

SEP 20 2012

Ms. Sandra Barnes
Clerk of the House of Assembly
Main Floor, Confed. Bldg., East Block

Dear Ms. Barnes:

RE: 2010-11 ANNUAL REPORT

I wish to table the 2010-2011 Annual Report of The Rooms Corporation. The report is being tabled in accordance with the *Transparency and Accountability Act* including the **audited financial statements** which were not finalized for the original November 30, 2011, tabling in the House of Assembly. An electronic copy has also been provided as required.

Sincerely,



DERRICK DALLEY, MHA
The Isles of Notre Dame
Minister

Attachment

c: Ms. Kimberly Puddister, House of Assembly
Mr. Andy Fowler, House of Assembly
Ms. Wanda Mazerolle, Transparency and Accountability Office
Ms. Andrea Hyde, House of Assembly



The Rooms
Newfoundland & Labrador

2010-11

annual report





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“The Board is pleased to report significant achievements for the 2008-11 reporting period with over 95% of goals and indicators being accomplished.”

A MESSAGE FROM THE CHAIR OF THE BOARD OF DIRECTORS

On behalf of the Board of Directors, I am very pleased to present the 2010-11 Annual Report of The Rooms Corporation of Newfoundland and Labrador. This Annual Report represents the final year of a three year reporting period covered by The Rooms Corporation 2008-11 Strategic Plan. The Board is pleased to report significant achievements for the 2008-11 reporting period with over 95% of goals and indicators being accomplished.

As stated in The Rooms Act, section 4, the objects of the corporation are to:

- a) collect, preserve, present and make available for research the historic artifacts, natural history specimens and archival records that represent and illustrate the significant history, culture and natural heritage of the province;
- b) conduct research with respect to the history, natural history, culture and heritage of the province for the purposes of paragraph (a);
- c) collect and present provincial, national and international contemporary and historic art;
- d) advance and promote the works of contemporary visual artists of the province;
- e) support the development of cultural industries in the province;
- f) strengthen the culture of the province; and
- g) provide and enhance client services and partnerships to promote the cultural collections of the province and to show other national and international collections.

The 2010-11 Annual Report includes the section Outcomes of Objectives which reports on our progress against the goals and indicators set for the 2010-11 fiscal year. I am very pleased to report that our strategic priorities were achieved in the areas of:

- Management of Collections, with the goal of increasing public access;
- Meaning and Value for Communities, through temporary exhibits that treat a wide variety of contemporary topics and issues;
- Financial Planning, to increase private-sector support of The Rooms for the development of new capital projects;
- Education, to offer multi-disciplinary educational programs to children throughout the province; and
- Governance, to ensure accountability across the organization.

The 2010-11 Annual Report is submitted in accordance with government's commitment to accountability. It has been reviewed and approved by the Board of Directors which is accountable for The Rooms Corporation's actual results reported from April 1, 2010 to March 31, 2011.



Tom Foran

Chair, Board of Directors,
The Rooms Corporation of Newfoundland and Labrador

OVERVIEW of the CORPORATION

A – Vision

The Rooms Corporation is an innovative cultural institution that represents and showcases Newfoundland and Labrador to itself and to the world while bringing the wider world to its doorstep.

B – Mission Statement

By 2011, The Rooms Corporation will have improved its capacity to better meet the needs of the public as an innovative cultural institution.

Measure:

Improvement in capacity

Indicators:

- Management of collections i.e. cataloguing, conservation, accessibility of existing and new collections will have been improved.
- The number of collections-based temporary and travelling exhibits will have been increased.
- Interdisciplinary programs and exhibits will have been enhanced.
- Access through virtual exhibits and new technology will have been increased.
- Business and operational processes will have been integrated.
- Visitation / use of all of The Rooms facilities and services will have been increased.
- Feedback processes for visitors, donors and users will have been implemented.
- A Development Program will be in place i.e. sponsorship, membership.
- Educational programming for school-aged children, youth and life-long learners will have been enhanced.
- The Rooms activities throughout the Province will have been increased.

C – Lines of Business

The Rooms Corporation counts The Rooms Provincial Archives, Art Gallery, Museum, Regional Museums, Finance and General Operations and Marketing and Development among its divisions. The Archives, Art Gallery, Museum and Regional Museums divisions are responsible for collections development, collections management and programming in their respective disciplines. The Finance and General Operations and Marketing and Development divisions work to support the functions and activities of the Corporation and the Board of Directors.

Through its six divisions, The Rooms:

- acquires, preserves, presents and makes available for research the historic artifacts, natural history specimens and archival records that represent and illustrate the significant history, culture and natural heritage of the province;
- collects and presents provincial, national and international contemporary and historic art; is the province's steward of archival records and a co-facilitator of Information Management initiatives; and serves to inform, present and interpret the province's history;
- is responsible for collections security, research, maintenance and preservation to safeguard the provincial memory, history and culture;
- provides support to professional constituencies in the archival, visual arts and museum fields.

The Rooms is also an important educational and outreach vehicle, aiming to provide access to its collections through education programs, travelling exhibits, regional operations, virtual access, workshops and residency programs.

While the programming divisions (Archives, Art Gallery and Museum) develop their own programs from year to year, The Rooms also undertakes the development of multi-disciplinary public and education programs which draw content from all three of the programming divisions.

D – Number of Employees

The Rooms has a total of 76 full-time employees in its organizational structure. Included are six full-time seasonal employees and one full-time year-round employee who operate the four regional museums: the Mary March Provincial Museum (MMPM) (two full-time seasonal employees), Loggers' Life Provincial Museum (LLPM) (two full-time seasonal employees), Provincial Seamen's Museum (PSM) (two full-time seasonal employees) and the Labrador Interpretation Centre (LIC) (one full-time employee). There are also 20 part-time employees who perform various duties in general areas of The Rooms including the Archives reference desk, visitor services and in the four Regional Museums. The Rooms also has a Special Project temporary staff of three.

E – Physical Location

The Rooms is located in St. John's, with regional facilities located in Grand Falls-Windsor (Mary March Provincial Museum and Loggers' Life Provincial Museum), Grand Bank (Provincial Seamen's Museum), and North West River (Labrador Interpretation Centre).

F – Other Key Statistics

Visitation at The Rooms

The Rooms had a total of 76,015 visits in 2010-11, an increase of 1,043 visits from 2009-10 in which there were 74,972 visits. From April 1, 2010 until March 31, 2011, 596 new annual memberships were purchased.

Beyond the many exhibits and programs offered by the Archives, Art Gallery, and Museum Divisions during the year, the programs of the Education and Public Programming Unit have continued to drive visitation at The Rooms. These programs are built around Newfoundland and Labrador themes and topics, as well as special events such as Christmas, Remembrance Day, Earth Day etc. Consequently, they have an appeal and relevance for thousands of residents and visitors who may not have had a prior interest in contemporary and historic art, heritage, or archival research. During 2010-11, the public programming visitation increased by approximately 1,000 participants.

The Rooms Gift Shop

Gift Shop Sales for 2010-11 were \$173,611.00, a decrease of approximately 3.6%.

Gift Shop Sales for 2009-10 were \$180,144.00.



SHARED COMMITMENTS

Department of Tourism, Culture and Recreation

As a Category I Crown Corporation of the Government of Newfoundland and Labrador, The Rooms Corporation is accountable to the Minister of Tourism, Culture and Recreation, through The Rooms Corporation Board of Directors. Core operating funding from The Department of Tourism, Culture and Recreation sustains the operations of The Rooms each year. Through its annual work plans, programs and services, The Rooms Corporation supports the Minister's Strategic Directions including:

- Preserving and safeguarding tangible and intangible heritage
- Strengthening cultural sector partnership and support
- Strengthening public-private partnership in tourism

The Rooms Corporation also works closely with the Department of Tourism, Culture and Recreation on a number of shared commitments including the Art Bank program of the Government of Newfoundland and Labrador, and the project management of the development of the Colonial Building Exhibition project.

Department of Education, K-12, Cultural Connections Program

The Department of Education and the Department of Tourism, Culture and Recreation joined together to develop a provincial fine arts and cultural strategy for K-12 education in Newfoundland and Labrador - Cultural Connections. This initiative aims to increase the presence of cultural content in the school curriculum and foster links between the arts and school communities. Through this program, The Rooms has worked closely with the Department of Education on the development of curriculum linked projects for delivery at The Rooms, as well as projects such as The Newfoundland Regiment and the Great War website for Gr. 8 students learning about the province's history.

Department of Environment and Conservation, Natural Heritage Branch, Wildlife Division

The Department of Environment and Conservation's Wildlife Division is responsible for managing and conserving Newfoundland and Labrador's biodiversity and wildlife resources for the benefit of present and future generations. The Rooms Provincial Museum Division and the Wildlife Division share a commitment towards the study and preservation of biodiversity. The divisions collaborate on the documentation, study and interpretation of the natural heritage of the province. In 2010 the Wildlife Division and The Rooms Provincial Museum Division developed The Natural Legacies exhibition (Joseph Banks: Launching Botanical Studies in Newfoundland and Labrador) with the Wildlife division providing funding for the exhibition as well as curatorial and technical support.

Department of Natural Resources, Mines Branch, Geological Survey Division

The Geological Survey Division is responsible for the collection, storage and publication of Geoscience data through field surveys and from industry assessment reports, and for the promotion of the province's mineral potential to the exploration and mining industries. A memorandum of agreement between The Rooms Provincial Museum Division and the Geological Survey Division provides a cooperative framework for the storage and curation of, and public access to, paleontological material collected by the Province.

Department of Canadian Heritage

Canadian Heritage is responsible for national policies and programs that promote Canadian content, foster cultural participation, active citizenship and participation in Canada's civic life, and strengthen connections among Canadians.

The support of The Department of Canadian Heritage allows The Rooms to develop temporary collections-based exhibits and contributes to various capital projects in the Museum's division. During 2010-11, The Rooms Provincial Museum received \$315,000 from Canadian Heritage under the Canada Cultural Spaces Fund (CCSF). The CCSF supports the improvement, renovation and construction of arts and heritage facilities, and in this case, provided funds to prepare the 4th floor museum gallery for two new exhibitions to be completed by Spring 2013.

In 2010-11, The Rooms Provincial Archives Division also received funds from Canadian Heritage via the Young Canada Works in Heritage Institutions program.

Canada Council for the Arts

The Canada Council for the Arts, reporting to Parliament through the Minister of Canadian Heritage, is a national arm's length agency which fosters the development of the arts in Canada through grants, services and awards to professional Canadian artists and arts organizations, as well as administering scholarly awards.

The Rooms Provincial Art Gallery Division has received funding from the Canada Council for the Arts for at least the last decade. This grant, which underwrites approximately 50% of the Art Gallery's exhibitions, enables The Rooms to offer a range of contemporary visual art exhibitions by local, national and international artists. It is the only federal government funding program available to public art galleries across Canada. During 20010-11, the Art Gallery received approximately \$95,000.

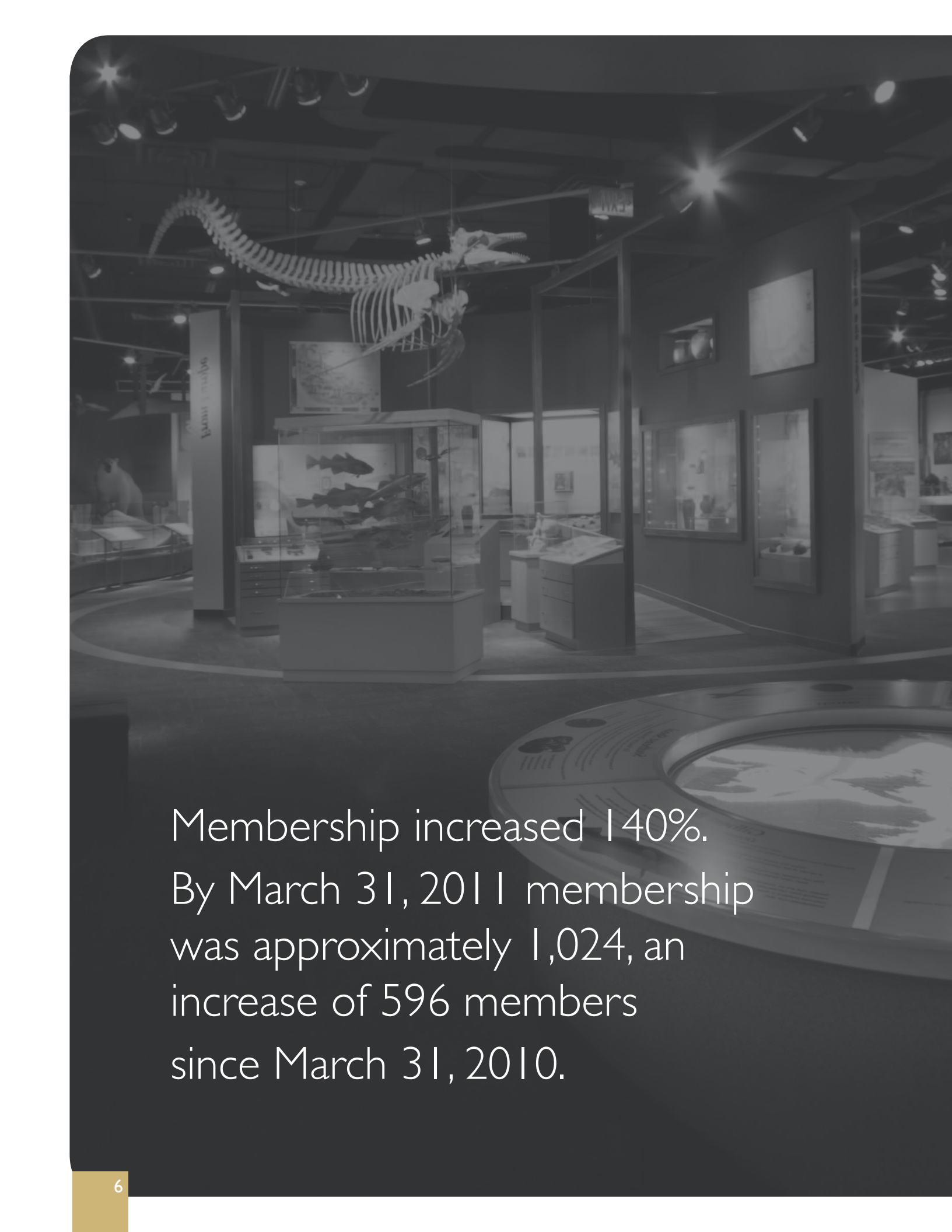
Library and Archives Canada, National Archival Development Program

The Rooms Provincial Archives Division was generously supported in 2010-11 with funding from the National Archival Development Program administered federally by Library and Archives Canada and the Canadian Council of Archives.

Toronto Dominion Bank Scholar Program

This year for the first time, The Rooms developed a relationship with Toronto Dominion Bank (TD Scholar Program) allowing a Newfoundland and Labrador TD scholar to work with The Rooms as part of the Provincial Archives Division.





Membership increased 140%.
By March 31, 2011 membership
was approximately 1,024, an
increase of 596 members
since March 31, 2010.



MISSION STATEMENT

The Board of Directors believes that as a public institution, The Rooms Corporation provides great value to all Newfoundlanders and Labradorians. The care, public exhibition and access to the priceless artifacts, artworks and documents belonging to the people of the province; outreach beyond St. John's; and focus on educational programming to deepen the pride and identity of all Newfoundlanders and Labradorians together form the foundation of The Rooms Corporation's Mission Statement.

This Mission Statement identifies the priority focus areas of the Board of Directors over the planning cycle ending March 31, 2011. It represents the key longer-term results that the Board, management and staff will be seeking to achieve as The Rooms Corporation implements its Strategic Plan 2008-2011. This statement supports the Strategic Directions of the Department of Tourism, Culture and Recreation. The statement also identifies the measures and indicators that will assist the Corporation, the Government and the public in monitoring and evaluating success. The statement also identifies the measure and indicators that will assist the Corporation, the Government and the public in monitoring and evaluating success.

MISSION:

By 2011, the Rooms Corporation will have improved its capacity to better meet the needs of the public as an innovative cultural institution.

MEASURE:

Improvement in capacity

INDICATOR: Management of collections – cataloguing, conservation, accessibility of existing and new collections – will have been improved.

ACCOMPLISHMENTS:

Working towards improving its collections management activities, The Rooms has successfully:

- Identified, researched and prioritized items from the divisions' collections (artifacts, archival records, and artwork) for public access and usage in the Colonial Building Exhibition. Specifically, 230 photos, maps, and records from the Archives have been identified and scanned for use; 142 Museum artifacts and 6 Art Gallery works have been researched and identified for inclusion in the exhibition. These items will be made available for public display upon completion of the Colonial Building exhibition.
- Identified material for inclusion in the Colonial Building Exhibition (230 photos, maps etc. from the Archives have been identified and scanned for use; 142 artifacts from the Museum have been researched and assessed for relevance and inclusion; and 6 artworks from the Art Gallery have been identified for relevance and inclusion).

Note: A Memorandum of Understanding between The Rooms and the Department of Tourism, Culture and Recreation was adopted whereby The Rooms will serve as project manager for the development of the Colonial Building exhibition, as well as maintain representation on the Planning Committee. The Rooms has provided ongoing project management support through 2010 -11. Material for inclusion was finalized on the basis of the exhibit plan that was developed by TCR.

- During the reporting period, the Museum division moved collections from its off-site storage facility on Mews Place to The Rooms. During this process, 452 artifacts were reviewed, updated and recorded. 152 of these artifacts underwent significant conservation work at The Rooms during the Out of the Vaults exhibition. This exhibition allowed visitors to observe conservators and museums staff, who were moved from their normal work stations to the public galleries, to process, catalogue and conserve artifacts. These artifacts then formed the basis of an exhibition at the Provincial Seamen's Museum in Grand Bank.
- An institution-wide Collections Management Policy was completed by a multi-disciplinary team to assist divisions in prioritizing future collections activity. This policy has enabled the board and staff to implement changes to existing practices i.e. refrain collecting in non-priority areas in order to improve overall collections management at The Rooms, thereby increasing public access to the provincial collections. Museum collections stored at The Rooms and in off-site facilities were reviewed and a gap analysis completed.

- Capital upgrades to the Mary March Provincial Museum were completed. A \$1.1 million upgrade allowed for an expansion of 1,900 square feet to the facility thereby tripling the existing exhibition space. This expansion allowed The Rooms to present travelling exhibitions, through The Rooms Travelling Exhibitions Program in Grand Falls-Windsor, which was not previously possible. In 2010, the exhibition *Invention, Exuberance and Art: The Country Furniture of the Island of Newfoundland* was unveiled allowing for a new audience to access a collection from The Rooms. In 2011, the *Cupids 1610: Here to Stay* was exhibited.
- Capital upgrades to the Provincial Seamen's Museum in Grand Bank were completed. The capacity of the permanent exhibition galleries has been increased by one-third its previous size, allowing for the presentation of hundreds of additional artifacts. Other gallery improvements include new lighting and a moveable wall system allowing for the presentation of new programs and temporary exhibitions. This improvement allowed 452 artifacts to be displayed through the *Living the Life: Objects of Identity* open-storage exhibit at the Provincial Seamen's Museum, as well as the presentation of the Art Gallery's exhibition *25 for 25*, the first Art Gallery exhibition to be shown in this facility.
- A working group composed of representatives from both the Office of the Chief Information Officer and The Rooms Archives, Art Gallery and Museum divisions was formed to assist in the identification and acquisition of appropriate database software to improve collections management. Database software for The Rooms collections has been identified. Specifications and requirements were approved and a Request for Proposals (RFP) was issued in March 2010. The RFP closed over the summer and tenders were reviewed by the working group; site visits were completed; and the identification of the appropriate software was completed.

INDICATOR: The number of collections-based temporary and travelling exhibits will have been increased.

ACCOMPLISHMENTS:

- The Rooms Travelling Exhibition Program was completed and implemented in January 2010. This program was developed in consultation with each of The Rooms programming divisions (Archives, Art Gallery and Museum) and was designed to circulate exhibitions developed and exhibited at The Rooms to the various regional sites. In 2010, the Mary March Provincial Museum welcomed the exhibition *Invention, Exuberance and Art: The Country Furniture of the Island of Newfoundland* and David Blackwood's *Home from Bragg's Island*. In 2011, exhibits *Cupids 1610: Here to Stay*, *Living the Life: Objects of Identity* and *25 for 25* were displayed at the Provincial Seamen's Museum. The Labrador Interpretation Centre exhibited *The Holloways: Newfoundland and Labrador's First Family of Photography* and David Blackwood's *Home from Bragg's Island*.
- Two new permanent exhibitions have been developed.
- Public access to the permanent collections continued through the presentation of temporary exhibits in the Archives, Art Gallery and Museum. 17 Temporary Exhibitions have been developed and exhibited by all collecting divisions in 2009 -10. 23 Temporary Exhibitions have been developed and exhibited by all collecting divisions in 2010 -11.
- The *Irish Legacy* Exhibit opened in mid-September 2009. A computer kiosk containing a database of parish records and photographs related to Irish immigration was launched in the Archives Reference Room to complement the exhibit.
- The Art Gallery Division developed an exhibition dedicated to the permanent collections titled *Inner Works: Selections from the People's Collection* which informs visitors about some of the Province's leading artists including: Christopher Pratt, Helen Shepherd, David Blackwood, Mary Pratt, Anne Meredith Barry and Don Wright. Print and audio guides for iPod-based tours were developed.

INDICATOR: Interdisciplinary programs and exhibits will have been enhanced.

ACCOMPLISHMENTS:

- Significant temporary multi-disciplinary exhibits were developed and exhibited each year for three years. These exhibits drew upon the collections of the Archives, Art Gallery and Museum. *The Finest Kind*, *Wonderful Hard Work* and *Encountering Grenfell: A Life and Legacy* were all completed as a partnership between all collecting divisions.
- The Rooms-wide program titled *What's in My Room?* which involves activities in the Archives, Art Gallery and Museum was launched in 2007-08. *What's in My Room?* is a Rooms-wide, activity based learning experience designed to introduce students to all three divisions of The Rooms. The activities are scaled for different grade levels and multi-grade groups can be accommodated.

INDICATOR: Access through virtual exhibits and new technology will have been increased.

ACCOMPLISHMENTS:

- The Museum has created 877 electronic artifact records to be made available online.
- The Archives Division has made 10,000 descriptive records available on-line.
- The Art Gallery Division has digitally scanned the bulk of its collection, however, issues of copyright, fees, and database software must be resolved before the collection can be made available on-line.
- Through a partnership with the Department of Education, with funding from the Cultural Connections program, The Rooms developed *The Newfoundland Regiment and the Great War* website which was launched in April 2010. Specifically designed for Gr. 8 students studying the province's history, this online database contains over 2,200 individual soldier files, including 1,305 Newfoundland and Labrador men who died in the war; and all soldiers who received commendations; the War Diary of the Royal Newfoundland Regiment; the story of the Dominion of Newfoundland raising a regiment at the outbreak of the First World War and commentary on the economic, political and social effects of Newfoundland's participation in the First World War. The site can be found by visiting www.therooms.ca/regiment.

INDICATOR: Business and operational processes will have been integrated.

ACCOMPLISHMENTS:

- The Board of Directors worked with an external consultant in the development of its Governance Policy. The Governance Committee led the development of the draft Governance Policy which was subsequently approved on June 13, 2009. The Rooms solicitor reviewed the existing by-laws and recommended that a new set of by-laws be developed, reflecting the fact that The Rooms is now a statutory corporation, rather than a corporation under the provincial Corporations Act, and to bring them in line with the Governance Policy. With the resignation of the Committee Chair, due to a judicial appointment, the drafting of new by-laws has been postponed to the 2010 -11 fiscal year.
- Variance: Due to change-over at the Board level, the Governance Committee was without appropriate representation to be able to complete revisions to the by-laws in 2010 -11.
- A multi-stakeholder Marketing and Communications Plan including Graphics Standards and Name Use Guidelines and was completed and will be presented for approval by the Board at the next available Board meeting (October 2011).

INDICATOR: Visitation/use of all of The Rooms facilities and services will have been increased.

ACCOMPLISHMENTS:

- Membership increased 140%. By March 31, 2011 membership was approximately 1,024, an increase of 596 members over March 31, 2010.
- Visitation at The Rooms has continued to increase steadily each year:
 - 2008 - 09 visits of 59,967
 - 2009 - 10 visits of 74,972
 - 2010 - 11 visits of 76,015

INDICATOR: Feedback process for visitors, donors and users will have been implemented.

ACCOMPLISHMENTS:

- Evaluation forms were included in the Edu-kits circulated to 125 schools throughout Newfoundland and Labrador which resulted in valuable feedback for the development of the second Edu-kit to be launched in 2008-09.
- Public response to dozens of exhibits and programs at The Rooms has confirmed their social relevance. For example, the Museum's Battery exhibit, the Archives' Holloway exhibit and the Art Gallery's Annie Pootoogook exhibition have all stimulated debate and dialogue on the changes occurring in Newfoundland and Labrador.
- An in-depth market research study was conducted from December 2010 to February 2011. This study included online, focus group and on-site interviews with a variety of visitors to The Rooms. This study was conducted to gain feedback from The Rooms audience and was aimed at gaining a better understanding of the level of satisfaction with The Rooms activities, as well as an understanding of areas for improvement.
- During the reporting period, The Rooms received significant financial support from Husky Energy (\$2.5 million); Elinor Gill Ratcliffe (\$1 million); Chevron Open Minds Program (\$375,000) and BMO Financial Group (\$250,000). Given the small number of donors and the significance of the contributions, The Rooms Executive and Board of Directors organized and facilitated face-to-face meetings to request feedback and assess satisfaction as quantitative methods were not deemed appropriate for this audience. Executive level meetings took place with all donors during the reporting period.

INDICATOR: A development program will be in place i.e. sponsorship, membership.

ACCOMPLISHMENTS:

- A comprehensive Development Plan was completed and submitted and approved by the Board of Directors for review. It formed the basis for the approach to development over the past 3 years.
- The Rooms Act was amended to give the Board authority to create a separate charitable foundation. Subsequently, The Rooms Foundation was incorporated in February 2009. Individuals have been identified for the Foundation Board on the basis of required skill sets (e.g. accounting, law, marketing, business expertise).
- A Capacity Assessment Study was completed to ascertain the willingness of the community and private-sector to donate significantly to The Rooms.
- The Rooms completed The Case for Development in August, 2009 and a Naming Rights Policy was developed and approved by the Board in June 2009, both of which are preliminary components of a fund-raising campaign plan.
- In March 2010, the Level 4 Museum Gallery was named the Husky Energy Gallery in recognition of a \$2.5 million gift to The Rooms to develop the *Cultural Tapestry of Newfoundland and Labrador* exhibit. This is the largest gift ever given to a cultural institution in Atlantic Canada. Lead gifts, including the \$2.5 million donation from Husky Energy and \$1 million donation from Elinor Gill Ratcliffe, were achieved ahead of schedule and received during 2009-10.
- In December 2009, The Rooms presented a special fundraising event titled the Step Out in Style New Year's Eve Gala.

INDICATOR: Educational programming for school-aged children, youth and life-long learners will have been enhanced.

ACCOMPLISHMENTS:

- Exhibit and program development in the Archives, Art Gallery and Museum divisions was improved resulting in an overall increase each year in exhibits and other programs.
- The Education and Public Programming Unit was created through a restructuring of staff positions within the organization, re-location of offices and the hiring of a Manager for the Unit.
- Through a partnership with the Department of Education, with funding from the Cultural Connections program, The Rooms developed *The Newfoundland Regiment and the Great War* website which was launched in April 2010. Specifically designed for Gr. 8 students studying the province's history, this online database contains over 2,200 individual soldier files, including 1,305 Newfoundland and Labrador men who died in the war, and all soldiers who received commendations; the War Diary of the Royal Newfoundland Regiment; the story of the Dominion of Newfoundland raising a regiment at the outbreak of the First World War and commentary on the economic, political and social effects of Newfoundland's participation in the First World War. The site can be found by visiting www.therooms.ca/regiment. The Open Minds Education Program, made possible through a \$375,000 gift from Chevron, provided teachers with the opportunity to move their classroom to The Rooms for a full week. Students participated in a curriculum-based, multi-disciplinary program developed by their teacher in consultation Rooms staff.
- For 2009 -10 school year, 21 Open Mind weeks were delivered with 25 teachers participating from 10 different schools. Grade level 2 to 6 participated (primary and elementary).
- For 2009 -10, Open Minds program expanded to include new schools and grade levels. During the 2010-11, school year, 22 Open Minds weeks programs were delivered (at capacity), with 14 out of 24 participating teachers new to the program. Grade levels increased to include Grades 8, 10 and 11.
- Research on potential new audiences is ongoing and informs programming decisions in the Education and Public Programming Unit. In 2009-10, 3 new programs were developed to reach new audiences including the Tots program, a weekly program with 50 to 60 participants each week; the Coffee and Culture program for adults which attracts 15 to 25 people per week; and the Family Fun Drop-in program. Coffee and Culture program was delivered on a weekly basis from September 2010 to May 2011. From April 2010 to March 2011, 31 programs were offered with an estimated total number of participants of 825, or 26 participants per program. The Tots program ran weekly from October 2010 to May. From April 2010 to March 2011, 26 programs were offered with an estimated 730 (plus caregiver) attending.
- The interactive exhibition Inner Works: Selections from the People's Collection iPod tour was launched in November 2010.
- An Archives educator was hired and new Archives-themed programs were delivered to schools and the public.

INDICATOR: The Rooms' activities throughout the Province will have been increased.

ACCOMPLISHMENTS:

- The Rooms BMO travelling culture kits were developed with the financial support of BMO Financial Group and 25 copies were circulated to 125 schools throughout Newfoundland and Labrador.
- An additional BMO Financial Group edu-kit titled *Uprooted* was developed and circulated through the public school system. The new unit and edu-kit will serve to enhance educational and public programs reaching students, youth and life-long learners across Newfoundland and Labrador.
- Through a partnership with the Department of Education, with funding from the Cultural Connections program, The Rooms developed *The Newfoundland Regiment and the Great War* website which was launched in April 2010. Specifically designed for Gr. 8 students studying the province's history, this online database contains over 2,200 individual soldier files, including 1,305 Newfoundland and Labrador men who died in the war; and all soldiers who received commendations; the War Diary of the Royal Newfoundland Regiment; the story of the Dominion of Newfoundland raising a regiment at the outbreak of the First World War and commentary on the economic, political and social effects of Newfoundland's participation in the First World War. The site can be found by visiting www.therooms.ca/regiment.
- The Rooms Travelling Exhibition Program was completed and implemented in January 2010. This program was developed in consultation with each of The Rooms programming divisions (Archives, Art Gallery and Museum) and was designed to circulate exhibitions developed and exhibited at The Rooms to the various regional sites. In 2010, the Mary March Provincial Museum welcomed the exhibition *Invention, Exuberance and Art: The Country Furniture of the Island of Newfoundland* and David Blackwood's *Home from Bragg's Island*. In 2011, exhibits *Cupids 1610: Here to Stay, Living the Life: Objects of Identity* and *25 for 25* were displayed at the Provincial Seamen's Museum. The Labrador Interpretation Centre exhibited *The Holloways: Newfoundland and Labrador's First Family of Photography* and David Blackwood's *Home from Bragg's Island*.

OUTCOMES of OBJECTIVES



1

strategic issue

Management of Collections

The Rooms has over one million artifacts and specimens, miles of archival records and thousands of artworks in its collections.

These collections are of great interest to all Newfoundlanders and Labradorians and must be exhibited often at The Rooms and at the Regional Museums in Grand Bank, Grand Falls-Windsor and North West River, Labrador.

Public access to collections has been increased dramatically through improved collections management and storage capability; for example, the re-capitalization of the Seamen's Museum included a 33% increase in exhibit space where hundreds of large artifacts, formerly stored in St. John's, are now available for the enjoyment of the visiting public.

2008-11

GOAL:

By March 31, 2011, The Rooms will have improved public access to its collections as a result of increased documentation, cataloguing and preservation of currently unavailable collections.

The Rooms efforts towards managing its collections in a responsible and effective manner and thereby making them available for not only posterity but also for current visitors serves to support the Department of Tourism, Culture and Recreation's *Strategic Direction to 'preserve and safeguard tangible and intangible heritage'*.

MEASURE:

More collections have been made accessible to the public.

INDICATORS:

- Increased access to collections online.
- More collections available for research purposes.
- More collections made available for display purposes.

RESULTS AND BENEFITS:

online collections

- The Museum has created 877 electronic artifact records which will be available on-line when the new database software is approved by the OCIO.
- The Archives Division has made 10,000 descriptive records available on-line.
- The Art Gallery Division has digitally scanned the bulk of its collection, however, issues of copyright, fees, and database software must be resolved before the collection can be made available on-line.
- Through a partnership with the Department of Education, with funding from the Cultural Connections program, The Rooms developed *The Newfoundland Regiment and the Great War* website which was launched in April 2010. Specifically designed for Gr. 8 students studying the province's history, this online database contains over 2,200 individual soldier files, including 1,305 Newfoundland and Labrador men who died in the war, and all soldiers who received commendations; the War Diary of the Royal Newfoundland Regiment; the story of the Dominion of Newfoundland raising a regiment at the outbreak of the First World War and commentary on the economic, political and social effects of Newfoundland's participation in the First World War. The site can be found by visiting www.therooms.ca/regiment.
- In making more records available online, The Rooms has increased researchers accessibility to collections significantly. Not only have the collections been prepared and researched but also they have been placed online in order to reach as wide an audience as possible. Specifically, researchers worldwide now have online access to:
 - 10,000 descriptive records made available by the Archives
 - Through the Royal Newfoundland Regiment website, there are 2,200 soldier files; hundreds of images of artifacts such as rifles, mess kits and uniforms (the majority of which are 3-D and are equipped with a magnifier to allow the user to zoom in on the details of each object); images with associated audio explaining the object or providing an interesting anecdote; archival video footage, newspaper articles and photos of soldiers and the complete War Diary of the Regiment, dating from September 1, 1915, to March 31, 1919, is also available.

collections available for research

- An institution-wide Collections Management Policy was completed by a multi-disciplinary team to assist divisions in prioritizing future collections activity. This policy has enabled the board and staff to implement changes to existing practices i.e. refrain collecting in non-priority areas in order to improve overall collections management at The Rooms; thereby increasing public access to the provincial collections. Museum collections stored at The Rooms and in off-site facilities were reviewed and a gap analysis completed.
- A working group comprised of representatives from both the Office of the Chief Information Officer and The Rooms Archives, Art Gallery and Museum divisions was formed to assist in the identification and acquisition of appropriate database software to improve collections management. Database software for The Rooms collections has been identified. Specifications and requirements were approved and a Request for Proposals (RFP) was issued in March 2010. The RFP closed over the summer and tenders were reviewed by the working group; site visits were completed; and the identification of the appropriate software was completed.

collections made available for display

- The Rooms Travelling Exhibition Program was completed and implemented in January 2010. This program was developed in consultation with each of The Rooms programming divisions (Archives, Art Gallery and Museum) and was designed to circulate exhibitions developed and exhibited at The Rooms to the various regional sites. In 2010, the Mary March Provincial Museum welcomed the exhibition *Invention, Exuberance and Art: The Country Furniture of the Island of Newfoundland* and David Blackwood's *Home from Bragg's Island*. In 2011, exhibits *Cupids 1610: Here to Stay, Living the Life: Objects of Identity* and *25 for 25* were displayed at the Provincial Seamen's Museum. The Labrador Interpretation Centre exhibited *The Holloways: Newfoundland and Labrador's First Family of Photography* and David Blackwood's *Home from Bragg's Island*.

2010-11

OBJECTIVE:

- By March, 31, 2011, The Rooms will have further addressed priority areas to increase public access and will have identified future collecting strategies.

MEASURE:

- Priority areas to increase public access addressed and future collecting strategies identified.

INDICATORS:

Collections Assessment

- On the basis of a collections gap analysis, identify future collecting strategies.

Processing, Cataloguing and Documenting

- Work with the Office of the Chief Information Officer to select and implement new database software as the basis of increasing public access through remote online research.
- In preparation for the development of the open storage exhibit, move artifacts from The Rooms to the Provincial Seamen's Museum in Grand Bank.

RESULTS AND BENEFITS:

- The objective for the year, to further address priority areas to increase public access and identify future collecting strategies was achieved as follows:

Collections Assessment

Future collecting strategies were identified based on the completion of:

- A Collections Management Policy designed to assist divisions in prioritizing future collecting needs
- A Collections Gap Analysis to identify priority areas

Processing, Cataloguing and Documenting

- A working group comprised of representatives from both the Office of the Chief Information Officer and The Rooms Archives, Art Gallery and Museum divisions was formed to assist in the identification and acquisition of appropriate database software to improve collections management. The acquisition of this software will assist in making more collections available for research and display online. A Request for Proposals to identify appropriate vendors and associated software was issued; tenders were reviewed by the working group; site visits were completed; and the identification of the appropriate software was completed.
- **Variance:** The process for reviewing and selecting vendors as part of this Request for Proposals required site visits out of province. Arranging these visits required the coordination of many schedules and subsequently took longer than initially expected. Therefore, the collections software has not yet been acquired or implemented; however, it is expected to occur during 2011-12.
- Material for the Provincial Seamen's Museum open storage exhibit was identified, processed, catalogued and prepared for exhibition. The open storage exhibit *Living the Life: Objects of Identity* is currently open to the public at the Provincial Seamen's Museum in Grand Bank.

2

strategic issue

Meaning and Value for Communities

The Rooms has offered value to the public by treating a wide variety of contemporary topics and issues through its programs and exhibits.

From exhibits that showcase priceless aboriginal work while addressing issues in aboriginal communities, to Re-settlement and its impact on Newfoundlanders and Labradorians today, The Rooms has presented hundreds of programs and exhibits that offer insight into contemporary issues and topics.

2008-11

GOAL:

By March 31, 2011, The Rooms will have increased opportunities for the public to interact in a meaningful way with the history and visual arts of the province.

The Rooms focus towards presenting thoughtful and meaningful exhibitions and programs at both The Rooms and its Regional Operations allow more and more people to engage with and better understand the culture and heritage of the province. Travelling exhibitions and travelling edu-kits have also made items from the collections available to more people throughout the province. These activities are consistent with the Department of Tourism, Culture and Recreation's Strategic Direction to 'strengthen cultural sector partnership and support', specifically the outcome to 'expand cultural education and outreach'.

MEASURE:

Increased opportunities for the public to interact in a meaningful way

INDICATORS:

Increase delivery/access through:

- Increased virtual access to collections
- Current re-capitalization initiative for regional museums completed
- Traveling exhibits increased
- Assist TCR re. the provision of artifacts and documents for the Colonial Building exhibits (on a cost-recovery basis)
- Enhancement of programs and exhibits as demonstrated by:
 - Irish Legacy project completed
 - Temporary collections-based exhibits increased
 - Multi-disciplinary exhibit developed annually

RESULTS AND BENEFITS:

Increase delivery/access through:

increased virtual access to collections

- The Museum has created 877 electronic artifact records which will be available on-line when the new database software is approved by the OCIO.
- The Archives Division has made 10,000 descriptive records available on-line.
- The Art Gallery Division has digitally scanned the bulk of its collection, however, issues of copyright, fees, and database software must be resolved before the collection can be made available on-line.
- Through a partnership with the Department of Education, with funding from the Cultural Connections program, The Rooms developed The Newfoundland Regiment and the Great War website which was launched in April 2010. Specifically designed for Gr. 8 students studying the province's history, this online database contains over 2,200 individual soldier files, including 1,305 Newfoundland and Labrador men who died in the war, and all soldiers who received commendations; the War Diary of the Royal Newfoundland Regiment; the story of the Dominion of Newfoundland raising a regiment at the outbreak of the First World War and commentary on the economic, political and social effects of Newfoundland's participation in the First World War. The site can be found by visiting www.therooms.ca/regiment.

current re-capitalization initiative for regional museums completed

- Capital upgrades to the Mary March Provincial Museum were completed. A \$1.1 million upgrade allowed for an expansion of 1,900 square feet to the facility thereby tripling the existing exhibition space. This expansion allowed The Rooms to present travelling exhibitions, through The Rooms Travelling Exhibitions Program, in Grand Falls-Windsor which was not previously possible. In 2010, the exhibition *Invention, Exuberance and Art: The Country Furniture of the Island of Newfoundland* was unveiled allowing for a new audience to access a collection from The Rooms. In 2011, the *Cupids 1610: Here to Stay* was exhibited.
- Capital upgrades to the Provincial Seamen's Museum in Grand Bank were completed. The capacity of the permanent exhibition galleries has been increased by one-third its previous size, allowing for the presentation of hundreds of additional artifacts. Other gallery improvements include new lighting and a moveable wall system allowing for the presentation of new programs and temporary exhibitions. This improvement allowed 452 artifacts to be displayed through the *Living the Life: Objects of Identity* open-storage exhibit at the Provincial Seamen's Museum, as well as the presentation of the Art Gallery's exhibition *25 for 25*, the first Art Gallery exhibition to be shown in this facility.

travelling exhibits increased

- The Rooms Travelling Exhibition Program was completed and implemented in January 2010. This program was developed in consultation with each of The Rooms programming divisions (Archives, Art Gallery and Museum) and was designed to circulate exhibitions developed and exhibited at The Rooms to the various regional sites. In 2010, the Mary March Provincial Museum welcomed the exhibition *Invention, Exuberance and Art: The Country Furniture of the Island of Newfoundland* and David Blackwood's *Home from Bragg's Island*. In 2011, exhibits *Cupids 1610: Here to Stay*, *Living the Life: Objects of Identity* and *25 for 25* were displayed at the Provincial Seamen's Museum. The Labrador Interpretation Centre exhibited *The Holloways: Newfoundland and Labrador's First Family of Photography* and David Blackwood's *Home from Bragg's Island*.

assist TCR re: the provision of artifacts and documents for the Colonial Building exhibits (on a cost-recovery basis)

- Specifically, The Rooms identified material for inclusion in the Colonial Building Exhibition (230 photos, maps etc. from the Archives have been identified and scanned for use; 142 artifacts from the Museum have been researched and assessed for relevance and inclusion; and 6 artworks from the Art Gallery have been identified for relevance and inclusion).

enhancement of programs and exhibits as demonstrated by:

- Two new permanent exhibitions have been developed.
 - The *Irish Legacy* Exhibit opened in mid-September 2009. A computer kiosk containing a database of parish records and photographs related to Irish immigration was launched in the Archives Reference Room to complement the exhibit.
 - The Art Gallery Division developed an exhibition dedicated to the permanent collections titled *Inner Works: Selections from the People's Collection* which will inform visitors about some of the Province's leading artists including: Christopher Pratt, Helen Shepherd, David Blackwood, Mary Pratt, Anne Meredith Barry and Don Wright. Print and audio guides for iPod-based tours were developed.
- Temporary collections-based exhibits increased.
 - Public access to the permanent collections continued through the presentation of temporary exhibits in the Archives, Art Gallery and Museum. 17 Temporary Exhibitions have been developed and exhibited by all collecting divisions in 2009 -10. 23 Temporary Exhibitions have been developed and exhibited by all collecting divisions in 2010 -11.
- Multi-disciplinary exhibit developed annually.
 - Significant temporary multi-disciplinary exhibits were developed and exhibited each year for three years. These exhibits drew upon the collections of the Archives, Art Gallery and Museum. *The Finest Kind*, *Wonderful Hard Work* and *Encountering Grenfell: A Life and Legacy* were all completed as a partnership between all collecting divisions.

2010-11

OBJECTIVE:

By March 31, 2011, The Rooms will have increased access and the quality of programs for more meaningful public interaction.

MEASURE:

Increased access and quality of programs.

INDICATORS:

Access

- Subject to the availability of database software acceptable to the OCIO, make the 10,000 descriptive records from the Archives collection and the 877 new records from the Museum collection available on-line. The Art Gallery Division will develop a plan to resolve copyright issues in order that parts of the collection may be made available on-line.
- Work with TCR to provide artifacts and documents for the Colonial Building exhibit upon receipt of TCR's exhibit plan.
- Provincial Seamen's Museum re-capitalization project completed.
- Mary March Provincial Museum re-opened to the public following completion of re-capitalization project.
- Larger scale inaugural exhibits launched at the three regional museums.
- Increase members by 100%.

Quality

- Feedback mechanisms for visitors, members, donors and schools implemented to ascertain satisfaction levels and overall increase in program quality which will serve to inform future programs and services offered by The Rooms.
- Two new temporary exhibits completed by each of the three collecting divisions of The Rooms.
- One new multi-disciplinary exhibit completed.

RESULTS AND BENEFITS:

Access

- A working group comprised of representatives from both the Office of the Chief Information Officer and The Rooms Archives, Art Gallery and Museum divisions was formed to assist in the identification and acquisition of appropriate database software to improve collections management. The acquisition of this software will assist in making more collections available for research and display online. A Request for Proposals to identify appropriate vendors and associated software was issued; tenders

were reviewed by the working group; site visits were completed; and the identification of the appropriate software was completed.

- **Variance:** The process for reviewing and selecting vendors as part of this Request for Proposals required site visits out of province. Arranging these visits required the coordination of many schedules and subsequently took longer than initially expected. Therefore, the collections software has not yet been acquired or implemented; however, it is expected to occur during 2011-12.
- The Rooms identified material for inclusion in the Colonial Building Exhibition (230 photos, maps etc. from the Archives have been identified and scanned for use; 142 artifacts from the Museum have been researched and assessed for relevance and inclusion; and 6 artworks from the Art Gallery have been identified for relevance and inclusion).
- \$1.3 million capital upgrades to the Provincial Seamen's Museum completed and the museum reopened to the public for its regular season in June 2011. All work related to opening the Provincial Seamen's Museum was completed by March 31, 2011; however, as this facility is a seasonal operation (from June-September each year), the facility was not opened to the public and accessible to the public until June 2011.
- \$1.1 million capital upgrades to the Mary March Provincial Museum completed and re-opened to the public in May 2010.
- The Rooms Travelling Exhibition Program was completed and implemented in January 2010. This program was developed in consultation with each of The Rooms programming divisions (Archives, Art Gallery and Museum) and was designed to circulate exhibitions developed and exhibited at The Rooms to the various regional sites. In 2010, the Mary March Provincial Museum welcomed the exhibition *Invention, Exuberance and Art: The Country Furniture of the Island of Newfoundland* and David Blackwood's *Home from Bragg's Island*. In 2011, exhibits *Cupids 1610: Here to Stay*, *Living the Life: Objects of Identity* and *25 for 25* were displayed at the Provincial Seamen's Museum. The Labrador Interpretation Centre exhibited *The Holloways: Newfoundland and Labrador's First Family of Photography* and David Blackwood's *Home from Bragg's Island*.
- Membership increased 227%. By March 31, 2011 membership was approximately 1,024, an increase of 596 members over March 31, 2010.

Quality

- An in-depth market research study was conducted from December 2010 to February 2011. This study included online, focus group and on-site interviews with a variety of visitors to The Rooms. This study was conducted to gain feedback from The Rooms audience and was aimed at gaining a better understanding of the level of satisfaction with The Rooms activities, as well as an understanding of areas for improvement.
- 23 Temporary Exhibitions have been developed and exhibited by all collecting divisions.
- Significant temporary multi-disciplinary exhibits were developed and exhibited each year for three years. These exhibits drew upon the collections of the Archives, Art Gallery and Museum. *The Finest Kind*, *Wonderful Hard Work* and *Encountering Grenfell: A Life and Legacy* were all completed as a partnership between all collecting divisions.

Visitation at The Rooms
has continued to increase
steadily each year:

- 2008-09 visits of 59,967
- 2009-10 visits of 74,972
- 2010-11 visits of 76,015

3

strategic issue

Financial Planning

The Rooms has diversified and increased its revenue stream in order to complete the infrastructure of the facility. Priority has been given to development of the Level 4 museum gallery and to site development, with development of Level 0 to follow.

Over the course of the 2008-2011 planning period, The Rooms has been successful in securing over \$5 million in private funds for infrastructure improvement and will complete two Level 4 galleries, as well as the construction of a park on The Rooms site, over the course of 2011-14. The federal government has also contributed over \$1 million to infrastructure improvement at The Rooms and its regional museums.

2008-11

GOAL:

By March 31, 2011, The Rooms will have secured additional sources of revenue in order to fund its proposed capital and other special projects.

Consistent with the Department of Tourism, Culture and Recreation's Strategic Direction to 'strengthen public-private partnership in tourism' The Rooms will have acquired non-government sources to fund planned capital projects.

MEASURE:

Secured additional sources of revenue from non-government sources to fund proposed capital and other special projects

INDICATORS:

Increase revenue from non-government sources to fund proposed capital and other special projects.

RESULTS AND BENEFITS:

- A comprehensive Development Plan was completed and submitted and approved by the Board of Directors for review. It formed the basis for the approach to development over the past 3 years.
- The Rooms Act was amended to give the Board authority to create a separate charitable foundation. Subsequently, The Rooms Foundation was incorporated in February 2009. Individuals have been identified for the Foundation Board on the basis of required skill sets (e.g. accounting, law, marketing, business expertise).
- A Capacity Assessment Study was completed to ascertain the willingness of the community and private-sector to donate significantly to The Rooms. The Rooms completed The Case for Development in August, 2009 and a Naming Rights Policy was developed and approved by the Board in June 2009, both of which are preliminary components of a fund-raising campaign plan.
- In March 2010, the Level 4 Museum Gallery was named the Husky Energy Gallery in recognition of a \$2.5 million gift to The Rooms to develop the Cultural Tapestry of Newfoundland and Labrador exhibit. This is the largest gift ever given to a cultural institution in Atlantic Canada. Lead gifts, including the \$2.5 million donation from Husky Energy and \$1 million donation from Elinor Gill Ratcliffe, were achieved ahead of schedule and received during 2009-10.
- In December 2009, The Rooms presented a special fundraising event titled the Step Out in Style New Year's Eve Gala.

2010-11

OBJECTIVE:

By March 31, 2011, The Rooms Foundation Board of Directors/Campaign Cabinet will have taken significant action towards meeting requirements of the fundraising campaign.

MEASURE:

Significant action taken to raise balance of necessary funds for capital projects, as identified in the Case for Development.

INDICATORS:

- Application for charitable status submitted to Revenue Canada's Charities Division.
- Lead gifts secured to fund capital projects.

RESULTS AND BENEFITS:

- The Rooms Act was amended to give the Board authority to create a separate charitable foundation. Subsequently, The Rooms Foundation was incorporated.
- Lead gifts, including the \$2.5 million donation from Husky Energy and \$1 million donation from Elinor Gill Ratcliffe, were achieved ahead of schedule and received during 2009-10.



4

strategic issue

Education and Public Programming

The Rooms has developed curriculum-linked education programs based on the Archives, Art Gallery and Museum collections in order to grow cultural awareness among school-aged children.

The BMO Travelling Culture Kit program included two topics which supported the Grade 8 curriculum and which were used by nearly 200 schools throughout Newfoundland and Labrador. And having established a dedicated unit of 7 staff to support Education and Public Programming over the past two years, The Rooms will continue to develop curriculum-linked programs to increase cultural awareness in the public school system.

2008-11

GOAL:

By March 31, 2011, The Rooms will have enhanced educational and public programs to reach students, youth and life-long learners across Newfoundland and Labrador.

This goal is again consistent with the Department of Tourism, Culture and Recreation's Strategic Direction to 'strengthen cultural sector partnership and support', specifically the associated outcome to 'expand cultural education and outreach'.

MEASURE:

Enhanced educational and public programs

INDICATORS:

- Developed Education and Public Programming Unit
- Updated existing education programs to reflect new Department of Education curriculum
- Developed an additional "edu-kit" and circulated to schools across the province
- Developed youth and life-long learning programs
- Launched Virtual Rooms project, developed in partnership with the Department of Education

RESULTS AND BENEFITS:

- The Education and Public Programming Unit was created through a restructuring of staff positions within the organization, re-location of offices and the hiring of a Manager for the Unit.
- A new education and public programming officer was hired dedicated to the Archives division. Museum school programs were updated to reflect current exhibition content and curriculum. The Art Gallery education and public programming officer continually develops new programs with educators to reflect the current exhibitions. New programs were developed to address junior high and high school curriculum – in particular programs were developed to address the new grade eight social studies curriculum (Newfoundland and Labrador History 1800 to present) and the new Newfoundland and Labrador Studies high school course.
- The Open Minds Education Program, made possible through a \$375,000 gift from Chevron, provided teachers with the opportunity to move their classroom to The Rooms for a full week. Students participated in a curriculum-based, multi-disciplinary program developed by their teacher in consultation with The Rooms staff.
 - For 2009-10 school year, 21 Open Mind weeks were delivered with 25 teachers participating from 10 different schools. Grade level 2 to 6 participated (primary and elementary).
 - For 2009-10, Open Minds program expanded to include new schools and grade levels. During the 2010-11 school year, 22 Open Minds weeks programs were delivered (at capacity), with 14 out of 24 participating teachers new to the program. Grade levels increased to include Grades 8, 10 and 11.

- Research on potential new audiences is ongoing and informs programming decisions in the Education and Public Programming Unit. In 2009 -10, 3 new programs were developed to reach new audiences including the Tots program, a weekly program with 50 to 60 participants each week; the Coffee and Culture program for adults which attracts 15 to 25 people per week; and the Family Fun Drop-in program. Coffee and Culture program was delivered on a weekly basis from September 2010 to May 2011. From April 2010 to March 2011, 31 programs were offered with an estimated total number of participants of 825, or 26 participants per program. The Tots program ran weekly from October 2010 to May. From April 2010 to March 2011, 26 programs were offered with an estimated 730 (plus caregiver) attending.
- Developed an additional "edu-kit" and circulated to schools across the province.
- The Rooms BMO travelling culture kits were developed with the financial support of BMO Financial Group and 25 copies were circulated to 125 schools throughout Newfoundland and Labrador. An additional BMO Financial Group edu-kit titled *Uprooted* was developed and circulated through the public school system. The new unit and edu-kit will serve to enhance educational and public programs to reach students, youth and life-long learners across Newfoundland and Labrador.
- Developed youth and life-long learning programs.
- Weekly public programs have been introduced as part of a strategy to build regular local audiences, create life-long museum and gallery go-ers, and increase public access to and awareness of our collections. The Rooms has increased its weekly public programs to four times a week; Family Fun Drop-In on Sunday afternoons, Big Fun for Little People on Tuesday mornings, Engaging Evenings on Wednesdays and Coffee and Culture on Thursday afternoons.
- Uptake for our youth group programs continued to be excellent for both new programs developed for temporary museum exhibitions and our Aboriginal-themed programs (First Peoples, Inuit Adventure) delivered by our Inuit Interpreters. The after-school Animation Club for junior high aged youth continues to be offered as a ten week program. A new ten week Art Club has been added since fall 2010 to high school aged youth on Wednesday evenings.
- Launched *Virtual Rooms* project, developed in partnership with the Department of Education.
- Through a partnership with the Department of Education, with funding from the Cultural Connections program, The Rooms developed *The Newfoundland Regiment and the Great War* website which was launched in April 2010. Specifically designed for Gr. 8 students studying the province's history, this online database contains over 2,200 individual soldier files, including 1,305 Newfoundland and Labrador men who died in the war, and all soldiers who received commendations; the War Diary of the Royal Newfoundland Regiment; the story of the Dominion

of Newfoundland raising a regiment at the outbreak of the First World War and commentary on the economic, political and social effects of Newfoundland's participation in the First World War. The site can be found by visiting www.therooms.ca/regiment.

2010-11

OBJECTIVE:

- By March 31, 2011, The Rooms will have delivered new youth and life-long learning programs.

MEASURE:

- Delivered new youth and life-long learning programs.

INDICATORS:

- Coffee and Culture program delivered to life-long learners.
- Tots programs delivered to children.
- The interactive exhibition *Inner Works: Selections from the People's Collection* delivered to life-long learners through print and iPod-based audio guides.
- New Archives themed programming developed.
- Open Minds program expanded to include new schools and grade levels.

RESULTS AND BENEFITS:

- Coffee and Culture program was delivered on a weekly basis from September 2010 to May 2011. From April 2010 to March 2011, 31 programs were offered with an estimated total number of participants of 825, or 26 participants per program.
- The Tots program ran weekly from October 2010 to May. From April 2010 to March 2011, 26 programs were offered with an estimated 730 (plus caregiver) attending.
- The interactive exhibition *Inner Works: Selections from the People's Collection* iPod tour was launched in November 2010.
- An Archives educator was hired and new Archives-themed programs were delivered to schools and the public.
- The Open Minds program expanded to include new schools and grade levels. During the 2010-11 school year, 22 Open Minds full-week programs were delivered (at capacity), with 14 out of 24 participating teachers new to the program. Grade levels increased to include Grades 8, 10 and 11. (During the 2009 -10 school year, 21 Open Mind week-long programs were delivered with 25 teachers participating from 10 different schools. Grade levels 2 to 6 participated).

5

strategic issue

Governance Development

The Rooms Corporation is a Category 1 Crown Corporation under the Transparency and Accountability Act of the Government of Newfoundland and Labrador. The Board of Directors and staff have adopted a range of governance principles and practices to guide decision making, consistent with the requirements of good governance practice in the public and cultural sectors.

These principles and practices have now be codified and enhanced in light of best practice in the governance field, thereby forming a comprehensive accountability regime for The Rooms Corporation. The Rooms Board of Directors approved a Governance Policy for the organization in 2009.

2008-11

GOAL:

By March 31, 2011, The Rooms will have fully implemented a comprehensive governance structure to uphold the highest standards of accountability.

MEASURE:

Fully implemented governance structure

INDICATORS:

Management and governance practices of the organization are aligned with an updated governance policy

RESULTS AND BENEFITS:

- The Board of Directors worked with an external consultant in the development of its Governance Policy. The Governance Committee developed a draft Governance Policy which was approved on June 13, 2009. The Rooms solicitor reviewed the existing by-laws and recommended that a new set of by-laws be developed, reflecting the fact that The Rooms is now a statutory corporation, rather than a corporation under the provincial Corporations Act, and to bring them in line with the Governance Policy. With the resignation of the Committee Chair, due to a judicial appointment, the drafting of new by-laws has been postponed to the 2010-11 fiscal year.
- Corporate by-laws revised to mirror The Rooms status as a statutory Crown Corporation. Background information necessary to revise the laws was compiled.

VARIANCE:

- The Governance Policy was approved on June 13, 2009; however, recommendations for updating were not made due to changes at the Board level which left the Governance Committee without required representation.

2010-11

OBJECTIVE:

By March 31, 2011, The Rooms will have evaluated and updated the Governance Policy.

MEASURE:

- Governance Policy evaluated and updated.

INDICATORS:

- New by-laws mirroring the Governance Policy and The Rooms Act approved by the Board of Directors.
- Governance Policy evaluated by the Governance Committee and recommendations for updating made to the Board of Directors.
- As required under the Governance Policy, develop a multi-stakeholder Marketing and Communications Plan which will include Graphics Standards and Name Use Guidelines and a mechanism for compiling visitor statistics (eg. postal codes, age groups, etc.).

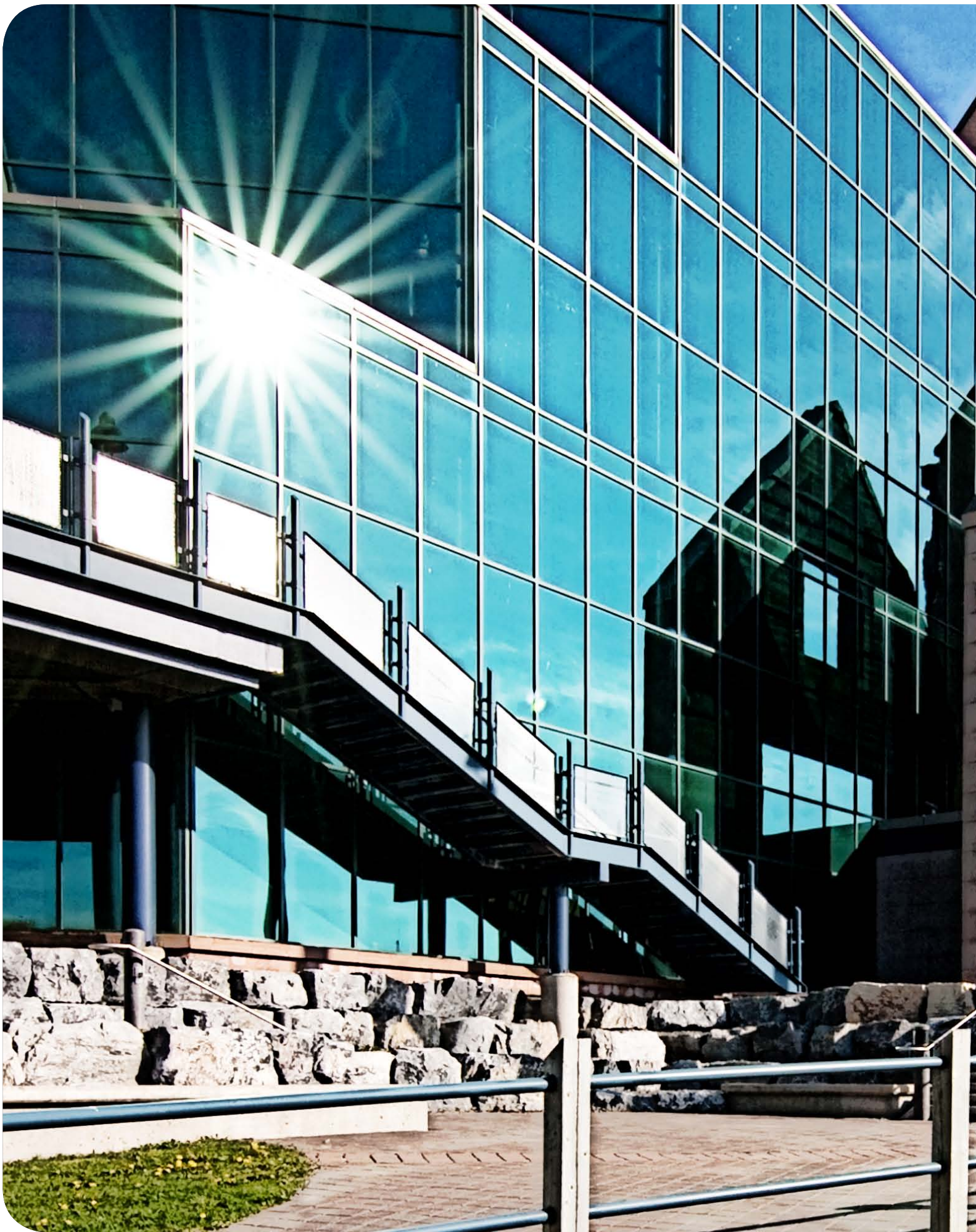
RESULTS AND BENEFITS:

- Corporate by-laws revised to mirror The Rooms status as a statutory Crown Corporation. Background information necessary to revise the laws was compiled.
- The Governance Policy was approved on June 13, 2009; however, recommendations for updating were not made due to changes at the Board level which left the Governance Committee without required representation.

VARIANCE: Due to changes at the Board level, the Board's Governance sub-committee was left without appropriate representation required to evaluate and review the Governance Policy.

- A multi-stakeholder Marketing and Communications Plan including Graphics Standards and Name Use Guidelines and was completed and will be presented for approval by the Board at the next available Board meeting (October 2011).







OPPORTUNITIES and CHALLENGES AHEAD

DEVELOPMENT

The Rooms has successfully secured \$4 million dollars from public and private sources. These funds represent 80% of the funds required to complete a significant expansion of the level 4 museum gallery and to develop two new semi-permanent exhibitions. The Rooms plans to focus its future development efforts towards securing the remaining \$1 million to complete level 4 and to begin capital investments and development of the grounds.

LEVEL 4 EXHIBIT DEVELOPMENT

The construction component of the Level 4 project has been completed. This work included expanding the space to include construction of the mezzanine; installation of new loading doors; fireproofing all structural components; installation of the barrier-free lift; reconfiguration of electrical, ventilation, security, data and other building systems and installation of glass railing system.

As of September 2010, this space has been closed until its final completion and opening in Spring 2013. During 2011-12, The Rooms plans to secure the expertise of an external vendor skilled in the specialized work of exhibition development and fabrication. Acquiring these skills is paramount to the successful completion of the Level 4 project. A Request for Proposals to acquire these services is underway and work will continue to acquire the most skilled and capable firm.

BOARD of DIRECTORS & SENIOR MANAGEMENT

Gallery

Mr. Tom Foran, Chair

Ms. Lisa Browne, Vice Chair

Ms. Dawn Baker

Mr. Stan Hill

Ms. Julia Pickard

Mr. Seamus O'Regan

Ms. Kathi Stacey

Mr. Rick Hayward, ex-officio, Deputy Minister,
Department of Tourism, Culture and Recreation

Ms. Merrill Strachan

Mr. Albert Dober

Mr. Bruce Patey



APPENDICES



THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR
FINANCIAL STATEMENTS

31 MARCH 2011



OFFICE OF THE AUDITOR GENERAL
St. John's, Newfoundland and Labrador

AUDITOR'S REPORT

To the Chairperson and Members
The Rooms Corporation of
Newfoundland and Labrador
St. John's, Newfoundland and Labrador

Report on the Financial Statements

I have audited the accompanying financial statements of The Rooms Corporation of Newfoundland and Labrador which comprise the balance sheet as at 31 March 2011, the statement of revenues, expenses and surplus and statement of cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian generally accepted accounting principles, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

My responsibility is to express an opinion on these financial statements based on my audit. I conducted my audit in accordance with Canadian generally accepted auditing standards. Those standards require that I comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

Auditor's Report (cont.)

I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my audit opinion.

Opinion

In my opinion, the financial statements present fairly, in all material respects, the financial position of The Rooms Corporation of Newfoundland and Labrador as at 31 March 2011, and its financial performance and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.



WAYNE R. LOVEYS, CMA
Auditor General (A)

30 March 2012
St. John's, Newfoundland and Labrador

**THE ROOMS CORPORATION OF
NEWFOUNDLAND AND LABRADOR**

FINANCIAL STATEMENTS

31 MARCH 2011

THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR

BALANCE SHEET

31 March

2011

2010

ASSETS

Current

Cash and short-term investments	\$ 1,660,254	\$ 2,285,720
Accounts receivable (Note 2)	292,668	750,555
Inventory	99,313	51,193

2,052,235 3,087,468

Restricted cash (Note 3) 5,259,780 4,141,208

Capital assets (Note 4 and Note 5) 3,249,731 2,248,403

\$ 10,561,746 \$ 9,477,079

LIABILITIES AND SURPLUS

Current

Accounts payable and accrued liabilities	\$ 692,437	\$ 2,065,914
Accrued overtime and leave	262,340	253,652
Deferred capital contribution (Note 6)	3,117,343	2,265,134
Deferred revenue (Note 7)	5,007,503	3,416,669

9,079,623 8,001,369

Severance pay liability 580,740 525,721

9,660,363 8,527,090

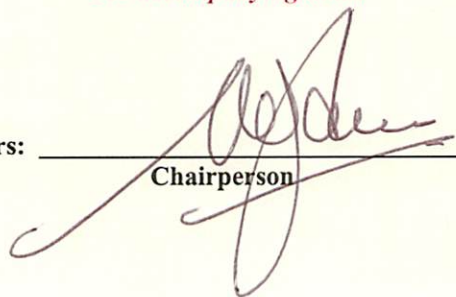
Surplus 901,383 949,989

\$ 10,561,746 \$ 9,477,079

Commitments (Note 10)

See accompanying notes

Signed on behalf of the Board of Directors:


Chairperson


Member

THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR
STATEMENT OF REVENUES, EXPENSES AND SURPLUS
For the Year Ended 31 March

2011

2010

REVENUES

Province of Newfoundland and Labrador	\$ 7,875,180	\$ 7,831,576
Admissions revenue	427,444	426,325
Colonial Building Political History Interpretation Project (Note 9)	315,478	1,575,659
Gift shop sales	175,595	180,144
Federal Government	114,126	154,516
Donations	61,300	290,781
Interest revenue	47,541	10,905
External funding	16,525	6,426
	9,033,189	10,476,332

EXPENSES

Advertising	258,719	241,870
Amortization expense	262,906	200,498
Appraisals and acquisitions	128,805	145,160
Building expenses	1,938,291	1,917,792
Colonial Building Political History Interpretation Project (Note 9)	303,126	1,499,644
Conference and registration fees	21,513	24,412
Core programming	715,444	581,655
Cost of gift shop sales	97,435	89,348
Meeting expenses	33,367	23,111
Office equipment and supplies	79,419	87,753
Professional services	252,234	497,024
Salaries and benefits	4,737,948	4,657,985
Telecommunications and courier	71,648	95,189
Travel	180,940	163,755
	9,081,795	10,225,196

Excess of revenues over expenses (expenses over revenues)	(48,606)	251,136
Surplus, beginning of year	949,989	698,853
Surplus, end of year	\$ 901,383	\$ 949,989

See accompanying notes

THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR
STATEMENT OF CASH FLOWS
For the Year Ended 31 March

2011

2010

Cash flows from operating activities

Excess of revenues over expenses (expenses over revenues)	\$ (48,606)	\$ 251,136
Add non-cash items:		
Amortization expense	262,906	200,498
	214,300	451,634
Net change in non-cash working capital items	1,488,021	5,030,518
Increase in severance pay liability	55,019	102,911
	1,757,340	5,585,063

Cash flows from investing activities

Purchase of capital assets	(1,264,234)	(1,799,930)
Net change in restricted cash	(1,118,572)	(2,421,894)
	(2,382,806)	(4,221,824)
Increase (decrease) in cash	(625,466)	1,363,239
Cash and short-term investments, beginning of year	2,285,720	922,481
Cash and short-term investments, end of year	\$ 1,660,254	\$ 2,285,720

See accompanying notes

THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR
NOTES TO FINANCIAL STATEMENTS
31 March 2011

Authority

The Rooms Corporation of Newfoundland and Labrador (the Corporation) was established as a corporation under the *Rooms Act* on 19 May 2005. In accordance with the *Rooms Act*, the Corporation assumed title to and has been vested with all of the rights, liabilities, assets and property of The Rooms Corporation of Newfoundland and Labrador Inc. established as a corporation under the *Corporations Act* on 18 November 2002. The Corporation was established to: collect, preserve, present and make available for research, historic artifacts, natural history specimens and archival records that represent and illustrate the significant history, culture and natural heritage of the Province; conduct research with respect to the history, natural history, culture and heritage of the Province; collect and present provincial, national and international contemporary and historic art; advance and promote the works of contemporary visual artists of the Province; support the development of cultural industries in the Province; strengthen the culture of the Province; and provide and enhance client services and partnerships to promote the cultural collections of the Province and to show other national and international collections. The Corporation is an agent of the Crown. The affairs of the Corporation are governed by a Board of Directors appointed by the Lieutenant-Governor in Council. The Rooms is located in St. John's, with regional facilities located in Grand Falls-Windsor (Mary March Provincial Museum and Loggers' Life Provincial Museum), Grand Bank (Provincial Seamen's Museum), and North West River (Labrador Interpretation Centre).

1. Summary of significant accounting policies

These financial statements have been prepared by the Corporation's management in accordance with Canadian generally accepted accounting principles. Outlined below are the significant accounting policies followed.

(a) Inventory

Inventory is valued at the lower of cost and net realizable value. Cost is determined on a first-in, first-out basis.

(b) Collections

The collections of art work, archival documents and historical and cultural artifacts form the largest part of the assets of the Corporation. These collections are not presented in the balance sheet due to the practical difficulties of determining a meaningful value for these assets. Objects purchased for one of the Corporation's collections are recorded as an expense in the year of acquisition. Objects donated to the Corporation are recorded with a zero value.

(c) Capital assets

Capital assets to which the Corporation has title are recorded at cost at the time of acquisition. Amortization is calculated on a straight line basis as follows:

Furniture and equipment - 7 years
Computer equipment and software - 3 years
Vehicles - 5 years
Building improvements - 7 to 20 years

Work in progress is considered to be a capital asset; however, it is not amortized as it is not yet available for use. Upon completion, these assets will be recorded in the appropriate category.

THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR
NOTES TO FINANCIAL STATEMENTS
31 March 2011

1. Significant accounting policies (cont.)

(d) Deferred revenue

The Corporation follows the deferral method with respect to externally restricted revenue.

(e) Deferred capital contribution

Contributions related to capital assets are deferred and amortized to revenue at the same rates which the related capital assets are amortized.

(f) Severance pay

Severance pay vests with employees after nine years of uninterrupted service and accordingly no provision has been made in these financial statements for employees who have less than nine years of uninterrupted service with the Province. Severance pay, at the rate of one week's pay for each year of service up to a maximum of twenty weeks pay, is payable when the employee ceases employment with the Province.

(g) Future Accounting Standards

In December 2010, the Public Sector Accounting Board of the Canadian Institute of Chartered Accountants amended the introduction to Public Sector Accounting Standards effective for fiscal years beginning on or after 1 January 2011. As a result of this amendment the Corporation will now be required to prepare its financial statements in accordance with Public Sector Accounting Standards. The Office of the Comptroller General of the Province has assessed the Corporation as being a Government Not-For-Profit Organization. The Office of the Comptroller General has recommended that the Corporation implement the Public Sector Accounting Standards, without the standards specific to Government Not-For-Profit Organizations. While the Corporation has until fiscal years beginning on or after 1 January 2012 to adopt the standards, the Office of the Comptroller General has encouraged earlier adoption. The Corporation is planning for the transition to the Public Sector Accounting Standards on a retrospective basis for the year ending 31 March 2012.

2. Accounts receivable

	2011	2010
Province of Newfoundland and Labrador	\$ -	\$ 175,661
Harmonized sales tax	144,916	393,883
Government of Canada	106,640	167,641
Other	41,112	13,370
	\$ 292,668	\$ 750,555

THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR
NOTES TO FINANCIAL STATEMENTS
31 March 2011

3. Restricted cash

The following funds, which have external conditions on their use, have been received and deposited with the Corporation's general funds and are reported in these financial statements as restricted cash.

	2011	2010
Department of Tourism, Culture and Recreation		
- Regional Museums Improvement	\$ 252,277	\$ 721,191
- Colonial Building	2,888,656	1,804,134
Department of Education - Virtual Exhibits	-	30,310
Private Donor - Site Development	100,000	100,000
Private Donor - Social History Exhibit	700,000	400,000
Irish Newfoundland Partnership	-	65,000
Corporate Donor - 4 th Floor	1,301,622	1,000,000
Permanent Collections Donations	15,625	15,625
Government of Canada - 4 th Floor	-	3,348
Private Donor - B-17 Bomber Exhibit	1,600	1,600
	\$ 5,259,780	\$ 4,141,208

4. Capital assets

	2011			2010
	Cost	Accumulated Amortization	Net Book Value	Net Book Value
Furniture and equipment	\$ 977,297	\$ 518,641	\$ 458,656	\$ 633,541
Computer equipment and software	256,440	256,440	-	-
Vehicles	82,473	74,225	8,248	24,742
Building improvements	1,030,532	62,324	968,208	49,524
Capital assets transferred to the Corporation (Note 5)	1	1	-	-
Work in progress	1,814,619	-	1,814,619	1,540,596
	\$ 4,161,362	\$ 911,631	\$ 3,249,731	\$ 2,248,403

These financial statements do not include the value of "The Rooms" building out of which the Provincial Archives, Art Gallery and Museum Divisions of the Corporation operate. Ownership of the building, which cost \$49.3 million to construct, is held by the Minister of Transportation and Works on behalf of the Province. Ownership of buildings located throughout the Province which house regional museums are also held by the Minister of Transportation and Works on behalf of the Province.

THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR
NOTES TO FINANCIAL STATEMENTS
31 March 2011

5. Capital assets transferred to the Corporation

During 2003-04, The Rooms Corporation of Newfoundland and Labrador Inc. assumed title to the capital assets of the Provincial Archives, the Provincial Museum and the Art Gallery of Newfoundland and Labrador. These assets have now been transferred to the Corporation. The costs and accumulated amortization of these assets are unknown and a reasonable estimate of the amounts involved could not be determined. Therefore, the cost has been recorded as \$1 and the accumulated amortization has been recorded at \$1.

6. Deferred capital contribution

The following funds have been received by the Corporation for the acquisition or construction of capital assets. Recognition of revenue will occur in accordance with the Corporation's stated policy for deferred capital contributions.

	2011	2010
Deferred capital contribution - Provincial	\$ 1,875,474	\$ 1,899,214
Deferred capital contribution - Federal	801,612	365,920
Deferred capital contribution - Other	440,257	-
	\$ 3,117,343	\$ 2,265,134

7. Deferred revenue

The following funds have been received by the Corporation. Since the conditions relating to their use have not been met, recognition of the revenues has been deferred and the funds are recorded as restricted.

	2011	2010
Deferred revenue - Provincial	\$ 2,888,656	\$ 1,899,444
Deferred revenue - Other	2,118,847	1,517,225
	\$ 5,007,503	\$ 3,416,669

8. Related party transactions

(a) Province of Newfoundland and Labrador

The Corporation is a Crown Corporation of the Province of Newfoundland and Labrador reporting through the Minister of the Department of Tourism, Culture and Recreation. Expenses incurred by the Province, related to salaries and benefits totalling \$4,547,906 (2010 - \$4,408,430), are reflected in these financial statements as expenses of the Corporation and as revenue from the Province. Included in this total is \$540,492 (2010 - \$507,558), related to the employer's share of employee benefits, paid by the Department of Finance on behalf of the Corporation.

THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR
NOTES TO FINANCIAL STATEMENTS
31 March 2011

8. Related party transactions (cont.)

(a) Province of Newfoundland and Labrador (cont.)

The Province provides the Corporation with buildings and space, and related building services, for use as regional museums, storage and workshops in various locations throughout the Province at no cost to the Corporation. Information Technology services and legal services are also provided to the Corporation by the Province at no cost to the Corporation. The value of these spaces and the services provided is not readily determinable and therefore are not reflected in these financial statements.

(b) Memorial University of Newfoundland (MUN)

Certain employees who transferred to the Corporation from Memorial University of Newfoundland continue to have their payroll administered by MUN. MUN invoices the Corporation for actual costs incurred. Expenses related to salaries and benefits totalling \$167,305 (2010 - \$195,976) were invoiced by MUN during the year.

(c) The Rooms Foundation of Newfoundland and Labrador

The Rooms Foundation of Newfoundland and Labrador was incorporated on 11 March 2009 under the *Corporations Act*. It was incorporated in accordance with Section 8(7) of the *Rooms Act*. There were no transactions or other activity between 11 March 2009 and 31 March 2011.

9. Colonial Building Political History Interpretation Project

Under a Memorandum of Understanding between the Province and the Corporation signed on 31 March 2009, the Corporation will administer a Project to renovate the Colonial Building into a heritage interpretation centre/museum. As Project sponsor, the Corporation is responsible for administration of the Project. As title to and use of the Colonial Building remains with the Province, the Corporation does not capitalize the renovations to the Building. Rather the Corporation records expenses related to the Project as incurred and revenues in the amount equal to the expenses incurred plus an administration fee. The original Memorandum of Understanding was replaced by a new Memorandum of Understanding that was signed on 14 December 2011. Under the new Memorandum of Understanding, the Corporation will continue as Project sponsor until the Project's expected completion in Spring 2014. As of 31 March 2011, expenses totalling \$2,036,874 have been incurred related to the Project.

THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR
NOTES TO FINANCIAL STATEMENTS
31 March 2011

9. Colonial Building Political History Interpretation Project (cont.)

On 1 December 2008, an Agreement (the Agreement) respecting a Project called “Colonial Building Political History Interpretation” was signed between the Corporation and the Government of Canada. The Agreement provided funding for the renovation of the Colonial Building in the maximum amount of \$748,335. On 8 March 2010, the Agreement was amended to reduce the maximum contribution from the Government of Canada to \$695,512. During the year, expenses of \$303,126 (2010 - \$1,499,644) were incurred related to the Project. The Corporation also recognized revenues of \$315,478 (2010 - \$1,575,659) related to the Project as follows:

	2011	2010
Provincial	\$ 315,478	\$ 949,698
Federal	-	625,961
	\$ 315,478	\$ 1,575,659

10. Commitments

(a) Facility Management Contract

The Corporation has entered into a facility management contract representing commitments of \$200,000 for work that will be performed by 31 March 2012.

(b) Office rental

The Corporation has entered into an agreement requiring lease payments for office rental. Minimum lease payments for the next year are as follows:

2012	\$7,088
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11. Donor commitment

On 25 November 2009, a corporate donor entered into a three year agreement with the Corporation totalling \$2.5 million for the development and construction of the Cultural Tapestry of Newfoundland and Labrador Exhibit. Of this amount \$1.75 million has been received, with the remaining \$750,000 to be received during the year ended 31 March 2012.

THE ROOMS CORPORATION OF NEWFOUNDLAND AND LABRADOR
NOTES TO FINANCIAL STATEMENTS
31 March 2011

12. Pensions

Under the *Rooms Act*, the Corporation's staff are subject to the *Public Service Pensions Act*. The Province of Newfoundland and Labrador administers the payroll processing for the majority of the Corporation's staff. Employee contributions are matched by the Province, on behalf of the Corporation, and are remitted to the Province of Newfoundland and Labrador Pooled Pension Fund from which pensions will be paid to employees when they retire. The Corporation's share of pension contributions for 2011 was \$263,411 (2010 - \$256,884). This is included as Salaries and benefits and is also included in the revenue that the Corporation receives from the Province.

Certain employees who transferred to the Corporation from Memorial University of Newfoundland (MUN) continue to have their payroll administered by MUN, including pension benefits. MUN invoices the Corporation for the employer share of pension contributions which are then remitted to the Memorial University of Newfoundland Pension Fund from which pensions will be paid to employees when they retire. The Corporation's share of pension contributions related to these employees for 2011 was \$11,160 (2010 - \$11,784).

13. Financial instruments

The Corporation's financial instruments recognized on the balance sheet consist of cash and short-term investments, accounts receivable, and accounts payable and accrued liabilities. The carrying values of these instruments approximate current fair value due to their nature and the short-term maturity associated with them.

There is no credit risk associated with the Corporation's accounts receivable because the accounts are primarily due from the Federal government. Therefore, no allowance has been provided against these receivables.

14. Economic dependence

As a result of its reliance on future transfers from the Province of Newfoundland and Labrador to ultimately finance its costs of operations, the Corporation's ability to continue operations is dependent upon the decisions of Government.

15. Income taxes

The Corporation is a Crown entity of the Province of Newfoundland and Labrador and as such is not subject to Provincial or Federal income taxes.

DIVISIONAL HIGHLIGHTS and ACCOMPLISHMENTS

A CAUTIOUS COEXISTENCE THE BEOTHUK WORLD

THE BEOTHUK PEOPLE CALLED THE ISLAND OF NEWFOUNDLAND
HOME FOR HUNDREDS OF YEARS PRIOR TO JOHN GUT'S ARRIVAL
AT CUPIDS IN 1670.



When the Europeans arrived, the Beothuk may have
numbered between two and three people.

They were hunters, fishers and gatherers — moving
seasonally and as seasons as bands around different parts
of the island. They speared fish at river mouths, along
lakeshores and along the seacoast.

Their finely made birch bark canoes allowed them to
travel along the coast when they gathered bird eggs and
beard seals. Indeed they hunted caribou along or near
their migratory routes. In winter Beothuk travel and
hunting was made possible through snowshoe use.





COLLECTIONS MANAGEMENT

Collections Management is a key activity of The Rooms. Although the general public often only recognizes The Rooms work to exhibit its collections, a key component of its mandate is to properly safeguard and preserve the province's collections to ensure they are accessible to future generations. Appropriate collections management ensures that The Rooms collections are not only properly stored, catalogued, and researched but also that they are accessible for exhibition, and gaps are identified to assist future acquisition strategies.

The programming divisions of The Rooms collections management activities center on acquiring and collecting i.e. adding to the collections; cataloguing and documenting items in the collection for enhanced accessibility and research; conservation work to ensure adequate storage and safekeeping; offering access to the collections for research and loans to other institutions etc.

As per goals and objectives of The Rooms Corporation, work continued in 2010-11 to collect and acquire new archival material, artifacts and works of art. This happens through donation, transfer, purchase as well as through accruals and additions to previously-held collections.

I) ACQUISITIONS

THE ROOMS PROVINCIAL ARCHIVES DIVISION

The Archives has observed challenges and opportunities largely driven by demographics which will shape its archival strategy in the future. During the past year, two large archival collections were acquired by the Archives through established archives which were no longer able to maintain its collections due to staffing issues. These include the General Hospital Archives (from the Lillian Stephenson Archives and the Waterford Hospital Archives). These two collections represent provincially significant historical collections.

In the coming years it is anticipated that long-established archives, whose administrators are experiencing difficulty maintaining their collections, will seek alternate venues for them. The Archives newly appointed Manager of Collections and Projects will address this phenomena and present strategies to identify priority collections for future consideration.

As per goals and objectives of The Rooms Corporation, work continued in 2010-11 to collect and acquire new archival collections within the Archives. This happened through donation, transfer, purchase as well as through accruals and additions to previously-held collections.

Significant achievements in the area of acquisitions in 2010-11 included:

- *Abitibi Collection, Grand Falls - Windsor* hundreds of boxes detailing the work of the Anglo Newfoundland Development Company.
- *General Hospital Nursing Archives, St. John's* (formerly the Lillian Stevenson Archives) the collection was transferred to The Rooms Provincial Archives where it will become part of The Rooms' collections.
- *Waterford Hospital, St. John's* admissions and register books and other materials covering an eighty year period.
- *St. Patrick's Parish, St. John's* baptismal registers (1884-1913) which complement existing sources for genealogical research.
- *Newfoundland and Labrador Legal Aid Commission* 147 boxes of material.
- *Margaret Green O'Brien Collection* (Cape Broyle) collection documents the lives of three sons who served in the Royal Newfoundland Regiment during the Great War.
- *Department of Environment and Labour, Land Management Division* transfer completed of mylar versions of maps used for the Land Use Atlas.
- *Newfoundland Pony Society* correspondence, minutes and agendas, photographs, CD's, financial/administrative records.
- *Newfoundland and Labrador Pensioners and Seniors Federation* materials included newsletters, minute books, financial statements, etc.

THE ROOMS PROVINCIAL ART GALLERY DIVISION

Acquisition priorities for the Art Gallery flow from its role as the province's only public gallery as well as being a major gallery in the Atlantic region and part of the Canadian cultural community and international context of art practice.

The Art Gallery provides stewardship for three art collections: the Memorial University of Newfoundland (MUN) Collection; the Provincial Art Bank Collection; and The Rooms Provincial Art Gallery Collection. Currently, both The Rooms Provincial Art Gallery Collection and the Provincial Art Bank Collection acquire artwork through purchase and donation.

Significant achievements in the area of acquisitions in 2010-11 included:

The Rooms Collection:

- Artworks donated to The Rooms Collection during period totalled 17.
- Acquisitions highlights include:
 - Mary Pratt, *Bonfire – Late Afternoon*, 2010, oil on canvas; gallery purchase.
 - Lawren Stewart Harris (Canadian, 1885-1970), *Lake Superior Sketch XXXVII*, c. 1922, oil on wood panel (manufactured board); gift of Mr. Edwin R. Procnier.
 - John Hartman, *Fogo*, 2002, oil on linen; gift of the artist.

The Provincial Art Bank Collection:

- 2010 art bank purchases: Received 318 artwork submissions from 134 artists. Jury selected 43 artworks from 43 artists totaling \$93,051. Artworks were purchased from all regions of the province: Avalon- 31, East-3, Central-1, West-6, and Labrador-3. (To be approved by Minister).
- Acquisitions highlights include:
 - Labrador artist Fanny Broomfield's saltwater grass work basket.
 - Barbara Pratt's oil painting titled *Sunrise Approach to Toronto* (2010).

THE ROOMS PROVINCIAL MUSEUM DIVISION

From the glaciers' retreat 12,000 years ago to contemporary life, the Museum tells the stories of Newfoundland and Labrador and its diverse peoples. Over two million natural history specimens and artifacts bring these stories to life, connecting the people of this province with their past and the environment that has both shaped their experiences and been changed by their passage here. The Museum preserves, exhibits, and presents the Province's rich natural and cultural history - from a giant squid to the last Newfoundland wolf, from the earliest archaeological record of human occupation 9,000 years ago to "first oil" from the offshore fields.

Acquisitions activity within museum division decreased during 2010-11 for strategic reasons including:

- The Rooms Corporations and its Board of Directors established as priority to develop the Level 4 of the Museum. This 7,000 square foot space represents a milestone achievement for The Rooms and will require approximately \$5 million and three years to complete. Within this space there are two galleries, The Husky Energy Gallery and the Elinor Gill Ratcliffe Gallery. The Husky Energy Gallery will house the Cultural Tapestry of Newfoundland and Labrador Exhibition while the Elinor Gill Ratcliffe Gallery will house the Social History of Newfoundland and Labrador Exhibition. The Museum division is primarily responsible for this work which requires a shift in priorities, as well as the focus and attention of all museum staff.
- Focus was also given to preparing existing collections for exhibition and display at the newly renovated Provincial Seamen's Museum in Grand Bank. This required the movement of artifacts from existing offsite storage facilities, conservation work of the artifacts, and relocation for display in Grand Bank.
- Collections growth in the History Unit is restricted due to ongoing storage pressures.
- Collections management work continued to focus whenever possible on the processing and documentation of accumulated artifacts and specimens. This work will also assist in the preparation for the Level 4 exhibitions.

Acquisition highlights for the year include:

- A significant tea and coffee service (presentation silver) given in 1893 to James Stewart Pitts, a cabinet minister and director of the Commercial Bank of Newfoundland.
- A collection of Grenfell Industrial carvings from the coast of Labrador.
- Three significant collections of ethnographic artifacts and related materials pertaining to the Innu and Inuit of Labrador.
- A Muskox skull of yet undetermined age found at a depth of 56 m in Trinity Bay.
- Edicaran fossils from Mistaken Point.
- A number of fish specimens as scientific vouchers of current fisheries research.
- An exact replica of Sir Joseph Banks 1766 scientific expedition to Newfoundland and Labrador; was also acquired, a gift from his Excellency Mr. Justin Brown, Australia's High Commissioner to Canada, to mark seventy years of Australian-Canadian diplomatic relations.

2) ACTIVITIES

THE ROOMS PROVINCIAL ARCHIVES

During 2010-11, the Archives focused its collections activities in the following areas:

Arrangement and Description

In 2010-2011, significant gains were made in the arrangement and description of archival materials within the Archives to make them available for public research and consultation. This involves the work of Archives Assistants, Archives Technicians and Archivists and in 2010-2011, it included:

- On-line database of archival description was launched www.therooms.ca/archives which contains approx. 10,000 searchable records from government records/manuscript/still & moving images collections. This site also highlights the International Grenfell Association photograph collection at The Rooms Provincial Archives.
- National Archival Development Program grant was received and completed, including research & description of government records & manuscript holdings.
- 2nd year of project to arrange and describe the American Smelting and Refining Company (Buchans Unit) was completed.
- Continuation of description for Newfoundland & Labrador probate court records (86 microfilm reels completed)
- Re-description & editing of important Sports Archives images was completed.
- Scanning of pre-1949 Sports Archives images was completed, as was the attaching of these images to approved archival descriptions.
- A multi-year project to catalogue and shelve the Archives Library collection was begun.
- A review and reappraisal of manuscript holdings was begun (estimated 3 year project).

Information Management

As a key part of the information management community for the Government of Newfoundland and Labrador, The Rooms Provincial Archives Division continued its mandate to acquire archival records from government departments, board, agencies, etc. Work completed in these areas by the Information Management section of The Rooms Provincial Archives Division in 2010-2011 included:

- The provision of archival input into 17 records retention and disposal schedules (RRDS) created by government departments and agencies including the Office of the Chief Electoral Office, Newfoundland and Labrador Liquor Corporation, Department of Education, Workplace Health and Safety and Compensation Commission, and the Department of Innovation Trade and Rural Development, etc.
- Consultation with Registry of Deeds staff regarding business plan for information and preservation management of Registry of Deeds materials.
- The archival appraisal of over 2300 boxes of records from a variety of Government departments and agencies.

- Ongoing representation on the Government Records Committee, mandated to make recommendations on the proper disposal and retention of government records.
- Participation through regular meetings, workshops, networking in the Information Management community of the Government of Newfoundland and Labrador.
- Reviewed the components of the Office of the Chief Information Officer's (OCIO) Guide to Information Management (IM) for Public Bodies, also participated in the OCIO review of RRDS development.
- Continued work on policies and procedures via an Electronic Records Planning group to identify state of resources, knowledge, readiness for preserving electronic records within the Government of Newfoundland and Labrador.
- Implementation of changes to policies and procedures resulting from 2008 amendments to the Rooms Act and Management of Information Act.
- Ongoing representation on the Information Standards Review Committee.

Conservation and Preservation

As archival material at the Archives exists in a wide variety of formats and media types, the division regularly engages in special projects in the area of conservation and preservation to ensure the protection of all of its collections. Work in this area in 2010-2011 included:

Reformatting of Petitions to the Colonial Secretary was begun to allow for eventual scanning and making these available online. Most importantly, the originals have been properly prepared for long term preservation storage at The Rooms.

A large-format scanner for oversize documents was purchased and set up for staff use within the Division. Research on desktop negative scanning for Reference and Access was also commenced and early indicators suggest this will enable fast efficient service to researchers with less research time required for staff.

Using grant funds, a nitrate negative project was completed by a contract conservator in which 10,000 nitrate negatives were examined, cleaned and rated as to condition and priority for scanning. A double hood portable fume extraction unit was purchased for this project and was successfully installed in the archives processing room, instantly increasing capacity for conservation work within The Rooms on its collections.

Requests from other government departments and agencies on the safe and proper storage and reformatting of archival records were responded to by divisional staff throughout 2010-2011. These included inquiries from Crown Lands, the Registry of Deeds, Magistrate's Court, Legislative Library, etc.

Conservation and Preservation CONT.

Exhibit preparation and installation for the archives exhibition spaces and other display areas was completed as required in 2010-2011. This included the supervision of installation of historic documents for the Cupids Exhibit at The Rooms, the treatment of several items for The Rooms Provincial Art Gallery and the repair of items that had been previously exhibited.

The divisional conservator completed treatments of degraded, moldy or otherwise damaged/degraded documents and collections, as required by archivists and technicians who encountered these problems while completing description.

This work involved the cleaning, stabilization and mounting or housing as necessary of these items and records.

THE ROOMS PROVINCIAL ART GALLERY DIVISION

During 2010-11, the Art Gallery focused its collections activities in the following areas:

Loan Activity

- The Rooms Collection (Number of artworks: 901, not including recent donations being processed):
 - Successful Canadian Cultural Property Export Review Board (CCPERB) certification secured for approximately 50 artworks donated to The Rooms Provincial Art Gallery collection.
 - Exhibition Loan Activity during period: 60 loans for exhibition purposes (6.8% of collection). Recent loans from the collection for exhibition purposes have included the National Gallery of Canada, Rideau Hall, the Governor General's office; the Ottawa offices of Senator Romkey and Premier Williams, and Mount St. Vincent University Art Gallery.
- The Memorial University Collection: (Number of artworks: 4869 as at Dec. 31, 2009)
 - 60 loans facilitated on MUN campus; 32 returns completed; 95 loans for exhibition purposes (both in-house and borrowing institutions); 21 loans for outreach (Bay Roberts).
 - Collection inventory of the 384 works on loan was completed. Gallery staff completed 77 new loan forms that were determined to require updating in the inventory.
 - CCPERB – due to changes in CCPERB regulations, loan restrictions for CCPERB designated artwork must be implemented (thereby ensuring acceptable environmental and security standards). Approximately 1300 works in the collection have received CCPERB certification. Staff have placed restrictions on new loans and will begin to recall CCPERB works currently out on campus loans. Staff to meet with MUN staff to discuss CCPERB and met with new MUN liaison.
- The Provincial Art Bank Collection: (Number of artworks as 1 Feb 11, 2011 : 2820)
 - There are approximately 2300 artworks installed in 65 government offices around the province.
 - Loan activity during period: 239 of loans to Government office; 86 returns.

Art Bank Collection Inventory Recall

- Art Gallery Collections Technicians continue to conduct a province-wide rotation of artwork in government offices. The Art Bank collection, initiated in 1982 has been distributed to government offices, some being out on loan for over 20 years. This rotation accommodates our needs for inventory control and a current condition assessment of the collection as a whole. Artworks requiring treatment in conservation, preventative conservation, or those that have incurred damages were stored/treated appropriately. Staff will complete this rotation for the Western region in 2011 (175 artworks).
- Current number of works remaining to be rotated:
 - Labrador loans include Government buildings in Labrador City and Happy Valley- Goose Bay (36 works total, not including new work bound for HVGB Courthouse in March 2011).
 - Central region – (107 works)
 - Burin Region – (15 works)
 - Avalon region – (1439 works on loan)

The Museum is also the repository for provincial collections acquired by other government departments.

During 2010-11, the following activities occurred:

Provincial Archaeology Office Collections Processing

Archaeology collections and materials from 122 sites (approximately 9,200 artifacts) were received from the Provincial Archaeology Office for processing into the Provincial Collection. These included collections covering the entire prehistory of the province, as well as substantial historic collections. Geographically the material spans the entire province, from St. John's to northern Labrador.

Ten 20L buckets of material from western Newfoundland were collected and deposited for further processing by paleontologist Doug Boyce from the Regional Geology Section of the Department of Natural Resources.

Collections Management Software

In partnership with the Office of the Chief Information Officer, a vendor was recommended for the provision of a new collections management software system for The Rooms. Once its purchase is approved and implemented, this new system will improve the documenting of collections and ultimately increase access to the vast collections of The Rooms. Work continued in the Museum Division to prepare artifact catalogue information for eventual transfer to a new database system.

Closure of Off-site Storage Facilities

Approximately 2,400 artifacts located in Museum off-site storage facilities were relocated to other storage and display facilities. The majority of these artifacts were included in the new open storage exhibition *Living the Life: Objects of Identity* at the Provincial Seamen's Museum which opened in June 2011 in Grand Bank. Through this initiative, the public now has access to collections previously kept in storage. All Museum off-site storage facilities have been re-organized and collections accordingly consolidated.

Preparation and Relocation of Artifacts to Provincial Seamen's Museum

The creation of *Living the Life: Objects of Identity* at the Provincial Seamen's Museum involved a complex coordinated effort to record, conserve, prepare, move, mount artifacts (including many large transportation related items) and develop the exhibition.

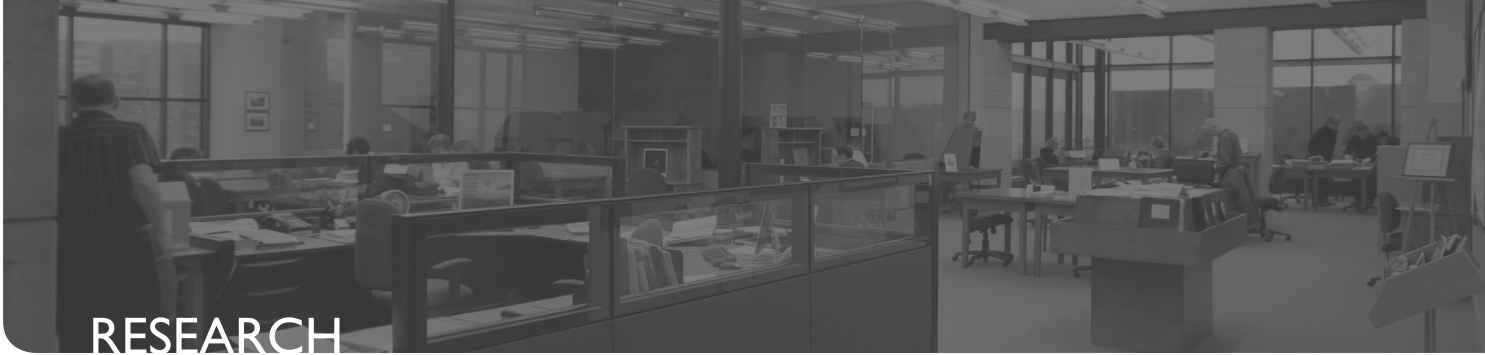
Working on History Preparation

Considerable curatorial and collections staff time was dedicated to developing and preparing for *Working on History*, an exhibition designed to test and evaluate concepts to be developed for the new permanent exhibition galleries on Level 4 scheduled to open in 2013. Approximately 300 artifacts were prepared for exhibition.

The Community Artifact Loans Program

Delivered artifacts to 19 community museums. As well we loaned items to seven Parks Canada sites in the province. Four other loans went to national institutions and another ten to researchers across the country.

The Rooms Provincial Museum					
Unit Statistics					
April 1, 2010 - March 31, 2011					
UNIT/DATES	Public Requests	Research Requests	Loan Requests	Donations & Incoming Collections	Partnership Inquiries
HISTORY					
2009 - 10 TOTALS	5	117	46	131	15
2010 - 11					
2010 - 11 Totals		114	6	141	2
ARCHAEOLOGY & ETHNOLOGY					
2009 - 10 TOTALS	74	165	41	8	19
2010 - 11					
2010 - 11 Totals	40	95	8	6	6
NATURAL HISTORY					
2009 - 10 TOTALS	63	26	7	24	14
2010 - 11					
2010 - 2011 Totals	32	3	9	7	10
2010 - 11 YEAR TO DATE TOTALS	72	212	23	154	18



RESEARCH

THE ROOMS PROVINCIAL ARCHIVES

In 2010 -11, the Archives served 6351 researchers from across the province, country and from around the world. This included 651 new registrations, including Canada (576), United States of America (55), Australia (4) and the United Kingdom (11). These new registrations represent researchers who had not used The Rooms Provincial Archives' collections previously but are now permanent archives researchers at The Rooms.

The Rooms Provincial Archives Division On-Site Researcher Statistics - Fiscal Year 2010/2011	
# of days open to public	271
# of day researchers in 2009-10	5722
Average # of day researchers 2010-11	21.1
# of evenings open	49
# of evening researchers in 2010-11	629
Average # of evening researchers in 2010-11	12.8
Total # of on-site researchers in 2010-11	6351
# of new registered researchers in 2010-11	651
Average # of new registrations per day in 2010-11	2.4

As in previous years, the busiest time for researchers at the Archives in 2010 -11 were the summer months of July and August. Many of these individuals are genealogical researchers who travel to Newfoundland and Labrador during the summer months to complete research on site at The Rooms and in other local repositories. Apart from genealogists, other types of researchers include students, legal researchers, authors, community historians, science and medical personnel, law enforcement, etc.

The Archives also facilitates distance research which sees the division receive inquiries and requests for information and for copies of records via email, phone, fax and postal mail. In 2010 -11, approximately 1550 individual requests for information and by far, the biggest increase was in the form of email inquiries from researchers – a trend shared by other Provincial Archives across Canada.

The Archives also serves local professional researchers hired by distance researchers to do more in-depth research on their behalf using the Provincial collections. A renewed Private Researcher list was created and made available in 2010-2011 and use of this list continues to be increase.

The Reference and Access section of the Archives also continued its record search and certification service in 2010 -11, responding to 315 individual requests from residents of Newfoundland and Labrador primarily.

THE ROOMS PROVINCIAL ART GALLERY DIVISION

The collections are made available by request to the public, scholars and curators as approximately 90% of the collections have been catalogued and digitized. Researchers in the last three years have included curators from the National Gallery of Canada, National Archives, AGO, Memorial University and independent Atlantic curators.

Public Inquires

Researched and responded to 39 requests for information from the public and sister institutions. Currently, the main body of the Art Gallery's collections are being researched and contextualized to facilitate art education across the province by the Department of Education. Work from the collections form the base for the following textbooks: grade 11 Newfoundland & Labrador Studies; grades seven to nine Fine Arts; as well as a teacher/student resource website (this will eventually include a 360o virtual tour of The Inner Rooms exhibition along with additional in-depth supporting material).

Responding to The Rooms' provincial mandate, which includes Labrador; the Art Gallery is developing terms of reference for a year-long Aboriginal Curatorial Internship. With the aim of nurturing artists, curators and critics within their own community, this internship will offer hands-on training and resources to a Labrador-based curator; resulting in exhibitions and related programming to be delivered at The Rooms as well as at cultural facilities in Labrador. Memorial University's Labrador Institute will partner on this internship.

Publishing

Publishing remains a clear curatorial and educational priority. The Art Gallery has committed to an invigorated and ambitious schedule of 15 publications, ranging from multi-page catalogues to multi-panel booklets and educational guides. In a move to expand the voices and vantages offered by critical texts, the Art Gallery has been collaborating with guest writers, including novelists (Lisa Moore) and poets (Mark Callanan, Michael Crummey). This trans-discipline approach has offered a new framework for exhibition-based publishing (adding relevant texts that are themselves works of art), while opening audiences. In some cases (ex. the Space-Based series), Art Gallery is undertaking a serial program of publishing. Each of these individual publications is designed to fit together to create a larger (potentially bound) suite over time. Dissemination of Art Gallery publications, beyond the national catalogue exchange program, now includes The Rooms main-level shop. In addition, colleague galleries (public as well as commercial) have, on a case-by-case basis, sold our publications.

Produced during 2010-11:

- *Permanent Collection Family Guide*
- InnerWorks folio
- - Two folio brochures: Peter Bell and Gerald Squires completed
- *On Ice: Tara Bryan* brochure
- Art Bank Program – *25 for 25* exhibition pamphlet
- Catalogue to accompany Mary Pratt exhibition (in production)
- *Elena Popova: Still Vortices* - catalogue
- *Barb Hunt: Toll* - catalogue
- *Fluidity: Robert Sinclair* brochure
- *Crafting Paradox* - catalogue

THE ROOMS PROVINCIAL MUSEUM DIVISION

The Museum undertook extensive historical/ethnographic/natural history research in the following areas:

- Sir Wilfred Grenfell and the International Grenfell Association
- Ocean creatures, marine life, and marine harvesting artifacts
- Sir Joseph Banks (1743-1820)
- English Settlement (Cupids)
- Military dress and uniform
- Transportation and Industrial Collections
- Research preparing for our new Level 4 exhibitions on Newfoundland and Labrador history and material culture, 1760 to present.

Public Requests

Research was also conducted in response to public inquiries for assistance (see table). Information, images, access to collections, and loans were provided in connection to the history, archaeology and natural history of the province.

Research Relationships

The Museum worked with many researchers, volunteers and interns in 2010-11 to help forward collections control and research while supporting the researchers and their work in turn. The Archaeology and Ethnology Unit had nine volunteers who contributed over 230 hours of work.



EXHIBITIONS

THE ROOMS PROVINCIAL ARCHIVES

In 2010 -11, the Archives completed work on several temporary exhibits of archival material for display at The Rooms. The division also continued to provide archival content to other Art Gallery and Museum divisional exhibits within The Rooms Corporation as part of collaborative projects and plans.

The archival exhibitions which were created and displayed in 2010 -11 included:

- *Coastal Women in Pre-Confederation Newfoundland and Labrador*
- *Reflections on History: St. John Ambulance 1910-2010*
- *Encountering Grenfell: A Life and Legacy*

THE ROOMS PROVINCIAL ART GALLERY

Although the Art Gallery's exhibition schedule seeks to balance regional, national and international content, its position as the premier public gallery in the province is reflected in a special (but not exclusive) focus on the development of art and artists here. A key initiative which continued throughout 2010-11, and will be continued, is the Space-Based residency for emerging artists. This program supports the creation of new, often experimental art, by giving successful applicants a three month access to our in-house artists' studio, support from Art Gallery curators, a solo exhibition in our "lab" gallery and a publication contextualizing the new artwork. Artists are paid solo exhibition fees and are available to visitors during open studio events. This series averages two residencies per year, one of which is funded by the Royal Bank of Canada.

The Rooms Provincial Art Gallery has worked to carefully braid a number of individual exhibitions and associated programs together, into coherent threads that will link thematically over the next three-years. Major solo exhibitions in this coming cycle present contemporary artists whose work has a particular resonance with our time and place. Barb Hunt's 10-year retrospective (2010 -11) surveyed war-related installations including her antipersonnel and camouflage series and was

immediately followed by *Goya's Disasters of War*, circulated by the National Gallery of Canada.

To bring the world to Newfoundland and Labrador, work of international artists were exhibited in the *One Work Series*. This ongoing series presents a single work of National/International significance, together with supporting art historical/educational materials. These works have been borrowed from public and private collections. The first, in August 2010, presented Edvard Munch's *Madonna* (1885-1902).

In November, 2010 the Art Gallery publicly launched its first level of gallery spaces dedicated to the permanent collections. *Inner Works: The People's Collection* presented and contextualized notable art from the permanent collections, including signature works by Newfoundland artists Christopher Pratt, Helen Shepherd, David Blackwood, Mary Pratt and Don Wright. As a priority venture for The Rooms Education and Public Programming Unit, *The Inner Works* will include hands-on, educational installations, printed guides and self-driven iPod-based tours. At the heart of these collections' galleries is a main space that presented new, temporary exhibitions by contemporary artists based in Newfoundland and Labrador such as: Elena Popova: *Still Vortices* (2010).

TEMPORARY EXHIBITIONS:

- *Small Spaces BIG ART* from The Rooms collections
- *On Ice: Tara Bryan*
- *Provincial Arts and Letters Awards*
- *Shorelines*
- *SHORT-SIGHTED*
- *Elena Popova: Still Vortices*
- *Barb Hunt: Toll*
- *Lori Doody: Sing, Sing, Sing*
- *Crafting Paradox*
- *Tiger: Jim Hansen*

PERMANENT EXHIBITIONS - ONGOING

- *Inner Works: Selections from the People's Collection*

TRAVELLING EXHIBITIONS

- *Ocean Images* Exhibition at Christopher Pratt Gallery in Bay Roberts
- *Home from Braggs Island* travelled to the LIC and Mary March
- *25 for 25* was prepared to travel to PSM for the re-opening of the museum

BORROWED EXHIBITIONS

- *Edward Burtynsky: Oil* (Canadian Premiere)
- *Ed Pien. Haven of Delight*
- *Madonna Edvard Munch* (1895-1902)
- *Campbell Tinning: The Newfoundland Series*
- *Goya, The Master Printmaker: The Disasters of War and Los Caprichos*
- *Robert Sinclair: Fluidity*
- *Al-Mutanabbi Street Broadside Project*

THE ROOMS PROVINCIAL MUSEUM

The Museum preserves and celebrates the story of Newfoundland and Labrador through its unique collections and programs. It encourages the discovery and sharing of knowledge by offering continuing opportunities to look, wonder, study, discuss and reminisce. It helps to illuminate the future by shining a light into the past. And it nourishes the deep sense of identity and pride of the place which has long sustained this province and its people.

Three floors of exhibit space give the Museum the capacity to interpret our past in many ways. There are permanent exhibits, temporary exhibits from the collections and travelling exhibits from around the world. Collections include a wide range of flora and fauna from the Province's lands and seas, archaeological artifacts representing the ancient and recent peoples, including items from early European sites. We also house a broad array of historical items that reflect the last three centuries of social, cultural, economic, and political history of Newfoundland and Labrador.

TEMPORARY EXHIBITIONS

- *Collecting Birds: A Beak Behind the Scenes*
- *Cupids 1610: Here to Stay...*
- *Out of the Vaults: The Secret World of Artifacts*
- *Encountering Grenfell: A Vision and Legacy – multidisciplinary exhibition*
- *New Acquisitions and Discoveries*
- *Want to See the Bottom of the Sea? ROPOS Hudson Expedition to study deep sea corals*

PERMANENT EXHIBITIONS - ONGOING

- *Talamh an Éisc: The Fishing Ground*

TRAVELLING EXHIBITIONS

- *Fantastic Sea Monsters* (Musée du Fjord, La Baie, Quebec in partnership with The Rooms Provincial Museum Division)
- *Broken Coins and Paper Promises: The Currency of Ferryland in the 17th Century*, (From the Bank of Canada's Currency Museum)
- *Cupids 1610: Here to Stay...* (Mary March Provincial Museum)



THE ROOMS REGIONAL MUSEUMS DIVISION

The Provincial Seamen's Museum in Grand Bank, the Mary March Provincial Museum and Loggers' Life Provincial Museum in Grand Falls-Windsor and the Labrador Interpretation Centre in North West River are all managed by The Rooms as regional operations. The first two facilities normally operate for a six month season April-October. In 2010 -11, The Provincial Seamen's Museum operated from a temporary location for a 2.5 month season in order to accommodate major renovations on-going in the facility. The Labrador Interpretation Centre operates year-round, with part-time operating hours.

Each of the three Museums features a permanent exhibition providing an overview of the culture and history of their respective regions. In addition, each presents travelling exhibitions. Generally these exhibitions are developed for presentation at The Rooms and are subsequently shared with the Regional Museums in turn, as the primary means of delivering on The Rooms mandate for outreach throughout the province.

TRAVELLING EXHIBITIONS

- Provincial Seamen's Museum:
 - *Going Foreign: Carbonear Mariners and the Ships They Sailed* on loan from the Carbonear Heritage Society
- Mary March Provincial Museum:
 - *Invention, Exuberance and Art: Country Furniture of the Island of Newfoundland*
 - David Blackwood's *Home From Braggs Island*
- Labrador Interpretation Centre:
 - *The Holloways: Newfoundland and Labrador's First Family of Photography*

TEMPORARY EXHIBITIONS

In order to offer a changing program of exhibits through its year-long season, the Labrador Interpretation Centre curates a number of in-house exhibits, consisting in 2010 -11 of:

- Shirley Moorehouse *Northern Light Reflections*
- *Grass Work of Labrador*

PERMANENT EXHIBITIONS

- Logger's Life Provincial Museum:
 - In addition to the three museum facilities, The Rooms manages the Logger's Life Provincial Museum in Grand Falls-Windsor. This is a re-constructed 1930's logging camp. It is a permanent exhibition, animated and interpreted for the public by staff and operated for an 18 week season.

Recapitalization Initiative

In order to achieve its mission of outreach beyond St. John's, The Rooms Board has championed the enhancement of The Rooms Regional Museums.

The Department of Tourism, Culture and Recreation had committed \$1,989,000 in support for the capital development of the Regional Museums, focusing on the substantial re-development of the Mary March Provincial Museum and the Provincial Seamen's Museum and permanent exhibit development for the Labrador Interpretation Centre.

Through the Federal Government's, Department of Canadian Heritage, Cultural Spaces Canada program an additional \$440,000 has been secured to support the first two initiatives.

Mary March Provincial Museum

This recapitalization project focused on the development of a 1,900 sq. ft. temporary exhibition gallery and the installation of a fire suppression/sprinkler system throughout the building. The final elements of the work were completed during spring 2010 and the new gallery was officially opened to the public May 28, 2010.

Provincial Seamen's Museum

This recapitalization project focused on a major expansion of the interior capacity of the facility in order to house a more substantial collection of artifacts in an *open storage* format as well as renovation to the temporary exhibition gallery in order to better meet professional museum standards.

In 2010 -11 construction work was completed with project management support from the Department of Transportation & Works. The Rooms subsequently led the installation of a new *open storage* exhibit – *Living the Life: Objects of Identity*. The renovated facility was officially re-opened to the public June 29, 2011.

Labrador Interpretation Centre

Work on the Timeline as the final element of the permanent exhibition is on-going and will be completed in 2011-12.

The Chevron Open Minds at The Rooms program continued to be a success. All available weeks were filled during the 2010 -11 school year – with new teachers, new schools and new grade levels participating in the program.





EDUCATION and PUBLIC PROGRAMMING

Within The Rooms Corporation, education and public programming constitutes any activity that engages the public with its collections and mandate to enrich understanding, knowledge and appreciation of the heritage and culture of Newfoundland and Labrador.

The Rooms Corporation strives to develop and deliver programs that: reflect our collections and exhibitions; explore aspects of tangible and intangible heritage and culture; reflect current research; adhere to copyright guidelines and conservation practices; follow recognized interpretation and pedagogical methods and best practices; are related to curriculum, as outlined by the Department of Education, for education programs for school groups; include outreach components, whenever feasible.

This includes, but is not limited to: lectures, exhibitions, workshops, curatorial tours, artist talks, school programs, camps and programs for youth, interpretive text panels, hands-on activities, interaction within exhibitions, performances, opening receptions, on-line content, festivals, virtual exhibitions and travelling edu-kits.

Outreach is an important part of The Rooms mandate and as such the corporation offers educational and public programming beyond its walls, via regional operations, travelling edu-kits and virtual exhibits and commits to offering services designed to reach these audiences.

Both school and public programs are developed by The Rooms Corporation in consultation with the relevant staff from the Archives, Art Gallery, Museum and Regional Operations. All programs are reviewed by relevant curatorial, archival, and conservation staff for compliance with professional practices and standards.

Now in its third year, 2010 -11, the Education and Public Programming Unit is pleased to report an overall increase in the amount and range of public and school programs offered as well as increased collaboration across divisions in the delivery of programs.

ONGOING WEEKLY PUBLIC PROGRAMMING

The introduction of weekly public programs is part of a strategy to build regular local audiences, create life-long visitors, and increase public access to and awareness of our collections. From September 2010 until May 2011, The Rooms offered public programs four times a week; Family Fun Drop-In on Sunday afternoons, Big Fun for Little People on Tuesday mornings, Engaging Evenings on Wednesdays and Coffee and Culture on Thursday afternoons.

Family Fun Drop-In

Family Fun Drop-in Programs offered activities connected to one or more of the current exhibitions and were included with the price of admission. Participation in the Family Fun Drop-in programs increased from 30 participants on average in 2009-10 sessions to 45 participants in 2010 -11 sessions.

Big Fun For Little People

Big Fun for Little People was launched in January 2010 and ran until the end of May 2011. This program was designed for tots and their caregivers and was included with the cost of admission for the caregiver(s) – tots participated for free. The program was offered on Tuesday mornings from 10:30 to 11:30 am in the Level 3 Atrium and was an immediate success with over 50 people (estimated 25 tots and their caregivers) showing up for the first day. Program attendance has remained high, with 50 to 60 participants each week (many of the participants have attended every Tuesday).

Engaging Evenings

The Rooms has offered evening programs during public hours since it opened in 2005, however, in September 2010 the education and public programming unit developed the Engaging Evenings weekly program. This program features presentations from outside experts and performances related to our collections. In 2010 -11 there were 23 Engaging Evening programs offered with an average number of 69 participants per program, with several of the programs (the Mumpers Lecture, Inner Works Lecture Series for Christopher Pratt and Gerry Squires, the Winterset awards, and the Patriotic Concert) achieving capacity (120+).

Coffee & Culture

The Coffee and Culture program was launched in February 2010. The weekly afternoon program runs on Thursday afternoons from 2:30 to 3:30pm and is aimed at seniors or adults with free time in the afternoon. The program is facilitated by Rooms staff, with the occasional special guest, and includes lectures, gallery tours, films, and mini-workshops. In 2010 -11 there were 31 Coffee and Culture programs offered with an average of 29 participants per program. In 2009-10, the average number of participants was per program was 17.

ADDITIONAL PUBLIC PROGRAMMING 2010-11

Easter Week and Summer Family Funs - As a new initiative in 2010, Family Fun drop-in programs were offered from 2 to 4pm during the school Easter vacation period. Response to this weekday drop-in program was very positive, with between 50 to 80 children and their parents/caregivers attending each day. Given the success of the Easter Break Family Fun program, Family Fun drop-in programs were also offered during the summer on Tuesday and Thursday afternoons. Again, the response was positive, with both tourist and locals taking advantage of the program.

Public Performances – *A Traditional Christmas Concert* with The Dardenelles and Hubert Furey; *Bella's Tree* public performance with Jody Richardson, *Mummer's Parade Concert* with A Concert Crowd; *Here Be Monsters* Storytelling with Dale Jarvis; *A Patriotic Concert for our Soldier Lads*, commissioned by The Rooms, Written by Kevin Major and performed by Rising Tide Theatre.

June 2010 Anniversary Programming – on the occasion of its fifth anniversary The Rooms offered free admission and additional programming from June 29 - July 1, 2010. Over 2100 people were in attendance over the three-day period.

Public Receptions – in 2010 -11, The Provincial Archives hosted one public reception, The Provincial Art Gallery Division hosted five public receptions and The Provincial Museum Division hosted three public receptions in conjunction with exhibitions offered at the same time. All divisions participated in hosting the Members only Reception for the multi-disciplinary exhibition *Encountering Grenfell: A Life and Legacy*.

YOUTH GROUP PROGRAMS

Uptake for youth group programs continued to be strong for two new programs developed for temporary museum exhibitions and the Aboriginal-themed programs (First Peoples, Inuit Adventure) delivered by Inuit Interpreters. This past fall, the after-school Animation Club for junior high aged youth was offered as a ten week program running from September 28 to December 2. A new ten week Art Club was offered in fall 2010 to high school aged youth on Wednesday evenings.

COMMUNITY PARTNERSHIPS

During 2010-11, The Rooms Education and Public Programming Unit, the Archives, the Art Gallery and the Museum participated in various community events including:

- Culture Days – Free admission to The Rooms during the Culture Days weekend. Behind-the-scenes tours/ creative family programs in Art Gallery classroom/ dance performances in the theatre, all as part of the local and national Culture Days event.
- Sharing our Culture – a free educational and multicultural project on display throughout The Rooms public spaces offered to the public and school groups.
- Mummings Festival – a series of programs and lectures in partnership with the St. John's Mummings Festival, the finale of the Festival being the Mummings Parade ending at The Rooms.
- 2010 BMO Winterset Awards – hosted the Author Readings and Reception in March 2011.
- Offering of professional training workshops (two-day workshop on developing young audiences for the Museum Association of Newfoundland and Labrador; teacher in-services through the Eastern School District and Department of Education, workshops for Memorial University education students).
- Hosted The Canadian Museum Association's National Conference.

In addition, programming divisions also participated in the following community partnerships and events:

THE ROOMS PROVINCIAL ARCHIVES

To continue its mission of making archival records as accessible to the public as possible, the Archives hosted and facilitated a number of public events at The Rooms in 2010 -11 such as tours of the archives vaults and reference room, exhibit openings and receptions and an Open House as part of Archives Week 2010. These events were coordinated by Archives staff by working in partnership with staff of The Rooms' Education and Public Programming Unit and included:

- Guided tours of the archival vaults and reference room were provided to post-secondary students, members of the general public as well as to public sector employees throughout the year. In addition, the Archives provided tours and lectures to various workshop participants including Museum Association of Newfoundland and Labrador (MANL) and Open Minds as well as to special interest groups.
- The Cultural Connections program afforded students in the province the opportunity to learn in-depth information about the Royal Newfoundland Regiment in the First World War. Through this partnership between The Department of Education and The Rooms Corporation, *The Royal Newfoundland Regiment and The Great War* web site was launched in April 2010.
- In November, 2010, the Archives participated in the Provincial Archives Week activities including the opening of the *Coastal Women in Pre-confederation Newfoundland and Labrador* exhibit as well as held an Open House.
- The Archives developed an education program for students participating in a Beaumont Hamel Tour group. This program saw the students use both on site and on line resources to explore the impact that WWI had on Newfoundland by looking at the individual records of the men of the Royal Newfoundland Regiment. Following their research 42 students traveled to France to visit the Beaumont Hamel site.
- The Archives continued to cooperate with the Association of Newfoundland and Labrador Archives as well as with smaller archives throughout Newfoundland and Labrador to ensure the collective archival memory of the Province is adequately collected and preserved. This was achieved via workshop and Annual General Meeting hosting, sharing costs for programs and courses, participation of staff in these associations and open lines of communication between these groups.

ART GALLERY

- Host of awards reception and event screening for *SHORT-SIGHTED* held in October 2010, partnered with the St. John's International Women's Film Festival.
- Host of awards reception for Excellence in Visual Arts (EVA) Awards held May 2010, partnered with Visual Arts Association of Newfoundland and Labrador (VANL).
- Host of awards reception for *Arts and Letters* Competition Awards and exhibition of winning entries in April 2010, partnered with The Department of Tourism Culture and Recreation.
- Partnered with Memorial's Humanities Graduate Program to present the *See & Speak: Distinguished Lecture Series*
- Hosted the Atlantic Province's Art Gallery Association Annual Conference.
- Public programs were offered in cooperation with the Book Arts Association of Newfoundland and Labrador's Wayzgoose Festival.

MUSEUM

- The Natural History Unit contributed to and supported programming tied to the International Year of Biodiversity and the 100th Anniversary of the Natural History Society of Newfoundland and Labrador.
- Lecture and opening reception for the Newfoundland Historical Society's symposium *Faire Woodes and Freshe Rivers: Settling Cupids 1610-2010*.

EDUCATION/SCHOOL PROGRAMS

The Rooms offers curriculum-linked education programs to schools free-of-charge. The programs include:

- Archives
 - *People at Work*
 - *Your Passport Please*
 - *The Life and Times of...*
- Museum
 - *Inuit in Labrador*
 - *Home & School: Living in the 1900s*
 - *From the Ground Up: Introduction to Archaeology*
- Art Gallery
 - Combination Art Gallery Tour and Workshop
 - Guided Art Gallery Tours
- Multidisciplinary
 - *What's in my Room?*

The number of programs delivered and the total number of student participants in education programs at The Rooms from 2010 -11 has increased.

With the addition of a new education and public programming officer dedicated to the Archives division, three new Archives school programs were developed for Grades K to 2, 3 to 5, 6 to 9.

Museum school programs were updated to reflect current exhibition content and a new Christmas program was offered this December based on the children's book *Bella's Tree*, by local author Janet Russell, and developed and performed by actor and musician Jody Richardson.

OPEN MINDS SCHOOL PROGRAM

Chevron Open Minds at The Rooms provides teachers with the opportunity to move their classroom to The Rooms for an entire week. The program is based on the Open Minds education concept, which emphasizes the value of allowing students to slow down and become immersed in new and engaging learning environments. Students participate in a curriculum-based, interdisciplinary program developed by their teacher in consultation with The Rooms program coordinator. Each week is unique and is based on the needs of the teacher and students.

The Chevron Open Minds at The Rooms program continued to be a success. All available weeks were filled during the 2010 -11 school year – with new teachers, new schools and new grade levels participating in the program

EDUCATION AND PUBLIC PROGRAMMING FOR THE ROOMS REGIONAL MUSEUMS

The Labrador Interpretation Centre, The Mary March Provincial Museum, Loggers' Life Provincial Museum and The Provincial Seamen's Museum offer curriculum-based education programs to schools tailored to suit the content focus of the museum. Additionally, each delivers special event and public programming focusing on the temporary and travelling exhibitions as appropriate and on core cultural and heritage themes. The range and number of programs varies with the logistics and level of demand in each location.

- Provincial Seamen's Museum – programming focuses primarily on the tourism market and on resident seniors.
- Visitation for the Provincial Seamen's Museum's 2010 -11, 10-week season came in at 3,498. Due to on-going construction work at the Museum and the interim use of a temporary location and exhibition, comparisons with previous years are not valid.

- Mary March Provincial Museum – program delivery during the spring and fall focuses on regionally-based schools, and during the summer on the tourism market. Since completion of the recapitalization project (see below) and the inaugural offering of a more substantial travelling exhibition than has previously been possible, the Museum is focusing on development of the resident market, targeting families in particular.
- Given the construction work through to the end of May 2010 (see below), the Mary March Provincial Museum lost a month from its normal season. At 5,422 overall, visitation rates were on par with 2009.
- Loggers Life Provincial Museum - program delivery during the spring and fall focuses on regionally-based schools, and during the summer on the tourism market.
- At 3,165, the Loggers Life Provincial Museum experienced approximately 6% increase in visitation over the 2009 season due to an increase in tourism numbers.
- Labrador Interpretation Centre – programming focuses during the summer on the tourism market. Throughout the year, the Centre offers a balanced slate of programming for elders, children and families with a particular emphasis on delivering inclusive programming involving the Inuit, Innu, Metis and Settler communities.
- At 4,003, the LIC experienced an approximately 20% increase in visitor attendance in 2010 -11 – largely due to higher visitation in August and September. This was likely resulting from the opening of the Trans-Labrador Highway through to the Labrador Straits and increasing tourism traffic.
- Hosted the Atlantic Province's Art Gallery Association Annual Conference.
- Public programs were offered in cooperation with the Book Arts Association of Newfoundland and Labrador's Wayzgoose Festival.





The Rooms

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