



DIEFENBAKER
CANADA CENTRE
Exhibits • Education • Outreach

REPORT TO THE COMMUNITY 2022-2023





DIRECTOR'S REPORT

Visitors from Saskatoon, Saskatchewan, and around the world came to the DCC to visit its exhibits. This year, *Iron-Willed: Women in STEM*, *Canola: A Story of Canadian Innovation*, and *Snapshots of Canada* were featured in the Stonewall Gallery, our space that is dedicated to bringing new and traveling exhibits to our community. We were pleased to expand our exhibit space this year into what was previously the gift shop. This intent of this 'micro-exhibit space' is to create exhibits that have local community connections and to partner with community members in developing these exhibits. *USask Women in STEM*, *Agriculture for Zero Hunger*, and *Opikinawasowin: Growing Métis Children* were featured in this space's debut year. We are excited to see how this space will evolve and how community will be brought into the museum as active participants.

Museum staff actively engaged with the Saskatoon community through outreach programming and participated in organized events such as Museum Week, Nutrien Children's Festival, Pride Week, Culture Days, and the Heritage Festival of Saskatoon.

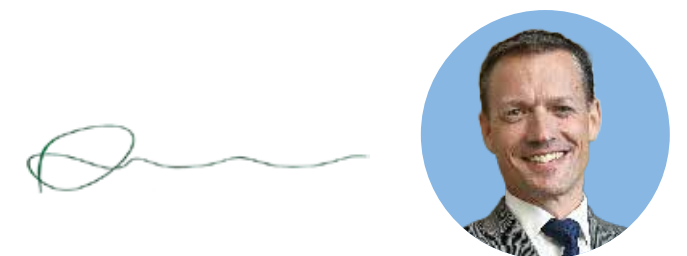
The DCC is proud of the educational programming it offers year round and was pleased to continue its partnership with Elections Saskatchewan through the "Your Voice Matters: Building a Better Saskatchewan" (YVM) program. This free program is available in person and online and has become a staple for many Saskatoon teachers who attend the program with their students annually.

The Little Stone Schoolhouse underwent vital renovations to preserve Saskatoon's oldest community building and ensure the safety of all its visitors. We are looking forward to this upcoming summer when the building re-opens and we can once again welcome visitors and school groups back to this one-room schoolhouse.

The DCC staff are very proud of what was accomplished this year. This report explores the exhibits, programs, and events that thousands of community members experienced, both at the DCC and in the community.

Sincerely,

Alastair MacFadden, Director



*Alastair MacFadden resigned as Director in April 2023.

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 that 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 primarily on two funding streams to sustain its operations: annually renewed trusts and grants from federal, provincial, and private programs.

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 long-term 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 and support.

OPERATIONAL FUNDING & SUPPORT



PROGRAM FUNDING & SUPPORT





“Wonderful experience learning about a great figure of our history.”

“Great Exhibits! Very educational.”

“Excellent staff!”

“Big fan of the Dief.”

“Worth another trip!”



OUR GALLERY EXHIBITS

Permanent Exhibit Gallery

One Canada: Diefenbaker's Vision
(Ongoing)

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.



ATTENDEES	EXHIBITION ATTENDANCE
Children (ages 0-15)	523
Youth (ages 16-18)	76
Adults (ages 19-64)	1,165
Seniors (ages 65+)	214
Total Visitors	1,978

**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.*

Stonewall Gallery

Silk, Satin, and Strength: A Narrative on Olive Diefenbaker

(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.

ATTENDEES	EXHIBITION ATTENDANCE
Children (ages 0-15)	2
Youth (ages 16-18)	6
Adults (ages 19-64)	164
Seniors (ages 65+)	10
Total Visitors	182

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

STONEWALL GALLERY



Amati Quartet: The Legacy of the University of Saskatchewan (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.

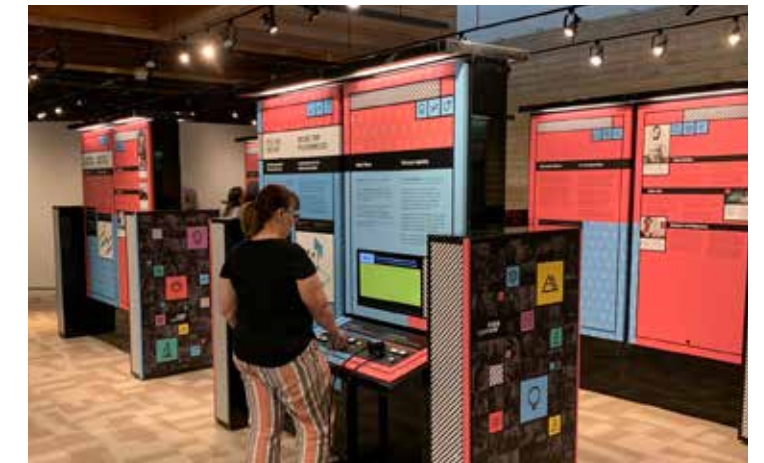
The quartet includes a viola, cello, and two violins that were handcrafted in the Italian city of Cremona in the 1600s by members of the famous Amati family. Considered pioneers in the practice of constructing bowed stringed instruments—or the first great luthiers—the Amati family have crafted some of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

Gallery Tours: 2

ATTENDEES	EXHIBITION ATTENDANCE
Children (ages 0-15)	2
Youth (ages 16-18)	6
Adults (ages 19-64)	164
Seniors (ages 65+)	10
Total Visitors	182

**Full exhibit data previously recorded in the 2021-2022 report, only May 1-31, 2022 reflected in this report.*

Iron-Willed: Women in STEM (June 3 to August 27, 2022)



Women have made significant contributions to Science, Technology, Engineering, and Math (STEM) – and continue to do so – but their stories are often untold. Why is that? This travelling display shared some of these stories and provided recognition for the crucial role of women in STEM.

Through text and images, this exhibit from Ingenium-Canada’s Museums of Science and Innovation told the stories of historical and contemporary women in STEM, their scientific contributions as well as their challenges in the face of persistent systemic barriers.

Gallery Tours: 2

ATTENDEES	EXHIBITION ATTENDANCE
Children (ages 0-15)	75
Youth (ages 16-18)	13
Adults (ages 19-64)	244
Seniors (ages 65+)	83
Total Visitors	415

Funding provided by the Exhibition Circulation Fund, Canadian Heritage, Government of Canada.

Canola: A Story of Canadian Innovation

(September 7, 2022 to January 28, 2023)



How does a plant breeding innovation become, in just a few decades, the most profitable commodity for Canadian farmers? Part of its success is due to its versatility—this crop is used as a healthy culinary oil, a protein source for animals, to power cars and much more. Today, the canola industry contributes billions of dollars to the Canadian economy!

Produced by the Canada Agriculture and Food Museum to mark the 50th anniversary of this 'Made in Canada' crop, Canola: A Story of Canadian Innovation explores the science behind the development, cultivation, and future of this crop, as well as its uses in industries from food processing to transportation. Discover Canola through your five senses and immerse yourself within the environments of the two bright yellow pod-shaped structures—a canola field, and a processing plant.

ATTENDEES	EXHIBITION ATTENDANCE
Children (ages 0-15)	244
Youth (ages 16-18)	51
Adults (ages 19-64)	584
Seniors (ages 65+)	74
Total Visitors	953

Free admission days: 3
School Group Programs: 7

This exhibit is funded by the Government of Canada. This exhibit was produced by the Canada Agriculture and Food Museum in partnership with CanolaEatWell.com, Alberta Canola Producers Commission, Manitoba Canola Growers, SaskCanola, Canadian Canola Growers Association, Canola Council of Canada, and Agriculture and Agri-Food Canada.

Snapshots of Canada

(February 8, 2023 to May 27, 2023)



Paul Henderson scores the winning goal in the 1972 Summit Series. A little boy runs after his father marching off to war. Terry Fox is silhouetted by headlights of a police cruiser on his Marathon of Hope.

Exploring unforgettable moments in our history, the travelling exhibition, *Snapshots of Canada*, pairs compelling images with text by well-known authors, journalists, and historians. Images ranging from high drama to simple joy are tangible reminders of the triumphs, failures, and sacrifices that have shaped our country.

Exhibit is displayed in both English and French.

ATTENDEES	EXHIBITION ATTENDANCE
Children (ages 0-15)	200
Youth (ages 16-18)	6
Adults (ages 19-64)	171
Seniors (ages 65+)	44
Total Visitors	421

*data reflects February 8 to April 30, 2023

A travelling exhibit developed by the [Canadian Museum of History](#) and [Canada's History Society](#). Funding provided by the Exhibition Circulation Fund, Canadian Heritage, Government of Canada.

USask Women in STEM

(August 24 to October 15, 2022)



Developed by the DCC, USask Women in STEM highlights members of the USask community and their accomplishments in science, technology, engineering, and math.

Total Visitors: 209

Data overlaps with *Iron-Willed: Women in STEM and Canola: A Story of Canadian Innovation*

Agriculture for Zero Hunger

(October 20, 2023 to January 28, 2023)



Agriculture for Zero Hunger was developed by the DCC as a companion to Canola: A Story of Canadian Innovation. This exhibit highlights information on the United Nations' Sustainable Development Goal #2 which aims to achieve zero hunger. It also explores local agriculture and the contributions the University of Saskatchewan and the province of Saskatchewan have made towards achieving these goals.

Total visitors: 713

Opikinawasowin: Growing Métis Children

(February 15 to May 19, 2023)



This collection features original artworks created by Métis artist Leah Marie Dorion on the theme of *Opikinawasowin: Growing Métis Children*.

This series of collected artworks was created by Leah Marie Dorion from 2015-2021 and is a combination of children's book illustrations and other independent artworks from her private collection. This show reflects Métis cultural symbolism, worldview, characters, and teachings that are a hallmark of her artistic practice to tell the story of growing Métis children.

The book illustrations are on loan from the Mann Art Gallery and were donated by Leah to the gallery to be properly curated and used for educational purposes. Her children's books are still published and available from Strong Nations Publishing in British Columbia.

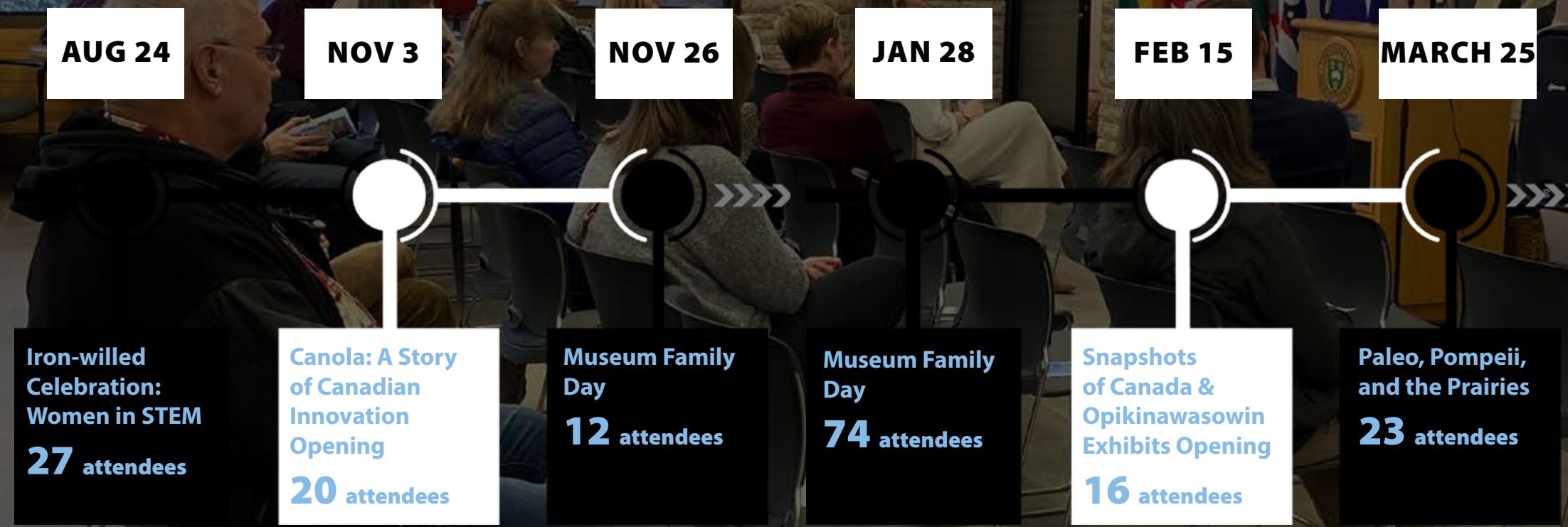
This collection also debuts artwork and artefacts from Leah's personal collection that was created to tell the story of Métis child rearing and development. Many of her illustrations and original artwork are deeply influenced by Métis Elders' teachings, which are available in her Master's Thesis (2010).

May we all be inspired by the spirit of love that forms the heart of this art show and remember that we all have a role to play in "growing children".

Total visitors: 548

This exhibit is funded by Sask Lotteries Trust Fund for Sport, Culture, and Recreation through SaskCulture.

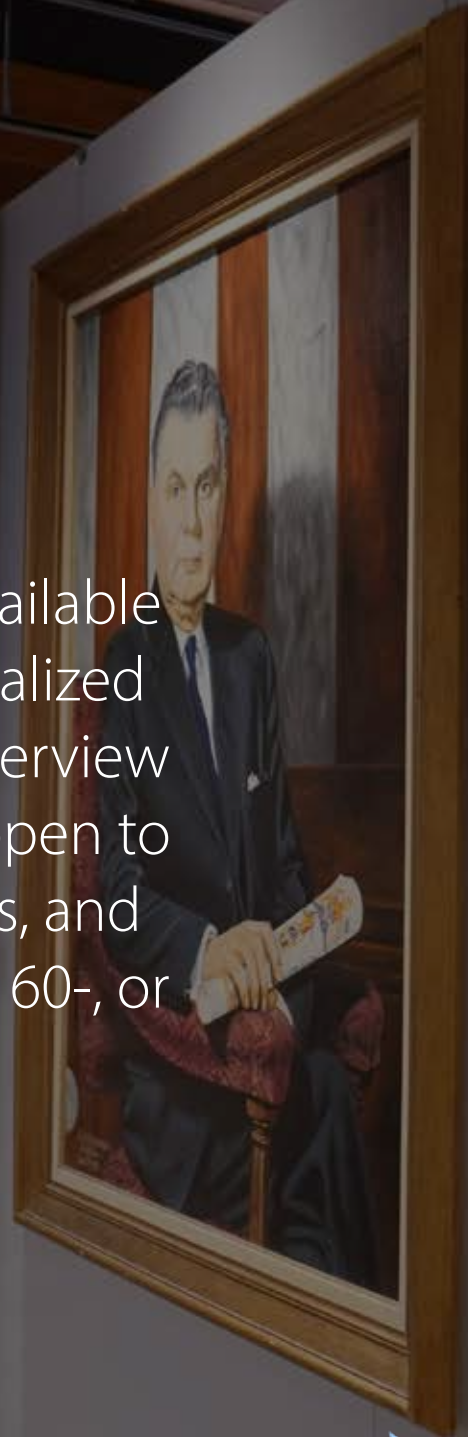
TIMELINE OF EXHIBIT EVENTS



GALLERY TOURS

Guided tours of the permanent Diefenbaker legacy exhibit and themed travelling 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 Tours: 5
- Attendance: 144



SPECIALIZED EXHIBIT-RELATED PROGRAMS

The DCC offers specialized education programs throughout the year that are tailored specifically to compliment the information and underlying themes of individual exhibits. These programs often include a guided tour of the exhibit gallery to further enhance learning and engagement.

Strength in Our Diversity: Celebrating STEM

Strength in Our Diversity is an engaging, two-hour program that centres around personal identity, diversity, inclusion, and team-building. Students will have opportunity to learn about biases that result in discrimination in the workplace while simultaneously recognizing their ability to make a difference in their own communities. Working with their peers and engaging in personal reflection, students will explore their own personal identity and how they contribute to classroom diversity. Students will build on their learning to celebrate the importance of diversity by efficiently working together to complete a STEM related team-building activity. Following the classroom program, students will have an opportunity to tour the DCC's newest exhibit, *Iron Willed: Women in STEM* with an accompanying scavenger hunt.

- Students: 51
- Classrooms: 2
- Schools: 2

Canola: A Story of Canadian Innovation



This exhibit explores the science behind the development, cultivation and future of Canola, as well as its uses in industries from food processing to transportation.

Discover Canola through your five senses and immerse yourself within the environments of the two bright yellow pod-shaped exhibit structures—a canola field, and a processing plant. Interactive exhibit tours (30 min) are available and can also be combined with an agriculture-themed lesson on healthy foods from healthy farms to create a one-hour education program (resource provided by Agriculture in the Classroom Saskatchewan aitc.sk.ca)

- Students: 170
- Classrooms: 7
- Schools: 6

Snapshots of Canada

Snapshots of Canada explores the unforgettable moments in our history through compelling images and text, ranging from events of high drama to moments of simple joy. This exhibit includes a variety of images that share the triumphs, failures, and sacrifices that have shaped our country. Interactive exhibit tours (30 min) are available and can also be combined with a Canadian history-themed lesson focused on remembering the past. Students will discuss how we remember and share different moments in history. Building on this information, the class will work together to organize and create a visual timeline of historic Canadian events.

- Students: 23
- Classrooms: 1
- Schools: 1

One Canada Clue

Through the discussion and exploration of a real-life 1919 court case taken on by John Diefenbaker, students will investigate a crime scene and gather evidence, then build and prepare their case as lawyers. Using teamwork and analytical and critical-thinking skills, both the prosecution and defense teams will step into the historic courtroom and run a mock trial. This two-hour program is paired with a guided tour of the exhibit gallery, where students will learn about the life of John Diefenbaker and tour the current travelling exhibit.

- Students: 78
- Classrooms: 3
- Schools: 2



In-person programming was available at the DCC and within schools from September 2022 through June 2023.

Choose Your Party

Choose your Party provides an engaging introduction to the basic principles of Canada's democracy, laying the foundation for future civic participation. Students will learn about leadership and the election process through a variety of hands-on activities, including the development and promotion of a political platform and the presentation of political campaign speeches. A simulated election will give each student an opportunity to visit the classroom polling station and vote for their favourite political party using a secret ballot system.

- Students: 48
- Classrooms: 2
- Schools: 2

Your Voice Matters (YVM)

One of the DCC's most popular educational programs for students in grades 4 through 8 is *Your Voice Matters: Building a Better Saskatchewan*. This program represents an eight-year partnership with Elections Saskatchewan and a shared goal to increase civic literacy and create future generations of active voters.

In addition to routine information updates, revisions to the YVM program included a new presentation for the *Becoming Canadian* module and an online Jeopardy game with questions related to topics covered by the Canadian Citizenship exam.

A new timeline activity was developed for the third module, Reasoning out Responsibility, to replace the current constitutional journey classroom activity. Students are tasked with putting a series of events in chronological order from 20,000 BCE through present. Specific historic events related to the Canadian Constitution are highlighted, allowing students to compare what was happening in the world while Canada was evolving as a country.

In-Person Participation: (May 2022 through April 30, 2023)

- Students: 374
- Classrooms: 15
- Schools: 10

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 one-hour sessions (see descriptions below), students will focus on the key themes of democracy, citizenship, rights and freedoms, and establishing a foundation for informed citizenship.

- Students: 83
- Classrooms: 3
- Schools: 2



Diefenbaker Investigative Services: Mystery at the Museum

Dispatch to Detectives: Your help is urgently needed! This summer, kids can join the team at Diefenbaker Investigative Services (DIS) to help sleuth out the truth over a fun-filled, five day Mystery at the Museum camp! Under the guidance of the DIS Heritage Investigator, learn to develop your Detective's toolkit, gather & interpret evidence, and work together to crack the case! Junior Investigators will engage in age-appropriate mystery crafts, games, and activities to become certified DIS Detectives, all while learning about the importance of Canadian citizenship at home & abroad! Hurry, the DIS wants YOU!

Participants:

- Junior Investigators (ages 7-9): 40
- Detectives (ages 10-12): 23



"She absolutely loved it and she wanted to say she would like it to last all summer long with different mysteries each week. According to her, everything was perfect. As a parent, I appreciated how engaged she was with the scenario and how much effort had been clearly put in the planning. Bravo!" – Parent of camper, Mystery at the Museum

Diefenbaker Leadership Academy: Community Heroes in STEAM (Ages 7-9)

This camp is all about STEAM appreciation! The University of Saskatchewan is home to leading researchers in Science, Technology, Engineering, Arts and Math. During a week of fun-filled learning, hands-on activities and games, campers will have an opportunity to tour the new Women in STEM exhibit at the DCC, explore the USask campus and engage with members of the USask STEAM community. This camp will have something to inspire everyone, from future scientists and mathematicians to budding artists and engineers! Come prepared to get your hands dirty, meet new people and discover the value of global citizenship and hardwork!

Participants: 38



"We appreciate all the teachers' hardworking for the children! Thank you all!" – Parent of camper, Community Heroes in STEAM

Diefenbaker Leadership Academy: Leaders of Tomorrow (Ages 10-12)

Have you ever wanted to make a difference in your community? Join us for a fun-filled week and discover how leaders have guided their communities through social movements, political campaigns, and advances in research and technology. Campers will explore the USask campus, engage in hands-on activities, and participate in exciting challenges that are sure to leave an impression. As Canada's future generation, you will learn about everyday heroes who have made their voices heard and how change-makers can make a difference in their own communities: at home, in the neighbourhood, and across the country!

Participants: 23

"Thank you very much for an excellent day camp" – Parent of camper, Leaders of Tomorrow

Capturing a Moment in Time: Calling all Creatives!

This February Break, kids ages 7-10 are invited to join the Diefenbaker Canada Centre for four days of fun at our Capturing a Moment in Time Camp! Campers will have the opportunity to explore Canadian history through fun and engaging age-appropriate art projects, tour the new Snapshots of Canada exhibit at the DCC, explore the USask campus, and create their very own museum exhibit, which will be showcased in the museum gallery for an end of the week exhibition.

Participants: 9

"A great camp. She really enjoyed it everyday - keep the outings they were fun" – Parent of camper, Capturing a Moment in Time

CAMPUS TOURS

Campus Ghost Tours (October 24 to 31)

For a university student, it's hard to imagine anything scarier than hours of homework or late-night cramming for exams. But what if you found yourself face to face with a USask ghost!?

Join the Diefenbaker Canada Centre on a guided walking ghost tour to learn about the most haunted buildings on campus and some of the sinister tales of misfortune that befell the community of restless spirits who roam the university late at night and play tricks on the unsuspecting.

Total Participants: 281

Spooky Fun Campus Tours for Kids (Ages 7-10) (October 28 to 30)

If you are you looking for a family-friendly Halloween event, join us for a nighttime campus tour for younger audiences and learn about some of the ghosts that haunt the campus and play pranks on students to make sure they finish their homework! Following the tour, guests will visit the Diefenbaker Exhibit Gallery to play a spooktacular game of Halloween eye spy that is sure to include a few tricks and treats!

Come dressed in your Halloween best and be ready for some unearthly fun as you experience the university like never before!

Total Youth Participants: 49

The Great War Tour (October 24 to 31)

On July 28, 1914, a global war commenced, lasting longer than anyone anticipated, creating devastating loss and destruction. At this time, the University of Saskatchewan was only a few years old and had yet to acquire a significant voice and population, leaving the Great War to heavily impact the process of growth and partially shape the institution that it would become.

350 University of Saskatchewan students, staff, and faculty went overseas to join the war effort. Many of these people

had significant roles in leading and raising battalions, running education programs for soldiers, and earning medals of valor in defining moments of battle. Back home, groundbreaking research was taking place, soldiers were being supported, and the university experienced a significant gender imbalance that allowed women to gain a voice.

Join the Diefenbaker Canada Centre on an outdoor, 90 minute campus walking tour to learn more about the significant role the university played overseas and on the Homefront through highlighted students and staff stories, campus memorials, and historic building stops.

November 2022 Participants: 7

April 2023 Participants: 8

Historic Campus Tour

Historical walking tours are available throughout the year for school and community groups as well as individuals and families.

In this walking tour, your DCC guide 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.

These tours are a great way to get students interested in and familiar with the university, inspire future university students, and help familiarize newcomers to Saskatchewan with this important landmark.

Participants: 13

Museum Week #MuseumWeek2022

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.



The Diefenbaker Canada Centre participated in #MuseumWeek2022 from June 13-19, 2022. Similar to 2021, Museum Week 2022 featured seven days, seven themes and seven hashtags devoted to culture, society, and innovation.

Nutrien Children's Festival

The Nutrien Children's Festival gave Diefenbaker Canada Centre staff an opportunity to interact with families and engage children in a variety of activities including using a spy decoder and participating in a mock polling station where individuals could vote for their favourite animal candidate. Participants: 400

OUTREACH PROGRAMMING

Culture Days 2022: September 23 to October 16

The DCC offered a variety of in-person activities for Culture Days 2022, including a free Family Fun Day, with activities inspired by the Canola: A Story of Canadian Innovation travelling exhibit. The Curatorial, Collections, and Exhibits Manager hosted a book-nook making seminar, where participants designed their own bookshelf exhibit.

Once again, the highlight of Culture Days 2022 was the 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 and beauty of these 17th century string instruments handcrafted in Cremona, Italy.

- Family Fun Day: Sept 24: 6
- Booknook: October 8: 3

Total Participants during In-Person Amati Concerts:

September 28: 12

October 7: 42



OUTREACH PROGRAMMING

Heritage Festival of Saskatoon 2023

The Heritage Festival "Festival Day" was held at the Western Development Museum on February 12. The DCC participated at the event with activities and artefacts for visitors to explore. This included our trivia wheel and decoder wheels. The event was a great success, seeing upwards of 400 people that day.



Spring Amati Noon-hour Concert Series

Following the success of previous 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.

Participants
 May 11: 37
 May 27: 33



Amati Quartet Concerts

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.

**Statistics overlap between 2021-2022 and 2022-2023. Duplicate numbers reported for entire event.*

Participants
 April 29: 39
 May 1: 37

Victorian Christmas Celebration

kids ages 7-10 took part in the DCC's "Victorian Christmas Celebration" to learn all about the 19th Century origins of our modern Christmas traditions. In this festive half-day program, children learned about Victorian Era school was like in the wintertime, how students celebrated the holidays at school, and historic Christmas traditions that are both similar and different to our own. Children had the opportunity to make authentic Victorian Christmas decorations, decorate a Christmas tree, play Victorian Era parlour games, and sing traditional Christmas carols. Traditional Victorian Christmas punch were served along with gingerbread cookies.

Participants
 December 3: 4
 December 10: 5



SOCIAL MEDIA BUZZ

Facebook (April 30, 2023)

Total Reactions: 2459 | Total Followers: 765
Posts: 395

- 600K reached
- 2.3K post clicks
- 335 shares
- 280 comments

Instagram (April 30, 2023)

Total Followers (675)

- 372 posts
- 1.7K engagement
- 50 video views
- 59 comments

Website Analytics

Total pageviews: 72,849 | Unique pageviews: 35,191

Top five visited sites (not including homepage):

- Canadian Bill of Rights Online Exhibit (8,617 pageviews, 12.72%)
- Canadas Role in the Cuban Missile Crisis Online Exhibit (7,789 pageviews, 10.69%)
- The Life and Political Career of John G. Diefenbaker (5,552 pageviews, 7.62%)
- Upcoming Events page (3,113 pageviews, 4.27%)
- The Enfranchisement of Aboriginal Peoples in Canada Online Exhibit (2,907 pageviews, 3.99%)

35,122 Online visitors initiated at least one web session over the 2-22-2023 fiscal year. Of them,

- 82.21% reside in Canada
- 9.60% reside in the United States of America
- The remaining 8.19% of visitors come from among 148 countries worldwide

Within Canada, 36.15% of visitors are in Ontario, 22.12% are from Saskatchewan, 21.89% are from British Columbia. The remaining 19.84% of Canadian visitors are from across the country.



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 provide incredible programming and exhibits this 2022-2023 season.

Current Employees:

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

Students/Interns/Part-Time Staff in 2022-23:

- Megan Fairbairn, Heritage Interpreter
- Alicia Jenkins, Heritage Interpreter
- Christie Fender, Exhibits and Collections Assistant
- Taylor Gabrielson, Summer Camp Programmer
- Hannah McJannet, Summer Camp Programmer
- Emily Conlon, Heritage Education Technician
- Kaylee Hoko, Education Programs Specialist

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



CONTACT

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