

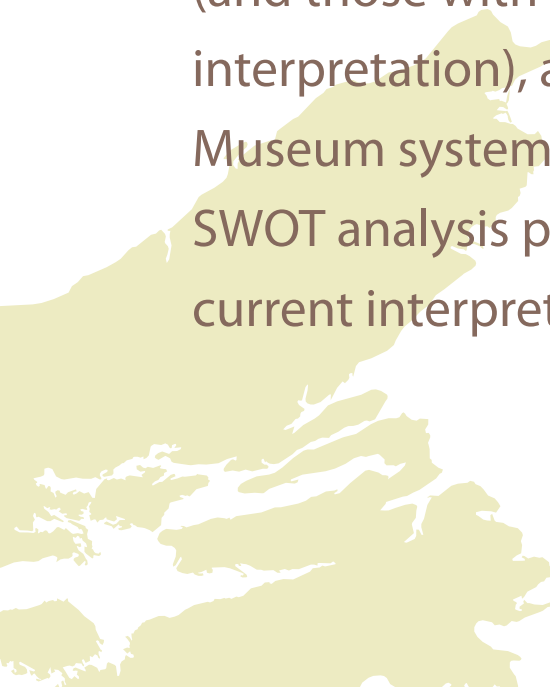
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Current Situation



Prepared by:

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Understanding the current situation of interpretation in Nova Scotia, both within and outside of the Heritage Division, is an important part of the Interpretive Master Plan. This includes identifying units within the Division that provide interpretation (and those with the potential to expand their interpretation), and a description of the Nova Scotia Museum system and the provincial collection. A SWOT analysis provides an assessment of the NSM's current interpretive products.

2.1 Heritage Division

The preservation, interpretation and promotion of public awareness of the inherent value of Nova Scotia's unique natural and cultural heritage is the responsibility of the Department of Tourism, Culture and Heritage. Other agencies and organizations support and complement the Department's work, but ultimately, it is the Heritage Division that is responsible for safeguarding provincial heritage resources for future generations.

By meeting the requirements of legislation, managing operations and delivering programs, and developing, enforcing and implementing regulations and policies, the Heritage Division strives to protect, enhance and celebrate the heritage of the province. The goal is to ensure that Nova Scotia's historic legacy will endure and continue to contribute to a Nova Scotian identity and sense of place. These operations and programs fall into five (5) categories and can be identified briefly as:

NOVA SCOTIA MUSEUM THE FAMILY of PROVINCIAL MUSEUMS

» **The Nova Scotia Museum:** This is not one single institution in the traditional sense, but rather a family of 27 sites in which the province has a direct or shared responsibility for collection management, research, exhibition and interpretation, and educational programming in the natural sciences, history and archaeology. The sites range from full-service museums to village complexes, historic houses and industrial mills. This decentralized museum system is unique in the country, and it has been successful in bringing the natural and cultural history of the province to many areas of the province. The system also has faced challenges as a result of its decentralized nature, but overall this unique organization has brought strength and diversity. Partnerships with communities in the operation of several of the NSM sites builds local knowledge, ownership, and support for the provincial museum program in communities throughout the province.

» **Heritage Outreach and Funding Programs:** These programs support community museums with funding and museological advice; administer the Heritage Property Act that identifies, preserves and encourages the appropriate use of heritage buildings; provide research grants to promote research in disciplines relevant to the programs of the Nova Scotia Museum; and help identify projects and fund partnerships with local governments and a variety of organizations that advance the cause of heritage conservation and its promotion.



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Courtesy of Bob Semple
and the Maritime Museum of the Atlantic



The Community Museum Assistance Program (CMAP) is particularly important for supporting community museums across the province, as this funding supports operations and special projects that help communicate the province's stories.



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» **Special Places Protection:** This program is specifically tasked with implementing legislation designed to safeguard key palaeontological and archaeological sites, including underwater sites. It formally protects sites and ensures that high standards of research are met through the administration of a permit system. Many sites in this program, like Joggins, have the potential to be further utilized to interpret the province's natural and cultural history.



» **The Historic Places Initiative:** This is a Canada-wide program in which Nova Scotia is a partner, that aims to identify and encourage the protection and appropriate use of heritage resources from buildings and landscapes to cemeteries and waterways. One key component is *The Standards and Guidelines for the Conservation of Historic Places in Canada*, a pan-Canadian tool for heritage conservation practices in Canada.

» **Heritage Promotion and Development:** This unit is responsible for marketing the Heritage Division. The majority of their work is with the NSM, and includes responsibility for the NSM website, individual websites, rack cards and other Division brochures, the event guide, the Learning Resource catalogue, marketing research, and graphic standards and photography.



Each of these five units and programs within the Heritage Division contains interpretive resources that are considered in the Interpretive Master Plan. **The NSM is the most obvious interpretive resource and the main focus of the Master Plan, but the other units and their programs contain untapped resources for telling the stories of the province.** Partnerships and sharing of resources across all of these Division departments and programs presents exciting new opportunities to engage visitors.

NOVA SCOTIA MUSEUM

The purpose of this section is look at each of the 27 sites in the Nova Scotia Museum system individually, with respect to their current interpretative exhibits and programs. This is a cursory look at each site, providing background information only. A more detailed inventory of interpretative exhibits and programs at each site was completed in Martha Grantham's report, *Nova Scotia Museum Interpretive Product Inventory* (2005).

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Balmoral Grist Mill Museum, Balmoral Mills

The Balmoral Grist Mill is a seasonal operation. Its interpretive strength is that it is a working mill with a miller who demonstrates the operation of the machinery, and guides who lead visitors through the processes involved in grinding different types of grain. There are some limited interpretive exhibits, demonstrations (i.e., traditional toasting of oats) and hands-on opportunities. The site also hosts special events.

Barrington Woolen Mill Museum, Barrington

Barrington Woolen Mill is an original mill building with its mill race, original spaces and machinery intact in situ. The machinery, however, is not operational. The mill is the last of its kind in eastern Canada and the northeastern United States.

Interpretation at the site includes photocopied signs, binders with restoration pictures and other small signs, a silent CBC video with historical footage, as well as a staff tour and demonstrations (carding, spinning, weaving etc.). The stories focus on the history of this mill as well as the man that owned and operated it, the role of Barrington in sheep farming and wool production, the industrial technology of the mill, the nature of work in the mill and the role and value of mills like this to rural women.



Barrington receives school groups in June and September and there are plans to purchase twenty looms this year for an outreach program.

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Cossit House Museum, Sydney, Cape Breton

Cossit House is operated by the Old Sydney Society, as one of a number of community properties. It is a small 18th century minister's home situated in Sydney's Heritage Conservation District along with a number of relevant properties – a strength of the site. The house, which is the earliest remaining house in Sydney, is a key component of a walking tour involving other buildings and streetscapes of Sydney's historic north end.

The house and costumed interpreters tell the story of a Loyalist minister and his family, as well as settlement and early life in Cape Breton. The house is small; making space for demonstrations or programming limited. The grounds include a large backyard and small heritage garden.

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The Dory Shop Museum, Sydney, Cape Breton

The Dory Shop Museum is part of the historic waterfront of Shelburne and is managed by the Shelburne Historical Society, who are also responsible for the Ross-Thomson House and Store as well as the community museum and archives. The Dory Shop is the last of a number of similar shops that produced thousands of dories for the deep-sea fishery from the mid 19th century into the interwar period.

Guides introduce the subject of the dory and direct visitors to the display of boats and panel exhibits that explain the history, role and significance of the Shelburne dory and the invention of the dory clip technology that promoted mass production of these versatile little boats. A video presentation of an interview with long-time Shelburne dory builder Sidney Mahaney shows him building a dory. Upstairs is an active demonstration area where a craftsman is often at work. Boats built on site are available for sale by order.



Firefighters' Museum of Nova Scotia, Yarmouth

The Firefighters' Museum is located on Yarmouth's main downtown street. There are two galleries, both with large open spaces, many large-scale pumps and trucks, and several exhibit cases with smaller items. The walls are used to display photographs, clothing and equipment.

The museum tells the story of firefighting techniques and technology as it evolved in Nova Scotia since the 19th century, as well as famous fires in the province, a toy display and interpretation of Yarmouth policing. Recently, an exhibit renewal plan was completed and additional planning and design began in December, 2008.



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Fisheries Museum of the Atlantic, Lunenburg

The Fisheries Museum is located in a prime position on the Lunenburg waterfront. The complex includes three floors of exhibits, including an aquarium, a dock with permanent vessels (*Theresa E. Connor* and *Cape Sable*) and visiting ships (*Bluenose II* often ties up here during the summer), and a large gift shop and restaurant. Guided tours are available and many interpreters have a personal connection to the fishing industry. Exhibits interpret fishing all over the Atlantic, with some focus on Lunenburg as the centre of the fishing industry. Permanent exhibit galleries deal with a variety of topics related to the deep-sea fishery, notably in its golden age in the late 1800 and early 1900s – the time of wooden vessels and iron men.



Fisherman's Life Museum, Jeddore/Oyster Pond

This small seasonal site represents typical domestic and work life of an eastern shore inshore fisherman's family – with the unique story that this house was once home to 13 girls. The site includes the house and four interpreted outbuildings, as well as a vegetable garden, period outhouse, woodshed and green space. There are live animals on site, including sheep, chickens and kittens.

The main interpretation of the site takes place inside the house, where visitors are toured through the home by a costumed interpreter and offered refreshments when possible. School group tours are more extensive and include outdoor games and scavenger hunts on the grounds.



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Fundy Geological Museum, Parrsboro

This medium-sized facility focuses on the geological history of Nova Scotia, with a particular emphasis on the Parrsboro area. Stories include the formation of the continent, fossils, past plant and animal life, geological science, and natural phenomenon like tides. The exhibits were built in the 1980s and include many of hands-on opportunities and demonstrations. There is a reference library, as well as a video and paleontology lab demonstrating on-going work. Visitors can take guided tours of the museum, which also offers geological interpretive walks.



Haliburton House Museum, Windsor

Haliburton House sits on a large property in Windsor, which includes the house, outbuildings and a parking lot. The house was built in 1836 by Thomas Chandler Haliburton, a politician and author (writing under the pseudonym Sam Slick). It is furnished with period articles, some of which belonged to Haliburton. Models of the house show its evolution as it passed through different owners. The museum offers guided tours, as well as walking tours, and has regular programs for school children.



Highland Village Museum / An Clachan Gàidhealach, Iona

Highland Village Museum/ *An Clachan Gàidhealach* represents the Gaelic experience in Nova Scotia. This large site includes several period buildings with artifacts and props, working machinery, forge, carding mill, live animals, and a visitor centre and gift shop. Visitors watch an orientation video and then partake in self-directed tours of the village. Costumed interpreters interpret the site through both Gaelic and English languages. Demonstrations and hands-on opportunities, lectures, publications and children's programming are also featured.

Stories include Gaelic language and experiences, immigration, technologies (homes, tools, food, etc.), and some second-person interpretation of the setting. The village also serves as space for Gaelic-related organizations, language classes, and other community meetings and events.



Nova Scotia Tourism, Culture and Heritage

Lawrence House Museum, Maitland

Lawrence House Museum is a historic house situated on a large site that interprets the life of W.D. Lawrence and his family. Lawrence was a shipbuilder, businessman, member of the House of Assembly, anti-confederate, and world traveller. Visitors to the house encounter interpreters who provide information, as well as a small interpretive exhibit on the third floor. The exhibit interprets the shipbuilding industry of Maitland. This site also includes a Ducks Unlimited park area with some natural history interpretation, as well as a small retail area.

Lawrence House Museum offers summer programs for young people, as well as several annual events.



Maritime Museum of the Atlantic, Halifax

The Maritime Museum is open year round and offers both permanent and temporary exhibitions. There are a wide variety of programs in support of the exhibits, including guided tours for students and adult groups, directed self-learning assistance, lectures, demonstrations, and educational hands-on opportunities. The museum also features the *CSS Acadia*, a vessel that is permanently docked in front of the building. The museum hosts many special events throughout the year.

Major stories explored at the museum include small craft, the Halifax Explosion, Canada's Navy, the Age of Sail, the Age of Steam, and shipwrecks (most notably, the Titanic).

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McCulloch House, Pictou

McCulloch House is a period house that has recently been restored. The grounds include some fields and a trail that encircles a small pond. Stories center around McCulloch and his role in the community, Nova Scotia and the world, and Scottish immigration and the new ideas these immigrants brought with them when settling in Nova Scotia.

McCulloch House has recently installed bright, colourful interactive exhibits, juxtaposed with original artifacts. This is one of the most recent renewal efforts in the NSM system. Visitors are greeted with an introductory talk, which is then followed by a self-directed tour of the small house (upstairs is not used). There are special school programs and summer programming for young people. Other interpretive offerings include walking tours of Pictou.



Museum of Industry, Stellarton

The Museum of Industry is the largest museum in the NSM. It operates year round and houses 37,000 artifacts. It includes extensive permanent exhibits, temporary exhibits, a wide range of educational and general public programs, teacher orientation, special events, demonstrations and tours, lectures, publications, and a reference library.

The Museum of Industry tells the stories of Nova Scotia's industrial workers, including technology, disasters and triumphs. Exhibits concentrate on the Industrial Revolution, mining, factories, railroads, home-based industries, pressed glass, and the age of computers.



Nova Scotia Tourism, Culture and Heritage (2 images)

Museum of Natural History, Halifax

The Museum of Natural History is opened year round. It has a number of permanent galleries that introduce visitors to the geology, land and seascapes of the province, as well as its plants, animals, birds and ecology. Temporary exhibitions (produced in-house) or traveling exhibits are ongoing.

Many general education and special interest programs are offered here, including live displays, interpretation and hands-on opportunities for youth and children. Formal school programs are offered both in the museum and in the classroom. Lecture series, a library for individual reference and research, and many museum-produced books and pamphlets on natural history topics are available to the public. The museum periodically operates a planetarium at Dalhousie University.



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North Hills Museum, Granville Ferry

This seasonal operation on the outskirts of Granville Ferry includes a late 18th century Acadian house, as well as a barn, garage, and small property. The house is used to tell the story of various owners – Robert Patterson (his life, collections and changes to the house), the Rumseys and Ambergmans, as well as the Bourque family (their use of the house, as well as the Acadian expulsion).

Costumed interpreters staff the museum. The site features educational, music and entertainment programs, and hosts special events throughout the summer. A temporary exhibit space is available in the garage building.

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Old Meeting House Museum, Barrington

The Old Meeting House is the oldest non-conformist meeting building in Canada. During the summer open months, interpretation of the meeting house is provided in the house by a costumed interpreter. A photocopied brochure is also available to visitors to take home. Visitors can walk through the main hall and up the stairs to one side of the balcony area. School groups attend the meeting house in June and September (as well as the Barrington Woolen Mill Museum, which is just down the street). The meeting house is occasionally used for community gatherings, such as Christmas celebrations and music concerts, throughout the year.

Perkins House Museum, Liverpool

This one-storey historic house shares a site with the larger Queens County Museum in downtown Liverpool. Built in 1766, the house originally belonged to Simeon Perkins, and interprets his role as a merchant and community leader. The growth of the house, its furnishings, and the history of privateering are also explored. This site is currently undergoing renewal.

Costumed interpreters guide visitors through the home, and in the summer months offer outdoor demonstrations and games for youth and children. The house has a successful school program, in concert with the Queens County Museum, that includes outreach programs.



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Prescott House Museum & Garden, Starrs Point

The interpretive emphasis at this Georgian house is its 20th century restoration (by Mary Prescott) and furnishings. The house was built in 1811-17 by Charles Prescott, a retired merchant who became a successful politician and horticulturist (best celebrated for introducing 100 varieties of apples to Nova Scotia). There is a small exhibit on the apple industry in the basement.

Visitors can partake in self-directed tours or join a tour given by an interpreter. The site includes the house, gardens, and 29 acres of grounds (most is swamp or pasture). Summer programming at the house is aimed at young children, however, it is not all site specific (e.g., kite making and flying, treasure mysteries). The site is also used for many programs, including children's art classes and community events (e.g., weddings).

Ross-Thomson House and Store Museum, Shelburne

Ross-Thomson House and Store Museum is ideally on Shelburne's historic waterfront, along with the Dory Shop, the community museum and other historic buildings. Interpretation at this historic house and store occurs primarily through the work of costumed interpreters, who tell the story of Nova Scotia's only 18th-century store, run by Loyalist brothers George and Robert Ross. Above the store, one room is dedicated to the 1780s militia guard. Interpreters often give demonstrations and throughout the year events such as "Living House Days," garden parties, and walking and buggy tours are held. Student visitors are given grade specific tours or partake in self-directed visits with support materials.



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Ross Farm Museum, New Ross

This large farm site was once the Ross family farm for five generations. Visitors watch a short introductory video in the Visitor Centre followed by a self-directed tour of the farm that can include a horse-drawn wagon tour. Costumed interpreters populate the farm buildings, showing visitors life on the farm and trades of the time. Seasonal programs including spring planting, haying and harvest, and winter sleigh rides.

In addition to the expected farm buildings and gardens, Ross Farm includes a store and cooperage that represent settlement and light industry from the late 1700s to mid 1800s. Other buildings and trades have been added to show the necessary buildings for a village of the period (e.g., school, shingle mill, blacksmith shop). One farm building houses a large collection of period transportation equipment (peddler's wagon, carts, sleighs, etc.). There is also a nature trail with an accompanying printed brochure. Most visitors complete their visit in the gift shop, which sells theme appropriate souvenirs as well as items made on site.

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Shand House Museum, Windsor

This Queen Anne-style house and its furnishings represent a state of the art family house in the 1890s and town life in Windsor. The two-storey historic house was built in 1890 for newlyweds Clifford and Henrie Shand and was only inhabited by them and their children. The focus of interpretation is the house and the family. Interpretation also includes the local furniture factory and sports, especially the early days of bicycling. Guided and self-directed tours are offered, along with special events such as "Thursday Teas."

Sherbrooke Village, Sherbrooke

This large living history site in downtown Sherbrooke features numerous heritage buildings, furnished and interpreted as a typical Nova Scotian village from 1860 through to pre-WWI. Many visitors start their tour with an orientation video at the visitor centre, then tour through the village on their own, encountering costumed interpreters throughout the site and inside the buildings. There is a mix of static displays, first person interpretation and demonstrations. Some interpreters demonstrate artisan skills, such as pottery, weaving, sawmill operation, and blacksmithing. There is also a period tearoom/restaurant and large gift shop on the site.



Specific stories that are dealt with through the village include: the Age of Sail, shipbuilding, lumber, Tall Ships, communications, gold rush, social life and public life, aspects of economic life, transportation, and local business services.

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The Village has a grade-appropriate school program, including pre-visit information, demonstrations and hands on opportunities, as well as extensive summer programs for young people (e.g., the Living History Home, where groups are hosted on site for 48 hours). The Village is used for many special events throughout the year, including week-long interest group "camps," themed guided tours, music camps, etc.



Uniacke Estate Museum Park, Mount Uniacke

Uniacke Estate Museum Park features a large house, 2,500 acres of land, 12 km of walking trails, a lake, and a large parking lot. Built in 1813, it was the home of Richard John Uniacke: a lawyer, politician and landowner. The house remained in the Uniacke family for four generations. Restored to the year 1815, it features many furnishings from the Uniacke family. Interpretively, the site focuses on the house and furnishings, life, how the house was used, women's roles, and servants.



Costumed guides provide tours. In the basement there is a large tea room and gift shop. The barn is used to display static exhibits and the trail system is supported by panel signage. The estate is used for nature programs such as "Breakfast with the Birds," as well as other thematically related events. School programming is offered in the house and within the parkland, and there are special topic sessions (history and natural history) in the house and through walking tours along the trail system for both young people and adults.



Sutherland Steam Mill Museum, Tatamagouche

The Sutherland Steam Mill is an intact mill, with all operating equipment and boiler in place (although not operational). Visitors are introduced to the site with a short video and then partake in a guided tour of the mill, with discussion of where the wood came from, the machinery and the processes they represent, the dangers of the work, and the business history. On the second level, there is a working woodworking shop with some of the finished woodworking on display (gingerbread, carriages) as well as interpretive exhibits. The site is also used periodically for special interest group gatherings (i.e., tool collectors).

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The Acadian Village of Nova Scotia/ Le Village Historique Acadien de la Nouvelle Ecosse, West Pubnico

As a created village complex, all buildings at the Acadian Village have been brought to the site and purposefully placed there. However, its location is unique to Nova Scotia, as it is the oldest Acadian region settled before the expulsion that is still inhabited by Acadians. The village interprets the post-deportation Acadian experience (life and culture) in Nova Scotia circa 1920s, with specific concentration on the Pubnico region, including its unique dependence on fishing (rather than farming). Individual and group tours are self-directed. Buildings are staffed by costumed interpreters – many are locals who can trace their roots back to the Village's time period – some of whom provide demonstrations. The village also plays hosts to many cultural events, including music events and food related events such as a strawberry festival, many of which are held on the site's large events stage or inside the natural amphitheatre.



Wile Carding Mill Museum, Bridgewater

This historic mill and mill pond were built in 1860 and operated by three generations of the Wile family until 1968. It is the last of 77 carding mills in Nova Scotia. Seasonal costumed interpreters tell the story of the mill processes, the water wheel (which is functioning and is demonstrated), and the industry in general. The story of the women who worked here is also highlighted, as it was usually staffed by women. Visitors have hands-on opportunities to work with wool.

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THE PROVINCIAL COLLECTION

The provincial collection dates back to 1868 and includes over one million cultural history artifacts and natural history specimens. It does not include the provincial archives, which are administered separately, or the heritage buildings in the NSM, which are the responsibility of the Department of Transportation and Infrastructure Renewal.

The NSM has its own database for keeping collections records: the Museum Information Management System (MIMS). It is a valuable relational tool that can be searched by period, keyword, artifact name, etc. Currently, the collections unit is completing a system-wide inventory, which is approximately 60% complete.

The provincial collection is a key resource for interpretation and will be affected by the direction of interpretive renewal. For example, new themes and topics will be developed and should be supported by collecting.

SWOT ANALYSIS

This section presents a SWOT (*strengths, weakness, opportunities, and threats*) analysis of the Nova Scotia Museum as a whole, focusing on the stories and themes that are related to visitors and the status of interpretation.

Stories/Themes

Strengths

- » The history of Nova Scotia offers a wealth of interesting stories that have depth, are relevant to today's audiences, and represent diverse groups.
- » There are significant cultural and natural histories that exist and should be told.
- » NSM staff recognize the need for a thematic structure to organize and focus the stories that the museum should be telling, and welcome it.
- » Information on some of the key stories of Nova Scotia already exists in the NSM system. For example, the Museum keeps binders with research information on each of the NSM sites and is currently reviewing and upgrading the information that is collected for these resource materials. This represents work towards a managed set of themes and stories.
- » It is an objective of the Interpretive Master Plan to identify values that will allow future theme and story development to be strategic and set the tone for interpretive renewal.

Weaknesses

- » Many of the people interviewed noted that although Nova Scotia's history features one of diverse groups of people, the NSM is not telling all of these diverse stories. There is a focus on specific groups (e.g., Loyalists), while others are not well understood or well represented in the NSM sites (e.g., Gaels, Mi'kmaq). Expansion of the range and inclusivity of content will open up connections to new audiences.
- » From our own observations and from the comments of NSM staff, it appears that in many cases the NSM does not extend its storylines past the 19th century. The stories, in most cases, are "frozen in time."
- » Visits to the urban NSM sites and some of the NSM sites that are closer to Halifax, as well as interview comments, reveal that many stories that are being told by the NSM are not told in a way that is relevant to today's audience. Contemporary issues are minimal.
- » Several interviewees noted that the NSM does not deal with controversial or challenging stories.
- » Natural and cultural histories are for the most part separated in the NSM system, which many NSM staff feel is less relevant to the world-view of today's audiences.
- » Upon our preliminary review of the NSM collection, as well as repeated comments during interviews with NSM staff, it appears that the collection does not support diverse

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or contemporary stories. The collection ends at a certain point in time, making contemporary stories more difficult to tell in a museum setting.

- » There is no cultural history “tome” for the museum to draw on, as there is for natural history (*Natural History of Nova Scotia Volumes I & II*).
- » Research efforts by the NSM curators are not directed by broad and established interpretive themes and stories, as we have seen in our comparables review.

Opportunities

- » NSM staff are excited about the possibility of mixing cultural and natural history stories at the NSM sites, and see this as a way to reengage with the broader system.
- » Natural history stories in the province are strong – there are lots to draw from.
- » The NSM does not have to cover all of the stories that may be identified by the Interpretive Master Plan. Other institutions outside of the NSM deal well with key stories and there is no need to duplicate efforts.
- » A provincial framework for themes and stories, matched with a review of which institutions are telling which stories, will reveal new partnerships and opportunities for new initiatives.

Nova Scotia Museum



- » The new framework for themes and stories will provide a strategic focus and direction for interpretive renewal efforts.
- » With the new framework of themes and stories, the Museum can work towards becoming an authority on the history of Nova Scotia. The Museum can take ownership of these stories and direct research efforts towards them.
- » There are many current myths about Nova Scotia history that have found their way to the forefront of the public experience. These myths present an opportunity to create and encourage discussion around controversial subjects and views.

Threats

- » Adding and expanding to the stories that are told by the NSM over time may require a strategic look at resource allocation, including staffing and curatorial support to help fill in gaps.

- » Future collecting (to fill in gaps) will be tempered by capacity (human and financial) as well as storage.
- » The Interpretive Plan will define a starting point for themes and stories that must grow over time. Time and additional work (by the Division) will be required to realize the full range of content.
- » There are many current myths about Nova Scotia history that have found their way to the forefront of the public experience. Some residents may not take well to new histories, or discussion around controversial subjects and views.



Parks Canada / James Ingram, 2001



Interpretation & Interpretive Renewal

Strengths

- » There is an appetite for renewal and excitement among the NSM staff, who are dedicated and willing to undertake new and challenging projects.
- » There are many existing examples of good interpretation and recent interpretive renewal in the NSM. Recent renewal efforts have occurred at McCulloch House Museum Perkins House Museum, Firefighters' Museum of Nova Scotia, Fundy Geological Museum, North Hills Museum, Balmoral Grist Mill Museum, and Sutherland Steam Mill Museum.
- » While the collection has its limitations and new, strategic collecting efforts may be required, the collection is underutilized overall and a new framework for themes and stories in the NSM may reveal opportunities to display the collection in new ways that benefit the sites.
- » There is a diversity of sites and locations in the NSM system, which allows the NSM to bring the stories to the residents of Nova Scotia – telling Nova Scotia's stories where they "live."
- » Project teams (some with guest curators) concentrating on renewal at sites have been successful. This model could be built upon for future projects, leading to exciting results.

- » The internal interpretive inventory is an asset to the planning process, and provides a snapshot of current interpretation in the NSM.
- » The collections inventory is ongoing and will be an asset to future interpretive renewal efforts. An up-to-date inventory will allow for a more comprehensive survey of artifacts and specimens that can be used as part of interpretive renewal projects.
- » Partnership agreements with the sites are in process and will assist with interpretive renewal by setting standards and encouraging the evolution of a NSM "brand" that ensures quality image, style and substance.

Weaknesses

- » Sites are in need of interpretive renewal to update the stories told and make them more relevant to today's audiences and more in keeping with current scholarship. The level of work required to address regional and urban sites reinforces the need for the plan to be strategic and grow over time to achieve success.
- » Institutionally, there is a lack of curatorial ties to interpretation, especially at outlying sites. While this is the result of various factors, there is an underlying need for continuity between curatorial and interpretive roles. This issue must find its way into any interpretive renewal strategy.

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- » There is no sustained system of evaluation of interpretation across the system, with only a few institutions reporting that they have completed visitor exit surveys or other form of evaluation. The ability to review the performance of interpretive offerings on a regular basis would assist in tailoring the product to the audience, and would assist the implementation of the Interpretive Master Plan, as this too may require adjustment over time to reflect audience needs.
 - » There are no “big picture” connections made across the NSM system (such as one might find in many comparable cities, provinces or states) and few links between like-minded facilities (for example, “industrial” sites).
 - » The budget available to the Department is relatively fixed. Interpretive renewal efforts will have to be prioritized and realistic to succeed.
- Opportunities**
- » There is an opportunity for strategic, prioritized renewal of interpretation based on a new framework of themes and stories. The content can become one of the determining factors in directing resources where they will do the most good (attracting audiences, shoring up lagging sites or building momentum).
 - » There is a real opportunity for the NSM to partner with other Heritage Division players (e.g., Special Places) in order to tell Nova Scotia’s stories.
 - » A more relevant NSM content program will encourage stronger connections to the provincial school curriculum, attracting more school groups and building a stronger constituency for the NSM in the future.
 - » Links can be made to outside organizations (universities, other heritage organizations, etc.), to assist the NSM in telling Nova Scotia’s stories, grow knowledge and generally share resources. Sharing resources across traditional lines has benefit for all parties.
 - » Interpretive materials can be delivered outside of the traditional museum exhibit setting. For example, the ongoing renewal of the NSM website presents an opportunity to augment the interpretive material being made available to the public, while new projects may include digital, print or non-traditional methods of interpretation.
 - » The existing Interpretive Working Group is a vehicle for ongoing interpretive renewal. Their work to date reflects an internal need for long-term strategic thinking and should be built upon. There may also be an opportunity for this group to actively administer the Interpretive Master Plan once the Department adopts it.
 - » The collection could grow through strategic collecting with a focus on the new thematic framework. This will ensure that new presentations are relevant, and that there is legacy building for the future. This also creates opportunities to tell new stories in an

authentic way and keeps the museum ahead of other institutions that rely on content only (e.g., visitor centres).

- » The sites could become more interconnected and benefit from mentorship and a sharing of resources. Interrelationships between the sites should be explored to determine what connections exist along various lines (location, themes, etc.).
- » Small, strategic projects across the system could be used to build momentum and the perception that real changes are occurring regularly with public experiences at the NSM. As the MMA has proven in the past, recent renewal efforts demonstrate that new exhibits, programs and events developed with visitor interests in mind will yield revenue and feelings of public value in an institution.



Threats

- » Due to location and more limited resources, some of the sites face challenges in implementing interpretive renewal themselves. Many sites are occupied with “day-to-day” issues and will need top-level direction and assistance to implement any recommended changes. Grassroots initiatives should not be overlooked however, as there is significant energy and ability at the local level that should be explored.
- » More sustained, formal training is required (e.g., guidelines for the sites) across the system, both with regard to sharing best practices and upgrading the interpretation/ public experience across the many NSM sites.
- » Succession planning is needed to assist with ongoing interpretive renewal. Interviews revealed that in some cases, there is a gap between outgoing, senior staff and new staff coming on stream. Interpretation and interpretive renewal is affected when senior staff leave and new staff begin their training without the benefit of learning from the exiting senior person. The recent hiring of assistant curators is a positive step towards closing these gaps. Seasonal staff turnover is also a challenge.
- » There is a need for ongoing interpretive renewal that is not just a single fix to keep interpretation in the NSM relevant. Local residents must perceive regular and dynamic activity that interests them. Back of house resources will be required to renew interpretation on an ongoing basis. This includes interpretive staff, research, repair of exhibits, etc.
- » Past expansions in museum funding (70s/80s) have created high expectations with respect to capital funding and growth. Many interviews revealed that NSM remember this “hey day” of museum operations and would like to return to it. The challenge of the Interpretive Master Plan is to initiate interpretive renewal that accumulates over time. Small steps will be required to move the NSM forward toward a full realization of the Interpretive Master Plan.

2.2 Mapping the Nova Scotia Museum and Complementary Operations

Part of understanding heritage interpretation in Nova Scotia involves the mapping of a selected number of natural and cultural resources dealing with both natural and cultural history. The maps featured in this section reflect various categories of sites currently listed and/or promoted as leaders in the field of heritage preservation and interpretation. They include both the Nova Scotia Museum and the programs of the Heritage Division, as well as other museums and sites complementing their work. The following categories are represented:

- » Nova Scotia Museum
- » Provincial Heritage Properties
- » CMAP (Community Museum Assistance Program) Museums
- » Department of Natural Resources
- » Parks Canada
- » National Historic Sites
- » Special Places
- » Private Museums & Exhibit Centres

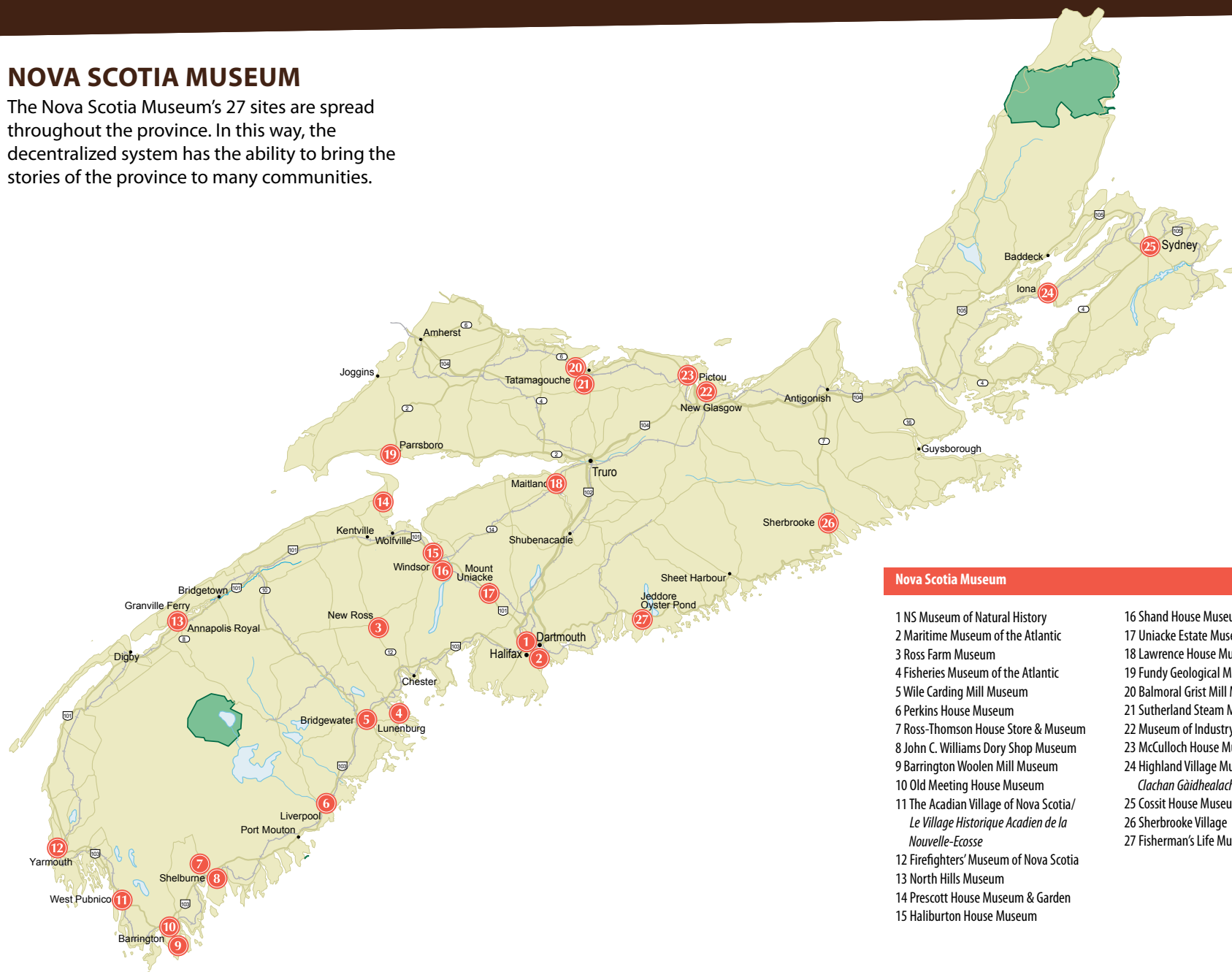
Mapping heritage resources across the province is useful for several reasons. To begin with, it allows the Heritage Division to better understand the landscape of established heritage and museum sites in Nova Scotia, determining who is out there and what stories they are telling. This will help the Division decide where to put its interpretive resources in the future to make sure that the important provincial stories are told. A number of these stories are being told by others; sometimes very well, sometimes less so. Repetition directly by the Province is, in most cases, not necessary. However, enhancing the scope and quality of the resource to enable it to present better work might be required.

The maps also allow sites to identify where partnerships may be possible in various regions and in various thematic categories. For example, if there is a park or other site near a Nova Scotia Museum operation (as at Lawrence House, in Maitland) there are likely some connections of potential benefit to both that merit exploration and investment. The benefits of partnerships are discussed later in Section 6.4 *Interpretation: Gaps Analysis*, and a list of potential partners is included as an appendix to this document.

The maps also indicate where significant concentrations of sites exist; they are usually closely tied to population centres and major transportation routes. They also point out where competing heritage attractions reside in close proximity to each other, providing the Museum with knowledge about what is available in the heritage scene and the inspiration to move forward in their own endeavours.

NOVA SCOTIA MUSEUM

The Nova Scotia Museum's 27 sites are spread throughout the province. In this way, the decentralized system has the ability to bring the stories of the province to many communities.

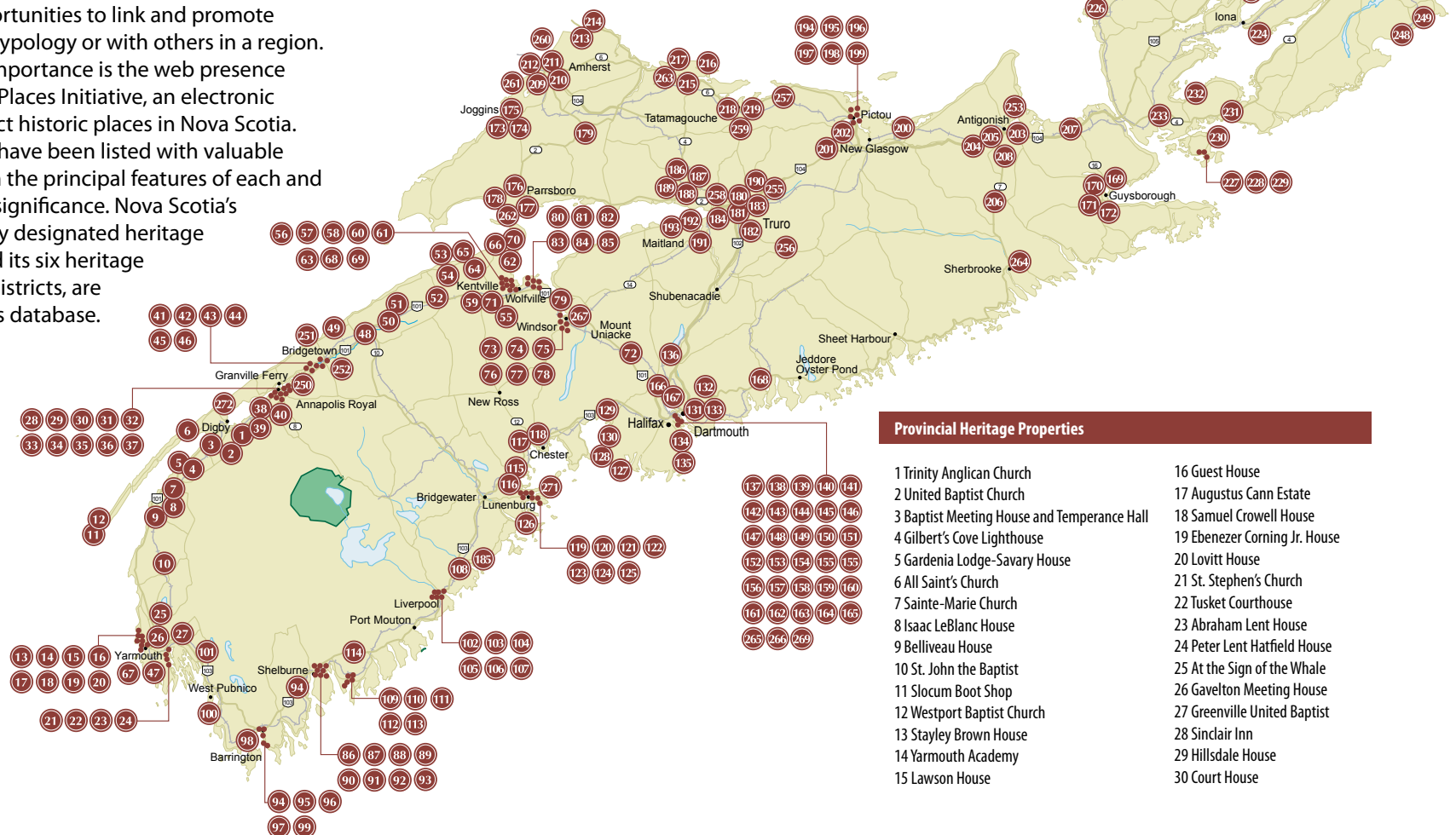


Nova Scotia Museum

- | | |
|---|---|
| 1 NS Museum of Natural History | 16 Shand House Museum |
| 2 Maritime Museum of the Atlantic | 17 Uniacke Estate Museum Park |
| 3 Ross Farm Museum | 18 Lawrence House Museum |
| 4 Fisheries Museum of the Atlantic | 19 Fundy Geological Museum |
| 5 Wile Carding Mill Museum | 20 Balmoral Grist Mill Museum |
| 6 Perkins House Museum | 21 Sutherland Steam Mill Museum |
| 7 Ross-Thomson House Store & Museum | 22 Museum of Industry |
| 8 John C. Williams Dory Shop Museum | 23 McCulloch House Museum |
| 9 Barrington Woolen Mill Museum | 24 Highland Village Museum / An Clachan Gàidhealach |
| 10 Old Meeting House Museum | 25 Cossit House Museum |
| 11 The Acadian Village of Nova Scotia / Le Village Historique Acadien de la Nouvelle-Ecosse | 26 Sherbrooke Village |
| 12 Firefighters' Museum of Nova Scotia | 27 Fisherman's Life Museum |
| 13 North Hills Museum | |
| 14 Prescott House Museum & Garden | |
| 15 Haliburton House Museum | |

PROVINCIAL HERITAGE PROPERTIES

Within the Heritage Division, the designation and inventory work undertaken by the Heritage Properties Program, the Special Places Program and the Historic Places Initiative are valuable tools for use in provincial interpretive planning. The information gathered is impressive and there are many opportunities to link and promote these sites by typology or with others in a region. Of particular importance is the web presence of the Historic Places Initiative, an electronic guide to protect historic places in Nova Scotia. Over 800 sites have been listed with valuable information on the principal features of each and their heritage significance. Nova Scotia's 272 provincially designated heritage properties, and its six heritage conservation districts, are included in this database.



Provincial Heritage Properties (Continued)

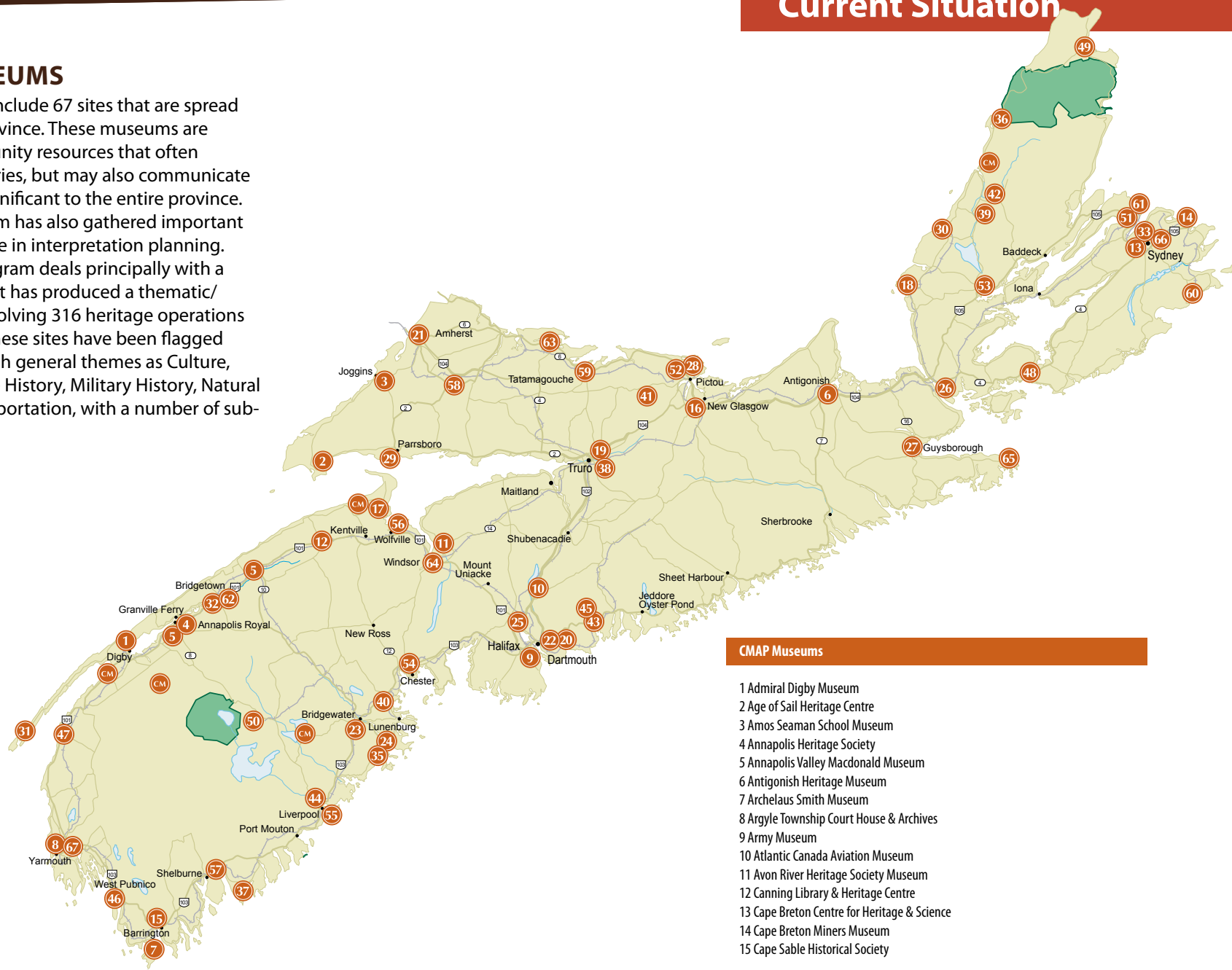
31 Adams Ritchie House	73 Haliburton House	115 Alexander Kedy House	157 Prince and Hollis Buildings	199 McCulloch House	241 Kennedy House
32 de Gannes-Cosby House	74 Convocation Hall	116 John Henry Ernst House	158 Fort Massey United Church	200 St. Anne's Mission Church	242 St. Mary's Polish Church
33 Girvan Bank-Runciman House	75 Richmond Hill Farm	117 Eisenhauer House	159 Caldwell House	201 General Manager's House	243 Richard Brown House
34 Bread and Roses	76 Clockmaker's Inn	118 Wecob	160 The Bower	202 Stonehouse (Tissington)	244 Chapel Point Fortification
35 Bailey House	77 Saint John the Evangelist Parish	119 Lunenburg Academy	161 St. Mary's Basilica	203 Kirk Place	245 Old Post Office
36 Queen Anne Inn	78 Sangster Inn	120 Solomon House	162 Old Court House	204 Bard John MacLean House	246 Marconi Towers
37 St. Luke's Church	79 Hantsport Railway Station	121 Knaut Rhuland House	163 Garden Crest Apartments	205 Bard John MacLean Cemetery	247 Fort Petrie
38 Goat Island Baptist Church	80 Stewart House	122 St. John's Church	164 Thornvale	206 Manson House	248 Navy League Building
39 St. Edward's Church	81 Jeremiah Calkin House	123 Zion Lutheran Church	165 George Wright House	207 St. Peter's Church	249 Sydney and Louisbourg Railway Station
40 LeQuille Mill	82 GowanBrae	124 Lennox Tavern	166 Moirs Ltd. Power House	208 St. Joseph's Glebe House	250 North Hills Museum
41 Rothsay Masonic Temple	83 Borden House	125 Weaver Fish Store	167 Scott Manor House	209 Victoria	251 Hampton Lighthouse
42 James House	84 Covenantor Church	126 Zinck House	168 Rose Bank Cottage	210 Bank of Montreal Building	252 Morse Cemetery
43 Morse-Magwood House	85 Reid House	127 Manuel Fish Shed and Store	169 Old Court House	211 Old Amherst Post Office	253 St. Ninian's Cathedral
44 Smith Property	86 Ross Thomson House	128 Bayer House	170 Henry Marshall Jost House	212 Fort Lawrence Terminus	254 CN Train Station
45 Parker Farm	87 Ryer-Davis House	129 Elsie Hume House	171 Harbour House	213 Tidnish Bridge Site	255 Robie Street Cemetery
46 Centenary United Church	88 Joseph McGill Company Office	130 William Black Memorial United Church	172 Walsh House	214 Tidnish Dock Site	256 Rev. James Smith Property
47 Cape Forchu Lightstation	89 George Gracie House	131 Quaker Whaler House	173 Amos Thomas Seaman House	215 St. Matthew's Presbyterian Church	257 Sutherland Steam Mill Museum
48 Old Holy Trinity Church	90 Etherington-Robertson House	132 Cole Harbour Farm	174 St. Denis Church	216 Mullins Point Lighthouse	258 Balmoral Grist Mill
49 Mount Hanley School Section #10	91 Old Kirk Burying Ground	133 Cole Harbour Meeting House	175 Minudie School Museum	217 Stonehouse (Crooks)	259 Wallace River Railway Swing Bridge
50 St. Mary's Anglican Church	92 Shakespeare House	134 The Rectory	176 DeWolfe-Wheaton House	218 Lynwood	260 Amherst Dominion Public Building
51 Harmony Lodge #52	93 White-Irwin House	135 Mackey House	177 Manning Block	219 Fraser-Octagon House	261 King Seaman Church
52 Ilsley Homestead	94 Birchtown School	136 Shubenacadie Canal, Lock 5	178 Cannon House	220 St. Peter's and St. John's	262 Ottawa House
53 Blue Cottage	95 Old Meeting House	137 Old Burying Ground	179 Lamp Cabin Building	221 Gilbert Grosvenor Hall	263 Acadia Lodge no. 13 A.F. & A.M.
54 Cornwallis Reformed Church	96 Sargent-Homer-Nodwell House	138 Government House	180 Archibald House	222 MacRae-Bittermann House	264 Sherbrooke Post Office
55 Kinsman-Salsman House	97 MacMullen Oil Skin Factory	139 Little Dutch Church	181 First United Church	223 Ross House	265 The Henry House
56 DeWolf House	98 Crowell-Smith House	140 West-Webster House	182 John Logan Doggett House	224 MacDonald House	266 Grafton Street Methodist Church
57 Randall House	99 Benjamin K. Doane House	141 St. Patrick's Church	183 Old Provincial Normal College	225 Campbell Heritage House	267 Windsor Plains Community Hall
58 The Burying Ground	100 D'Entremont House	142 St. George's Anglican Church	184 Yuill Barn	226 Peter Smyth House	268 Paroisse Saint-Pierre
59 Terry-Young House	101 Argyle Historic Church	143 West-Osler House (Personage House)	185 Old Port Medway Cemetery	227 Notre dame de L'Assomption	269 Benjamin Wier House
60 The Old Place	102 Perkins House	144 West-Buley House	186 Layton's General Store	228 Flynn-Cutler-Robichaud House	270 MacMillan-Cameron House
61 Carwarden	103 Liverpool Town Hall/Astor Theatre	145 Old Halifax Academy	187 St. James United Church	229 LeNoir Forge	271 Northwest United Baptist Church
62 St. John's Anglican Church and Cemetery	104 Elisha Calkin House	146 Coburg Cottage	188 Bulmer House	230 Cape House	272 All Saints Church
63 Fox Hill Cemetery	105 Liverpool Courthouse	147 Hunter-Forbes House	189 Great Village School	231 MacAskill House	
64 Eaton Property	106 Fort Point Lighthouse	148 Bollard House	190 Miller House	232 Morrison House	
65 Charles Macdonald House	107 Morton House	149 St. Paul's Church	191 Lawrence House	233 Captain James Embree House	
66 Loomer-Goodwin House	108 Meeting House	150 Sir Rupert George House	192 Springhurst (& Putnam House)	234 Jost House	
67 MacKinnon-Cann Inn	109 Gurden Bill Homestead	151 Province House	193 Smith-Duckenfield House	235 Lyceum	
68 The Barracks	110 John Locke Homestead	152 Art Gallery of Nova Scotia	194 Pictou Iron Foundry	236 St. Philip's African Church	
69 Prescott House	111 William Stalker Homestead	153 Bank of Nova Scotia (Hollis Street)	195 Consulate	237 Cossit House	
70 Sanford Barn	112 Jacob Locke Homestead	154 Benjamin Wier House	196 Lorrain's Inn	238 Holy Ghost Ukrainian Church	
71 Turner House	113 Locke Homestead	155 Thorndean	197 Stella Maris Church	239 St. George's Church	
72 Uniacke House	114 The Esker	156 Universalist Unitarian Church	198 Stella Maris Convent	240 St. Patrick's Church	

Prepared by:

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CMA MUSEUMS

CMA museums include 67 sites that are spread out across the province. These museums are important community resources that often interpret local stories, but may also communicate stories that are significant to the entire province. The CMA program has also gathered important information for use in interpretation planning. Although the program deals principally with a family of 67 sites, it has produced a thematic/subject matrix involving 316 heritage operations in the province. These sites have been flagged in reference to such general themes as Culture, Industry, Maritime History, Military History, Natural History, and Transportation, with a number of sub-themes.



CMAF Museums (Continued)

16 Carmichael-Stewart House
17 Charles MacDonald Concrete House
18 Chestico Museum
19 Colchester Historical Society Museum
20 Cole Harbour Heritage Farm Museum
21 Cumberland County Museum & Archives
22 Dartmouth Heritage Museum
23 DesBrisay Museum
24 Fort Point Museum
25 Fultz House Museum
26 Gut of Canso Museum & Archives
27 Old Court House Museum
28 Hector Centre
29 Historic Ottawa House By-The-Sea Museum
30 Inverness Miners Museum
31 Islands Museum & Tourist Bureau
32 James House Museum
33 Jost House
34 Kings County Museum
35 LaHave Islands Marine Museum
36 LeFort Gallery (Les Trois Pignons)
37 Little School Museum
38 Little White Schoolhouse Museum (Truro)
39 MacDonald House Museum
40 Mahone Bay Settlers Museum & Cultural Centre

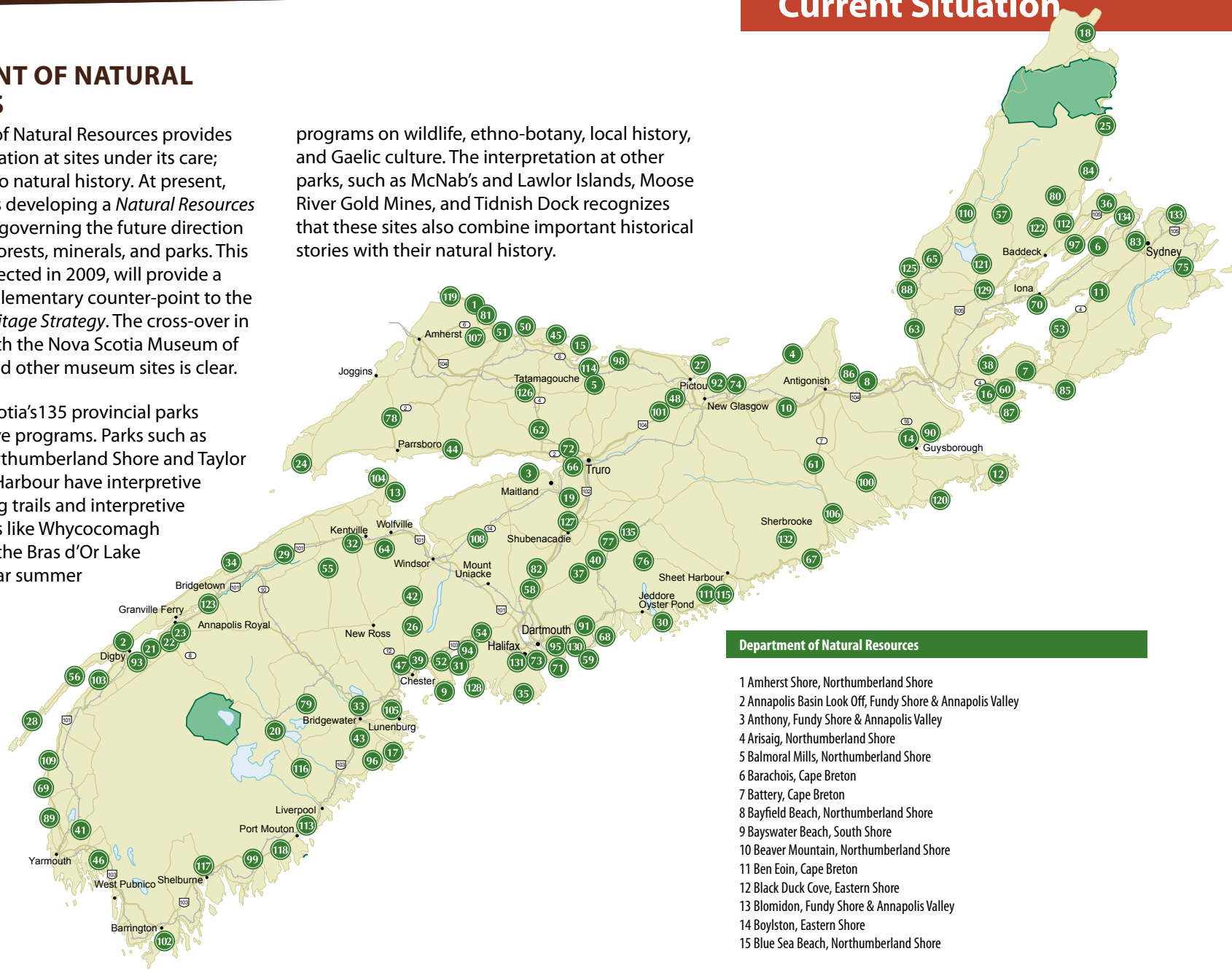
41 Malagash Area Heritage Museum
42 Margaree Salmon Museum
43 Memory Lane Heritage Village
44 Milton Blacksmith Shop Museum
45 Musquodoboit Railway Museum
46 Musée Acadien and Research Center
47 Musée Église Sainte-Marie Museum
48 Nicolas Denys Museum
49 North Highlands Community Museum
50 North Queens Heritage House Museum
51 North Sydney Historical Society Museum
52 Northumberland Fisheries Museum
53 Orangedale Railway Museum
54 Parkdale-Maplewood Community Museum
55 Queens County Museum
56 Randall House Museum
57 Shelburne County Museum
58 Springhill Miners' Museum
59 Sunrise Trail Museum
60 Sydney & Louisbourg Railway Museum
61 Sydney Mines Community Heritage Society
62 Tupperville School Museum
63 Wallace & Area Museum
64 West Hants Historical Society Museum
65 Whitman House Museum
66 Whitney Pier Historical Society Museum
67 Yarmouth County Museum and Archives

DEPARTMENT OF NATURAL RESOURCES

The Department of Natural Resources provides heritage interpretation at sites under its care; primarily related to natural history. At present, the Department is developing a *Natural Resources Strategy* aimed at governing the future direction of the province's forests, minerals, and parks. This new strategy, expected in 2009, will provide a compelling, complementary counter-point to the government's *Heritage Strategy*. The cross-over in subject matter with the Nova Scotia Museum of Natural History and other museum sites is clear.

Many of Nova Scotia's 135 provincial parks feature interpretive programs. Parks such as Arisaig on the Northumberland Shore and Taylor Head near Sheet Harbour have interpretive brochures, walking trails and interpretive panels. Major sites like Whycocomagh Provincial Park in the Bras d'Or Lake region offer regular summer

programs on wildlife, ethno-botany, local history, and Gaelic culture. The interpretation at other parks, such as McNab's and Lawlor Islands, Moose River Gold Mines, and Tidnish Dock recognizes that these sites also combine important historical stories with their natural history.



Department of Natural Resources (Continued)

16 Burnt Island, Cape Breton
 17 Bush Island, South Shore
 18 Cabots Landing, Cape Breton
 19 Caddell Rapids Look-off, Fundy Shore and Annapolis Valley
 20 Camerons Brook, South Shore
 21 Upper Clements West, Annapolis Valley
 22 Upper Clements Wildlife, Annapolis Valley
 23 Upper Clements, Annapolis Valley
 24 Cape Chignecto, Fundy Shore & Annapolis Valley
 25 Cape Smokey, Cape Breton
 26 Card Lake, South Shore
 27 Caribou/Munros Island, Northumberland Shore
 28 Central Grove, Fundy Shore & Annapolis Valley
 29 Clairmont, Fundy Shore
 30 Clam Harbour Beach, Eastern Shore
 31 Cleveland Beach, South Shore
 32 Coldbrook, Fundy Shore & Annapolis Valley
 33. Cookville, South Shore
 34 Cottage Cove, Fundy Shore & Annapolis Valley
 35 Crystal Crescent Beach, Halifax Metro
 36 Dalem Lake, Cape Breton
 37 Dollar Lake, Eastern Shore
 38 Dundee, Cape Breton
 39 East River, South Shore
 40 Elderbank, Eastern Shore
 41 Ellenwood Lake, Yarmouth & Acadian Shores
 42 Falls Lake, Fundy Shore & Annapolis Valley
 43 Fancy Lake, South Shore
 44 Five Islands, Fundy Shore & Annapolis Valley
 45 Fox Harbour, Northumberland Shore
 46 Glenwood, Yarmouth & Acadian Shores
 47 Graves Island, South Shore
 48 Green Hill, Northumberland Shore
 49 Groves Hill, Northumberland Shore
 50 Gulf Shore, Northumberland Shore
 51 Heather Beach, Northumberland Shore
 52 Hubbards, South Shore
 53 Irish Cove
 54 Jery Lawrence, Lewis Lake , Halifax Metro
 55 Lake George, Fundy Shore & Annapolis Valley

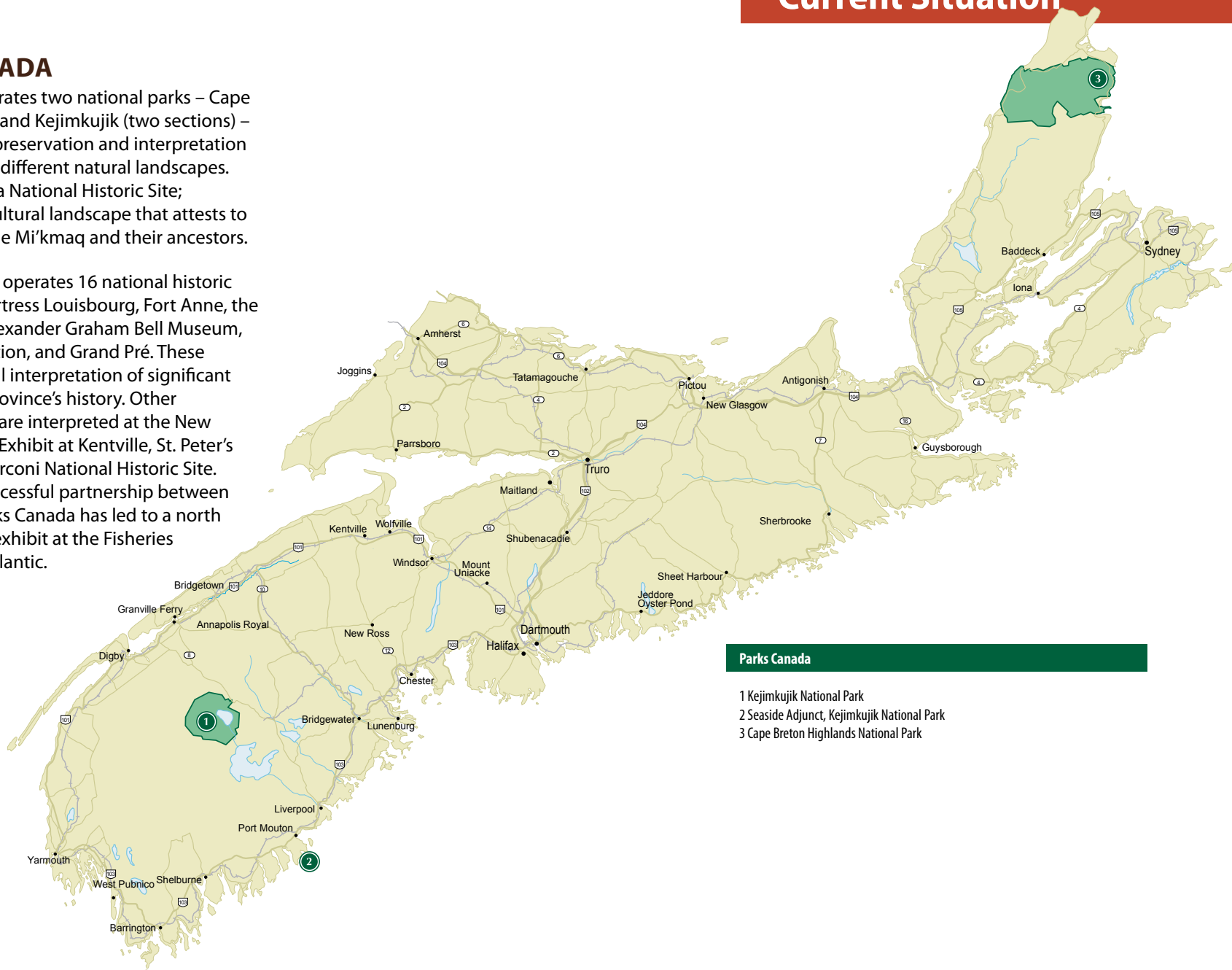
56 Lake Midway, Fundy Shore & Annapolis Valley
 57 Lake O'Law, Cape Breton
 58 Laurie, Halifax Metro
 59 Lawrencetown Beach, Eastern Shore
 60 Lennox Passage, Cape Breton
 61 Lochiel Lake, Eastern Shore
 62 Londonderry, Fundy Shore & Annapolis Valley
 63 Long Point, Cape Breton
 64 Lumsden Pond, Fundy Shore & Annapolis Valley
 65 Mabou, Cape Breton
 66 Maitland, Yarmouth & Acadian Shores
 67 Marie Joseph, Eastern Shore
 68 Martinique Beach, Eastern Shore
 69 Mavillette Beach, Yarmouth & Acadian Shores
 70 MacCormack Beach, Cape Breton
 71 MacCormacks Beach, Halifax Metro
 72 MacElmons Pond, Fundy Shore & Annapolis Valley
 73 McNabs and Lawlor Islands, Halifax Metro
 74 Melmerby Beach, Northumberland Shore
 75 Mira River, Cape Breton
 76 Moose River Gold Mines, Eastern Shore
 77 Musquodoboit Valley, Eastern Shore
 78 Newville Lake, Fundy Shore & Annapolis Valley
 79 Ninevah, South Shore
 80 North River, Cape Breton
 81 Northport Beach, Northumberland Shore
 82 Oakfield, Halifax Metro
 83 Petersfield, Cape Breton
 84 Plaster, Cape Breton
 85 Point Michaud Beach, Cape Breton
 86 Pomquet Beach, Northumberland Shore
 87 Pondville Beach, Cape Breton
 88 Port Hood Beach, Cape Breton
 89 Port Maitland Beach, Yarmouth & Acadian Shores
 90 Port Shoreham Beach, Eastern Shore
 91 Porters Lake, Eastern Shore
 92 Powells Point, Northumberland Shore
 93 Smith's Cove Look-Off, Digby
 94 Queensland Beach, South Shore
 95 Rainbow Haven Beach, Eastern Shore

96 Risser's Beach, South Shore
 97 Ross Ferry, Cape Breton
 98 Rushtons Beach, Northumberland Shore
 93 Sable River, South Shore
 100 Salsman, Eastern Shore
 101 Salt Springs, Northumberland Shore
 102 Sand Hills Beach, South Shore
 103 Savary, Fundy Shore & Annapolis Valley
 104 Scots Bay North, Fundy Shore & Annapolis Valley
 105 Second Peninsula, South Shore
 106 Sherbrooke, Eastern Shore
 107 Shinimicas, Northumberland Shore
 108 Smileys, Fundy Shore & Annapolis Valley
 109 Smuggler's Cove, Yarmouth & Acadian Shores
 110 Southwest Margaree, Cape Breton
 111 Spry Bay, Eastern Shore
 112 St Anns, Cape Breton
 113 Summerville Beach, South Shore
 114 Tatamagouche, Northumberland Shore
 115 Taylor Head, Eastern Shore
 116 Ten Mile Lake, South Shore
 117 The Islands, South Shore
 118 Thomas Raddall, South Shore
 119 Tidnish Dock, Northumberland Shore
 120 Tor Bay, Eastern Shore
 121 Trout Brook, Cape Breton
 122 Uisage Ban Falls, Cape Breton
 123 Valleyview, Fundy Shore & Annapolis Valley
 124 Waterside, Northumberland Shore
 125 West Mabou Beach, Cape Breton
 126 Wentworth, Fundy Shore & Annapolis Valley
 127 Subenacadie Wildlife Park, Shubenacadie
 128 William de Garthe, South Shore
 129 Whycocomagh, Cape Breton
 130 Conrod Island, Eastern Shore
 131 Long Lake, Halifax Metro
 132 Judds Pool, Eastern Shore
 133 Dominion Beach, Cape Breton
 134 Groves Point, Cape Breton
 135 The Natural Resources Education Centre

PARKS CANADA

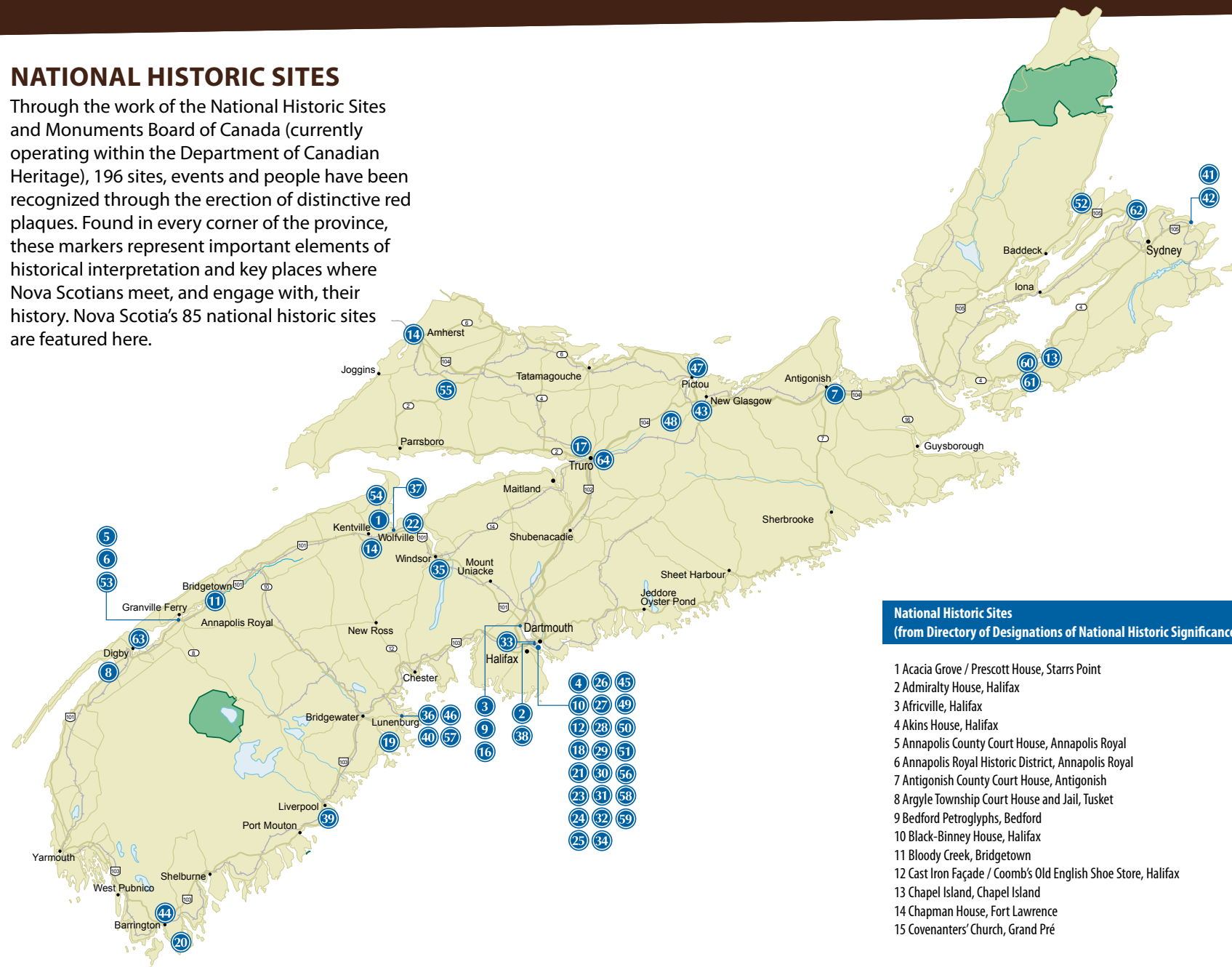
Parks Canada operates two national parks – Cape Breton Highlands and Kejimikujik (two sections) – dedicated to the preservation and interpretation of three distinctly different natural landscapes. Kejimikujik is also a National Historic Site; recognized as a cultural landscape that attests to the presence of the Mi'kmaq and their ancestors.

Parks Canada also operates 16 national historic sites including Fortress Louisbourg, Fort Anne, the Halifax Citadel, Alexander Graham Bell Museum, Port Royal Habitation, and Grand Pré. These involve substantial interpretation of significant episodes in the province's history. Other important stories are interpreted at the New England Planter's Exhibit at Kentville, St. Peter's Canal, and the Marconi National Historic Site. Also of note, a successful partnership between the MMA and Parks Canada has led to a north Atlantic fisheries exhibit at the Fisheries Museum of the Atlantic.



NATIONAL HISTORIC SITES

Through the work of the National Historic Sites and Monuments Board of Canada (currently operating within the Department of Canadian Heritage), 196 sites, events and people have been recognized through the erection of distinctive red plaques. Found in every corner of the province, these markers represent important elements of historical interpretation and key places where Nova Scotians meet, and engage with, their history. Nova Scotia's 85 national historic sites are featured here.



National Historic Sites (from Directory of Designations of National Historic Significance of Canada)

- 1 Acacia Grove / Prescott House, Starrs Point
- 2 Admiralty House, Halifax
- 3 Africville, Halifax
- 4 Akins House, Halifax
- 5 Annapolis County Court House, Annapolis Royal
- 6 Annapolis Royal Historic District, Annapolis Royal
- 7 Antigonish County Court House, Antigonish
- 8 Argyle Township Court House and Jail, Tusket
- 9 Bedford Petroglyphs, Bedford
- 10 Black-Binney House, Halifax
- 11 Bloody Creek, Bridgetown
- 12 Cast Iron Façade / Coomb's Old English Shoe Store, Halifax
- 13 Chapel Island, Chapel Island
- 14 Chapman House, Fort Lawrence
- 15 Covenanters' Church, Grand Pré

Current Situation

National Historic Sites (Administered by Parks Canada)

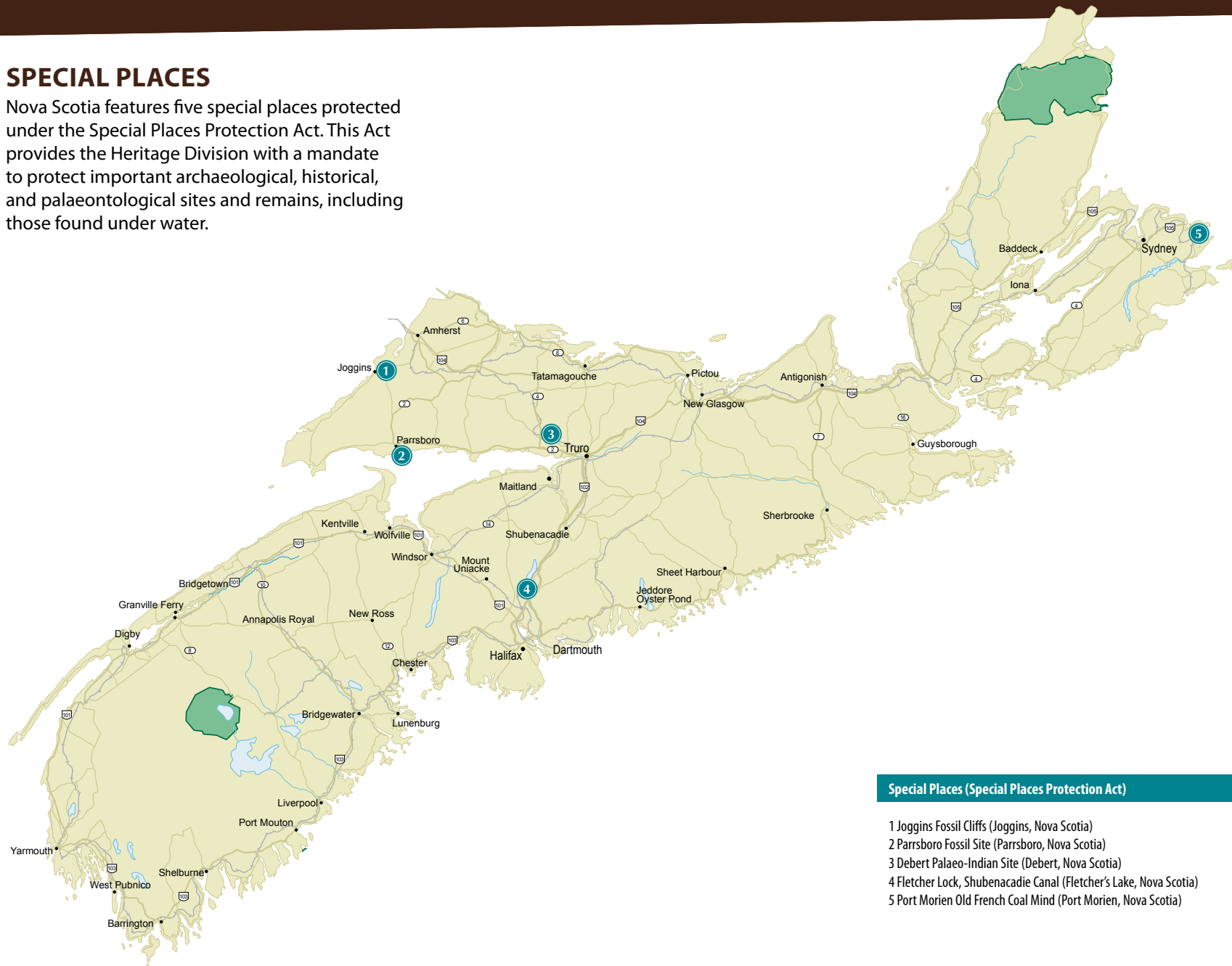
16 D'Anville's Encampment, Halifax
 17 Debert Palaeo-Indian Site, Debert
 18 Fernwood, Halifax
 19 Fort LaHave, La Have
 20 Fort St. Louis, Port La Tour
 21 Government House, Halifax
 22 Grand-Pré Rural Historic District, Grand Pré
 23 Granville Block, Halifax
 24 Halifax City Hall, Halifax
 25 Halifax Court House, Halifax
 26 Halifax Dockyard, Halifax
 27 Halifax Drill Hall, Halifax
 28 Halifax Public Gardens, Halifax
 29 Halifax Waterfront Buildings, Halifax
 30 Halifax WWII Coastal Defences, Halifax
 31 Henry House, Halifax
 32 HMCS Sackville, Halifax
 33 Hydrostone District, Halifax
 34 Jonathan McCully House, Halifax
 35 King's College, Windsor
 36 Knaut-Rhuland House, Lunenburg
 37 Ladies' Seminary, Wolfville
 38 Little Dutch (Deutsch) Church, Halifax
 39 Liverpool Town Hall, Liverpool
 40 Lunenburg Academy, Lunenburg
 41 Marconi Wireless Station, Port Morien
 42 NS Coal Fields, Sydney
 43 NS Coal Fields, Stellarton
 44 Old Barrington Meeting House, Barrington
 45 Old Burying Ground, Halifax
 46 Old Town Lunenburg Historic District, Lunenburg
 47 Pictou Academy, Pictou
 48 Pictou Railway Station (Intercolonial), Pictou
 49 Pier 21, Halifax
 50 Province House, Halifax

51 S.S. Acadia, Halifax
 52 Sainte-Anne / Port Dauphin, Englishtown
 53 Sinclair Inn / Farmer's Hotel, Annapolis Royal
 54 National Historic Site Sir Frederick Borden Residence, Canning
 55 Springhill Coal Mining, Springhill
 56 St. George's Anglican Church / Round Church, Halifax
 57 St. John's Anglican Church, Lunenburg
 58 St. Mary's Basilica, Halifax
 59 St. Paul's Anglican Church, Halifax
 60 St. Peters, St. Peter's
 61 St. Peters Canal, St. Peter's
 62 Sydney WWII Coastal Defences, Sydney
 63 Trinity Anglican Church, Digby
 64 Truro Post Office, Truro

65 Alexander Graham Bell National Historic Site of Canada
 66 Beaubassin National Historic Site of Canada
 67 Canso Islands National Historic Site of Canada
 68 Charles Fort National Historic Site of Canada
 69 Fort Anne National Historic Site of Canada
 70 Fort Edward National Historic Site of Canada
 71 Fort Lawrence National Historic Site of Canada
 72 Fort McNab National Historic Site of Canada
 73 Fortress Louisbourg National Historic Site of Canada
 74 Georges Island National Historic Site of Canada
 75 Grand Pré National Historic Site of Canada
 76 Grassy Island National Historic Site of Canada
 77 Halifax Citadel National Historic Site of Canada
 78 Kejimikujik National Historic Site of Canada
 79 Marconi National Historic Site of Canada
 80 Melanson Settlement National Historic Site of Canada
 81 Port Royal National Historic Site of Canada
 82 Prince of Wales Tower National Historic Site of Canada
 83 Royal Battery National Historic Site of Canada
 84 Wolfe's Landing National Historic Site of Canada
 85 York Redoubt National Historic Site of Canada

SPECIAL PLACES

Nova Scotia features five special places protected under the Special Places Protection Act. This Act provides the Heritage Division with a mandate to protect important archaeological, historical, and palaeontological sites and remains, including those found under water.

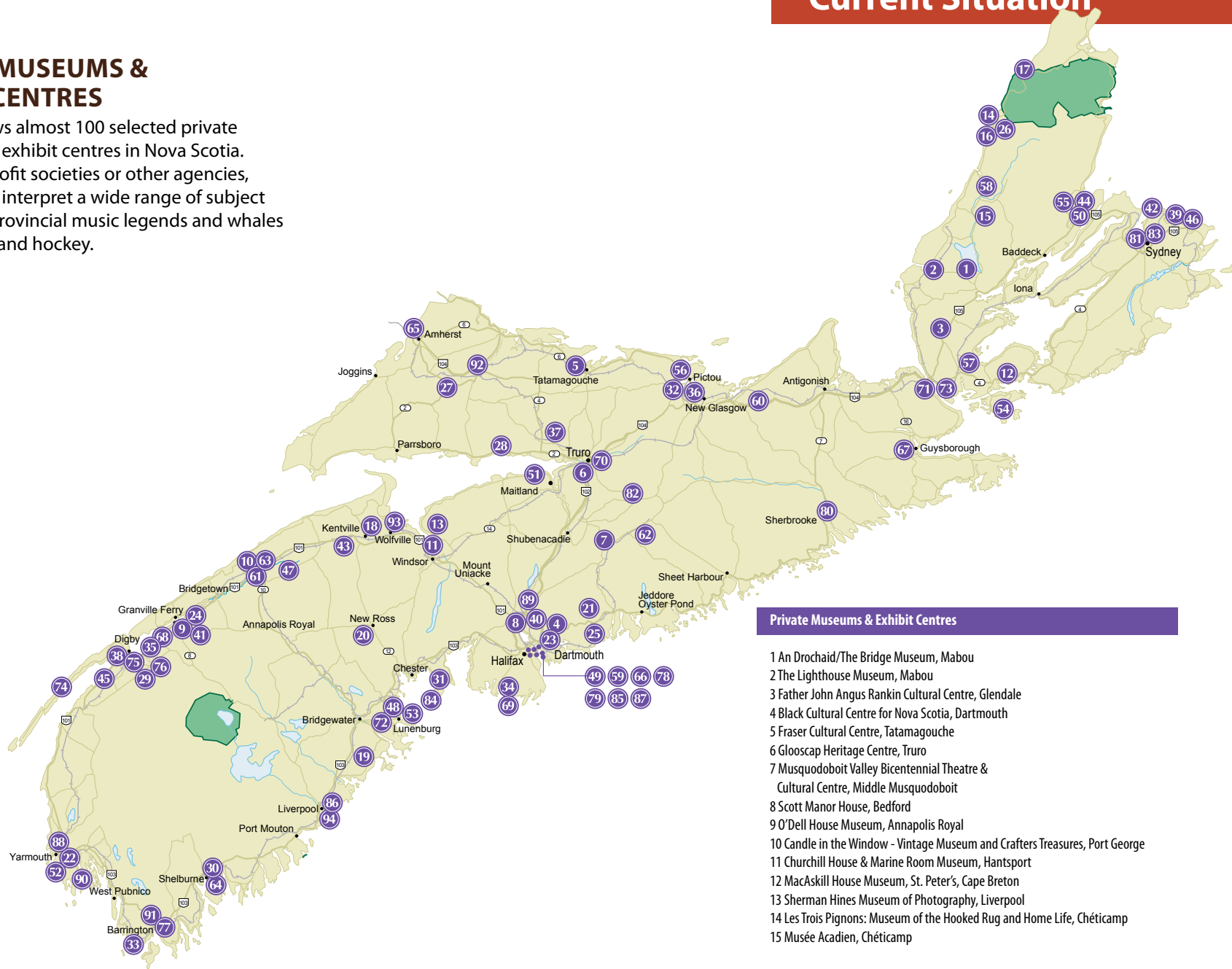


Special Places (Special Places Protection Act)

- 1 Joggins Fossil Cliffs (Joggins, Nova Scotia)
- 2 Parrsboro Fossil Site (Parrsboro, Nova Scotia)
- 3 Debert Palaeo-Indian Site (Debert, Nova Scotia)
- 4 Fletcher Lock, Shubenacadie Canal (Fletcher's Lake, Nova Scotia)
- 5 Port Morien Old French Coal Mine (Port Morien, Nova Scotia)

PRIVATE MUSEUMS & EXHIBIT CENTRES

This map shows almost 100 selected private museums and exhibit centres in Nova Scotia. Run by non-profit societies or other agencies, these facilities interpret a wide range of subject matter, from provincial music legends and whales to the railway and hockey.



Private Museums & Exhibit Centres (Continued)

- 16 La Pirogue Fisheries Museum, Chéticamp
- 17 Whale Interpretive Centre, Pleasant Bay
- 18 Blair House Museum, Kentville
- 19 Captain Angus J. Walters House Museum, Lunenburg
- 20 Hildaniel Brown House, New Ross
- 21 Lordly House Museum, Chester
- 22 Pelton-Fuller House, Yarmouth
- 23 Quaker Whaler House, Darmouth 24 Annapolis Royal Historic Gardens, Annapolis Royal
- 25 Acadian House Museum, West Chezzetcook
- 26 Les Amis du Plein Air, Chéticamp
- 27 The Anne Murray Centre, Springhill
- 28 Bass River Heritage Museum, Bass River
- 29 Bear River Heritage Museum, Bear River
- 30 Black Loyalist Heritage Society Historical Site and Museum, Shelburne
- 31 Blandford & Area Historical Museum, Blandford
- 32 Brule Fossil Centre, Brule
- 33 Chapel Hill Museum, Shag Harbour
- 34 Coastal Heritage Trail, Museum Without Walls, St. Margaret's Bay Region
- 35 Cornwallis Military Museum, Gilbert's Cove
- 36 The Crombie, New Glasgow
- 37 Debert Military Museum, Debert
- 38 Digby Heritage Centre, Digby
- 39 Dominion Heritage Schoolhouse Museum, Dominion
- 40 Fairbanks Interpretation Centre, Dartmouth
- 41 First Computer Museum, Annapolis Royal
- 42 Fort Petrie Military Museum, New Victoria
- 43 George and Mary Lynch Heritage Museum, Berwick
- 44 Giant MacAskill Museum, Englishtown
- 45 Gilbert's Cove Lighthouse, Granville Ferry
- 46 Glace Bay Heritage Museum, Glace Bay
- 47 Greenwood Military Aviation Museum, Greenwood
- 48 Halifax & Southwestern Railway Museum, Bridgewater
- 49 Halifax Police Museum, Halifax
- 50 Hall of the Clans, Englishtown
- 51 Hants East Historical Society Museum, Maitland
- 52 Killam Brothers Shipping Office, Yarmouth
- 53 The Knaut Rhuland House Museum, Lunenburg
- 54 LeNoir Forge Museum, Arichat
- 55 Little River Fisheries & Heritage Museum, Englishtown
- 56 Loch Broom Log Church, Pictou
- 57 Marble Mountain Library & Museum, Marble Mountain
- 58 Margaree Fish Hatchery & Visitor Centre, North East Margaree
- 59 Maritime Command Museum, Halifax
- 60 McPherson's Mill & Farm Homestead, New Glasgow
- 61 Memory Lane Railway Museum, Middleton
- 62 Moose River Gold Mines Museum, Middle Musquodoboit
- 63 Mount Hanley One Room School, Middleton
- 64 Muir-Cox Shipbuilding Interpretive Centre, Shelburne
- 65 The NS Highlanders Regimental Museum, Amherst
- 66 NS Sports Hall of Fame, Halifax
- 67 Old Court House Museum, Guysborough
- 68 Old St. Edward's Anglican Church, Gilbert's Cove
- 69 Old Temperance Hall Museum, Terence Bay
- 70 The Organery, Truro
- 71 Out of the Fog Lighthouse Museum, Mulgrave
- 72 Petticoat Farm, Lunenburg
- 73 Point Tupper Heritage Association Museum, Reserve Mines
- 74 Port Royal Farm and Country Museum, Little River
- 75 River Hebert Miners Memorial Museum, Smith's Cove
- 76 Riverview Ethnographic Museum, Bear River
- 77 Seal Island Light Museum, Barrington
- 78 Shearwater Aviation Museum, Shearwater
- 79 Somme Branch No. 31, Royal Canadian Legion Military Museum, Dartmouth
- 80 St. Mary's River Association Education & Interpretive Centre, Sherbrooke
- 81 St. Patrick's Church Museum, Sydney
- 82 Stewiacke Valley Museum, Stewiacke
- 83 Sydney Steel Plant Museum [Virtual], Sydney
- 84 Tancook Island Museum, Tancook Island
- 85 Thomas McCulloch Museum, Halifax
- 86 Thomas Raddall Research Centre, Liverpool
- 87 Tompkins Museum, Shearwater
- 88 W Laurence Sweeney Museum, Yarmouth
- 89 Waverley Heritage Museum, Waverley
- 90 Wedgeport Sport Tuna Fishing Museum & Interpretive Centre, Wedgeport
- 91 Western Counties Military Museum, Barrington
- 92 Wild Blueberry & Maple Centre, Oxford
- 93 Windsor Hockey Heritage Society & Museum, Windsor
- 94 Hank Snow Country Music Centre, Liverpool

2.3 Current Audiences

The Nova Scotia Museum sites have welcomed between 515,000 to 625,000 visitors annually in the past four years, with the highest audiences in 2004/05 and over 40% stemming from the two Halifax sites: the Maritime Museum of the Atlantic and the Museum of Natural History. Given the relatively large volume of visits to the Halifax sites and their different characteristics, this section discusses audiences at the Halifax sites and those at sites elsewhere in the province separately.

Information on annual visitation for the Nova Scotia Museum is organized in three categories:

- » Individual visitors including youth, adults and seniors.
- » Group visitors including schools, tours and local groups.
- » Special services including meetings and rentals, research, the use of outdoor facilities and other services, which could include major special events or other uses that do not fit into one of the other categories.



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AUDIENCES AT NS MUSEUM SITES OUTSIDE HALIFAX

Sites outside Halifax receive between 300,000 and 370,000 visitors annually.

Individual visitors represent about 50% of this audience, group visitors represent 15%, and 35% are associated with the special services category. A significant portion of this latter group may fit into one of the other segments, however insufficient information is available from the sites to make these allocations.

Audiences at the sites have been in decline: down almost 20% between 2004/05 and 2007/08. Among individual visitors, the decline is most notable among youth, although there have also been declines in visits from adults and seniors. There has also been a decline in group tours audiences, as well as those in the special services categories. With the decline in school enrolment in recent years, school group tours have also waned. The only audience segment to show increases has been local groups and research users, although this is a very small portion of the overall audience.

For audiences whose geographic origins are known (about 70% of the total), just under half are Nova Scotians, with 1/3 of these originating from within the local county. Audiences from outside Nova Scotia are almost equally split between Canadians from other provinces and territories and Americans, with a small percentage from each of the other parts of Atlantic Canada and overseas.

AUDIENCES AT HALIFAX SITES

At the Halifax sites, individual visitors represent a much higher proportion of the province's annual visitation (over 75%), groups compose between 10% and 15%, and the balance are primarily those using the facility for meetings, rentals and other uses.

As with the sites outside Halifax, attendance has declined, although not as much as at sites outside Halifax. This decline is most noticeable among school groups, although this may be due in part to differing methods of counting school groups. Among individual visitors, audiences from the youth market and adults have declined, while senior audiences have increased.

For audiences whose geographic origin is known (80%+), Nova Scotians (primarily from Halifax), represent 40% - 45%. Approximately 20% are from other parts of Canada and a similar portion from the United States. Overseas visitors represent 10% – a much higher proportion than at sites outside Halifax.

The Maritime Museum of the Atlantic's location on the waterfront means that this site receives a large proportion of tourist visitors, whereas visitation to the Museum of Natural History is largely Nova Scotians.

CONCLUSIONS

In both audience segments discussed above, it is clear that annual visitation to the Nova Scotia Museum has been declining. Reasons for this decline will be addressed by the strategies presented in Section Four of this document. In the next section, a discussion of the market for heritage interpretation in Nova Scotia presents a new approach for attracting and engaging audiences – both Nova Scotians and tourists – in response to these trends. **It is critically important that we know and understand who these audiences are and what they expect from their heritage experience.** This affects both the recommendations that will form this Interpretive Master Plan, as well as any future projects or initiatives undertaken by the Nova Scotia Museum.



Prepared by:

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