



NEWSLETTER

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The Museum Association of Newfoundland & Labrador (MANL) is a charitable organization that seeks to promote the interests of community-based museums, groups, individuals and government organizations involved in the preservation and presentation of the province's cultural and natural heritage.

MANL gratefully acknowledges the financial support of the Government of Newfoundland and Labrador.

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MEMBERSHIP

MANL membership year starts on April 1, 2025 and ends on March 31, 2026. To join or renew your membership, please forward your membership form to MANL by email or mail.

Membership Levels

- **Institutional Membership:** This membership category is suitable for any organization, including museums, heritage societies, galleries etc. interested in the preservation and promotion of our natural and cultural heritage. Institutional memberships are valid from April 1 to March 31 and have an annual fee of \$60.00.
- **Individual Membership:** This membership is suitable for an individual person who is interested in the preservation and promotion of our natural and cultural heritage. Individual memberships are valid from April 1 to March 31 and have an annual fee of \$25.00.

We now have three options for membership payment. Please select one:

- **e-Transfer:** Please forward your payment to payments@museumsnl.ca. Please make sure to include your organization's name in the message.
- **Credit card:** You will be emailed an invoice from Square.
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MEMBERSHIP FORM



If you wish to receive your form by mail, please let us know at membership@museumsnl.ca.

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Summer Greetings from the Museum Association of Newfoundland and Labrador

President's Message

Dear Members, Friends, and Museum Enthusiasts,
Summer greetings from the Museum Association of Newfoundland and Labrador!

As the days grow longer and the salt air fills our lungs, it's a joy to see our province come alive with visitors, vibrant programming, and the incredible work happening across our museum community.

First, a heartfelt hello and welcome to all summer students who have joined museums and heritage sites across Newfoundland and Labrador this season. Whether you're greeting guests, guiding tours, digitizing collections, or painting fences (we know how it goes!), you are helping tell the stories of our communities, and your enthusiasm and energy are contagious. Thank you for being an essential part of our sector this summer!

Across the province, museums are hosting everything from exhibit launches and artist talks to heritage festivals, boat-building workshops, and live music events. There's no shortage of creativity and community spirit in our museums, and it's truly something to celebrate.

We encourage all of you, museums big and small, to share your events, milestones, and summer happenings with MANL. Let's showcase the amazing work being done throughout the province and help connect more people to our shared heritage. You never know who might see your post and plan a visit!

Behind the scenes, the MANL team is working hard to prepare for our fall conference, continue our conversations with partners and stakeholders, and develop new resources to support our members across the province.



So, here's to a season of sunny days, curious visitors, and museum magic. Whether you're dusting off an old artifact, creating a new exhibit, or handing out visitor stickers to excited kids, thank you for the heart and soul you bring to our heritage sector.

With appreciation and warm wishes,

Linda Hickey
President, MANL

Unheard Voices: Diversifying Heritage

By Victoria Mathews

The second joint conference between MANL, ANLA, and Heritage NL is right around the corner! Many view heritage as a beacon of knowledge and truth, so it is essential to showcase the wide variety of people and cultures that comprise heritage. Knowledge sharing is essential to the livelihood of heritage, and to pass over some groups' history due to old biases weakens the heart of heritage as a whole. This year's conference, Unheard Voices: Diversifying Heritage, focuses on those who have been overlooked in the past and discusses what organizations and individuals can do to uplift communities so that everyone feels seen in the history we share.

This conference hopes to support attendees in their efforts to increase inclusion and diversity. We plan to achieve this by working closely with community organizations and equity-seeking groups to facilitate conversations that are important to them, and for attendees to hear directly from these groups about the changes that should be made. We also want to work on understanding what draws people into heritage in the modern age. A recent survey from Reconsidering Museums revealed that 40% of people would attend museums more frequently if they showcased stories from diverse communities (Getting to Relevance Through Accessibility and Representation).

We will be hosting a variety of presentations, panel discussions, and programs, as well as our annual awards presentations, members' evening, and social events. Building on the success of last year's peer share panel, we will bring it back so that organizations and individuals can share their exciting new projects and successes. There will also be pre-conference workshops to grow understanding and further engage with different aspects of heritage.

Save the date for October 17th-18th to learn what we can achieve by working together as one community.



About Victoria Mathews

Victoria Mathews is a new member of Heritage NL's team working on the Heritage Conference. She handles communications, research, and Heritage NL's promotion for the event, so you will likely be hearing from her or have already.

She is a recent graduate from Algonquin College's Applied Museum Studies program in Ottawa and moved to Newfoundland in December. Having worked in multiple museums in Ontario, she is happy to be a part of the vibrant heritage scene in Newfoundland and Labrador.

Outside of work, she enjoys creative fields, including sketching, scrapbooking, and sewing. She has recently taken up bookbinding and will be taking an online course to further her knowledge and experience.

Victoria's position is funded by the newly launched ASCEND program (Achieving Success through Community Engagement & Development) with Community Sector Council Newfoundland and Labrador.

The Dildo Discovery Centre – A New Beginning



Photo Credit: The Dildo Discovery Centre

The Dildo Outport Heritage Museum Inc. is currently being rebranded and restructured and will open this coming summer as the Dildo Discovery Centre.

Over the past year, the local Museum Committee has worked tirelessly to revitalize the museum, bringing a fresh energy and a new vision by offering a unique and captivating exploration of the rich history of their community. This newly designed and modern space will guide visitors through the community's history, from its origins to the present day, and will feature numerous displays and digital imagery that will bring its historical moments to life.

One of those historical moments will feature a giant squid. In 1933, a twenty-two-foot giant squid was discovered by two local men in the community. After being photographed and examined by the

locals, the men built a crate, packed the squid into it and shipped it off to Harvey and Company in St. John's. The men, in turn, received a cheque for \$12.00 for their trouble. Around the same time, one of the men received a unique gift from the government member at the time - a mountain sheep. The squid was then frozen and later shipped to the Bay Bulls Biological Station for examination and record. The actual records can be found in "Reports of the Newfoundland Fishery Research Commission, Vol II, No. 2, 1933."

The museum's consulting firm suggested that they should consider hanging a 3-dimensional crocheted replica of the giant squid from the ceiling. After some discussion, the Baccalieu Quilters Group were engaged for assistance. They wholeheartedly agreed to undertake the project of quilting a twenty-two-foot quilted squid to suspend from the ceiling. Throughout the spring, the quilters met every Thursday at the SUF Building in Dildo designing, stitching and sewing together the various components of the squid from its body, eyes, and mantle to its tentacles. It was a very exciting project for them and the first of its magnitude for the Quilters Guild. The giant quilted squid will be proudly hung in the new museum as part of Dildo's fascinating history.



Photo Credit: The Dildo Discovery Centre

Cemetery Preservation Project in Greenspond

By Linda White and Joy Barfoot

With funding from CEDP we were able to offer a memory mapping workshop and a cemetery tour with archaeologists, Dr. Robyn Lacy and Ian Petty of Black Cat Cemetery Preservation. Based out of St. John's, they are a husband and wife archaeological team with a combined 20 years of experience in the heritage sector (field archaeology, museums, consulting).

Over the summer, our efforts continued with preserving gravestones in the seven cemeteries in Greenspond. They were back in Greenspond uncovering, erecting, and cleaning gravestones. Work was done on 18 gravestones at the Old United Church / Methodist Cemetery, over two trips to the site in July and September.

In September, Robyn and Ian offered a walking tour

of the old United Church cemetery. It was a cold, wet and windy day on top of the island, and despite the weather about a dozen people (and our very own Golden Doodle, Bailey) braved the elements to join in the tour.

To date, Black Cat has worked on 48 gravestones, out of an estimated 235 gravestones over seven cemeteries on the island that need work. This work will continue in the summer of 2025.

Our sincere thanks to Terry and Elaine Carter for their hospitality during Robyn and Ian's stay in Greenspond. (I believe they even caught a cod fish or two)!

Read more on their website:

<https://blackcatcemeterypreservation.ca/blog/>



Photo Credit: Greenspond Heritage Society

Gerald Squires RCA Memorial Gallery Opens to the Public

The Gerald Squires RCA Gallery at the Holyrood Museum will celebrate its Grand Opening in July. A tribute to the extraordinary life and artistic legacy of one of Newfoundland and Labrador's most beloved visual storytellers, the exhibition opens to the public July 9, 2025.

Best known for painting dramatic landscapes in acrylic and oil, Gerald Squires (November 17, 1937 – October 3, 2015) also produced major work in sculpture, lithography and stained glass. He was also an accomplished portraitist. Much of his work drew inspiration from the landscape and culture of Newfoundland and Labrador. Squires lived and worked in Holyrood from 1983 onward.

Holyrood Heritage Society Museum and Gallery is located at 429 Conception Bay Highway, Holyrood. The opening hours are Wednesday to Sunday, 9-12 and 1-4. The admission fee is \$15, \$10 for seniors, and free for children under 12. Call ahead at 709-229-7725 to book a private tour.



Photo Credit: Holyrood Heritage Society

Museum Day NL 2025

MANL is inviting all members to celebrate Museum Day NL 2025, scheduled on July 12! Held annually on the second Saturday in July, Museum Day NL provides an opportunity to highlight and promote GLAM and heritage institutions throughout Newfoundland and Labrador.

Located in every region of the province, museums are an integral part of Newfoundland and Labrador's cultural fabric. Museum Day NL was created by MANL to promote our membership and showcase all the wonderful things happening in our heritage community.



Museum Day NL 2024 at the Blackhead One Room School and Church Museum in Blackhead, Cape Spear. Photo Credit: MANL

This annual event demonstrates that museums are an integral component of our provincial cultural and tourism infrastructure and contribute to lifelong learning, creating distinct and vibrant communities to live, work, visit, and invest in.

Please let us know what you have planned for the Museum Day NL this year so we can help promote your events and programs! We encourage all our members to tag MANL on your social media posts (@museumsnl) and use the #MuseumsNL and #MuseumDayNL2025 hashtags!

Mini Marty's Marvellous Mining Mission!

By Linda Hickey



Mini Marty the Miner has been marching across the province, making monumental memories and mingling with the masses, all while mischief-making in his miner's gear!

This summer, he's been sneaking into portmanteaus, motoring with OZFM's Liv & Lauren while trying to get mic time to tell his stories, merrily munching on culinary delights from markets and museums alike, and even riding motorcycles. He took a moment to mosey with the marvellous matriarchs of the Royal Ruby Belles Red Hat Society, matching their sparkle with his own mining shine and yes, he even managed to make it all the way to British Columbia, taking Bell Island's history coast to coast!

But don't let his mini size fool you, Mini Marty carries a mighty message about Bell Island's mining history. Wherever he goes, he mesmerizes folks with meaningful moments, from mining tales of hard work and heart, to the legacy of mining iron ore that powered a province.

At the #2 Mine Tour & Museum, Mini Marty is more than a mascot, he's a movement. He's mobilizing a new generation to appreciate the magic and might of our underground past. Kids love his mini miner outfit. Grown-ups admire his mission. And on social media? He's a megastar! (#MiniMartyTheMiner)

So, if you spot a tiny miner with a big grin and even bigger stories, that's our Marty. Come meet him this season and maybe you'll join his next mystery-filled mining moment.

Mini Marty plushies are now available at the #2 Mine Tour & Museum gift shop! Visit and take home a piece of history today!

About the Bell Island Heritage Society

The Bell Island Heritage Society has been dedicated to preserving and promoting the rich industrial and cultural history of Bell Island for over 30 years. As the steward of the #2 Mine Tour & Museum, an internationally recognized underground experience, the Society fosters meaningful connections between visitors and the proud legacy of Newfoundland and Labrador's mining heritage.

In 2025, the Society introduced Mini Marty the Miner, a new interpretive character designed to engage audiences of all ages. Mini Marty has quickly captured the hearts of both young and old, offering a fresh and imaginative way to experience the island's remarkable mining story.

Indigenous Cultural Heritage Rights Task Force Urges Action on UNDRIP Action Plan Measure 98

Background

The Indigenous Cultural Heritage Rights (ICHR) Task Force—a joint initiative of the Indigenous Heritage Circle (IHC) and the Canadian Museums Association (CMA) Indigenous Council—is calling on the Government of Canada to support the co-development of an Indigenous-led, distinctions-based National Framework for Indigenous Cultural Heritage Rights, including repatriation. The Task Force contends that heritage rights must be understood as encompassing more than repatriation alone—extending to infrastructure, cultural revitalization, community wellbeing, and recognition of Indigenous legal orders. The framework would build on: Action Plan Measure 98 of the UN Declaration Act Action Plan; Canada's obligations under the UN Declaration on the Rights of Indigenous Peoples Act (2021); and the goals of the new Quality of Life and Well-Being Committee. The ICHR Task Force affirms that Indigenous heritage rights must encompass: repatriation/rematriation, cultural revitalization, infrastructure & community wellbeing, and recognition of Indigenous legal orders.

Urgency of Action: HBC Auction and Risk of Cultural Loss

The urgent need for this action is underscored by the recent Hudson's Bay Company (HBC) Collection auction, which highlights the ongoing vulnerability of Indigenous cultural belongings held in private and institutional collections. The attempted sale of potentially culturally sensitive items demonstrates the immediate need for coordinated federal policy and investment in Indigenous-led oversight. This has ignited calls for action on repatriation from the Assembly of First Nations, the Assembly of Manitoba Chiefs, the Manitoba Métis Federation,

and the Federation of Saskatchewan Indigenous Nations, as well as action at provincial levels in response. A meeting convened by the CMA with key Indigenous organizations and museum leaders led to plans for a technical working group to review the auction list and an advocacy group to coordinate communications.

The ICHR Task Force calls on the government to:

1. Initiate the development of a comprehensive, Indigenous-led National Framework for Indigenous Cultural Heritage Rights that encompasses repatriation/rematriation, restitution, reclamation, and redress.
2. Allocate \$20 million over five (5) years for Indigenous-led consultations on a National Framework for Indigenous Cultural Heritage Rights and provide \$3 million over 2026-2028 for research on repatriation scope and costs.
3. Commit to substantial, long-term funding to support the full development and implementation of this framework beyond the initial research phase.
4. Establish an Indigenous-led task force to guide this process, in partnership with leading Indigenous heritage organizations.

The Museum Association of Newfoundland and Labrador encourages all members to reach out to their political representatives regarding support for the development of an ICHR Framework under Indigenous-led guidance.

For further information, please contact:

Rebecca MacKenzie
 Director of Communications
 Canadian Museums Association
communications@museums.ca

Heritage NL Approves \$100K in Revitalization Grants

Six heritage properties in Newfoundland and Labrador have been awarded grants to assist with heritage restoration projects. These include two community museums, residences, and a historic church property. A total of \$100K was approved for Registered Heritage Structures across the province. The properties will all undergo work to restore original heritage features, utilizing traditional materials and craft skills.

Drake House Museum in Arnold's Cove will see exterior work repairing and repainting clapboard and trim; the Butler Property in Cupids and the Our Lady of Mercy Museum in Port au Port West will have heritage windows repaired and storm windows made; the often-photographed St. Paul's Anglican Church in Trinity will undergo much needed roof repair; while the iconic Devon House on Duckworth Street, St. John's, and the Sexton/Wilansky House in Trinity will have trim, detailing, and exterior materials repaired and restored.

"Heritage NL is proud to be part of these important restoration projects," says board chair Dr. Lisa Daly. "Our heritage properties are a vital part of tourism visitation and destination marketing for the province, and need continual investment."

Heritage NL was established in 1984 to preserve one of the most visible dimensions of Newfoundland and Labrador culture - its architectural heritage. Heritage NL designates buildings as Registered Heritage Structures and may provide grants for the purpose of preservation and restoration of these historic places.

Introducing WHAM!

This April, the Museum Association of Newfoundland and Labrador joined with Heritage NL and the Association of Newfoundland and Labrador Archives (ANLA) to launch a brand-new program. WHAM! Working in Heritage, Archives & Museums is a partnership dedicated to raising professional standards and skills within the province's diverse heritage fields.

WHAM! will share workshops and other training opportunities, as well as collaborate on professional development presentations and events. One major objective is to overhaul, update and expand MANL's Certificate in Museums Studies Program. An important component of this process will be to engage all stakeholders, including heritage employees, volunteers and MANL members throughout the province.

In the coming months we will be reaching out to you for your feedback on all your professional development needs and challenges. We are excited to announce that one of our first consultation sessions will take place at our annual heritage conference, happening this October at The Rooms. So please stay tuned!

Anne Madden
Office Manager, MANL

CMA Bursary Program Under Review

Please be advised that no bursary funding will be available for events between April 1st, 2025 and March 31st, 2026 as the bursary program is under review. For more information, please visit: <https://museums.ca/site/bursaries>

Meet MANL's New Professional Development Assistant!



Sarah Sharpe is the newest member of the MANL team, joining as the Professional Development Assistant. In this position, Sarah will play a key role in advancing the skills and expertise of museum professionals and volunteers across Newfoundland and Labrador.

The Professional Development Assistant position is part of the newly launched ASCEND program (Achieving Success through Community ENGagement & Development) with Community Sector Council Newfoundland and Labrador - an initiative offering meaningful, provincially subsidized, 19-21 week employment opportunities. Designed to provide experience, mentorship, and career-building tools, ASCEND equips employees with practical skills to excel in their fields. As part of the program, Sarah completed an intensive two-week career development training, featuring workshops on financial literacy, goal setting, and workplace professionalism, all of which have prepared her for success in her new role.

Sarah began her heritage experience at Trent University, Peterborough, Ontario, where she earned her Bachelor of Science in Archaeology. At Trent, Sarah was able to gain hands-on experience in

archaeology through field schools in Ontario and Italy, and wrote her undergraduate thesis on trace element analysis of Woodland Period ceramics.

After graduating from Trent, Sarah went on to complete her Master of Arts in Archaeology at Memorial University, supervised by Dr. Lisa Rankin. Her research centred on Inuit place name mapping and oral history with the Inuit community of Hopedale, Nunatsiavut. Working alongside Nicholas Flowers, a dedicated heritage minded youth from Hopedale, Sarah developed and distributed an interactive website and atlas, ensuring her research could be shared within the community in a meaningful way.

Sarah has extensive professional experience in heritage and museum work nationwide. She has worked in private archaeology in Ontario, excavating Indigenous and historical sites with Past Recovery Archaeological Services. Sarah also acted as curator of the Muskoka Lakes Museum in Port Carling, Ontario, where she was able to design and implement several exhibits such as "Muskoka in the 1960s", "Indigenous Life in Muskoka", and "Resort Life in Muskoka". She is currently working towards her Museum Studies Certificate with MANL.

Sarah is excited to return home to St. John's and work with MANL. During her ASCEND contract, she will focus on expanding professional development initiatives through Midday Museums and workshops, strengthening partnerships with member institutions to help achieve their programming goals, helping to facilitate the Museum Studies Certificate program, and updating MANL resources to better support museum professionals.

After the ASCEND program, Sarah aims to continue working in the heritage sector in St. John's. She is particularly passionate about continuing to pursue archaeological research, collections management, and museum education. MANL is excited to have Sarah on board for this summer season and looks forward to supporting her professional growth.

Call for Nominations: MANL Awards

The Call for Nominations for MANL Awards is now open! Nominations of individuals or institutions that deserve recognition for their contributions to the museum field are invited for the following categories: Award of Merit and Honorary Life Membership.

To meet the eligibility criteria, the nominator must be a MANL member, individual or institutional. The nominee may be volunteers (unpaid persons involved in the heritage field), professionals (any persons employed by a heritage organization), organizations (non-profit societies) or corporations involved in heritage preservation. The seconder has to be a member of good standing in the community.

All submissions will be assessed by the Awards Committee. Judgments by the committee will be based solely on the strength of the information submitted with the nomination package. If the committee is unable to identify suitable recipients in any given category, no award will be given in that category.

The Awards Ceremony will take place on the morning of October 18 during our 2025 Heritage Conference at The Rooms. The deadline to submit your nomination is 11:59 PM on September 19, 2025.

NOMINATION FORM



Advocacy Postcard Program

MANL is excited to announce our brand new Postcard Advocacy Program. At MANL, we appreciate the unique funding needs of heritage organizations in Newfoundland and Labrador and that the provincial government's Department of Tourism, Culture, Arts and Recreation (TCAR) is a key part of that funding.

Last fall, members of our province's heritage community initiated a letter-writing campaign, encouraging everyone to contact the Government of Newfoundland and Labrador to highlight funding shortfalls experienced by heritage organizations every year. The letter included a request that CEDP funding be increased to reflect increasing demand on the program, as well as an increase in the cost of living.

As a continuation of this campaign, MANL has developed a postcard template that heritage organizations can invite their visitors, members, and supporters to fill out to indicate their support of the organization and its importance to the cultural identity of the province. These postcards will be sent to the provincial government to encourage increased financial support.

The postcard will feature an image of the heritage organization, a brief message of support, and space for a visitor signature and home province. We would like to invite all MANL members to participate in the Postcard Advocacy Program. With your input and support, we can have a say in the future of our heritage and culture.

These postcards will be sent to the provincial government to encourage increased financial support. More details will be announced soon! In the meantime, please email us outreach@museumsnl.ca or call 709-722-9034 if you have any questions or comments!

Professional Development

UNHEARD VOICES: DIVERSIFYING HERITAGE

2025 Heritage Conference

Pre-Conference Professional Development Opportunities

Wednesday, October 15, 2025

Digital Photodocumentation of Museum Objects – Day 1 (Core*)

Instructors: Mylène Choquette and Germain Wiseman, Canadian Conservation Institute
Location: The Rooms

Introduction to Universal Design for Learning in Heritage (Elective*)

Instructors: Jordan Hollahan, Stephanie Evans, & Jared T. Hogan
Location: TBA

Thursday, October 16, 2025

Digital Photodocumentation of Museum Objects – Day 2 (Core*)

Care and Maintenance of Historic House Museums (Elective*)

Instructors: TBA
Location: O'Brien Farm Foundation

Introduction to Reconciliation in Heritage (Elective*)

Instructor: Jared T. Hogan
Location: TBA

Evening Offerings

#1. Birch Broom Workshop

#2. Train-the-Trainer: Braided Rug Workshop

** These workshops are offered as elective or core credits in the Museum Studies Certificate Program. Participants do not have to be enrolled in the MSCP to register for these courses.

Digital Photodocumentation of Museum Objects

Date: October 15-16, 2025

Time: TBA

Fee: TBA

Instructors: Mylène Choquette and Germain Wiseman, Canadian Conservation Institute

Location: The Rooms, 9 Bonaventure Ave, St. John's, NL

This workshop explains how to digitally photograph museum objects to meet conservation and documentation requirements. It includes information on how to choose proper photographic equipment, the various types of digital cameras and how they function, different light sources and how they influence colour, assorted lighting techniques and how to set up a digital workflow.

For more information about the workshop, please see: <https://www.canada.ca/en/conservation-institute/services/learning-activities/photodocumentation.html>

Registration opens August 25, 2025! Due to the hands-on nature of this workshop, the number of participants is limited to 12. Priority will be given to MANL and ANLA members in good standing.

This workshop is a core course for the Museum Studies Certificate Program, but you do not have to be completing the certificate to participate.

Midday Museums: Community Engagement in Exhibit Development

Date: Tuesday, July 29

Time: 12:00 PM

Presenter: Sarah Sharpe, MANL

Location: Online via Zoom

What role should community members play in exhibit development? What are the challenges associated with involving the public? How can museums use their resources to make connections and personalize galleries? Join Sarah Sharpe, MANL's Professional Development Assistant, to find out!

This session will be offered online via Zoom and is free for everyone to attend. Registration opens soon!

MANL Environmental Monitoring Equipment Loan Program



MANL Job Board

Are you looking for a job opportunity in Newfoundland and Labrador's heritage sector? Check out our job board: <https://museumsnl.ca/job-board/>

Is your museum or heritage institution hiring or looking for volunteers? Contact us at info@museumsnl.ca and let us help you get the word out!

Subscribe to Our Museum Announcements!

Want to stay up to date on funding opportunities, MANL workshops and activities, as well as other exciting heritage sector news? Subscribe to our weekly Museum Announcements, mailed out every Thursday: museumsnl.ca/museum-announcements/

Contact us at membership@museumsnl.ca with your upcoming events, programs, announcements, employment opportunities, meetings and news, and we will post it in our Museum Announcements!

UNHEARD VOICES

Diversifying Heritage

October 17-18, 2025
The Rooms, St. John's, NL



Heritage NL



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