

The Aboriginal BUSINESS REPORT

A CCAB PUBLICATION



A NEW DAY FOR INDIGENOUS TOURISM

INDIGENOUS TOURISM HOTSPOTS

FROM ARCTIC BAY EXPEDITIONS TO FIRST NATION FEASTS

WEST COAST DREAMING

BC'S PUSH TO BROADEN ITS INDIGENOUS ATTRACTIONS

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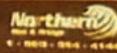
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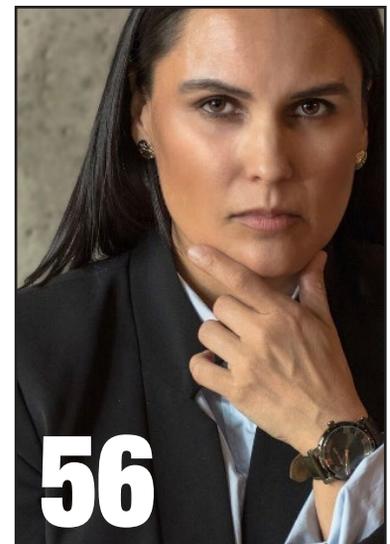
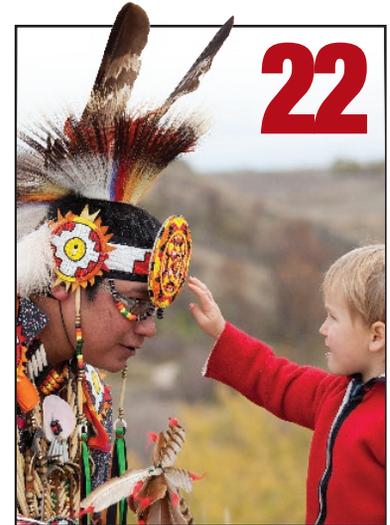


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J.P. GLADU
PRESIDENT AND CEO

INDIGENOUS TOURISM

A NATURAL PLATFORM FOR MUTUAL UNDERSTANDING

When the Europeans first landed on the shores of Turtle Island, they were greeted by Indigenous peoples who provided them with the knowledge and leadership they needed to survive the harshness of their first winters. As the colonialists moved further west in the years and decades that followed, they discovered a vibrant mix of Indigenous peoples, each with their own language, art, culture and traditions.

Five hundred years after first contact, our Indigenous peoples are building new relationships and prosperity while educating Canadians on their history. With an upsurge of interest in authentic Indigenous experiences, people from all four corners of the globe are learning more about the Indigenous peoples of Canada during their travels here. We are

seeing an awakening of sorts, and it all feeds into – and out of – Indigenous tourism.

In this edition of CCAB's *Aboriginal Business Report*, we take a closer look at this important and growing industry. We explore the economics of Indigenous tourism and the extraordinary entrepreneurial spirit of our peoples. Keith Henry, president and CEO of the Indigenous Tourism Association of Canada, tells us why tourism is so important for Aboriginal communities and how it contributes to the country's overall economic health. We also look at what is happening in B.C., which recently received a cash infusion of \$2.25 million from Ottawa for its Indigenous tourism sector.

Travellers today have a myriad of opportunities to experience Canada's natural beauty

The Aboriginal Business Report

is published for The Canadian Council for
Aboriginal Business (CCAB)

2 Berkeley Street, Suite 202
Toronto, Ontario M5A 4J5

416-961-8663
416-961-3995

www.ccab.com

Published by:
MediaEdge
www.mediaedgepublishing.com

33 South Station Street
Toronto, Ontario M9N 2B2
Toll Free: 1-866-480-4717
robertt@mediaedge.ca

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Published September 2018

Publication Mail Agreement #40787580

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 The Aboriginal Business
Report is printed on 10%
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through Indigenous communities that are actively engaged in their culture, language, art and traditions. Indigenous tourism has opened the door to a kaleidoscope of vacation options – both for foreign travellers looking for more authentic experiences when visiting this vast, beautiful country of ours, and Canadians searching for that same authenticity in their own backyard. For the latter, Indigenous tourism offers up the perfect ‘Can-staycation’ opportunity.

Our special section on Indigenous Tourism Hotspots (pg. 22) gives you a glimpse into just some of the amazing travel destinations that are out there. Whether it's viewing the spectacular Northern Lights, overnighing in a tipi village, or foraging for your own dinner among the Canadian wilds, Indigenous tourism has something for everyone. There are some stellar ideas on where to plan your next vacation adventure, and you can get to know your Indigenous neighbours while supporting sustainable economic growth that benefits all Canadians.

We are certain that with CCAB's new Aboriginal procurement initiative Supply Change, Indigenous tourism will flourish. It will engage directly with Canadian business and the domestic and global tourism industry, and we very much look forward to seeing how this industry unfolds as the momentum builds. It will be spectacular.

Enjoy this issue of the *Aboriginal Business Report*.

Chi Miigwetch,



J.P. Gladu
CCAB President & CEO



The Canadian Council for Aboriginal Business would like to acknowledge CCAB member Indigenous Tourism Association of Canada (ITAC) for their interviews and photos that contributed to this exciting issue focusing on Indigenous Tourism in Canada.

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WORLD-CLASS WELCOME

O IN THIS ISSUE'S COVER, CCAB'S ABORIGINAL BUSINESS REPORT SPOTLIGHTS ABORIGINAL CANADIANS WHO HAVE BUILT GLOBAL REPUTATIONS IN THE WORLD OF TOURISM. EACH OF THESE CCAB MEMBERS HAS SUCCESSFULLY SHOWCASED THE UNIQUE HISTORIES, CULTURES AND TALENTS OF THEIR COMMUNITIES, EXTENDING THE HAND OF HOSPITALITY TO CANADIANS AND CITIZENS OF ALL NATIONS.

THEY ARE JUST SOME OF OUR TOURISM TRAILBLAZERS. LEARN MORE ABOUT THEM BELOW.



CHEF ANNA COTE // THE BIRCH BITE

Anishnabeg Chef Anna Cote is the founder of The Birch Bite restaurant located in Kitigan Zibi in Quebec. With a background in holistic nutrition, Cote believes food should make you feel good and you shouldn't have to sacrifice taste to support a healthy lifestyle. In addition to The Birch Bite, Cote runs a food subscription program through which her community members enjoy healthy, delicious meals delivered to their homes and businesses.

thebirchbite.com

ABORIGINAL EXPERIENCES // TRINA MATHER-SIMARD

Ottawa's Aboriginal Experiences is famous for events such as The Summer Solstice Indigenous Festival, which attracts up to 40,000 visitors on National Indigenous Day in June. Executive director Trina Mather-Simard is especially proud of its work helping Indigenous youth launch tourism careers through the Aboriginal Cultural Ambassador Program (ACA).

aboriginalexperiences.com



GRAND CHIEF KONRAD SIOUI // WEDAKE RESORT

Grand Chief of the Huron-Wendat Nation, Konrad Sioui is a renowned Aboriginal advocate, but he's also a tireless supporter of cultural tourism. When Ottawa announced funding for displays highlighting the Huron-Wendat Nation at the Port of Quebec, Sioui was outspoken in his support. "The Huron-Wendat Nation has come together to carry out a growth-generating project: developing its tourism offer," Sioui said. "We are grateful to have been able to rely on the Government of Canada's financial support for many of the projects that we have developed and implemented, which have helped make tourism one of the major pillars of Wendake's economy."

tourismewendake.ca



CHIEF LIZ LASAGA // // // // FLAT BAY BAND

The Mi'kmaw community of Flat Bay, Newfoundland, has hosted the Bay St. George Powwow every July. Guests come from around the world to learn about Mi'kmaw culture and experience dances, the sweat lodge, healing and sharing circles, drumming ceremonies and more. Flat Bay Chief and Band Manager Liz LaSaga (named Chief Golden Heart by her community) says the annual event is about to grow thanks to a three-year plan to add new venues and facilities.

flatbaynl.com

TUNDRA NORTH TOURS // // // // KYLIK KISOUN TAYLOR

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CLIFF FREGIN // // // // OCEAN HOUSE

"Cultural eco-tourism was a natural extension of everything the Haida people believe in," says Cliff Fregin, chair of Haida Enterprise Corporation, which operates Ocean House, a luxury fly-in lodge in Peel Inlet, British Columbia. Ocean House gives guests from around the world an up-close encounter with Haida Gwaii and Haida culture through cultural interpreters, onsite artists, nature treks, storytelling, trips to ancient village sites and more.

oceanhouse.ca



KORTAR'S KHATELAINE // // SIBERIAN HUSKY

Along for the shoot were Khatelaine's two pups... Kortar's Kold Kash "Silver" and Kortar's Teagan. Kortar Kennels Perm. Reg'd

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A NEW DAY FOR INDIGENOUS TOURISM

BY MATTHEW BRADFORD



Photos courtesy of the Indigenous Tourism Association of Canada (ITAC)

INDIGENOUS COMMUNITIES REAP THE REWARDS OF A TRAVELLING PUBLIC MORE INTERESTED IN AUTHENTIC EXPERIENCES

Whether a colourful powwow in Newfoundland, a First Nations feast under Yukon's polar lights, or a guided tour across ancient trails in Canada's far north, Indigenous tourism is taking many shapes and forms from coast to coast to coast. And with support coming from all corners, the boundaries of opportunity are rapidly expanding. "Indigenous tourism is worth a substantial amount of money and Canada has a lot to offer," explains Keith Henry, president and CEO of the Indigenous Tourism Association of Canada (ITAC).

Destination Canada reports that the number of international visitors to the country was at an all-time high in 2017 and, according to ITAC research, an increasing number of them are seeking the kind of authentic, cultural experiences Indigenous tourism offers. Today there are more than 1,500 Indigenous-led tourism organizations vying to meet that demand. Collectively, they employ over 33,000 people, generate \$67 million in consumption tax revenue, and contribute \$1.4 billion towards Canada's annual GDP.

The numbers are impressive, says Henry, but even more impressive is that there is much more room for growth. "Canada is not well known as an Indigenous destination among world travellers, so we're getting a relatively small market share," he notes. "We need to work on our branding and include Indigenous culture in those plans to create true Canadian experiences."

ITAC's five-year plan, The Path Forward, is tackling this challenge head-on by helping communities overcome barriers and expand the industry. The aim is to grow the Indigenous tourism sector by \$300 million in GDP contributions by 2021. The strategy includes developing capacity for Indigenous entrepreneurs, securing funding from industry and government partners, and working with

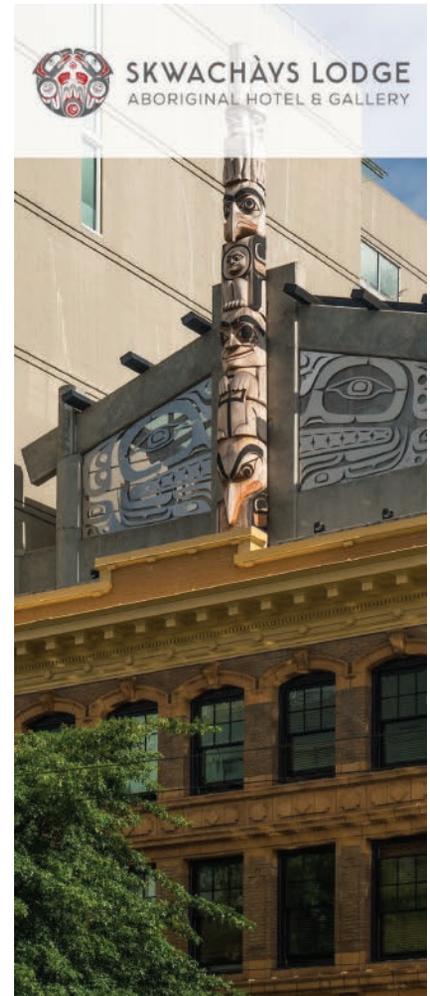
Indigenous leaders to line up businesses and products that support a world-class Indigenous tourism industry.

The federal government is backing this initiative. It recently contributed \$13 million towards ITAC's five-year plan and \$2.25 million to its B.C. counterpart, Indigenous Tourism BC (for more on this, turn to pg. 18). For its part, ITAC has entered into multi-year contribution agreements with partners like Travel Manitoba and Parks Canada to support Indigenous tourism opportunities. "Growing the industry is about leveraging partnerships and providing new investments to support Indigenous businesses," says Henry. "[Indigenous tourism] is worth a lot of money, so we need to continue educating government and policymakers about the importance of these investments."

EXAMPLES FROM THE EAST

The socioeconomic value of Indigenous tourism is on full display in Aboriginal communities across Canada. A strong example can be found in Newfoundland's No'kmaq Village (Flat Bay Band Inc.), which hosts the Bay St. George Mi'kmaq Powwow every summer along the island's west coast. Now in its 14th year, the powwow attracts thousands of visitors yearly. It has become one of the largest powwows of its kind in Canada and a significant revenue generator for the Mi'kmaq community.

Over and above bringing funds into the community, however, Chief and Band Manager Liz LaSaga says the annual gathering has done wonders for the Flat Bay Band's spirit. "Over the last 14 years I've watched a great sense of pride build in the community, and that's because the rest of the world has taken an interest in our village, our culture, and how we live our lives," she says. "Our youth are proud of where they live, and they can't wait to showcase their culture and teachings to the people that come here every year."



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LaSaga adds that the powwow has fueled a sense of revitalization among the Flat Bay Band's members, noting, "When you're expecting 10,000 people to visit your community for one weekend every year, that motivates everyone. I see people painting their houses, fixing up their properties, and even starting small money-making ventures like teaching visitors how to make moccasins, selling hand-made crafts, or providing pony rides." This success has put the island community on the government's radar, adds LaSaga. "All this activity has provided a good rationale to the government to give us money for different programs to beautify and upgrade the community."

Bob Gosse, a director on the CCAB Board, has watched Newfoundland's Indigenous tourism industry flourish over the years. He says the island is now considering the development of interpretation centres, recreational parks, eco-tours through local mountains, and other cultural experiences that deliver even more tourist incentives. "We're looking at a lot of different ways to create that exposure and it's really starting to work," he says. "It's not just about the money, either. Yes, these are ways to supplement an income and keep a business going, but the important part is we're rejuvenating our communities and getting a chance to share our culture with the world."



“INDIGENOUS TOURISM IS WORTH A SUBSTANTIAL AMOUNT OF MONEY AND CANADA HAS A LOT TO OFFER”

KEITH HENRY, PRESIDENT & CEO, ITAC

BUILDING COMMUNITIES

Newfoundland is far from alone in its success. B.C.'s Indigenous tourism sector has nearly doubled in size over the last decade, fueled by more than 400 Indigenous-owned businesses. Other regions experiencing strong growth include Ontario and Quebec; the latter, in particular, has benefited from an uptick in overseas visitors seeking immersive cultural experiences. "We see strong examples of Indigenous tourism in all the provinces," says Henry. "For example, the Wendake First Nation in Quebec spent the last decade putting in a beautiful hotel, cultural facility, restaurants, and an amphitheater featuring Indigenous performances. That's just one example of communities embracing tourism and they're doing a tremendous job."

Bob Gosse is encouraged by the industry's potential, especially as it gathers more support from government partners. "There have been a lot of issues that have stopped our people from focusing on economic development, but now we're seeing more emphasis from the government of Canada to help build businesses like these," he says.

It's a good thing too, adds LaSaga, as the need for self-sustainable communities is becoming increasingly stronger. "Communities funded through the federal government know that it won't last forever, so they need to look at ways to take care of themselves economically," she stresses. "That's why we need the government to continue to recognize how popular Indigenous tourism is becoming and how important it is to support Indigenous tourism businesses." ■



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Pictures: Shannon Monk Payne, CEO of Sakatay Global, and members of the SG team, with Tim Cook, CEO of Apple

BY MATTHEW BRADFORD

WEST COAST

D R E A M I N G

B.C. GETS A \$2.5-MILLION BOOST TO BUILD THE PROVINCE'S GROWING INDIGENOUS TOURISM SECTOR

We Raise Our Hands to welcome the world. So goes the mantra behind a multi-year plan in B.C. to champion one of the province's fastest-growing sectors: Indigenous tourism.

With support from local and government partners, the plan was drafted by Indigenous Tourism BC and is backed by \$2.25 million in federal funding, announced last January. It will also benefit from the \$13 million the federal government allocated earlier to the Indigenous Tourism Association of Canada (ITAC) for national Indigenous tourism initiatives.

All of this points to an awareness by senior policymakers of the growing interest in Aboriginal destinations and the importance of Indigenous tourism to the country's economy. "There's no doubt [there's a] demand for Indigenous tourism products," says Tracy Eyssens, CEO at Indigenous Tourism BC (ITBC). "One in three visitors coming to B.C. is interested in immersive, Indigenous experiences. It's a thriving sector, and we want to be part of that growth by creating supply and furthering that demand."

The province is home to 401 Indigenous tourism-related businesses that together employ 7,400 Indigenous and non-Indigenous residents. The industry has grown 66 per cent since 2012 and accounts for an impressive \$705 million of the province's GDP. And the general consensus is that the potential for further growth is just as strong.

As noted by Bardish Chagger, Minister of Small Business and Tourism when the B.C. funding package was announced, "Indigenous tourism experiences offer visitors from around the world a tremendous opportunity to learn more about the

rich, proud cultural heritage of the original peoples of this land. It also helps create good jobs and new opportunities for Indigenous communities from coast to coast to coast as our largest service export and largest employer of youth."

RIPPLE EFFECT

The federal government's injection of \$2.25 million comes at a critical point for ITBC, given that the group launched its new five-year strategy last year. Titled Pulling Together 2017-2022, the plan aims to build the province's Indigenous tourism community around four strategic pillars: cultivating relationships, inspiring visitors, activating experience development and advocating Indigenous tourism.

"It starts with building relationships with Indigenous entrepreneurs," Eyssens explains. "We work with communities from the startup phase to define those initial ideas and turn them into an authentic Indigenous experience or business. Those initial steps involve a lot of pathfinding where we communicate the value of tourism, find out what they don't know, support the build-out of their vision, and facilitate an understanding of what parts of their culture they want to protect and share."

The next step, continues Eyssens, is getting those startups market-ready. ITBC's Push for Market Readiness program provides resources and support to potential businesses to move from their initial concept to one that allows them to open up the experience to visitors outside their communities. "To be 'market ready,' we require program participants to show us they have components like an online booking



system, point-of-sale system, and other service elements in place that will show tourists they are up and running," Eyssens explains.

Rounding out ITBC's strategy are its Inspire and Promotion pillars, i.e., promoting B.C.'s Indigenous tourism products through multi-channel marketing campaigns. This is usually done by tapping into domestic and international tourist markets and working with the Indigenous Tourism Association of Canada (ITAC), Destination BC and other Canadian partners to promote B.C.'s unique slate of Indigenous experiences.

STAYING IN MOTION

While the province's Indigenous tourism industry may be thriving, ITBC and other stakeholders aren't resting on their laurels. ITBC intends to keep the momentum going by building its capacity, securing more funding, and cultivating relationships, both within the province and beyond. "The good and the bad element of tourism is that it changes so quickly," Eyssens offers. "As we move forward, we will be doing research, talking with our partners and collecting feedback from Indigenous stakeholder businesses to enhance our next three-year strategy. It's about using the data to build our capacity and the programs to support these stakeholders."

ITAC too is taking steps to keep things in motion. They include supporting existing memorandums of understanding (MOUs) with other tourism associations, such as those with the Thompson Okanagan Tourism Association (TOTA) and Northern BC Tourism. Both co-fund Indigenous specialists working with First Nation businesses in their respective areas.

Similarly, ITBC is establishing MOUs with the Cariboo Chilcotin Coast Tourism Association, Tourism Vancouver Island and Kootenay Rockies Tourism. "Being located in west Vancouver makes it a challenge to get that outreach to other parts of the province," says Eyssens. "With those specialists in place, we now have eyes and ears on the ground that can actually listen and be responsive to Indigenous needs."

Tourism also helps the province's 203 First Nation communities connect more deeply with their own culture.

"Indigenous tourism products... all tell a story about Indigenous culture," says Maggie Edwards, general manager of Vancouver's Skwachàys Lodge Aboriginal Hotel and Gallery, a popular destination for Canadian and international guests. "They provide education and a connection between our historic cultures and people who are seeking authentic experiences, as well as jobs for members of the Indigenous community in a safe and supportive environment that gives voice to their history and culture."

As ITBC moves forward with its action plan, Eyssens reports the team is confident in their ability to help Indigenous tourism leaders do what they do best. As she explains, "We know Indigenous people are great storytellers – that's why the value of tourism is so important. It keeps these business owners in their community while bringing in visitors that will spend money and help build their economy. Most importantly, it's about helping to change the story of Indigenous People. We exist to tell our story to create your experience." ■



The advertisement features a background image of a suspension bridge, likely the Golden Gate Bridge, with a red square logo in the top left corner containing the letters 'DBRS' and a stylized sunburst graphic. A large red banner at the bottom of the image contains the text 'The ratings investors want.' in white serif font.

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 REQUIREMENTS PLANNING • **TEAMWORK** • WORLD-CLASS SULPHUR TECHNOLOGIES • SUPPLIER QUALITY • TRANSPORT
 THERMODYNAMICS • OFFSHORE WIND FARMS • INTEGRATED SOLUTIONS • **EXCELLENCE** • FACILITY SIMPLIFICATION
 SUBJECT MATTER EXPERTS • GAS PROCESSING & TREATING • PROGRAMMATIC EXECUTION • POLYSILICON • GASIFICATION
 LIFE SCIENCES & ADVANCED MANUFACTURING • ELECTRICAL & INSTRUMENTATION • CONCEPTUAL DESIGN • SITING
 PETROLEUM REFINING • HYDROGEN PRODUCTION • AIR POLLUTION PREVENTION • SOLAR • VENTILATION
 COMMUNITY DEVELOPMENT • ECONOMIC OPTIMIZATION • INFRASTRUCTURE • DESIGN • MICROMERITICS OPTIMIZATION
 AVIATION • CAREER DEVELOPMENT • THE CONSTRUCTION OF A CHANGING ENGINEERING SUPPORT
 INTEGRATED MANAGEMENT • OPERATIONAL CONTROL • OBJECTIVE MANAGEMENT • FINANCE • NUCLEAR
 HYDROGEN SUPPLY • SYSTEMS INTEGRATION • PROJECT MANAGEMENT • QUALITY ASSURANCE • QUALITY ASSURANCE
 PROJECT & PROGRAM MANAGEMENT • WORKFORCE TRAINING • EQUIPMENT REPAIR • CAPABILITIES • ENGINEERING
 GAS PROCESSING & TREATING • INFRASTRUCTURE • BETTER-BUILD APPROACHES • CHEMICALS • PLANNING & DESIGN
 ADVANCED SOURCING METHODS • CRAFT STAFFING & TRAINING • ENGINEERING • FEASIBILITY STUDIES • MCPLUS
 GOVERNMENT • COMPUTATIONAL FLUID DYNAMICS • PLANT-BETTERMENT • PERMIT • ESTIMATING • GAS-FUELED
 POWER • PROPANE DEHYDROGENATION (PDH) • TOLL ROADS AND HIGHWAYS • PUBLIC-PRIVATE PARTNERSHIP
 POWER SERVICES & PRODUCTS • ONSHORE OIL & GAS PRODUCTION • UPSTREAM MARKET • RELIABILITY ENGINEERING
 DESIGN REVIEWS • GEOGRAPHIC INFORMATION SYSTEMS (GIS) • ECONOMIC OPTIMIZATION • MATERIAL CONTROL
 STAFFING • PIPELINE ROUTING (VLINE) • EQUIPMENT MANUFACTURING & REPAIR • CONTRACTS MANAGEMENT
 CONSTRUCTION & MANAGEMENT • INTEGRATED SOLUTIONS • DISCRETE EVENT SIMULATION (DESIM)
 DETAILED ENGINEERING • CONTRACTOR MANAGEMENT • COLLABORATIVE APPROACH • DOWNSTREAM
 SMALL-SCALE CONSTRUCTION & MODIFICATIONS • LIQUEFIED NATURAL GAS (LNG) • ADVANCED

CONCEPT TO COMPLETION WE HAVE ALL THE PIECES

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ORGANIZATION OF
CANADIAN NUCLEAR
INDUSTRIES

Clean Energy for a Low Carbon Economy

www.ocni.ca

DID YOU KNOW?

- The nuclear industry supports more than 60,000 Canadian jobs.
- Ontario reactors provide over 60% of Ontario's electrical energy.
- Every year Ontario's nuclear fleet helps avoid about 60,000,000 tonnes of greenhouse gases (the equivalent of 12 million vehicles off the road!)

OUR MANDATE

OCNI is the leading and trusted voice of the Canadian nuclear supply chain actively promoting the production of safe, clean and reliable nuclear electricity.

CONNECTION

Facilitate **connections** between our suppliers and nuclear utilities.

READINESS

Increase **readiness** for large projects and refurbishment so that our suppliers will be in the forefront of development.

GLOBAL REACH

Creating international opportunity for our members through **Global Reach**.

ADVOCACY

Proactive **advocacy** for government and public relations.

OUR COMMITMENT

Here's what OCNI's Indigenous Engagement Committee is working on:

- Implementing proven programs from Bruce Power and Ontario Power Generation to propel Indigenous content into an active role in the nuclear industry.
- Utilizing the strength of our 240+ nuclear vendors to grow these programs within our members and beyond.
- Facilitating education of Indigenous youth and elders on the benefits of participation in this industry.
- Providing a point of contact for the OCNI vendor community and Indigenous territories engagement.
- Empowering relationships between the local Indigenous business community and our vendors through networking and mutual education.
- Developing new initiatives that will be promoted through OCNI's website in the coming weeks.
- OCNI has received funding from the Ontario Government's "Skills Catalyst Fund" to support employment of Indigenous youth within the nuclear supply chain.

For more information about our Indigenous program, contact **Marina Oeyangen** at marina.oeyangen@ocni.ca, 905-839-0073 or **Mike Ruysseveldt** at 647-992-7811.



OCNI participated in the Indigenous Youth Conference at the Ontario Skills Competition



OCNI office opening at Port Elgin with Bruce Power Indigenous Relations Suppliers Network (IRSN)

TAKING CENTRE STAGE: **INDIGENOUS TOURISM**

BY MATTHEW BRADFORD

FROM ARCTIC BAY EXPEDITIONS TO FIRST NATION FEASTS, QUIET RETREATS TO RUGGED
ECO-ADVENTURES, INDIGENOUS TOURISM IS A HOT DRAW ACROSS THE COUNTRY



NORTHERN CANADA

ARCTIC BAY ADVENTURES (NUNAVUT)

WWW.ARCTICBAYADVENTURES.COM

Headquartered in the Inuit community of Ikiarjuk (aka Arctic Bay), Arctic Bay Adventures provides exciting northern

experiences throughout Nunavut's Baffin Island. There are dog-sledding journeys, fishing expeditions, Arctic Ocean tours and a trip to the one-of-a-kind Igloo City. Visitors can sign on to packages to get close to local wildlife, discover the many sides of Arctic Bay, visit a floe edge, or even take part in a

"Northern Lights New Year" celebration complete with a community feast and games hosted by Inummariit Elders. All arctic adventures are carried out in partnership with local Inuit guides and are designed to accurately communicate the region's nomadic lifestyle and history.



AURORA VILLAGE (NORTHWEST TERRITORIES)

WWW.AURORAVILLAGE.COM

Built on the former site of Fort Resolution, the oldest trading settlement in the Northwest Territories and home to mostly Dene and Métis people, Aurora Village offers a rare glimpse of Canada's spectacular Northern Lights (aurora borealis) in surroundings that replicate the rich history of the region. Visitors can cozy up in heated sleighs inspired by Aboriginal designs to watch the stellar lights – the only place in the world offering heated outdoor viewing seats that swivel 360 degrees to catch every angle. Guests can even sleep in a 21-tipi village surrounding Aurora Lake. The site also sports a snow slide, gift shop and dining hall, and there are many outdoor wilderness activities to round off one of the most memorable stargazing experiences anywhere.

Respect that runs deep.

The eagle. The salmon. The tipi. These sacred symbols alone show how deeply Indigenous peoples are connected to the natural world. It's a connection we find invaluable and it's why we work closely with our neighbours whose lands we cross. By listening and understanding, then by consulting closely with them on projects, we all benefit from finding common ground on the environment.

Learn more at
Enbridge.com/InYourCommunity

 **ENBRIDGE**
Life Takes Energy®



**SHAKAT TUN ADVENTURES
(YUKON)**

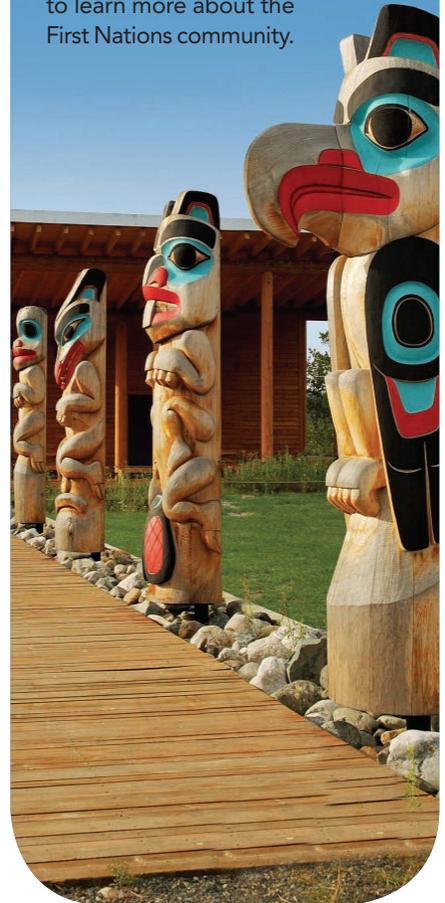
WWW.SHAKATTUNADVENTURES.COM

Operating along the banks of Yukon’s Kluane Lake in Kluane National Park, Shakat Tun Adventures delivers a wilderness camp adventure experience where guests can envelop themselves in the traditions, stories, tastes and lives of the region’s enduring Southern Tutchone First Nations. The company is led by Chief James Allen of the Champagne and Aishihik First Nations and his family, who have dedicated their land to sharing their culture with guests and tourists from around the world. There are guided tours, traditional meals, campfires, storytelling, and drum making workshops, as well as workshops dedicated to drying meat and fish and picking and preserving berries. Guests can also learn how to collect and prepare a traditional Indigenous meal, go on a medicine walk, or simply enjoy traditional Southern Tutchone dances and games.

**TESLIN TLINGIT
HERITAGE CENTRE
(YUKON)**

WWW.TTC-TESLIN.COM/HERITAGE-CENTRE.HTML

This Tlingit community hub sits on the shores of Yukon’s Teslin Lake and showcases the arts, traditions and stories of the Pacific Northwest Coast First Nation. The Centre includes a great hall, Elders Room, gallery, gift shop and five traditional Clan poles created by local artists to represent the five Clans of Teslin Tlingit Council society: Kùkhhittàn (Raven Children), Ishkitàn (Frog), Yanyèdi (Wolf), Dèshitàn (Beaver) and Dakhł awèdi (Eagle). In addition to live on-site crafting and art presentations, the Teslin Tlingit Heritage Centre hosts cultural events like the Haa Kusteeyí Celebration, which recently united Tlingit relatives from across Canada for four days of artistry, feasts, games and entertainment. The Centre serves as a year-round hub for Tlingit activities and a place of sharing for everyone who wishes to learn more about the First Nations community.





Procon

Progressive Aboriginal RELATIONS COMMITTED
Canadian Council for Aboriginal Business

Growing Together Through Partnership

Procon has fostered strong partnerships and joint venture agreements with Canada’s Indigenous people. Our mutual respect and friendship allows for successful and progressive relationships at our mining operations, wherever we go.

Contact us: 1-604-291-8292 | www.procongroup.net



Nutrien – Planting Seeds for a Better Tomorrow

In nature, a healthy ecosystem relies on diversity to boost productivity. Every aspect of nature contributes; every contribution is important.

As the world leader in providing crop inputs, services and solutions, Nutrien recognizes the value of diversity – in nature, in our workplace and in the communities where we work and live. We understand that to succeed we need to draw on unique insights from all areas of our company, supply network and community.

We also know that our knowledge of diversity provides us with an opportunity to lead. Our supply chain should be as diverse as the communities we serve. Our large-scale operations touch or attract people from several treaty territories, languages and heritage groups, which is why we have a company-wide commitment to Diversity and Inclusion.

WORKING WITH OUR SUPPLIERS

We believe that investing in the potential of Aboriginal people and businesses today will lead to a better workforce, more vibrant communities and stronger suppliers tomorrow. We actively assess Canadian suppliers to identify companies that can deliver

exceptional value through their products and services as well as drive positive impact through Aboriginal communities. We also award bonus points on RFP submissions to companies committed to Local Aboriginal Content.

To help suppliers follow our lead, we developed an **"Aboriginal Content Playbook"** (available at Nutrien.com) that details our strategies and gives suppliers suggestions to help them in the development of their own inclusion strategies. We also host town-hall sessions to explain our policies and answer questions, and maintain a database of Aboriginal suppliers and job-seekers that we share across our supply chain.

MEASURING PROGRESS

Nutrien is committed to allocating 30 percent of local spending to majority-owned Aboriginal suppliers or suppliers who share our commitment to Aboriginal development in Saskatchewan by 2020. And by making this commitment, we have achieved immediate progress.

In 2017, we committed to spend more than \$5 million with Aboriginal



majority owned suppliers and, in our first year, we spent more than \$35 million with 22 Aboriginal-owned suppliers in Saskatchewan. Our outreach also resulted in suppliers investing more than \$600,000 in Aboriginal communities through their own inclusion strategies.

By sharing our knowledge with industry, we are having a broader impact. And by demonstrating the powerful impact of diversity, we're helping build a stronger company and healthier communities.

To learn more about Nutrien's diversity programming, contact Leanne Bellegarde, Director, Strategic Inclusion, at leanne.bellegarde@nutrien.com.



**Together
We Grow**

Nutrien™
Feeding the Future™



Stacy Sutherland
Muskeg Lake Cree Nation
Treaty 6, Saskatchewan

WEST COAST

INDIGENOUS WORLD WINERY (BRITISH COLUMBIA)

INDIGENOUSWORLDWINERY.COM

Take in a breath-catching sunset view of Lake Okanagan from British Columbia's first fully Indigenous-owned winery, where the ancient Okanagan Syilx culture merges with the region's thriving wine scene. Indigenous World Winery's history is rooted in a people who have lived in this region for millennia. Robert Louie, former Chief of the Westbank First Nation, developed the concept for the winery with his wife, Bernice in 2011. The couple share a strong passion for nature, the land, and the rich history and traditions of the Syilx people.



KAMLOOPA POWWOW (BRITISH COLUMBIA)

WWW.FACEBOOK.COM/ KAMLOOPAPOWWOW

Now in its 38th year, the Annual Kamloopa Powwow is one of Canada's largest celebrations of First Nations' culture and heritage. Attracting thousands of dancers and tourists each year, the event showcases the Secwepemc people and their songs, stories, arts and history. One of the highlights is a vibrant display of dance in traditional Aboriginal regalia. The Kamloopa Powwow is one of many powwows that take place in First Nations communities across the country – all of which are growing in size and popularity as interest in Indigenous tourism continues to flourish.

Support Postal Banking



Around the world, postal banks are a success.

A public option could help underserved rural, remote and Indigenous communities and the nearly 2 million Canadians who are forced to rely on predatory payday lenders. Wouldn't it also be great to avoid the outrageous service fees we currently pay?

Over 900 municipalities already support the addition of financial and other expanded services at Canada Post.

You can help too.

Please call your MP or send a letter in support of postal banking. Tell your MP to vote in favour of motion M-166.

For more information, please visit: cupw.ca/postalbanking



WORKING WITH ABORIGINAL COMMUNITIES

Repsol aims to establish and maintain strong relationships with Aboriginal Peoples based on mutual respect and shared values. This is developed through commitments to respect cultural diversity, consult with Aboriginal communities, and provide opportunities for local benefits.



Photo by: J. Keith Howie

2017 Aboriginal Awareness Week - Pow Wow

repsol.ca



Art that awes. Dance that moves.
Stories that inform.

Proud partners in promoting our home's unique cultural tourism experiences.



flyairnorth.com

PHOTO: ARCHIBOLD.COM

**KSAN HISTORICAL VILLAGE
(BRITISH COLUMBIA)**

WWW.KSAN.ORG/VILLAGE

At the junction of British Columbia's Bulkley and Skeena Rivers you'll find this reconstructed Gitksan village. The stunning site was built to depict the lives and histories of the region's First Nations people and includes seven replica longhouses, totem poles and traditional decorations, as well as a smokehouse and food cache. Combined, they perfectly capture the look and feel of what was once a major fishing and transportation hub. Guests can also browse a nearby gift shop and museum featuring hundreds of Gitksan artifacts, including ceremonial masks, clothing, shaman's regalia, fishing and hunting gear, and an assortment of tools and everyday utensils and objects from years past.



**SKWACHAYS LODGE
ABORIGINAL HOTEL
& GALLERY
(BRITISH COLUMBIA)**

WWW.SKWACHAYS.COM

Indigenous history and artistry are woven into the foundation of this beautiful boutique hotel in Vancouver. The 18-storey tourist attraction is the first Aboriginal arts hotel in Canada, with each suite meticulously created by an Aboriginal artist and designer.

The hotel features a traditional smudge room and sweat lodge on its upper floor, as well as a spectacular display of Indigenous art throughout its public spaces. It was built by three Indigenous crafts people – Old Hands, the Lodge Keeper and Medicine Man – with a goal to provide an authentic Indigenous experience for guests while supporting up to 24 Aboriginal artists-in-residence through proceeds from its Gallery.

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AND PROVIDING
EMPLOYMENT
OPPORTUNITIES**

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- Raise Boring and Raise Excavating
- Mine Construction and Infrastructure
- Mine Development and Rehabilitation
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Photo courtesy of BHP incorporating Rio Tinto's "Mine of the Future"™ technology



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PRESIDENT'S
AWARD
RECIPIENT**

A BETTER TOMORROW MEANS STRONGER INDIGENOUS COMMUNITIES

As a leading member of the Aboriginal Procurement Champions Group, Sodexo Canada works with over 80 Indigenous suppliers and we continue to build relationships across the country with entrepreneurs and suppliers who add unique value to our supply chain.

www.sodexo.ca

[@SodexoCanada](https://twitter.com/SodexoCanada)

Progressive
Aboriginal
RELATIONS **GOLD
LEVEL**

Canadian Council for
Aboriginal Business 

sodexo
QUALITY OF LIFE SERVICES



WE DO MORE THAN MINE GOLD

Our mines create social and economic benefits in the communities where we live and work. Job creation, local purchasing and programs that help create healthy, vibrant and engaged communities – these are just a few of the ways we're working together to create sustainable value for generations to come.

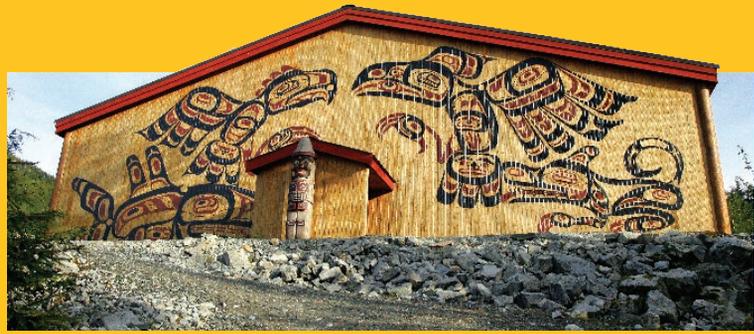
TSX:G NYSE:GG
www.goldcorp.com

 **GOLDCORP**

SPIRIT BEAR LODGE (BRITISH COLUMBIA)

WWW.SPIRITBEAR.COM

Situated on the ancestral lands of the Kitasoo / Xai'xais First Nation, Spirit Bear Lodge welcomes guests to B.C.'s expansive Great Bear Rainforest, the largest intact temperate rainforest on the planet. Guests can sign on for multi-day tour packages to explore the wild coast by motorboat, including Princess Royal Island, home to the world's only Kitasoo Spirit Bear Conservancy. There they can view Grizzly, Brown and Black bears in their native habitat and, if lucky, the rare Spirit bear – the only white-coloured Black Bear in the world. The lodge, inspired by West Coast First Nations longhouses, is owned and operated by its First Nation community, and while there, guests can experience Indigenous storytelling, live performances, authentic meals and local Tsimshian Art.

A close-up portrait of a young woman with long dark hair, smiling and looking upwards. The image has a blue tint.

GardaWorld is committed to Indigenous inclusion and we firmly believe that our best work is ahead of us.

We engage the local Indigenous communities with employment opportunities that include extensive training, competitive pay, benefits and career advancement.

GARDAWORLD
Indigenous Community Partner

Strengthening relationships.

cpr.ca

The logo for CP, consisting of the letters 'C' and 'P' in a bold, white, sans-serif font on a red background.



SQUAMISH LIL'WAT CULTURAL CENTRE (BRITISH COLUMBIA)

WWW.SLCC.CA

Situated on the shared territories of the Squamish and Lil'wat First Nations in Whistler's Upper Village district, B.C.'s Squamish Lil'wat Cultural Centre (SLCC) was built to showcase its people. The Indigenous experience begins the moment guests are greeted with a traditional welcoming song performed by members of the Squamish and Lil'wat Nations. They are immersed in traditional Aboriginal culture in a space that includes a great hall and numerous Indigenous exhibits and cultural presentations. They can learn about the Salish people through guided tours, interactive exhibits, and hands-on activities like making cedar bark bracelets in a traditional Squamish longhouse. Visitors can also browse the gift shop and fill their plates at the Thunderbird Cafe, which sports traditional fare like salmon chowder or bannock with venison chili.



We Partner to Build Careers



Cementation partners with Indigenous communities on mining projects across Canada and the Far North. For over a decade we have supported skills development and provided employment opportunities through our New Miner Training Program, a program recognized by Indigenous communities and the mining industry. By working closely with local communities and mine owners we can align goals and increase community capacity through career building.



cementation.com



meritconsultants.net



cementationag.com

Mine Development & Construction • Shaft Sinking • Raise Boring
 Contract Mining • Process Facilities Construction • Material Handling
 Feasibility & Design Engineering • Project & Construction Management

THE PRAIRIES



**TURTLE LODGE
(ANISHNABE
MIKINACK
KINAMAKAMIN
INC.)
(MANITOBA)**

WWW.TURTLELODGE.ORG

Turtle Lodge International Centre for Indigenous Education and Wellness aims to promote the values of the Anishinaabe People of Turtle Island (North America) and the Mino-Pimatisiwin belief system, which encourages “Mino-Pi-Mati-Si-Win” (a good and peaceful way of life). Located in Sagkeeng First Nation (aka Fort Alexander), the Lodge offers an array of Indigenous activities to guests and visitors. These include camping, full moon ceremonies, rite of passage (aka Vision Quest) ceremonies, First Nation awareness workshops, dance and art presentations, youth programs, and more. The Lodge’s mission is to both share the Anishinaabe community’s culture and teachings with the broader community and to connect guests to the natural world around them. It is recognized internationally as a place for sharing ancient knowledge, reconnecting to nature, and promoting sharing among all people and nations.

**BLACKFOOT CROSSING
HISTORICAL PARK
(ALBERTA)**

WWW.BLACKFOOTCROSSING.CA

A Canadian National Heritage Site, Blackfoot Crossing Historical Park aims to engage visitors in authentic cultural experiences with the Siksika (Blackfoot) nation. It invites guests to “come take a step into the past... to a land before time.” They can take part in guided

or self-guided tours at nearby historic sites like the Treaty Seven Monument, Cluny Earthlodge Village and Chief Crowfoot’s “Isapo-Muxika” grave site. Other experiences include dance and craft demonstrations, a delicious meal at the Blackfoot restaurant, interactive exhibits, and the chance to spend a night in Chief Crowfoot’s Tipi Village where “even if only for one night you can experience the life of a Plains Indian.”

**MAHIKAN TRAILS
(ALBERTA)**

WWW.MAHIKAN.CA

This attraction in Alberta’s Rocky Mountains invites guests to “explore the world of plant medicine through an Indigenous lens.” Guests can learn all about the many fascinating natural medicines growing in the Canadian Boreal forest and used for centuries by the Cree inhabitants of the region.

The Indigenous-owned company is headquartered in Canmore and offers medicine walks as well as bushcraft, hide tanning and moccasin-making workshops. Special activities round out the offerings, including a “make your own medicine” workshop as well as a ‘Forage to Field’ event where participants forage for edible plants like pineapple weed, nettles and cow parsnip that are then used to make a culinary feast.



MANITO AHBEE FESTIVAL (MANITOBA)

WWW.MANITOAHBEE.COM

Manitoba's Manito Ahbee Festival began 13 years ago to "celebrate Indigenous culture and heritage to unify, educate, and inspire." The week-long celebration, held every May, has done just that. The event takes place on a sacred site in Manitoba's Whiteshell region – its Ojibway name means "where the Creator sits" – and attracts thousands of

visitors each year. The festival is packed with Indigenous activities, entertainment and education to provide a rounded and robust experience for all who attend. In 2018, it featured the Indigenous Music Awards, an International Pow Wow, Indigenous Marketplace and Trade Show, Youth Education Day, and many other presentations and attractions. More of the same is in store next year, with plans already underway for the 2019 Festival which will take place May 15 to 19.



WANUSKEWIN HERITAGE PARK (SASKATCHEWAN)

WWW.WANUSKEWIN.COM

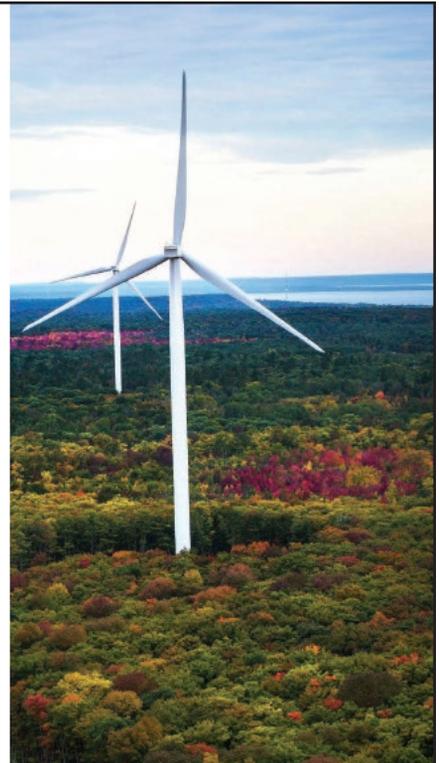
Overlooking the historic Opimihaw Creek Valley, Wanuskewin Heritage Park Centre honours a historic meeting place for the Aboriginal peoples of the Northern Plains, sharing their ways and teachings with the world. Visitors can participate in traditional activities like medicine walks, tipi raisings and sleep-overs. They can learn about the millions of bison that once roamed the plains or sit back and enjoy traditional meals or dance performances. Encompassing 360 acres of scenic trails, interpretive sites and archeological digs, the park is home to Canada's longest-running archaeology dig. Looking ahead, the park will undergo a large-scale expansion and renovation to become a global centre of excellence in fostering education and respect for Indigenous culture.



We have a strong track record of working with First Nations to create innovative energy projects.

Northland partners with Indigenous communities to develop, own and operate onshore wind farms and solar projects.

Contact us to discuss your ideas.



Aamjiwnaang First Nation Chief Joanne Rogers and Walpole Island Chief Daniel Miskokomon with Northland Power CEO John Brace at the opening of the 100 MW Grand Bend Wind Farm.

CONTACT US:

tim.richardson@northlandpower.ca

Northlandpower.ca | Intelligent Energy for a Greener Planet™

CENTRAL CANADA



ASHUKAN CULTURAL SPACE (QUEBEC)

SACREDFIREPRODUCTIONS.CA/CONTACT/

Located in the heart of the tourist and historic district of Montreal, the ASHUKAN Cultural Space is a place accessible to the public where one can discover the art and beauty of Aboriginal creators. The space is part of Sacred Fire Productions, a not-for-profit Indigenous arts organization

whose mission is to build bridges between Indigenous artists in Quebec and audiences of all ages and backgrounds with the objective of increasing visibility for the public and the national and international art market. In addition to being an Exhibit venue, the ASHUKAN Cultural Space has a 100 per cent native boutique with products that respect the principles of fair trade.

Bird Construction is a proud partner of Indigenous communities across Canada

Progressive Aboriginal RELATIONS **BRONZE LEVEL**

Canadian Council for Aboriginal Business

BIRD

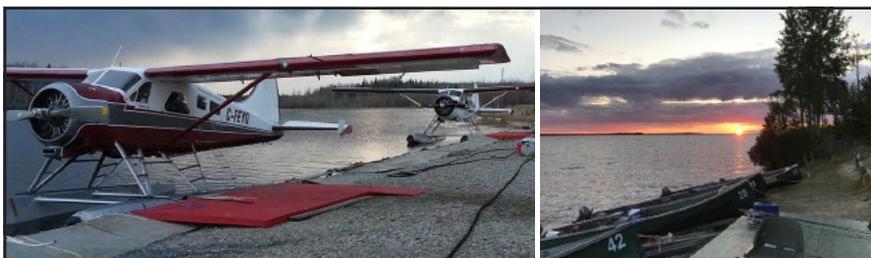
To learn more, contact Jeff Provost, Indigenous Business Relations Manager at 204-775-7141 - www.bird.ca



AMISHK ABORIGINAL ADVENTURES (QUEBEC)

WWW.AVENTURESAMERINDIENNES.CA

Hosted by ambassadors from the Innu Nation, Amishk Aboriginal Adventures is committed to preserving Quebec's rich First Nations heritage. This expansive tourist destination spans 13 square kilometres of First Nations land around an exclusive lake at Quebec's Montcalm Regional Park. Located just an hour's drive from Montreal, Amishk Aboriginal Adventures organizes genuine Amishk experiences, such as canoeing or hiking culturally-significant trails, craft-making classes and Indigenous interpretative activities in the summer; and snowshoeing, skating, dog-sledding and ice-fishing in the colder months. Guests can also camp out in tipis, visit an authentic longhouse and sweat tent, and dine on traditional First Nations dishes.



The Moose Cree Group of Companies owns and operates one of the largest remote fly-in operations in North America. The business provides customers from around the world with some of the best fishing locations in Northern Ontario. Cochrane Air services can provide a remote outpost camp experience or Kesagami Lake Lodge can provide customers with a 5 star resort at Kesagami Lake with lodging, meals, guides, etc. As caretakers of the land and resources, these businesses allow Moose Cree to prosper from its resources.



Moose Cree Group of Companies LP
 P.O. Box 1209 HWY 652 Lot 728
 Cochrane, Ontario P0L 1C0
www.mcclp.ca

GREAT SPIRIT CIRCLE TRAIL (ONTARIO)

WWW.CIRCLETRAIL.COM

The Great Spirit Circle Trail brings the history and culture of the Anishnawbek people to life with guided tours and interactive experiences on Ontario's iconic Manitoulin Island and in the Sagamok region of Northeastern Ontario. Visitors can select an

activity from a range of "eco-adventures" such as canoe tours, a traditional medicine walk or an expedition along the Mother Earth hiking trail. A host of craft workshops, drum performances, storytelling events, and tea and food tastings are also available – all designed by local Aboriginal ambassadors to showcase the storied history of the land's Ojibwe, Odawa and Pottawatomi people.



KU-KUM KITCHEN (ONTARIO)

WWW.KUKUM-KITCHEN.COM

From seared elk loins to seal pâté, foraged plates to chinook salmon, bannock to Pine Needle and Cedar Tea Sorbet, Toronto's Ku-Kum Kitchen is a showcase of First Nation cuisine. The popular city restaurant was founded by Chef Joseph Shawana, a former resident of the Wikwemikong Unceded Reserve on Manitoulin Island, and someone who has dedicated himself to sharing his Indigenous culture and talents with a broader Canadian audience. "Our focus is to share our culinary journey with everyone that wishes to join us at Ku-Kum," says Shawana. "From our roots as Indigenous people, we have a great history of food and culture." As for his favourite food on the menu, Shawana says, "Our signature dish would have to be our seared seal loin, with smoked apples, candied beets, and a blueberry gastrique."





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www.MichelsCanada.com

Michels Canada is committed to **DEVELOPING AND ENHANCING** current partnerships within Indigenous communities. We serve to **PROMOTE AND EDUCATE** Indigenous peoples on the advancement of careers in the construction sector.

MICMAC INTERPRETATION SITE OF GESPEG (QUEBEC)

WWW.MICMACGESPEG.CA

This unique destination on the north shore of Quebec's Gaspé Bay offers visitors a glimpse into 17th-century Mi'kmaq life as it once existed in the region. Guests can explore a replica Mi'kmaq village – faithfully reconstructed – and summer camp, tour the site's many trails, enjoy live demonstrations, or join in on special cultural celebrations and events held throughout the

year. The site is also home to permanent exhibitions featuring the writings and testimonies of early explorers as well as a collection of Mi'kmaq objects, clothing, hunting weapons, and everyday items. A Path of Medicinal Plants is being built to highlight essential plants used by the Mi'kmaq Nation to heal physical ailments, and products derived from the plants are already available in the site's boutique.



SIX NATIONS TOURISM (ONTARIO)

WWW.SIXNATIONSTOURISM.CA

Six Nations of the Grand River is Canada's largest First Nations reserve and home to members of all Iroquois nations (Onondaga, Cayuga, Mohawk, Oneida, Seneca, and Tuscarora). As an organization, Six Nations Tourism is dedicated to sharing the Haudenosaunee culture and does so by inviting visitors to experience everything the region has to offer. Visitors can paddle down the

Grand River, play traditional games, buy items made by local artists, enjoy cultural events throughout the year, and learn more about the history of the land at the Woodland Cultural Centre. Located in the heart of Ontario's Golden Horseshoe, Grand River is replete with scenic sights and historic discoveries, including a Kayanase 17th-century replica long-house, the Chiefswood National Historic Site mansion, and H.M. Royal Chapel of the Mohawks, the last remaining building of the original Mohawk Village.



THE OMÀMIWININÌ PIMÀDJOWINÌ ALGONQUIN WAY CULTURAL CENTRE (ONTARIO)

WWW.THEALGONQUINWAY.CA

From its home near the shores of Ontario's Golden Lake, the Omàmiwininì Pimàdjowinì Algonquin Way Cultural Centre seeks to share the rich culture and heritage of the Algonquins of the Pikwàkanagàn First Nation. The centre features a Manido Chiman (Spirit Canoe) Collection with over 600 artifacts spanning all facets of



Pikwàkanagàn culture, history and everyday life, as well as an Anishinaabe Seven Fires Prophecy exhibit and gift shop where visitors can take home original, hand-made crafts by local artists and artisans. The Cultural Centre also offers up a wealth of educational games and lessons designed to teach students about the Anishinaabe people's language, lifestyle, stories and enduring philosophies.

UASHASSIHTSH ILNU CULTURAL LEARNING SITE (QUEBEC)

WWW.CULTUREILNU.CA

This cultural destination was established to showcase the history of the Pekuakamiulnuatsh, the Illnus of Lac-Saint-Jean. Visitors can travel back in time to a recreated depiction of life among the land's first inhabitants and take part in activities ranging from



canoe-making to tool crafting, clothes making to hide tanning, and more. They can also experience Ilnu culture with a modern touch through live demonstrations, multi-media presentations, animations, and a walk through the Amerindian Museum of Mashteuiatsh, where Quebec's First Nation history is brought to life through permanent and temporary exhibits and an outdoor Nutshimitsh garden.

WIIKWEMKOONG TOURISM (ONTARIO)

WWW.WIIKWEMKOONG.CA

Adventures and one-of-a-kind experiences await those who venture into this Anishinaabe community on Ontario's Manitoulin Island. Whether canoeing to local fishing islands and the infamous Skulls Point battlegrounds or setting out for an interpretive hike and listening in on stories of local legends, Wiikwemkoong Tourism has crafted different ways for guests to learn about the Anishnaabek people of the Three Fires Confederacy (Ojibwe, Odawa and Pottawatomi). Examples of its offerings include telling the tale of the Zhibzhii underwater spirit and the First Nation's journey to become an unceded Indian reserve, and a guided tour across four historic sites where participants are given a rich account of Manitoulin Island's history.



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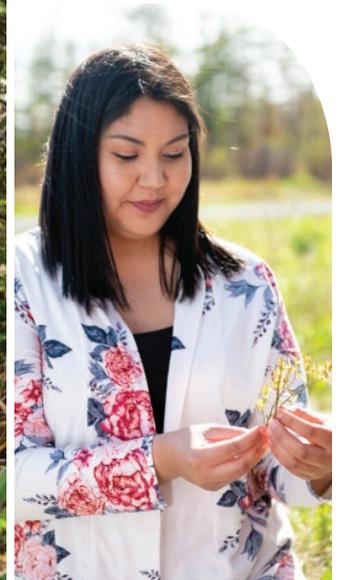
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ATLANTIC CANADA



DESTINATION MEMBERTOU (NOVA SCOTIA)

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From sweat lodge ceremonies to basket weaving workshops, medicine walks to drum making, Destination Membertou provides visitors with the perfect opportunity to experience the local Mi'kmaq culture.

Named after Grand Chief Membertou, Destination Membertou is located in one of five Mi'kmaq communities on Nova Scotia's Cape Breton Island (aka Unama'ki). Visitors can "shop, dine, play and stay" right in the First Nations community where they will learn all about the Indigenous culture through hands-on activities and workshops, including one dedicated to making dreamcatchers – the hand-made willow hoops reputed to bring good dreams your way. There is even a language workshop for anyone curious to learn a few words in Mi'kmaq.



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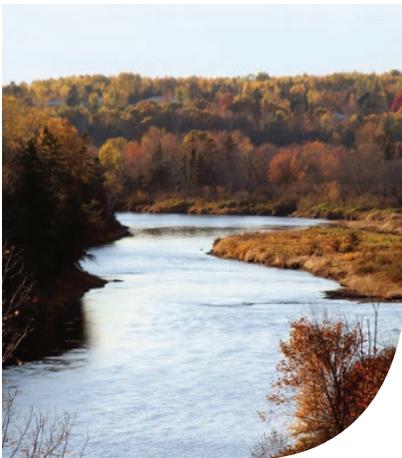
**METEPENAGIAG
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(NEW BRUNSWICK)**

WWW.METPARK.CA
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This scenic First Nations destination transports visitors to an ancient Mi'kmaq fishing village from over 30 centuries ago. Located in Red Bank, New Brunswick, Metepenagiag Heritage Park allows visitors to learn about the region's history, take in its natural splendour, camp in traditional tipis, and sit around a campfire listening to stories from community elders. There are interactive displays, images and videos detailing the archaeological finds throughout the park as well as guided tours. In particular, visitors are encouraged to "walk in the footsteps of Mi'kmaq ancestors" along 1,800 metres of walking trails.



Nearby is the Metepenagiag Lodge (aka Red Bank Lodge), which overlooks the meeting point of the Little Southwest Miramichi and Northwest Miramichi rivers. With its Aboriginal art and fusion cuisine, the lodge is an ideal scenic resting spot for anyone visiting Metepenagiag Heritage Park, nicely rounding out the experience.



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SHAMASHA CENTRE (NEWFOUNDLAND)

[HTTPS://INFO171372.WIXSITE.COM/SHAMASHA/ABOUT](https://info171372.wixsite.com/shamasha/about)

Borrowing its name from a traditional Mi'kmaq greeting, the ShaMaSha Centre invites guests to enjoy the sights and activities of George's Brook, also known as the Gateway to the Bonavista Peninsula and just a few miles from Clarenville, Newfoundland. Modern trappings give way to rural Newfoundland charms and a more traditional Mi'kmaq way of life. Guests can participate in Indigenous traditions, dine on local recipes, explore the land and learn more about its people through live demonstrations and entertainment. The Centre is owned and run by members of the local Mi'kmaq community and is an idyllic setting for "retreat, renewal, healing, and shared learning."



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THE TORNGATS (LABRADOR)

WWW.THETORNGATS.COM

At the edge of Northern Labrador's Torngat Mountains National Park you'll find the Torngat Mountains Base Camp and Research Station. Rooted in Inuit culture, the Centre is a hub where Inuit elders and youth from Nunatsiavut and Nunavik welcome tourists, researchers and Parks Canada staff every summer to breathe in the ancient beauty of the Torngat Mountains and embed themselves in Inuit culture. Hauntingly beautiful, and far from the buzz of the modern world, some have called it "an experience of a lifetime." It's where you can catch a glimpse of polar bears, caribou, seals and great whales. There are land and water expeditions, fishing excursions, authentic beach-side meals, as well as guided tours to historic locations such as the Hebron settlement, Rose Island, Ramah and Nachvak Brook. The experience continues at the base camp where Inuit leaders share their stories and experiences over traditional meals and campfires.



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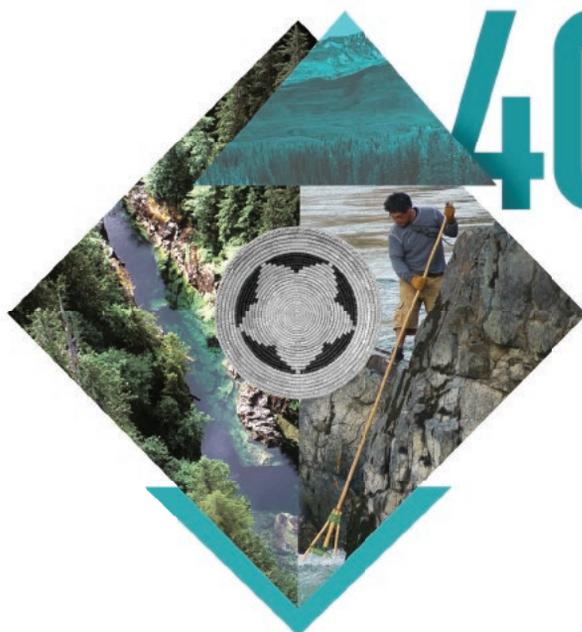
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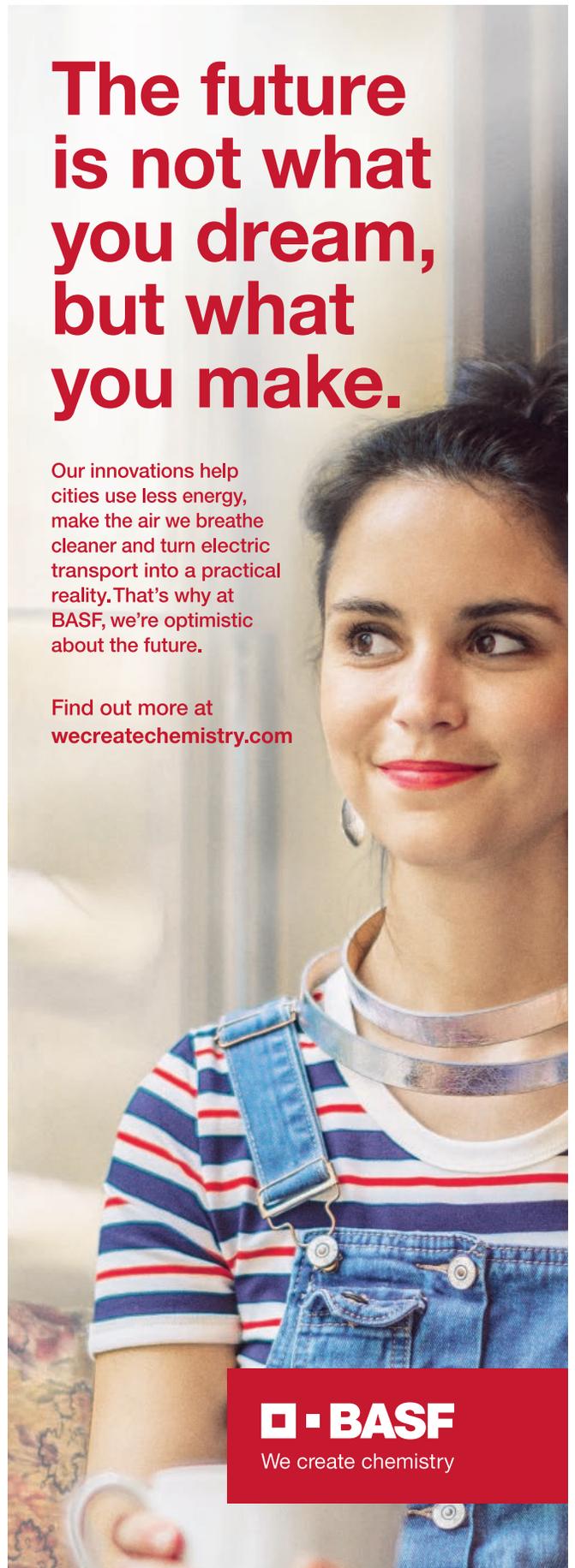
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WEALTH MANAGEMENT

CCAB'S SUPPLY CHANGE PROGRAM IS OFF TO A GREAT START AS IT CARVES OUT A BIGGER ROLE FOR INDIGENOUS BUSINESS IN THE COUNTRY'S ECONOMY

Has the economic life of Canada's Aboriginal communities reached a watershed moment? On the one hand, Aboriginal income levels still hover around 25 per cent lower than the Canadian average. On the other hand, this country's approximately 43,000 Aboriginal-owned businesses have never been stronger, wielding increasing clout in key industries like natural resources, construction and manufacturing. In 2016, Aboriginal businesses contributed an estimated \$12 billion to Canada's GDP.

CCAB's Aboriginal procurement strategy, announced earlier this year, aims to lead Canada to the tipping point that will bring about higher incomes and better living standards for First Nations, Inuit and Métis, ultimately strengthening the country's social fabric and achieving economic reconciliation. Known as Supply Change, it is a national economic strategy designed to create long-term sustainable opportunities for Aboriginal businesses and advance their participation in the economy.

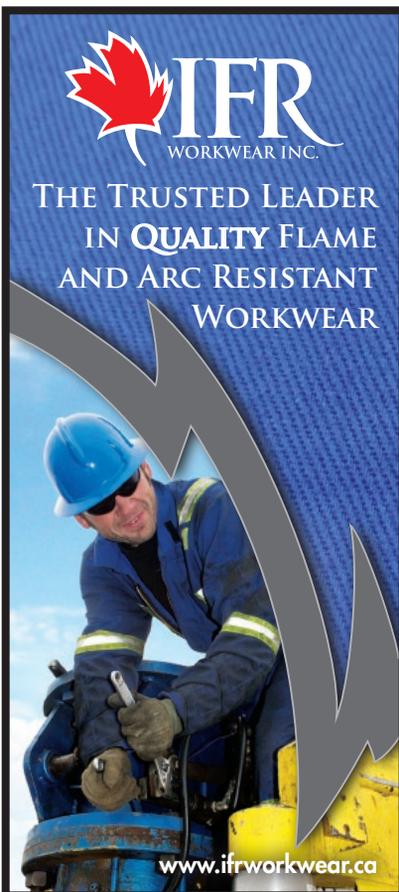
"The ultimate outcome is to have Indigenous businesses play an active role in the supply chains of companies, including corporations and government entities, in Canada," explains CCAB director of innovation and entrepreneurship Philip Ducharme. "At the last estimates we had, Indigenous businesses are growing at twice the speed of other businesses in Canada."

Ducharme points out that Action 92 of the report of Canada's Truth and Reconciliation Commission concerns economics. "In CCAB's world, reconciliation is going to occur when we're no longer managing poverty, [but when] we're managing wealth, and the way to do that is by managing our own businesses," he says. "For our Indigenous-owned businesses to grow, we have to increase our customer base and we have to increase our procurement."

Meanwhile, a recent survey conducted by Leger for CCAB and Sodexo Canada found that 81 per cent of Canadians agree corporations should include Aboriginal businesses in their supplier networks whenever possible, and 73 per cent want the private sector to help Indigenous entrepreneurs take their businesses to the next level. To that end, Supply Change is comprised of five pillars: the Aboriginal Procurement Champions program, an Aboriginal Procurement Campaign, Certified Aboriginal Businesses, a soon-to-be-launched Aboriginal Procurement Marketplace and the sharing of Aboriginal Procurement Best Practices.

ABORIGINAL PROCUREMENT CHAMPIONS

The Aboriginal Procurement Champions are a high-powered group of corporations committed to increasing opportunities for Aboriginal businesses to participate in their supply chains. There are 36 Champions to date representing influential industries like banking, energy, transportation and construction, and their numbers are growing.



“Our Procurement Champions help us promote increasing Indigenous businesses within their supply chains and the companies they do business with,” says Ducharme, adding that the Champions extend CCAB’s outreach through their own traditional media and social media networks. “One of the things that I’m very happy to see is that six of our Champions are Indigenous-owned businesses.”

“These inaugural Procurement Champions recognize the business value Indigenous entrepreneurs bring to the table and that everyone wins when supply chains are inclusive,” said CCAB president and CEO J.P. Gladu when the Strategy was launched. “These champions are showing a viable way forward to economic reconciliation. Our hope is that their example will inspire business leaders from all sectors to step up and join the Supply Change movement.”

For a list of CCAB Procurement Champions, go to www.supplychange.ca.

ABORIGINAL PROCUREMENT CAMPAIGN

A multi-year national Aboriginal Procurement Campaign, inaugurated May 10, 2018, is adding momentum towards economic reconciliation between Aboriginal and non-Aboriginal Canadians. For instance, says Ducharme, “We did 24 radio interviews across the country on National Indigenous Peoples Day promoting this initiative.”

WITH GROWING INDIGENOUS PARTICIPATION IN THE BUSINESS LIFE OF CANADA, THE INDIGENOUS COMMUNITY IS FINALLY GAINING A SIGNIFICANT VOICE IN THE CANADIAN MARKETPLACE

The campaign will leverage the Procurement Champions’ collective profile to engage more organizations and individuals across Canada. “The diversity and capability of Aboriginal businesses is outstanding and continues to grow,” said Mark Little, COO of Suncor and co-chair of CCAB’s Aboriginal Procurement Strategy, at the launch. “CCAB has worked to bring together Aboriginal and non-Aboriginal businesses. This campaign builds on that work with a view to encourage broader business interest and engagement from every sector in Canada.”

CERTIFIED ABORIGINAL BUSINESSES

“As one of the outcomes of this strategy, we want to have Canada’s largest directory of Certified Aboriginal Businesses (CABs),” Ducharme says. “We want to ensure – and it’s important to the corporations as well – that the businesses they work with are truly Aboriginal owned.”

A CCAB survey indicates that 82 per cent of corporate respondents consider the CAB designation useful for enhancing Aboriginal procurement outcomes. In order to qualify, CABs must be independently certified as at least 51 per cent Aboriginal owned and controlled. The number of CAB businesses has doubled over the past year and will continue to grow with the assistance and support of the Aboriginal Procurement Champions.

ABORIGINAL PROCUREMENT MARKETPLACE

The fourth pillar of the strategy is a powerful two-way web-based portal that will facilitate connections between Aboriginal and non-Aboriginal companies. It opens a channel for corporations to easily locate and engage CABs and gives Aboriginal businesses access to procurement opportunities that may not be available on conventional procurement platforms. (The Aboriginal Procurement Marketplace is planned for a September 2018 launch.) “We’ve





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collaborated with tealbook to create this portal,” Ducharme says. “In the past, for our businesses to connect with a business was like banging your head against a door. It’s all about making connections.”

CCAB and Toronto-based tech firm tealbook are also members of SCALE.AI, which stands for Supply Chains and Logistics Excellence AI, a Montreal-based consortium of 118 partners that have come together with funding from the federal government to facilitate technology-based collaboration.

“Our partnership with tealbook is an important step forward for Indigenous entrepreneurs and the longer-term goal of raising incomes and living standards for their people,” says Gladu. “For Indigenous entrepreneurs, the Aboriginal Procurement Marketplace platform is a game-changer in terms of increasing access and removing barriers.”

ABORIGINAL PROCUREMENT BEST PRACTICES

Lastly, CCAB and its Champions will be sharing best procurement practices, “so it’s a thought leadership: learning from the best,” says Ducharme.

To date, with 36 Procurement Champions (and counting), the overall strategy has surpassed expectations, and the planned

fall 2018 launch of the Marketplace will no doubt increase the momentum. “It is coming together, and it’s going to be a huge success, not just for Aboriginal businesses, but for Canada as a whole,” says Ducharme. “Reconciliation is happening; the business community is very keen, and all across the country you see people who are committed to it.”

Today, with growing Indigenous participation in the business life of Canada, the Indigenous community is finally gaining a significant voice in the Canadian marketplace. “We are showing that we can be as successful as anyone else in Canada,” explains Ducharme. “By increasing our Indigenous businesses and growing our capacity and by increasing the amount of Indigenous engagement in procurement opportunities, we increase capacity for Indigenous businesses as well as generate wealth. And that wealth is shared within the communities as well as the greater economy of Canada.”

In 2016, the total combined income of Indigenous households, businesses and governments reached \$32 billion, and according to Ducharme, this is just the beginning. “We’re just scratching the surface. We could increase that threefold within the next couple of years. The more we increase it, the more we are increasing Canada’s GDP. It’s a win-win situation for everyone involved.” ■



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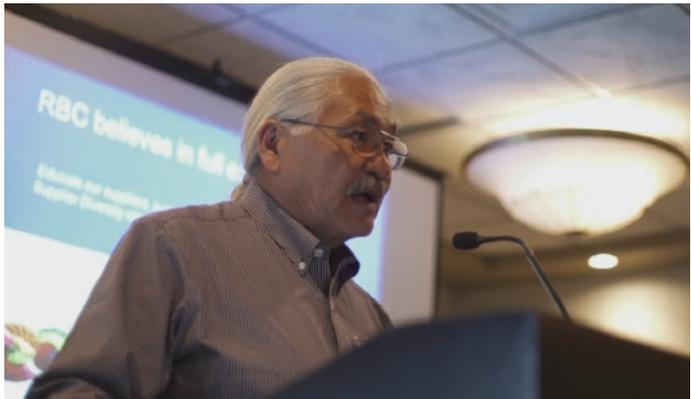
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APRIL 2019



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MAY 9, 2019 / THE WESTIN CALGARY



ANNUAL CCAB CALGARY GALA

MAY 9, 2019 / THE WESTIN CALGARY



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