



DIEFENBAKER
CANADA CENTRE
Exhibits • Education • Outreach

2021-22 REPORT TO OUR COMMUNITY





DIRECTOR'S REPORT

The last year has been marked with success despite the reality that we, like so many other organizations worldwide, continued to navigate the Covid-19 pandemic and the challenges that it brought. From May 1 to July 6, 2021, the Diefenbaker Canada Centre (DCC) remained temporarily closed to the public to continue to help prevent the spread of the virus.

Although visitors from Saskatoon, Saskatchewan, and around the world were not able to visit the DCC's gallery and exhibits and attend our programming in person, the upgrades to our website and the development of online programming the year prior continued to provide excellent access to our patrons through a different platform.

The DCC staff curated new online exhibits and further expanded virtual programming during this period. New exhibits featured on the website included "Touch the Sky: The Story of Avro Canada", "One Canada: Diefenbaker's Vision", and "They didn't know we were seeds". All of these were physical exhibits that were adapted for digital presentation. New virtual programming included youth camps in the summer, as well as during the February school break.

The DCC was delighted to re-open its doors on July 7, 2021 and welcome patrons once again. Some of the highlights of which we are most proud over the open months included:

- collaboration with the University of Saskatchewan Music Department on the creation of a new exhibit, *Amati Quartet: The Legacy of the University of Saskatchewan*, noon-hour concerts featuring the Amati instruments played by music students, and larger weekend concerts featuring members of the Saskatoon Symphony Orchestra also playing the Amatis;
- a return to in-person programming in the Diefenbaker Building, as well as at elementary and middle schools;
- and in-person youth camps.

The DCC was very pleased to continue its partnership with Elections Saskatchewan by continuing to offer—both virtually and in person—the "Your Voice Matters: Building a Better Saskatchewan" (YVM) program. The program was expanded through the addition of a new module, "Becoming Canadian". This new content helps both Canadian newcomers and citizens learn the process to become a Permanent Resident or citizen of Canada.

Staff of the museum were active in outreach programming and participated in organized events such as Pride Week, Museum Week, Culture Days, and the Heritage Festival of Saskatoon. It was a pleasure to participate in these events and help bring awareness to a wide range of patrons about the DCC and the importance of history.

We are very proud of what the Diefenbaker Canada Centre has accomplished during 2021-22. Inside this report you'll find evidence of our impact and our relentless determination to celebrate the ideas of citizenship and leadership with the DCC community. Whether online or in person, we look forward to hosting more thought-provoking and engaging activities in the year ahead.

Sincerely,



Alastair MacFadden, Director



The Diefenbaker Canada Centre proudly acknowledges that it resides on Treaty Six Territory and the Homeland of the Métis. While we celebrate citizenship, leadership, and Canada's role in the international community, we also pay our respect to the First Nation and Métis ancestors of this place and reaffirm our relationship with one another.

During his service to this country and its people, The Right Honourable John G. Diefenbaker dreamed of a creating a united Canada, one which would find strength in diversity and where people in every region would share in prosperity.

MANDATE

The Diefenbaker Canada Centre (DCC) is unique for both our location on the University of Saskatchewan campus and our appeal to diverse audience of all ages, identities, and backgrounds.

Drawing inspiration from Prime Minister Diefenbaker's words, writings, and accomplishments, the DCC strives to help people make meaningful and personal connections to ideas of citizenship, leadership, and Canada's role in the international community. Functionally, these ideals are achieved through a response to society's challenges with practical solutions

At the DCC, we:

1. Create and co-create exhibitions, programs, and special events.
2. Generate dialogues and conversations on citizenship, leadership, and Canada's role in the international community.
3. Are financially viable.
4. Are environmentally conscious.

5. Steward the permanent collection.
6. Create an environment where people are empowered and supported.

In addition to preserving and interpreting the core collection of personal artefacts bequeathed by Mr. Diefenbaker, the DCC proudly hosts a wide variety of exhibits within our themes that are designed to appeal to audiences of all ages. With affordable admission, accessible programming, and guided tours, the Centre creates a welcoming and accessible environment that helps build a bridge between the University of Saskatchewan and the greater Saskatoon community.

Education, learning, and discovery are foremost in all activities and exhibits, encouraging visitors to explore and engage with all that the Diefenbaker Canada Centre has to offer.

EXPERIENTIAL The DCC advocates for experiential learning through hands-on discovery.

RELEVANT The DCC fosters creativity, co-creation, integrity, and credibility through diversity and sustainability.

ACCESSIBLE The DCC encourages accessibility through collaboration, community service, and relationship building. Our team is committed to upholding the Centre's mandate and key attributes through exhibits, outreach, and programming.



FUNDING

The Diefenbaker Canada Centre relies on two primary funding sources: annually renewed trusts and federal, provincial, and private grants.

The DCC also generates a modest revenue from donations, admissions, and educational programming. The most prominent renewable trust funds include the Parker-Dewdney Memorial Trust, Diefenbaker Society Trust, and Diefenbaker Centre Trust. Investment income from each is made available for spending on an annual basis to support the DCC's operations and covers a majority of its annual salaries and benefits expenses.

The DCC also applies for a series of museum, social, and cultural grants used to fund exhibits, student staff, and other initiatives. The Centre regularly receives grants from SaskCulture, City of Saskatoon's Culture Grant Program, Young Canada Works, Canada Summer Jobs, and the Canadian Heritage Museums Assistance Program.

The Diefenbaker Canada Centre is very pleased to feature our partnership with Elections Saskatchewan (ESK) to develop and deliver the educational program *Your Voice Matters: Building a Better Saskatchewan (YVM)*. First implemented in 2015 and delivered in person for several years, this program was developed into an online program in 2020 and offered both in person and online to students throughout the province during the 2021/2022 school year.

The Centre would like to acknowledge and thank our funders for their ongoing investment.

OPERATIONAL FUNDING & SUPPORT



PROGRAM FUNDING & SUPPORT



As a continued response to the global pandemic, and in accordance with the provincial and institutional restrictions put in place to protect residents in Saskatchewan, the Diefenbaker Building was closed to the public in 2021 and re-opened with limited hours the last week of February 2022.

GALLERY EXHIBITS

Permanent Exhibit Gallery: One Canada: Diefenbaker's Vision

(Installed June 2021 and replaced the Diefenbaker Legacy exhibit)

Produced by the Diefenbaker Canada Centre, this exhibit sparks conversations with visitors about nationalism, identity, human rights, and how we as Canadians view our country as a unified nation.

- Total Visitors: 466

**Due to its permanent nature, visitors would often visit the permanent One Canada exhibit while viewing the featured exhibit on display or while attending events in the building, such as the Amati Quartet exhibit and concerts.*



Cipher Decipher

(July 7 to September 11, 2021)

This interactive exhibition from **Ingenium - Canada's Museums of Science and Innovation**, developed in partnership with the **Communications Security Establishment**, explored the past and present of communications cryptology—what it is, how it works, and how it affects our lives. Visitors took in the opportunity to see an authentic Enigma cipher machine, or to try their hands at logic puzzles and games.

- Visitors: 227
- Summer Camp Saturdays: 45



Silk, Satin and Strength: A Narrative on Olive Diefenbaker

(September 22 to October 30, 2021 & March 9 to May 31, 2022)

As the Honourable John G. Diefenbaker's second wife, Olive Diefenbaker was a driving force behind his many successes. Featuring 20 gowns, previously owned and worn by Olive, this

exhibit presented the story of her life through the fashions she wore at parliamentary and international engagements.

Taken out of the Diefenbaker vault for the first and second time, visitors learned about her life narrative, including an opportunity to view hats and accessories belonging to Olive Diefenbaker and archival photos of their outings.

- Visitors (Sept. 22 - Oct. 30): 19
- Visitors (Mar. 9 - May 31): 40
- Gallery Tours (Mar. 9 - May 31): 3hrs, 40 visitors

**Exhibit data overlaps with the Amati Quartet exhibit and concerts.*



Amati Quartet: The Legacy of the University of Saskatchewan

(September 22 to October 30, 2021 & March 9 to May 31, 2022)

Curated by the Diefenbaker Canada Centre in partnership with the University of Saskatchewan's (USask) Department of Music, this exhibit featured the university's collection of extremely rare Amati instruments.

The quartet includes a viola, cello, and two violins that were handcrafted in the Italian city of Cremona in the 1600s by members of the famous Amati family. Considered pioneers in the practice of constructing bowed stringed instruments—or the first great luthiers—the Amati family have crafted some of the world's most sought-after instruments.

- Visitors (Sept. 22-Oct. 30): 19
- Amati Concert guests (Sept. 22-Oct. 30): 59
- Visitors (Mar. 9 - May 31): 40
- Amati Concert guests (Mar. 9 - May 31): 113
- Gallery Tours (Mar. 9 - May 31): 3 tours, 40 visitors

**Exhibit data overlaps with the Silk, Satin and Strength exhibit.*



They didn't know we were seeds

(November 17 to February 28, 2022)

Consisting of eighteen portraits of Jewish Holocaust and Indigenous Residential School Survivors, this exhibit explored themes of trauma, ongoing recovery, shared pain, and the indomitable human spirit. With numbers of Holocaust Survivors dwindling, and the same eventual loss of Residential School Survivors, these portraits remain and continue to reflect the strength and courage of these individuals.

This exhibit was open to the public from November 17 - 26, and then closed November 26 - February 21, 2022 due to the pandemic.

- Visitors: 24
- Gallery Tours: 4 tours, 111 visitors

GALLERY TOURS

Guided tours of the permanent *One Canada* exhibit and current temporary exhibits are available throughout the year. These specialized tours give visitors an in-depth overview of the exhibit materials and are open to the general public, school groups and community organizations as 30-, 60-, or 90-minute sessions.

- Number of Programs: 9
- Attendance: 91

NEW VIRTUAL EXHIBITS

Touch the Sky: The Story of Avro Canada

A pioneer in aircraft manufacturing, Avro Canada Ltd. was most recognized for its Avro Arrow aircraft—a model intended to serve the Royal Canadian Air Forces. Highly debated in government for its cost and national defence implications, Prime Minister Diefenbaker cancelled the production of the Avro Arrow in 1959. Adapted from the 2019-2020 exhibition at the Diefenbaker Canada Centre, this online exhibit tells the story of Avro Canada's creation and its impact on the world of aeronautics and technology.



[Click here to view the virtual exhibit.](#)

Adapted as an online exhibit by Kaylee Hoko, Exhibits and Collections Assistant.

One Canada: Diefenbaker's Vision

This virtual exhibit was curated based on the permanent exhibit displayed in the Diefenbaker Gallery.



[Click here to view the virtual exhibit.](#)

Adapted as an online exhibit (in French and English) by Megan Fairbairn, Heritage Interpreter.

They didn't know we were seeds

This virtual exhibit was curated based on the travelling exhibit that was on display at the Diefenbaker Canada Centre, during its closure as a result of the pandemic.



[Click here to view the virtual exhibit.](#)

Adapted as an online exhibit by Westin Dowie, Exhibits and Collections Technician.

EDUCATIONAL PROGRAMMING

All in-person programming was suspended from May through October 2021 due to ongoing public health concerns related to the Covid-19 pandemic. When public health measures eased in the province and on the University of Saskatchewan campus, the DCC once again began to offer educational programming—both onsite (November - December 2021) and within schools (March - April 2022).

Your Voice Matters (YVM)

With the return of in-person education programming in Fall 2021, DCC staff were delighted to welcome classrooms back to the centre to participate in *Your Voice Matters, Building a Better Saskatchewan*.



This popular educational program represents a 6 year partnership with *Elections Saskatchewan* and is offered to students in grades 4 through 8. The ultimate goal of the program is to increase civic literacy while creating future generations of active voters.

In 2020, *Your Voice Matters* was converted into an interactive online resource for teachers. In order to continue offering online programming for classrooms that were unable to travel due to ongoing restrictions or remote location, existing modules were updated and an additional program module, *Becoming Canadian* was created.

YVM Online Participation (May 2021 - April 30, 2022)

- Students: 394
- Classrooms: 15
- Schools: 11
- Remote learning families: 1

YVM In-Person Participation (May 2021 - April 30, 2022)

- Students: 325
- Classrooms: 10
- Schools: 8

Democracy to Active Citizenship

Democratic engagement is often linked to civic education. This interactive program demonstrates the relevance of Canada's democratic and parliamentary institutions through an examination of Canada's political system, why voting matters and how historic and current human rights issues have shaped our country. Divided into sessions, students focus on the key themes of democracy, citizenship, rights and freedoms, establishing a foundation for informed citizenship.

- Students: 52
- Classrooms: 2
- Schools: 1

YOUTH CAMPS

With the continued cancellation of in-person programming through July and August 2021, DCC staff continued to offer virtual youth camps for a second season. Camps were structured to run as week long, half-day camps, engaging campers through a combination of online learning discussions and games, in addition to offline activities and overnight missions. Registration was limited to ten participants in order to promote high engagement, where everyone would have an opportunity to contribute to discussions, participate in games and share their work.

In total, **97 youth** participated in the virtual camps from July through August 2021.

Virtual Diefenbaker Spy Academy (VDSA)

Calling All Spies: Junior Spy Academy (Ages 7-9): 37 Participants

In this super-secret Virtual Diefenbaker Spy Academy, youth participated in daily online briefings from the VDSA Director who trained them in the skills needed to create a cover identity and hideout, analyze evidence, decode and create secret messages, design their own spy gear, and so much more! The VDSA half-day training program included a variety of interactive online and pre-recorded activities designed to be completed from home. Junior recruits participated in age-appropriate spy missions and crafts, while learning about the world of espionage to become the newest members of the academy!

"My son really liked opening a new "mission" every day during the camp, and he enjoyed the overnight missions too."

(Parent of camper, Calling All Spies)

Calling All Spies: Agents-in-Training (Ages 10-12): 28 Participants

In this VSDA offering, Agents-in-Training were privy to top-secret intelligence that revealed unusual activity at the Diefenbaker Canada Centre! As part of their daily online briefings from the Academy Director, youth participated in crime-solving activities from their home base, including identifying and interrogating suspects, decoding secret messages, gathering evidence and analyzing details. With the clock ticking, recruits quickly developed the skills needed to crack the case, prevent the crime and become official VSDA Special Agents!

"My child says it was the best camp he ever went to!"

(Parent of camper, Agents-in-Training)

Virtual Diefenbaker Leadership Academy (VDLA)

Community Heroes (Ages 7-9): 11 Participants

The global pandemic has taught us all about important community heroes: in our homes, our neighbourhood, our country and across the globe. Through hands-on challenges, activities and games, VDLA campers explored what it means to be an everyday hero and how they can make an impact in their own community. Each camper was tasked with finding something about their community that inspires them and exploring ways to show their appreciation and make a difference through leadership and hard work. By the end of the week, each camper discovered their own inner hero!

"It was very well organized, thought out, and the online games were very interactive and fun. My child loved it and I heard many times, "I wish it wasn't over. I wish it was the the whole day." The instructor was wonderful at including everyone and making them all feel special and noticed. It is not easy being virtual, and her energy was never compromised because of it. She was great at keeping them all on task and moving along."

(Parent of camper, Community Heroes)

Leaders of Tomorrow (Ages 10-12): 21 Participants

Have you ever wanted to make a difference in your community? In this VDLA offering, youth campers discovered how to become active citizens! As part of their work, they explored how past leaders guided their communities through social movements and political campaigns, and engaged in hands-on activities and challenges. As Canada's future generation, they learn about everyday heroes who have made their voices heard, and how change-makers can make a difference in their own communities!

"5/5 stars! Excellent! My child enjoyed this camp a lot."

(Parent of camper, Leaders of Tomorrow)

CONNECTING THE WORLD TO DIEFENBAKER'S LEGACY

Mystery at the Museum (February 22 - 25, 2022)

This past February, kids ages 7-12 joined the team at Diefenbaker Investigative Services (DIS) to help sleuth out the truth over a fun-filled, four-day Mystery at the Museum camp! Under the guidance of the DIS Heritage Investigator, campers learned to develop their detective's toolkit, gather & interpret evidence, and work together to crack the case!

- In-Person Offering: 7 Participants
- Virtual Offering: 6 Participants

"This camp was excellent, thank you! The staff was so friendly and helpful. My daughter loved every minute of it and learned so much! Thank you. If there's a way for those who attended this camp to know about future camps, that would be great. My daughter said she would do this camp again even if it was just the exact same. Well done!"

(Parent of in-person camper)

"Our child loved the camp. It was calm, relaxing, engaging, and extremely well organized. In particular, they noted that Deklan went to extra lengths for the campers, treating them like individuals and making sure no one was left out."

(Parent of in-person camper)

"Many thanks for organizing it, and many thanks to Kaylee for rolling with what the kids came up with."

(Parent of online camper)

"Thank you to Kaylee and Kirsten for all their hard work on the virtual camp. As well, a big thank you for dropping off the detective box at our house. That was incredibly helpful."

(Parent of online camper)

CAMPUS TOURS

The Diefenbaker Canada Centre hosts a variety of historical tours during the year. Ghost Tours are available around Halloween, highlighting the gothic-inspired architecture and its history and telling ghost tales and urban legends associated with rooms and buildings. Great War Tours, offered in November and April, tell the connection between the University of Saskatchewan and the Great War. Guests learn about the university community's significant role overseas and on the Homefront through student and staff stories, campus memorials, and historic building stops. Campus tours are available throughout the year for school and community groups, individuals and families. Depending on the length chosen, this walking tour will highlight the university's history, important achievements, and unique architecture. Stops along the tour include the Airplane Room, Natural Sciences Museum, the Peter MacKinnon Building, the Museum

of Antiquities, Voyageur Place, and the Gordon Oakes Red Bear Student Centre.

- Spooky Fun Campus Tour: 67 Participants
- Ghost Tours: 256 Participants
- The Great War Tour (Nov. 2022): 15 Participants
- General Tour of University of Saskatchewan Campus: 3 Participants

OUTREACH PROGRAMMING

Museum Week #MuseumWeek2021

(June 7-13, 2021)

Museum Week is an annual world-wide celebration of arts and culture. Each year, a specialized theme and a series of hashtags unite people from across the globe for a week of activities and events designed to strengthen the community and provide a deeper understanding of the arts and culture sector and where it is going as a global society.

Similar to the theme of 2020, Museum Week 2021 featured seven days, seven themes and seven hashtags devoted to creativity and innovation as the Covid-19 pandemic continued to impact the ways in which people were able to connect with culture.

One of the highlights of Museum Week 2021 was #EurekaMW where Heritage Interpreter Kaylee Hoko highlighted some unique tips for photographing artefacts, including supports, lighting, and awkward angles.

Pride Week #PrideWeek

(June 12-19, 2021)

To celebrate #PrideWeek2021, the DCC created a series of social media posts to showcase some of the LGBTQ2S+ organizations in Saskatchewan that helped support the development of the DCC's online Pride on the Prairies exhibit. Featured organizations included Queen City Pride (Regina Pride Inc.), AIDS Programs South Saskatchewan, and Saskatoon Pride (Saskatoon Diversity Network Inc.).



Culture Days

(September 24 - October 24, 2021)

In accordance with a gradual re-opening plan, the DCC was able to offer both in-person and online events for Culture Days 2021, which ran from September 24 through October 24th. DCC staff held a virtual tour of the DCC gallery, which included the new Olive Diefenbaker and Amati quartet exhibits. The Curatorial, Collections, and Exhibits Manager hosted a virtual make-your-own exhibit seminar, and the DCC ran a 1960s fashion drawing contest. The highlight of Culture Days 2021 was the in-person noon-hour Amati concert series featuring faculty and students from the University of Saskatchewan's Department of Music. The concerts were a huge success and allowed visitors to experience the incredible sound of 17th century string instruments handcrafted in Cremona, Italy.

- Virtual gallery tour: 4 Participants
- Virtual fashion drawing contest
- Virtual *Create Your Own Exhibit* workshop: 3 Participants
- Four in-person Amati Quartet concerts: 59 Attendees

Heritage Festival of Saskatoon 2022

(February 26 - March 6, 2022)

The Heritage Festival was held online on February 26 through March 6, 2022. The DCC participated with a virtual exhibitors page that included links to featured online exhibits and the

DCC website. The online exhibits, [*They didn't know we were seeds*](#), [*Sisters United: Women's Suffrage in Saskatchewan*](#), and [*Pride on the Prairies*](#) were featured with direct links on the DCC exhibitors page.

Spring Amati Noon-hour Concert Series

(March - April, 2022)

Following the success of the Culture Days concert series, the DCC partnered once more with the Music Department to host noon-hour concerts in the lobby of the Diefenbaker Building. An hour-long music program was followed by an informal question-and-answer period, and participants were given the opportunity to tour the gallery and view the Amati instruments.

In total, 37 people attended the three, noon-hour concerts.



Amati Quartet Concerts

(April - May, 2022)

Two special events were hosted at the DCC where all four of the Amati quartet instruments were played in concert. Faculty from the University of Saskatchewan's Music Department and members of the Saskatoon Symphony Orchestra played an hour-long concert featuring a variety of composers chosen specifically by the musicians to highlight the unique sound and quality of these rare 17th century instruments. The acoustics of the Diefenbaker Building provided the ideal setting for an intimate musical performance. Given the success of these concerts, similar events are planned for later in 2022.

In total, 66 people attended the two, evening concerts.

ONLINE AND SOCIAL MEDIA TRAFFIC BY THE NUMBERS

(May 1, 2021 - April 30, 2022)



diefenbaker.usask.ca Website Analytics

- 49,418 total pageviews
- 41,265 unique pageviews
- Top five visited pages (not including the homepage):
 - Canadian Bill of Rights online exhibit (6,186 pageviews, 12.52%)
 - Canada's Role in the Cuban Missile Crisis online exhibit (3,746 pageviews, 7.58%)
 - Upcoming Events page (2,830 pageviews, 5.73%)
 - Plan Your Visit page (2,473 pageviews, 5.00%)
 - The Life and Political Career of John G. Diefenbaker (2,070 pageviews, 4.19%)
- 23,565 online visitors have initiated at least one web session over the 2021-2022 fiscal year. Of them,
 - 85.49% reside in Canada
 - 6.05% reside in the United States
 - The remaining 8.46% of visitors come from among 148 countries worldwide.
- Within Canada, 33.79% of visitors are located in Saskatchewan, 33.52% are from Ontario, 11.88% are from British Columbia, 10.72% are from Alberta, and 4.09% are from Quebec. The remaining 6% of Canadian visitors are from across the country.

Facebook

- **327** total Facebook posts (increase of 30.3% from previous year)
- **6.72%** engagement rate (daily proportion of people who engaged with the DCC's posts as a percentage of the total number of people who saw the centre's posts)
- Total engagements: **1.9K** reactions, **182** post shares, **216** comments, **165** link clicks
- Increased total followers by **10.6%** (from **587** to **649**)

Instagram

- **323** total Instagram posts
- **6.65%** engagement rate
- **1.5K** unique post likes
- **57** comments
- **524** total Instagram followers (**22.1%** increase)

Twitter

- **254** Tweets (22.1% increase)
- **34K** impressions
- **2.11%** engagement rate
- **328** Likes, **58** retweets, **12** replies, and **5** quoted tweets
- **587** Total followers (4.1% increase)
- **61,185** Total impressions

THANK YOU!

The Diefenbaker Canada Centre would like to thank all of its employees for contributing to our growth and success throughout this year. The contributions by those staff members who have moved on to new opportunities have enabled our current staff to successfully navigate the continued challenges of 2021/2022.

Current Employees:

- Chelsea McElligott-LaVallie, Administrative Coordinator
- Kirsten Falzarano, Programs and Outreach Coordinator
- Helanna Gessner, Curatorial, Collections, and Exhibits Manager (on maternity leave)
- Amber McCuaig, Executive Officer (Johnson Shoyama Graduate School of Public Policy)
- Alastair McFadden, Director

Former Employees:

- Aaron Ducker, Administrative Coordinator
- Heather Fraser, Acting Curatorial, Collections, and Exhibits Manager
- Murray Fulton, Director

Students/Interns/Part-Time Staff in 2021-22:

- Westin Dowie, Exhibits and Collections Intern
- Megan Fairbairn, Heritage Interpreter
- Kaylee Hoko, Exhibits and Collections Assistant
- Emilie Neudorf, Communications and Marketing Assistant
- Isaac Dykes, Communications and Marketing Assistant
- Jady Borstmayer, Summer Camp Programmer
- Hannah McJannet, Summer Camp Programmer
- Deklan Iris-Hoscheit, Heritage Interpreter

The Diefenbaker Canada Centre would also like to thank our partner organizations for their continued support:



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