Nass Valley. The community is completing renovations on a lodge project in 2016, which will support tourism growth in the region by having a place for visitors to book to stay while they are in the region.
- **Sunshine Coast First Nations Destination Development, Lund**
Hosted in partnership with Tla'amin First Nation and Destination BC/Vancouver Coast & Mountains, this session focused on development of First Nations owned experiences as part of the regional destination development strategy.
- **Stolo Business Association Tradeshow, Chilliwack**
AtBC attended the Stolo Business Association tradeshow, attended by business owners and potential entrepreneurs looking to partner and grow their business ideas as well as about 30 tradeshow presenters. AtBC also presented an overview of Aboriginal Tourism in BC on the main stage including ways that tourism operators in Stolo territory could get involved in our marketing programs.
- **Nuu-chah-nulth Economic Development Corporation Tourism Forum, Parksville**
AtBC presented in partnership with NEDC, and Tourism Vancouver Island to about 50 Aboriginal entrepreneurs and small business owners in Parksville November 4-5. The purpose of the forum was to provide tools and best practices to tourism business owners to support their business growth and make the operators aware of the support available through the respective partner organizations. Presentations included an overview of AtBC, a break out session review of market-readiness and a presentation about storytelling using case examples from Nuuchal-nulth territory.
- **Northern BC Tourism Summit, Prince George**
AtBC presented in Prince George at the Northern BC tourism summit for a breakout session titled "Exploring the Potential of Aboriginal Tourism in your Community." The session was well attended with about 50 Aboriginal and non-Aboriginal participants who are looking to create Aboriginal tourism in Northern BC. Because Aboriginal-owned product is so limited in Northern BC, conversations were focused around increasing Aboriginal experiences and how to partner for tourism success as well as legacy projects from the Canada Winter Games.

- **Thompson Okanagan Tourism Summit, Vernon**
AtBC/TOTA presented about the opportunities for Aboriginal tourism development in the region, including an overview of our MOU, update on the regional specialist position and an update on AtBC's marketing initiatives.
- **Whistler Centre for Sustainability "Growing Event Tourism" Workshop**
AtBC hosted a tourism café table talking about the opportunities to include local First Nations as part of an event strategy.
- **Haida Owned, Haida Operated Tourism Opportunities, Old Masset/Skidegate**
AtBC will present to approximately 25 students who are participating in business training through the Gustafson School of Business (UVic) December 8/9 in Haida Gwaii. The participants will be given an overview of Aboriginal Tourism in BC and how to connect to AtBC Development and Marketing programs. Follow up will include discussions around the benefits of working with AtBC and becoming a Stakeholder with our organization as well as on call support for operators who are close to or at market-ready standards.
- **Links to Learning, Vancouver**
Links to Learning is an event created by Indigenous and Northern Affairs to provide workshops for Economic Development Officers from First Nations across BC. AtBC's jam-packed workshop gave an overview of the opportunities in Aboriginal Tourism.
- **Kamloops Tourism Roundtable, Kamloops**
Hosted in Tk'emlups territory, this tourism roundtable showcased opportunities for the Kamloops region to Secwepemc communities in the area. AtBC, TOTA, Quaaout Lodge and Tourism Kamloops hosted workshops, followed by breakout sessions to discuss opportunities, barriers and needs for better tourism development and strategic direction. The information from the session will be used to inform the regional cultural tourism strategy.
- **Merritt Tourism Roundtable, Merritt**
Hosted in Nlaka'pamux territory, this tourism roundtable showcased opportunities for the Merritt region to Nlaka'pamux First Nations communities in the area. AtBC, TOTA, Kekuli Café and Tourism Merritt hosted workshops, followed by breakout sessions to discuss opportunities, barriers and needs for better tourism development and strategic direction. The information from the session will be used to inform the regional cultural tourism strategy.



Kekuli Café, Westbank, BC

Aboriginal Travel Services

The travel agency division of AtBC was developed as a social enterprise and operates as a full service agency providing a variety of corporate and leisure travel services. In addition, the packaging of authentic Aboriginal experiences for inbound travelers. There is continued growth of inquiries and actual package sales of the experience offerings being marketed by Aboriginal Tourism BC.

Priorities and Focus

Aboriginal Travel Services is among Canada's first Aboriginal-owned travel agencies, focusing on three markets:

- Corporate travel management needs of companies, First Nations Bands and individuals across Canada
- Incentive and leisure travel for individuals and groups
- Inbound leisure opportunities affiliated with authentic cultural experiences developed in large part by Aboriginal Tourism BC

ABORIGINAL TRAVEL SERVICES Key Performance Indicators - 2

April 1 to March 31, 2017	KPI Target	KPI Achieved	Comments
Sales volume \$1.4 Million	\$1.4 Million	\$840,000	60% of target
ATS Generated Commission Revenue \$80,000	\$80,000.00	\$51,000	64% of target
Number of meeting and conference commitments	20 commitments	24	FNHA and Gov't meeting volume trending positive
Number of supplier agreements	60 suppliers	42	Revised focus on driving volume at fewer properties



Tin Wis Resort, Tofino, BC



St. Eugene Golf Resort Casino, Cranbrook, BC

Partnership and Industry Development

AtBC continues to develop partnerships and collaborate with industry partners to leverage product development, training and marketing efforts to strengthen the Aboriginal tourism industry in British Columbia.

Priorities and Focus

Partnerships

- Partnerships with the Provincial and Federal governments
- Partnerships with Destination Marketing Organizations
- National and international partnerships
- Aboriginal communities' economic development initiatives related to tourism

Communications and Stakeholder Engagement

- Increase the number of Associate, Market-Ready and Export-Ready Stakeholders
- Improving processes and an organizational commitment to building further engagement capacity
- Focus on communications, relationship building and ongoing future engagement

PARTNERSHIP & INDUSTRY DEVELOPMENT Key Performance Indicators - 3			
April 1 to March 31, 2017	KPI Target	KPI Achieved	Comments
Increase # of Stakeholders	10 Stakeholders	12 Stakeholders	Target Exceeded
Increase # of Partnerships	10 Partnerships	15 Partnerships	Target Exceeded
Attend RDMOs Meetings and AGM	7 Events	7 Events	Achieved

Key Partnership Events

- Ongoing involvement in AtBC partners conferences and key events took place:
- Aboriginal Business Match – Vancouver Island, February 2016
 - Aboriginal Business Match West – Penticton, May 2016
 - TOTA 2016 Summit – Vernon, November 2016
 - Links to Learning – Vancouver, December 2016
 - International Aboriginal Tourism Conference 2016 – Membertou, December 2016
 - TIABC Tourism Industry Conference – Victoria, February 2017
 - Report on BC Ferries service reduction on Central Coast & North Island Tourism, February 2017

Gateway Strategy

This strategy involves promoting Aboriginal cultural tourism in key locations and at key events, accessing large, more targeted audiences for maximum positive impact and exposure for AtBC Stakeholders. AtBC made the decision to shift away from having a fixed location to a more static mobile presentation, to inspire more travelers to consider adding an authentic Aboriginal experience to their travel plans throughout BC.

Priorities & Focus

AtBC will focus its efforts on promoting the BC Aboriginal cultural tourism industry in key locations and at key events to access a larger, more targeted audience for maximum positive impact and exposure for the Aboriginal tourism experience providers of BC.

- Victoria Aboriginal Cultural Festival on the weekend of National Aboriginal Day, June 17–19, 2016.
- AtBC will be the lead in producing this large stand-alone Aboriginal Cultural Festival on the traditional territory of Esquimalt and Songhees Nations in Victoria, BC directly outside the Royal BC Museum.
- This will be the second year of the festival and will grow considerably due to the significant success experienced in 2014.
- Key partners in this project include Songhees Nation, Esquimalt Nation, the Royal BC Museum, Tourism Victoria, Greater Victoria Harbour Authority, Butchart Gardens, the Robert Bateman Centre, Tourism Vancouver Island and the First People's Cultural Council.
- Marketing presence at key tourism gateways in BC.
- Events and established festivals that attract a sizable audience matching the target market of cultural tourism experiences.
- Create an Aboriginal attraction that is a cohesive, branded and viable visitor experience, merging traditional with contemporary Aboriginal experiences, art and culture.

GATEWAY PROJECTS Key Performance Indicators - 4

April 1 to March 31, 2017	KPI Target	KPI Achieved	Comments
Victoria Aboriginal Cultural Festival attendees	20,000	40,000	Over the 3 day event
Victoria Aboriginal Cultural Festival sponsors	8	17	\$76,100 cash and in-kind
Attendees/visitors to mobile event marketing activations	100,000	-Facebook 162,000 -Facebook event page reaches 82,635 -Twitter Impressions 2 million	



Aboriginal Cultural Festival, Victoria BC

HIGHLIGHTS / RESULTS

- Launch of the Songhees Seafood & Steam Food Truck at event, sales \$13,450
- 22.5% increase of all AtBC website traffic went to Festival webpage June 14 – 21, 2016
- 88.09% Festival page website traffic increase
- Distributed 1000 AtBC rack cards
- 1000 gift basket ballots and surveys
- 12 Media Posts/Stories May 15 - June 18, 2016, circulation 551,508, ad value \$13,000



Ahtsik Native Art Gallery, Port Alberni BC

Authenticity Program

The Authentic Indigenous Arts Program (AIAP) has implemented a system to clearly identify authentic Indigenous art and protection of the Indigenous art and crafts. The program was designed to influence consumers, travelers and resellers to seek out and purchase authentic Indigenous products while visiting British Columbia.

Priorities and Focus

- Create awareness about Indigenous art and crafts and their significant economic and cultural value to Indigenous communities and peoples.
- Educate consumers, travelers and resellers as to the positive community impact of buying authentic Indigenous arts and crafts.
- Encourage consumers, travelers and resellers to seek out and purchase authentic Indigenous products in BC.
- Nurture economical and culturally sustainable communities for BC's First Nations and their artists.
- Recruit both artists and sellers to join the movement by becoming members of our collective.
- Promote our Authentic Indigenous label, available on products sold directly by artists and by participating retailers (the Authentic Indigenous label lets the consumer know they are buying authentic works, and that Indigenous artists have benefited).

AUTHENTICITY PROGRAM Key Performance Indicators - 5			
April 1 to March 31, 2017	KPI Target	KPI Achieved	Comments
Register new Artists	50 artists	75 plus	

HIGHLIGHTS / RESULTS

1. Develop the Artist Capacity
 - Authentic Indigenous.com Website for online presence
 - Business Development Workshops – Artist Portfolio, artist statement and biography and Online digital presence, business cards
 - Legal steps to protect artworks when reproducing
 - One on One Support
2. Partnerships with the Distribution Channels – Retail and Wholesale
 - Galleries
 - Suppliers – for example, the distributor; Native NorthWest, providing royalties to artists
3. Education and Promotion of Supporting and Purchasing Indigenous Arts
 - Education of consumers, Producers, Industry and Government
 - Marketing and Media Stories
4. To date over 300 Artists have registered with AIAP, and are listed on AuthenticIndigenous.com