

2018-19

REPORT TO THE COMMUNITY

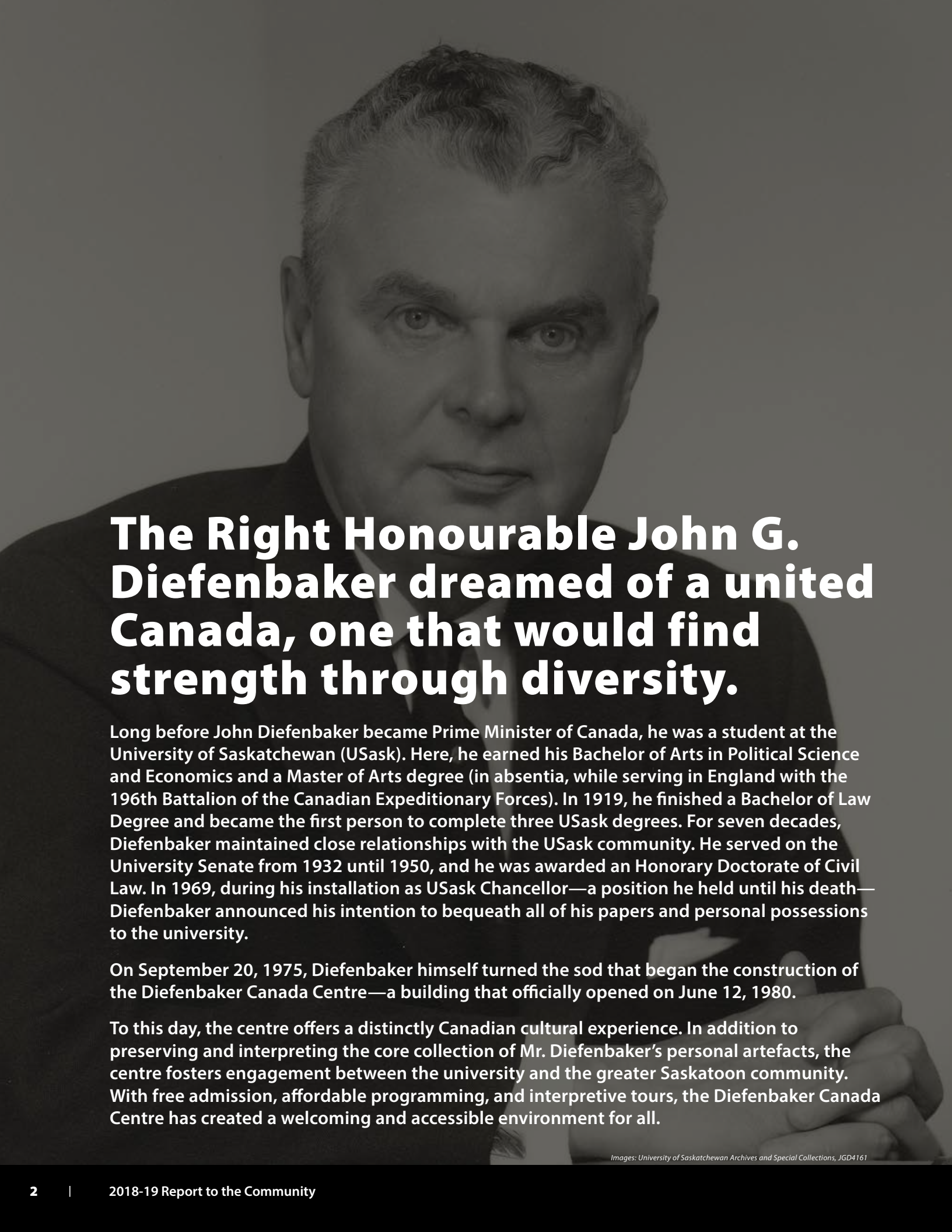


**STRENGTH THROUGH DIVERSITY.
UNITY IN COMMUNITY.**



**DIEFENBAKER
CANADA CENTRE**
Exhibits • Education • Outreach

diefenbaker.usask.ca | 306-966-8384



The Right Honourable John G. Diefenbaker dreamed of a united Canada, one that would find strength through diversity.

Long before John Diefenbaker became Prime Minister of Canada, he was a student at the University of Saskatchewan (USask). Here, he earned his Bachelor of Arts in Political Science and Economics and a Master of Arts degree (in absentia, while serving in England with the 196th Battalion of the Canadian Expeditionary Forces). In 1919, he finished a Bachelor of Law Degree and became the first person to complete three USask degrees. For seven decades, Diefenbaker maintained close relationships with the USask community. He served on the University Senate from 1932 until 1950, and he was awarded an Honorary Doctorate of Civil Law. In 1969, during his installation as USask Chancellor—a position he held until his death—Diefenbaker announced his intention to bequeath all of his papers and personal possessions to the university.

On September 20, 1975, Diefenbaker himself turned the sod that began the construction of the Diefenbaker Canada Centre—a building that officially opened on June 12, 1980.

To this day, the centre offers a distinctly Canadian cultural experience. In addition to preserving and interpreting the core collection of Mr. Diefenbaker's personal artefacts, the centre fosters engagement between the university and the greater Saskatoon community. With free admission, affordable programming, and interpretive tours, the Diefenbaker Canada Centre has created a welcoming and accessible environment for all.

Images: University of Saskatchewan Archives and Special Collections, JGD4161

At the heart of the Diefenbaker Canada Centre's (DCC) mandate is the commitment to interpreting culture and heritage of the nation's many peoples, and Canada's roles in the global community through exhibits, education, and outreach.



EXHIBITS

Through a rich assortment of artefacts and archival material, the DCC's gallery features displays researched and produced in house, as well as nationally acclaimed travelling exhibits. These exhibits and tours bring together the university community and wider public to explore topics related to Canadian history.

EDUCATION

By placing learning and discovery at the forefront of all activities, the DCC offers youth programming that inspires active citizenship and explores topics of significance to Canada's history, to the rights and freedoms of its people, and to its influence in the international community. The DCC challenges individuals to be aware of and to embrace their vital role as active citizens.

OUTREACH

Exchanging exhibits with other Saskatchewan museums allows the DCC to interact with diverse groups, while also increasing public interest in Canadian history and politics. Actively reaching out to local, provincial, and national organizations to foster partnerships enables all parties to advance shared goals and values. By creating engagement opportunities with the larger community in a cultural space where discussion and debate are encouraged, the DCC is a leading institution that is considered a valued cultural asset in Saskatchewan, Saskatoon, and on the USask campus. Attendance at local cultural and community events provides the public with increased access to Canadian heritage and history, while allowing the DCC to strengthen relationships with community partners.

Diefenbaker Canada Centre by the Numbers

With over **14,719 visitors** to our gallery and programming, 2018 was a great year!

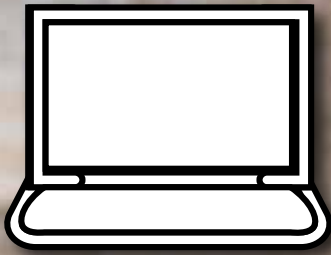


4,899 visits from children
ages 0-11 years.

6,462 visits from youth ages
12-18 years, and **3,014** from
adults ages 19-64.



344 visits from seniors
(+65 years).



176
users visited
the Classroom
Resources page

1,066
page views for
our summer
camps

62,478
total page views

24,438
total visitors to the
website (20.33%
increase)

29.1%
increase
in users from
Ontario

31.6%
increase
in users from
Alberta

27.54%
increase
in users from
Manitoba

9,306
visits to the Cuban
Missile Crisis online
exhibit



**"THERE CAN BE
TO CANADA
WITHOUT A
OF ITS**



**NO DEDICATION
A'S FUTURE
KNOWLEDGE
PAST."**

~ John G. Diefenbaker, 1964



One Canada: Diefenbaker’s Vision

(April 2018 - January 2019)

The Right Honourable John G. Diefenbaker dreamed of creating “One Canada.” While serving as Canada’s 13th Prime Minister, he passed the Canadian Bill of Rights, secured First Nations suffrage, appointed the first female Cabinet minister and First Nations person to the Senate, and stood against apartheid. It is this legacy that the DCC celebrated through the *One Canada* exhibit. By interpreting the culture and heritage of the nation’s many peoples and Canada’s role in the international community, the DCC furthers Diefenbaker’s vision of diversity and national unity—a vision that remains as relevant as ever.

ATTENDEES	EXHIBITION ATTENDANCE
Children (ages 0-12)	843
Youth (ages 12-18)	1,678
Adults (ages 19-64)	1,728
Seniors (ages 65+)	72

WEBSITE TRAFFIC ON CURRENT EXHIBIT PAGE	ONLINE VIEWERSHIP BY REGION (page views vs. unique page views)	
Page views 1,465	Saskatoon 884 vs. 620	Regina 99 vs. 74
Unique 1,060	Calgary 64 vs 54	Ottawa 32 vs 24



Grand Theft Terra Firma

(January 30 - March 10, 2019)



Grand Theft Terra Firma was an unflinching redress of Canada’s colonial narrative. By combining contemporary popular culture with historical source material, artists **David Campion** and **Sandra Shields** disrupt the celebratory mythology of nation building and invited viewers to critically evaluate their own continued and complicated relationship to colonial practices. As the title suggests, the exhibition appropriated the language of digital gaming to reframe the settlement of Canada as a complex heist. Specifically, the exhibit refers to a series of popular video games (*Grand Theft Auto*) considered highly controversial, in part because they require players to commit violent and immoral acts to achieve gaming success. Borrowing from this, the exhibition unfolds as a strategy guide to an imaginary video game based on historical events occurring within S’ólh Téméxw, now more commonly known as British Columbia’s Fraser Valley.

This exhibit was produced and circulated by The Reach Gallery Museum Abbotsford, and was curated by Laura Schneider.

ATTENDEES	EXHIBITION ATTENDANCE
Children (ages 0-12)	524
Youth (ages 12-18)	582
Adults (ages 19-64)	252
Seniors (ages 65+)	13

WEBSITE TRAFFIC ON CURRENT EXHIBIT PAGE	ONLINE VIEWERSHIP BY REGION (page views vs. unique page views)	
Page views 443	Saskatoon 271 vs. 203	Regina 21 vs. 17
Unique 337	Calgary 21 vs. 16	Warman 15 vs. 13

Image: University of Saskatchewan Archives and Special Collections, JGD407

Image: The Great Land Sale, Sandra Shields and David Campion, 2016



China Through Saskatchewan Eyes: Evelyn Potter's 1971 Journey

(April 23 - June 21, 2019)

China Through Saskatchewan Eyes: Evelyn Potter's 1971 Journey featured a sampling of more than 1,150 photographs taken by Evelyn Potter in 1971, when she travelled to China as a member of a historically significant delegation. Co-curated by Evelyn Potter, Dr. Liang Zhao (PhD), a professor from Sichuan University (China), and Dr. Keith Thor Carlson (PhD), a University of Saskatchewan (USask) history professor, the exhibit's evocative pictures of city, farm, school, family and factory life provide an intimate view of Chinese society at the mid-way point of the Great Proletarian Cultural Revolution. Further, these pictures serve to remind us of the ongoing importance of Canada's farm communities and agricultural sector in opening and shaping modern relations with the People's Republic of China.

This exhibit was funded by: Keith Thor Carlson (USask) and the USask College of Arts & Science, The Confucius Institute, "From the Ground Up": Buddhism and East Asian Religions (FROGBEAR), and from the Department of Asian Studies at the University of British Columbia.

ATTENDEES	EXHIBITION ATTENDANCE
Children (ages 0-12)	1,832
Youth (ages 12-18)	936
Adults (ages 19-64)	1,034
Seniors (ages 65+)	259

WEBSITE TRAFFIC ON CURRENT EXHIBIT PAGE	ONLINE VIEWERSHIP BY REGION (page views vs. unique page views)	
Page views 276	Saskatoon 188 vs. 130	Regina 9 vs 5
Unique 190	Moose Jaw 9 vs. 3	Calgary 7 vs 7

Image: China Through Saskatchewan Eyes: Evelyn Potter's 1971 Journey



Fostering a Vision for Canada: The Diefenbaker Legacy

(Permanent exhibit)

Fostering a Vision for Canada presents the life of the Right Honourable John G. Diefenbaker from his childhood through to the end of his tenure as the 13th Prime Minister of Canada. This exhibit illuminates the character and legacy of Mr. Diefenbaker, explains his achievements and challenges while in office from 1957-1963, and highlights his close connections with the University of Saskatchewan. It charts his dedication to human rights and equality throughout his career as a lawyer and his struggle to be elected into public office. Further, the exhibit features a number of notable artefacts, including personal belongings, campaign memorabilia, and gifts received throughout his political career.

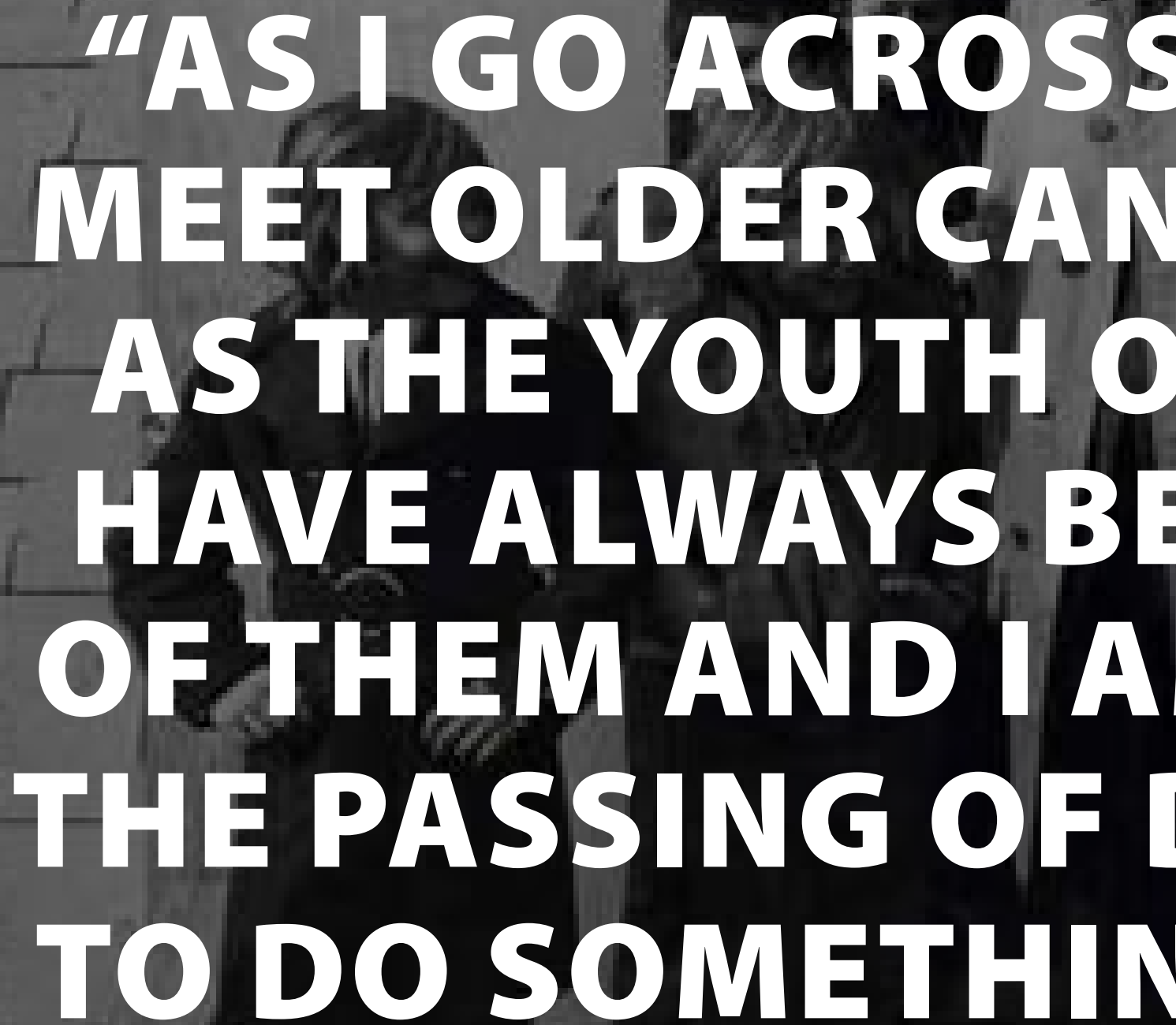
The gallery also features two replica rooms from the 1950s and 1960s—the Prime Minister's East Block Office and the Privy Council Chamber.

**Data provided is for April 1, 2018-May 31, 2019.*

ATTENDEES	EXHIBITION ATTENDANCE
Children (ages 0-12)	1,436
Youth (ages 12-18)	2,848
Adults (ages 19-64)	2,055
Seniors (ages 65+)	105

WEBSITE TRAFFIC ON CURRENT EXHIBIT PAGE	ONLINE VIEWERSHIP BY REGION (page views vs. unique page views)	
Page views 2,887	Saskatoon 1,830 vs. 1,308	Regina 165 vs. 125
Unique 2,114	Ottawa 49 vs. 38	Calgary 113 vs. 94

Image credit: David Stobbe, Stobbe Photography



**"AS I GO ACROSS
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G FOR CANADA.”**

~ John G. Diefenbaker, 1968

SUMMER CAMPS

Decisions that Count

(July 23-29, 2018)

Explore the Decisions that Shaped Canada: Campers examined key flashpoints, such as the signing of the Numbered Treaties, Confederation, and the 1995 Quebec referendum, and analyzed the decision-making processes that led to these events, as well as their outcomes and far-reaching consequences. Campers also honed their critical-thinking and rhetorical skills through debates, simulations, and engagement with expert guest speakers.



A Century of Conflict

(July 23-29, 2018)

Historic Wars and Groundbreaking Struggles for Justice: Campers examined the legacy of Canadian conflict in the 20th century and beyond, from world-spanning military conflicts such as the First and Second World Wars and the War on Terror to social issues such as the Civil Rights Movement and the Oka Crisis. Throughout the week, campers improved their critical thinking ability, developed speechwriting skills, and honed their negotiating prowess as they engaged in debates, simulations, and interactive exercises.



The DCC was delighted to have Heritage Saskatchewan as a partner for the summer camps.

EDUCATIONAL PROGRAMMING

The Little Stone Schoolhouse Experience

(Grades K-3)

The original Victoria School, built in 1887, was an important public building constructed in Saskatoon. Until 1904, it operated as a schoolhouse, church, and community hall for the region. DCC student docents have the pleasure of reopening the doors to this important heritage site and engaging the current generation of schoolchildren in an immersive hour-long program. An interpreter provides a brief historical introduction and then takes on the period role of the schoolteacher so that students may experience the difference between a modern school day and one from more than a century ago.

TOTAL YOUTH REGISTERED	NOTABLE MONTHS OF ATTENDANCE
1,031	June 2018: 585 registrants

Your Voice Matters: Building a Better Saskatchewan (YVM)

(Grades 4-8)

YVM is dedicated to providing youth with insights into different political structures and how they function within our society. The program consists of four modules that escalate based on the ages and experience of the youth registered. The four segments are as follows: **Your Province: Your Power, Get Involved, Reasoning out Responsibility, and Raise your voices.** These programs range in contents from structure of the Saskatchewan Provincial government, how informed citizenship promotes policy changes, constructs of federalism, and electoral processes. This program is offered in partnership with Elections Saskatchewan.

TOTAL YOUTH REGISTERED	NOTABLE MONTHS OF ATTENDANCE
2,759 (87 separate offerings)	May 2018: 598 registrants Feb 2019: 617 registrants April 2019: 558 registrants



Choose Your Mascot

(Grades 2-4)

Utilizing education resources from Elections Canada, this one-hour program provides an engaging introduction to the electoral process. Students learn the significance of voting and participate in an election simulation to select a mascot who best embodies the spirit of their class. This interactive program introduces five animals as potential mascots and allows student volunteers to present speeches on their behalf. After the program, students head back to the classroom with a certificate proclaiming their new mascot, having laid the foundation for their future civic engagement.

TOTAL YOUTH REGISTERED	NOTABLE MONTHS OF ATTENDANCE
233	June 2018: 153 registrants

Democracy to Active Citizen

(Grades 5-8)

This program demonstrates the relevance of Canada's democratic and parliamentary institutions. Examining current and historical human rights issues and learning how the country governs and why voting matters is fundamental in the process of becoming an informed citizen. Divided into sessions, students will focus on the key themes of democracy, citizenship, rights and freedoms. The program is comprised of four key segments: **Freedom of Expression, Fight for Freedom, Make Your Mark, and Democracy Now!** Youth learn of the importance of freedom of speech, rights of Canadian citizens, electoral processes, and gain a holistic view of democratic processes.

TOTAL YOUTH REGISTERED	NOTABLE MONTHS OF ATTENDANCE
449	May 2018: 78 registrants

Do Artefacts Tell Stories?

(Grades 9-12)

Artefacts tell stories and add to the historical narrative created by museum exhibits. In this program, students engage with artefacts related to hockey to understand historical events and occurrences and how primary and secondary sources can be used to generate stories from the past.

TOTAL YOUTH REGISTERED	NOTABLE MONTH'S OF ATTENDANCE
58	July 2018: 34 registrants May 2018: 24 registrants

Pioneer Games

(Grades K-3)

Pioneer children did not have TVs or video games for entertainment like students do today. This half-hour "add-on" program allows students to enjoy games pioneer children would have played before modern technology.

TOTAL YOUTH REGISTERED	NOTABLE MONTHS OF ATTENDANCE
307	June 2018: 161 registrants



Pioneer Life to Democratic Society

(Grades K-3)

This full-day program is divided into two sessions: students spend the first part of the program reliving the early 20th century pioneer experience through the above-mentioned programs (Little Stone Schoolhouse and Pioneer Life), while the latter is focused on exploring democracy. Through a class mascot election simulation ("Vote for Me"), a tour of the Diefenbaker Canada Centre's gallery and the "My Country, My Democracy" session, students are introduced to Canada's parliamentary democracy and its role in our society.

TOTAL YOUTH REGISTERED	NOTABLE MONTHS OF ATTENDANCE
129	June 2018: 60 registrants

A black and white photograph of Barack and Michelle Obama. Barack is in the foreground, looking down and slightly to the right. Michelle is behind him, looking up at him. The image is dark and moody, with the couple's faces being the primary light source.

**"I DON'T CAMPAIGN
WITH THE P**



**GN. I JUST VISIT
PEOPLE."**

~ John G. Diefenbaker, 1965

COMMUNITY OUTREACH EVENTS



NUTRIEN CHILDREN'S FESTIVAL

(June 3-6, 2018)

- +20,000 people in attendance at the festival.
- Theatre, music, dance, comedy and circus arts performances from around the world.
- Interactive, hands-on site activities.



UNIVERSITY OF SASKATCHEWAN CAMPUS EXPO/STUDENT ORIENTATION

(September 4, 2018)

- 373 students, faculty and staff stopped by the DCC booth.



RAILWAY HERITAGE DAY

(August 5, 2018)

- 263 visitors stopped by the DCC display and engaged with staff about Diefenbaker's connection to the Railway Museum of Saskatchewan.



BROADWAY STREET FAIR AND FRINGE FESTIVAL

(September 8, 2018)

- Broadway District's largest event of the year, drawing thousands to the street with an eclectic array of street performers, exhibitors, vendors, artists, musicians, and dancers.



FOLKFEST

(August 17-18, 2018)

- 1,619 visitors visited the DCC display.



JOHN G. DIEFENBAKER INTERNATIONAL AIRPORT OUTREACH

(September 18, 2018)

- The airport averages about 4,000 visitors per day.

Photo credit (L-R, top-bottom): Nutrien, University of Saskatchewan, Railway Heritage Museum of Saskatchewan, Broadway Improvement District, Folkfest, John G. Diefenbaker International Airport)



○ **LITTLE STONE SCHOOLHOUSE: OPEN HOUSE DAYS**

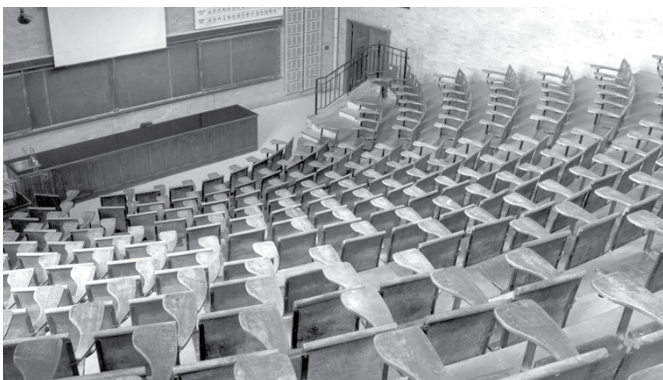
(July 3-4, 2018 and August 5-11, 2018)

- During the Open House, visitors explored the history of Saskatoon's first one-room school.



○ **UNIVERSITY OF SASKATCHEWAN GHOST TOURS** (October 18, 23-25, 28 and 30, 2018)

- Over the course of seven days, the DCC staff operated 11 tours for a total of 263 people.



○ **HISTORICAL CAMPUS TOURS**

- During the 2018-19 fiscal year, the centre provided 66 campus tours for a total of 1,027 visitors.

**In 2018,
Diefenbaker staff
members were out
in the community,
engaging with
the people of
Saskatchewan and
visitors to our great
province. Just like
Diefenbaker, they
visited with a lot of
people.**

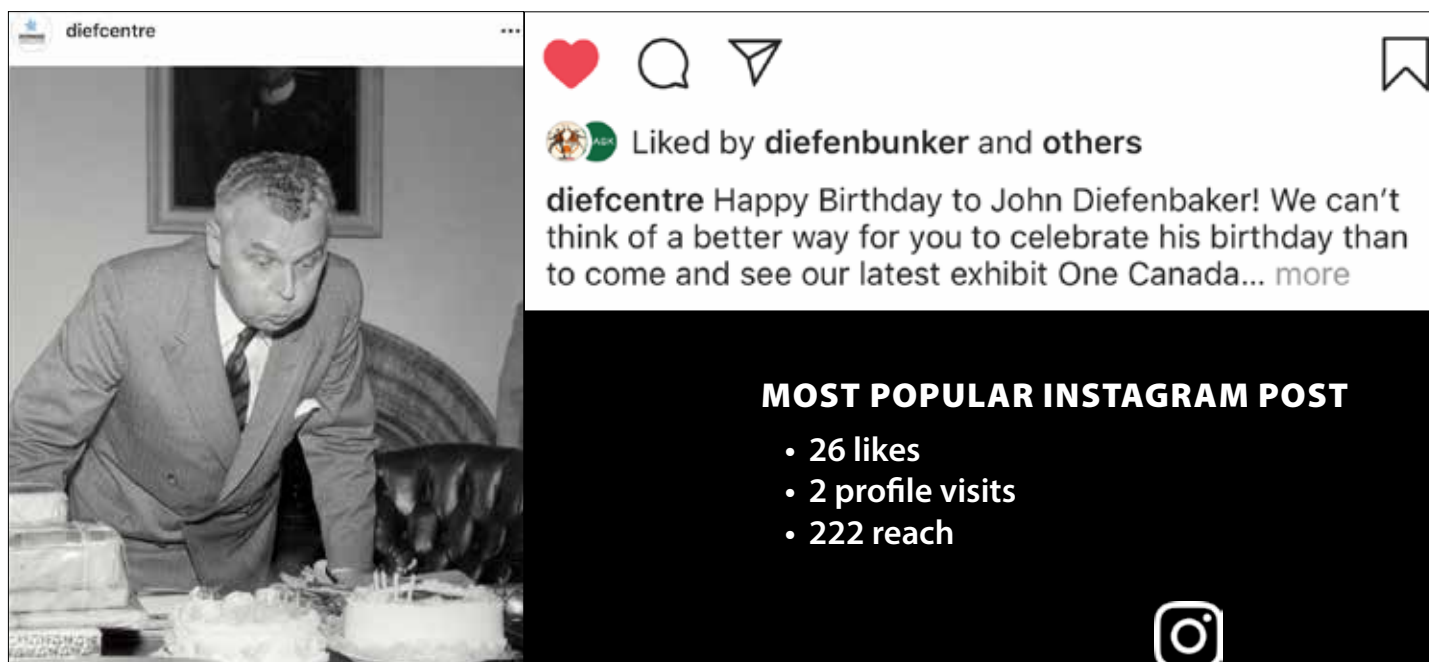


MOST POPULAR FACEBOOK POST

- 471 reached
- 88 post clicks
- 38 likes, shares, and comments



Facebook (April 30, 2019) | Total likes - 312 | Total followers - 314



MOST POPULAR INSTAGRAM POST

- 26 likes
- 2 profile visits
- 222 reach



MOST POPULAR TWEET

- 64 total engagements
- 3,280 impressions



The Diefenbaker Canada Centre gratefully acknowledges the support of our funding and partnering organizations.





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