

**Aboriginal Tourism Marketing Circle
Conference Call – Summary Report
March 2, 2012
1:30 – 3:00 EST**

PARTICIPANT	AFFILIATION	PARTICIPANT	AFFILIATION
Barry Parker	AANDC Tourism Industry Advisor	Robin McGinley	COTA –Quebec
Eydie Styres	Six Nations Tourism	Trina Mather-Simard	Aboriginal Experiences - Ottawa
Lori Beaver	Alberta	Don Wilson	Travel Alberta
Jeff Provost	Eastside Tourism Man.	Kristy Sheppard	Nunatsiavut Tourism - Labrador
Keith Henry	ATBC - BC	Brenda Dragon	NTW Tourism and Parks
Kevin Eshkawkogan	GSCT - Ontario	Dan Maloney	AANDC Policy Research and Coordination
Krista Prochazka	TIA Yukon	Carole Bellefleur	STAQ - Quebec
REGRETS			
Patricia Dunnet	Metepenagiag - NB		
Corrine Card	Metis Crossing - Alberta	Linda Sarazin	Aboriginal Experiences - Ottawa
Brian Desjardins	NWT Tourism		

Agenda Items:

- Business from last ATMC conference call
- Urban Aboriginal Tourism Study
- Federal Tourism Strategy
- Federal Framework for Aboriginal Economic Development
- ATMC hosting meeting with ATWG

1. Business From The Last Meeting

At the last meeting there was discussion on:

- Defining ATMC - (discuss name change)
- Finalize organizational structure
- Prioritize ATMC mandate – (Not just marketing)
- Begin to reach out to Federal Partners – Aboriginal Tourism Working Group & Council of Tourism Ministers.

Update: The ATMC Executive Committee (Kevin, Lori, Robin, and Keith) will undertake an ATMC survey. Their goal is to ensure objectives and views are identified and understood to best establish ATMC priorities.

The Executive has already developed a survey template and hope to have it circulated to the Committee members to complete and return. Once information is summarized it will be brought back to ATMC members.

2. Urban Aboriginal Tourism Study

Trina advised that the project would result in a policy paper for federal partners to assist them in understanding the employment and business development issues and opportunities facing urban Aboriginal tourism development. The focus areas of the study are material review, key interviews and meetings with key partners in target gateway cities of Vancouver, Calgary, Ottawa, Toronto, and Quebec City. She has been ill but expects she'll have a report ready by end of March or soon thereafter.

3. Federal Tourism Strategy

The Federal Tourism Strategy (FTS) is a process more than a program and has no money attached to it. It was put in place to better manage federal initiatives and investments in tourism. The FTS outlines key areas that federal partners should focus on such as product development, marketing, border access and human resource development and provides activity/investment tracking systems and reporting vehicles into which federal partners will provide input.

The key areas that AANDC will be pursuing this year (given available resources) under the FTS are as follows.

- Identifying more market ready products
- Aboriginal tourism toolkit products
- Cruise ship opportunities
- Parks Canada partnerships (this will be done – in house)

With the exception of the Parks Canada initiative AANDC will discuss how these may be pursued with the ATMC Executive.

For ATMC to voice their positions on key issues Industry Canada will have to invite them to an appropriate ADM level Industry/government meeting on key area agenda items.

4. Federal Framework for Aboriginal Economic Development

The federal framework is similar to the FTS in terms of an 'all of government' approach to key areas in Aboriginal economic development such as: Strengthening Aboriginal Entrepreneurship, Developing Aboriginal Human Capital, Enhancing the Value of Aboriginal Assets, and Forging New and Effective Partnerships.

Under the framework, analysis in the form of a reference paper is undertaken to support various industry sectors. As yet a tourism paper has not been requested for review by the ADM level Federal Coordination Committee which endorses federal approaches in supporting sector development. ATMC believes an Aboriginal tourism reference paper should be requested at the next government partners meeting on March 15, 2012.

5. ATMC meeting with ATWG

A meeting with government was proposed to share the results of ATMC's internal review of mandate, proposed structure, etc. and to allow for ATWG partners to share their work on the tourism reference paper.

It was suggested that AANDC should bring this message to the ATWG on March 15th and request that a committee be put together to pursue options. For its part ATMC has agreed to

consider its options in taking a partnership approach such as providing in-kind contributions, waived meeting room costs, etc.

6. Meeting Adjourned

- All partners wished Trina a speedy recovery.
- Keith invited everyone to the National Aboriginal Tourism Forum at the end of March in Osoyoos go to.... <http://www.aboriginalbc.com/corporate/events/aboriginal-tourism-conference-osyoos-2012>