



# **Aboriginal Cultural Tourism Blueprint Strategy Implementation**

2010-2011 3<sup>rd</sup> Quarter Progress Report for Tiers 1 - 3

*October 1<sup>st</sup> – December 31, 2010*

# **Contents**

|                     |    |
|---------------------|----|
| Tier 1 & 2 Overview | 3  |
| Tier 1 Activities   | 4  |
| Tier 2 Activities   | 15 |
| Tier 3 Overview     | 21 |
| Tier 3 Activities   | 22 |

# Tier 1 & 2 - 2010 / 2011

## Training and Development

To ensure continued success in the year ahead, the operational plan was developed to guide Tier 1 and 2 AtBC activities for 2010-2011. The following were thoroughly reviewed in this planning process:

- ➔ Current operational plan, year-end report and proposed budget
- ➔ Roles for Training & Development Manager
- ➔ Current and outstanding contracts for services being administered by AtBC
- ➔ Draft proposal (requested from LinkBC network, March 2010) for Aboriginal tourism education and training framework
- ➔ “Snapshot” of current Aboriginal tourism education and training activity/projects
- ➔ Current roles and capacity including Trailblazer Trainers and Trainees

Recommendations were made to the CEO to ensure that a reshaped work plan will address staffing capacity, by focusing on priorities for Stakeholders/communities, and identify opportunities to increase efficiency. Follow-up meetings will be held with Keith Henry, Cheryl Chapman, Terry Hood and Sandra White. This revised Work Plan is a result of these discussions.

All of the activities listed below will be managed by Cheryl Chapman, Training and Development Manager. A select number of these activities (noted) will be co-coordinated in consultation with the LinkBC network and Sandra White

### **Tier One Activities Include:**

- ➔ Aboriginal Tourism Sector Activity Research Project
- ➔ Community Tourism Awareness and Economic Development Program
- ➔ Aboriginal Tourism Career Awareness Program
- ➔ Aboriginal Tourism Trailblazers Training Program
- ➔ Standards Toolkit: Product Authenticity
- ➔ Aboriginal Protocol Program

### **Tier Two Activities Include:**

- ➔ Aboriginal Tourism Business Assessment/Indicators for Success Program
- ➔ Tourism Business Enhancement Workshops
- ➔ How to be Market Ready Workshop

# Tier 1 Activities

## 1.3 Aboriginal Tourism Sector Activity Research Project (Performance Indicators)

Objective: Develop a Database and Conduct Research for Annual Reporting of Aboriginal Tourism Growth and Activities

### 1.3.1 Aboriginal Tourism Products and Services Inventory

|                 |   |
|-----------------|---|
| <i>Activity</i> | - Inventory of Aboriginal Tourism Products and Services           |
| <i>Outcome</i>  | - Create a database and catalogue of Tier 2 and Tier 3 businesses |
| <i>Progress</i> | - <b>Complete to December 31, 2010 , updates ongoing</b>          |

### 1.3.2 AtBC Blueprint Database Management Tool

|                 |  |
|-----------------|--|
| <i>Activity</i> | - Gather, compile and develop reporting process and database for ongoing Aboriginal tourism industry information |
| <i>Outcome</i>  | - Maintain up-to-date information.   |
| <i>Progress</i> | - <b>Ongoing</b>   |

### 1.3.3 AtBC Research and Communications Support

|                 |   |
|-----------------|---|
| <i>Activity</i> | - Examine the Secondary School, Tourism Careers Course and Develop a Strategy to strengthen the Course  |
| <i>Outcome</i>  | - Promote awareness of research gaps/opportunities through LinkBC network<br>- Common resource curriculum to support Tourism course at the Secondary level  |
| <i>Progress</i> | - <b>Final Draft of BC Provincial Aboriginal Tourism Education Resource Handbook being reviewed by the 9 Colleges and Universities that have agreed to use the resource and will be presented to the Board of Directors – February 22, 2011</b> |

*Aboriginal Tourism Sector Activity Research Project (Performance Indicators) - Continued*

**1.3.4 Online Aboriginal Tourism Resource Collection**

|                 |   |
|-----------------|---|
| <i>Activity</i> | -Continue Building the Online Aboriginal Tourism Resource Collection (through the BC Tourism Online Resource Centre)<br>-Follow-up on Educators' Forum and create Co-op student experiences for 2010/11 |
| <i>Outcome</i>  | - More online training and education resources for AtBC Stakeholders, communities, instructors and learners   |
| <i>Progress</i> | - <b>Resources reviewed; compiling and reviewing strategy for accessibility to AtBC Stakeholders, communities, instructors and learners</b>   |

**1.3.5 BC Aboriginal Education and Training Inventory**

|                 |   |
|-----------------|---|
| <i>Activity</i> | - Complete a "Snapshot" Inventory of all Aboriginal Education and Training in BC  |
| <i>Outcome</i>  | - Accurate listing of programs; development of criteria to define potential programs<br>- Meetings with colleges, universities, private sector program delivery agents<br>- Resource map. |
| <i>Progress</i> | - <b>Complete and available for distribution</b>  |

## 1.4 Community Tourism Awareness and Economic Development Program

Objective: Create awareness of the tourism potential for BC First Nations communities, and provide knowledge, skills and assistance to those that want to diversify their economy through tourism (community tourism planning, cultural tourism values, opportunity analysis, services through AtBC, Trailblazers training, and others etc.)

### 1.4.1 “Aboriginal Tourism Opportunities in BC” Presentations

|                 |  |
|-----------------|--|
| <i>Activity</i> | <ul style="list-style-type: none"> <li>- Deliver “Aboriginal Tourism Opportunities in BC” introductory presentations</li> <li>- Nine introductory level presentations, one in each of the nine AtBC regions, to create awareness of AtBC activities and tourism potential in BC eg:               <ul style="list-style-type: none"> <li>o UNBC</li> <li>o UBCM</li> </ul> </li> </ul> |
| <i>Outcome</i>  | - Wider understanding of AtBC and its role in the Tourism Industry and how AtBC works with Communities to enhance their access to information and opportunities  |
| <i>Progress</i> | <ul style="list-style-type: none"> <li>- <b>Tourism Educators’ Conference – Kamloops</b></li> <li>- <b>Saanich Peninsula – Butchart Gardens</b></li> <li>- <b>Cariboo Chilcotin Aboriginal Training and Education Centre</b></li> </ul>  |

### 1.4.2 tailored AtBC presentations for targeted audiences

|                 |  |
|-----------------|--|
| <i>Activity</i> | <ul style="list-style-type: none"> <li>- Create tailored AtBC presentations for targeted audiences with specific outcomes</li> <li>- Deliver ten presentations targeted to Aboriginal tourism industry, meetings and conferences, creating greater awareness of AtBC and Aboriginal tourism.</li> </ul>  |
| <i>Outcome</i>  | - Enhance regional and community specific connections to the Aboriginal Cultural Tourism Industry.   |
| <i>Progress</i> | <ul style="list-style-type: none"> <li>- <b>TAVI – Nanaimo</b></li> <li>- <b>Scheduled meetings in all regions beginning September 2<sup>nd</sup> @ VCM</b></li> <li>- <b>Bright New Day – Lytton – September 2010</b></li> <li>- <b>Fort St. John – Treaty 8 – January 26 &amp; 27, 2011</b></li> </ul> |

*Community Tourism Awareness and Economic Development Program  
- Continued*

#### 1.4.3 Review and Enhance Trailblazers Train the Trainer Workshop

|                 |   |
|-----------------|---|
| <i>Activity</i> | - Improve the Train the Trainer Training instructional resources<br>- Common look drafting in process, revisions and printing<br>- Trainers' Manual and Participant Manuals<br>- Develop and deliver pilot workshop on 'Websites that Work' for inclusion |
| <i>Outcome</i>  | - Updated statistical information for inclusion in delivery<br>- New 'Websites that Work' Pilot Workshop and Resource Handbook  |
| <b>Progress</b> | <b>- Reviewing existing Stakeholder websites and Marketing Workshops, pre-design of Workshop in progress – December 8 &amp; 9, 2010</b>   |

#### 1.4.4 Deliver Aboriginal Tourism Business Development Courses

|                 |   |
|-----------------|---|
| <i>Activity</i> | - Deliver Two Trailblazers: Aboriginal Tourism Business Development Programs          |
| <i>Outcome</i>  | - Better understanding of running a tourism business and more business<br>- start-ups |
| <b>Progress</b> | <b>- Scheduling for Stis'als - January – March 2011</b>                               |

#### 1.4.5 “Transforming Communities through Tourism” workbook

|                 |   |
|-----------------|---|
| <i>Activity</i> | - Review, evaluate and if required develop a modified version of the BC “Transforming Communities through Tourism” workbook for application to the Aboriginal community |
| <i>Outcome</i>  | - Assist Aboriginal communities and businesses develop viable tourism plans by providing tools, resources and market development assistance                             |
| <b>Progress</b> | <b>- Workbook modification Draft 2 compiling 6 Stakeholder overviews to be included for January 31<sup>st</sup> – February 1<sup>st</sup>, 2011</b>                     |

#### 1.4.6 Review Workshops for delivery into the Aboriginal Community

|                 |  |
|-----------------|--|
| <i>Activity</i> | - Review “Transforming Communities Through Tourism” and the “Aboriginal Community and Cultural Tourism Mentorship Workshop” for delivery into the Aboriginal Community<br>- Deliver one Pilot Forum<br>- Follow-up to 2010 Forum and 2010/11 Forum |
| <i>Outcome</i>  | - Pilot complete with 6 stakeholder operators attending  |
| <b>Progress</b> | <b>- Transforming Communities Through Tourism Mentorship Workshops for Winter 2011</b>   |

## Community Tourism Awareness and Economic Development Program - Continued

### 1.4.7 TBC's Tourism Business Essentials (TBE)

|                 |   |
|-----------------|---|
| <i>Activity</i> | - Review and assess TBC's Tourism Business Essentials Resources (TBE) and Workbooks and Workshops to be Adapted and Delivered in the Aboriginal Community   |
| <i>Outcome</i>  | - - Identify TBE resources adapted for the Aboriginal community and workshops that can be delivered to communities<br>- (in collaboration with TBC)<br>- Workshops and materials that were previously completed by B.O'Neil – Ads & Brochures that Sell, Packaging & Product Distribution |
| <i>Progress</i> | - <b>Suggest that we utilize existing Tourism Business Essentials as 'additional resources available' for the AtBC Trailblazers' Tourism Business Development Training and Product Enhancement options.</b>   |

### 1.4.8 Brand Alignment of AtBC's Training Resources

|                 |   |
|-----------------|---|
| <i>Activity</i> | - Assess all AtBC Training and Education Products/resources for Possible Alignment with AtBC Brand "our story, your experience"; e.g. "Trailblazers" (both), "Transforming Communities through Tourism", etc. Based on<br>- T & D Committee Recommendations<br>- Create a clear AtBC "family of products" that reflect their link to each other and other programs; create a set of guidelines/recommendations & consistency in titles/subtitles; clear learning objectives etc.)<br>- Have drafts of new Trailblazers' materials, to be reviewed and request recommendations.<br>- Initial meeting with designer of Transforming Communities through Tourism guide, no problem redesigning to fit AtBC Branding, and graphic standards |
| <i>Outcome</i>  | - Family resemblance of all materials utilised by AtBC Trainers.  |
| <i>Progress</i> | - <b>All materials updated to December 2010 and on-going as new resources are developed</b>   |

### 1.4.9 AtBC Advisory Committee Support

|                 |  |
|-----------------|--|
| <i>Activity</i> | - Training & Development Committee and Taskforce and Aboriginal tourism education specialists to provide input<br>- Advisory services for Educators' Forum |
| <i>Outcome</i>  | - Ensure workplan and direction are realistic and on track   |
| <i>Progress</i> | - <b>On-going and as needed</b>  |

## Community Tourism Awareness and Economic Development Program - Continued

### 1.4.10 AtBC BC Provincial Aboriginal Tourism Education Resources Handbook

|                 |  |
|-----------------|--|
| <b>Activity</b> | - Development of AtBC BC Provincial Aboriginal Tourism Education Resources Handbook      |
| <b>Outcome</b>  | -Common guidelines for Provincial Aboriginal Tourism Education                           |
| <b>Progress</b> | <b>-Final Draft Completed and reviewed at September 28<sup>th</sup> Educators' Forum</b> |

### 1.4.11 Continue Building Aboriginal Tourism Resource Collection

|                 |   |
|-----------------|---|
| <b>Activity</b> | - Follow-up to Educator's Forum.  |
| <b>Outcome</b>  | - More online training and education resources for AtBC Stakeholders, communities, instructors and learners |
| <b>Progress</b> | <b>- On-going</b>   |

## 1.8 Aboriginal Tourism Career Awareness Program

Objective: To build a professional workforce by increasing the awareness of career opportunities in tourism throughout BC Aboriginal Communities (focus; youth and career changers) (in collaboration with Go2)

### 1.8.1 Career Fairs

|                 |  |
|-----------------|--|
| <b>Activity</b> | - Attend 5-10 Career Fairs throughout province   |
| <b>Outcome</b>  | - More Aboriginal youth interested in tourism as a career<br>- Increase HRs for the Aboriginal Tourism Sector  |
| <b>Progress</b> | <b>- Lytton Employment Services<br/>- Capilano University, and NEC<br/>- Scheduling for Winter/Spring 2011</b> |

## Aboriginal Tourism Career Awareness Program - Continued

### 1.8.2 Events, Meetings and Conferences

|                 |   |
|-----------------|---|
| <b>Activity</b> | - Targeted Attendance at Events, Meetings and Conferences   |
| <b>Outcome</b>  | - Increase Aboriginal awareness of tourism eg:<br>○Bright New Day Workshop-Lytton<br>○Fort St. John |
| <b>Progress</b> | - <b>COTA</b><br>- <b>Lytton – Bright New Day II</b><br>- <b>Tourism Industry Conference</b>        |

### 1.8.3 Aboriginal Tourism Career Flyer/Map

|                 |  |
|-----------------|--|
| <b>Activity</b> | - Development of Aboriginal tourism career paths/education opportunities flyer/map   |
| <b>Outcome</b>  | - Main informational messages captured in effective way; geared to Aboriginal youth and career changers.<br>- Go2 now on board, to redesign Career Map |
| <b>Progress</b> | - <b>Career Map Complete and ready for distribution.</b>   |

## 1.9 Aboriginal Tourism Trailblazers Training Program

**Objective:** To build a professional workforce by providing introductory-level career development programs on cultural tourism. AtBC will build upon the success of the past pilot programs by delivering more Trailblazers Train the Trainer and Participant Courses throughout BC as well as determine how to effectively utilise Graduates of the course.

### 1.9.1 Trailblazers: Cultural Interpretation Participant Training

|                 |  |
|-----------------|--|
| <i>Activity</i> | - Deliver Trailblazers: Cultural Interpretation Participant Training   |
| <i>Outcome</i>  | - Increase the number of Aboriginal people who have entry level skills along with industry-recognized tourism skills certificates eg: <ul style="list-style-type: none"> <li>oAt NEC with FHFN – 13/15 completed</li> <li>oFHFN and resident Aboriginals for 2010 –Applied Skill Development at Aboriginal Pavilion &amp; Business Showcase 24/26 completed</li> </ul> |
| <i>Progress</i> | - <b>Lytton/Lillooet – June 11<sup>th</sup> – 12/16 completed</b><br>- <b>A.C.C.E.S.S. – Bladerunner/Trailblazers – October 1<sup>st</sup>, 2010 – 12/12 Successful</b><br>- <b>Scheduling for spring 2011</b>   |

### 1.9.2 Trailblazers: Cultural Interpretation Train-the-Trainer Course

|                 |   |
|-----------------|---|
| <i>Activity</i> | - Deliver one Trailblazers: Cultural Interpretation Train-the-Trainer Course  |
| <i>Outcome</i>  | - Increase the number of Aboriginal people who can deliver the participant training<br>- 16 Trainers to save costs of delivery. |
| <i>Progress</i> | - <b>NEC – May 21, 2010 - 10 Trailblazer Trainers</b>   |

## Aboriginal Tourism Trailblazers Training Program - Continued

### 1.9.3 Utilize key Trailblazer Graduates

|                 |   |
|-----------------|---|
| <i>Activity</i> | - Utilize key Trailblazer graduates as key AtBC community links/champions, provide support for them to implement Blueprint activities   |
| <i>Outcome</i>  | - Effective use of Trailblazer Graduates<br>- Ongoing as opportunities arise, always, forward information to Trailblazers'<br>- Skill development for Trailblazers and effective use of trained individuals                                   |
| <i>Progress</i> | - <b>FirstHost –</b><br>- <b>VCC Culinary Arts Program</b><br>- <b>Musqueam Essential Skills for Tourism</b><br>- <b>WorldHost</b><br>- <b>Applied Skill Development at Klahowya Village in Stanley Park utilizing 6 Trailblazer Trainers</b> |

### 1.9.4 VANOC/FHFN Case Studies

|                 |  |
|-----------------|--|
| <i>Activity</i> | - Identify and write 8 short “case studies” from the VANOC / FHFN partnership; indigenous involvement in the 2010 Games (With LinkBC)  |
| <i>Outcome</i>  | - Aboriginal involvement in games is captured in E-Legacies: Learning Resources for the 2010 Games project. document are developed/posted on website<br>- Initial meeting<br>- E-Legacies Launched<br>- Study resources for students |
| <i>Progress</i> | - <b>TORC Website</b>  |

# 1.10 Standards Toolkit: Product Authenticity

Objective: Develop Aboriginal Cultural Tourism Program and Standards to Foster an Authentic Aboriginal Cultural Tourism Industry.

## 1.10.1 Standards Toolkit Pilot Workshop

|                 |   |
|-----------------|---|
| <i>Activity</i> | - Provide Standards Toolkit Pilot Workshop for new and existing Stakeholders  |
| <i>Outcome</i>  | - Encourage new and existing Stakeholders to meet the Authenticity Standards and gain use of the Authentic Aboriginal Brand<br>- More Authentic Aboriginal Branded products and services                          |
| <i>Progress</i> | - <b>Final review of Authenticity Program and Toolkit complete – January 2010</b><br>- <b>Revised Program Launched July 2010 – additional Stakeholders will be included in Authenticity Program January 2011.</b> |

# 1.12 Aboriginal Protocol Program

Objective: Determine the most efficient and effective use of resources such as the AtBC Cultural Expressions Toolbox, Tourism Business Essentials/AtBC Adapted Resources, and other Aboriginal Cultural Content Resources.

## 1.12.1 Aboriginal Cultural Expressions Toolbox on AtBC Website and Pilot Workshop Delivery

|                 |   |
|-----------------|---|
| <i>Activity</i> | - Post the Aboriginal Cultural Expressions Toolbox Tools on the AtBC Website  |
| <i>Outcome</i>  | - Allows for broad access of Aboriginal Cultural Expressions Protection tools<br>- Delivery of Cultural Expressions Workshop follow-up and enhancement<br>- Will be added to new AtBC website<br>- Culturally appropriate tools and skill development |
| <i>Progress</i> | - <b>In process of reviewing sustainability for accessibility.</b>  |

## Aboriginal Protocol Program - Continued

### 1.12.2 Identify other Tools and Learning Resource Applications

|                 |   |
|-----------------|---|
| <b>Activity</b> | - Identify other Tools and Learning Resource Applications   |
| <b>Outcome</b>  | - Efficient use and possible re-purposing of resource for other purposes<br>- May be added to AtBC website<br>- Aboriginalized Tools            |
| <b>Progress</b> | - <b>As aware reviewing resources and tools for cross referencing for training and development programs and ongoing Stakeholder assistance.</b> |

### 1.12.3 Identify Aboriginal Trainers to deliver TBE Workshops

|                 |  |
|-----------------|--|
| <b>Activity</b> | - Identify Aboriginal Trainers to deliver TBE Workshops  |
| <b>Outcome</b>  | - Train Trainers to Deliver relevant workshops to Aboriginal businesses and communities<br>- In conjunction with 1.4-7<br>- 16 Trainers for workshop delivery  |
| <b>Progress</b> | - <b>Reviewing and organizing TBE Workbooks as reference materials and information for Trailblazers Tourism Business Development Trainers and Training as well as reference for Stakeholders' tourism business enhancement</b> |

### 1.12.4 Review, Revise and Distribute

|                 |   |
|-----------------|---|
| <b>Activity</b> | - Review, Revise and Distribute:<br><ul style="list-style-type: none"> <li>○Aboriginal Business Planning Guide, Checklist for Success &amp;</li> <li>○Aboriginal Cultural Tourism, Checklist for Success</li> <li>○Other Aboriginal Cultural Tourism Resources</li> </ul> - For Application in Trailblazers and other AtBC workshops or initiatives |
| <b>Outcome</b>  | - Review, Revision and distribution of Aboriginal Cultural Tourism resources<br>- Reviews in progress<br>- Delayed reviewing based on CHRTC's revamp<br>- Up-to-date tools for development and enhancement of Aboriginal Cultural Tourism Products and Services   |
| <b>Progress</b> | - <b>Final draft of CHRTC's revamp received, reviewing for possible straight alignment with AtBC Family of resources.</b>   |

# Tier 2 Activities

## 2.3 Aboriginal Tourism Business Assessment/ Indicators for Success Program

Objective: To determine the success and progress of the implementation of the Blueprint Strategy.

### 2.3.1 Performance Review

|                 |   |
|-----------------|---|
| <i>Activity</i> | - Continue/review of the performance indicators in relation to the progress of the blueprint strategy |
| <i>Outcome</i>  | - Develop a performance indicator report for Year Three<br>- Encourage new business start-ups         |
| <i>Progress</i> | - <b>Dr. Peter Williams working with Keith Henry, CEO</b>   |

## 2.4 Tourism Business Enhancement Workshops

Objective: To enhance the efficiency of new and existing Aboriginal Tourism operators and managers.

### 2.4.1 Tourism Business Essential Workshops

|                 |   |
|-----------------|---|
| <i>Activity</i> | - Develop Tourism Business Essential Workshops for Delivery to Aboriginal Businesses  |
| <i>Outcome</i>  | - Increased skills and knowledge of Aboriginal tourism operators. More resources for to them<br>- After final drafts of workshop materials<br>- Delivery of Workshops |
| <i>Progress</i> | - <b>AtBC Stakeholders Forum – October</b>  |

## 2.7 How to be Market Ready Workshop

Objective: Contribute to the Market Readiness of new and existing and access to sustainability resources for AtBC stakeholders

### 2.7.1 Sustainable Tourism

|                 |  |
|-----------------|--|
| <i>Activity</i> | - Develop and deliver workshop   |
| <i>Outcome</i>  | - Targeted use of information; creation of sustainability resources for Aboriginal businesses<br>- Reviewing Sustainable Tourism Resources<br>- Also reviewing existing resources from other sources on biodiversity, Fraser Basin Council and Anna Pollock<br>- Sustainable Tourism Resource guidelines |
| <i>Progress</i> | - <b>ETHOS – Sustainability Assessment Tools - BC Pilot Launch includes 2 AtBC Stakeholders</b>  |

### 2.7.2 Distribution of Sustainable Tourism Workshop Materials

|                 |  |
|-----------------|--|
| <i>Activity</i> | - Access Sustainable Tourism Workshop materials for distribution   |
| <i>Outcome</i>  | - Accessibility for Aboriginal Businesses<br>- Will post resource link to AtBC website<br>- handbook and useable resources |
| <i>Progress</i> | - <b>Review assessment tools after pilot, to ensure relevance in language for AtBC Stakeholders.</b>                       |

### 2.7.3 How to be Market Ready Workshop

|                 |   |
|-----------------|---|
| <i>Activity</i> | - Develop and pilot How to be Market Ready Workshop   |
| <i>Outcome</i>  | - Utilizing Trailblazers' Business Development and TBE Training information to provide a targeted workshop on Market Readiness<br>- Review and final printing |
| <i>Progress</i> | - <b>Websites that Work Workshop provided to Stakeholders Dec. 8 &amp; 9, 2010</b>  |

## 2.8 Aboriginal Tourism Industry Quality Assurance Standards

Objective: Determine the Most Efficient and Effective Use of the AtBC Quality Assurance Project Resources

### 2.8.1 Aboriginal Tourism Industry Quality Assurance Standards \$86,766

|                 |   |
|-----------------|---|
| <i>Activity</i> | - Determine the Most Efficient and Effective Use of the AtBC Quality Assurance Project Resources  |
| <i>Outcome</i>  | - Determine the Most Efficient and Effective Use of the AtBC Quality Assurance Project Resources  |
| <i>Progress</i> | - <b>Materials updates and information gathering and provision of the Stakeholders' Forum – March 15<sup>th</sup> &amp; 16<sup>th</sup>, 2011</b> |

# 2.9 Regional Tourism Associations Relationship Development

Objective: Develop stronger working relationships between AtBC Tourism operators and local Regional Tourism Associations as well as Tourism Education and Training providers.

Objective: To demonstrate the clear purpose, and connection between each of existing and planned AtBC programs and resources to create a recognized framework that demonstrates the ties of these AtBC resources to a coordinated set of Aboriginal tourism education programs offered through BC colleges and universities

## 2.9.1 Strategy Development

|                 |   |
|-----------------|---|
| <i>Activity</i> | - Develop a strategy to build stronger relationships and link Aboriginal Tourism Businesses into regional tourism initiatives               |
| <i>Outcome</i>  | - Better marketability of AtBC Stakeholders and stronger partnership between AtBC and DMO's<br>- Initial contacts made, discussions ongoing |
| <i>Progress</i> | - <b>Working with MTCA to strengthen working relationships with DMOs</b>  |

## 2.9.2 Circle Tour Pilot Project

|                 |   |
|-----------------|---|
| <i>Activity</i> | - Preplanning working with NPWtG  |
| <i>Outcome</i>  | - Pilot relationship building with a DMOs   |
| <i>Progress</i> | - <b>Meeting with VCM, CCCTA, TOTA and NPWtG re: Circle Route enhancements with Chasing the Golden Butterfly and Geo-Caching</b><br>- <b>Experience the Fraser, Heritage Tourism Alliance and BC Parks 100.</b> |

## Regional Tourism Associations Relationship Development - Continued

### 2.9.3 LinkBC Partnership

|                 |  |
|-----------------|--|
| <b>Activity</b> | - Develop partnership with LinkBC and work together to effectively address the education and training requirements of BC's growing Aboriginal tourism industry.  |
| <b>Outcome</b>  | - The relationship will contribute to Aboriginal tourism capacity building through the development of a more professional tourism workforce<br>- Recommendation for signing?!<br>- Signed at BoD Meeting |
| <b>Progress</b> | - <b>On-going mutually beneficial partnership with LinkBC</b>  |

### 2.9.4 Provincial Aboriginal Tourism Education and Training Framework

|                 |  |
|-----------------|--|
| <b>Activity</b> | - Develop an AtBC Provincial Aboriginal Tourism Education and Training Framework   |
| <b>Outcome</b>  | - Provide guidance for AtBC to link programs and resources more effectively;<br>Demonstrate how Aboriginal tourism education and training programs fit within the provincial Tourism Learning System<br>- Review and recommendations to LinkBC |
| <b>Progress</b> | - <b>Draft 4 reviewed at the Tourism Educators' Conference final to be printed: February 2011</b>  |

### 2.9.5 Provincial Gathering of AtBC and Tourism/Hospitality Educators

|                 |  |
|-----------------|--|
| <b>Activity</b> | - Provincial Gathering of AtBC and Tourism/Hospitality Educators (to review and provide input into draft framework); all interested colleges and universities to participate   |
| <b>Outcome</b>  | - AtBC – LinkBC, tourism & hospitality education network linkages strengthened; connections to post-secondary defined<br>- Strategic Invitations sent out commitments have already been received from most institutions.<br>- Educators' follow-up planning meeting – agenda & progress report |
| <b>Progress</b> | - <b>2<sup>nd</sup> AtBC LinkBC Tourism Educators' Conference – September 28<sup>th</sup>, 2010</b>  |

## Regional Tourism Associations Relationship Development - Continued

### 2.9.6 Partnership Development

|                 |   |
|-----------------|---|
| <i>Activity</i> | <ul style="list-style-type: none"><li>- Develop partnerships to make stronger connections within a provincial framework: e.g.<ul style="list-style-type: none"><li>o ALMD</li><li>o Native Education College</li><li>o Tourism BC Foundations Program</li><li>o Go2</li><li>o AHRDA's</li><li>o colleges and universities</li></ul></li></ul>   |
| <i>Outcome</i>  | <ul style="list-style-type: none"><li>- Based on input from Forum, increase efficiencies by recommending strong partnerships with tourism education and training suppliers to avoid duplication and create efficiencies of resources (ie. identify lead schools for AtBC "recognized" programs)</li><li>- Working on these with LinkBC initial meeting have happened and the Tourism Educators' Conference, Sept. Forum</li><li>- Follow-ups and redrafting of initial MoUs in progress utilizing LinkBC MoU as example. Draft 2 included in report</li></ul> |
| <i>Progress</i> | <b>- 2<sup>nd</sup> AtBC LinkBC Tourism Educators' Conference – September 28<sup>th</sup>, 2010</b>   |

# Tier 3 - 2010 / 2011

## Marketing and Media

AtBC is responsible for marketing Aboriginal Cultural Tourism to the world and it is one of the key activities outlined in the Blueprint Strategy. The 2010 Olympic and Paralympic Winter Games have provided AtBC with a great opportunity on the world stage to present our rich, diverse cultures. We expect an extremely busy and exciting year post Games time and our Marketing Plan for 2010/2011 is a road map of broad tactics to maximize the opportunities and awareness that the Games have generated, building long-term growth, post 2010. AtBC is committed to ensuring an increased profile for the AtBC Stakeholders and the Aboriginal tourism sector given the importance of capturing the “after glow” of the games.

Activities include more aggressive consumer advertising and sales campaigns intended to achieve more awareness and ultimately more profitable relationships with visitors. In addition, AtBC’s current efforts in travel trade and media trade relations will be enhanced to keep Aboriginal Cultural tourism top-of-mind among our target markets and media. In time to begin welcoming the world, AtBC’s website will be refreshed to connect with consumers, travel trade and media worldwide.

### **Vision, Goals and Key Objectives**

AtBC’s vision is “to create a healthy, prosperous, strong, respectful and dynamic Aboriginal tourism industry sharing authentic high quality products that exceed visitor expectations”.

The AtBC Blueprint Strategy focuses on programs that contribute to reaching the vision of AtBC. In year three of implementation, our main goals in Tier 3 are:

- ➔ Take the Aboriginal Cultural Tourism story to consumers, travel trade and the global media, while working with the industry in BC to go grow the industry.
- ➔ Meet the established growth targets – expanding into the target markets of Aboriginal tourism.
- ➔ Maximize long-term tourism benefits of the 2010 Olympic and Paralympic Winter Games.

To meet these objectives, AtBC will:

- ➔ Continue building awareness and attracting more visitors to Aboriginal tourism products
- ➔ Maximize AtBC capacity through leveraging and partnerships with industry
- ➔ Enhance the AtBC Stakeholder products through training to build strong products
- ➔ Provide more service to consumers and travel trade through a call centre for sales and providing Tour Packages
- ➔ Organization Sustainability

# Tier 3 Activities

## 3.1 Website & Online Marketing

**Objective:** A successful virtual communication resource for reviewing stakeholder products and a tool for stakeholders' development. The website provides a competitive edge, builds the AtBC brand and produces tangible measurable results.

### 3.1.1 Website Infrastructure

|                 |   |
|-----------------|---|
| <i>Activity</i> | <ul style="list-style-type: none"> <li>- Website Hosting</li> <li>- Domain Name Registration and Acquisition</li> <li>- Website Performance and Availability Monitoring</li> </ul>  |
| <i>Outcome</i>  | <ul style="list-style-type: none"> <li>- AtBC's websites will operate at a high level of performance without interruption or disruption.</li> <li>- AtBC's brands will be protected through the acquisition and retention of relevant domain names.</li> </ul>  |
| <i>Progress</i> | <ul style="list-style-type: none"> <li>- <b>Switched to a new Content Management System (CMS), developer and host.</b></li> <li>- <b>Acquired the following domains:</b> <ul style="list-style-type: none"> <li>o AboriginalTourism.ca and AboriginalTourism.com</li> <li>o AboriginalTourismBC.ca and AboriginalTourismBC.com</li> <li>o KlahowyaVillage.ca and KlahowyaVillage.com</li> <li>o ShareYourStories.ca</li> </ul> </li> <li>- <b>Performance and Availability Monitoring service activated.</b></li> <li>- <b>testing new hosting platform for the upgraded website to enable faster page loads</b></li> <li>- <b>Contracting a system administrator for monthly maintenance of the new hosting platform.</b></li> <li>- <b>testing a content delivery service for streaming of videos from AtBC websites to provide faster downloads and greater access to videom content on more devices.</b></li> </ul> |

### 3.1.2 Website Maintenance

|                 |   |
|-----------------|---|
| <i>Activity</i> | <ul style="list-style-type: none"> <li>- Hiring of a webmaster for 12 months</li> </ul>   |
| <i>Outcome</i>  | <ul style="list-style-type: none"> <li>- AtBC's websites will feature frequently updated content that is relevant and engaging.</li> <li>- Search engine marketing activities will be integrated into AtBC's websites.</li> </ul> |
| <i>Progress</i> | <ul style="list-style-type: none"> <li>- <b>Ongoing</b></li> </ul>  |

## Website & Online Marketing - Continued

### 3.1.3 Search Engine Marketing

|                 |   |
|-----------------|---|
| <i>Activity</i> | <ul style="list-style-type: none"> <li>- Search Engine Optimisation</li> <li>- Pay-Per-Click Advertising</li> <li>- Analytics Integration</li> <li>- Social Networking Activity</li> </ul>  |
| <i>Outcome</i>  | - AboriginalBC.com will become more visible in the search engines which will increase the number of visitors to the website and ultimately increase inquiries to all stakeholders.  |
| <i>Progress</i> | <ul style="list-style-type: none"> <li>- <b>Social Media strategy in development.</b></li> <li>- <b>Google AdWords campaign waiting for completion of website upgrades.</b></li> <li>- <b>Directory Submission complete.</b></li> <li>- <b>Link building research complete.</b></li> <li>- <b>Keyword research complete.</b></li> <li>- <b>Analytics integration complete (event tracking &amp; Goal Conversions)</b></li> <li>- <b>Editorial changes are ongoing.</b></li> </ul> |

### 3.1.4 Website Upgrades

|                 |   |
|-----------------|---|
| <i>Activity</i> | <ul style="list-style-type: none"> <li>- Additional content promoting packages and itineraries</li> <li>- Engaging content including contests, user-submitted stories, images, and videos.</li> <li>- Improved Content Management System.</li> </ul>  |
| <i>Outcome</i>  | - Upgrade website's functionality as a primary source of communication to consumers, stakeholders, RTO's and the travel trade.  |
| <i>Progress</i> | <ul style="list-style-type: none"> <li>- <b>Upgrades expected to be complete by the end of the year:</b> <ul style="list-style-type: none"> <li>•Revised activity types.</li> <li>•Addition of sub-activity types.</li> <li>•Improved navigation.</li> <li>•Improved Stakeholder pages</li> <li>•Improved Regions section.</li> <li>•Integration of Share Your Stories</li> <li>•Integration of Authenticity Certification.</li> <li>•Addition of video gallery.</li> </ul> </li> <li>- <b>Switched to a new Content Management System (CMS), developer and host.</b></li> <li>- <b>Share Your Stories contest added to Travel Site.</b></li> <li>- <b>Klahowya Village added to Travel Site.</b></li> <li>- <b>Online Stakeholder application added to Corporate site.</b></li> <li>- <b>Authenticity Program information updated.</b></li> <li>- <b>Share Your Stories contest completed.</b></li> <li>- <b>Upgraded website ready for content - waiting on gathering of updated info from marketing Stakeholders.</b></li> </ul> |

## 3.2 Media Relations

**Objective:** Take the Aboriginal Cultural Tourism story to consumers, travel trade and the global media, while working with the industry to continue building awareness, profile and the Aboriginal tourism industry. Tracking through stories published give a good indication on ROI.

### 3.2.1 Communications Contractor

|                 |  |
|-----------------|--|
| <i>Activity</i> | - Communications contractor to assist with ongoing activities to ensure appropriate communication to domestic and international media, Aboriginal operators, Aboriginal communities, Strategic partners (Tourism BC, provincial and federal agencies), the travel trade and other stakeholders (DMOs, travel agencies, etc.)               |
| <i>Outcome</i>  | - Media coverage to keep raising AtBC and Stakeholder's profile – domestic and international coverage<br>- role includes preparation of press releases, newsletter content and content for press kits.<br>- Creating an interest with target media, key relevant media outlets to AtBC target customers<br>- Press kit content development |
| <b>Progress</b> | - <b>Ongoing</b>   |

### 3.2.2 Public Relations/Communications Specialist

|                 |   |
|-----------------|---|
| <i>Activity</i> | - Public Relations/Communications Specialist for ongoing assistance with Domestic Media. Also assist with Government Relations. |
| <i>Outcome</i>  | - Continue building on current Public Relations successes<br>- Domestic and Government Relations focus                          |
| <b>Progress</b> | - <b>Excellent coverage stories well over \$900,000. With FAMs and Klahowya Village coverage</b>                                |

## Media Relations - Continued

### 3.2.3 Familiarization Tours

|                 |   |
|-----------------|---|
| <i>Activity</i> | - FAMS' bring key media to experience Aboriginal tourism products and expose these stories to thousands of potential customers. Building on the success of 2009 to the AtBC 6 Regions of Vancouver Island, Vancouver Coast and Mountains, Thompson Okanagan & Cariboo Chilcotin, BC Rockies and Northern BC.  |
| <i>Outcome</i>  | - Group and Individual FAM tours<br>- Media stories with a first hand experience<br>- Fee includes coordination, guide, regional assistance, AtBC's share of accommodations, car rental, ground transportations, travel, if required, meals and other activities. Travel costs are leveraged with CTC and TBC dollars.<br>- Allows more flexibility for media timelines and Stakeholders  |
| <i>Progress</i> | - <b>2 Fams organized with TBC –German and Toronto Star Journalists. Both stories to highlight Aboriginal Cultural Tourism</b><br>- <b>Wealth TV with over 10million views based in US to do a story that includes Aboriginal cultural tourism in the Vancouver – Whistler area. Filming in February 2011.</b><br>- <b>FAMs for Vancouver, Okanagan regions</b><br>- <b>Russian Media interested in covering Aboriginal cultural tourism developments</b><br>- <b>Klemtu Fam Tour with Spirit Bear Lodge. Top Media from Vancouver, Germany and USA. 3 day Fam – anticipate 6 stories. German Media will be producing a 30 minute program.</b><br>- <b>German Media highlights story in Okanagan region</b> |

### 3.2.4 Press Kits & Other Media Material

|                 |  |
|-----------------|--|
| <i>Activity</i> | - Press Kits provided to media and include press releases, profile of AtBC, image CD and story ideas targeted to national and international media                            |
| <i>Outcome</i>  | - New collateral material to provide to media, including content writing, development and printing costs, image library and image CD<br>- Photos provided and make the story |
| <i>Progress</i> | - <b>To be ordered in February 2011</b>  |

## Media Relations - Continued

### 3.2.5 Media Marketplaces & Events

|                 |  |
|-----------------|--|
| <b>Activity</b> | <ul style="list-style-type: none"> <li>- AtBC media relations to attend two major national and international travel media events and attend scheduled meetings with CTC Media Marketplace in the US.</li> <li>- Broadcast media is a main target to best capture Aboriginal cultural tourism, followed by high-profile magazines, websites and newspapers</li> </ul>   |
| <b>Outcome</b>  | <ul style="list-style-type: none"> <li>- AtBC Media relations is able to present AtBC and its stakeholders to the respected opinion leaders, journalists, and writers who endorse Aboriginal Cultural tourism</li> <li>- Partner with MTCA/TBC, CTC on media event opportunities</li> <li>- AtBC Media website is a key tool for assisting media stories with story angles, pictures and information</li> <li>- Consumers prefer and trust what they read in the media – Media relations is a cost effective way to generate interest and inspire the target market to purchase stakeholder products</li> </ul>  |
| <b>Progress</b> | <ul style="list-style-type: none"> <li>- <b>Attended Media Marketplace in April 2010 – excellent meetings, networking and interest from media for stories. To be confirmed in August.</b></li> <li>- <b>April 2010 Sponsored the Northern Lights Media awards with Northwest Coast artwork. Stories followed up after – specifically in Westworld.</b></li> <li>- <b>Attendance to GoMedia Canada in Toronto – August 22-26, 2010-10-29</b></li> <li>- <b>Over 30 meetings – FAM for Kootanay Rockies and Thompson Okanagan organized in September with German Media as a result.</b></li> <li>- <b>Media exposure for Klahowya Village – June, July and August</b></li> <li>- <b>Registered for Media Marketplace in April 3 – 7, 2011</b></li> </ul> |

### 3.2.6 Media Campaign - “Share your Stories”

|                 |   |
|-----------------|---|
| <b>Activity</b> | <ul style="list-style-type: none"> <li>- Invite your Friends and Family and “Share your Stories”</li> <li>- To be promoted on AtBC website, consumer tradeshows, AtBC website and advertising</li> </ul>  |
| <b>Outcome</b>  | <ul style="list-style-type: none"> <li>- Message to Domestic Markets to invite Friends and Family to Share an Aboriginal Cultural Tourism Experience</li> <li>- Sharing experiences from visitors to AtBC Stakeholder products</li> <li>- Contest for stories to encourage stories that stand out</li> <li>- AtBC to work with stakeholders to assist with advertising their clients to write stories</li> <li>- Take away post cards for AtBC stakeholders to distribute</li> <li>- E-vite for AtBC website visitors to send to their Friends and Family directing potential consumers – to run June – August</li> </ul> |
| <b>Progress</b> | <ul style="list-style-type: none"> <li>- <b>Campaign completed and been marketed to Stakeholders, Travel trade and Media.</b></li> <li>- <b>Have received over 60 stories to date.</b></li> <li>- <b>Positive stories of experiences with Aboriginal Cultural Tourism products</b></li> </ul>   |

### 3.2.7 Special Events

|                 |  |
|-----------------|--|
| <i>Activity</i> | - Media Focus for CTC and other Destination Marketing Organization opportunities.  |
| <i>Outcome</i>  | - Work with CTC Media Marketplace to build partnership opportunities with CTC, MTCA/TBC and other tourism industry partners. |
| <i>Progress</i> | - <b>Santa Clause Parade</b><br>- <b>Ongoing relationship building</b>   |

## 3.3 Travel Trade Sales & Training

*Objective:* Develop a tactical sales approach to connect the stakeholder products with the domestic consumers, and international travel trade, which ultimately leads to a more profitable relationship for the stakeholders and AtBC. Implement a system for tracking by Stakeholder surveys to see how their customers have connected to their products.

### 3.3.1 Develop AtBC Tour Packages

|                 |   |
|-----------------|---|
| <i>Activity</i> | - Aboriginal cultural tourism focused tour packages with tourism industry. Research and develop packages and implementation<br>- Tour Packages to be sold for profit for AtBC in the future.  |
| <i>Outcome</i>  | - Tour Packages to be piloted at CWM in Fall<br>- Provide assistance with creative planning and branding; execution of online and offline marketing campaigns; coordination of designers, e-marketers, public relation firms, web writing, and creative agencies.<br>- Development of tourism itineraries and packages in BC.<br>- Legalities and processes for selling packages  |
| <i>Progress</i> | - <b>Tour Package Project completed by Talking Totem Tours and deliverables have been met with further recommendations.</b><br>- <b>Talking Totem Tours engaged the AtBC stakeholders, Researched products and partners products in July, August and September</b><br>- <b>AtBC stakeholders interested in AtBC taking on this initiative as a sales stream</b><br>- <b>Suggested itineraries will be displayed on AtBC website until a decision is made on the next steps for AtBC and sales legalities are met.</b> |

## 3.6 AtBC Publications

Objective: AtBC Publications will be widely distributed both in print and through on-line downloads. On-line downloads will provide for a wider distribution and a cost savings. Tracking will be achieved through built-in tracking in advertising campaigns, as well as on-line click throughs, page visits and publication requests.

### 3.6.2 Reprint of AtBC Cultural Experiences Guide

|                 |  |
|-----------------|--|
| <i>Activity</i> | - AtBC stakeholder information about cultural tourism and experiences.<br>- AtBC ran an extra 50,000 copies of this brochure in 2009 for the Olympics and almost all has been distributed. |
| <i>Outcome</i>  | - Publication will be Updated and Reprinted for distribution and available to the general public and will feature touring routes.<br>- Run of 50,000 copies for 2010 Tourism Season        |
| <i>Progress</i> | - <b>new stakeholders signed on and information to be finalised for new brochure February 2011.</b><br>- <b>Workplan and timeline developed by February 15, 2011</b>                       |

### 3.6.3 Distribution of Publications

|                 |  |
|-----------------|--|
| <i>Activity</i> | - Working with Certified Folder for distribution of the AtBC Cultural Experiences Guide and the AtBC Passport to Aboriginal Cultural Experiences.  |
| <i>Outcome</i>  | - Distribution handled through brochure distribution services as well as through TBC, VIC's, by mail and courier. Distribution includes key touring routes throughout BC such as hotels, Visitor Information Centres, BC Ferries, Vancouver Int'l Airport and at the White Rock border crossing. |
| <i>Progress</i> | - <b>Renewal completed for April 1, 2010 – March 31, 2011</b>  |